Halal Food and Young Muslims' Purchase Intention in Indonesia: A Case Study in Papua Province

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ABSTRACT

The main purpose of this research is to examine the factors influencing young Muslims' intention to purchase halal food in a non-Muslim majority province in Indonesia, Papua province. The data were collected from 97 young Muslims using a structured questionnaire. The research investigates on five factors that affect the intention to purchase halal food using Theory of Planned Behavior (TPB) including attitude, subjective norm, perceived behavioral control and additional variables i.e brand awareness and knowledge. The internal consistency reliability test indicated that all scale items were proven reliable and valid. The multiple regression was used to analyze the relationship between independent variables and dependent variable. The result showed that attitude and perceived behavioral control significantly influenced the intention to purchase halal food among young Muslims in Papua. Meanwhile, brand awareness, subjective norm and halal knowledge did not show a significant influence towards young Muslims' purchase intention.

Introduction

Nowadays, halal has already become an important qualification in production. It is due to halal has now become a universal concept. Baharuddin, *et.al* (2015) expressed that halal and non-halal covers all spectrums of Muslim life, not limited to foods and drinks only, but also for safety, animal welfare, social justice and sustainable environment. Varinli, *et.al* (2016) stated that the concept of halal includes many areas like cosmetics, medicine, supplement materials, detergent, and tourism. Due to its board spectrum, halal industry has become a prospective sector for marketing target. According to Elasrag (2016), the global halal market has emerged as a new growth sector in the global economy and is creating a strong presence in developed countries. The Global Islamic Finance Report (2013) stated that the growth rate of the global halal industry is 20% annually which is valued at about USD 560 billion a year. Meanwhile, The Global Islamic Economy Report estimated that global Muslim has spent USD 2 trillion in 2016 across halal lifestyle sectors, while the Islamic finance sector has USD 2.2 trillion in total assets. Halal food and beverage lead Muslim spend followed by clothing and apparel, media and entertainment, travel, pharmaceuticals and cosmetics (State of the Global Islamic Economy Report 2017/2018, 2017). Figure 1 illustrates the development of global Muslim spend on several halal industry sectors from 2014 until 2016.

Figure 1: Halal Industry Sectors Expenditure USD Billion
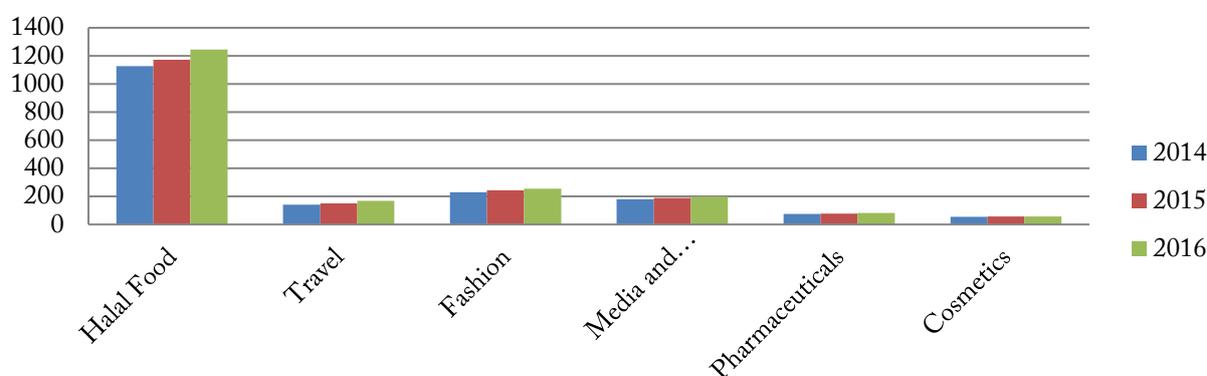
Source: State of the Global Islamic Economy Report (2015; 2016; 2017)

According to the Global Halal Food Market, halal food is one of halal product sector that has grown strongly over the past decade and is now worth an estimated USD 667 million (GIFR, 2013). It is expected to reach USD739.59 billion by 2025 (Grand View Research, 2018). Varinli, *et.al* (2016) stated that the increase of Muslim population has become the main factor influencing the growth of halal food market. Furthermore, food economist also described that the ethical and safety reason for consuming halal food products by non-Muslim consumers is also influencing the growth of halal food product as well as the awareness of Muslim on the need for consuming halal food (GIFR, 2013).

It is true that the Islamic Law obligated Muslim to consume halal food. However, this religious motive is not the only one that affecting Muslim to consume halal food. There are several factors that have been identified by some previous studies, such as marketing, personal and societal perception, a brand of the food product, and halal certification (Awan, *et al.*, 2014). Meanwhile, many studies have been conducted to determine factors influencing halal food intention by using the Theory of Planned Behavior. Espejel, *et al.* (2008) explained that understanding the consumers' purchase intention will lead to consumers' satisfaction because marketer will actually know the consumers' needs and wants. So, this paper is aimed to determine the factors influencing young Muslims' halal food purchase intention in Papua Province, a non-Muslim majority region in Indonesia. It is the easternmost province of Indonesia with Jayapura as the capital city. Papua has approximately 2,8 million population which mostly consist of Christian and around 22% Muslims. Most of study such as conducted by Ali, *et al.* (2018), Azizan and Suki (2017), Hussain, *et al.* (2016), Khalek, *et al.* (2015), and Awan, *et al.* (2015), investigated the halal food purchase intentions among Muslim in Muslim majority countries or regions as well as halal food purchase intention among non-Muslim consumers [Zhang, *et al.* (2018), Soon and Wallace (2017), Sang-hyeop, *et al.* (2016), Shin and Hancer (2016), Latiff (2013)], but few studies investigated halal food purchase intention among consumers in non-Muslim majority countries or region. This study will

contribute as a reference about halal industry for determining the consumers' purchase intention of halal food, as well as the source of information for the government, food manufacturers or food companies, and other interested parties to market the halal food products and promote the development of halal industry. Therefore this study is conducted with these following research questions: 1) Does the attitude have a significant influence on young Muslims' halal food purchase intention? 2) Does brand awareness have a significant influence on young Muslims' halal food purchase intention? 3) Does the subjective norm have a significant influence on young Muslims' halal food purchase intention? 4) Does perceived behavioral control have a significant influence on young Muslims' halal food purchase intention? 5) Does halal knowledge have a significant influence on young Muslims' halal food purchase intention?

## 1.   Literature Review

1.1. Concept of Halal Food

Halal is a term derived from the Qur'an which means permitted. Meanwhile, the opposite of halal is haram, which means forbidden. Ali (2016) wrote that according to some opinions, halal means as something that is permissible regarding Islamic law. However, he concluded that halal is something permitted by Islamic law to (i) be done (ii) be used, or (iii) be cultivated, because it has broken down a rope or bond that prevents it or an element which endangers it with attention how to get it, not with *muamalah* results that are prohibited.

Halal and haram actually apply in every aspect of Muslims' life. For Muslims, halal does not only refer to food but also to permissible behavior, speech, dress, conduct, manner and dietary. However, for the non-speakers of Arabic, the word Halal usually refers to food that is permissible according to Islamic law (Al-Jallad, 2008). According to Hassan and Mujar (2014), halal also includes economic transactions, attires, politics and the social affairs of its people. However, halal food sector is one of the major industries which had fast growth. One of the main factors is that the awareness of Muslims about the sanctity of Islam whiles the non-Muslims is becoming more sensitive toward the hygienic foods for consumption.

A food can be categorized as halal when the preparation, processing, storage, packaging, handling and transportation meet the Islamic law (Yusoff and Adzharuddin, 2017). Generally, there are several guidelines regarding halal food set by Islamic law: 1) All raw materials and ingredients used must be halal, 2) All the allowed animal should be slaughtered based on Islamic rites. Specifically, the ritual must be acted by a mentally sound Muslim and when cutting off the blood and respiratory channel of the animal, he should use a sharp knife, 3) it is prohibited to blend the halal ingredients or be subjected to haram materials such as swine and dog while in storage, transport, cooking, and serving (Nawai, *et al.*, 2007).

As mention earlier that halal is not limited to food but also all aspects of a Muslim's life. And, by the rapid growth of Muslims population in the worldwide, the awareness of Muslims consumers about halal cause the demand of halal products either for food or non-food products has been on the rise (Abd Aziz, *et al.*, 2015). The global halal industry has now diversified into several sectors besides food and beverage include pharmaceuticals, cosmetics, supply chain and logistics, health products, toiletries, medical, banking and finance, as well as trading (Ramli, *et al.*, 2018) and lifestyle including halal travel and fashion (Elasrag, 2016). The Halal Industry Development Cooperation (HDC) has described several sectors in the halal economy (see Figure 2).

Figure 2 : Halal Industry Sectors
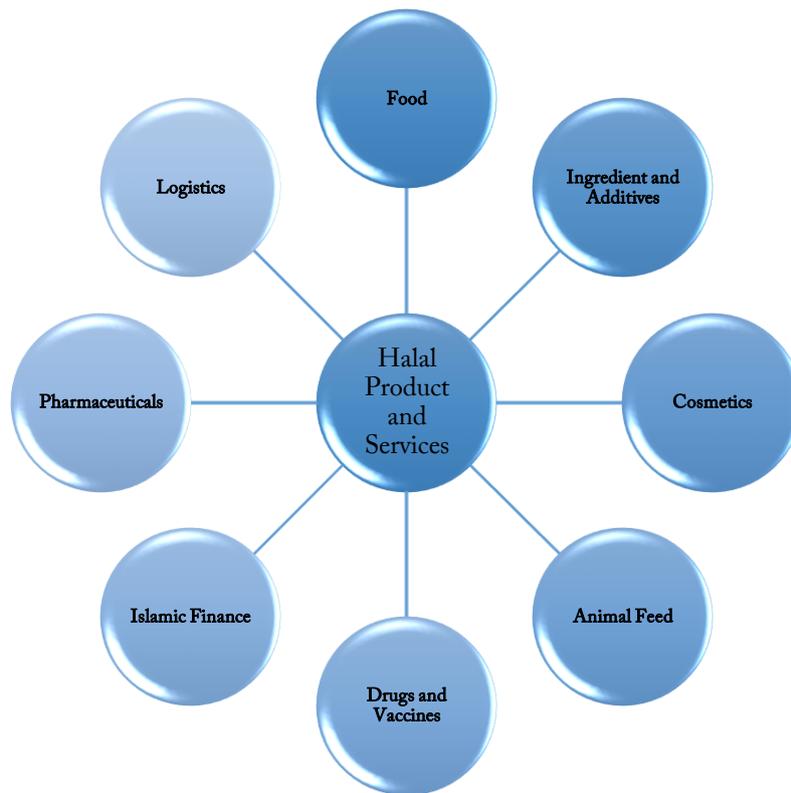
Source: Halal Industry Development Cooperation (2014)

1.2. Theory of Planned Behavior

Theory of Planned Behavior (TPB) as described in figure 3 is a theory proposed by Ajzen and Fishbein (1980) and is the development of Theory of Reasoned Action (TRA) that began to be developed in 1967. In TPB, the main factor determining a person's behavior is the intention or the interest to perform a behavior. The presence of an intention or interest indicates how strongly a person wants to try, or how much effort is planned to be executed and ultimately will result in an action or behavior. In general, the stronger of a person's intention toward a behavior, the greater the chance to perform the behavior (Ajzen, 1991).

Figure 3: Ajzen and Fisbein's Theory of Planned Behavior
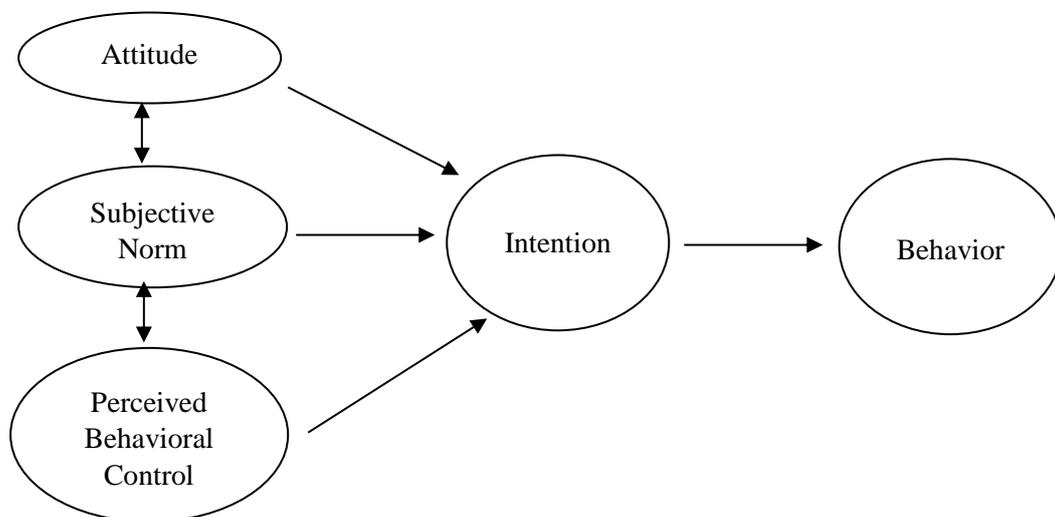
Before being developed into TPB, the Theory of Reasoned Action explained that there are two factors affecting one's intention, namely attitude and subjective norm. Ajzen (2005) defines attitude as an individual judgment of the impression gained in performing a behavior. Attitudes are influenced by belief in certain consequences and judgments on beliefs. Meanwhile, subjective norm refers to the perception of the individual towards another individual who is considered important for him or herself to behave. Thus, subjective norm is influenced by the presence of people or figures who become the role model and the motivation to follow the role model. Nevertheless, Ajzen insisted that this theory can be applied if the behavior is in the control of will, opportunity and the availability of capital such as money, time, skills and education. Therefore, perceived behavioral control is added to the TPB to complete the TRA (Ajzen, 1991). Thus, based on the theory of planned behavior, there are three factors that determine the intention of a person to behave, namely attitude, subjective norm and behavior control perception, while behavior is influenced by the intention and perceived behavioral control.

Several studies have been conducted to determine consumers' purchase intention on halal food by using TPB. Alam and Sayuti (2011), and Abu-Hussin et.al (2016) applied TPB to understand the consumers behavior in halal food purchasing. Afendi, Azizan, and Darami (2014) as well as Awan, Siddiquei, and Haider (2015) used TPB to investigate the factors that influence purchase intention of halal products. Furthermore, Khalek and Ismail (2015) also conducted their investigation to examine the determinants of urban generation Y intentions in consuming halal food in Malaysia using TPB as theoretical framework.

Meanwhile, another studies also found that factors such as halal knowledge of consumer and awareness of brand have an impact towards halal food purchase intension. Maichum, Parichatnon, and Peng (2017), Lee (2016) and Baharuddin et.al (2015) conducted their research to prove these factors. Therefore, the research framework used in this study is shown in figure 4.

Figure 4. Theoretical Framework
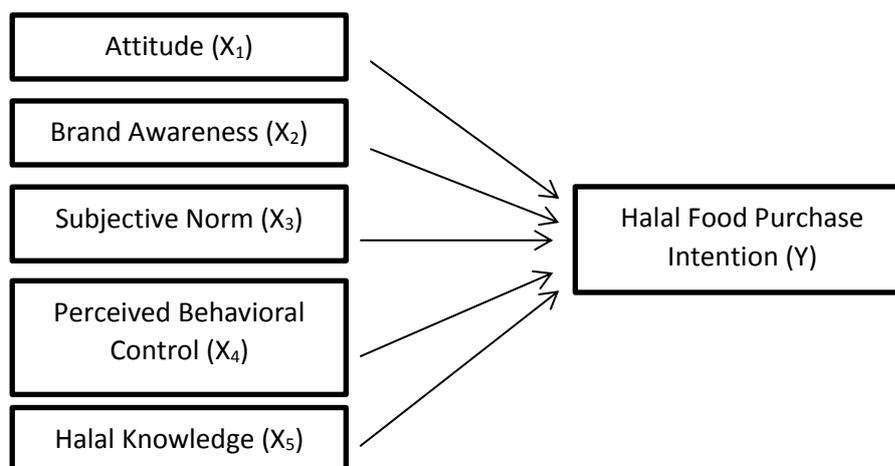
Based on the proposed theoretical framework above, this study has five hypotheses as follow:

1. H_1: Attitude significantly and positively influence young Muslims' halal food purchase intention.

2. H_2: Subjective norm significantly and positively influence young Muslims' halal food purchase intention.

3. H_3: Perceived behavioral control significantly and positively influence young Muslims' halal food purchase intention.

4. H_4: Brand awareness significantly and positively influence young Muslims' halal food purchase intention.

5. H_5: Halal knowledge significantly and positively influence young Muslims' halal food purchase intention.

2. Methodology

This research is a quantitative research. The population used in this study is young Muslims citizen in Jayapura aged between $17-25$ years old. Meanwhile, the samples used in this study were 97 respondents selected by using non-probability sampling method. According to Tabachink and Fidell, the sample size required in a study is between 10-25 times the number of independent variables. Meanwhile, according to Roscoe, a decent sample size in a study was 30 - 500 samples (Ferdinand, 2005). In this study, the data used is a primary data obtained by using questionnaires. Meanwhile, *likert* scale is used to measure the answer of each statement in the questionnaires. Furthermore, this instrument tested by validity and reliability test.

2.1. Data Analysis

The collected data was analyzed by multiple linear regression analysis. The classical assumption test should be done to detect the problems of multicollinearity and autocorrelation before conducted the regression. Furthermore, after meeting the criteria of classical assumptions, the regression results are analyzed by t-test, F-test and the coefficient of determination (Nachrowi and Usman, 2008).

The regression model of this study is as follows:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + e$$

Where,

Y	=	Dependent variable (Young Muslims' halal food purchase intention)
x_1	=	Independent variable (Attitude)
x_2	=	Independent variable (Brand Awareness)
x_3	=	Independent variable (Subjective norm)
x_4	=	Independent variable (Perceived control behavior)
x_5	=	Independent variable (Halal knowledge)
a		= Constanta of regression
b_1, b_2, b_3, b_4, b_5		= Coefficient of regression
e		= Residual variable

3. Results and Discussion

3.1. Demography Characteristic

This research was conducted in Jayapura, the capital city of Papua Province. It is the easternmost province of Indonesia and has a minority Muslim population. As much as 100 questionnaires were distributed to young Muslim aged between 17-25 years where 30 questionnaires were initially distributed to qualified respondents as a trial to find out if there were any questions that were unclear or confusing. Meanwhile, 70 questionnaires distributed after the trial, 67 questionnaires returned with demographic characteristics as presented by Table 1.

Table 1: Demography Characteristic of Respondent

Gender	Frequency	Percentage
Male	25	25.77%
Female	72	74.23%
Age	Frequency	Percentage
17 – 19 years	33	34.02%

20 – 22 years	58	59.79%
23 – 25 years	6	6.19%
Level of Education	Frequency	Percentage
Primary Level	0	0
Secondary Level	0	0
Undergraduate	97	100%
Marital Status	Frequency	Percentage
Not Married	95	97.93%
Married	2	2.07%

3.2. Reliability and Validity

In this study, the instruments used must meet validity and reliability criteria. According to Sugiyono (2016), a valid instrument means the measuring instrument used can be used to measure what should be measured. Meanwhile, a reliable instrument is an instrument that when used multiple times to measure the same object will produce the same data. Validity testing can be done by correlation technique between each factor or item of total score of factor. Correlation used is Pearson Moment correlation analyzed by using SPSS 19. The result of validity test can be known by comparing the value of r count with r table value. Based on the test that has been done, all question items meet the criteria valid because r count is greater than r table.

Meanwhile, the reliability test can done by Cronbach Alpha test. According to Sekaran (2003), the acceptable value of Cronbach Coefficient Alpha is 0.60 to 0.70. Based on the reliability test results, it can be seen from table 2 that all variables are reliable.

Table 2: Reliability Test Using Cronbach Alpha

Variable	Cronbach Alpha	Decision
Attitude (X_1)	0.718	Reliable
Brand Awareness (X_2)	0.692	Reliable
Norma Subjective (X_3)	0.659	Reliable
Percieved Behavioral Control (X_4)	0.680	Reliable
Halal Knowledge (X_5)	0.653	Reliable
Purchase Intention (Y)	0.714	Reliable

3.3. Multicollinearity, Autocorelation and Heteroscedacity Test

To produce unbiased interpretation, it is important to fulfill several assumptions before performing multiple linear regression analysis (Nachrowi, 2008). Some tests that need to be done include multicolinearity test. According to Nachrowi (2008), multicollinearity test assumes that the independent variables in the regression equation have no linear relationship. According to Kleinbaum et.al (1988) there are two ways that can be used to detect the problem of collinearity, ie by tolerance test where none of the tolerance level is ≤ 0.01 and all variance inflation factor (VIF) value are below 10. Based on the results indicated by table 3, it can be concluded that all the independent variables do not have

multicollinearity problems. In addition, Durbin Watson value is 1,715 (it is in the range value between 1.56 - 1.77), thus indicating no autocorrelation.

Table 3: Multicollinearity Test

Variable	Tolerance Level	VIF Value
Attitude (X_1)	0.871	1.148
Brand Awareness (X_2)	0.632	1.583
Norma Subjective (X_3)	0.640	1.561
Percieved Behavioral Control (X_4)	0.772	1.296
Halal Knowledge (X_5)	0.681	1.469

The heteroscedasticity problem can also occur in multiple linear regression, consequently can lead to hypothesis testing to be less accurate (Nacrowi, 2008). The heteroscedasticity testing can be performed using SPSS. Based on table 4 it can be seen that the model of multiple linear regression equations does not have heteroscedasticity problems because the significance value is greater than 0.05.

Tabel 4 : Heteroscedasticity Test

Variable	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std Error	Beta		
Attitude (X_1)	4.130	1.713		2.412	0.018
Brand Awareness (X_2)	-0.020	0.045	-0.048	-0.454	0.651
Norma Subjective (X_3)	-0.014	0.032	-0.054	-0.433	0.666
Percieved Behavioral Control (X_4)	-0.093	0.045	-0.257	-2.071	0.41
Halal Knowledge (X_5)	0.045	0.049	0.105	0.929	0.356

3.4. Normality of Data

The results of the normality test using the Kolmogorov-Smirnov One-Sample test indicate that the data is normally distributed. This can be seen from the significance value of 0.17 > 0.05 in table 5.

Table 5 : Normality of Data Test

			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		0.0000000
	Std. Deviation		1.84105206
Most Extreme Differences	Absolute		0.113
	Positive		0.046
	Negative		-0.113
Kolmogorov-Smirnov Z			1.110
Asymp. Sig. (2-tailed)			0.170

a. Test distribution is Normal

b. Calculated from data

3.5. Hypothesis Testing

Table 6 : Result of Regression

Variable	β	t-value	p-value
Constant	1.839	0.656	0.513
Attitude (X_1)	0.285	3.888	0.000[*]
Brand Awareness (X_2)	-0.019	-0.369	0.713
Norma Subjective (X_3)	0.020	0.270	0.788
Perceived Behavioral Control (X_4)	0.167	2.103	0.038[*]
Halal Knowledge (X_5)	0.050	0.754	0.453

Notes: Significance at: [*]$p < 0.05$; $R^2 = 0.517$, *adjusted R^2* = 0.227; dependent variable: halal food purchasing intention

The analysis to find out the factors that influence young Muslims' halal food purchase intention conducted by using multiple linear regression technique. This research used Attitute, Brand Awareness, Norma Subjective, Perceived Behavioral Control and Halal Knowledge as independent variables, meanwhile the dependent variable is young Muslims' halal food purchase intention. The result of regression described that attitude and perceived behavioral control significantly influence young Muslims' halal food purchase intention. Meanwhile, other variable i.e brand awareness, subjective norm, and halal knowledge were found to be insignificant. The conclusions were indicated by the p-value of each variable. The p-value of attitude and perceived behavioral control were 0.000 and 0.038 < 0.05,

meanwhile the p-value of brand awareness, subjective norm and halal knowledge respectively were 0.713, 0.788 and 0.453 > 0.05.

Table 7 : Summary of Hypothesis Testing

Hypothesis	*p-value*	Result
H₁: Attitude significantly and positively influence young Muslims' halal food purchase intention	0.000	Accepted
H₂: Brand awareness significantly and positively influence young Muslims' halal food purchase intention	0.713	Not Accepted
H₃: Subjective norm significantly and positively influence young Muslims' halal food purchase intention	0.788	Not Accepted
H₄: Perceived behavioral control significantly and positively influence young Muslims' halal food purchase intention	0.038	Accepted
H₄: Halal knowledge significantly and positively influence young Muslims' halal food purchase intention	0.453	Not Accepted

4. Discussion

This study is conducted to analyze the determinant of young Muslims' halal food purchase intention in Papua Province using theory of planned behavior. This study analyzed five factors as independent variables, i.e Attitude, Brand Awareness, Subjective Norm, Perceived Behavioral Control and Halal Knowledge. The study results show that the model could explain 51.7 percent of the variance in the intention of young Muslims' purchase on halal food. It is indicated from the value of $R^2 = 0.517$. Meanwhile, 48.3 percent can be explained by other factors excludes from the factors in this research. The regression model also shows that all the independent variables has a significant influence towards young Muslims' halal food purchase intention, indicating by the *F-value* = 6.631 and the significant value of *F-test* is 0.000.

The results concluded that attitude has a significant and positive influence on young Muslims' halal food purchase intention in Papua. This finding also has similarity with the study that conduct by Alam and Sayuti (2011). According to Alam and Sayuti, attitude is an important factor in influencing consumer intention in purchasing halal food products. It is because people who have high positive attitudes appeared to have greater intentions to purchase halal food products.

The study also found that perceived behavioral control has a significant and positive influence on young Muslims' halal food purchase intention in Papua. This is consistent with the study that conducted by Abu-Hussin, *et.al* (2016) and Rusli (2015). Ajzen (1991) stated that perceived behavioral control directly affect the intention behavior by increasing effort to goal achievement (Alam and Sayuti, 2011). Meanwhile, three other determinants showed insignificant effects towards young Muslims' halal food purchase intention.

Brand Awareness is one factor that lead consumer to make decision whether they want or do not want to buy a product. It is indicating at least by identification of the name of a brand or a structure that has been developed on detailed information (Shahid, *et.al*, 2017). This study suggested that brand awareness insignificantly affect young Muslims' halal food purchase intention. It is indicated that young Muslim did not prefer to buy halal food they know well. A brand of halal food did not become a consideration in making decision for consuming halal food. This study is contradictive with the research conducted by Shahid, *et al.* (2017) which concluded that consumer tend to buy product with the brand they familiar.

The finding about subjective norm in this study also contrary with the study that conducted by Khalek and Ismail (2015), Abu-Hussin (2016) and Alam and Sayuti (2011). This study found that subjective norm has no significant influence on young Muslims' halal food purchase intention which is related with

the result study established by Rusli (2015). It is indicated that there is no influence from important people towards the belief of young Muslim's to buy halal food. It means that young Muslims have their own decision in making choice to buy halal food.

Halal Knowledge also found to be not significant towards young Muslims' halal food purchase intention. According to Baharuddin, *et al.* (2015), knowledge is one major factor that influences consumer's decision to purchase the products. Hong and Sternthal (2010) stated that the knowledge of consumers about the products is important for evaluating the product attribute. So, if the consumers have less knowledge of a product the it will affect the evaluating of the product attribute. This research contrary with Mohamed Elias, *et al.* (2016) and Maichum, *et al.* (2017) who found that halal knowledge positively and significantly affect halal food purchase intention.

5. Conclusion

This study aimed to determine the factors influencing young Muslims' intention to purchase halal food in a non-muslim majority province in Indonesia, Papua province, using the theory of planned behavior (TPB) as a theoretical framework. This study found that two variable independents have a significant and positive influence towards young Muslims' halal food purchase intention, i.e attitude and subjective norm. Meanwhile, the three remaining independent variables, i.e brand awareness, perceived behavioral control, and halal knowledge has no influence towards young Muslims' halal food purchase intention. This finding can be used as a reference about the halal industry for determining the consumers' purchase intention of halal food in a non-Muslim region as well as the source of information for the government, food manufacturers or food companies, and other interested parties to market the halal food products and promote the development of halal industry. The findings from this study also indicate that TPB is the determinant factors of halal food purchase intention, as suggested by previous studies. Since this research found that attitude has significant effect towards halal food purchase intention, it can be recommended to food producers or manufactures for improving their awareness of halal product for example by certified their products as halal products and labelled them with halal logo. It is also suggested for future research to explore another factor influencing halal food purchase intention in order to expand the segmentation of the halal industry market.

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