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CUSTOMER PERSPECTIVE ON PURCHASE DECISION HALAL PRODUCTS

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ABSTRAK

The purpose of this study were knowing the effect of brand awareness, religiosity, halal marketing on purchase decision halal products. This study were asosiative research. The populations of this study were all muslim society in Indonesia. Sampling method in this study were nonprobabilty sampling used purposive samling technique. Sample total in this study amounted 100 respondents used slovin formula. The result showed religiosity and halal marketing had effect on purchase decision halal products and there is no effect halal awareness on purchase decision halal products

Keywords: Halal awareness, Religiosity, Halal marketing, Purchase decision, Halal product

INTRODUCTION

The halal industry was currently growing rapidly and promising a business trend. The data from Newark, NJ, Aug. 09, 2021 (GLOBE NEWSWIRE) Based on a report published from Fior market, globally the halal food and beverage market is estimated to grow from 1.3 trillion USD in 2020 to 2.18 trillion USD in 2028 with growth estimatimation 6.7% in the period 2021-2028. Halal products are a potential market when measured by the growth in the Muslim population in the world, which currently reaches 1.6 billion (Jalil et al., 2018). The growth in the Muslim population has driven the high demand for halal food and beverage products (Sobari, Kurniati and Usman, 2019). Halal products are not only related to food and beverages but also related to banking, insurance, tourism, medicine and entertainment services (Wilkins et al., 2019). In addition, based on the Projection of the Ministry of Industry (Kemenperin) this is in line with data from the "State of the Global Islamic Economy Report for 2022" which estimates that the total spending of global Muslims will reach US\$2.8 trillion in 2025 or an increase of 7.5 percent (CAGR). The same report also estimates that the total expenditure of global Muslims in 2022 will grow by 9.1 percent, originating from 6 real sectors of the Islamic economy, including the halal food and beverage sector, modest fashion, cosmetics, pharmaceuticals, recreational media and travel (economy. business.com).

Consuming halal products is an obligation for every adherent of the Muslim religion, so that every country with a majority Muslim population will guarantee the existence of halal products to meet basic needs.(Arif et al., 2020). Being one of the countries with the largest Muslim majority population in the world, the Indonesian government has an interest in guaranteeing halal products circulating among the public or consumers(Warto and Samsuri, 2020). Quoted from (ekon.go.id) several regulations were formed by the Indonesian government to guarantee the halalness of a product as a commitment to make Indonesia the center of world halal producers, considering that the total spending on halal products by the Indonesian people is US\$ 214 billion with the achievement of 10% total spending of the value world's total halal products. The phenomenon of the high potential of the halal industry is a phenomenon that is quite interesting in this study. The right business strategy is needed by

companies to attract consumers in making purchasing decisions, especially in terms of purchasing halal products in Indonesia which is currently developing and consumers with a majority of Muslims.

Consumer purchasing decisions play an important role in the running prospects of a business in meeting consumer needs (Husin and Hasnita, 2019). The consumer decision in making a purchase is an activity carried out by someone at any time and place based on experience and driven by the desire to buy (Symbolon, 2019). Purchasing decision is also defined as one of the various alternatives available during the buying process (Husin and Hasnita, 2019). Basically the buying behavior of Muslim consumers in buying a product is influenced by religious factors (Desmayonda and ..., 2019). Several previous studies have focused on consumer purchasing decisions on what influences them, especially on the decision to buy halal brand products.

Halal awareness is a level of understanding of Muslims in the matter of products that are permissible for consumption or not in accordance with Islamic law (Syafiq Alfikri, Baga and Suprehatin, 2019). Consumers' halal awareness of a product that is consumed is related to the process of slaughtering, packaging, cleanliness according to Islamic law (Setyaningsih and Marwansyah, 2019). The context of halal awareness is related to consumer sensitivity in ensuring the legitimacy of the products consumed (Rachmawati and Suroso, 2020). Halal awareness has an influence on consumers in purchasing a halal product brand. This statement is supported by research (Abdullah and Razak, 2019) which states that there is an influence of halal awareness on consumer purchasing decisions on halal product brands. Also in research (Rachmawati and Suroso, 2020) states that halal awareness is a reinforcing factor in purchasing decisions for halal brand products. Research conducted by (Arif Afendi, 2020) states that halal awareness has an influence on consumer decisions in buying halal products. However, the findings are compared with previous research studies, research conducted by (Jaiyeoba, Abdullah and Dzuljastri, 2020) Halal awareness has no influence on consumer purchasing decisions.

A person's personality value in the form of religiosity can influence actions in choosing a product or acting in purchasing decisions (Nurrachmi and Setiawan, 2020) Religiosity is the extent to which a person is committed to religion and its teachings, such as attitudes and behavior. Religiosity has an important role in one's life through the formation of beliefs, knowledge, and attitudes regardless of religious orientation which is reflected in behavior including in the decision making process in a product purchase (Novita Kusuma Maharani and Silvia, 2019). The more religious a person is, the more encourages them to the behavior of buying halal products (Abror et al., 2020). Research conducted by (Bukhari et al., 2019) states that there is an influence of religiosity on consumer decisions to buy halal products. The same findings are expressed (Tuhin et al., 2020) states religiosity affects consumer buying behavior. Different findings were obtained from the results of tests carried out by (Rahayu, 2021) states that there is no influence of Religiosity on purchasing decisions.

Promotion has the benefit of introducing or informing products to consumers in a market (Muhammad, Habibie and Donna, 2018). Halal promotion or what is called halal marketing has the same goal as the concept of promotion or marketing in general, namely introducing products to consumers but with a concept that is in accordance with Islamic sharia (Salehudin and Mukhlis 2012). Understanding the behavior of Muslim consumers is very important in entering a market, including how companies enter the halal food market, in this case meeting their needs according to Islamic sharia. Some research done by (Witoowinit et al., no date) states that halal marketing has an effect on the decision to purchase halal products.

Research result (Hamzah et al., 2020) also states that there is an influence of halal marketing on consumer decisions in buying products. But research (Faturrohman, 2019) states that halal marketing has no influence on product purchases made by consumers.

There is a difference in research findings or differences in the results of hypothesis testing related to the variables that influence consumer decisions in purchasing halal products, the high level of Indonesian consumer spending in shopping for halal products and the government's intensity in developing halal products in order to make Indonesia the center of world halal producers and the company's business orientation towards halal products is a phenomenon that is quite crucial to be examined so that it can contribute to marketing strategies by knowing the variables that influence Indonesian consumers in buying halal products.

METHODS

The type of this research were associative research to find out the causal relationships between independent variables on dependent variable (Sitompul and Medan, 2021). The data source in this study used primary data (A Affendi, 2020). The measurement scale used in this questionnaire used a Likert scale (Setiawan and Mauluddi, 2019). The population in this study were the Muslim population in Indonesia. The sampling method in this study used nonprobability sampling method used purposive sampling technique in which the sampling is based criteria. The sample criteria in this study were respondents aged at least 17 years, senior high school education and Muslim. The total sample in this study were 100 respondents used slovin formula.

Data analysis used the Partial Least Square (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) model. PLS is a powerful analytical method because it is not based on many assumptions. For example, the data must be normally distributed, the sample does not have to be large. Besides being able to be used to confirm theory, PLS can also be used to explain whether there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators (Leguina, 2015). In reflective measurement there are 4 stages of analysis, namely looking at internal measurements of reliability consistency (using CR) greater than 0.7, reliability indicators (using Outer Loading) with values between 0.4 to 0.7. However according to (Ghozali, 2016) for research in the early stages of developing a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient. Convergent Validity (using AVE) with a value of more than 0.5 and Discriminant Validity using the Fornell Larcker criteria. In the second stage of formative measurement, there are two stages examined using the Outer VIF and Significant Outer Weight values which can be seen from the P-Value. The Outer VIF value must be less than 5 while the Outer Weight P-value must be less than 0.05 to be concluded as significant. After examining the outer model, it is followed by an assessment of the measurement results of the structural model (inner model). There are 5 stages, namely Collinierity Assessment (using VIF), Structural Model Path Coefficients (using t test), Coefficient of Determination (using R²), Effect Size (using f²) and Predictive Relevance (using Q²). Structural model Coefficient analysis is used to determine which relationship has a significant effect. If the p-value < (0.05) then the relationship is significant, otherwise if the p-value (0.05) then the relationship is not significant (Astuti, 2021).

RESULTS AND DISCUSSION

Reviewing the perspective of consumers buying halal products, in this case this study aims to see whether there is an influence of halal awareness, religiosity, halal marketing on consumer purchasing decisions on products. The first step is taken before testing the hypothesis using smart PLS, by measuring reflective indicators that must be met including measurements of Internal Consistency Reliability (CR), Reliability Indicators (Outer Loading), Convergent Validity (AVE) and Fornel Larcker Criteria. Following are the results of reflective indicator measurements.

1. Internal Consistency Reliability

Internal consistency of reliability is measured by measuring Composite reliability (CR) with specified criteria greater than 0.7. Following are the results of data processing to assess Composite Reliability (CR) for each variable in this study:

Table 1.
Value of composite reliability

Variables	Composite reliability
Halal Awareness	0.871
Religiosity	0.850
Halal Marketing	0.909
Purchase Decision	0.890

Source : Data Analysis

Based on the data in table 1 Composite Reliability, the value of each variable shows a number more than 0.7. This figure shows that each variable used shows a high reliability value.

2. Reliability Indicator

The reliability value can be measured by looking at the outer loading value. For measuring the outer loading value in this study using a criterion value of more than 0.5. The following are the results of the outer loading values for each of the variables in this study:

Table 2. Outer loading results

OUTER LOADING				
Indicator	Halal Awareness	Religiosity	Halal Marketing	Purchase Decision
Indicator 1	0,803			
Indicator 2	0,763			
Indicator 3	0,665			
Indicator 4	0,709			
Indicator 5	0,728			
Indicator 6	0,695			
Indicator 1		0,737		
Indicator 2		0,719		
Indicator 3		0,856		
Indicator 4		0,695		
Indicator 5		0,827		
Indicator 6		0,703		
Indicator 1			0,727	
Indicator 2			0,682	
Indicator 3			0,802	
Indicator 4			0,699	
Indicator 5			0,662	
Indicator 6			0,599	
Indicator 1				0,795
Indicator 2				0,765
Indicator 3				0,832
Indicator 4				0,722
Indicator 5				0,774
Indicator 6				0,849

Source : Data Analysis

Based on the data in table 2 Outer Loading Result, the value for each indicator on the variable used shows the Outer Loading value is more than 0.5 and can be used as a variable measurement

3. Convergent Validity

The convergent validity assessment was measured using the Average Variance Extracted (AVE) value. If the results of the data processing carried out show a value of more than 0.5, it indicates that all the variables used show valid values. The following are the results of the Convergent Validity assessment in this study:

Table 3. Average variance extracted (AVE)

VARIABLES	Average Variance Extracted (AVE)
Halal Awareness	0.531
Religion	0.587
Halal Marketing	0.625
Purchase Decision	0.576

Source : Data Analysis

Based on the data in table 3, the Average Variance Extracted (AVE) for each variable used in this study shows that all the variables used in this study show valid results.

4. Discriminant Validity

Discriminant validity measurement uses the Fornell-Larcker Criterion value. In using the criteria, use the Fornell-Larcker Criterion value where the diagonal matrix value must be greater than the values on the left or bottom. Following are the results of discriminant validity testing:

Table 4. Discriminate validity

Variable	Halal Awareness	Halal Marketing	Purchase Decision	Religion
Halal Awareness	0.728			
Halal Marketing	0.647	0.698		
Purchase Decision	0.632	0.674	0.791	
Religion	0.685	0.717	0.748	0.759

Source : Data Analysis

Based on the data in Table 4 Discriminate Validity of the Purchase Decision test results, the root value of AVE is higher than the correlation value of the Purchase Decision with other variables which shows that the purchase decision indicator measurement is valid. After measuring the reflective indicators and fulfilling the criteria, the steps taken are measuring formative indicators. The formative measurement is carried out in two stages, namely the Colliarity Issue measurement using the Outer VIF value and Significant Outer Weight (P-Value) measurements.

5. Collinearity Issue

Collinearity Issue is measured using the Outer VIF value with the Outer VIF value criterion for each indicator used being smaller than 5. Following are the results of the data analysis conducted in this study.

Table 5. VIF Value on formative indicators

Variables	Indicators	VIF
Halal Awareness	Indicator 1	1,960
	Indicator 2	1,856
	Indicator 3	1,530
	Indicator 4	1,502
	Indicator 5	1,626
	Indicators 6	1,651
Religion	Indicator 1	1,704
	Indicator 2	1,670
	Indicator 3	2,544
	Indicator 4	1,650
	Indicator 5	2,097
	Indicators 6	1,594
Halal Marketing	Indicator 1	1,683
	Indicator 2	1,288
	Indicator 3	2,054
	Indicator 4	1,754
	Indicator 5	1,755
	Indicators 6	1,197
Purchase Decision	Indicator 1	1,884
	Indicator 2	1,711
	Indicator 3	2,505
	Indicator 4	1,648
	Indicator 5	1,900
	Indicators 6	2,754

Source : Data Analysis

Based on table 5 related to the results of testing the VIF value on Formative Indicator for each indicator in each variable used in this study, the results show a VIF value of less than 5. These results also show that there are no symptoms of multicollinearity in each formative indicator in all variables in this study .

6. Significant Outer Weight

In the measurement of significant Outer Weight in this study using the p-value. The test is carried out by measuring the significant outer weight value on each research indicator used must show a value of less than 0.05 to show that the formative indicators for each variable in this study are significant and can be used. Following are the results of the outer weight output in this study.

Table 6 P-value of formative indicators

Variables	Indicators	P-Value
Halal Awareness	Indicator 1	0.000
	Indicator 2	0.000
	Indicator 3	0.000
	Indicator 4	0.000
	Indicator 5	0.000
	Indicators 6	0.000
Religion	Indicator 1	0.000
	Indicator 2	0.000
	Indicator 3	0.000
	Indicator 4	0.000
	Indicator 5	0.000
	Indicators 6	0.000
Halal Marketing	Indicator 1	0.000
	Indicator 2	0.000
	Indicator 3	0.000
	Indicator 4	0.000
	Indicator 5	0.000
	Indicators 6	0.000
Purchase Decision	Indicator 1	0.000
	Indicator 2	0.000
	Indicator 3	0.000
	Indicator 4	0.000
	Indicator 5	0.000
	Indicators 6	0.000

Source : Data Analysis

Based on table 6 the P-Value of formative indicators to measure significant outer weight with the criterion that the p-value must be less than 0.05. The test results show that the p-value for all indicators for each variable used shows a p-value <0.05. These results show all feasible indicators to be used as research indicators.

7. Measurement of Structural Model

After carrying out all stages of testing, the next step in this study is the assessment of the measurement results from the structural model (inner model). The study carried out two measurements which became the first research stage, measuring the magnitude of the influence of R Square and testing the hypothesis with an alpha value of 5% (0.05). The following are the results of testing with bootstrapping from the PLS analysis as follows:

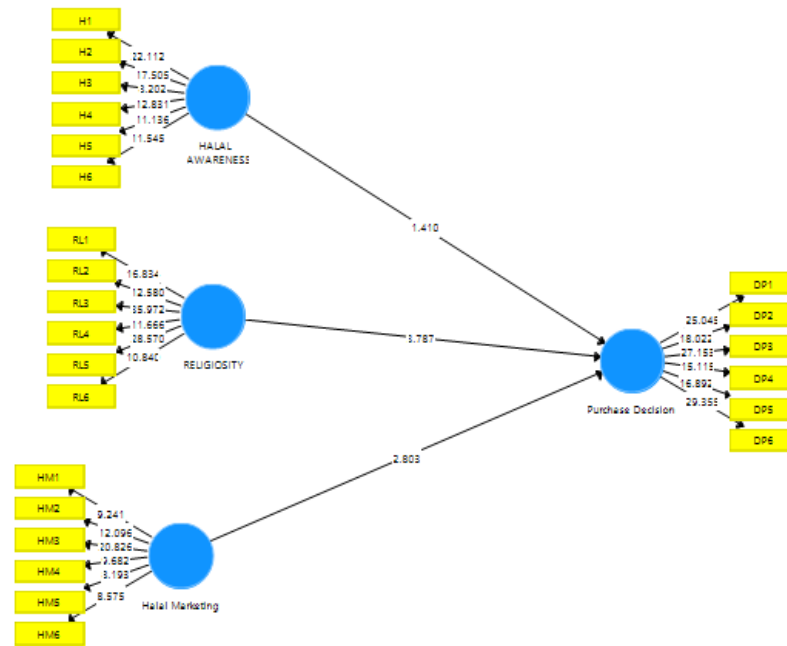


Figure 1. Structural model coefficient (inner model)

Table 7. R Square

Variables	R-Square
Purchase Decision	0.599

Source : Data Analysis

Based on table 7. R Square shows that the magnitude of the influence of each independent variable consisting of Halal Awareness, Religiosity, and Halal Marketing variables on the dependent variable, namely the Purchase Decision of 0.599 or 59.9%, the remaining 40.1% is influenced by other variables.

Table 8. Effects Between Variables

Effects	Original Sample (O)	T Statistics (O/STDEV)	P Values
Halal Awareness -> Purchase Decision	0.158	1,410	0.159
Religiosity -> Purchase Decision	0.232	2,803	0.000
Halal Marketing -> Purchase Decision	0.474	3,787	0.005

Source : Data Analysis

Based on table 8, the effect between variables shows that in testing the effect of the halal awareness variable on the purchase decision, it shows a P Value (0.159) > Alpha (0.05). This shows that there is no effect of the halal awareness variable on the

purchase decision. In testing the effect of the religiosity variable on the purchase decision it shows a P Value (0.000) < Alpha (0.05) this shows that there is an influence of the religiosity variable on the purchase decision. In testing the influence of halal marketing variables on purchase decisions it shows a P Value (0.005) < Alpha (0.05) this shows that there is an influence of halal marketing variables on purchase decisions.

DISCUSSION

Halal products are currently a highly developed and potential market trend in a business with an estimated market growth of 6.7% throughout 2021-2028. This potential is seen by several countries, including Indonesia, which basically has a majority population of Muslims. Supported by a phenomenon where the focus of the Indonesian government is to make Indonesia a world halal producer related to the potential for the halal product business which is based on the achievement of spending on halal products in Indonesia which reaches 10% of total spending on halal products in the world. Halal awareness is an understanding of Muslim consumers regarding the concept of halal, in this case, including the production process of products to be consumed (S Alfikri, Baga and Suprehatin, 2019). Consumer understanding of a product encourages consumers to behave positively in making a purchase decision (Rachmawati and Suroso, 2020). The results of testing the hypothesis in this study concerning the effect of the awareness variable on purchasing decisions for halal brand products show the results that there is no effect of halal awareness on purchasing decisions for halal brand products in Indonesia. This shows that in purchasing products, Indonesian Muslim consumers consider products circulating in a market to be guaranteed halal because consumers believe in the majority of a religion, especially in this case Islam in a country will have an impact on products sold in a market. Research conducted by (Jaiyeoba, Abdullah and ..., 2019) shows that halal awareness has no effect on purchasing decisions.

Consumers in showing their behavior including consuming a product cannot be separated from the influence of values and beliefs that influence it, one of which is the value of religiosity (NK Maharani and Silvia, 2019). The results of testing the hypothesis in this study indicate that there is an influence of religiosity on purchasing decisions for halal brand products. The behavior of buying non-halal products for consumers who are Muslim is still considered something that has no fairness or taboo. This shows that the strength of values and norms that apply in religion, especially in Islam which is adhered to by the majority of Indonesian people, encourages the buying behavior of halal brand products. The research conducted by (Tuhin et al., 2020) also states that there is an influence of religiosity on purchasing decisions of halal products. Halal marketing is a marketing activity in introducing products based on Islamic sharia (Faturrohman, 2019). Halal marketing is very important to attract consumers in a country where the majority of consumers are Muslims. The results of testing the hypothesis in this study show that halal marketing influences consumer purchasing decisions. This shows that the halal marketing process carried out by companies using Islamic attributes encourages consumers to use halal brand products. In addition, government support in conducting halal marketing such as promoting halal tourism has an influence on the use of halal brand products. The results of research conducted by (Hamzah et al., 2020) also states that there is an influence of halal marketing on consumer purchasing decisions.

CONCLUSION

The conclusion from the results of testing the hypothesis to find out the consumer's perspective in buying halal products that focuses on the influence of halal awareness, religiosity, and halal marketing variables on purchase decisions shows that the halal awareness variable has no effect on consumer purchasing decisions on halal brand products. Religiosity affects consumers' purchasing decisions on halal brand products. Halal marketing affects consumers' purchasing decisions on halal brand products. For further research, it is expected to add variables such as reference groups as independent variables that influence purchase decisions.

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