

# The Influence Of Halal Certification And Religiosity On Interest In Buying Mixue Products Through Attitude As An Intervening Variable (Study Of Communities In Madiun City)

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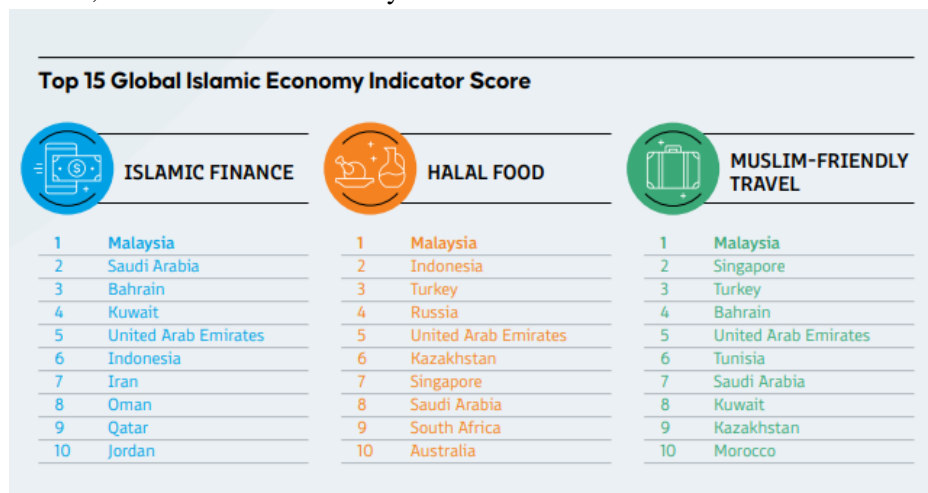
## Abstract.

The processed food industry is one of the industries that has been able to survive and grow positively, even including the one with the highest growth. The processed food industry as part of manufacturing has very promising prospects, both globally and domestically. Several factors determine interest in purchasing food products, including halal certification and religiosity. This study aims to empirically prove the effect of halal certification and religiosity on purchasing interest in mix products through attitude as an intervening variable. This type of research is descriptive quantitative. Data collection was carried out by distributing questionnaires. The sampling method used is purposive sampling method. The sample in this study is the community in Madiun City. The data used in this research is primary data. Regarding data analysis using multiple linear regression analysis with the help of the SPSS version 19 program. The results of this study prove that the variables of halal certification and religiosity have a positive and significant effect on the intention to buy mixed products. The results of this study also show that the variables of halal certification and religiosity affect consumer attitudes.

**Keywords:** Halal Certification, Religiosity and Intention.

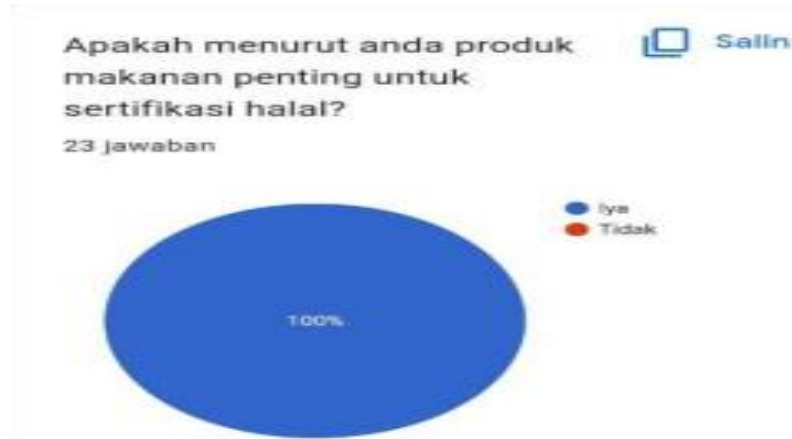
## I. INTRODUCTION

The processed food industry is one of the industries that is able to survive and grow positively, even among those with the highest growth. BPS data notes that the food and beverage processing industry makes the highest contribution to labor absorption in the manufacturing industry (Bayu, 2021). The rules for a Muslim in consuming food and drink are clearly and firmly regulated in the Qur'an Surah Al Baqarah (2): verse 168 (Afrianty & Agustina, 2020) namely food that meets the requirements of halal and good (thayyib). Regarding halal requirements, halal certification is a solution for the Muslim community to be a guarantee and when identifying which processed foods and drinks are halal and suitable for consumption or whether they are doubtful (doubtful). Meanwhile, one of the requirements for consuming thayyib food and drinks can be seen from the food ingredients, related to nutritional composition, health and so on. Based on the 2022 State of the Global Islamic Economy report, Indonesia is in second place in the world as a consumer of halal products among countries with majority populations of other Islamic religions, including Malaysia, the United Arab Emirates, Saudi Arabia and Turkey.



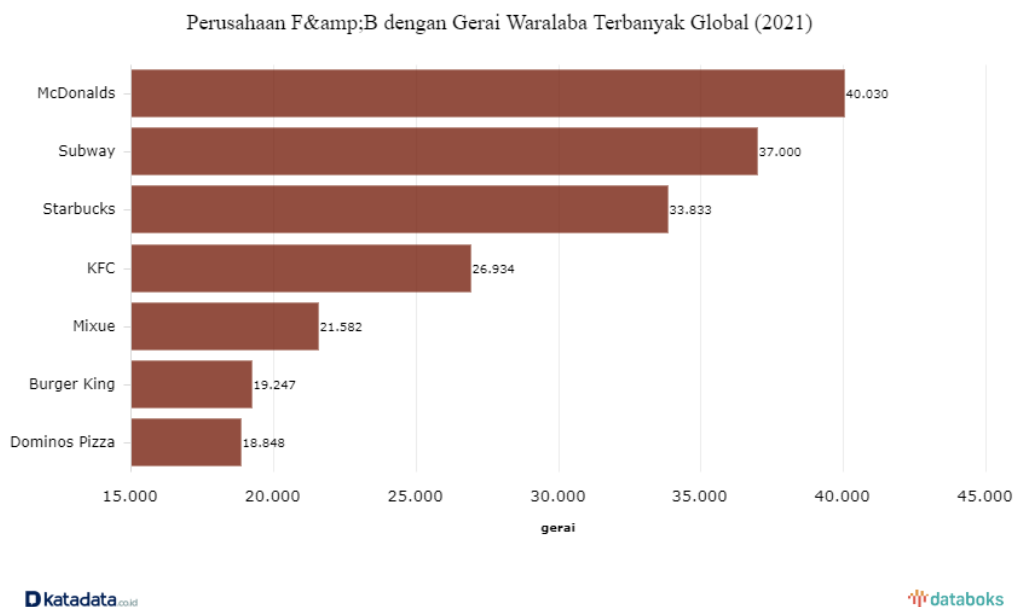
**Fig 1.** Top 15 Global Economy Indicator Score

Therefore, halal certification is an important thing to discuss. The halalness of a product, especially food and beverages, is considered important and influences attracting consumer purchasing interest. Based on the results of field observations, it shows that the people of Madiun City are interested in halal food and the importance of halal certification as a consideration when purchasing a food product.



**Fig 2.** Madiun Community Interest Diagram for Halal Products

From the diagram in Figure 1.1 above, it can be seen that halal certification, especially for food products. Another important factor that influences consumer purchasing interest is their level of religiosity. Religiosity is a person's religious appreciation and belief in the existence of a Creator which is then realized by obeying all commandments and avoiding prohibitions with sincerity from the heart and with all one's soul and body.(Isa et al., 2020). This religiosity certainly causes consumers to increase their vigilance in determining which products to buy. Knowledge regarding halal certification and the religiosity possessed by a person differ from each other. This also influences the attitudes shown in daily behavior. Consumer attitudes are actions or actions that reflect feelings, thoughts about certain objects and situations(Aini et al., 2022).The consumer's attitude will essentially be a filter regarding the suitability of the product offered to the consumer. If the product is in accordance with what the consumer expects, it will attract consumer interest in making a purchase, but on the other hand, if the consumer feels that they do not get the benefits from a product offered, the consumer will not interested in making a purchase. One of the food products that is currently popular among the people of Madiun is the Mixue ice cream product. Based on data from Momentum Works Food and Beverage, Mixue has 21,582 franchise outlets spread across various countries in 2021. This number makes Mixue a food and beverage company.drink(food and beverage/F&B) with the 5th most franchise outlets in the world.



Mixue Ice Cream & Tea is an international franchise that offers tea drinks and fresh ice cream. This company provides various drinks such as bubble tea, fruit tea, milkshakes and ice cream products. Currently there are at least 4 Mixue outlets open in Madiun City, including on Jalan Kalimantan, Jalan HA Salim, Jalan Mastrip and Mixue in the Sun City Madiun shophouse. Even though they have 4 outlets spread across Madiun City, these four outlets are still busy with visits from the people of Madiun City. Based on observation data, at least each outlet is able to sell an average of 300 to 500 cups per day and every weekend, namely on Saturdays and Saturdays. Minggu is able to sell at least 800 to 1000 cups.

The objectives of this research are as follows:

- a. Does halal certification affect consumers' attitudes towards purchasing Mixue Products?
- b. Does religiosity influence consumer attitudes towards purchasing Mixue Products?
- c. Does halal certification affect interest in purchasing Mixue products?
- d. Does religiosity influence interest in buying Mixue products?
- e. Does halal certification influence interest in purchasing Mixue products through attitude as an intervening variable?
- f. Does religiosity influence interest in buying Mixue products through attitude as an intervening variable?
- g. Does consumer attitude towards purchasing Mixue Products influence interest in purchasing Mixue Products?

## II. LITERATURE REVIEW

### **Purchase Interest**

According to Assael, buying interest is a consumer's tendency to buy or take action related to buying and is measured by the level of possibility of buying a product.(Masruroh & Rafikasari, 2022). According to Schiffman and Kanuk (2010:470) in(Arianto & Difa, 2020)The components of the buying interest indicator are:

- a. Interested in information about the product
- b. Consider purchasing
- c. Interested to try
- d. Want to have a product

### **Halal Certification**

Halal certification in (UU No. 33 Article 4 Halal Product Guarantee, 2014) is a recognition of the halalness of a product issued by BPJPH based on a written halal fatwa issued by MUI(Masruroh & Rafikasari, 2022). Indicators in halal certification mentioned by Shaari and Arifin (2010) in(Fauzia, 2018)as follows :

- a. The importance of the Halal logo.
- b. Selecting Products based on the Halal Logo.
- c. Knowing that some products have received certification from other countries.
- d. Be careful in choosing products.

### **Religiosity**

In certain terms, religiosity is an individual's worship, devotion, and belief in divinity(Faturohman, 2019). Religiosity refers to the level of belief that a person holds, maintains, and uses as an act of behavioral identity symbol(Faturohman, 2019). According to El-Menouar and Stiftung (2014) in(Fauzia, 2018)There are 3 indicators of Islamic religiosity which were developed based on the indicators developed by Charles Glock. These indicators are:

- a. Trust
- b. Knowledge
- c. Consequence

### Attitude

Suprapti (2010:136) in Mantala & Atmosphere (2019), states that a consumer's attitude towards an object is a learned tendency or predisposition to evaluate the object in a consistently favorable or unfavorable way. According to Azwar (2013:24) in Silalahi (2022) Attitude indicators consist of 3 components, namely:

- a. Cognitive Component
- b. Affective Component
- c. Conative Components

### Hypothesis:

- a. H1: Halal certification influences consumer attitudes towards purchasing Mixue products.
- b. H2: religiosity influences attitudes towards purchasing Mixue products.
- c. H3: Halal certification influences interest in purchasing Mixue products.
- d. H4: religiosity influences interest in buying Mixue products.
- e. H5: Halal certification influences interest in purchasing Mixue products through attitude as an intervening variable.
- f. H6: religiosity influences interest in buying Mixue products through attitude as an intervening variable.
- g. H7: attitude influences interest in buying Mixue products..

## III. MATERIALS AND METHODS

### 1.1 Research design and methods

In preparing this research, the research location that will be studied is the Mixue Outlet in Madiun City. The object of this research was carried out on the people of Madiun City who would visit four Mixue Outlets in Madiun City. In this case, the type of research in this research is quantitative research. Meanwhile, the approach in this research uses an observational approach using a survey method. Meanwhile, this research uses a causal type, namely, testing the influence relationship between variables. In this research, the causal model is used to build a causal relationship between halal certification and religiosity which influences interest in purchasing Mixue products through attitude as an intervening variable.

### 1.2 Research participants

The population in this research is the people of Madiun City who are consumers of Madiun City Mixue Products. The population size in the study is very large and cannot be known with certainty, so the sample size used is according to the Lemeshow formula (Lemeshow et al. 1990:42):

$$n = \frac{Z^2 \cdot P(1-P)}{d^2}$$

Information :

- n : Number of samples  
 Z : Confidence level in determining the sample 95% (1.96)  
 d : the precision used here is set at 5% (0.05)  
 p : estimated proportion 50% (0.5)

The sample size can be calculated as follows:

$$n = \frac{1,962 \cdot 0.05(1-0.05)}{0.05^2}$$

$$n = \frac{3.8416 \cdot 0.25}{0.0025}$$

n = 384.16 rounded to 384

Based on the calculations above

e, the sample size used in this research was 384 respondents.

In this research, the sampling method used was the Purposive Sampling method. Purposive Sampling is a technique that determines sampling based on certain considerations. The considerations in question are the criteria that have been determined by the researcher in determining data collection as follows:

- a. Madiun City residents who have never visited the four Mixue outlets in Madiun City.
- b. Madiun City residents over 18 years of age.

### 1.3 Data analysis

The analytical technique used to test the hypothesis in this research is multiple linear regression analysis. Before testing the hypothesis, classical assumption testing is carried out consisting of normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

## IV. RESULTS AND DISCUSSION

This research used primary data by distributing questionnaires to 384 respondents. The questionnaire was distributed directly to respondents who were Madiun City residents who had never visited the four Mixue outlets in Madiun City. The results of the validity test show that all questions from the variables halal certification, religiosity and attitudes and buying interest show results that have a calculated  $r$  value greater than the  $r$  table (0.1019) with a Sig value  $< 0.05$ . Thus, all statement items used in variable measurement meet validity requirements. The results of the reliability test with Cronbach's Alpha for each variable, namely halal certification, religiosity and attitude and purchase interest, are more than 0.70, so it can be stated that the indicators for each variable are reliable.

### Classic assumption test

#### Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Based on the results of the Kolmogorov-Smirnov test, it shows that the probability value is significant  $> 0.05$ . So it can be concluded that the data is normally distributed.

#### Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds any correlation between variables. Based on the results of the multicollinearity test, it shows that each variable, namely, has a tolerance of  $> 0.10$  and a VIF value  $\leq 10$ , then each of these variables shows that there is no multicollinearity between the independent variables in the regression model.

#### Heteroscedasticity Test

The Heteroscedasticity Test is used to determine whether or not there are deviations from the classic assumption of heteroscedasticity, namely the existence of unequal variances of the residuals for observing the regression model. Based on the results of the Glejser test in the table above, it shows that each variable shows a sig value of  $> 0.05$ , thus it can be concluded that the data does not have symptoms of heteroscedasticity.

#### Autocorrelation Test

Based on the results of the autocorrelation test, it can be seen that with a significance level of 0.05 (95%), with a total sample ( $n$ ) of 384 and  $k$  of the number of variables ( $k$ ) of 4, the table value  $d_l = 1.81577$ ;  $d_u = 1.84758$ . Thus, it shows the value of  $d_u < d < 4 - d_u$ , which means there is no positive or negative autocorrelation.

### Multiple Linear Regression ••• 119

Multiple linear regression is used to test the influence of two or more independent variables on the dependent variable. Based on the results of the multiple linear regression equation values, it can be explained as follows:

- a. The constant value is 2,797 assuming the halal certification and religiosity variables are equal to zero, the value of purchase interest is equal to 2,797
- b. The coefficient value of the halal certification variable ( $\beta_1$ ) is 0,412 meaning that if the halal certification variable increases by one unit while assuming the other independent variables are constant, it will increase the purchase interest variable by 0,412 unit.

c. The coefficient value of the religiosity variable ( $\beta_2$ ) is 0,664. This means that if the religiosity variable increases by one unit while assuming the other independent variables are constant, it will increase the purchasing interest variable by 0,664 unit.

d. The constant value is 6,555. Assuming the halal certification and religiosity variables are equal to zero, the attitude value is equal to 6,555.

e. The coefficient value of the halal certification variable ( $\beta_1$ ) is 0,330. This means that if the halal certification variable increases by one unit while holding the other independent variables constant, it will increase the attitude variable by 0,330 unit.

f. The coefficient value of the religiosity variable ( $\beta_2$ ) is 0,300. This means that if the religiosity variable increases by one unit while holding the other independent variables constant, it will increase the attitude variable by 0,300 unit.

g. The constant value is -0.427, assuming the halal certification, religiosity and attitude variables are equal to zero, then the value of buying interest is -0.427.

h. The coefficient value of the halal certification variable ( $\beta_1$ ) is 0,250. Meaning that if the halal certification variable increases by one unit while assuming the other independent variables are constant, it will increase the purchase interest variable by 0,250 unit.

i. The coefficient value of the religiosity variable ( $\beta_2$ ) is 0,516. Meaning that if the religiosity variable increases by one unit while assuming the other independent variables are constant, it will increase the buying interest variable by 0,516 unit.

j. The coefficient value of the attitude variable (Z) is 0,492. Meaning that if the attitude variable increases by one unit while assuming the other independent variables are constant, it will increase the purchase interest variable by 0,492 unit.

#### **t test**

Based on data processing using the SPSS 19 program, the following output is obtained:

##### a. Halal certification (X1)

Based on the test in table 4.23, the t count is obtained 10,699 and the significant level for halal certification (X1) is 0.000 ( $0.000 < 0.05$ ), this means that halal certification has an effect on purchasing interest.

##### b. Religiosity (X2)

Based on the test in table 4.23, the t count is obtained 12,637 and the significant level for religiosity (X2) is 0.000 ( $0.000 < 0.05$ ), this means that religiosity has a significant positive effect on buying interest.

##### c. Halal certification (X1)

Based on the test in table 4.24, the t count is obtained 6,582 and the significant level for halal certification (X1) is 0.000 ( $0.000 < 0.05$ ), this means that halal certification has an effect on attitudes.

##### d. Religiosity (X2)

Based on the test in table 4.24, the t count is obtained 4,382 and the significant level for religiosity (X2) is 0.000 ( $0.000 < 0.05$ ), this means that religiosity has a significant positive effect on attitudes.

##### e. Halal certification (X1)

Based on the test in table 4.25, the t count is obtained 7,989 and the significant level for halal certification (X1) is 0.000 ( $0.000 < 0.05$ ), this means that halal certification has an effect on purchasing interest.

##### f. Religiosity (X2)

Based on the test in table 4.25, the t count is obtained 12,471 and the significant level for religiosity (X2) is 0.000 ( $0.000 < 0.05$ ), this means that religiosity has a significant positive effect on buying interest.

##### g. Attitude (Z)

Based on the test in table 4.25, the t count is obtained 16,245 and the significant level for attitude (Z) is 0.000 ( $0.000 < 0.05$ ), this means that attitude has a significant positive effect on buying interest.

### **Discussion**

#### **The Effect of Halal Certification on Attitudes**

Based on the t test results, table 4.24 shows that halal certification has an effect on attitudes. This result can be seen from the calculated t value of 6,582 and the significant level for halal certification (X1) is



0.000 ( $0.000 < 0.05$ ), and linear regression test results show a regression coefficient value of 0.330 (positive). This research shows that the halal certification variable has a positive and significant effect on attitudes. The influence of halal certification on attitudes can be seen from the respondents' opinion that halal certification is a consideration for respondents when purchasing food products. Respondents prefer food products with a halal logo to products that do not have a halal logo. Respondents are careful when choosing products with a halal logo. The results of this research indicate that halal certification in the form of the importance of the halal logo, choosing products based on the Halal Logo, knowing that several products have received certification from other countries and being careful in choosing products, will make consumers behave better in choosing a product. The results of this research also indicate that increasing consumer attitudes in choosing a product is influenced by the existence of halal certification for the product being sold. The results of this research are in accordance with the results of research conducted Windiana & Putri (2021) which states that halal certification in the form of a halal logo influences consumer attitudes.

#### **The Influence of Religiosity on Attitudes**

Based on the results of the t test, table 4.24 shows that religiosity has an effect on attitudes. This result can be seen from the calculated t value of 4.382 and a significant level for religiosity (X2) of 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.300 (positive). This research shows that the religiosity variable has a significant positive effect on attitudes. The influence of religiosity on consumer attitudes can be seen from the respondents' opinion that belief in the teachings of the Islamic religion to consume halal products is the basis for making decisions to consume products. Understand that consuming halal products is a form of obedience to the Islamic religion, so it influences the decision to choose a product. Knowing that consuming haram products is a form of violation of Islamic norms, so always consume halal products. The results of this study indicate that the more individuals incorporate religion into their identity, the greater its impact on their values and behavior.

Therefore, religion also impacts the choices and decisions that individuals make. Overall, religiosity was found to have an influence on a person's beliefs, knowledge, attitudes, likes and dislikes, and a person's feelings about consumption. Commitment to religiosity plays an important role in shaping a person's beliefs, knowledge and attitudes, regardless of a person's religious orientation. These religious commitments and beliefs are also said to influence people's feelings and attitudes towards consumption (Larasati et al., 2018). This is supported by the theory expressed by Wilkes et al. (1986) in Mahardika (2019) concluded that religiosity influences several aspects of consumer lifestyles, which in turn can influence consumer choices. In the religion adhered to by an individual, there are rules that will influence the lifestyle of the individual who adheres to that religion. The results of this study are in accordance with the research results Mahardika (2019) conducted which states that religiosity influences consumer attitudes.

#### **The Effect of Halal Certification on Purchase Interest**

Based on the t test results, table 4.23 shows that the halal certification variable has an effect on purchasing interest. This result can be seen from the calculated t value of 10.699 and the significant level for halal certification (X1) is 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.412 (positive). This research shows that the halal certification variable has a positive and significant effect on purchase intention. The results of this research indicate that halal certification plays an important role in consumer purchasing interest in products that already have halal certification. The better the quality of the product as seen from the halal certification, the easier it is for consumers to be interested in making a purchase. The results of this research are in accordance with the results of research conducted Mahardika (2019) and Partini (2022) which states that halal certification influences purchasing interest.

#### **The Influence of Religiosity on Purchase Intention**

Based on the t test results, table 4.23 shows that the religiosity variable has an effect on buying interest. This result can be seen from the calculated t value of 12.637 and a significant level for religiosity (X2) of 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.664 (positive). This research shows that the religiosity variable has a positive and significant effect on buying interest.

The results of this research indicate that the values of obedience held by Muslim consumers to the teachings of their religion will make consumers consider the halal and haram sides of the products offered to them. The higher the level of consumer religiosity, the greater their interest in purchasing. The results of this research are in accordance with the results of research conducted Mahardika (2019), Kurniawan et al. (2022) and Partini (2022) which states that religiosity influences purchasing interest.

#### **The Influence of Halal Certification on Purchase Intentions Through Attitude as an Intervening Variable**

Based on the results of the t test, table 4.25 shows that the halal certification variable influences purchase intention through attitude as an intervening variable. This result can be seen from the calculated t value of 7.989 and the significant level for halal certification (X1) is 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.250 (positive). This research shows that the halal certification variable has a positive and significant effect on purchase intention through attitude as an intervening variable. The results of this research indicate that halal certification listed on Mixue Ice Cream products is a necessity because the majority of respondents are respondents who understand halal certification, the existence of halal certification influences consumer attitudes. A positive consumer attitude influenced by the consumer's understanding and learning can influence purchasing interest. The results of this research are in accordance with the results of research conducted Mahardika (2019), Kurniawan et al. (2022) and Partini (2022) which states that religiosity influences purchasing interest.

#### **The Influence of Halal Certification on Purchase Intentions Through Attitude as an Intervening Variable**

Based on the results of the t test, in table 4.25, this means that the religiosity variable influences buying interest through attitude as an intervening variable. This result can be seen from the calculated t value of 12.471 and a significant level for religiosity (X2) of 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.516 (positive). This research shows that the religiosity variable has a positive and significant effect on purchase intention through attitude as an intervening variable. The results of this research indicate that the stimulation provided by the religiosity values and attitudes of consumers determines decisions in purchasing halal food products. This is in accordance with what Ozturk stated that the intention to purchase will go through a very critical process and involves consumer reactions to stimuli (Ozturk, 2022). Apart from that, efforts to find information related to the halalness of the food products offered and other qualities that serve as a reference for the benefits that will be obtained by consumers will essentially arise if the religiosity and attitudes of consumers are high. From here, conclusions will arise to decide whether to buy or not to buy. The results of this research are in accordance with the results of research conducted Mahardika (2019).

#### **The Influence of Attitude on Purchase Intention**

Based on the results of the t test, table 4.25 shows that the attitude variable influences buying interest. This result can be seen from the calculated t value of 16.245 and the significant level for attitude (Z) is 0.000 ( $0.000 < 0.05$ ), and the results of the linear regression test show the regression coefficient value 0.492 (positive). This research shows that the attitude variable has a positive and significant effect on purchase intention. The results of this research indicate that, if a person has a positive attitude towards a product, that person will try to get the product they want, making it difficult to switch to another product. The results of this research are in accordance with the results of research conducted Mahardika (2019).

## **V. CONCLUSION**

Based on the results of data analysis and hypothesis testing regarding the influence of halal certification and religiosity on interest in buying mixue products through attitude as an intervening variable, it can be concluded as follows:

1. Halal certification has a positive and significant effect on attitudes.
2. Religiosity has a positive and significant effect on attitudes.
3. Halal certification has a positive and significant effect on interest in purchasing Mixue products.
4. Religiosity has a positive and significant effect on interest in buying Mixue products.



5. Halal certification has a positive and significant effect on interest in purchasing Mixue products.
6. Religiosity has a positive and significant effect on interest in buying Mixue products.
7. Attitude has a positive and significant effect on interest in buying Mixue products.

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