

The Moderating Effect of Trust and Product Involvement on Antecedents of Halal Brands to Purchase Intention towards the Competitiveness of the Sharia Economic System in Indonesia

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Abstract. The Covid-19 pandemic outbreak has spread since the end of 2019. For some Muslim communities, the gloomy image of the death toll due to being infected with the virus can be caused by processing and serving of food ingredients that do not apply the principles of *halalan-thayiban* (legal and clean). This study examines the dependent variable of halal brands purchase intention influenced by three independent variables in the form of consumer-perceived religious values, consumer-perceived product safety, consumer-perceived product health with two moderators of consumer trust in halal brands and product involvement. Unlike the existing methods, the novelty in this research is that we modify the Theory Planned Behavior by adding the moderating variables of consumer trust and attitude-based product involvement. The research design used is a quantitative survey research. The sampling technique was carried out by snow-ball sampling. Respondents taken are adult consumers who have a strong motivation to consume halal brands in the Solo Raya area Indonesia of 400 respondents. The quantitative test was carried out by using the Structural Equation Model (SEM) through the test of two moderating variables using the AMOS program tool. The test stages were carried out in the form of testing the validity and reliability of indicators, inferential statistical tests, classical assumption tests and tests of moderator variables. The test results explain that there is a direct influence of perceived religiosity, perceived product safety and perceived product health on halal brand purchase intention. The moderating test of the trust variable only affects the consumer-perceived religiosity and the involvement of product users on consumer-perceived religiosity with a negative influence. We provide a new understanding that halal brands must have confidence and involvement of high product users that are easily available and control a large market segment in all sales outlets, both rural and urban areas to be able to make moderating variables able to strengthen the antecedents of halal brands to purchase intention and building halal lifestyle for strengthening halal Industries towards integrated Sharia System in Indonesia.

Keywords: purchase intention, antecedents Halal brands, trust, product involvement.

1. Introduction

The current Covid-19 pandemic has plagued several countries in the world for more than two year. Yuswohady *et al.* (2020) explained, for some Muslim communities in Indonesia, the grim shadow of the death toll due to infection with the virus can be caused by processing and serving food ingredients that do not apply the principles of *halalan-thoyyiban*. The meaning of *halalan-thoyyiban* is permissible, both meeting health standards and safety standards for the human body. Although there has been no official report on the Covid-19 virus that can be transmitted through food or food packaging, the World Food and Agriculture Organization (FAO) emphasizes the importance of the food industry to always comply with food processing responsibilities through good food processing governance (Hariyadi & Dewanti, 2020). Husna's research (2020) explained that due to the Covid-19 outbreak, consumers in Indonesia are increasingly concerned about cleanliness and food health. The results of the research explained that 42% of respondents considered health factors to be the most important factor in choosing food. The results of this research can be a phenomenon loophole that unsafe food or unhealthy processing has a great potential to cause disease.

Vaccination is carried out by health authorities in Indonesia to fight the Covid-19 pandemic with the aim of achieving community immunity. For a small number of Muslims, the refusal to vaccinate arises due to hoax information that contains pork fat in the process of making the Sinovac vaccine from the People's Republic of China in the form of porcine or trypsin (WHO, 2020). The process of making vaccines in the future which ensures that the rules of *halalan thoyyiban* are completely fulfilled is a research phenomenon loophole.

The concept of religiosity has been studied by several researchers. Lau *et al.* (2011) had conducted a study in Malaysia, explaining that extrinsic religiosity has no significant effect on consumer behavior while intrinsic religiosity has a significant influence. Intrinsic religiosity means that the increasing awareness of God's spiritual presence affects the increase in intention to consume halal brands. Various findings that are different, not yet conclusive, become research loopholes that consumer's perceived religiosity as an independent variable affects the purchase intention of halal brands to expand the Theory of Planned Behavior. Halal logos, brands and packaging can reduce uncertainty or information gaps related to processing activities (Omar *et al.* 2012). Confidence and consumer involvement in the brand become a topic in this research by using it as a moderating variable.

Theory of Planned Behavior explains that the consumer's perceived religiosity factor is part of the attitude element that influences purchase intention and has the

opportunity to be explored further as a theoretical loophole. In researching intentions and behavior, Social Cognitive theory, Consumer Culture theory and Brand Equity theory can be the main reference. Social Cognitive Theory explains individual behavior is influenced by cultural context. In Consumer Culture theory, aspects of class, ethnicity, gender, race and religion can influence consumer behavior (Brodie *et al.* 2016). Research recommendations from several previous researchers need to continue observing the concept of brand awareness and association through the Service Brand-Relationship-value (SBRV) Triangle model (Baker & Saren, 2016). The linkage of the four main theories above can be used as a basis for researching the dependent variable of halal brand purchase intention.

Based on empirical phenomena, research and theoretical loopholes, the problems of this research are emphasized on three things, i.e.:

1. Whether perceived religiosity, perceived product safety and perceived health-product have a positive effect on purchase intention of halal brands,
2. Whether consumer trust strengthens the positive influence of perceived religiosity, perceived product safety and perceived health-products on the purchase intention of halal brands,
3. Whether consumer involvement strengthens the positive influence of perceived religiosity, perceived product safety and perceived health-products on the purchase intention of halal brands.

The rest of this paper is organized as follow: Section 2 presents our study on existing related works and our proposed conceptual model. Section 3 presents our nine-hypothesis development. Section 4 presents our proposed method. Section 5 presents obtained results to answer the objectives of this work and following by discussion in Section 6. Finally, we conclude this work in Section 7 and highlight our future researches.

2. Literature Review and Proposed Conceptual Model

This section presents our review on existing related works and we present our proposed conceptual model.

a. Planned Behavior

Theory of Planned Behavior emphasizes the importance of intention in behavior. Bosnjak & Ajzen (2020) explained that theory Planned Behavior is not an exclusive model for predicting intention or behavior, but flexible to be expanded by adding predictors that are able to explain variants of intention. Taylor and Todd agreed, TPB has not included the variables of moral obligation, habits and self-identity that can predict the intention to behave for the better (Taylor & Todd, 2015).

b. Social Cognitive

Theory Social Cognitive explains the interaction between personal factors and situational factors influencing individual behavior. This theory explains the triangular relationship that influences each other among behavior, cognitive and personal factors, as well as external factors (Bandura, 2014). Religiosity can be categorized as cognitive and personal factors.

c. Consumer Culture

Consumer Culture theory explains that there are four stages of activity: consumer identity, market place culture, investigation of socio-historical patterns and ideological examination of markets and mass media (Baker & Saren, 2016). There are four main components of the main categorization of research in Consumer Culture theory related to consumer behavior, including: a. Consumer identification: body image, self-presentation, gender, symbolic recognition, consumption experience, b. Socio-historical consumption: class, ethnicity, gender, race and religion, c. The ideology of the mass media market place and the mass media interpretation strategy in which there are advertisements in the mass media, social media and d. A market place culture in which there is a (mini) brand community such as consumers of a healthy food micro culture, a consumption sub-culture such as consumer behavior for Harley Davidson motorcycle fans and consumer tribes such as football club supporters (Arnould & Thomson, 2015).

d. Centrality of Religiosity

The Centrality of Religiosity Scale (CRS) was developed by (Huber & Huber, 2012). In this scale, religiosity consists of five dimensions, namely intellectual, ideology, public practice, personal practice and religious experience.

e. Food Choice Process Model

This theory was developed by Furst *et al.* (2016) in the form of identifying six core values related to food selection, including sensory perception, financial considerations, convenience, health/nutrition, relationship management and food quality.

f. Service Brand Relationship-Value Triangle

Marketing researchers understand that the true value of a brand lies in the customer's emotional connection to his favorite brand. Building brand equity can be the key to maintaining the relationship between brands and consumers (Aaker, 2016). Brodie *et al.* (2016) explained the relationship between employees and consumers, customers and stakeholders is an interaction relationship in which there is meaning and experience.

g. Elaboration Likelihood Model

This theory was put forward by (Petty and Cacioppo, 2016). This theory illustrates that consumers who process information on conditions of low

involvement and high involvement are on a continuum from complex information processing to uncomplicated information processing. Figure 1 below illustrates the synthesis framework for the Concept of intention of Halal Brands.

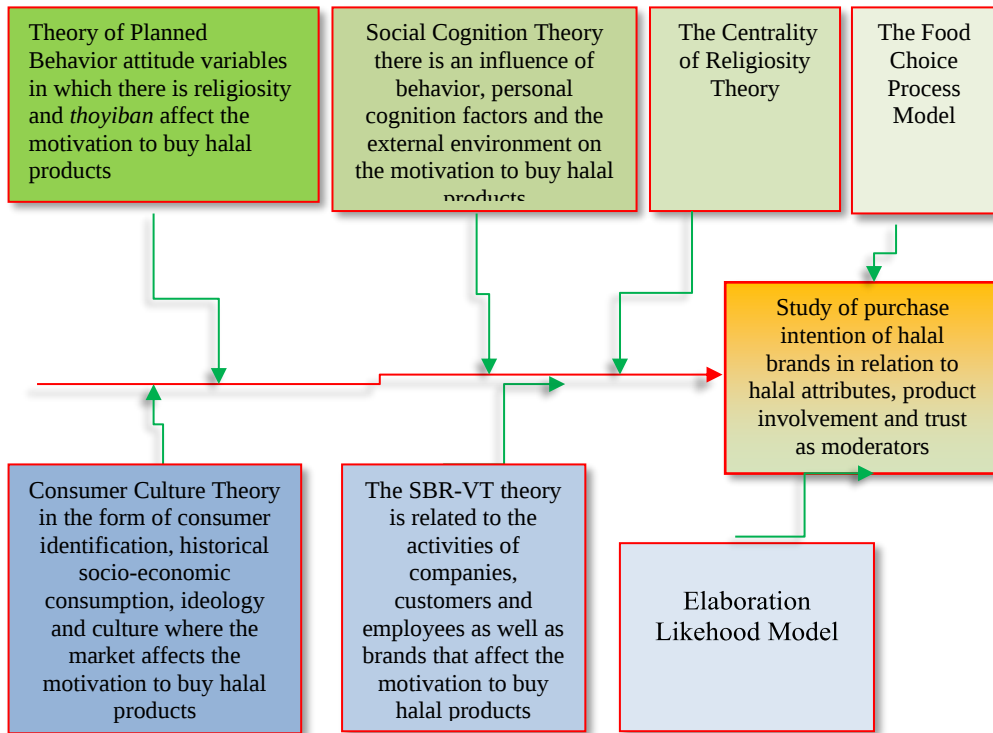


Fig. 1: Synthesis framework for the concept of intention of halal brands.

3. Hypothesis Development

The theory of Planned-Behavior adds the existence of perceived behavioral control which is the perception of the ease or difficulty in fulfilling behavioral interests (Ajzen, 2020). Intention to purchase halal brands is an individual subjective factor that appears in the form of a strong desire to consume halal brands. According to research by Abdelgani and Hassanuddin (2012), religiosity has a positive and significant effect on purchase intention. According to Sekaran & Bougie (2016), the influence of a variable with other variables is not always universal but depends on the situation. Purchase intention of a product is influenced by consumer habits, attitudes, values and culture where the religiosity factor can be the main foundation (Taylor, 2013). Roiland (2016) stated that religious practices and spirituality have relevance to consumption practices. Religiosity is a person's level of belief and attitudes towards religious teachings and ritual practices, both in the context of a relationship with God Almighty, vertical and horizontal relationships.

Hypothesis 1: Religiosity perceived by consumers directly affects the intention to buy halal brands

Teng (2013) stated that halal meat is healthier and safer because the slaughter process is fast and does not torture animals. The halal slaughter method through flowing blood causes a reduction in harmful bacteria in slaughtered animals. The Indonesia Food Law (1996) explained that food safety is a condition to prevent food from being polluted by chemicals, biological agents and other objects that can harm and endanger individual health. Widodo (2013) examined the significant correlation between the attributes of halal food that contained safety and exclusivity factors to purchase motivation. From the research, it was found that consumers' awareness of the safety of halal products is increasing.

Hypothesis 2: Product safety perceived by consumers directly affects the purchase intention of halal brands

Health awareness is a concern and attention for consumers to be better and motivated to improve, maintain health and improve quality of life through the application of a healthy lifestyle (Michaelidou & Hasan, 2008). One of the efforts made by consumers is to implement healthy lifestyle practices by consuming halal food. Magnusson *et al* (2012) examined health awareness to be a strong predictor of consumer interest in buying halal food.

Hypothesis 3: Health consumer perceived products directly affect the intention to buy halal brands

Shin *et al.* (2019) examined consumer confidence in brands, brand commitment and brand reputation. Belief in the brand has an influence on intention through an assessment of the brand, therefore increasing individual knowledge tends to affect intention. Knowledge refers to feelings, facts, and experiences known to individuals and groups.

Hypothesis 4 Consumer confidence in the brand strengthens the influence of consumer's perceived religiosity on the purchase intention of halal brands

Research by Michaelidou and Hassan (2018) stated that the attention, trust and concern of consumers towards food is getting bigger in the form of free food from chemical spray residues, chemical fertilizers, additives and preservatives in the farming process. Widodo (2013) examined the significant correlation of the attributes of halal food that contained safety and exclusivity factors to purchase motivation. From the research, it was found that consumers' awareness of the safety of halal products is increasing. At this time consumers not only just read labels but will also try to find in-depth information regarding the safety of raw materials and sources of acquisition from halal food.

Hypothesis 5: Consumer confidence in the brand strengthens the influence of product safety consumer perceptions of the purchase intention of halal brands

Consumers currently value health factors and will pay more attention to choosing natural, healthy and halal foods to improve individual health (Shaharudin *et al*, 2012). After consumers have knowledge that halal food brands are healthy foods, they tend to form motivation to buy halal brands.

Hypothesis 6: Consumer confidence in brands strengthens the effect of perceived health products on purchase intentions of halal brands

Product involvement is a consumer's perception of the level of personal relationship of a product (Zaichowsky, 20155). At high involvement consumers feel the product is important in meeting personal goals. Consumers try to find in-depth information about the product. Verbeke and Isabelle (2014) examined consumer involvement consists of several aspects, including aspects of risk, product importance, preferences and symbolic values. Consumers with demographic backgrounds related to high religiosity will have different engagements with consumers with low levels of religiosity.

Hypothesis 7: Consumer involvement in brands strengthens the influence of perceived religiosity on purchase intentions of halal brands

Consumers in the buying decision process will pay attention to positive aspects such as product benefits, values and personality compatibility as well as negative security aspects such as risk and acquisition costs (Sukoco, 2019). Efforts to reduce risk are carried out by consumers by collecting information and in-depth introduction to the product to be purchased. Product safety is one of the risk factors inherent in halal products and brands. The innovativeness of producers in brands has a significant strengthen between overall quality and actual use among consumers (Ameen *et al*. 2021)

Hypothesis 8: Consumer involvement in brands strengthens the effect of product perceived safety on the purchase intention of halal brands

(Seo& Grace, 2014) examined the concept of consumer engagement related to brand commitment. The level of consumer recognition of the brand will affect the level of consumer involvement in product selection. Halal brands that have a high-quality commitment to the health aspect are increasingly in demand by consumers in the future. Increasing economic welfare will increase consumers to be more concerned about products and brands that have a high-quality commitment to health aspects. The reference group and organizational buying decision plays a key role that influences on buying decision (Phuoc *et al*. 2022).

Hypothesis 9: Consumer involvement in brands strengthens the effect of perceived health products on purchase intentions of halal brands

Figure 2 below illustrates the proposed conceptual model. The proposed model has nine hypotheses to be examined.

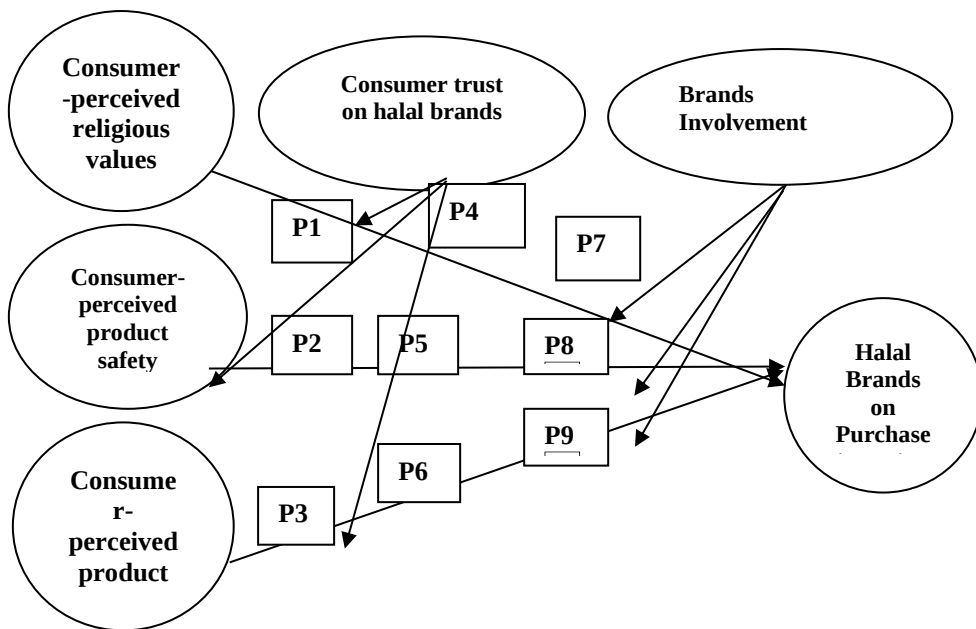


Figure 2. The Proposed conceptual model

4. Method

This research is quantitative research with the type of survey research. Respondents are studied by consumers who have the intention to buy halal brands who are domiciled in the Solo-ray area Indonesia. The age category is taken as an adult respondent with the consideration that the respondent is able to understand the concept of halal brand intention. The population is the entire object of observation to be studied. The population is a combination of all elements that make up an event, occurrence or individual who has similar characteristics and becomes the center of researchers' attention. The sample is part of the population whose characteristics are to be estimated (Ferdinand, 2014). The sampling technique was carried out by snow-ball sampling.

The number of respondents as a sample in the study was adjusted to the analytical method used, namely the Structural Equation Model (SEM). In the model test, the SEM is sensitive to the number of samples. The number of research samples refers to the criteria proposed by Hair *et al.*, (2010), namely the Maximum Likelihood Estimation (MLE) technique. The number of good samples according to MLE is between 100-400 samples, so that as many as 400 individuals in the research were taken as samples.

This study uses six variables. The variable of purchase intention was measured through 4 research indicators according to (Yuhanis and Nyen, 2013), consumer-perceived religiosity was measured by 5 indicators (Huber and Huber, 2012), perceived product safety was measured by 5 indicators (Widodo, 2013) and health-perceived product was measured by 4 indicators by (Widodo, 2013). The confidence variable as a moderator was measured through 4 indicators adapted from (Morgan and Hunt, 1994) and (Delgado-Ballester *et al.* 2014). Consumer involvement as moderating variable was measured through 5 indicators adapted from (Zaichkowsky, 2015). Respondents in the initial survey were 33 people. In the pre-survey activity, construct validity and reliability were tested to measure the extent to which the indicators were able to explain the theoretical latent constructs. The reliability test is the internal consistency of the variable indicators which is able to explain the consistency. The cut of value of construct reliability is taken at least 0.7 and the cut of value variance extracted is at least 0.5. In the research, it is described the description of the object of research related to the characteristics of the respondents and the description of statistical explanation is presented through variable indicators. Quantitative tests carried out include 1] confirmatory factor analysis 2] Full Model analysis 3] hypothesis testing in the form of classical assumption tests and 4] variable and probability coefficient tests. The test of causality relationship of variables was carried out through the Structural Equation Model analysis technique. The stages of empirical data testing were carried out on the initial model without entering moderating variables, then the final model was tested by including moderating variables and regression weight testing. Modification of the model can be done by researchers on models that do not meet the test requirements.

5. Results and Analysis

This section presents our obtained results and following by the analysis of the results to answer the objectives of this work.

a. Respondent Overview

From the primary data, it was found that the number of female respondents (74%) is more than the male respondents (26%). The majority of respondents are young, Gen Z, namely individuals aged 17 to 26 years (53%). The occupations of the majority of respondents are students and college students (49%). Marital status is not married (55%). The income distribution of the majority is <Rp 3,000,000 and the majority domicile is in Klaten Regency Republic of Indonesia (61%). The characteristics of the respondents from the research show that the majority of respondents are the younger generation of Gen Z category who live in the Solo-raya area Republic of Indonesia, including Klaten-Sukoharjo-Sragen- Karanganyar-Surakarta City- Wonogiri and Boyolali. From the average score of the dependent variable, the independent variable and the moderating variable, the score obtained is at the average score.

b. Validity test

Validity test was conducted to determine the reliability of the questionnaire in measuring what should be measured. The measurement of validity in this research shows the amount of variance of the indicators extracted by the developed latent construct. The acceptable extract variance value is 0.50. The complete validity test results are presented in Table 1 below.

Table 1: Validity test results¹

No	Variables	Variance
1	Intention to buy halal brands	0.598
2	Religiosity-perceived	0.605
3	Security-perceived product	0.596
4	Health – perceived product	0.650
5	Trust in halal brands	0.546
6	Brands involvement	0.624

¹ Primary data processed in 2021, n=33

The results of the validity test in the table above show that the variance extract values for all research variables have met the required criteria. This shows that the amount of variance of the indicators extracted by the construct/latent variable has been able to measure what should be measured.

a. Reliability Test

Reliability test aims to find out how far the measuring instrument is reliable or trustworthy. It can also be said that this test shows the extent to which a measuring instrument can provide consistent results when repeated measurements are made on the same object at different times. In this study, the reliability test used the reliability construct value. The minimum reliability value of the dimensions/indicators forming an acceptable latent variable is 0.70. Complete reliability test results are presented in Table 2 as follow.

Table 2. Reliability test results ¹

No	Variables	Alpha Cronbach
1	Intention to buy halal brand	0.743
2	Religiosity-perceived	0.852
3	Security-perceived product	0.866
4	Health – perceived product	0.826
5	Trust in halal brands	0.857
6	Brands involvement	0.864

¹ Primary data processed in 2021, n=33

The results of the reliability test show that the value of the reliability construct for each latent variable is > 0.7. Therefore, it can be concluded that the measuring instrument for each latent variable is reliable/trustworthy.

a. Data Normality Test

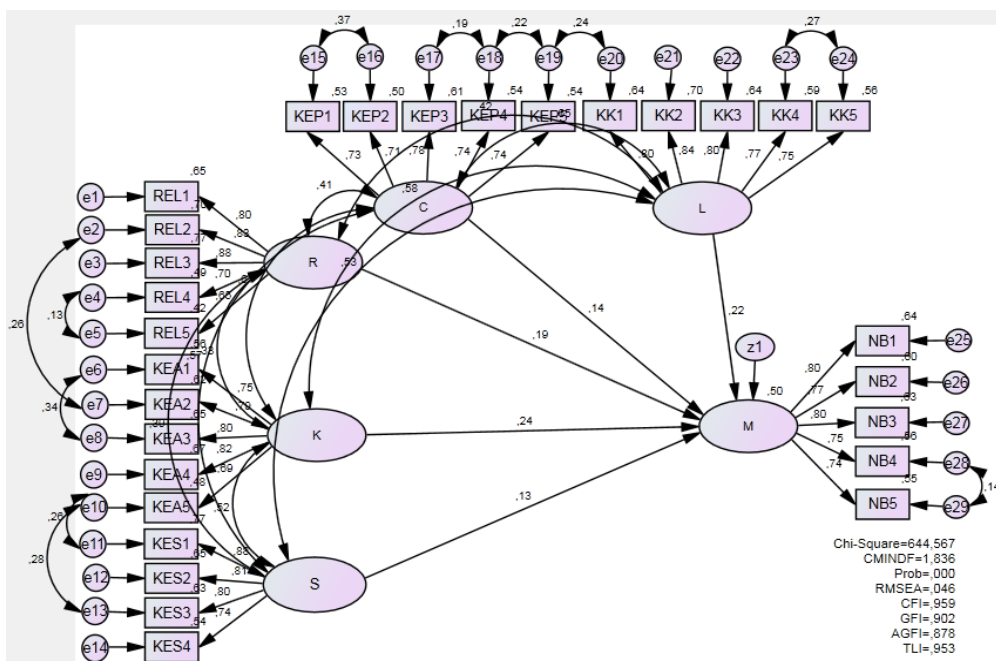
Normality test was done by looking at the value of skewness and kurtosis of each indicator in the research variables. The criteria for an indicator are said to be normal if the value of the critical ratio (CR), skewness and kurtosis is ± 2.58 at a significance level of 0.01. The results of the univariate and multivariate normality tests in this study are that the critical ratio (CR) value for each indicator on the skewness value and the kurtosis value has a critical ratio (CR) value of ± 2.58 , so it can be concluded that all indicators are declared univariate normal. The value of multivariate kurtosis is 5.547 and CR is 1.308. This value is in the multivariate normal range ± 2.58 . It is concluded that the data are stated to be multivariate normal.

b. Multivariate outlier evaluation

Outliers are observations from data that have unique characteristics that look very different from other observations and appear in the form of extreme values, both for a single variable or for combination variables (Hair *et al*, 2010). Detection of multivariate outliers is done by paying attention to the value of the mahalanobis (re-buy interest) distance on the output of the hypothesis test. The criteria used are based on the value of kai squares at degrees of freedom (df) 29, namely the number of research statement items at a significance level of $p < 0.01$. The value of mahalanobis distance is $\chi^2 (29, 0.01) = 58.30$. This means that all cases that have an *md* greater than 58.30 are multivariate outliers. Because the research output has no value above 58.30, it can be concluded that there are no outliers in the observed data.

c. Data analysis

Analysis model through the CFA, modification of the model initial SEM test without entering moderator variables are depicted in Figure 3.



¹ Primary data processed in 2021, n=400

Fig. 3: SEM Full Model without moderating variables.

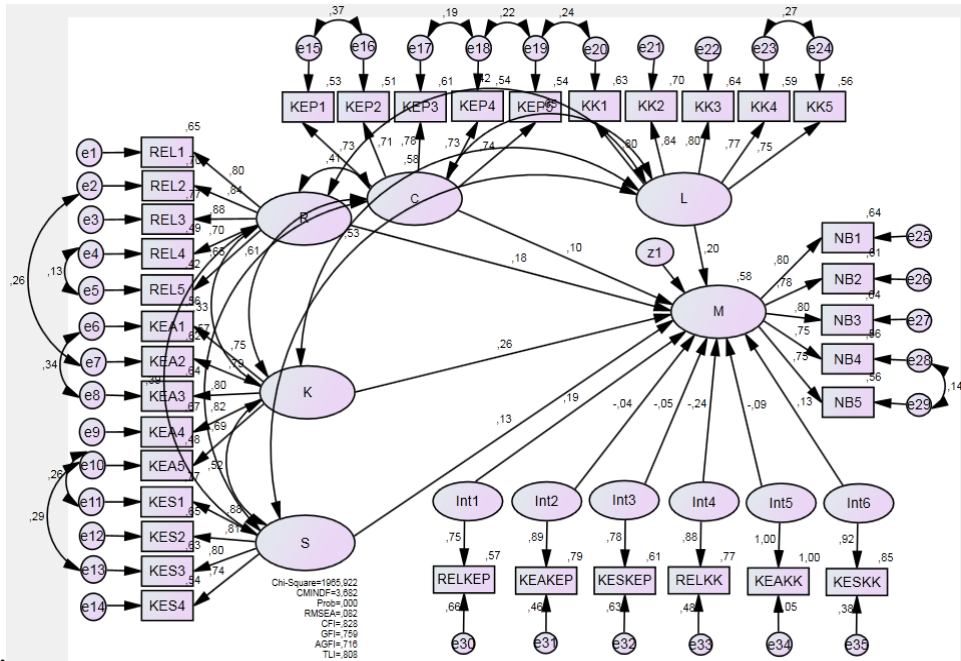
The test of the appropriateness of the SEM model is presented in Table 3 as follow.

Table 3: Goodness of fit¹

Goodness of Fit index	Cut of value	Result	Information
Chi Square	Small	644.567	Good
CMIN/DF	≤ 2.00	1.836	Good
Probability	≥ 0.05	0.000	Less Good
RMSEA	≤ 0.08	0.046	Good
GFI	≥ 0.90	0.902	Good
AAGFI	≥ 0.90	0.878	Marginal
TLI	≥ 0.95	0.953	Good
CFI	≥ 0.95	0.959	Good
NFI	≥ 0.90	0.915	Good
PNFI	> 0.50	0.791	Good

¹ Primary data processed in 2021, n=400

After going through the initial SEM test without entering moderator variables, entering moderator variables through the Ping method interaction model (Ping, 2015), the final results of the full model SEM analysis are depicted in Figure 4 below.



¹ Primary data processed in 2021, n=400

Fig. 4: SEM Full Model with moderating variables.

Based on the analysis, it is concluded that this model is in accordance with the existing data as seen from the significance level of the chi-square value and other conformity figures.

a. Hypothesis testing

Hypothesis testing / causality of the output model of the Structural Equation Modeling research on the purchase intention of the halal brand with a complete direct effect is presented in Table 4 below.

Table 4: Regression weight of hypothesis testing on direct effect of full model¹

Hypothesis	Estimate	S.E	C.R.	P	Result
Religiosity-perceived ->Purchase Intention	0.176	0.048	3.703	<0.001	Accepted
Security-perceived product-> Purchase Intention	0.241	0.066	3.653	<0.001	Accepted
Health – perceived product-> intention to buy	0.110	0.051	2.126	<0.030	Accepted

¹ Primary data processed in 2021, n=400

Hypothesis testing / causality model output Structural Equation Modeling research on the purchase intention of halal brands, the moderating effect is completely presented in Table 5 below.

Table 5: Regression weight of hypothesis testing on the moderating effect of full model¹

Hypothesis	Estimate	S.E	C.R.	P	P
Int1-> Religiosity-perceived ->Purchase Intention	0.143	0.060	2.379	<0.017	Accepted
Int2-> Security-perceived product-> Purchase Intention	0.033	0.048	-0.697	<0.486	Rejected
Int3-> Health –perceived product->Purchase intention	0.036	0.061	-0.587	<0.557	Rejected
Int4-> Religiosity-perceived -> Purchase Intention	0.181	0.050	-3.643	<0.000	Accepted
Int5-> Perceived product-safety -> Purchase Intention	0.064	0.040	-1.611	<0.107	c
Int6-> Health-perceived product -> Purchase intention	0.094	0.049	1.922	<0.055	Rejected

¹Primary data processed in 2021, n=400

6. Discussion

- a. The test of the direct influence of the consumer's perceived religiosity variable on purchase intention has a positive and significant effect

Religious norms contain values that require individuals to believe and follow the teachings they believe in. In Islam there are teachings that oblige Muslims to consume halal goods – *thoyyiban*. Real halal brands have carried out an activity process according to applicable regulations so that goods that have the *halalan-thoyyiban* category are realized. Individuals who are increasingly religious will increase their intention to consume halal brands. This finding is in line with the studies of (Khraim, 2010) and (Taylor,2013). Respondents in this study are dominated by young people who are categorized as Generation Z (Gen Z). Some behavioral characteristics of Generation Z, among others, like to join the community (communaholic), like dialogue, are realistic, they are religious but more liberal (Francis and Hoefel, 2018). Gen Z is not very strong in upholding the principles of religiosity. Consumers with neutral levels of religiosity pay less priority to buying halal brands. Consumers will focus more on halal information if the product or brand comes from abroad (Iriani, 2020).

- b. The test of the direct effect of the perceived product-safety variable on purchase intention has a positive and significant effect

The condition of the Covid-19 pandemic for more than two years in Indonesia has made consumers more concerned about halal-branded food and products. Halal branded products that meet the concept of safety in the acquisition and presentation

process are one of the main indicators of choice for consumers. Today's young consumers are increasingly aware of looking for safe products that lead to green products (Ridzuan *et al*, 2021), meaning that these products return to natural essences and are increasingly being avoided from harmful products such as steroids, chemicals mercury, chromium, cadmium and various elements that are harmful to the body. This finding is in line with the study of Husna (2020) and Widodo (2013) that consumers not only read halal labels but will also seek in-depth information regarding the safety of raw materials and sources of acquisition from halal food.

- c. The test of the direct effect of the perceived health-product variable on purchase intention has a positive and significant effect

The Covid-19 pandemic that has spread in Indonesia for more than two years is currently predicted to enter an endemic phase. The mutation of the SARSCov-19 virus in the future will be more diverse with the Omicron variant and it is believed that more and more new strains will emerge. The immunity of the individual body through antibodies is still believed by the majority of health experts as the main antidote to the virus along with vaccination to create immune immunity. Consumers are increasingly aware that food that meets health standards for the body will increase immunity for individuals (Husna, 2020). The increasing knowledge of health-conscious individuals will increasingly affect their interest in buying food (Michaelidou *et al*, 2018). Research by Magnusson *et al*. (2012) explained that awareness of health is a strong predictor of consumer interest in buying halal food.

- d. The test of the influence of consumer confidence variables on halal brands strengthens the direct influence of consumer's perceived religiosity on purchase intention and has a positive and significant effect

These results conclude that the more consumers have high trust in halal brands, the more direct influence of consumer's perceived religiosity on purchase intention. For the majority of research respondents who are dominated by Gen Z, this indicator explains that their trust in halal brands is not too strong compared to other non-halal brands. Shin *et al*. (2019) researched that consumer confidence in the brand has a positive influence on intention through brand assessment. Increased individual knowledge tends to affect intentions. Knowledge refers to feelings, facts, and experiences that are known by individuals or groups called as awareness. Religiosity-perceived is a feeling, a fact of experience that appears in a person and has been fully realized by the individual.

- e. The test of the effect of the consumer trust variable on the halal brand strengthens the direct effect of product safety on the consumer's perception of the purchase intention of the halal brand and is not supported

Research respondents are at a young age (Gen Z). This generation in Indonesia does not really believe that halal brands can strengthen the direct influence of

perceived product-safety on purchase intention. The interesting finding of Shipman's (2020) research for the younger generation is that there are factors that most strongly influence their food choices, among others, if the food can increase the atmosphere/mood such as food texture, good values on food, eating can reduce stress, tension, and they feel happy. For the majority of research respondents Gen Z, the moderating variable of trust has a neutral category meaning that it is mediocre and does not have a strong belief.

- f. The test of the effect of the consumer trust variable on the halal brand strengthens the direct effect of perceived health-product on the purchase intention of the halal brand is not supported

Shipman (2020) researched that for the younger generation, the second strong factor influencing food choices is in health aspects such as foods that have good nutrition, adequate protein, beneficial for teeth and skin and adequate vitamins. For research respondents in Indonesia, which is dominated by Gen Z, the moderating variable of trust has not been able to strengthen the effect of the perceived health-independent variable on purchase intention.

- g. The test of the influence of the variables involved in using the product weakens the direct influence of consumer's perceived religiosity on the purchase intention of supported halal brands

The category of product use involvement in this research has a low category (low involvement). Solo-raya is categorized as a less religious area compared to the north coast of Central Java Province. The nuances of Islam have colored the cultural symbols of Surakarta kingdom and the people of Solo-raya. In fact, the dynamics of Solo-raya's life are still influenced by pre-Islamic traditions. The behavior and attitudes of people's lives that are heavily influenced by pre-Islamic traditions are known by some researchers as Islam *Kejawen* (the view of life adopted on the island of Java) or 'syncretic Islam' (Supariadi, 2017). Cultural conditions, customs, geography with different levels of religiosity can affect purchase intentions. The difference in the findings of this research is in line with Mansyuroh (2020) research examining the purchase of non-halal label skin care products on generation Z Muslims in Banjarmasin, an area known to have a higher level of religiosity in the Indonesia community. Generation Z who have a high level of religiosity will think about the *halal-haram* actions taken during the buying process. The phenomenon of the lack of religiosity of Generation Z in Indonesia is in line with the findings of MERIT and the Center for Islamic and Community Studies at State Islamic University of Jakarta (Medcom, 2021). Several researchers in other countries found similar findings through the research of Manning (2019) in the United States and Singleton *et al.* (2019) in Australia, where currently Generation Z in these two countries is less religious than Generation Y, Generation X and baby boomers. Generation Z that is less religious does not mean atheist, this

generation remains religious but religion is celebrated as a cultural affiliation. Generation Z consumption patterns are looking for unique, unrestricted and ethical products. This generation has high mobility, has extensive social networks, and is digitally literate.

- h. The test of the influence of the consumer involvement variable using the product strengthens the direct effect of product safety on consumer perceptions of the purchase intention of a halal brand is not supported.

The category of consumer involvement in product use is in the low category so that the hypothesis of increasing product use involvement strengthens the direct effect of perceived product-safety on purchase intention is not supported. For consumers, perceived product safety in halal brands is an important factor, while consumer perception in the Solo-raya area is that halal brands are goods that have low usage involvement so that this variable as a moderator is not supported. Sukesu (2019) research described the finding that a well-known halal cosmetic brand in Indonesia has a dominant market share in urban areas, but still weak market share in rural areas. This means that competing brands that play at low prices still dominate the market share in rural areas. It can also be interpreted that consumer access to halal brand cosmetic products is still relatively lacking in rural areas. This finding is in line with the description of respondents' primary data in the study where the majority of respondents live in the Klaten Regency and several regencies in Solo-raya. The majority of respondents' domicile in the regency, sub-district and village areas result in the category of using halal brand products still being felt to have low involvement in product use. Low-involvement perspective or the dimension of low level of purchase involvement is a perspective that refers to the low effort of consumers to seek more detailed information regarding the product to be purchased and its alternatives (Burhanuddin, 2014). The difference is due to different assessments of the importance of a product at the product category level, not at the level of a particular brand (William, 2012).

- i. The test of the effect of consumer involvement variables on product use strengthens the direct influence of consumer-perceived health-products on purchase intentions of halal brands and is not supported.

There are research findings by Endah (2014), based on an analysis of the buying behavior of Indonesian consumers with halal-labeled cosmetics in the category of cosmetic use purposes, the largest percentage of consumers' motivation to buy halal-labeled cosmetics is 53% to maintain health, after that the second largest percentage is to support appearance at 31%. The research findings above can be interpreted that the purpose of using cosmetics for consumers, maintaining health is the main factor. The category of consumer involvement in the use of halal brand products in this research is in the low category with an average indicator value of just average. For research respondents, the health-perceived product-

health variable is a factor that can strengthen purchase intention, so the hypothesis that the increasing involvement of product use strengthens the direct effect of perceived health-product on purchase intention is not supported.

7. Conclusion

As the conclusion, we present our theoretical and practical implications firstly. The results of hypothesis testing of 9 hypotheses, 6 hypotheses are supported. The important role of religiosity on consumption interest in several religions and beliefs is still not conclusive. The condition of the social environment of the community where consumers live, limited access to halal brands can play a major role. Klaten Regency and some areas of Solo-raya which have more diverse are neutral or less religious levels of religiosity than the northern coast of Central Java, the moderating variable of trust in halal brands strengthens the direct influence of consumer's perceived religiosity on purchase intention.

Theory of Planned Behavior is a solid theory that examines the variables of intention and behavior influenced by attitudes, subjective norms and perceived behavioral control. Attitudes in this research are partly measured through three independent variables of religiosity- consumer perception, safety- consumer perception of product and health- consumer perception of product. These three independent variables have been shown to have a direct effect on purchase intention, thereby strengthening the attitude variable influencing intention in the theory of Planned Behavior. The addition of two moderating variables produces a hypothesis, where two hypotheses are proven to have a significant effect, while the four hypotheses are not proven to significantly affect purchase intention, which can add to the theoretical contribution.

In Theory Social Cognitive, there is a study of individual behavior influenced by cultural context. Consumer Culture theory explains social categories in which aspects of class, ethnicity, gender, race and religion influence consumer behavior. The findings of this research can contribute to the perceived religiosity variable, the demographic conditions of the respondents, and the culture of the research area can add to the theoretical contribution.

The findings of this study explain that the increasing indicators of consumer-perceived religiosity, perceived product-safety and consumer-perceived health-products will increase the direct influence of halal brand purchase intentions. For producers of halal brands, indicators of independent variables must continue to be observed, and their activities continue to be improved, especially on indicators of perceived product safety and perceived product health. Halal brand holders must continue to expand into the market (market penetration) in areas where consumers have a high level of consumer-perceived religiosity. The halal economy is a holistic concept and integral to Sharia economics system. One of the problems facing the

halal economy in Indonesia is the absence of integrated system between the halal industries, consumer behavior and Indonesian Islamic finance.

Some of the weak points of halal brands related to variables of trust in brands and variables of product use involvement that have not been able to strengthen the direct influence of independent variables on purchase intention must be addressed. Producers must be able to make halal brands easily accessible, have competitive selling prices compared to competing brands and always be available in sufficient volume in all areas, both urban and rural areas.

The characteristics of the socio-economic status of the community related to education, income, type of work and purchasing power need to be used as benchmarks to determine the target market for halal brand producers. Mistakes in determining the target market can lead to the failure of halal brands in attracting new consumers in new marketing areas.

The findings from the research show that halal brands are still in the low-involvement product category. For producers, marketing activities should focus on product marketing mix, pricing, distribution and promotion activities in low-involvement product categories.

a. Limitations and Future Researches

Some of the limitations of this research: 1) This research is limited to taking a sample of respondents in Klaten Regency and several regencies and cities in the Solo-raya area, not comprehensively in Central Java and Indonesia. This is done due to time, cost and accessibility limitations. 2) This study uses data on perceptions of respondents who have purchase intentions, strong motivation to buy halal brands, not on actual respondents who buy halal brands. 3) The dependent variable studied is limited to the intention to buy halal brands.

Future research needs to develop a wider coverage related to the domicile of respondents in various regions of Central Java Province and all regions of Indonesia which have demographic characteristics, diverse cultures. It is necessary to develop a test model of the influence of halal brand purchase intentions on actual purchases or at the behavioral stage. It needs developing the influence of the mediating variable and developing the dependent variable not limited to the study of halal brands but also on halal-labeled products and halal brands with various product categories and having a wider scope. All stakeholders need to strengthen regulatory and policy aspects so that they are responsive for the development of the halal industries, halal lifestyle in Indonesia to be able to compete at the national and global levels.

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