

14th ISCA 2024

## The Effect Of Halal Certification On Purchase Intention And Attitude As Mediation In Banyumas Regency ( Frozen Food)

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### ABSTRACT

Study This aiming For know connection between halal certificate and attitude towards halal as variable mediation that influences intention buy in Regency Banyumas . Research This carried out in the Regency Banyumas, Central Java, with involving Respondents 120 respondents consumer product eating . Data collected through questionnaire and interview with use scale linkert 1 -5 for measure perception respondents . Data analysis was carried out with use Structural Equation Model Partial Least Squares (SEM-PLS) method for test connection between variables . Research This find that halal certification has influence positive to intention buy , and attitude towards halal plays a role as variable significant mediation . Research results This expected can give contribution to understanding about factors that influence intention buy halal products and provide recommendation for stakeholders interest For increase halal awareness and certification in society .

**Keywords: Halal Certification, Attitude toward halal, Purchase intention**

### 1. Introduction

Throughout the world, both Muslim and non-Muslim countries , have happen improvement income from export food with joining the growing consumer market , especially in Muslim countries. Seeing potential This , non-Muslim countries also started take step important For produce food and non- food in accordance with halal standards . Halal standards do not only covers food , but also includes rule about transportation , packaging , labeling , and procedures preparation For ensure conformity with halal standards . The growth of the halal food market shows potential significant for company international , no only in Muslim countries but also in Western markets with significant and growing Muslim population developing . With the amount existing offers , trades halal products and services have the potential reach trillions US dollars every the year .

" As one of the the most important concept in Islam, halal is not only relate with food , but also includes various aspect life , including non- food products and services . In the Indonesian context , where the majority population is Muslim, awareness will halal products become very important for consumers . In addition , with increasing awareness will health and safety food among global consumers , halal certification be one of assurance sought by consumers , both Muslims and non-Muslims . Therefore that , deep understanding about factors that influence intention buy halal products are very important for manufacturers and marketers For to achieve greater market share big ."

According to the International Halal Certification Authority (IHCA), many countries in Europe and Asia have apply regulation similar For facilitate trading international and ensure product fulfil global standards . Adopting policy halal certification can make it easier access Indonesian products to the international market and ensure compliance to global standards . As the largest Muslim country in the world, it turns out that Indonesia is only a consumer market for halal products. As much as 12.6% of the halal food industry is imported into Indonesia. According to data from the Halal Product Guarantee Agency (BPJPH), as many as 30 million business products require halal certification.

Indonesia is the second largest Muslim population in the world. For Muslim consumers, it is very important to know the category of products they buy or use whether they are halal or haram (Abdul-Talib & Abd-Razak, 2013). Because in reality it is still found that consumers do not have sufficient access to information about halal certification or halal brands (Rajagopal et al., 2011). On the other hand, there is a lack of public insight into the relationship between halal concepts such as awareness of halal products and halal certification with purchasing intentions (Aziz & Chok, 2013) . Often, when speak about halal always positioned in thought as something related with food . However Thus , the actual Halal context covers a wide area of consideration like intention purchase , source income (Regenstein, Chaudry, & Regenstein, 2003); attitude to advertisement , attitude to products and intentions purchasing (Maheswaran & Sternthal, 1990); promotion from mouth to mouth (Soderlund, 2006); and religiosity (Worthington et al., 2003). The authors try For explore possibility existence dimensions For intention purchase halal products , which are objective mainly .

This study is expected to contribute to the development of halal product marketing strategies, especially in increasing consumer trust in halal-certified products and encouraging purchase intentions. The results of this study can be a reference for producers, marketers, and regulators in understanding the factors that influence purchase intentions of halal products and developing effective strategies to increase demand for halal products.

According to (Abdul Aziz a & Nice Vui Chok, 2012) about influence halal certification have influence positive to purchase intention . ( Boginskaya Letsoin, Sri Vandayuli Riorini, 2023) also states that halal certification has a positive influence on purchase intention . However, the research results differ from those conducted by (Nur Shahrulliza Muhammad, Fareez Redza Mohd Fuad, Ahmad Shazeer Mohamed Thaheer and Fairus Hamdan 2019) stated that halal certification has no positive influence on purchase intention. Condition This Still show Still existence inconsistency findings that give birth to gap research. From the description above, the researcher believes that the problem of this research is about Indonesian consumers who do not consider halal to be important. In the discussed research, the influence of halal certification on purchase intention is explored further by considering the variable attitudes toward halal. This study shows that halal certification has a positive influence on purchase intention, and attitudes toward halal acts as a mediator in the relationship. By including the variable attitudes toward halal as a mediator, this study is able to provide a deeper understanding of the mechanism of how halal certification affects purchase intention. Based on the inconsistent results of previous research that have been described above, the researcher believes that it is necessary to re-test.

## **2. Literature Review**

### *2.1 Review Library*

#### 2.1.1 Halal Certification

As stated by Aziz and Chok (2013), research on halal food and certification has no theoretical application and is still in its early stages. Halal certification is an official statement to consumers about the guarantee that the products they consume are in accordance with Islamic law (Balques, 2017). Therefore, halal certification helps Muslims in choosing food that is in accordance with Islamic standards (Muhammad et al., 2019).

### 2.1.2. Attitude Toward Halal

It is said that attitude toward halal is a learned tendency to act in a certain way that is beneficial or unfavorable (Schiffman & Kanuk, 2007). In other words, attitudes toward halal are based on beliefs and knowledge about a particular commodity, which is the result of the integration of information processes and ultimately influences the individual's goals to behave in a certain way (Xiao et. al., 2011)

### 2.1.3 Purchase intention

Purchase intention is the consumer's tendency to make a purchase or engage in purchasing activities, and is determined by the extent to which the consumer is inclined to make a purchase (Assael, 2001). Purchase intention predicts consumer behavior and refers to the likelihood of a consumer purchasing a product (Vizzano et al., 2021).

Purchase intention refers to the likelihood that consumers in a particular purchase situation will choose a particular product group in the future (Crosno, Freling, and Skinner 2009). In other words, purchase intention arises when consumers feel a need to do something that is available (Mohamed Omar et al. 2012).

## 2.2 Formulation Hypothesis

### **The Effect of Halal Certificate on Attitude toward halal**

Based on research conducted by ( Baroto, 2019) shows the results that halal certificates have a positive effect on attitudes towards halal. ( Boginskaya Letsoin, Sri Vandayuli Riorini, 2023 ) and (Sarah Widad, Daru Asih, 2024) show the results that halal certificates have a positive effect on attitudes towards halal.

Based on this explanation, the following hypothesis is formulated:

**H1:** Halal Certification has a positive influence on attitudes towards halal

### **The Effect of Halal Certificate on Purchase Intention**

Based on research conducted by (Heny Sidanti, Metik Asmike, Noor Mohammad Mahfudz Alkarimy, 2023) attitude has a positive influence on purchase intention. ( Boginskaya Letsoin, Sri Vandayuli Riorini, 2023 ) stated that Halal Certificate has a positive effect on purchase intention.

Based on this explanation, the following hypothesis is formulated:

**H2:** Halal Certification have a positive effect on Purchase Intention

### **Attitude towards halal influences purchase intention**

Based on research conducted by (Abdul Aziz Nugraha Pratama, M. Luthfi Hamidi and Edi Cahyono, 2023), (Yuni Astuti, Daru Thank you, 2021) states that *attitudes toward halal* have a positive effect on *purchase intention*.

Based on this explanation, the following hypothesis is formulated:

**H3:** Attitude Toward Halal has a positive effect on purchase intention

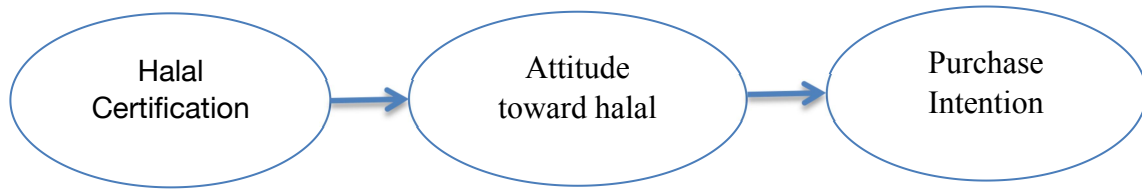
### **Attitudes toward halal mediate the influence of halal certification on purchase intention**

Research conducted by (Ahmed Abdulkareem Najm, Sarah Abdulkareem Salih, Shazrul Fazry, Douglas Law, 2024) stated that Attitude toward halal mediates the influence of halal certification which has a positive effect on purchase intention.

Based on this explanation, the following hypothesis is formulated:

**H4** : Attitude toward halal mediate influence halal certification regarding purchase intention

*2.3 Structural Model*



**3. Research Methodology**

Study This use method study quantitative with approach positivist . In research Here , the data is collected through convenience sampling method , in where is the questionnaire spread out to candidate Respondent through group message WhatsApp instant . Method This chosen Because No known amount its population , that is consumer product halal, and WhatsApp is used as common media tools For reach Lots participant . Determination amount minimum sample count based on formula as follows (Hair et al, 2011):

$N = (5 \text{ to } 10 \times \text{number of indicators used}) = 10 \times 12 = 120$ . From the calculation above , then obtained amount the sample to be investigated is amounting to 120 respondents .

The respondents of this study were all frozen food consumers in Banyumas Regency. The type of data used in this study is primary data, namely research data taken directly from the original source (not through intermediary media), namely by using a questionnaire. This study uses an online survey to obtain data from participants. Questions related to the topic being studied are stated in a written questionnaire sent to respondents. Each question in this survey has five possible answers. Participants are asked to choose one answer that they think is most appropriate. A score of 1 (strongly disagree) to 5 (strongly agree) is given for each answer. The tool used to analyze the relationship between variables in this study is Partial Least Square (PLS) with the SmartPLS application.

The Measurement Model can be explained as follows:

*3.1 Structural Model or Inner Model*

This data analysis uses outer model measurements and inner model structural models. This Model Measurement or Outer Loading Model is needed to determine the validity and reliability of the indicators. The assessment of this measurement model is reflexive. For this reason, a measure of convergent validity is used which is seen from the external load value. The general rule used to assess convergent validity is that the factor loading value must be greater than 0.7 for validation research and the factor loading value between 0.6 and 0.7 for validation research. Exploratory research is always acceptable. However, for research that is still in the early stages of scale development, a factor loading value of 0.5 to 0.6 is considered sufficient. (Chin, 1998 in Ghozali, 2011). Another method for measuring convergent validity is the average variance extraction (AVE). If the AVE value of each variable is greater than 0.5, then the variable meets the convergent validity criteria (Hair et al., 2011).

*3.2 Determination Test (R-square)*

The structural model can be evaluated using R-square for structural dependence and t-test and the significance of the structural path parameter coefficients. In addition to R-square, it is also

necessary to conduct a Q-square test which aims to test whether the model used has predictive relevance.

It can be said that the dependent variable does not receive any contribution from the independent variable if the adjusted R-square is equal to 1, then it can be said that in this model, the variation of the dependent variable model by 100 percent can be explained by the variation of the independent variable.

### *3.3 Composite Reliability, Cronbach Alpha, Average Variance Extracted*

The Outer Model is not only measured by assessing convergent and discriminant validity, but also by looking at the structural reliability or latent variables measured by the composite reliability value. The composite reliability test can be used as an alternative to the Cronbach Alpha test to measure the convergent validity of the reflection model. Composite reliability values range from 0-1. For exploratory studies, the minimum composite reliability value is 0.60 (Vinzi et al., 2010) or more than 0.70 in confirmatory studies. A composite reliability value > 0.90 indicates a small (minor) error variance value.

AVE test can be used to see convergent and divergent validity. The results of the AVE test will reflect the underlying factors in the reflection model. If the AVE value is more than 0.50, the reflection model is considered adequate. If the AVE value is below 0.50, then a high error is considered.

### *3.4 Hypothesis Testing*

Hypothesis testing in this study aims to test the relationship between the independent variables of halal certification and attitudes. towards halal as variable mediation that influences intention buy. This hypothesis testing is done if the T statistic value is greater than the T table value, meaning the hypothesis is accepted. At a confidence level of 95% or  $\alpha = 5\%$ , the T table value  $\geq 1.96$ .

## **4. Results**

This study uses primary data obtained through questionnaires. The questionnaire was distributed using Google Forms and filled out by 120 respondents.

### **Convergent validity test**

The convergent validity test is relevant to compare the correlation score of each item with the construct score that will be obtained later. As a load factor value. The loading factor value is considered high if the correlation coefficient is > 0.70. However, for the first search stage, the value

between 0.5 to 0.6 is sufficient. In this study, a loading factor value of > 0.70 was used. Based on data processing using SmartPLS 3.0, in the first stage of loading factor seen that 2 indicators are always red, namely: ATH3 and PI3. It is considered invalid because the loading factor value does not match the minimum measurement. limit criteria, which is > 0.70. Therefore, invalid values must be reprocessed by removing or evaluating the red indicators. So it will produce the following SmartPLS output.

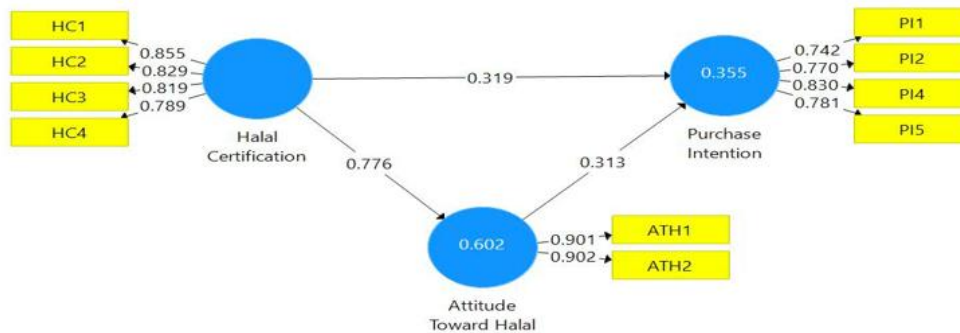


Figure 1. Outer Loading Stage Two  
Source: Processed Data, 2024

Based on data processing using SmartPLS 3.0 in the second stage of loading factor shows that all indicators can be said to be valid after removing the red indicators or indicators that have a value  $>0.70$ . Thus, the indicators used in this study are valid and have met the convergent validity test. Construct Reliability and Validity is a test to measure the reliability of a construct. A construct variable is said to be reliable or consistent if the Cronbach Alpha value is  $>0.7$ .

Table 1. Outer Model Test, Validity Test and Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude Toward Halal	0,770	0,897	0,813
Halal Certification	0,842	0,894	0,678
Purchase Intention	0,792	0,862	0,610

Source: processed data (2024)

The results of the Cronbach Alpha test in Table 1 show that: the overall structure is reliable and very consistent because it has a composite reliability value of  $>0.6$ , namely 0.897, 0.894, and 0.862; with a Cronbach Alpha value of  $>0.7$ , namely 0.770, 0.842 and 0.792 and with Average Variance Extracted (AVE):  $>0.5$ , namely 0.813, 0.678 and 0.610.

Table 2. R-square dan variabel laten

	R square	R square adjusted
Attitude Toward Halal	0.602	0,599
Purchase Intention	0.355	0,344

Source: processed data (2024)

The results of the inner model test in Table 2 obtained an R-Square value on the attitude toward halal variable of 0.602 which has a large meaning of the influence of the halal certification variable on attitude toward halal of 60.2% and the rest is explained by other variables outside the variable. While the R-Square Purchase Intention value is 0.355 which has a large meaning of the influence of the halal certification and attitude toward halal variables on purchase intention of 35.5% and the rest is explained by other variables outside the variable.

**Table 3. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<b>Attitude Toward Halal -&gt; Purchase Intention</b>	0,313	0,307	0,134	2,342	<b>0,020</b>
<b>Halal Certification -&gt; Attitude Toward Halal</b>	0,776	0,777	0,042	18,515	<b>0,000</b>
<b>Halal Certification -&gt; Purchase Intention</b>	0,319	0,328	0,133	2,391	<b>0,017</b>
<b>Halal Certification -&gt; Attitude Toward Halal -&gt;Purchase Intention</b>	0,243	0,238	0,105	2,315	<b>0,021</b>

Source: processed data (2024)

**H1:** Halal Certification has a positive influence on attitudes towards halal

Table 2 shows that between Halal Certification towards attitudes toward halal has an Original Sample value of 0.776, a T-Statistic value of 18.515 > T-table value (T-table significance 5% = 1.96) and a P-Value value of 0.000, so it can be interpreted that Halal Certification has a significant influence on attitudes toward halal so that H1 is accepted.

**H2:** Halal Certification have a positive impact on purchase intention

Table 2 shows that between Halal Certification on purchase intention has an Original Sample value of 0.319, a T-Statistic value of 2.391 > T-table value (T-table significance 5% = 1.96) and a P-Value value of 0.017, so it can be interpreted that Halal Certification has a significant influence on purchase intention so that H2 is accepted.

**H3:** Attitude Toward Halal has a positive effect on purchase intention

Table 2 shows that between Attitude Toward Halal towards purchase intention has an Original Sample value of 0.313, a T-Statistic value of 2.342 > T-table value (T-table significance 5% = 1.96) and a P-Value value of 0.020, so it can be interpreted that Attitude Toward Halal has a significant influence on purchase intention so that H3 is accepted.

**H4 :** Attitudes towards halal mediate influence halal certification And purchase intention

Attitudes towards halal is able to mediate between halal certification for purchase intention with an Original Sample value of 0.243, T-Statistic of 2.315 > T-table value and P-Value of 0.021 so that H4 is accepted.

## 5. Discussion

Study This explore influence halal certification and attitude towards halal intention buy halal products in Regency Banyumas . Using method quantitative with questionnaire distributed to 120 respondents . The results of the analysis show that :

Halal Certification has a positive effect on attitudes toward halal according to research (Boginskaya Letsoin, Sri Vandayuli Riorini, 2023 ) and (Sarah Widad, Daru Asih, 2024). Halal Certification have a positive effect on Purchase Intention is in accordance with research (Abdul Aziz Nugraha Pratama, M. Luthfi Hamidi and Edi Cahyono, 2023), (Yuni Astuti, Daru Thank you, 2021) . Attitude Toward Halal has a positive influence on Purchase intention Attitude towards halal has a positive effect on purchase intention. This is according to research conducted by (Abdul Aziz Nugraha Pratama, M. Luthfi Hamidi and Edi Cahyono, 2023), (Yuni Astuti, Daru Thank you, 2021) Attitudes toward halal mediate the influence of halal certification and have a positive effect on purchase intention. This is in accordance with

research conducted by (Ahmed Abdulkareem Najm, Sarah Abdulkareem Salih, Shazrul Fazry, Douglas Law, 2024). Research This emphasize importance halal certification in influence decision purchase Muslim consumers and recommend manufacturer For increase awareness as well as information about halal products for push intention buy.

## **6. Conclusion**

The focus of this study is to investigate customer behavior or attitudes related to their purchase intention towards halal products. Using Cognitive Dissonance Theory as a landscape in understanding customer attitudes and behaviors towards halal purchases, this study develops a structural model by building halal elements (halal certification) and attitude toward halal to be evaluated against purchase intention. The structural relationship between all variables in this study was tested using data obtained from a consumer questionnaire survey in Banyumas Regency. The results provide some useful insights into the importance of the halal concept in predicting consumer purchase intention

Based on the Cognitive Dissonance Theory, this study empirically provides evidence of a significant relationship between halal certification, attitude toward halal and halal purchasing intention using data collected from consumers in Banyumas Regency. One of the most important conclusions that can be drawn from this study lies in the fact that halal certification is an important factor in explaining the intention to purchase halal products in society. Thus, society has made halal food a part of their lifestyle choices. Clearly, this has an impact on halal food producers. Thus, it is very important for food producers to increase the level of awareness of halal products by providing sufficient and attractive information, especially about halal certification. Therefore, producers must take advantage of the opportunity to conduct intensive promotions to encourage more consumers to buy their products.

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