

The Influence of Halal Certification, Halal Awareness, and Brand Image on Purchase Intention Halal Food Products: An Empirical Study of Consumers in Indonesia

Arifin Djakasaputra¹, Juliana^{2*}, Bunga Aditi³, Fachrurazi⁴

¹ Universitas Tarumanagara

² Universitas Pelita Harapan

³ Universitas Harapan Medan

⁴ IAIN Pontianak

Correspondence Email: juliana.stpph@uph.edu

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Abstract

Most of Indonesia's Muslim population in consuming food are ordered to consume halal food. This study aims to determine the effect of variables on halal certification, awareness, brand image, and intention to buy halal food products. This research is a study of consumers of halal products. The data in this study were obtained by distributing online questionnaires to respondents who were consumers of halal products in Indonesia. The quantitative approach uses surveys as primary data and data analysis using structural equation modeling (SEM). Respondents in this study were consumers of halal products, with a total of 480 respondents who were consumers of halal food products. The method used in the sampling of respondents was purposive sampling with the criteria of having bought halal food. The data analysis method used in this study uses descriptive analysis to identify characteristics and the Structural Equation Modeling (SEM) analysis method with SmartPLS 3.2.6 software. The analysis in the SEM model can be divided into two stages, namely, the measurement model and the structural analysis model. The results showed that halal certification has a positive effect on purchase intention. Halal certification has a positive effect on brand image. Brand image has a positive effect on purchase intention. Halal awareness has a positive effect on purchase intention. Halal certification positively and significantly affects purchase intention through brand image. The study concluded that halal product marketers should pay more attention to the importance of halal certificates in marketing products. The results of these studies emphasize the role of halal certification in the customer's purchase intention and provide valuable insight into the halal industry to improve marketing strategies.

Keywords:

Halal Certification, Halal Awareness, Brand Image, Purchase Intention, Halal Food, Consumer

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JEL: G10, M20, G20



1. Introduction

The Muslim population worldwide reaches 2.049 billion and is the largest in the Asian continent, with a percentage of 70.94%. Indonesia has the most significant Muslim majority in Southeast Asia, with a total 207,176,162 (Badan et al., 2023). Most of Indonesia's Muslim population in consuming food are ordered to consume halal food. The demand for halal food is increasing with the expansion of the 2.1 billion Muslim population worldwide. The Halal market is proliferating at 25% per year. Currently, Indonesia is facing free trade flooded with foreign products whose ingredients cannot be ascertained. They are forcing the Muslim population to be more careful in choosing halal food products (Purwanto et al., 2020). Halal certification is a discussion originating from Islamic religious principles. The procedures applied can prove that a product is safe, reasonable, and edible by consumers. According to Yunus et al. (2014), Halal will be important in marketing studies in Indonesia because, currently, consumers will pay attention to the halal label printed on products traded on the market. Muslims believe consuming halal food will be a blessing and healthy for humans. It is one indicator of halal awareness among consumers.

Yunus et al. (2014) stated that in 2022, the level of Muslim consumption at the global level will be US\$ 2.8 trillion, while in Indonesia, it will reach US\$ 225.7 billion. In the last five years, the growth of the industry that carries the concept of halal in Indonesia has reached 40%, consisting of clothing, food, hotels, cosmetics, and financial sharia. According to Vizano et al. (2021) and Yunus et al. (2014), products are said to be Halal not only in terms of the ingredients but also in the process and how to obtain these materials, for example, slaughter, according to Islamic law. Muslim consumers' compliance with awareness of complying with the Shari'a in the selection of products consumed has different levels of awareness. Halal certification is a discussion originating from Sharia principles. According to Islamic law, the procedures can prove that the product is safe and suitable and can be eaten by Muslims. Halal awareness is the knowledge Muslim consumers possess when finding and consuming halal products in Islamic law (Amalia et al., 2020; Bawono et al., 2022).

According to Mohayidin and Kamarulzaman (2014), a halal label can help Muslim communities be protected from food products that are not good or unlawful. Halal labeling can guide consumers when they want to buy the desired product (Alserhan, 2017; Melewar & Alwi, 2017). Halal certification is not just a form of protection against products originating from halal or haram substances (Katuk et al., 2021; Najmudin & Syihabudin, 2022).

The concept of Islamic branding is widely used by manufacturers from non-Muslim countries when making products for Muslim consumers (Purwanto et al., 2021; Shuhada et al., 2018). Nestle and KFC are examples of Islamic branding. These products come from non-Muslim countries but are processed so Muslim communities can enjoy them. Halal awareness can increase a Muslim's understanding of halal principles (Najmudin & Syihabudin, 2022; Purwanto et al., 2021). This knowledge involves understanding which products can be consumed and how these products are produced.

Awareness of the importance of halal food indirectly leads to the expansion of the halal food industry (Purwanto et al., 2021; Shuhada et al., 2018). It makes Muslims more concerned about avoiding food products and uncertain about their halal status. *Halal certification* is a written certificate showing a product's halal level (Hapsoro & Hafidh, 2018). Information and knowledge technology are essential for Muslims in choosing what to consume. Whether it is safe and meets Muslims' consumption requirements is crucial in selecting a product. Food ingredients predict consumer interest in choosing food products (Fadholi et al., 2020; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016).

An impulse that directs one's attention toward particular items is known as buying interest. Interest is a driving force behind the action and is connected to emotion, thought, and athletic objects (Hapsoro & Hafidh, 2018; Muslichah & Ibrahim, 2021; Sang-Hyeop Lee et al., 2016). Purchase intention is related to consumer plans to buy certain products. Buying interest is a stage where respondents tend to take action before making a purchase decision (Muslichah & Ibrahim, 2021). For Muslims, everything that enters the body is essential regarding whether it is halal, so buying interest can be influenced by what food ingredients are contained in the product.

Halal certification is a security for a Muslim consumer to choose products that are good for him and follow Islamic religious rules (Ambali & Bakar, 2014). Products with halal certification are products that, in the process of processing and manufacturing, meet standards regarding safety and cleanliness. Halal certification guarantees that Muslims can consume or use a product without fear of its safety and cleanliness. Halal is permissible, does not contain transactions prohibited by Shari'a, and has been legitimized by Shari'a to carry out these cases (Djunaidi et al., 2021). Law Number 33 of 2014 concerning Guarantees for Halal Products explains that halal products have been declared halal according to Islamic law (Bawono et al., 2022; Sulaiman & Abdullah, 2022).

Halal certification is a factor that can influence consumer buying interest (Anisa, 2022; Shuhada et al., 2018). Halal certification is a means of product testing, from preparation, cleaning process, treatment, sterilization of hazardous materials, storage, transportation, and management practices (Djunaidi et al., 2021). Based on the explanation above, it can be agreed that halal products in Islam are very concerned about in detail. Halal certification is a fundamental issue in life, which must be good, safe, and proper in consuming a product. Several indicators are used in halal certificates: knowledge or understanding of the halal logo (Awan et al., 2015; Aziz & Chok, 2013). Second, the determination of halal products according to the halal label. Third, the determination of halal products is based on the authorized institution—fourth, knowledge or understanding of products according to halal certification from foreign countries. Fifth, the selection of halal products is based on the institution.

Halal awareness is the ability to perceive, feel, and become aware of an event or an object. Halal awareness known based on whether or not a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food for them to consume (Erdem et al., 2015; Fadholi et al., 2020; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016). Halal awareness is an understanding of Muslims towards halal concepts, processes, and principles, ultimately prioritizing halal food for consumption (Hapsoro & Hafidh, 2018; Katuk et al., 2021). The research conducted showed that a Muslim's halal awareness significantly affects a product's purchase intention (Awan et al., 2015; Hapsoro & Hafidh, 2018; Yunus et al., 2014).

Purchase begins when the customer knows his needs have not been satisfied (Purwanto et al., 2020; Septianti et al., 2021). Purchase intention is a behavior present in response to an object that describes the consumer's will to decide on a purchase. Purchase intention is also defined as something related to consumers' product purchase plans and how many products consumers need at a certain time. Purchase intention is the consumer's inclination to act before deciding to buy (Sunaryo, 2017; Vizano et al., 2021; Yunus et al., 2014). The purchase intention and the actual purchase have a fundamental

difference. Purchase intention is a plan prepared by consumers to make purchases in the future. In contrast, the actual purchase is when consumers agree to purchase immediately. Even though interest is a plan that is not necessarily carried out, the measurement of buying interest is usually applied to maximize predictions of the actual purchase itself (Sunaryo, 2017; Vizano et al., 2021; Yunus et al., 2014)

Brand image is a perception that arises in the minds of consumers when remembering a brand for a particular product (Ambali & Bakar, 2014; Anisa, 2022; Perdana et al., 2018). Brand image is very important for every product sold in the market. It is a hallmark between one product and another. A brand is a name, term, sign, symbol design, or combination that shows the identity of a product or service from one seller or a group of sellers and differentiates the product from competitors' products (Awan et al., 2015; Aziz & Chok, 2013; Djunaidi et al., 2021; Shuhada et al., 2018). Brand image is a consumer's perception of a brand that reflects the associations that exist in the minds of consumers. Brand image is a consumer attitude in the form of thoughts so that they believe in the brand (Awan et al., 2015; Aziz & Chok, 2013; Djunaidi et al., 2021; Shuhada et al., 2018).

Research conducted by Awan et al. (2015), Aziz & Chok (2013), Djunaidi et al. (2021), and Shuhada et al. (2018) showed results that brand image has a significant effect on brand loyalty. Then Awan et al. (2015), Aziz & Chok (2013), and Perdana et al. (2018) also conducted research that was in line with the results and showed that brand image had a significant effect. Brand image significantly affects brand loyalty (Djunaidi et al., 2021). A brand is more than a product produced by a company. A brand is something that consumers can buy, so it can be said that a brand image is a good form of consumer evaluation of the brand of a product (Djunaidi et al., 2021; Shuhada et al., 2018)

2. Method

The quantitative approach uses surveys as primary data and data analysis using multiple regression analysis. Respondents in this study were consumers of halal products, with a total of 480 respondents who were consumers of halal food products. The method used in sampling is purposive sampling. Data collection uses research instruments, and data analysis is quantitative/statistical. Then, proceed with structural analysis (inner model) by looking at the bootstrapping value to assess the path coefficient estimation parameter's results and significance level.

The following shows this study's SEM model, which has four hypotheses in Figure 1. The research hypothesis is:

- H1: Halal certification has a positive and significant effect on Purchase Intention
- H2: Halal certification has a positive and significant impact on Brand Image
- H3: Brand Image has a positive and significant effect on Purchase Intention
- H4: Halal awareness has a positive and significant effect on Purchase Intention

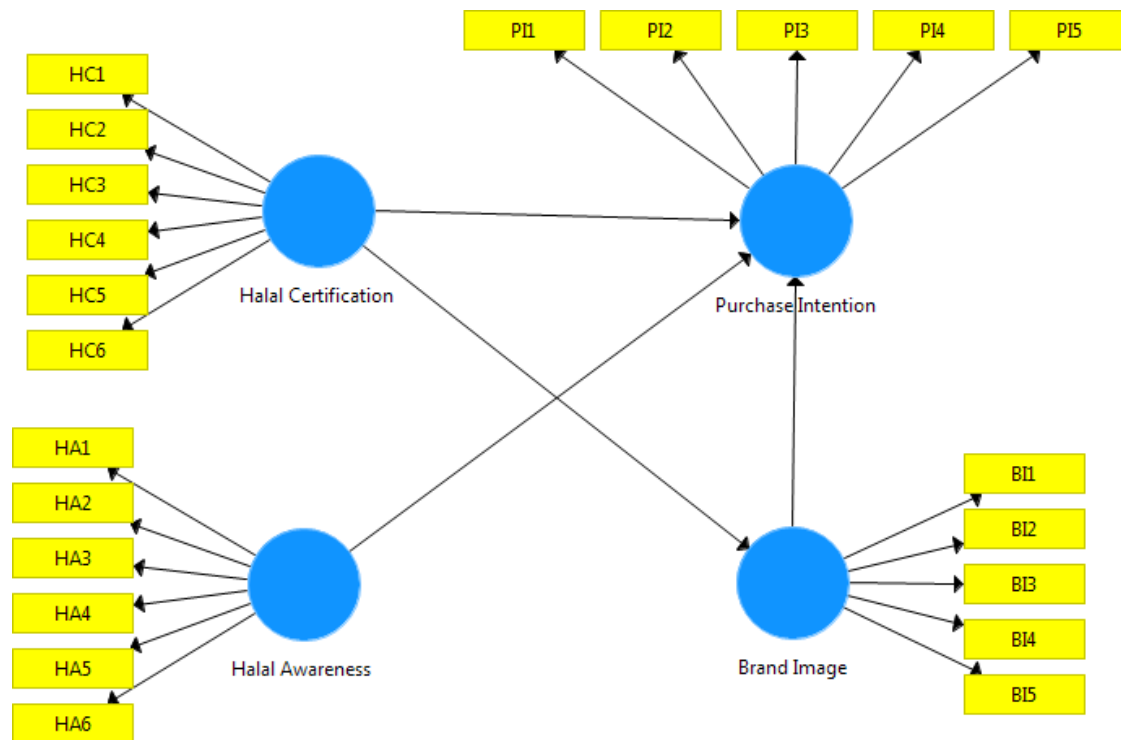


Figure 1. Research Model

3. Result and Discussion

Convergent Validity

According to the data analysis from the online survey displayed in Figure 1, every indicator of a study variable has an outer loading value more than > 0.7 . Purwanto et al. (2020) state that an outer loading value of 0.5 to 0.6 is deemed adequate to satisfy the convergent validity requirements, ensuring that all indicators meet the convergent validity standards.

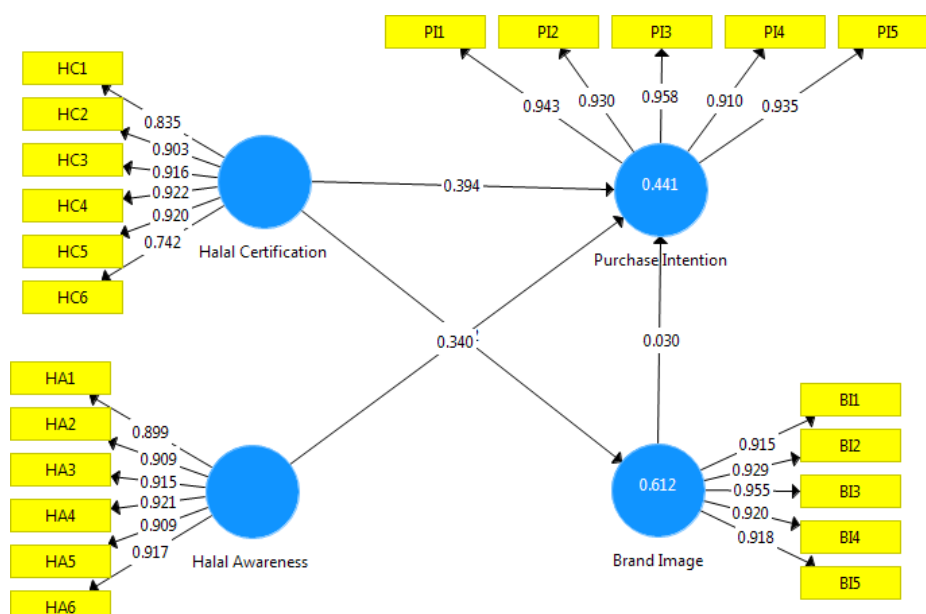


Figure 2. Loading Factors

Source: data processed, 2023

Discriminant Validity

All of the variables' AVE values are more than >0.5 , according to the data shown in Table 1. Therefore, it can be concluded that all research variables have strong discriminant validity and that their composite reliability value is larger than or equal to 0.7.

Table 1. Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Certification	0.887	0.812	0.775	0.617
Purchase Intention	0.865	0.816	0.879	0.698
Brand Image	0.808	0.819	0.856	0.616
Halal Awareness	0.875	0.814	0.801	0.702

Source: data processed, 2023

Based on the convergent and reliability tests, feasible items and variables have been obtained, and discriminant validity analysis using the cross-loading value already showed good results. If the AVE value was also above 0.5, then PLS-SEM analysis is still feasible to continue.

HTMT Ratio

The best recent measurement criterion is to look at the HTMT value. If the HTMT value is <0.90 , then a construct has good discriminant validity.

Table 2. HTMT Ratio

Variables	HTMT Ratio			
	Halal Certification	Purchase Intention	Brand Image	Halal Awareness
Halal Certification				
Purchase Intention	0.463			
Brand Image	0.634	0.378		
Halal Awareness		0.321		

Source: data processed, 2023

The HTMT test has come to the following conclusion. The HTMT Ratio score of 0.463 <0.90 for halal certification and purchasing intention indicates that the discriminant validity is either excellent or distinct from other constructs. The HTMT values of 0.634 <0.90 for halal certification and brand image indicate that their discriminant validity is either excellent or distinct from other constructs. The HTMT value of 0.378 <0.9 for brand image and purchase intention indicates that the discriminant validity is either excellent or distinct from other constructs. Halal awareness and purchase intention have an HTMT value of 0.321 <0.9 , meaning that the discriminant validity is excellent or different from other constructs.

Determination Test

Table 3 displays the coefficient of determination value, which is used in the Analysis of Variant (R2) or Determination Test to determine the impact of the independent factors on the dependent variable.

Table 3. R-square value

Variable	R-Square
Purchase Intention	0.441
Brand Image	0.612

Source: data processed, 2023

The r-square value in Table 3 shows that brand image, awareness, and Halal certification explain the purchase intention variable of 0.441 or 44.1 %. Other constructs explain the remaining 55.9 % outside those examined in this study. The r-square value in Table 3 shows that Halal certification explains the brand image variable of 0.612 or 61.2 %, and other constructs explain the remaining 38.8 % outside those examined in this study.

F-Square

The relative influence of an exogenous (influencing) variable on an endogenous (affected) variable is evaluated using the F-square measurement. The following are the F-square criteria: (1) If the endogenous factors have a minor influence from exogenous variables, as indicated by the F-square value of 0.02. (2) A value of F-squared of 0.15 indicates a being/moderate effect from the exogenous variable to the endogenous one; (3) A value of F-squared of 0.35 indicates a huge effect from the exogenous variables on the endogenous ones.

Table 4. F-Square

Variables	F-square			
	Halal Certification	Purchase Intention	Brand Image	Halal Awareness
Halal Certification		0.020	0.567	
Purchase Intention				
Brand Image		0.099		
Halal Awareness		0.056		

Source: data processed, 2023

The conclusion from the F-Square results from the table above is as follows: Halal Certification on Purchase Intention f-square=0.020 means the small effect of exogenous variables on endogenous ones. Halal Certification on Brand Image f-square=0.567 means the effect is significant from the endogenous exogenous variables. Brand Image on Purchase Intention F-square=0.099 is the small effect of exogenous variables on endogenous variables. Halal Awareness on Purchase Intention F-square=0.056 means the small effect of exogenous variables on endogenous.

Hypothesis Testing Direct Effect

In this study, hypothesis testing was done by examining the P-Values and the T-Statistics

value. The software program called Smart PLS (Partial Least Square) 3.0 was used to conduct the research hypothesis. The results of the bootstrapping process show these values. The t-statistic >1.96 at a significance-value threshold of 0.05 (5%), and a positive beta coefficient are the general guidelines applied in this investigation. Table 6 illustrates the importance of testing the research hypothesis.

Table 6. Hypothesis testing

Correlation	T Statistics	P Values	Result
Halal Certification -> Purchase Intention	2.879	0.000	Supported
Halal certification -> Brand Image	17.669	0.000	Supported
Brand Image -> Purchase Intention	2.221	0.000	Supported
Halal Awareness -> Purchase Intention	2.793	0.000	Supported

Source: data processed, 2023

Table 7. Indirect Effects

Correlation	P Values	Result
Halal certification -> Brand Image-> Purchase Intention	0.003	Supported

Source: data processed, 2023

Thus, it can be concluded that the Indirect Effect values are shown in the table above. An indirect effect of Halal Certification -> Brand Image -> Purchase Intention, P-Values $0.039 < (0.05)$ (significant), then the brand image can mediate the effect of Halal Certification and Purchase Intention

Effect of Halal Certification on Buying Interest

Based on the results of the data analysis, halal certification has a positive effect on purchase intention. It can be seen from the test that the results obtained a significance level of 0.000, significantly less than 0.05 ($p < 0.05$), and the regression coefficient has a positive result. It means that buying interest will increase with the existence of Halal certification. This research succeeds in proving the hypothesis that halal certification has a positive effect on buying interest. The halal label can also be interpreted as proof of responsibility from producers to Muslim consumers because halal is part of the life principle of every Muslim. Regarding its relation to purchasing decisions, the halal label influences purchasing decisions (A. et al., 2021; Sahir et al., 2021; Shuhada et al., 2018). So, in this study, the halal label positively affects consumer purchasing decisions.

Effect of Halal Certification on Brand Image

Based on the analysis results, the significance is 0.000, which is less than 0.05, and the regression coefficient has a positive impact, indicating that brand image has a positive and significant influence on purchasing decisions. This is in line with research conducted by Awan et al. (2015); Aziz & Chok (2013). Djunaidi et al. (2021), Perdana et al. (2018), and Shuhada et al. (2018) state that brand image has a positive and significant influence on purchasing decisions. It means that the better the brand image in the minds of consumers, the higher the decision to acquire Wardah cosmetic products. The research reinforces Ambali & Bakar (2014), Anisa (2022), Awan et al. (2015), and Perdana et al. (2018), with the research results

stating that the brand image of a product will provide an increase in consumers' purchasing decisions. Both in terms of the taste offered and the quality of the Indomie produced. It is also confirmed by Awan et al. (2015), Aziz & Chok (2013), and Shuhada et al. (2018), with the results of a brand image having a positive influence on purchasing decisions for halal products. Then, Djunaidi et al. (2021), with the results of their research, stated that brand image positively affects consumer purchasing decisions. In addition, in their research, Safitri (2018) also said that brand image is a mediating variable between price and purchasing decisions, positively affecting consumer purchasing decisions.

The Influence of Brand Image on Purchase Intention

Brand image has a positive effect on perceived quality. From testing, it shows the results obtained a significance level of 0.000, a significance less than 0.005 ($p < 0.05$), and the regression coefficient has a positive value. These results show that brand image significantly influences perceived quality (Sulaiman & Abdullah, 2022; Sunaryo, 2017). An image embedded in consumers can cause consumers to have confidence in a product that is formed because of messages and experiences obtained from a brand. A consumer will also be satisfied with the selected product if he has a positive impression (Vizano et al., 2021; Yunos et al., 2014; Yunus et al., 2014). Regarding its relation to purchasing decisions, brand image influences purchasing decisions (Sulaiman & Abdullah, 2022; Sunaryo, 2017; Vizano et al., 2021; Yunos et al., 2014; Yunus et al., 2014). Thus, this study assumes that brand image positively affects consumer purchasing decisions.

Effect of Halal Certification on Buying interest through brand image

Based on the results of the data analysis, it can be concluded that Halal certification positively affects purchase intention. It can be seen from the test that the results obtained a significance level of 0.000, significantly less than 0.05 ($p < 0.05$), and the regression coefficient has a positive result. It means that buying interest will increase with Halal certification through brand image. The label is a part of the product that functions as a medium for conveying information and branding so that consumers desire to buy the product. The halal label can also be interpreted as proof of responsibility from producers to Muslim consumers because halal is part of the life principle of every Muslim. Regarding purchasing decisions, the halal label influences purchasing decisions (Najmudin & Syihabudin, 2022; A. et al., 2021; Sahir et al., 2021).

A halal label is also in line with the research by Sukesti and Budiman (2014), which states that the halal label significantly affects consumer purchasing decisions on food products. On the price variable, price significantly affects consumer purchasing decisions (Monoarfa et al., 2023). However, this is different according to research, which states that price has no significant effect on purchasing decisions on service products (Muslichah & Ibrahim, 2021; Sang-Hyeop Lee et al., 2016). The brand image variable significantly influences purchasing decisions for cosmetic products (Hapsoro & Hafidh, 2018; Katuk et al., 2021; Sang-Hyeop Lee et al., 2016). However, this is a different view; brand image did not significantly influence the decision to purchase chocolate products for children (Hapsoro & Hafidh, 2018).

Conclusion

The results showed that halal certification has a positive effect on purchase intention. Halal certification has a positive impact on brand image. Brand image has a positive effect on purchase intention. Halal awareness has a positive impact on purchase intention.

Suggestions for food producers in producing or selling are to pay attention to the three factors above that have been researched: halal certification, halal awareness, and halal food ingredients. For consumers, with the rise of foreign products, it is essential to pay attention to the halal logo to ensure that the products that enter the body are genuinely halal. It means that the food safety factor increases health reasons consumers choose halal food products, even though many ignore it in purchasing decisions. Halal certificates also indirectly affect purchase intention through brand image variables. Even though halal certification does not directly influence consumer buying interest, halal certification can improve the brand image of food products. With halal certification, the brand image of food products will be better, especially among Muslim consumers. Halal awareness plays a vital role in influencing consumer buying interest. Issues regarding the concept of halal can be identified by looking at Muslims' level of understanding of halal suggestions. Awareness also has a vital role in describing buying interest. The indicator of interest in buying halal awareness appears in exploratory interest, which explains that consumers are increasing their understanding of the importance of the halal concept. Hence, consumers always seek information related to these products. Then, after sufficient information is felt, consumers will use this information to foster attitudes and actions to make purchases of a product.

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