CONVINCING CONSUMERS PURCHASE INTENTION USING HALAL CREDENCE: A MEDIATING ROLE OF ATTITUDE TOWARDS HALAL

Entik Wiranti [1], Larisa Pradisti[2*], Weni Novandari[3], Ahmad Heryawan[4], Wawan Setiawan[4]

[1]Universitas Jenderal Soedirman, entik.wiranti@mhs.unsoed.ac.id, Indonesia
[2*]Universitas Jenderal Soedirman, larisa.pradisti@unsoed.ac.id, Indonesia
[3]Universitas Jenderal Soedirman, weni.novandari@unsoed.ac.id, Indonesia
[4]Direktorat Jenderal Perbendaharaan, Jawa Tengah, entik.wiranti@mhs.unsoed.ac.id, Indonesia
*corresponding author

ABSTRACT

Purpose ─ This paper aims to analyse the effect of Halal Credence on Halal Purchase Intention using Attitude Towards Halal as mediating variable because the demand of Halal food product increases recently.
Design/methodology/approach ─ Data were collected from 170 Muslim and Non-Muslim consumers in Indonesia. Covariance-based structural equation modelling was applied to evaluate the association between Halal Credence, Attitude Towards Halal, Halal Food Awareness and Purchase Intention.
Findings ─ This study reveals that the Halal Credence has a positive effect on Halal Purchase Intention and Attitude Towards Halal. Attitude Towards Halal has as positive effect on Halal Food Awareness but does not affect Halal Purchase Intention and does not act as mediating variable.
Practical implications ─ This study provides an additional study on the topic of halal consumer behaviour, especially by showing an empirical result from Indonesia as the largest Muslim country with large number of MSEs.

Keywords: Halal food product; Halal marketing; Halal credence; Attitude towards Halal; Halal food awareness; Halal consumer behaviour; MSEs.

1. Introduction

In the globalization world, people have been consuming Halal food industry in a notable increase recently. Halal means lawful, permissible, and permitted by the Shariah (Islamic law) (Ali et al., 2017; Wilson, 2014) and is defined as Shariah compliance and a product recognized by certified body of Halal standards. Haram is contra with halal, i.e., prohibited by Islamic law (Aziz and Chok, 2013). According to (Alam & Sayuti, 2011), (Teng et al., 2013). Halal products are requested by Muslim and non-Muslim customers due to as a standard for food safety, cleanliness, guaranteed quality, and many other advantageous attributes. In different non-Muslim countries, such as Canada, Spain, and United Kingdom, people's enthusiasm for halal food is high, especially in UK which has been one of the fastest-growing halal food industry in the world (Wilkins et al., 2019), (Ayyub, 2015), (Ben-berry, 2011).

The same situation is happened in Indonesia, the demand for halal food products in Indonesia continues to increase. This is due to consumer awareness in actively seeking halal products, which has significantly driven the demand (Kompas.com, 8 April 2022). However, as the highest number of Muslims among all countries in the world (World Population Review, 2021),

Indonesia is not the primary producer of halal products globally. According to (O. Andrianita, 2020) Indonesia is currently in 20th place as an exporter of halal food with a 1.86% market share, much lower than that in the non-Muslim majority countries such as Brazil and Thailand.

In Indonesia, halal food product is guaranteed by the halal certificate that released by *Badan Penyelenggara Jaminan Produk Halal* (BPJPH). A halal certificate is an acknowledgment of the halalness of a product issued by the BPJPH based on a halal *fatwa* in writing issued by the Indonesian Ulema council—Majelis Ulama Indonesia (MUI.) Halal certification is a process to obtain a halal certificate through several stages to prove that the ingredients, production process and *Sistem Jaminan Halal* (SJH) meet the *Lembaga Pengkajian Pangan, Obat- obatan, dan Kosmetika Majelis Ulama Indonesia* (LPPOM MUI) standards (Warto & Samsuri, 2020).

Business composition in Indonesia has dominated by SMEs as much as 64.2 million or 99.9% (Jayani, 2021). It's contributed of the Gross Domestic Product (GDP) by 61.07% or around IDR 8,573.89 trillion (Mardhotillah et al., 2022). There are 65 million SMEs in Indonesia, nevertheless, only 1% or around 650,000 SMEs have Halal certification (Ministry of Finance report, 2021). This contradiction indicates that the intention of SMEs to sell halal-certified products remains low.

However, after several mandatory obligation and gadget to register halal certification for all products circulating in Indonesia has not been effective enough (Hartati, 2019). President director LPPOM MUI disclosed as of June 2022, there are only 10,643 SMEs which is halal certified (Ulya, 2022), it is still far from the target. In fact, the large Muslim population in Indonesia represents a considerable market potential for halal food products with Halal requirements according to Islamic law. MSEs product that already have a halal certificate, will be more easily accepted by consumers of halal products by looking at the halal label listed on the product.

We acknowledge several studies which have already discussed this matter, (Ahmed, 2008; Verbeke et al., 2013), (Bonne and Verbeke, 2008a), and (Wilson and Liu, 2010), revealed that credence has a positive influence on the intention to buy halal products. According to Bonne and Verbeke (2008b), Verbeke et al. (2013), and (Pradana, et al., 2020) revealed that halal credence does not really convince consumers to purchase halal products. Therefore, this research is conducting "Attitude Towards Halal" as the mediating variable between Halal Credence and Halal Purchase Intention to solve the research gap that have been described. The previous concept of attitude in the theories of Ajzen and Fishbein (1970) and Ajzen (1985) has evolved. Some studies even coined their own term for halal attitudes, such as "halal consumers' attitude" (Bashir et al., 2019) and "attitude towards halal" (Mohsin-Butt and Aftab, 2013).

Therefore, the main purpose of this research is to empirically analyze the Halal Credence on Halal Purchase Intention using Attitude Towards Halal as mediating variable and Halal Food Awareness as the antecedent variable from the perspective of Indonesian consumers as the largest Muslim country. This study expected to fill gaps in the lack of previous studies regarding halal food consumption, specifically in countries where Islam is the main religion. Then the research questions can be formulated as follows:

RQ 1. Does Halal Credence affect Halal Purchase Intention?
RQ 2. Does Halal Credence affect Attitude Towards Halal?
RQ 3. Does Attitude Towards Halal affect Halal Purchase Intention?

RQ 4. Does Attitude Towards Halal affect Halal Food Awareness?

RQ 5. Does Halal Food Awareness affect Halal Purchase Intention?

RQ 6. Does Attitude Towards Halal mediate the relationship between Halal Credence and Halal Purchase Intention?

2. Literature Review and Hypothesis Formulation

2.1 Theory of Planned Behaviour (TPB)

To predict the acceptance of Halal product by consumers theory used in this study is Theory of Planned Behaviour (TPB). According to (Tarkiainen and Sundqvist, 2005) TPB is the elaboration of theory of reasoned action (TRA) made necessary due to its limitation as it does not incorporate the volitional control (the degree to which a behaviour can be performed easily) in predicting a behaviour. Hence, TRA could not accurately predict the behaviour in question (Ajzen, 1991). TPB is a reliable theory when applied on different situations (Aertsens et al., 2009; Lee, 1991; Taylor and Todd, 1997). Additionally, TPB is open for the inclusion of additional variables that possess a significant role in predicting behaviors (Conner and Armitage, 1998). This reseach is conduct of three exogeneous variables namely Halal Credence, Attitude Towards Halal, Halal Food Awareness, to predicting Halal Purchase Intention as the endogenous variable.

2.2 Halal Credence

According to (Chamhuri and Batt, 2015) foods are classified as a product with three different product attributes or quality cues. First, intrinsic cues which refer to physical attributes that cannot be transformed without changing the product itself. Second, extrinsic cues where intangible attributes are used when evaluating two or more products with the same appearance. When it comes to Halal products as a credence attribute, consumer would rely on its brand credibility. Ishak et al. (2016) revealed that halal food is classified as a product with credence attributes. Halal Credence is the level of trust or assurance that consumers have regarding the halal status of a product or service. Consumers have to rely on the Halal logo credibility to trust the conveyed information. In this sense, brand credibility of the Halal logo represents the coordination mechanism of the Halal industry to ensure the Halalness of food products which not visible to the consumers

Halal credence cues, which include important aspects to consumers, is classified into intangible attributes with the growing concern on food quality and health issues have positioned. To assess such credence attributes, consumers would use their trust (W. Verbeke, 2013), Production methods (Sautron et al., 2015), Health (Sautron et al., 2015; Ab Talib et al., 2015; M.W.Wibowo et al, 2020), Halal integrity (M.W. Wibowo et al. 2020), and Labelling (M.W.Wibowo et al, 2020; W. Verbeke, 2013).

(Ahmed, 2008; Verbeke et al., 2013), (Bonne and Verbeke, 2008a), and (Wilson and Liu, 2010), found that the credence aspects of halal products, such as their religious purity and hygiene, positively influence purchase intention. Based on these findings, we hypothesize H1 as:

H1. Halal Credence has a positive effect on Halal Purchase Intention

Consumers who rely on the credibility of Halal Credence tend to have positive feeling by recognizing the halal label on the packaging product. Previous research has shown that trust in Muslim food vendors is significantly associated with favorable attitudes and a willingness to purchase halal products (Ahmed, 2008; Verbeke et al., 2013). Therefore, H2 formulated as:

H2. Halal credence has a positive effect on Attitude Towards Halal

2.3 Attitude Towards Halal

Attitude is a personal factor that influences a person's positive or negative assessment of the behaviour's execution. Thus, attitude is related to the behaviour (Ajzen & Fishbein, 1980). The

distinguishing characteristic of halal products is the inclusion of a label or certificate that serves to inform consumers about their identification. A consumer realizes the benefits of a halal product and activates consumers' cognitive beliefs, thus influencing purchase intention. Finally, in the context of consumer behavior, attitude towards halal label can positively affect their purchase intention for a halal product (Haque et al., 2015). Thus, the attitude towards the Halal logo is defined as a form of belief before reaction, gesture or behaviour, as a result of knowing the concept of halal (Bonne et al., 2007; Alam and Sayuti, 2011)

Attitude Towards Halal is represents a person's emotional response to an object, indicating either a positive or negative sentiment. Attitude refers to the extent of people's evaluation in performing the behavior (Ajzen & Fishbein, 1980), positive or negative assessment (Ahmad Hidayat Buang et al. 2018; Afendi et al., 2014) (Bashir et al. 2018; Pradana et al. 2020), safety concerns (Bashir et al. 2018), healthy concern (Bashir et al. 2018), and behavioural tendencies (Mohd Rizal Palil 2012).

The study, done by Abd Rahman (2015), Ansari and Mohammed (2015), Haque et al. (2018), Aziz and Wahab (2018), Suparno (2020), Lada et al. (2009) their results revealed that purchase intention was significantly influenced by attitude. According to Ajzen (1991) "the more favorable the attitude with respect to a behavior, the stronger is the individual's intention to perform the behavior under consideration". Thus, positive attitude toward the product plays a crucial role in consumers' intention to buy the product (Azmi et al., 2010). Therefore, H3 formulated as:

H3. Attitude towards halal has a positive effect on halal purchase intention

Rauschnabel et al. (2015) concluded that non-Muslim consumers' perceptions of religious labels on food packaging are influenced by their attitudes towards the religion and the brand, whilst the relative importance of these antecedents varies according to the consumers' individual characteristics. Muslims who still hold their religious value usually check whether the meat or ingredients of the food they consume are produced according to Islamic way (Aziz and Chok, 2013). In this sense, halal awareness here literally means being well-informed about the halal-ness of consumed products (Aziz and Chok, 2013; Bonne and Verbeke, 2008; Lada *et al.*, 2009). Therefore, H4 formulated as:

H4. Attitude Towards Halal has a positive effect to Halal Food Awareness

2.4 Halal Food Awareness

Awareness of halal literally means having a particular interest in or experience of halal, besides being knowledgeable of halal foods, drinks, and products (Ambali & Bakar, 2014). Muslims are becoming more aware of the importance of consuming halal products, and this awareness grows as their religious beliefs strengthen. Since halal products offer advantages that align with personal values, it is crucial for manufacturers to produce items that adhere to Islamic standards and fulfill the religious requirements of consumers while also respecting their sense of self-identity (Iranmanesh et al., 2020; Yasid et al., 2016). Halal Food Awareness can be defined as the knowledge of halal food product (Mohammad et al. 2016), awareness of the principles of halal food production (Lada et al. 2019), knowledge of health benefits (Ali et al. 2019), knowledge of halal (Aziz and Chok 2013), awareness of the importance of halal certification (Lada et al. 2019).

High halal awareness will lead to halal types of food as the ultimate choice of what to eat, drink, or use (Awan *et al.*, 2015). Since the norms of Islam provide clear and appropriate ideas of behaviors that are right or wrong. Therefore, we formulate our first hypothesis. Therefore, H5 formulated as:

H5. Halal Food Awareness has a positive effect to Halal Purchase Intention

2.5 Attitude Towards Halal as a mediating effect on Halal Purchase Intention

The intention is referred to as the guidance, plans and motivations that people created to act in particular manners (Ajzen, 1991; Bagozzi and Yi, 1989). Intention also indicates the effort and willingness to perform a behavior in the future (Ajzen, 1991). Thus, Halal Purchase Intention can be defined as consumer's willingness or likelihood to purchase a product that is deemed halal based on their trust (Ajzen, 1985; Garg and Joshi, 2018; Pradana et al. 2020), perception of the credibility of halal (Hosein, 2012), level of trust in halal certification (Ajzen, 1985), perceived risk (Garg and Joshi, 2018; Pradana et al. 2020), and attitude towards the halal product (Omar, Mat, Imhemed, & Ali, 2012); Garg and Joshi, 2018; Pradana et al. 2020).

Halal consciousness is the fact that the consumer has better knowledge about the meaning of the halal concept and is identified with this practice. In this study, we consider that halal consciousness will contribute to improving the attitude towards products that show halal labelling (Lada et al., 2009). Therefore, H6 formulated as:

H6. Attitude towards halal mediates the relationship between Halal Credence and Halal Purchase Intention

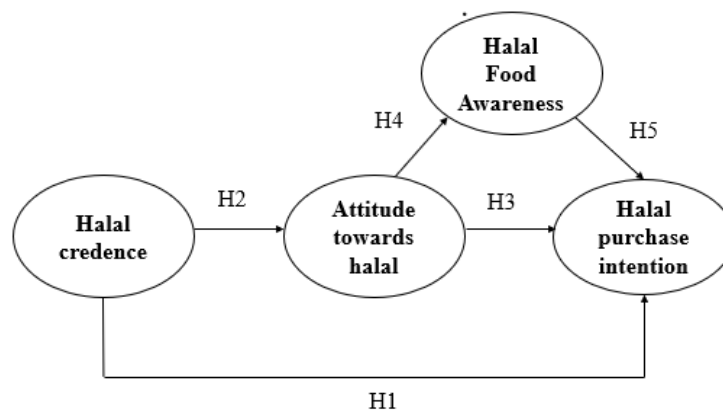The research model is visually presented in figure below:

Figure 2. 1 Research Model

3. Research Methodology

The primary focus of this section is to construct hypotheses, determine variables, and establish statistical measures. In this study, structural equation models (SEM) AMOS are employed to explore the relationships depicted in the research model.

3.1 Measurement

Research is conducted in Indonesia between April to June 2023 since the purpose is to analyze the consumer behavior from the perspective of the largest Muslim country. A quantitative analysis was conducted by questionnaire contains 20 questions which were distributed online to Muslim customers whose previously purchase halal product regularly or Non-Muslim customers whose prefer to halal product and concern about Halal label on the food packaging. The Indonesian version was professionally translated from English into Indonesia to ensure that consumers understand each question. The set of questions was represented by a five-point Likert scale to

illustrate the respondent's degree of agreement. The number "5" indicates "strongly agree" and "1" indicates "strongly disagree".

3.2 Data Collection and samples

The sampling method used is Nonprobability Sampling used purposive sampling method aimed at selecting respondents according to predefined criteria to obtain maximum information (Suliyanto, 2018;226). 200 questionnaires were distributed and received 170 responses back. The determination of the minimum sample size for SEM according to Hair et al. (2010) is explained that the minimum sample size for research using a structural equation modelling (SEM) analysis with up to five latent constructs is 120. Six hypotheses were constructed to predict the consumers behavior on purchasing halal food product. The measures contain five constructs, namely, Halal Credence (5 indicators), Attitude Towards Halal (5 indicators), Halal Food Awareness (5 indicators) and Halal Purchase Intention (5 indicators). The respondents' profile would also be included that feature gender, age, occupation, education level, monthly income, and religion.

Table 3. 1 Respondent's Profile

	Demographic Profile	Frequency	Percentage
Gender	Female	109	64.1%
	Male	61	35.9%
	Total	**170**	**100%**
Age	17-22	103	60.6%
	23-28	63	37.1%
	29-34	2	1.2%
	>34	2	1.2%
	Total	**170**	**100%**
Occupation	Student	102	60%
	PNS/BUMN	3	1.8%
	Private workers	37	21.8%
	Entrepreneur	7	4.1%
	Employee	2	1.2%
	Teacher	1	0.6%
	Others	18	10.5%
	Total	**170**	**100%**
Income	<IDR 1.000.000	75	44.1%
	IDR 1.000.000-3.000.000	61	35.9%
	IDR 3.000.000-5.000.000	15	8.8%
	>IDR 5.000.000	19	11.2%
	Total	**170**	**100%**
Religion	Islam	160	94.2%
	Christians	4	2.4%
	Protestant Christians	1	0.6%
	Catholic	4	2.4%
	Hindu	1	0.6%
	Total	**170**	**100%**
Education	High school	110	64.7%
	Diploma	11	6.5%
	Bachelor	47	27.6%
	Master	2	1.2%

	PhD	-	-
	Total	**170**	**100%**

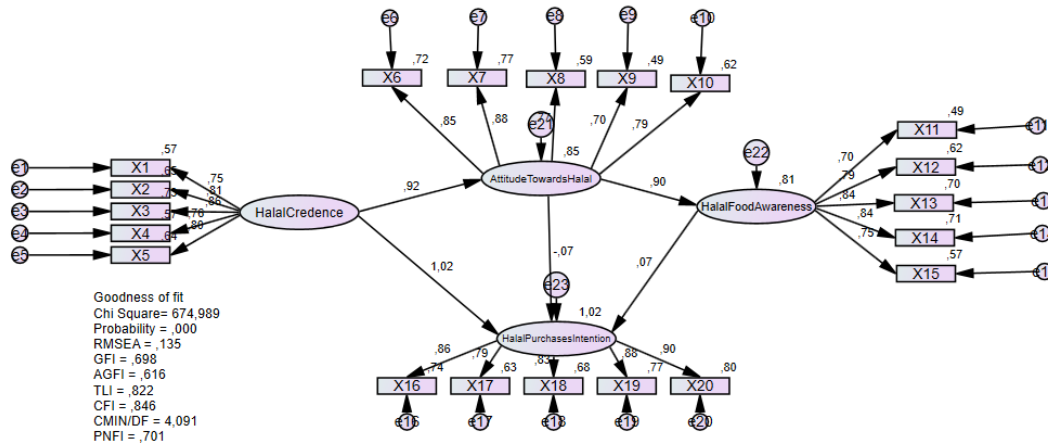## 4. Results and Discussion

4.1 Measurement Model

Figure 4. 1 Structural Equation Modelling (SEM) Research Model

4.2 Model Feasibility Test

Based on the table 4.7 can be seen that Chi-square, Probability, RMSEA, GFI, TLI, CFI, AGFI, CMIN/DF, are poor fit and the PNFI is good fit. Thus, we can conclude that the model is not fit. There are several reasons that caused the unfit model, according to West (1995) Non-normal data can lead to large chi-square values, resulting in a poorly fitting model. When the sample size is small and the data is non-normal or exhibits increased degrees of non-normality, there is a tendency for parameter estimates to be difficult to converge or for AMOS to fail to find a solution for the estimated parameters.

The multivariate critical ratio value is 40.184, greater than 2.58, thus it can be concluded that the data is not normally distributed in a multivariate term. The data used in this study is data that is presented based on the answers from the respondents which is very diverse. Thus, it is difficult to obtain data that eligible to multivariate normal distribution (Ghozali & Fuad, 2005). However, a line with Gujarati and Dawn (2004), the amount of data in this study is more than 100, so the data assumed to be normal and can still be used to test hypothesis or assume normality is not important for data with a large number. This study also contains 33 outlier data that not excluded because there was a phenomenon form the subject of the research, therefore the outlier data still used.

4.3 Validity Test

The validity test of the measurement model is assessed based on the loading factor of each indicator. The loading factor in this study has a limit of 0.50. if the loading factor value is ≥0.50 it means the convergent validity has been fulfilled. Based on the Table 4.1 the loading factor of each indicator is ≥0.50. Thus, is can be concluded that the assumption of convergent validity is fulfilled.

Table 4. 1 Validity Test

Variable	Items	Loading factors	Description
Halal Credence	I believe that Halal food production methods are ensure the food hygiene	0.752	Valid
	I am sure that halal food products have been produced according to the Islamic method	0.807	Valid
	I am sure that halal food products have been processed according to the Islamic method	0.857	Valid
	I believe that halal food product is free from residues	0.758	Valid
	I believe that halal labelled product is a good brand	0.800	Valid
Attitude Towards Halal	The existence of halal label in the packaging on food products is important	0.846	Valid
	I like to buy halal labelled products	0.877	Valid
	It is important for me to consume products that make me feel safe	0.768	Valid
	It is important for me to consume healthy products	0.701	Valid
	I always look for the halal label on the product packaging before buying any products	0.790	Valid
Halal Food Awareness	I know information related to halal products	0.703	Valid
	I know that food production methods are also important in determining the halal status	0.786	Valid
	I know that halal food product had healthy benefits	0.839	Valid
	I understand and know exactly the meaning of halal	0.842	Valid
	I understand that halal label can ensure that the product is halal	0.753	Valid
Halal Purchase Intention	Purchasing halal food product is a good idea	0.863	Valid
	I am willing to pay more for food products with an authentic halal logo	0.792	Valid
	I prefer to buy "halal" certified products even when the brand is not very popular	0.826	Valid
	I buy "halal" certified products even when the brand is slightly expensive	0.878	Valid
	I am ready to buy "halal" certified products in future	0.896	Valid

4.4 Reliability Test

The reliability test is assessed based on composite reliability in each variable. In this study researcher using excel to calculate the Construct reliability and Variance Extract. Construct Reliability (CR) assumed good if CR ≥0.70 and Variance Extract assumed good if ≥0.50. The Construct Reliability and Variance Extract is formulated as follows:

$$Construct\ Reliability = \frac{(\sum Std.Loading)^2}{(\sum Std.Loading)^2 + \epsilon.j}$$

$$Variance\ Extract = \frac{\sum Std.Loading^2}{\sum Std.Loading^2 + \epsilon.j}$$

The result of Construct Reliability and Variance Extract is shown on table below:

Table 4. 2 Construct Reliability

Variable	Construct Reliability	Variance Extract	Description
Halal Credence	2.026	0.755	Reliable
Attitude Towards Halal	2.018	0.758	Reliable
Halal Food Awareness	2.077	0.742	Reliable
Halal Purchase Intention	1.745	0.830	Reliable

Based on the Table 4.2 it can be seen that each variable had Construct Reliability value greater that ≥ 0.70 and Variance Extract value greater than ≥ 0.50. Thus, it can be concluded that all variables are reliable.

4.5 Hypothesis Testing

Table 4. 3 The Direct Effects Hypothesis

Hypothesis		Estimate	p-value	Decision
H1:	Halal Credence has a positive effect on Halal Purchase Intention	1.120	0.000	H1 Accepted
H2:	Halal Credence has a positive effect on Attitude Towards Halal	0.925	0.000	H2 Accepted
H3:	Attitude Towards Halal has a positive effect on Halal Purchase Intention	-0.077	0.656	H3 Rejected
H4:	Attitude Towards Halal has a positive effect on Halal Food Awareness	0.832	0.000	H4 Accepted
H5:	Halal Food Awareness has a positive effect on Halal Purchase Intention	0.079	0.442	H5 Rejected

The result of testing hypothesis 1 on the effect of Halal Credence on Halal Purchase Intention gives a coefficient value of 1.120 with a significance value 0.000 <0.05. It can be concluded that Halal Credence on Halal Purchase Intention have positive and significant influence. Thus, hypothesis 1 is accepted. In the case of Indonesian consumers, the level of halal credence is able to convince consumers to purchase halal products because nowadays consumers are more concern about their consumption. Based on the factor loading can be draw conclusion that halal integrity takes the biggest part. It means that consumer believe that halal labelled products are produced according to Islamic method. In the case of Indonesia where Muslim is the majority, consuming product makes them believe that they are not only fulfilling their needs but also carry out obligations as a Muslim by consuming halal food products. This finding is supported by (Ahmed, 2008; Verbeke et al., 2013), (Bonne and Verbeke, 2008a), and (Wilson and Liu, 2010).

The result of testing hypothesis 2 on the effect of Halal Credence on Attitude Towards Halal gives a coefficient value of 0.925 with a significance value 0.000 <0.05. It can be concluded that Halal Credence on Attitude Towards Halal have positive and significant influence. Thus,

hypothesis 2 is accepted. Based on the factor loading, positive assessment takes the biggest role in shaping consumer's attitude. Consumers will always look for the halal label before buying food product because Halal labelled product can assess positive feeling related to the health and safety of the product. This finding is a line with (Ahmed, 2008; Verbeke et al., 2013).

The result of testing hypothesis 3 on the effect of Attitude Towards Halal on Halal Purchase Intention gives a coefficient value of -0.077 with a significance value 0.656 >0.05. It can be concluded that Attitude Towards Halal on Halal Purchase Intention have no positive and significant influence. Thus, hypothesis 3 is rejected. Turns out that, according to questionnaires data, beside the positive assessment towards halal label consumers also pay attention to nutritional information, composition, expired date, country of origin, environmental sustainability and animal welfare, and price. In the other words, a positive attitude towards Halal may be important for some people, but other people may have other factors that influence their purchasing decisions more. Our argument regarding this case was not in line with the findings from studies done by Abd Rahman et al. (2015), Haro (2016), Lada, Tanakinjal, & Amin (2009), Mukhtar & Butt (2012), (Afendi et al., 2014; Baker, Al-Gahtani, & Hubona, 2007; Yoo & Norton, 2007) and Shah Alam & Mohamed Sayuti (2011)

The result of testing hypothesis 4 on the effect of Attitude Towards Halal on Halal Food Awareness gives a coefficient value of 0.832 with a significance value 0.000 <0.05. It can be concluded that Attitude Towards Halal on Halal Food Awareness have positive and significant influence. Thus, hypothesis 3 is accepted. Consumers who have a positive attitude towards halal tend to have a greater interest in learning what halal food is, how to identify halal products, and the importance of choosing halal food. This finding is related to Hussaini (1993) and Mohsin-Butt and Aftab (2013)

The result of testing hypothesis 5 on the effect of Halal Food Awareness on Halal Purchase Intention gives a coefficient value of 0.079 with a significance value 0.442 >0.05. It can be concluded that Halal Food Awareness on Halal Purchase Intention have no positive and significant influence. Thus, hypothesis 5 is rejected. This might happen because consumers buy halal products because they are sure and believe in the credibility behind the halal label without thinking about the extent of their knowledge and level of awareness of halal. This finding is not in line with (Zakaria, Abdul Majid, Ahmad, Jusoh, and Zakaria (2017), Aziz and Chok (2013), Hamdan, Issa, Abu, and Jusoff (2013).

4.6 Mediation Testing

This research is formed of the effect of Halal Credence to Halal Purchase Intention using Attitude Towards Halal as mediating variable. To examine the mediating effect of the Attitude Towards Halal, researcher used the Sobel test reference to the causal step developed by method from Baron and Kenny (1986).

To calculate the mediation effect, researcher using Sobel test calculator. (a) value is obtained from the regression weights value from Halal Credence to Attitude Towards Halal, while the SEa is obtained from the standard error. (b) value is obtained from the regression weights value from Attitude Towards Halal to Halal Purchase Intention. From the output above it can be seen that Sobel test value is -0.442, greater than Z table 1.96. In addition, from the one-tailed probability value is 0.329 greater than 0.05 two-tailed probability is 0.658 greater than 0.05 so it can be concluded that Attitude Towards Halal did not mediate the relationship between Halal Credence and Halal Purchase Intention.

This can be assumed that consumers just rely on the existence of the halal certification label, which influences their level of trust and trust defines as a positive assessment. Trust is one of the indicators measurements from Halal Credence. Hence, Halal Credence is capable enough to affecting consumer's purchase intention without consider their attitude towards product. The finding is line with (Pradana et al 2020) that stated Attitude Towards Halal do not act as mediating variable between Halal Credence and Halal Purchase Intention.

6. Conclusion, Implications, and Future Research Dirrecttion

This study empirically provided evidence of the significant relationships between Halal Credence, Attitude Towards Halal, Halal Food Awareness, and Halal Purchase Intention. Halal Credence proven to have a positive relationship on Halal Purchase Intention and Attitude Towards Halal. Attitude Towards Halal has as positive effect on Halal Food Awareness but does not affect Halal Purchase Intention and do not act as mediating variable.

This study has not been able to bridge the gap in previous research by proving that attitude mediates the relationship between Halal Credence and Purchase Intention. This study also involves outlier data and non-normal data distribution that seriously affect the estimation process and resulted to an unfit model because failure to reach convergence parameter estimates. Hence, future research is expected to add variables or other mediating variable to provide different findings in the future. Further research also expected to enlarge the sample size specifying the product and use other analysis tools such as Partial Least Square or Lisrel to provide different result and meet the convergence parameter estimates in model fitness.

Last, the findings of this study lead to a better understanding of the factors that affect customer purchase intention when the demand of halal food product is significantly rising recently. This study has an overarching implication i.e., insights gaining from this research will guide MSEs while tailoring their marketing strategy for efficiently targeting halal market. The result of research is expected to be useful to in developing research of halal food consumption in any country or society, since the topic is always updated and fits with the global context. Moreover, results of this study can also be used as consideration and input to Direktorat Jenderal Perbendaharaan (DJPb) as policymakers to provide support and a conducive environment for the growth of the halal sector and meet the increasing needs and preferences of consumers.

References

Abdalla M. Bashir, A. B. (2018). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *University of the Western Cape Research Repository*, 25(1): 26-48.

Ahmad Havid Jakiyudin, A. F. (2022). Sehati: Peluang Dan Tantangan Pemberian Sertifikasi Halal Gratis Bagi Pelaku UMK Di Indonesia. *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Islam*, Vol. 07, No. 02.

Ahmadova, E., & Aliyev, K. (2019). Determinants of attitudes towards Halal products. *emerald insight*.

An investigation of the aspects affecting non-Muslim customers' purchase intention of halal food products in Jakarta, Indonesia. (2021). *Journal on Food, Agriculture and Society Binus Business School, Master Program, Bina Nusantara University, 10270 Jakarta, Indonesia*.

Andrianita, O. (2020). *Peluang dan Tantangan Produk Halal Indonesia dalam Memasuki Pasar Global*. Ditjen Pengembangan Ekspor Nasional, Kementerian Perdagangan RI.

Anggarkasih, M. G., & Resma, P. S. (2022). The Importance of Halal Certification for the Processed Food by SMEs to Increase Export Opportunities. *EDP Sciences*.

Baskoro, D. (2022). *Konsumen Semakin Kritis Dalam Memilih Produk Halal Saat Belanja* . Jakarta: Kompas.com.

Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. (2019). 55-69.

Elif Pardiansyah, M. A. (2022). Sosialisasi dan Pendampingan Sertifikasi Halal Gratis (Sehati) Dengan Skema Self-Declare Bagi Pelaku Usaha Mikro di Desa Domas. *Jurnal Pengabdian dan Pengembangan Masyarakat Indonesia*, Vol. 1 No. 2.

Ferdinand, A. T. (2006). *Metode Penelitian Mananjemen: Pedoman Penelitian untuk Penulisan skripsi, Tesis, dan disertasi Ilmu Manajemen.* Semarang: Badan Penerbit Universitas Universitas Diponegoro.

Ghazali, E. M., Mutum, D. S., Waqas, M., Nguyen, B., & Ahmad-Tarmizi, N. A. (2022). Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model. *Elsevier*.

Hayat M. Awan, A. N. (2014). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. *emerald insight*.

Herlina, M., Rifai, N. A., & Sholeh, N. S. (2020). Halal Awareness of Muslim Millennials Toward. *Atlantis Press*.

Hirawati Oemar, E. P. (2022). Awareness and intention to register halal certification micro and small-scale food enterprises [version 2; peer review: 1 approved, 1 approved with reservations]. *F1000 Research*, 11:170.

Javeed Anam, B. M., & Ismail, B. L. (2017). Conceptualizing the relation between halal logo, perceived product quality and the role of consumer knowledge. *emerald insight*.

Khalid, N. R., Wel, C. A., & Mokhtaruddin, S. A. (2021). Product Positioning as a Moderator for Halal Cosmetic Purchase Intention. *Iranian Journal of Management Studies (IJMS)*, 39-60.

Khan, A., Arafat, M. Y., & Azam, M. K. (2020). Role of halal literacy and religiosity in buying intention of halal branded food products in India. *emerald insight*.

Ku-Mahamud, N. K. (2020). Halal certification for tourism: the attributes and attitudes of food operators in Indonesia.

Ku-Mahamud, N. K., Kayat, K., Hamid, M. N., Zakaria, N. H., & Purbasari, A. (2020). Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia. *Emerald Insight*.

Made Gayatri Anggarkasih, P. S. (2022). The Importance of Halal Certification for the Processed Food by SMEs to Increase Export opportunities. *EDP Sciences*.

Mas Wahyu Wibowo, D. P. (2020). Halal food credence: do the Malaysian non-Muslim consumers hesitate? *Emerald Insight*.

Mas Wahyu Wibowo, F. S. (2016). Non-Muslim Consumers' Halal Food Product Acceptance Model. *Procedia Economics and Finance 37* (pp. 276 – 283). Kuala Lumpur: Science Direct.

Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (n.d.). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*.

Naseri, R. N. (2022). Religiosity as a Moderator Between Attitude and Intention towards Online Halal Cosmetic purchasing. *International Journal of Academic Research in Business and Social Sciences*, 12(6), 1244;1251.

Nor Rahimy Khalid[1], C. A. (2021). Product Positioning as a a Moderator for Halal Cosmetic Purchase Intention. *Iranian Journal of Management Studies (IJMS)*.

Pardiansyah, E., Abduh, M., & Najmudin. (2022). Sosialisasi dan Pendampingan Sertifikasi Halal Gratis (Sehati) Dengan Skema Self-Declare Bagi Pelaku Usaha Mikro di Desa Domas. *Jurnal Pengabdian dan Pengembangan Masyarakat Indonesia*, 101-110.

Pradana, M., Huertas-García, R., & Marimon, F. (2020). Spanish Muslims' halal food purchase intention. *International Food and Agribusiness Management Review*.

Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S., & Utami, D. G. (2020). Halal food purchase intention of Muslim student in Spain: testing the moderating effect of need-for-cognition. *emerald insight*.

Putri, I. S., Daryanti, S., & Ningtias, A. R. (2018). The Influence of Knowledge and Religiosity with Mediation of Attitude Toward the Intention of Repurchasing Halal Cosmetics. *Advances in Economics, Business and Management Research*.

Shah, S. A., Bhutto, M. H., & Azhar, S. M. (2020). Integrative review of Islamic marketing. *emerald insight*.

Shah, S. A., Bhutto, M. H., & Azhar, S. M. (2020). Integrative review of Islamic marketing. *emeral insight* .

Suki, N. M., & Salleh, A. S. (2017). Mediating effect of Halal image on Muslim consumers Intention to patronize retail store. *emerald insight*.

Tuhin, M. K., Miraz, M. H., Habib, M. M., & Alam, M. M. (2020). Strengthening consumers' halal buying behaviour: role of attitude, religiosity and personal norm. *emerald insight*.

Tuhin, M. K., Miraz, M. H., Habib, M. M., & Alam, M. M. (2020). Strengthening consumers' halal buying behaviour: role of attitude, religiosity and personal norm. *emerald insight*, 671-687.

Verbeke, W., Rutsaert, P., Bonne, K., & Vermeir, I. (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Science Direct*, 790–797.

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries. *emerald insight*.

Wim Verbeke, P. R. (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Elsevier*, 790–797