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The Effect of Religiosity, Halal Certificate, Halal Awareness, on Purchasing Intention with Mediated Attitude Variables (Study on Holland Bakery)

Sarah Widad¹, Daru Asih²

¹Mercu Buana University, Jakarta, Indonesia

²Lecturer, Mercu Buana University, Jakarta, Indonesia

Corresponding Author: sarah.widad1221@gmail.com¹

Abstract: Food is a source of energy needed for the human body and is one of the basic needs of life. For Muslims, it is highly recommended to consume halal food. Halal food seems to be the most important sector of the food industry. To find out whether food is halal or haram, information is needed that can show that the food is halal for consumption by Muslims. Halal certification is important for Muslim consumers in determining the choice of food packaging products. After reviewing previous research, the research objective was determined, namely to analyze the influence of religiosity, halal certificate, halal awareness, through attitudes as an intervening factor in purchasing intentions. The population is Holland Bakery consumers. The sample unit taken was 130 respondents. Data analysis using SEM with the PLS program. The results obtained reflect the factors of religiosity, halal certificate, halal awareness, through attitudes as an intervening factor in purchasing intentions.

Keyword: halal awareness, religiosity, halal certification, attitude, purchase intention.

INTRODUCTION

Food is a source of energy needed for the human body and is one of the basic necessities of life. For Muslims, it is highly recommended to eat halal food. Halal food seems to be the most important sector of the food industry (Zulkfli et al. 2019). In Islamic teachings, food is divided into two, namely halal which is allowed to be consumed and non-halal (haram) which should not be consumed or violates Islamic law (Bashir, 2019). To know whether food is categorized as halal or haram, information is needed that can indicate whether the food can be consumed by Muslims. Halal certificates are important for Muslim consumers in determining the choice of food packaging products (Khan, 2019). With the halal certificate, it is in accordance with the mandate of Law No.33 of 2014 concerning halal product guarantees. The importance of halal food in Indonesia is inseparable from the majority Muslim population where in 2021 there are 238.09 million people or 86.93% of Islam.

Based on the State of the Global Islamic Economy (SGIE) Report 2022, Indonesia ranks second for the halal food product category and in 2020 the consumption of halal food and beverages in Indonesia reached US \$ 135 billion, making Indonesia the largest consumer of

halal food and beverages in the world. One of the processed foods that are often consumed by the public is bakery products. Based on EU-Indonesia Business Network (EIBN) Sector Reports 2019 bakery products in Indonesia mainly consist of bread 60%, traditional snacks 25%, wafers, and biscuits 10%, and cakes 5%, biscuits 10%, and cakes 5%.

The demand for bread is increasing due to changes in the characteristics and lifestyle of urban communities (Nugroho and Sihite, 2020). In addition, bread is considered very practical for today's fast-paced world (Arwini, 2021). Today's bakeries are easy to find, but not all bakeries can guarantee the halalness of their products.

For this reason, one of the long-established bakeries in Indonesia that guarantees that its products can be consumed by Muslim consumers is Holland Bakery. Along with more and more many fast-growing bakeries have made Holland bakery's position as a halal bakery store experienced a shift. Based on the Top Brand Index survey for Bakery, Holland Bakery in 2021 and 2022 has decreased to second place.

Previous research shows that religiosity affects attitudes (Khalid et al., 2019). religiosity affects purchase intention (Hanum and Adityawarman, 2020). Halal certificates have a significant effect on purchase intention (Legowati and Albab, 2019). Halal awareness has a significant effect on purchase intention (Bashir, 2019). Attitude affects purchase intention (Vizano and Fahlevi, 2021).

Based on the phenomena and gap problems that have been described, this study aims to determine the effect of religiosity, halal certificates, and halal awareness on purchasing intentions with mediated attitude variables: Study on Holland Bakery ".

LITERATURE REVIEW

Consumer Behavior

According to Kurniasih (2018) consumer behavior is a process as the basis for purchasing decisions. Meanwhile, according to the opinion of Zulfa and Hidayati (2018) that consumer behavior is an activity related to the process of purchasing goods and services and is the basis for making purchasing decisions. Several factors influence consumer behavior, namely cultural factors, social factors, personal factors, or psychological factors (Hanum and Adityawarman, 2020).

Theory of Planned Behaviour

Theory of planned behavior is one of the theories that studies human behavior (Putri and Ari, 2019). According to Hassan et al (2022) TPB can describe how a person's decision actions. Meanwhile, according to Elseidi (2018) The Theory of Planned Behavior (TPB) discusses attitudes, subjective norms and perceptions of behavioral control.

Religiosity

According to Briliana and Mursito (2017) Religiosity is the extent to which individuals are committed to their religion and are reflected in attitudes and behavior. Meanwhile, according to Mansyuroh (2020), religiosity is an observation, thought and feeling regarding religious devotion. Astuti and Asih (2021) state that the influence of religion plays a very important role in shaping behavior and attitudes. Indicators of religiosity according to Divianjella et al (2020) are routinely paying zakat, praying five times, fasting during Ramadan, regularly reading the Koran, trying to avoid sin, gathering with fellow Muslims, participating in religious activities and getting religious information through the media.

Halal Awareness

According to Setiawati et al. (2019) halal awareness is the level of knowledge for a Muslim related to halal concepts and requirements. According to Bashir (2019) argues that awareness is the ability to understand, feel, an event and an object. According to Jannah and

Al-Banna (2021) to understand halal awareness is the first thing that needs to be seen how an individual understands the concept of halal.

According to Pradana et al. (2020) argue that there are four indicators of halal awareness, namely actively reading or looking for information related to halal products and understanding the meaning of halal. Meanwhile, according to Basri and Kurniawati (2019) the indicators of halal awareness are always ensuring that the products consumed are halal and always ensuring that the products consumed contain halal ingredients.

Halal Certification

The halal certificate is official information to customers about guaranteeing that the products they consume comply with Islamic law (Balques, 2017). Hanum and Adityawarman (2020) argue that a halal certificate is a guarantee of protection for food consumers in accordance with existing regulations. According to Muhammad et al. (2019) halal certificate is an indicator for Muslims in consumption decisions whether the product is halal.

According to Basri and Kurniawati (2019) indicators on halal certificates are halal certificates and logos used to convince if the product is halal, feel safe consuming on products that have a halal logo, when buying products will ask for certified halal products, and some halal logo products because of their high quality.

Attitude

Attitude is a factor in a person who is learned to give a positive or negative response to an assessment (Kharisma et al., 2020). Meanwhile, according to Haque et al (2018), it explains that attitude shows a person's preference or dislike for certain objects.

According to Bashir (2019), the indicators of attitude are buying halal food products is a good idea, buying halal food products makes you feel very satisfied, buying halal food products has become part of religious observance, buying safe food products and buying convenient halal food products.

Purchase Intention

Purchase intention is a plan to purchase a product with a certain brand (Sukri et al., 2022). Purchase intention as a consumer's tendency to buy something (Nofianti and Rofiqoh, 2019). Purchase interest predicts consumer behavior and refers to the likelihood of consumers buying a product (Vizzano et al., 2021).

According to Garg and Joshi (2018) indicators of purchase intention are ready to buy halal products in the future, when buying goods that are used daily prefer to buy halal products, buy halal products even though they are a little expensive and intend to buy halal products.

Based on several empirical research results above, the research hypothesis is as follows:

The Effect of Religiosity on Attitude

The results of research by Khalid et al. (2019) in their research state that religiosity affects attitudes. The results of Mahardika's research (2019) religiosity has a positive effect on attitudes.

H1: Religiosity has a positive and significant effect on attitude

The Effect of Halal Certificate on Attitude

According to research from Windiana and Putri (2021) concluded that products that have been labeled halal have a positive influence on attitudes. Baroto's research (2019) shows the results that halal certificates have a positive effect on consumer attitudes.

H2: Halal certificate has a positive and significant effect on attitude

The Effect of Halal Awareness on Attitude

According to Rektiansyah and Auwalin (2022) found that halal awareness has a significant effect on attitude. Research from Setiawati et al. (2019) that halal awareness has a significant positive effect on attitudes towards halal food.

H3: Halal awareness has a positive and significant effect on attitude

The Effect of Attitude on Purchase Intention

Based on research conducted by Mahardika (2019) that attitudes have a significant impact on buying interest. According to Zulkifli et al. (2020) attitude has a positive effect on purchase intention.

H4: Attitude has a positive and significant effect on purchase intention

The Effect of Religiosity on Purchase Intention

In Efendi's research (2019) explains that religiosity has a positive effect on purchase intention. According to Hanum and Adityawarman (2020) religiosity has a significant effect on buying interest.

H5: Religiosity has a positive and significant effect on purchase intention

The Effect of Halal Certificate on Purchase Intention

Hanum and Adityawarman (2020) in their research found that halal certification has a positive and significant effect on purchase intention. Legowati and Albab (2019) halal certificates have a significant effect on purchase intention.

H6: Halal Certificate has a positive and significant effect on purchase intention

The Effect of Halal Awareness on Purchase Intention

According to Hanum and Adityawarman (2020) that halal awareness has a positive and significant effect on purchase intention. According to Bashir (2019) halal awareness has an effect on purchase intention.

H7: Halal awareness has a positive and significant effect on purchase intention

The Effect of Religiosity on Halal Awareness

In the research of Pramintasari and Fatmawati (2017) religiosity has a significant effect on halal awareness. In research by Fathoni et al (2022) found that religiosity significantly affects halal awareness.

H8: Religiosity has a positive and significant effect on halal awareness

Model Framework of thinking as follows:

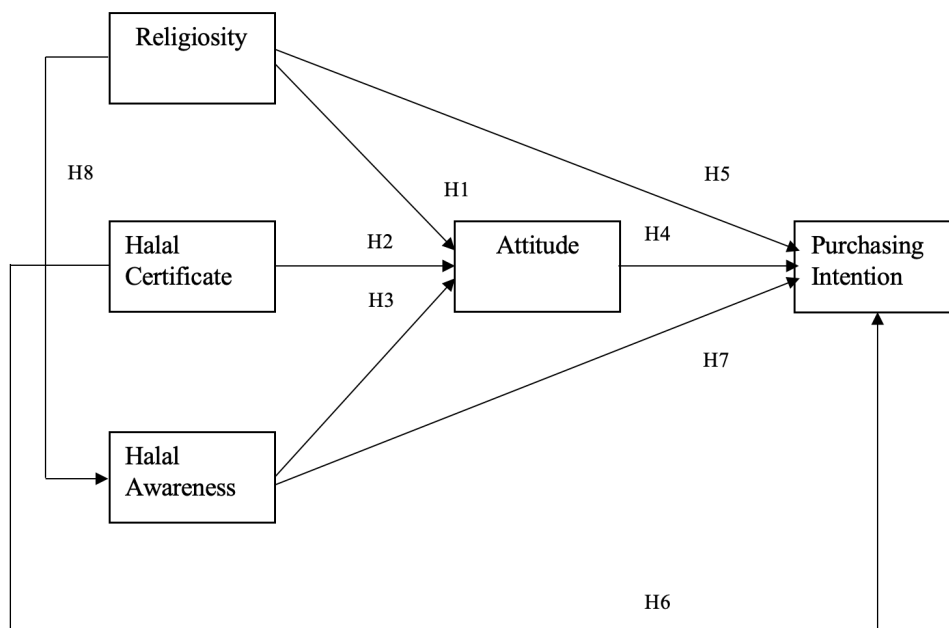


Figure 1. Conceptual Framework

METHOD

This type of research is a causal type of research. Causal research is research that aims to test hypotheses about the effect of one or more variables (dependent) on other variables (independent). The data used is quantitative using a questionnaire data collection technique, namely giving several questions to respondents.

Population is a generalized area consisting of subjects and objects that have certain quantities and characteristics that have been made by researchers to study and then draw conclusions (Sugiyono, 2017). In this study, the population used is people who have never bought Holland bakery products.

Samples according to Sugiyono (2017) are part of the number and characteristics possessed by the population. In this study, using a non-probability sampling method with purposive sampling. The sample in this study was 130 respondents. The criteria for this study are Muslim, at least 17 years old and domiciled in DKI Jakarta, West Java, Central Java, East Java, Yogyakarta and other regions.

This study uses a Likert scale with scores of 1 (Strongly Disagree), 2 (Disagree), 3 (Less Agree), 4 (Agree), and 5 (Strongly Agree) with equal distances (Sugiyono, 2017). Testing this research hypothesis uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS).

RESULT AND DISCUSSION

Measurement Model Analysis (Outer Model Analysis)

The results of the first validity test, namely the analysis of the average variance extracted (AVE) value for each research variable, are shown in the table below.

Table 1. AVE

Variable	Value AVE	Result
Religiosity	0,636	Valid
Halal Certificate	0,687	Valid
Halal Awareness	0,690	Valid
Attitude	0,628	Valid
Purchase Intention	0,719	Valid

It can be concluded that the value of AVE is above 0.5 where for the Religiosity variable 0.636, Halal Certificate 0.687, Halal Awareness 0.690, Attitude 0.628 and Purchase Intention 0.719.

The results of reliability testing for each variable using composite reliability criteria are shown in the table below:

Table 2. Composite Reliability

Variable	Composite Reliability	Result
Religiosity	0,933	Reliable
Halal Certificate	0,898	Reliable
Halal Awareness	0,899	Reliable
Attitude	0,894	Reliable
Purchase Intention	0,885	Reliable

It can be seen that the composite reliability value of each variable has exceeded the minimum limit value that has been set, namely 0.7. Thus, it can be said that the reliability of the model in this research has been met.

Measurement Model Analysis (Inner Model Analysis)

The R-Squared test result in this research are shown in the table below:

Table 3. R-Square

Variable	Value R Square	Result
Halal Awareness	0,204	Weak
Purchase Intention	0,708	Moderate
Attitude	0,480	Moderate

The Q2 predictive relevance test result in this research are shown in the table below:

Table 4. Q2 Predictive Relevance

Variable	Value Q2
Halal Awareness	0,126
Purchase Intention	0,494
Attitude	0,293

The calculation results show that the predictive relevance Q2 value is greater than 0, so it can be concluded that the model already has predictive relevance.

Based on the test results in this study, it shows that H1, namely religiosity, has a positive and significant effect on attitudes. respondents understand the concept of halal in religious teachings related to eating food. In this study, the majority of respondents aged 26 years to 35 years are millennials who believe that eating halal food is regulated in religious teachings. The results of this study are also in line with previous research conducted by Rohmatun and Dewi (2017) which found that religiosity has a significant effect on attitudes.

Based on the test results in this study, it shows that H2, namely halal certificates, has a positive and significant effect on attitudes. The results of this study indicate that the existence of a food guarantee that is suitable for consumption is a consideration for respondents in terms of choosing what food to consume. The results of this study are also in line with previous research conducted by Baroto (2019) which shows that halal certificates have a positive effect on attitudes.

Based on the test results in this study, it shows that H3 halal awareness has a positive and significant effect on attitude. This is because the respondents in this study have been limited to Muslim respondents, where the respondents have understood and realized the concept of halal

food which also increases the understanding of halal awareness of a Muslim and has an impact on acting in an attitude. The results of this study strengthen the results of research from Rektiansyah and Auwalin (2022) which found that halal awareness has a significant effect on attitudes.

Based on the test results in this study, it shows that H4 attitude has a positive and significant effect on purchase intention. It cannot be denied that the respondents' attitudes affect this purchase intention because the respondents want a halal food product that is good for them. The results of this study support research conducted by Mahardika (2019) that attitudes have a significant impact on purchase intention.

Based on the test results in this study, it shows that H5 religiosity has a positive and significant effect on purchasing intention. The results of this study indicate that the higher a person's religiosity, the higher the purchase intention on halal food products. Respondents who have a high level of religiosity will increasingly realize that when buying halal food is a top priority. The results of this study support research conducted by Efendi (2019) showing that religiosity has a positive effect on purchase intention.

Based on the test results in this study, it shows that H6 halal certificates have a positive and significant effect on purchase intention. From these results, it shows that when food products have halal guarantees, respondents will buy halal food for consumption at a higher rate. The results of this study support research conducted by Hanum and Adityawarman (2020) that halal certification has an effect on purchase intention.

Based on the test results in this study, it shows that H7 halal awareness has a positive and significant effect on purchasing intention. From these results, it shows that when respondents have a high awareness in paying attention to halal food for consumption, they will be more selective in buying food. The results of this study support research conducted by Bashir (2019) that halal awareness has an effect on purchase intention.

Based on the test results in this study, it shows that H8 religiosity has a positive and significant effect on halal awareness. From these results, it shows that respondents understand the teachings of Islam which teach the concept of halal for life where in terms of halal food will bring goodness and become a form of piety. So that when a high level of religiosity will understand the meaning of halal for halal products. The results of this study support research conducted by Nurhayati & Hendar (2019) that religiosity has a significant influence on halal awareness.

CONCLUSION

Based on the analysis and interpretation of the data presented in the previous chapter, the following ten conclusions can be put forward as follows:

1. Religiosity has a positive and significant effect on attitudes. This shows that the religiosity of a Muslim is an important factor in shaping attitudes. This means that consumers with a high level of religiosity will have a different attitude towards consuming food products.
2. Halal certificate has a positive and significant effect on attitude. This shows that the existence of a halal certificate will affect a person's attitude towards consuming food products.
3. Halal awareness has a positive and significant effect on attitude. This shows that the higher the halal awareness, the more careful a Muslim will be about food products.
4. Attitude has a positive and significant effect on purchase intention. This shows that attitude can affect a person's interest in buying halal food products.
5. Religiosity has a positive and significant effect on purchase intention. This shows that the higher the religiosity of a person, the more interested he will be in buying halal products.

6. Halal certificate has a positive and significant effect on purchase intention. This shows that the existence of a halal certificate will have an impact on increasing purchase intention on halal products.
7. Halal awareness has a positive and significant effect on purchase intention. This shows that the higher the halal awareness of a Muslim, the more interested in halal products.
8. Religiosity has a positive and significant effect on halal awareness. This shows that the higher the level of religiosity, the more halal awareness will increase.

The limitations of this study have not covered all regions of Indonesia, so for further research can add more regional scope because Holland Bakery stores are widespread. In addition, the sample size can be added so that it can represent each region in Indonesia.

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