

The role of purchasing interest: do halal certification and halal awareness determine purchasing decisions?

Irfan Agung Purnomo, Heri Pratikto, Naswan Suharsono

Master of Management, University of Malang, Malang, Indonesia

Corresponding author: Irfan Agung Purnomo, ipanagungpurnomo@gmail.com

Received: April 19th, 2024; Received: July 6th, 2024 year; Published: September 15th, 2024

DOI: <https://doi.org/10.24123/jmb.v23i2.787>

Abstract

Developing distribution marketing is the biggest challenge for MSME business actors in the Blitar district. Policy demands from the government that all products circulating in the modern market must have a halal label by 2024 is a challenge for producers. Purchasing decisions are the wrong key for manufacturers to measure how efficient halal certification and halal awareness are. The explanatory method with a quantitative approach is this type of research. The population in this study were snack food consumers in Blitar district. The sample was taken using a purposive random sampling technique, with 2 criteria chosen by the author, obtaining 385 respondents. The path analysis technique is a data analysis technique used in this research. The results of this research show that halal certification and awareness have a positive and significant influence on consumer buying interest, halal certification and buying interest have a positive and significant influence on purchasing decisions, but awareness has no influence on purchasing decisions and buying interest can partially mediate between halal certification and purchasing decisions, buying interest can mediate between halal awareness and purchasing decisions.

Keywords : halal certification, halal awareness, purchase intention, purchase decision, MSME

Introduction

Companies have several important aspects to achieve marketing goals, several aspects that can support marketing, among others, are influenced by consumer purchasing decisions. Marketing is a process carried out by an organization to try to introduce products that will be socialized to more markets. Indonesia has the highest population, the majority of whom are Muslim, based on *Global Religious Future data*, the number of Indonesian Muslim residents in 2020 was 229.62 million people. Along with the increasing number of Muslim population in Indonesia, there is an opportunity for a company to fulfill its need for halal production. This is also a new phenomenon that encourages people to open new and competitive products from existing competitors.

Meanwhile, the food and beverage management industrial sector is one of the largest sectors in Indonesia. based on the website from (Ministry of Industry, 2023), it is explained that the food and beverage industry was able to record very

significant growth, namely 3.57%, and was able to become the largest contributor to the PDP of the non-oil and gas management industry in the third quarter of 2022, amounting to 38.69%. The role of the No Again food and beverage industry is not only to fulfill basic needs but also to complement people's lifestyles (Yulia & Trianita, 2021).

For consumers, consuming food is not just about filling them up, they will still consider whether the ingredients in a product are halal or not. The halalness of a product is an important focus for consumers when considering purchasing a product. Whether a food product is halal or not is a guarantee of staple food for Muslims. Because consuming halal food is a must for Muslims (Rois, 2016).

There are various types of food circulating in society, one of which is snacks or packaged snacks. Snacks are a type of snack that we often encounter wherever we are, both in stalls and supermarkets. Consuming packaged snacks or snacks is indeed a problem, including the habits of people, especially children and teenagers as well as students. Snacks or snacks are food that is made for not being a main dish and is served and consumed outside of main meal times. Included in the snack food category are crackers, chips, biscuits, chiki-chikan, and nuts. Packaged snack products are now increasingly circulating in society. However, not all food products necessarily have a halal label. Especially snacks or snack products imported from abroad. For this reason, people need to be careful in choosing food products.

There are various types of food circulating in society, one of which is snacks or packaged snacks. Snacks are a type of snack that we often eat wherever we are, both in stalls and supermarkets. Consuming packaged snacks or snacks is certainly a problem that is no exception to the habits of the community, especially children, teenagers and students. Snacks or snacks are foods that are made with the aim of not being a main dish and are served and consumed outside of main meal times. Included in the snack food category are crackers, chips, biscuits, chiki-chikan and nuts. Light packaged food products are now increasingly circulating in society. However, not all food products necessarily have a halal label. especially food light products or snacks brought from abroad. For this reason, people need to be careful in choosing food products.

The role of halal certification is very important in supporting sustainable marketing for industry A. Halal certification is a certificate that shows the halalness of a food and beverage product that is made with halal ingredients and has gone through a process determined by religion. Halal certification is issued by an authorized institution to ensure that products meet halal standards, the institution appointed to issue halal certification is the Halal Product Guarantee Agency (BPJPH). The impact of halal certification is not only limited to religious aspects, but will still have a significant impact on producers because it ensures that the products they own have a halal guarantee for consumers. The requirement for producers who want to develop marketing in modern retail is that their products must have a halal label.

Apart from halal certification, halal awareness is also an important factor in Muslim consumers' purchasing decisions. Halal awareness refers to the level of consumer understanding and knowledge about halal principles and the importance of consuming halal products. The higher the awareness of halal, the greater the possibility that consumers will consider internal halal factors in their

purchasing decisions.

Although halal certification and halal awareness are important in Muslim consumers' purchasing decisions, there has not been much research investigating how these two factors interact in forming consumer purchasing intentions. Therefore, it is important to identify variables that can be bridging or intervening variables between halal certification, halal awareness, and consumer purchasing interest. One variable that might occur is the relationship between halal certification, halal awareness, and purchase intention.

Purchase intention is a trend or consumer's desire to buy or consume a product or service. As an intervening variable, purchase intention can play a role in linking halal certification mechanisms and halal awareness with Muslim consumers' purchasing decisions. Therefore, research on the application of halal certification, halal awareness, and purchasing intentions as intervening variables in the context of Muslim consumer purchasing decisions is important to understand how the factors influence the relationship between halal certification and halal awareness.

Based on several factors determining purchasing decisions, it can be seen from several factors, namely halal certification, halal awareness, and purchase interest. Researchers focus on snack food MSMEs. There are 80 MSME products in Blitar Regency which are followed by curation at Indomart. 18 products were declared to have passed curation/certification from one of the modern markets (INDOMART). The products are spread across 46 Indomarts, which meant that Indomart has become one of the modern markets most visited by consumers.

Methods

The method used in this research is quantitative research with descriptive and explanatory types. Descriptive analysis is useful for explaining current events experienced. The explanation contained in this research includes associative expansion, namely to find out whether there is an influence and how big the influence of the variable is. The following is the design that will be discussed in this research.

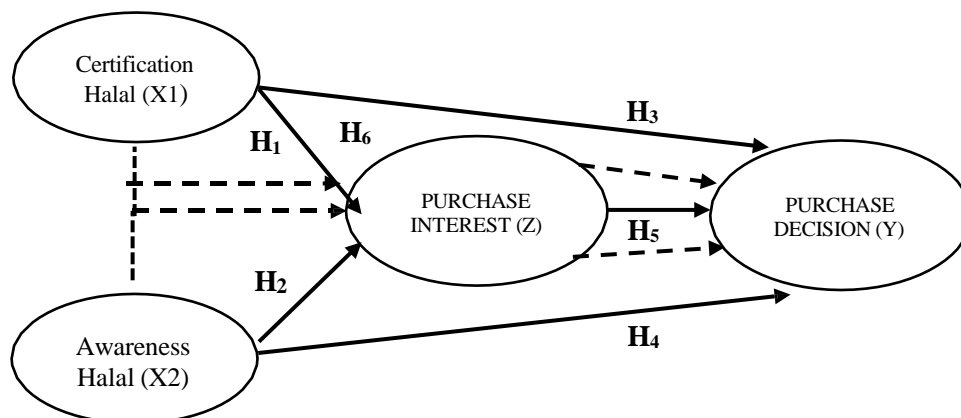


Figure 1. Research Framework

Sample and Population

A sample is a group consisting of objects or subjects that have certain levels and criteria created by researchers to determine the results. The population used in this research is customers or consumers of MSME snack products in Blitar. A sample is something obtained from members of a population who fulfill certain stages so that it can represent that population (Siyoto & Sodik, 2015). According to Bawono (2006), a sample is all objects or subjects used to research a population. In sampling, purposive sampling is used, namely determining the sample with certain considerations. Considering that sampling includes representativeness of the population. The sample considerations in this research are respondents with the following criteria: a) respondents who have shopped at modern markets; b) respondents who have purchased MSME snacks at modern markets in Blitar district.

The measurements in this research use several literature sources, the measurement of the purchasing decision variable uses indicators from Bayu Triyanto (2014), the variable measuring halal certification uses indicators from Sharii & Arifin (2013), the variable measuring awareness of halal use uses indicators from Sharii & Arifin (2013). Measurement of the purchase interest variable using indicators from Schiffman and Kanuk (2014). Primary data in this study was analyzed using path analysis using the SPSS 25 FOR WINDOWS software tool.

In the questionnaire used in the research, there are 38 question items distributed across 4 variables that will be studied. In the purchasing decision variable, 5 question items are declared valid. declared valid, and in the variable of interest there were 5 questions declared valid. The reliability of the questionnaire was assessed using the Cronbach's Alpha method, where an instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60. In the purchase decision variables, halal certification, halal awareness, and purchase interest, each variable has a Cronbach's Alpha value of 0.858, 0.859, 0.867, and 0.774 based on the number of variables that can be stated in this research as reliable.

Results and Discussion

In testing the hypothesis in this study, a mediation model with equality of two paths was used using path test analysis. Path analysis is an extension of the multiple regression test which has the function of interpreting the relationship between research variables based on established theory. The following is the analysis model for this research path.

Table 1. Path Model Analysis (Model 1)

Variable	Unstandardized Coefficients	Q	Significance
Halal Certification	0.170	7.327	0.000
Halal Awareness	0.195	3.492	0.001

Based on Table 1 above, the calculated t value for Halal certification is 7.327 > 1.9622, and for the halal awareness variable 3.492 > 1.9622. The probability value of halal certification and awareness of purchasing interest is smaller than

0.05. From the research results, it can be concluded that halal certification and halal awareness influence purchasing interest. The equation obtained is $Z = 3.015 + 0.170 X_1 + 0.195 X_2 + e$.

Table 2. Path Model Analysis (Model 2)

Variable	Unstandardized Coefficients	Q	Significance
Halal Certification	0.081	4.774	0.000
Halal Awareness	0.070	1.781	0.076
interest in buying	0.129	3.648	0.000

Based on Table 2 above, the calculated t value for halal certification is $4.774 > 1.9622$, and for the halal awareness variable it is $1.781 > 1.9622$ and the purchase interest variable is $3.648 > 1.9622$. The probability value of halal certification and purchase interest in purchasing decisions is smaller than 0.05 and halal awareness in purchasing decisions is greater than 0.05. Thus, it can be concluded that halal certification and purchasing interest influence purchasing decisions, while Halal Awareness states that it cannot influence purchasing decision variables. The equation obtained is $Y = 13.571 + 0.081 X_1 + 0.070 X_2 + 0.129 Z + e$.

The r-square value in the first equation model determination test is 0.342. So it can be concluded that the contribution of variables in the first model is 34.2% and the remaining 65.8% is influenced by other variables not studied. the R-Square value in the second equation model determination test is 0.283. So it can be concluded that the contribution of variables in the second model is 28.3% and the remaining 71.7% is influenced by other variables not studied.

Indirect Influence (PTL) is obtained by multiplying the influence of the direct independent variable with the mediator variable (p 2) with the influence of the direct mediator variable with the dependent variable (p 3) (Ghozali, 2006). The Sobel test is carried out with 2 model equations. The results of the Sobel test calculations in this research can be stated as follows:

Table 5. Sobel Test Results

Models HC - PIPD ₁	PTL = (p ₂) x (p ₃) = $0.423 \times 0.195 = 0.082$
Models HA -PIPD ₂	PTL = (p ₂) x (p ₃) = $0.023 \times 0.195 = 0.004$

Based on the table, it is stated that the influence of the variables in the first mediation model is 0.082, while the role of mediation in the second model is 0.004. So it can be seen that the indirect effect is based on the indirect effect plus the direct effect, namely (PTL) + (P ₁) = $0.309 + 0.082 = 0.391$. The influence value of the mediating variable in the X2-ZY model is 0.059. So the total effect of No is determined directly by calculating (PTL) + (PL) = $0.110 + 0.004 = 0.114$.

The next stage is to test the Sobel test which calculates the t-value and two-sided probability value using the Daniel Soper calculator. The calculation results are as follows.

Based on the picture, it can be seen that the results of the first Sobel test equation are $3.398 > 1.96621$ with a probability value of $0.00097 > 0.05$. So it can

be concluded that purchasing decisions are influenced by halal certification through purchasing interest.

Based on the image of the Sobel test results, the second equation is $2.531 > 1.96621$ with a probability value of $0.011 > 0.05$. So it can be concluded that purchasing decisions are influenced by halal awareness through purchasing interest. Table 6 below summarizes the hypothesis testing tested in the study. The aim is to provide a valid and comprehensive review of research results.

Table 6. Recapitulation of hypothesis results

Tracks	Direct Influence	Indirect Influence	Total Influence	Significance	Hypothesis Results
HC → PD	0.309			0.000	Accepted
HA → PD	0.110			0.076	Rejected
HC → PI	0.425			0.000	Accepted
HA → PI	0.203			0.001	Accepted
PI → PD	0.195			0.000	Accepted
HC → PD → PI		0.082	0.391	0.000	Accepted
HA → PD → PI		0.004	0.114	0.011	Accepted

Discussion

The first hypothesis explains that the halal certification variable has a positive and significant effect on interest in purchasing MSME snack products in Blitar. This is in line with research from Fauzia et al. (2019) which states that halal certification has a positive and significant effect on consumer buying interest. These findings state that currently halal certification is not only used as a consideration for Muslim consumers but is also important for non-Muslims in influencing their buying interest. Halal certification is considered a guarantee in choosing a product. Compared backward, a study Afnan (2022) stated that halal certification does not affect consumer buying interest. Meanwhile, Afendi's research (2020) states that halal certification has a positive but not significant effect. This shows that UMM food light consumers in Blitar Regency pay attention to existing products equipped with halal certification.

The second hypothesis explains that the Halal Awareness variable has a positive and significant influence on intention to purchase MSME snack products in Blitar, in line with research conducted Septiani and Ridlwan (2020) Based on the results of research conducted by previous research, it show that Halal Awareness has a positive and significant influence on consumer buying interest in halal products. This is different from previous research which shows that stand-up awareness of halal food is very high among non-Muslim consumers. This shows that knowledge about the halal food management process is very useful for consumers as a consideration in determining which products to buy. About a phenomenon that should be exploited by producers. To convince consumers, producers must show that the baked goods and the management of the products to be marketed comply with the requirements for a halal certificate so that they can inspire consumer confidence.

This research reveals that consumer awareness in Blitar Regency shows that awareness of halal products will be very high. Consumers know that consuming halal food is an important obligation for Muslims. Consumer understanding will also be their understanding of matters related to halal

products. So consumers with high awareness can influence their interest in buying snack products that are halal certified.

The third hypothesis explains that the purchase interest variable has a positive and significant influence on purchasing decisions for MSME snack products in Blitar. In research, this is supported by the opinion of. Based on the results of previous research, it shows that purchasing interest has a positive and significant effect on purchasing decisions. This may also be supported by the theory used in the research. This is the TPB theory or attitude theory. In this case, what needs to be looked at first is attitude, the attitude factor of consumers thinks a lot about the function of a product, whether it has a positive or negative function. It can be seen from the results of this research that consumers pay attention to cave products. Next is the subjective norm in this case. These consumers listen more to advice from their colleagues when deciding to buy a product.

Hypothesis 4 explains that the halal certification variable has a positive and significant effect on purchasing decisions for MSME snack products in Blitar. (Fadlullah et al., 2021; Fitria et al., 2019; Nurfajrina et al., 2021; Pratiwi et al., 2022). Research states that halal certification has a positive and significant effect on purchasing decisions. The Islamic religious factor is one of the main factors that influences consumers to buy halal food.

The fifth hypothesis explains that the halal awareness variable does not influence purchasing decisions for MSME snack products in Blitar. Halal awareness is not able to influence the desire to buy. With the following results, it can be interpreted that consumers' halal awareness regarding understanding halal products is still not enough. Basically, if consumers already understand the design of Halal products, then consumers will be happy to buy existing products that are labeled halal. Therefore, producers are obliged to educate consumers about the importance of consuming halal food. This statement is in line with Afnan (2022), explaining that halal awareness has no positive and insignificant effect on purchasing decisions. The present study is in contrast with the findings of Setyaningsih and Marwansyah (2019) explaining that Halal Awareness has a positive and significant influence on purchasing decisions.

The sixth hypothesis is a hypothesis to test the mediating effect of the intervening variable, namely purchasing interest on the influence of halal certification on purchasing decisions. The results of the analysis show that the regression coefficient value for the X1 YZ line is 0.082 with a significance level of 0.000. It can be concluded that the purchase interest variable (Z) mediates the influence of Halal certification (X1) on purchasing decisions (Y) of snack food MSMEs. Meanwhile, with the rapid development of media today, the latest information obtained by consumers will increasingly influence consumer consumption patterns. Halal certification is a guarantee provided by the government to guarantee that a product reaches consumers directly. Having a halal label on the packaging shows that the product is truly halal and the ingredients used in the production process are guaranteed. There are no elements or ingredients that are prohibited by Sharia so that the product can be consumed by consumers, this is very influential for consumers to be more choose product. However, this is in line with research from Pratiwi et al. (2022) stated that purchasing interest can be a mediating variable for halal certification on purchasing decisions.

The next hypothesis was to test the mediating influence of the intervening variable, namely purchasing interest on the influence of halal awareness on purchasing decisions. The results of the analysis show that the regression coefficient value for the X2 YZ line is 0.004 with a significance level of 0.011. It can be concluded that the purchase interest variable (Z) mediates the influence of halal awareness (X2) on purchasing decisions (Y) of snack food MSMEs. Facts on the ground show that consumer awareness in the Blitar Regency area is very high, according to them the quality of their products that have entered the modern market is guaranteed because they believe that it is very important that selection to enter the modern market is carried out strictly. Quality of production and materials used It has become a mandatory decision implemented by all MSME producers who want to develop markets in the modern market. This is supported by research by Fitria et al. (2019) which states that purchase intention can mediate Halal awareness in purchasing decisions. This is compared with research by Fadlullah et al. (2021) which states that interest is unable to mediate halal awareness in purchasing decisions.

From the results and discussion, conclusions can be drawn from the research which includes halal certification, halal awareness, and buying interest in purchasing decisions for light MSME food products in Blitar district, which is the focus of this research. Based on the results discussed previously, halal certification is an important focus for business people to develop their products for a wider market. The role of Halal certification is important role for consumers regarding awareness of consuming halal products. Good halal awareness from consumers will have an impact on the desire to buy halal food. Halal certification is a guarantee for consumers in making product purchasing decisions. Products that have been guaranteed halal by BPJPH include guarantees regarding the materials used, clean production areas, good management of materials according to standards, and complete packaging according to standards. More action Once again, purchase intention plays an important role in mediating between halal certification and halal awareness in purchasing decisions. The direct influence is the influence between halal certification and awareness of halal products on purchasing decisions.

This research shows the results that halal certification has a role in consumers' buying interest in halal products p as indicated by the t count of more than 7.327 which is greater than the t table of 1.96221 with a significance mark of 0.000 p is smaller than 0.05, p indicates halal certification has a positive and significant effect on consumer buying interest. Having the role of halal awareness on consumers' buying interest in producing halal food, p can be seen from the calculation of 3,492 which is greater than table 1.96221 with a sign of significance of more than 0.001, which is smaller than 0.05, p shows that halal awareness has a positive and significant influence on buying interest. Purchase interest plays a role in making decisions about halal food products, p can be seen from the calculation of 3.568 which is greater than table 1.96221 with a sign of significance of more than 0.000, smaller than 0.05, p can be concluded that purchase interest has a positive and significant effect on purchasing decisions. Halal certification has an important role in consumer purchasing decisions for snack products, this can be seen from the existing data, namely the count of 4.774 is greater than

table 1.96221 with a significance value of more than 0.000, less than 0.05, this proves that halal certification has influence has a positive and significant influence on snack purchasing decisions. Furthermore, halal awareness does not have a role in the decision to purchase light MSME food products, p is supported by calculated data of 1.781, p is smaller than the table 1.96221, and the significance value is more than 0.076, greater than 0.05, p can indicate that awareness has no effect on the decision. purchase.

This research has its own limitations, the first is that the findings of this research only cover the problem of snacks that exist in the modern market. Future researchers can develop potential problems around those who are capable and driving purchasing decision factors. The second limitation includes variables capable of influencing purchasing decisions. This research only discusses the variables of halal certification and halal awareness. Future researchers are expected to be able to add several variables that can influence the Purchasing Decision variable. The size of the sample in the research is also another limitation, although, in statistical analysis, the focus of this research is only on Blitar Regency, and only using a sample of 385 respondents, will affect the ability to generalize the findings. A more diverse sample could increase the robustness of the study.

Reference

- Afendi, A. (2020). The Effect Of Halal Certification, Halal Awareness and Product Knowledge On Purchase Decisions For Halal Fashion Products. *Journal Of Digital Marketing And Halal Industry*, 2(2), 145–154.
- Afnan, M. K. (2022). The influence of certification, awareness and religiosity on purchasing decisions for halal food products with purchase intention as an intervening variable (case study of Geprek Sa'i Salatiga consumers).
- Bawono, I. R., Novelsyah, M., & Lutfia, A. (2006). Persepsi mahasiswa jurusan akuntansi reguler dan non reguler tentang pendidikan profesi akuntansi. *Jurnal Akuntansi dan Auditing Indonesia*, 10(2).
- Fadlullah, A. K., Soetjipto, B. E., & Rahayu, W. P. (2021). The Influence of Halal Labels, Halal Awareness, Food Ingredients, Advertising and Purchase Intentions on Purchase Decisions for Samyang Noodles (Study of Students in Malang City. *Journal of Contemporary Business, Economics and Southeast Asian Law*, 24(2), 107–113.
- Fauzia, D. R. S., Pangestuti, E., & Bafadhal, A. S. (2019). The Influence of Religiosity, Halal Certification, Product Materials on Purchase Intentions and Purchase Decisions. *Journal of Business Administration*, 66(1), 37–46.
- Fitria, M. R., Aji, H., & Heryawan, A. Y. (2019). The Influence of Halal Awareness, Halal Certification, and Halal Marketing on Intentions to Purchase Halal Fast Food Among the Muslim Millennial Generation. *Russian Journal of Agricultural and Socioeconomic Sciences*, 90(6), 76–83.
- Ghozali, I. (2006). *Multivariate Analysis Application with the SPSS Program*: Diponegoro University Publishing Agency.
- Nurfajrina, A., Handayani, T., & Sari, L. P. (2021). The Influence of Halal Awareness and Lifestyle on Japanese Food Purchasing Decisions in Jakarta. *Journal of Islamic Economics & Social Sciences (JIESS) P-ISSN*, 2722, 7499.
- Pratiwi, A. A. E., Purwanto, H., & Sidanti, H. (2022). The Influence of Halal Awareness and Religiosity on Purchasing Decisions with Purchasing Intention as an Intervening Variable. *Asia Pacific Journal of Business Economics and Technology*, 2(04), 1–9.

- Rois, E. L. (2016). The Influence of Religiosity, Subjective Norms, and Perceived Behavioral Control on Intention to Purchase Halal Labeled Snack Food Products (Study of Muslim Students, Faculty of Economics, Yogyakarta State University. *Journal of Education and Economics*, 4(11).
- Schiffman, L. G., & Kanuk, L. (2010). *Consumer Behavior*. New Jersey: Prentice-Hall International, Inc.
- Shaari, J. A., & Afin, N. S. (2010). Dimension of halal purchase intention: a preliminary study. *International Review of Business Research Papers*, 6 (4), 444-456
- Septiani, D., & Ridlwan, A. A. (2020). The Influence of Halal Certification and Halal Awareness on Intention to Purchase Halal Food Products in Indonesia. *Indonesian Halal Research Journal*, 2(2), 55–60.
- Setyaningsih, E. D., & Marwansyah, S. (2019). The Influence of Halal Certification and Halal Awareness Through Interest in Purchasing Decisions of Halal Food Products. *Syiar Iqtishadi: Journal of Islamic Economics, Finance and Banking*, 3(1), 65–79.
- Siyoto, S., & Sodik, M. A. (2015). *Dasar metodologi penelitian*. literasi media publishing.
- Triyanto, B. (2014). Analisis Pengaruh Produk, Promosi, Harga, dan Tempat terhadap Keputusan Pembelian. Universitas Negeri Yogyakarta, Yogyakarta.
- Yulia, M. F., & Trianita, M. (2021). THE INFLUENCE OF THE HALAL LABEL AND PRODUCT QUALITY ON THE DECISION TO PURCHASE NARAYA IMPORTED FOOD PRODUCTS (CASE STUDY IN THE MUSLIM COMMUNITY IN PADANG CITY).