

The Effect of Halal Awareness and Product Knowledge Toward Halal Street Food Purchase Intention with The Mediating Role of Attitude

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ABSTRACT

The study analyzes the direct and indirect impact of halal awareness and product knowledge on halal street food purchase intention, which is mediated through attitude variables. The population in this study was Muslim consumers aged over 15 years in Indonesia, and the sample used was 160 respondents with a convenience sampling procedure. The data analysis used is the Partial Least Square (PLS) with Smart-PLS Version 3.0 software. The results of the study show that: (1) there is a positive and significant impact on halal awareness and purchase intention; (2) product knowledge has a positive and significant effect on purchase intention; (3) halal awareness has a positive and significant impact on attitude; (4) product knowledge has a positive and significant influence on attitude; (5) attitude has a positive and significant effect on purchase intention; (6) attitude mediates the effect of halal awareness on purchase intention, and (7) attitude can mediate the relationship between the impact of product knowledge and purchase intention.

KEYWORDS – Halal Food, Halal Awareness, Product Knowledge, Attitude, Purchase Intention.

1. INTRODUCTION

Today the halal industry is in the spotlight in various factors of the world. The growth of the halal industry is increasingly fast, which is marked by the addition in the number of halal products consumed. Based on the State of the Global Islamic Economy (2022), the total expenditure made by the Muslim population has reached USD 2.02 trillion, which has been absorbed in the food and beverage, pharmaceutical, cosmetic, fashion, travel and media sectors as well as halal tourism. It is projected that global spending by the Muslim community will continue to increase to USD 2.8 trillion by 2025 (BIMP-EAGA, 2022). The projected increase is measured based on the Global Islamic Economic Indicators through six sectors: food and beverages, financial services, Muslim-friendly travel, modest fashion, pharmaceuticals and cosmetics, and media and recreation (Nisaputra, 2022).

The Muslim community's halal product consumption is a religious obligation. Muslims should avoid consuming unclean food and drinks like alcohol, pork, and animal meat which are not slaughtered according to Islamic law. With this halal concept, it is almost impossible for a Muslim not to check the halalness of the product he will buy (Usman et al., 2021). Various factors influence consumer behavior in consuming halal products; according to Öztürk (2022), knowledge, awareness, and sensitivity to religion have a greater influence on purchasing preferences. The critical knowledge about halal product information so that self-awareness to consume halal products becomes the central point for Muslim consumers in purchasing. Product knowledge is an important part of the interest in buying a product because it involves consumer behavior in receiving various kinds of information from a product, such as product types, brands, attributes, to product prices (Nurhayati & Hendar, 2020).

Besides having good knowledge about halal products, a Muslim need to have halal awareness before consuming a product. Every Muslim must know the importance of consuming halal goods (Purwianti, 2022).

Halal awareness dramatically influences the preference to buy a halal product. Founded on the results of research conducted by Saygılı & Sututemiz (2022), that halal awareness is essential for a Muslim consumer before consuming it. In his research, it is stated that halal awareness will shape the intention to buy halal products, especially in nations with a population with a majority of Muslims; this can happen because every Muslim shows his sensitivity to halal issues in their purchases and consumption.

Several previous studies discuss halal awareness, namely research conducted by (Rizky et al., 2021; Saygılı & Sututemiz, 2022) which concluded that halal awareness has a significant effect on halal product purchase intention. These results are supported by research (Budiman, 2019; Septiani & Ridlwan, 2020; Bashir, 2019) which shows that the more people understand the concept of halal, the more selective they will be in buying and consuming halal food products. Having halal awareness can show a consumer's sensitivity and knowledge about halal products (Saygılı & Sututemiz, 2022). Different things were found in research conducted by (Setiawan & Mauluddi 2020; Awan et al., 2015). (Awan et al., 2015) state that halal awareness is not a factor influencing purchase intention for halal products. The research that discusses the relationship between product knowledge and purchase intention by (Nurhayati & Hendar, 2020; Purwanto & Sudargini, 2021; Anam et al., 2021) shows that there is a significant effect between product knowledge on purchase intention. Unlike the results of research (Ratih et al., 2022; Pratiwi, 2018; Johan et al., 2020), which concluded that product knowledge has no significant impact on purchase intention. This situation can occur when a consumer has a low level of knowledge, so they cannot understand 'the credence attributes' in halal food (Wibowo et al., 2022).

The increasing proliferation of street food in Indonesia makes people more interested in consuming snacks that are considered to have low prices, are delicious, and provide a wide variety of processed foods. However, it is very unfortunate that it is still common to find sellers who still need to have halal standards for food products, such as the absence of an official halal certificate issued by the MUI. Based on the statement of the Chairperson of the Indonesian Chamber of Commerce and Industry (KADIN) at the 2022 Islamic Finance Summit, Indonesia's halal certificates have not been widely recognized in the global market realm due to the low number of halal MSMEs and recorded in BPS data there are 1.6 million MSMEs. However, only 10% have had a halal certificate (Indobanknews.com, 2022). This condition becomes a problem that makes Muslim consumers tend to have a feeling of wariness when buying food products. This research aims to provide benefits for street food businesses to be more sensitive to the halal guarantee of their products. Based on the contradictions of previous research and the issues raised, the researcher is interested in analyzing the influence of halal awareness and product knowledge on halal street food purchase intention, which is mediated by attitude variables.

2. RESEARCH METHOD

The study uses a quantitative approach to investigate the direct and indirect effects of halal awareness and product knowledge on purchase intention moderated by attitude. The population used in this study is Muslim consumers who have consumed halal street food products in Indonesia at the age of over 15 years. The number of samples used was 160 respondents using a non-probability sampling technique with a convenience sampling procedure. The data source with primary data was obtained via online data collection techniques through structured questionnaires using Google Forms. Questionnaires were distributed to Muslim consumers throughout Indonesia. The questionnaire has five sections and several items to measure each variable. Respondents were asked to provide an assessment based on the opinion of each individual through a Likert scale, the range starting from 1 (strongly disagree) to 5 (strongly agree). Information regarding the scale is shown in table 1. Data analysis is used the Partial Least Square (PLS) technique to analyze causal connections and hypotheses testing using Smart-PLS Version 3.0 software. This model is created as an alternative for conditions where the theoretical basis for the model's design is weak and the available indicators do not meet the reflective dimensions model (Innayah et al., 2022). The research model is shown in Figure 1.

Figure 1. Path Analysis Model

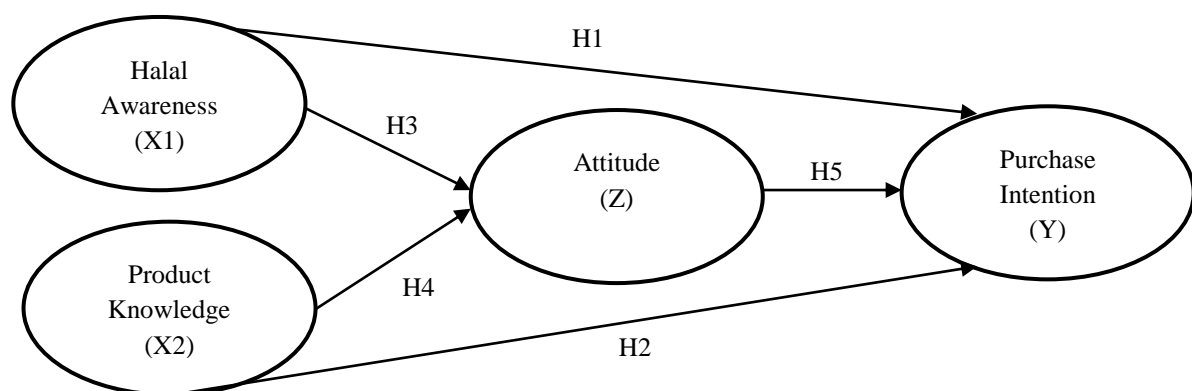


Table 1. Items Construct

Construct	Number of Items	Reference
Purchase Intention on Halal Street Food	3	(Aziz & Chok, 2012); (Handriana et al., 2020); (Rizkitysha & Hananto, 2022)
Halal Awareness	4	(Handriana et al., 2020);(Pradana et al., 2020)
Product Knowledge	4	(Wang et al., 2020); (Rizkitysha & Hananto, 2022)
Attitude	6	(Abd Rahman et al., 2015); (Handriana et al., 2020)

3. DATA ANALYSIS

Characteristic of Respondents

Table 2. Participant Demographic

Characteristics		Amount	Percentage (%)
Gender	Woman	104	65%
	Man	56	35%
Age	15 – 21 years	66	41.25%
	22 – 27 years	82	51.25%
	> 27 years	12	7.5%
Domicile	South Sumatra	3	1.88%
	North Sumatra	5	3.12%
	Banten	15	9.37%
	DKI Jakarta	29	18.12%
	West Java	28	17.5%
	Central Java	14	8.75%
	Yogyakarta	13	8.12%
	East Java	44	27.5%
	NTB	3	1.88%
	East Kalimantan	3	1.88%
Education	Senior High School	94	58.75%
	Bachelor degree	63	39.37%
	Grade 2	3	1.88%
Work	Student / Student	120	75%
	Private employees	25	15.63%
	PNS/TNI/POLRI	4	2.5%
	Self-employed	8	5%
	Other	3	1.87%
Monthly Income	< IDR 500,000	39	24.07%
	IDR 500,000 – IDR 1,500,000	57	35.19%
	IDR.1.500.000 – IDR.2.500.000	27	16.67%
	IDR. 2.500.00 – IDR. 5.000.000	25	15.43%
	> IDR.5.000.000	12	7.41%

Source: Data Processed, 2022

Table 1 shows the various characteristics of the respondents. This study consisted of 160 respondents who are Muslim consumers in Indonesia. Based on gender, 104 respondents (65%) were women, and 56 (35%) were men. The age range with the most number of respondents was 22-17 years old, with a total of 82 respondents (51.25%), and the rest were distributed in the age range of 15-21 years with 66 respondents (41.25%) and more than 27 years with 12 respondents (7.5%). The domiciles with the highest number of respondents were East Java, with 44 respondents (27.5%); DKI Jakarta, with 29 respondents (18.12%); and West Java, with 28 respondents (17.5%). There are classification levels of education, including SMA with 94 respondents (58.75%), Undergraduate with 63 (39.37%), and Undergraduate with three respondents (1.88%). In terms of job characteristics, the highest category is as a student, namely 120 respondents (75%) and 25 private employees (15.63%) with a predominance of monthly income IDR 500.000 – 1.500.000 with 57 respondents (35.19%).

Validity and Reliability Test

Table 3. Cross Loading

Variable	Items	Halal Awareness (X1)	Product Knowledge (X2)	Attitude (Z)	Purchase Intention (Y)
HLA	HLA.1	0.774	0.390	0.382	0.467
	HLA.2	0.813	0.480	0.475	0.492
	HLA.3	0.801	0.515	0.495	0.483
PRK	PRK.1	0.483	0.767	0.452	0.471
	PRK.2	0.484	0.714	0.433	0.500
	PRK.3	0.486	0.829	0.607	0.602
	PRK.4	0.306	0.708	0.455	0.474
ATT	ATT.1	0.409	0.528	0.743	0.532
	ATT.2	0.502	0.503	0.798	0.579
	ATT.3	0.420	0.482	0.773	0.565
	ATT.4	0.447	0.526	0.812	0.666
PI	PI.1	0.526	0.521	0.604	0.761
	PI.2	0.374	0.487	0.584	0.752
	PI.3	0.413	0.497	0.435	0.704
	PI.4	0.429	0.481	0.472	0.721
	PI.5	0.470	0.480	0.581	0.740
	PI.6	0.510	0.614	0.690	0.848

Source: Data Processed, 2022

Note: ATT (Attitude); HLA (Halal Awareness); PRK (Product Knowledge); PI (Purchase Intention)

The results of the discriminant validity test are shown in table 2; based on these results, the cross-loading value on the halal awareness, product knowledge, attitude, and purchase intention variables is > 0.50, so it can be concluded that all research instruments are valid.

Table 4. Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Description
Halal Awareness	0.712	0.839	Reliable
Product Knowledge	0.750	0.842	Reliable
Attitude	0.788	0.863	Reliable
Purchase Intention	0.849	0.888	Reliable

Source: Data Processed, 2022

Table 3 shows the composite reliability and Cronbach's Alpha values, where the variable can be said to be reliable if the Composite Reliability (CR) value is > 0.70. Based on these results, the CR value for the halal awareness variable is 0.839; product knowledge is 0.842; attitude of 0.863; and purchase intention is 0.888. So that the four variables have good reliability because the CR value is above 0.70.

Structural Model Analysis

Table 5. Hypothesis Analysis

Hypothesis	Path	Path Coefficient	t-statistics	p-value	Description
H1	HLA → PI	0.176	2.585	0.010	Sig
H2	PRK → PI	0.268	3.202	0.001	Sig
H3	HLA → ATT	0.286	3.690	0.000	Sig
H4	PRK → ATT	0.485	6.339	0.000	Sig
H5	ATT → PI	0.476	6.503	0.000	Sig
H6	HLA → ATT → PI	0.136	3.014	0.003	Sig

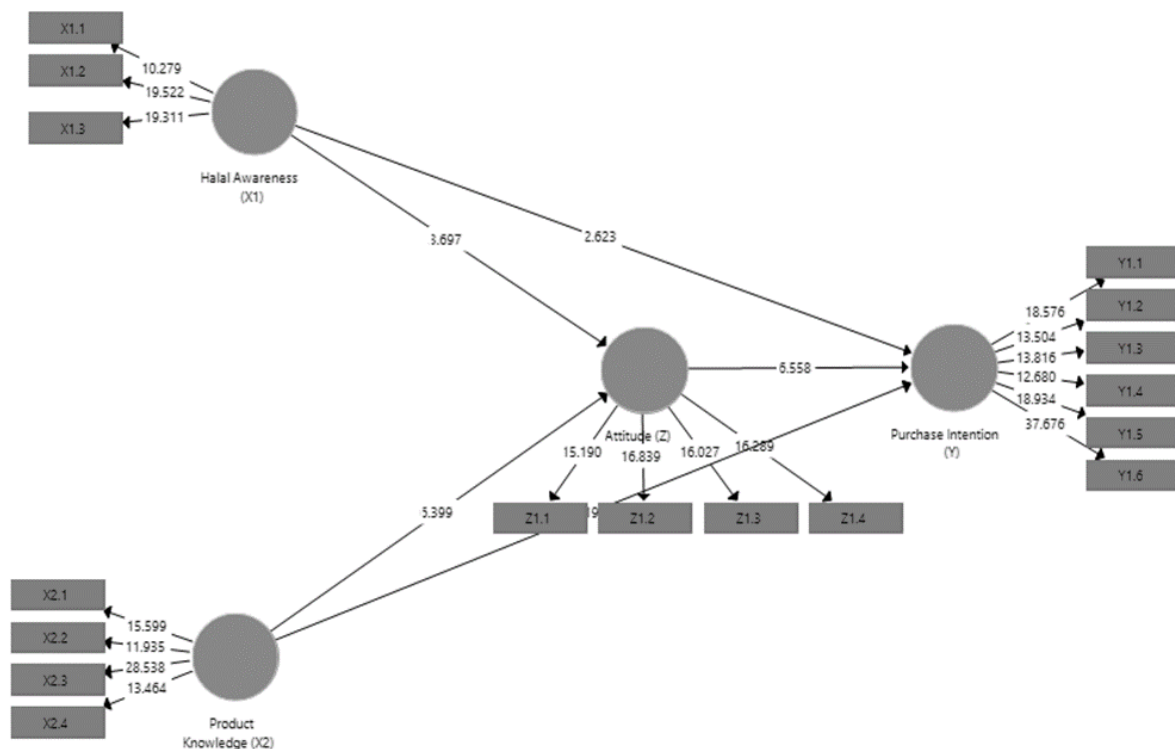
H7	PRK → ATT → PI	0.231	5.371	0.000	Sig
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Source: Data Processed, 2022

Note: ATT (Attitude); HLA (Halal Awareness); PRK (Product Knowledge); PI (Purchase Intention); Sig = Significant

Based on the results of the direct effect hypothesis testing in table 4, each path has a statistically significant positive effect with a significance level of 5%, and all t-statistic values > 1.97 and p < 0.05. It can be concluded that H1-H5 is accepted. In the mediating analysis shown in table 4, statistically, there is a mediating relationship between HLA→ATT→PI and PRK→ATT→PI. The indirect effect value has a significant effect with a significance level of 5% (t-statistic > 1.97), so it can be concluded that H6 and H7 are accepted. The results of the analysis are shown in Figure 2

Figure 2. PLS Analysis Output for Path Coefficient Values



Source: Data Processed, 2022

4. DISCUSSION

The results of data analysis, show that halal awareness has a positive and significant impact on purchase intention on halal street food products with a coefficient of 0.176 and a p-value of 0.010 < 0.05, which means it is significant and there is a direct influence. So that supports H1 and is in line with research conducted by (Widyaningrum, 2019; Bashir, 2019; Nurhayati & Hendar, 2020; Purwanto & Sudargini, 2021). In the product knowledge variable, it was found that there was a positive and significant influence on purchase intention on halal street food products a coefficient of 0.268 and a p-value of 0.001 < 0.05, meaning that product knowledge has a positive and significant effect on purchase intention and H2 is accepted. These results are supported by several studies, namely (Maharani & Silvia, 2019; Munir et al., 2019; Anam et al., 2021), that product knowledge significantly influences purchase intention.

Based on the results of the study, the influence between halal awareness and attitude was shown with a path coefficient of 0.286 and a p-value of 0.000 < 0.05, meaning that halal awareness has a positive and significant effect on attitude, so H3 is accepted. On the effect of product knowledge on attitude, a value of 0.485 is obtained with a p-value of 0.000 < 0.05, indicating a positive and significant influence between product knowledge and attitude, so H4 is accepted. This result is in line with research (Briliana & Mursito, 2017; Farid Najib et al., 2022) with the conclusion that product knowledge has a positive and significant influence on attitude. The effect

of the attitude variable on purchase intention with a value of 0.476 and a p-value of $0.000 < 0.05$ indicates that attitude has a significant positive effect on purchase intention on halal street food products. These results support H5, and several studies support these results, namely (Haque et al., 2015; Bashir et al., 2019; Farid Najib et al., 2022), which concludes that attitude has a significant positive effect on purchase intention.

Based on the hypothesis testing, the results show that there is a positive and significant influence on halal awareness through attitude towards purchase intention on halal street food with a significance value of $0.003 < 0.05$, thus supporting H6 and this statement is in line with several previous studies conducted by (Setiawan et al., 2019; Septiani & Ridwan, 2020; Purwianti, 2022) concluded that the attitude variable mediates well the relationship between halal awareness and purchase intention. Furthermore, in hypothesis testing, it is stated that H7 is accepted and means that the attitude variable can mediate the effect of product knowledge on purchase intention in halal street food products with a coefficient of 0.231 and a significance value of $0.000 < 0.05$. The results are supported by previous research (Adriani & Ruf, 2020; Pradana et al., 2020; Wardana & Widowati, 2021) that attitude has a role in mediating the effect of product knowledge on purchase intention.

5. CONCLUSION

Halal awareness significantly affects purchase intention toward halal street food products. Product knowledge has a significant effect on purchase intention. Halal awareness has a significant effect on attitude. Then, product knowledge has a significant effect on attitude. Attitude has a significant effect on purchase intention for halal street food products. Attitude mediates the effect of halal awareness on purchase intention for halal street food products. Attitude mediates the effect of product knowledge on purchase intention for halal street food products. The halal logo is an essential tool to prove to consumers that the product is halal to create a positive consumer attitude towards the product. Halal knowledge and awareness play a vital role in buying halal products. Based on this information, halal logos, labels, and certification marks will increase the company's competitive advantage. Further research is to explain factors of halal perceptions so that the research results become broader and are reflected in the business literature.

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