

The Relationship Between Muslim Consumers' Perception of Halal Certification Toward Purchase Intention of Halal Products

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Abstract: This paper investigates the relationship between Muslim consumers' perception of Halal certification towards the purchase intention of Halal products in Majalengka. A quantitative study in this research utilises a purposive sampling method that will generate answers from 250 respondents. These respondents are the customers of the MSME products. The variables used in this study are Muslim consumers' perception as the dependent variable and Muslim consumers' purchase intention as the independent variable. Descriptive and correlation analyses are conducted to gain the research objectives of this study. The study's finding shows that Muslim customers in Majalengka have a good positive perception towards the Halal logo in food and beverage products. As a result, they have a high intention to buy food and beverage with Halal certification. Also, the correlation between Muslim consumers' perception of Halal certification and their intention to buy Halal products is high. Thus, the study found that their perception influences their intention to consume Halal products.

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1. Introduction

Halal is mandatory in Islamic principles. The word Halal is an Arabic term meaning "permissible". Therefore, Halal means anything permitted by Islamic law or permissible by Islam (Kamali, 2003). In many aspects of life, many things are allowed and also things that are forbidden. As with consuming foods and beverages, some are allowed for consumption, and some are prohibited (Waarden & Dalen, 2010).

As Muslims, there is a responsibility to be concerned about Halal and Haram in their daily lives. Some verses in the al-Quran that discuss the importance of consuming Halal are found in Al-Baqarah, 168, as follows:

“O, ye people! Eat of what is on earth, Halal (lawful) and Thoyyib (good); and do not follow the footsteps of the Evil One, for He (Allah) is to you an avowed enemy.”
(al-Quran 1:168)

Additionally, other verses in the al-Quran found in Al-Baqarah 172 and 173 classify the following items as Haram:

O, believers! Eat from the good things We have provided for you and be grateful to Allah if it is (indeed Him that you worship. He has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah. But whoever is forced (by necessity), neither desiring (it) nor transgressing (its limits), there is no sin upon him. Indeed, Allah is Forgiving and Merciful. (al-Quran 1: 172 & 173)

Based on the verses above, it is clear that consuming Halal foods and goods is an obligation for Muslims. Furthermore, in Islam, Halal foods and goods must be free of pork, fanged animals, blood, or carcasses and must be slaughtered in accordance with Islamic Shariah law. Halal has grown in popularity as it is linked to being hygienic, healthy, and tasty (Al-Harran & Low, 2008).

Indonesia has one of the largest Muslim populations globally, and the total population of Indonesia in 2020 is approximately 271 million (Widiani, 2020). The global Halal industry must expand due to the rapid growth of the Muslim population worldwide. Halal products are widely used for food, meat, cosmetics, personal care products, pharmaceuticals, food ingredients, and contact with food materials (Islamic Council of Victoria [ICV], 2019). At this time, consumer awareness of healthy food is also increasing. Consumers often look for food products and restaurants that serve healthy and natural food menus for daily life (Sugeng, 2007).

According to Kotler and Armstrong (2004), two essential factors influence the behaviour of consumers to choose a product, namely internal and external factors. External factors are affected by family, social class, culture, beliefs, and reference group or society. The several internal factors that influence consumer behaviour are motivation, perception, learning, attitudes, lifestyle, and personality (Wijaya, 2015). Additionally, Halal awareness is impacted

by a lack of understanding and knowledge about the Halal concept and the lack of Halal product's manufacturers. As for the level of family awareness of the consumption of Halal food, which then becomes increasingly increasing in demand, it is influenced by the level of information progress that provides an understanding of the importance of consuming Halal products (Balkhyoor, 2013).

Muslim consumers' perception of the necessity in consuming Halal food is seen from a health aspect in the production process (Golnaz, *et al.*, 2010). The majority of consumers' perceptions of Halal products are religious, which influences how they choose, organise, and interpret information about Halal food products (Raihana & Nasiruddin, 2014).

Halal products are the government's primary concern, as the Halal industry is now beneficial to the economy (Zailani, *et al.*, 2015) and it is no longer related to religious obligations. Furthermore, halal production, especially food and beverage products, can improve the economy by increasing income through trade, investment, and services, as well as creating numerous jobs, particularly in the Halal food industry. Therefore, the Indonesian government authorised (BPJPH) to control Halal regulation among all products in Indonesia. In this case, the Majelis Ulama Indonesia (MUI or Indonesian Ulema Council) established guidelines and regulations that entrepreneurs should follow in Indonesia to produce Halal products. MUI also established the Halal logo for all products that fulfil the Halal requirements.

Several studies on Halal products have been conducted to determine the factors that influence consumers' decisions to purchase Halal products. Some findings indicate that religious beliefs, self-identity, and media exposure are the factors of awareness among Muslim customers towards Halal food (Yasid, *et al.*, 2016). Communication is also a factor influencing Muslim customers when choosing Halal products (Siti Zanariah, *et al.*, 2014). With this in mind, Muslim customers are more likely to purchase a Halal product if the product's packaging has the Halal logo. Therefore, the Halal logo is a market strategy for entrepreneurs when attracting consumers to obtain their products (Dali *et al.*, 2007; Mohamed, *et al.*, 2008). Additionally, it is important to determine Muslim customers' perceptions of their intention to purchase a product. Thus, it is necessary to research Muslim consumers' perceptions of the Halal logo regulation and their expectations of Halal logo products.

Several factors are relevant to the purchase of halal products by using the theory of planned behaviour carried out in several pieces of research, namely religiosity (Ali, *et al.*, 2017;

Bukhari *et al.*, 2020; Garg & Joshi, 2018; Khan, *et al.*, 2019; Memon *et al.*, 2019), halal certification (Nurzulain *et al.*, 2019), consumer's awareness (Bashir, *et al.*, 2019), knowledge (Khan, *et al.*, 2019; Mohd Suki & Abang Salleh, 2018), and others factors such as consumers' belief (Kareklas, *et al.*, 2014), perception and interest (Elseidi, 2018), motivation, food safety and quality assurance (Majid *et al.*, 2015), and information seekers and evaluation (Kotler & Armstrong, 2008).

The main purpose objective of this study is to investigate the level of Muslim consumers' perceptions of the Halal logo in Indonesia and examine the relationship between Halal product purchase intentions and perceptions. Three research questions are designed in this case to accomplish the following research goals:

RQ1: To what extent is the level of Muslim consumers' perception towards Halal certification?

RQ2: To what extent is the level of Muslim consumers purchase intention towards Halal products?

RQ3: How is the relationship between Muslim consumers' perception and their purchase intention towards Halal products?

2. Method

2.1 Developing Instrument

The quantitative method was implemented in this study through questionnaire distribution to Muslim consumers in Majalengka. The questionnaire contains some items about Muslim consumers' perception of Halal certification and their purchase intention towards Halal products. The questionnaire's first section asks for demographic information about the respondents. Following that, the questionnaire's second section contains Linkert scale questions about the participant's perceptions of 10 Halal products and their intention to purchase Halal products. Additionally, the reliability score for Muslim consumer perception is 0.878, while the reliability score for Muslim consumer purchase intention is 0.750. The obtained values are greater than 0.70, indicating that this questionnaire has a high degree of reliability. The significance values are < 0.05 .

2.2. Sample

Purposive sampling is utilised in this quantitative study in order to answer the research questions of this study. There are 250 respondents involved in this study who are consumers

of MSME products. Female respondents made up 56.4% of the sample ($n = 141$), while male respondents were at 43.6% ($n = 109$). The samples are from different backgrounds of education level. More than half of the samples have a secondary level (44%) and primary level (37%) education. The remainder of the sample holds a degree ranging from a diploma to a master's degree. Furthermore, 36% are housewives, 28.4% are employees, 24% are entrepreneurs, and the least are government workers (0.8%). Additionally, based on the age category, more than half of the sample is between 18 to 44 years old. Only about 25% are above 45 years old.

3. Results

In order to answer the first research objective, descriptive analysis is implemented to describe the level of Muslim consumers' perception towards Halal certification. The distribution table and descriptive result are mentioned in Table 1 below:

Table 1. The level of Muslim consumers' perception towards Halal certification.

Items	% Responses					M	Sd
	SD	D	U	A	SA		
I know that the Halal logo in food packaging is very important	0	1.2	8.8	56	34	4.228	.6524
I feel safe consuming food and beverages products with Halal certification	0	0	10	60.8	29.2	4.192	.5971
All products that are Halal certified has the best quality	1.6	7.2	25.2	49.2	16.8	3.724	.8825
I know the authentic Halal logo from MUI	1.6	9.2	38	38	13.2	3.52	.8926
I can tell which is the original Halal logo and the fake Halal logo	1.2	11.2	40.8	38	8.8	3.42	.8476
Halal MUI certification on the packaging reinforces that the product is not harmful	0.8	4.4	17.2	58.8	18.8	3.904	.77536
Halal certification is a good marketing strategy to capture a larger market share	1.2	4.4	22	58.8	13.6	3.792	.77404
Food product with Halal certification provides recognition and quality assurance	0	5.2	17.6	58.8	18.4	3.904	.74902

Food product with Halal certification is safe to be used because it has PIRT approval (notification number)	1.2	4.4	18	62.8	13.6	3.832	.75768
I am likely to choose food products with Halal certification in the future	1.2	1.2	13.6	60.4	23.6	4.04	.72699

The table displays that almost the majority of respondents indicate positive responses to each item of the questionnaire. The majority of respondents believe that the Halal logo in food packaging is very important. Also, the majority of respondents feel safe to consume food and beverages products with Halal certification. Based on the percentages of respondents, 90% agree and strongly agree to the items numbered one and two. Furthermore, more than half of respondents (66%) agree that the Halal logo certificate indicates the product is of the best quality. However, only a half of respondents (51%) were able to identify the authentic Halal logo established by MUI, and 38% of respondents were uncertain. Following that, only 46% of respondents can identify the original Halal logo and the fake Halal logo. Then, about 40% of respondents are uncertain, and 12% cannot identify the original and the fake Halal logo.

Interestingly, more than 7 in 10 respondents responded positively to points 6 through 9 of the items, while only a few responded to the opposite option. Around 77% of respondents believe that having the Halal MUI certification on the packaging reinforces the product's non-harmful nature, 72% believe that using the Halal logo is an effective marketing strategy for attracting consumers, and 77% and 76%, respectively, believe that food products with Halal certification provide recognition and quality assurance and are safe to use due to their PIRT approval (Health department registration number). Finally, 84% of respondents revealed that they would prefer to purchase Halal certified food products in the future. Additionally, 7 statements have mean scores ranging from 3.0 to 4.2, indicating that the responses were skewed toward uncertainty and agreement but not toward disagreement.

Moreover, in order to answer the second research objective, descriptive analysis is implemented to describe the level of Muslim consumers purchase intention towards Halal products. The distribution table and descriptive result are mentioned in Table 2 below:

Table 2. The level of Muslim consumers purchase intention towards Halal products.

Items	% Responses					M	Sd
	SD	D	U	A	SA		
Halal certification is one of my considerations when choosing food and beverages	0	0.4	10.4	67.6	21.6	4.104	.57139
I will buy products from anywhere with Halal certification	1.6	4.8	16	57.2	20.4	3.9	.83233
I prefer food products with the Halal logo and Halal certified rather than uncertified Halal products	1.2	3.6	17.2	60.4	17.6	3.896	.76912
I choose Halal food certified due to the clean manufacturer	0.8	3.2	15.6	63.2	17.2	3.928	.7245
Having Halal certified on the product ensures that the place used in making the product is a clean place	1.6	6.8	17.6	54	20	3.84	.8772
I will search and consume Halal certified products every wherever I live	0	0.4	10.8	62.4	26.4	4.148	.60627
I read Halal food product ingredients before eating	0.4	7.2	30.4	45.2	16.8	3.708	.84474
Ingredients in Halal food and beverages are safe for human usage	0	0	5.6	60	34.4	4.288	.5642

As illustrated in the Table 2 above, the majority of respondents consider Halal certification when making food or beverage purchases. The results show that approximately 89% of respondents agreed or strongly agreed with the first item. It is followed by several items that explain why Halal certification should be considered when purchasing a product. For example, approximately 70% to 80% of respondents will purchase Halal-certified food and beverage products anywhere they believe the cleanliness is acceptable. It is related that approximately 62% of respondents do not read the product ingredients, and approximately 30% are uncertain whether to do so, as the overwhelming majority (94%) believe that the ingredients in halal food and beverages are safe for human consumption.

In order to measure research objective number three, which is the relationship between Muslim consumers' perception and their purchase intention towards Halal products,

correlation analysis is conducted. The distribution table and descriptive result are mentioned in Table 3 below:

Table 3. Correlation analysis of the relationship between Muslim consumers' perception and their purchase intention towards Halal products

	Mean	SD	N
Mean Perception	3.85	0.486	250
Mean Intention	3.97	0.436	250

Based on the Table 3 above, the mean score for the Muslim consumer's perception towards the Halal certificate is 3.85. The mean for the Muslim consumer's purchase intention to purchase Halal products is 3.97. It is indicated that the level of each aspect is quite high. Then, the respondents considered giving positive statements rather than negative. Furthermore, to seek its relationship, the table of correlation results is explained in Table 4 below:

Table 4.

Correlations		Perception	Purchase Intention
Perception	Pearson Correlation	1	0.663**
	Sig. (2-tailed)		0.000
	N	250	250
Purchase Intention	Pearson Correlation	0.663**	1
	Sig. (2-tailed)	0.000	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

A Pearson product-moment correlation was run to determine the relationship between consumers' perception of Halal certificates towards their purchase intention of Halal products. Based on the table, it shows that there is a rather strong positive relationship between the consumer's perception of Halal certificate and their purchase intention of Halal products, which was statistically significant ($r = 0.663$, $n = 250$, and p -value (sig) = $0.000 < 0.005$).

Based on the analysis above, several points can be concluded regarding the relationship between Muslim consumers' perception of Halal certification and purchase intention to the Halal product. First, the Muslim customers in Majalengka have a good positive perception towards the Halal logo in food and beverage products. They believe that the Halal logo on the packaging is very important for them as consumers because it can guarantee product

quality and hygiene; and are free of haram elements, and the materials and ingredients have passed the inspection during the

Additionally, they believe that including the Halal logo on product packaging is critical for marketing strategies. However, some Muslim consumers in Majalengka are unable to identify MUI's authentic Halal logo. Second, Muslim consumers in Majalengka have a strong desire to purchase Halal certified food and beverages when it comes to purchasing Halal products. A similar reason found that cleanliness and quality can be guaranteed if they buy food and beverage products with the Halal logo. As they trust the quality, some of them only read the ingredients list. Finally, the correlation between Muslim consumers' perception of Halal certification towards their intention to buy Halal products is too high. This means that their perception influences their intention to consume Halal products.

4. Conclusion

This study aims to seek the Muslim consumer's perception towards the Halal logo and its relationship to their purchase intention of the Halal logo. This study is conducted using a quantitative survey method in Majalengka, Indonesia, with various backgrounds of samples. According to the findings, Muslim consumers' perception of the Halal logo on products is relatively positive in Majalengka. This indicates that they have a favourable opinion of the Halal logo on product packaging. Additionally, their purchase intention to Halal products is also high. This indicates that they intend to consume more Halal products. They believe that products with the Halal logo have been certified for their quality and hygienic standards. It can be concluded that the Halal logo plays a very crucial role in the purchasing and consumption of products by Muslim consumers in Majalengka.

Author Contribution:

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