The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Interest and Behavior of Halal Food Product with Halal Awareness as Moderated Variable

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Abstract: *The purpose of this research is to analyze the influence of attitude, subjective norms and perceived behavioral control on purchase interest and behavior of halal products. Beside that, this research analyzed the halal awareness in moderating the relationship of purchase interest and purchase behavior halal products. In this research, the population were all college students in Yogyakarta. The sample was 250 students. It was collected using Google form. The analysis of the data used PLS method.The results of this research proved that attitude, subjective norm and perceived behavioral control had positive influence on purchase interest of halal food products, purchase interest had positive influence on purchase behavior toward halal food product and halal awareness moderated positive influence of purchase interest and purchase behavior of halal food products.*

Keywords: Attitude, subjective norm, perceived behavioral control, purchase interest, purchase behavior, halal awareness

1. Introduction

Some studies had discussed about purchase interest of halal products. Abd Rahman et al. (2015) used the Theory of Reasoned Action (TRA) approach in purchase interest of halal cosmetics [1]. The result of this research shows that knowledge and religiosity of consumer can predict attitude and purchase interest of consumer on halal cosmetics product. Mukhtar and Butt (2012) did research on purchase interest of halal product with the result of subjective norm, attitude, interpersonal religiosity, and intrapersonal religiosity influence purchase interest of halal product. It is proved that attitude, subjective norm, perceived behavioral control, and halal image influence interest on halal store. Elseidi (2018) proved that security perception and product health can influence attitude of using halal product. Attitude, subjective norm, and perceived behavioral control can influence purchase interest of halal food product trust and religiosity can increase the relationship of attitude on the use of halal product, attitude, subjective norm and perceived behavioral control toward purchase interest of halal food product [8]. Endah (2014) interprets, that attitude, subjective norm and perceived behavioral control have positive influence on the consumer intense to purchase halal cosmetic [2]. Listyoningrum and Albari (2012) proved that attitude, subjective norm, and perceived behavioral control have positive influence on purchase interest of Muslim consumer whom the certificate of halal is not extended. Azam (2016) did different research about purchase interest on halal food product on non-Muslim consumer. The result of this research was religiosity trust, halal logo, and exposure which had positive influence on awareness of halal product, halal product awareness, and raw material product that influence purchase interest of halal product Islam brand does not influence purchase interest of halal product.

This research was developed from Bashir et al. (2018). This research used Theory of Planned Behavior (TP) which was developed by Fishbein and Ajzen (1975) [3]. They stated that individual behavior is influenced by behavior interest. Behavior interest itself is the function of individual Attitude toward Behavior/ ATB, Subjective Norm/ SN, and Perceived Behavioral Control/ PBC (Ajzen, 2005). The data is collected through questionnaire which is self-managed. Structural Equation Model (SEM) is used to identify structural relationship between identified construct and to test research hypothesis [4]. The research found that there is significant relationship between awareness and purchase behavior. It is interested that only dimension of TPB attitude that has significant relationship with purchase intention, while subjective norm and behavioral control felt do not show significant relationship with consumer intention variable. The difference of this research with the previous research was halal awareness as the moderated variable. Awareness is the ability to understand, feel, and aware on event or things [9]. Awareness is the concept about implication of understanding and perception on event or subject (Aziz & Chok, 2015) [10]. Halal awareness is known based on whether or not Muslim understands about halal, understand the process of the right slaughtering, and prioritize halal food for consumption. Awareness to purchase and consume halal product are very important for Muslim. This is because halal certified product does not only produced by Muslim but it is also produced by group of non-Muslim (Sara et al., 2014) [11].

Based on the above explanation, the researcher is interested to have the research entitled "The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control on Interest and Purchase Behavior of Halal Food Product with Halal Awareness as Moderated Variable in Yogyakarta".

2. Literature Review

2.1 Halal

Lada et al. (2009) identified halal as something allowed. In English, halal is always refers to food which is allowed based on Islamic law [7]. Every Muslim is compulsory to consume halal food. This is related to the Al Quran teaching in Al Maidah surah verse 88, that stated " And eat halal food is better than what Allah had given fortune to you and cautious to Allah that you have faith on Him"

2.2 Theory of Planned Behavior

Theory of Planned Behavior (TPB) is developed by Ajzen in 1988. This theory proposed a model that can measure how human action is managed. This predicted the happening of certain behavior, with condition the behavior is on purpose. The Theory of Planned Behavior is the theory that predicted behavior on purpose because behavior can be considered and planned (Ajzen, 2008)[5]-[6].

2.2.1 Purchase Behavior
Consumer Behavior is the behavior which is showed by consumer in searching, purchasing, using, evaluating, and stop the consumption of product, service and idea (Schiffman & Kanuk, 2010) [15].

2.2.2 Attitude
Peter and Olson, (2013) identified attitude as overall concept evaluation which is done by someone. Purchase intention can measure the probability of consumer in purchasing a product whereas the higher the purchase intention, and the higher the consumer intention to purchase this product (Maghfiroh, 2015). The research of Abd-Rahman et al., 2015, Ahmad, et al., 2013, Ismail and Nasiruddin, 2014, Maghfiroh, 2015, Mukhtar and Butt, 2012, and Sukesti and Budiman, 2014 proved that attitude has positive influence on intention to use halal product [16]-[17]-[18]. The researcrh of Shah Alam and Mohamed Sayuti (2011) on attitude toward the halal meat purchasing confirmed that attitude, subjective norm, and perceived behavioral control have significant influence on intention to purchase halal food [17]. The research using Theory of Reasoned Action (TRA) found that attitude and subjective norm positively related to intention to choose halal product among consumers (Mukhtar & Butt, 2012).The research result of Bashir et al.(2019), Alam and Sayuti, (2011), proved that attitude influence purchase interest of halal product[12].

Based on the above explanation, the hypothesis of the research is as follows:

H1 : Attitude positively influence purchase interest of halal product.

2.2.3 Subjective Norm
Subjective norm is determined by normative belief and motivation to comply (Ajzen, 2008). Halal food purchase are seen as socially desirable behavior, based on what is considered important others [13]. In this research, subjective norm is the social pressure felt which is influenced by the decision of consumer to purchase halal food (Alam & Sayuti, 2011). The research result of Bashir et al. (2019), Alam and Sayuti, (2011), andAfendi et al. (2014)proved that subjective norm influence purchase intention of halal product [14]. Based on the above explanation, the research hypothesis is as follows:

H2 : Subjective norm positively influence purchase interest of halal product.

2.2.4 Perceived behavioral control
Perceived behavioral control is the individual perception about the difficulty in doing certain behavior. In this research, behavioral control felt is the ability to purchase halal food (Afendi et al., 2014). The research result of Bashiret al. (2019), Alam and Sayuti, (2011), andAfendiet al. (2014) proved that perceived behavioral control influences purchase intention of halal product. Based on the explanation above, the research hypothesis is as follows:

H3 : Perceived behavior control positively influence purchase interest on halal product.

2.2.5 Purchase Interest
Interest is assumed as motivational factor that influence behavior. Intense is the indication of how hard someone's effort or how much effort done to show certain behavior (Maghfiroh, 2015). Purchase interest refers to the individual readiness and to purchase certain product or service (Ajzen, 2005). Thus, it can influence consumer purchase decision in the future. This can be assumed as one of the mechanisms of cognitive behavior of consumer on how consumer intend to purchase certain product (Bashir et al., 2019). Intention can be the behavior predictor that can be counted on. Purchase behavior comes from appropriate awareness on the product (Bashir et al., 2019).

Based on the above explanation, the research hypothesis is as follows:

H4 : Purchase interest positively influence purchase behavior of halal product.

2.3 Halal Awareness

Awareness is the knowledge or understanding of subject or certain situation, while awareness in the context of halal means understanding or information about what is allowed to be consumed and what can't be consumed(Pramintasari & Fatmawati, 2017). This also influences purchase intention of Muslim to consume product based on the Islamic rule. Thus, halal awareness increases the positive influence of attitude toward purchase interest of halal food product. The research

result of Nurhasanah and Hariyani (2017), Bashir et al. (2019)proved that halal awareness increases purchase interest and purchase behavior of halal product [24].

Based on the above explanation, the research hypothesis is as follows:

H5: Halal awareness moderated positive influence of interest toward purchase behavior of halal food product.
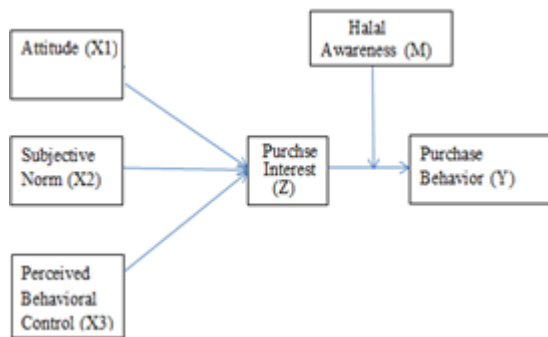
2.4 Conceptual Framework

Figure 2.1: Conceptual Framework adapted model by Bashir, et al. (2019)

3. Research Methodology

3.1 Variableand Definition of Research Operational Variable

The research variable used is as follow:
1) Free / independent variable (X) is the stimulus variable or variable that influence other variable. In this research, the independent variable was attitude (X1), subjective norm(X2), andperceived behavioral control (X3).
2) Tied / dependent variable (Y)is the variable that gives reaction or responds if connected with free variable. In this research, the dependent variable *(Y)* was the purchase behavior(Y).
3) Intervening variable *(Z)* is the variable that connect free variable and tied variable. In this research, the intervening variable*(Z)* was purchase interest (Z).
4) Moderated variabld*(M)* is the variable that influences the relationship between free variable and tied variable. In this research, moderated variable*(M)* was the halal awareness (M)

3.2 Population and Sample

Population is the scope or the magnitude of characteristics from all examined object. In this research, population was all Muslim student in Yogyakarta. This population is chosen because it is diversity, very dynamic, fast respond, and sensitive to changes. According to Hair et al. (2010) if the sample is too big, it be difficult to have the appropriate model, and it is suggested that the appropriate sample is between 100-200 respondents, so that interpretation estimation can be used with Structural Equation Model(SEM). For this, the number of

sample will be determined based on the calculation of the minimum sample [21]. The determination of the minimum sample size for SEM according to Hair et al. (2010) is as follows:

(Number of indicator + number of latent variable) x (estimated parameter). Based on this guidance, the number of minimum sample for this research is as follows:

Minimum sample = (22 + 6) x 5 = 140 respondents.

Based on the above formula, the number of minimum sample in this research was 140 respondents. To avoid incomplete questionnaire, this research took 250 respondents as sample.

3.3 Technique of Data Collection

The instrument of data collection in this research was questionnaire. The answer of respondents is measured using Likert scale. This scale is designed to have respondents answer every level of each item which use product or service.

3.4 PLS

The testing of research hypothesis is done using Structural Equation Modeling(SEM) approach based on PLS. SEM is the multivariate statistical analysis technique which is commonly used to analyse structural relationship which is relative difficult to be measured together. PLS is a powerful analysis method because it is not based on that assumptions. PLS can analyze at once the construct which is formed from reflexive indicator and formative indicator which cannot be done by CBSEM because unidentified model can happened(Ghozali & Latan, 2012). According to Ghozali and Latan (2012), PLS aimed to assist researcher to obtain variable value for the purpose of prediction [25].

4. Data Analysis and Discussion

4.1 Measuring Model Testing (Outer Model)

The testing instrument in this research covered validity and reliability test. This test aimed to measure the level of validity and reliability of research instrument. In this research, the testing instrument used testing result of convergent validity. Based on the validity testing result, the result of validity has fulfilled convergent validity because all loading factors $\geq$ 0.5. Thus, all indicators in the research variables are valid.

Table 4.11: AVE Testing Result

Variable	Indicator	Loading Factor	AVE	Conclusion
Attitude	SKP1	0.909	0.761	Valid
	SKP2	0.916		Valid
	SKP3	0.842		Valid
	SKP4	0.886		Valid
	SKP5	0.802		Valid
Subjective Norm	NS1	0.918	0.789	Valid
	NS2	0.904		Valid
	NS3	0.91		Valid

	NS4	0.869		Valid
	NS5	0.837		Valid
Perceived Behavirol Control	PKP1	0.918		Valid
	PKP2	0.904	0.777	Valid
	PKP3	0.91		Valid
	PKP4	0.869		Valid
Purchase Interest	MP1	0.769		Valid
	MP2	0.787		Valid
	MP3	0.911	0.719	Valid
	MP4	0.888		Valid
	MP5	0.873		Valid
Purchase Behavior	PP1	0.895		Valid
	PP2	0.96	0.853	Valid
	PP3	0.915		Valid
Halal Awareness	KH1	0.861		Valid
	KH2	0.837	0.738	Valid
	KH3	0.88		Valid

Source: *Processed Primary Data, 2019*

In the next step, the assessment of discriminant validity from this construct was done. This research was done by comparing square of root value from every value of one AVE construct with another. The result of this step showed that themodel proposed in this research can fulfill the criteria of discriminant validity required. AVE root from every construct has higher value than correlation amount contructs (Fornel & Larcker, 1981).

Table 4.12: Correlation Result among Latent Variables

	KH	MP	NS	PKP	PP	SKP
KH	**0.859**					
MP	0.671	**0.924**				
NS	0.697	0.799	**0.888**			
PKP	0.728	0.817	0.788	**0.881**		
PP	0.656	0.842	0.725	0.798	**0.923**	
SKP	0.681	0.805	0.808	0.784	0.725	**0.872**

Source: *Processed Primary Data, 2019*

Validity testing for reflective indicator using correlation between item score and construct score.

Table 4.13: Cross Loading

	KH	MP	NS	PKP	PP	SKP
KH1	**0.861**	0.57	0.661	0.635	0.585	.6.7
KH2	**0.837**	0.569	0.534	0.581	0.535	0.575
KH3	**0.88**	0.591	0.596	0.658	0.57	0.573
MP1	0.531	**0.769**	0.657	0.661	0.704	0.623
MP2	0.649	**0.787**	0.695	0.688	0.658	0.699
MP3	0.601	**0.911**	0.694	0.724	0.806	0.707
MP4	0.525	**0.888**	0.722	0.708	0.688	0.697
MP5	0.534	**0.873**	0.615	0.677	0.704	0.684
NS1	0.654	0.741	**0.918**	0.731	0.664	0.732
NS2	0.601	0.725	**0.904**	0.705	0.676	0.745
NS3	0.62	0.659	**0.91**	0.666	0.581	0.659
NS4	0.576	0.63	**0.869**	0.649	0.557	0.62
NS5	0.633	0.669	**0.837**	0.731	0.717	0.605
PKP1	0.651	0.695	0.682	**0.869**	0.665	0.696
PKP2	0.602	0.72	0.672	**0.883**	0.679	0.693
PKP3	0.645	0.738	0.7699	**0.909**	0.734	0.704
PKP4	0.66	0.715	0.641	**0.85**	0.724	0.66
PP1	0.561	0.687	0.671	0.717	**0.895**	0.668
PP2	0.637	0.608	0.689	0.757	**0.96**	0.686
PP3	0.619	0.737	0.649	0.738	**0.915**	0.655
SKP1	0.588	0.68	0.718	0.712	0.592	**0.909**
SKP2	0.628	0.712	0.712	0.714	0.632	**0.916**
SKP3	0.575	0.661	0.655	0.62	0.615	**0.842**
SKP4	0.583	0.708	0.691	0.679	0.617	**0.886**
SKP5	0.591	0.74	0.738	0.683	0.693	**0.802**

Source :*Processed Primary Data, 2019*

Table 4.13 shows that loading factor gives the above score and the suggested score was 0.5. Cross loading valueranged between 0.770 - 0.965. Thus, the indicators used in this research were valid or had fulfilled convergent validity.

Reliability test was done to know the level of stability of measurement instrument. In this research, reliability test was done using composite reliability approach and using SmartPLS output. Based on Table 4.14, Composite reliability shows satisfied value which was the value of every variable that had the minimum value of 0.70. Based on this value, it shows consistency and stability of instrument used which was very high. It can be concluded that reliability of instrumentwas fulfilled.

4.2 Evaluation of Structural Model (Inner Model)

After the model fulfilled discriminant validity, structural model testing is done (Inner Model)

Table 4.15: Determination Coefficient

	R Square
MP	0.757
PP	0.731

Source: *Processed Primary Data, 2019*

The result of determination coefficient (*R-square*) on interest variable showed the value of 0.757which means that the purchase intention was 75.7%. This can be explained by attitude, subjective norm and perceived behavioral control, while the rest was 24.3% which was explained by other variable.The result of determination coefficient (*R-square*) on purchase behavior variableshowed the value of 0.731 which means trust and recommendation of 73.1%.This can be explained by purchase interest and halal awareness while the rest was 26.9%which was explained by other variable.

4.3 Hypothesis Testing

Table 4.16 Path Coefficient

	Original Sample (O)	Mean Sample (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/ STERR|)	P Value
SKP->MP	0.3	0.31	0.071	0.071	4.257	0
NS->MP	0.258	0.261	0.069	0.069	3.719	
PKP->MP	0.379	0.367	0.095	0.095	0.398	
MP->MP	0.399	0.391	0.181	0.181	2.199	0.014
MP*KH->PP	0.72	0.73	0.351	0.351	2.056	0.02

Source: *Processed Primary Data, 2019*

The first hypothesis (H1) stated that attitude influences purchase interest of halal product. The testing result using PLS showed that path coefficient on attitude toward purchase interest of halal product was 0.300 and the pvaluewas 0.000 < 0.05on alphaof 5%. It can be said that attitude positively and significantly influenced purchase interest of halal product. Thus, H1 was supported.

The second hypothesis (H2) stated that subjective norm positively influences purchase interest of halal product. The testing result using PLS showed that path coefficient on subjective norm toward purchase interest of this halal product was 0.258 and pvaluewas0.000 < 0.05. It can be said that subjective norm positively and significantly influenced purchase interest of halal product. Thus, H2 was supported.

The third hypothesis (H3) stated that perceived behavior control positively influences purchase interest of halal product. The testing result using PLS showed that path coefficient on perceived behavioral control toward purchase interest of this halal product was 0.379, and p value was0.000 < 0.05. It can be said that perceived behavioral control positively and significantly influenced purchase interest of halal product. Thus, H3 was supported.

The forth hypothesis (H4) showed that purchase interest positively influences purchase behavior of halal product. The testing result using PLS showed path coefficient on purchase interest toward purchase behavior of this halal product was 0.399 and pvaluewas 0.014 < 0.05. It can be said that purchase interest positively and significantly influence purchase behavior of halal product. Thus, H4 was supported.

The fifth hypothesis (H5) stated that halal awareness moderated positive influence of interest toward purchase behavior of halal food product. The testing result using PLS showed that path coefficient on interaction of purchase interest and halal awareness toward this purchase behavior was -0.283 and p value was 0.020 < 0.05. It can be said that halal awareness did not moderate the influence of interest toward purchase behavior of halal food. Thus, H5 was not supported.

5. Discussion

5.1 The Influence of Attitude on Purchase Interest of Halal Food Product

This research proved that attitude positively influenced purchase interest of halal food product. The better the consumer attitude toward halal food, the higher the purchase interest of halal food.

Assessment has advantage and disadvantage of the said behavior. As general rule, the more profitable the attitude and subjective norm related to behavior, and the bigger the behavior control felt, the stronger the individual intention to behave with consideration. The importance of relative attitude, subjective norm, and perceived behavioral control felt in

intention prediction hopefully varies in every behavior and situation (Ajzen, 1991).

Research result of Abd-Rahman et al. (2015), Ahmad et al. (2013), Ismail and Nasiruddin, (2014), Maghfiroh, (2015), Mukhtar and Butt, (2012), hair and Budiman, (2014), proved that attitude positively influences the intention of using halal product [18]-[22]. According to Shah Alam and Mohamed Sayuti (2011), attitude toward purchasing halal meat confirms that attitude, subjective norm, and perceived behavior control have significant influence on intention to purchase halal food. The research using Theory of Reasoned Action (TRA) found that attitude and subjective norm positively related to intention to choose halal product among consumers (Mukhtar & Butt, 2012).

5.2 The Influence of Attitude on Purchase Interest of Halal Food Product

This research proved that subjective norm positively influenced purchase interest of halal food product. When someone perceived that the people around give strong influence to purchase halal food product, social pressure arise to have interest to purchase halal labeled product. In the contrary, the higher the perception of student that the people around do not give strong influence to purchase halal food product, it tends that there is no social pressure to show up purchase interest of this halal labeled product. In this research, subjective norm is the social pressure felt that influence consumer decision to purchase halal food (Alam & Sayuti, 2011). This is based on the research done by Bashir, et al.(2019), Alam and Sayuti, (2011), andAfendi, Azizan, & Darami (2014). They proved that subjective norm influenced purchase interest of halal product [20].

5.3 The Influence of Perceived Behavioral Control on Purchase Interest of Halal Food Product

This research result proved that Perceived Behavioral Control has positive influence on purchase interest of halal food product. The behavior control felt was how far someone can be involved in this behavior. This has two aspects: how big someone has the control of behavior and how big is someone's confidence about the ability of doing or not doing this behavior. This is determined by individual belief about the power of both the factors of situational and internal to facilitate the implementation of behavior. The higher control felt by someone about purchasing halal food, the higher the probability someone do it. In this research, behavior control felt is the ability to purchase halal food (Afendi et al., 2014). This result is based on the research of Bashir, et al. (2019), Alam and Sayuti, (2011), and Afendi et al. (2014) that proved perceived behavior control influenced purchase interest of halal product.

5.4 The Influence of Purchase Interest of Halal Food Product on Purchase Behavior of Halal Food Product

This research proved that purchase interest positively influenced purchase behavior of halal food product. Purchase interest referred to the individual readiness and to purchase certain product or service (Ajzen, 2005) [19]. It influenced the decision making of consumer purchasing in the future. This is considered as one of the mechanisms of consumer cognitive behavior on how consumer have the intention to purchase certain product (Bashir et al., 2019). This result is appropriate with the research of Bashir et al. (2019) that proved interest become the behavior predictor that can be relied by purchase behavior of halal product [26].

5.5 The Influence of Halal Awareness in Moderating the Relationship of Purchase Interest of Halal Food Product toward Purchase Behavior of Halal Food Product

This research proved that halal awareness did not moderate the influence of purchase interest toward purchase behavior of halal food product. The higher the halal awareness increase the relationship of purchase interest toward purchase behavior of halal food.

Awareness is the knowledge and understanding of subject or certain situation, while awareness in the context of halal means understands or knows information about what is good or allowed to be consumed and what is forbidden and not good for Muslim to be consumed (Pramintasari & Fatmawati, 2017) [23]. Halal awareness is the awareness from individual related to halal issue. Halal awareness is marked with the knowledge of Muslim about halal itself (Aziz & Chok, 2015).

According to N. A. B. Ahmad et al (2013), halal awareness can be known based on the understanding of Muslim about halal, knows the process of right slaughtering, and prioritize halal food to be consumed. Based on the above explanation, it can be concluded that halal awareness is Muslim knowledge about halal concept, halal process, and assumed that consuming halal food is important for oneself.

Indonesia is the country with the biggest number of Muslim in the world. Unfortunately, they are not protected from not halal products because food and beverage products around us do not have the halal label. This is very worrying because the government is passive, the producer is lazy to register the halal of the product, and the public does not care. Those three things are the reasons of the slowness of the public awareness of the halal of product in Indonesia. Even though, this is the obligation of producer or company to register its product to protect consumer form not halal food. Meanwhile, urban Muslim community in all over the world have formed potential market segment because their certain pattern in consuming halal product.

6. Conclusion and Recommendation for Future Research

6.1 Conclusion

Based on the research result as explained before, it can be concluded that attitude, subjective norm, and perceived behavioral control positively influenced purchase interest of halal product. Purchase interest positively influenced purchase behavior and in this research proved that halal awareness did not moderate influence of purchase interest toward purchase behavior of halal food product. The higher the halal awareness not increase the relationship between purchase interest and purchase behavior of halal food.

This research also showed that the importance of paying attention to halal awareness is by forming the increase of relationship between purchase interest and purchase behavior of halal food product. Thus, producer of halal food must have the ability to increase perceived halal awareness from every consumer [29].

6.2 Recommendations for Future Research

From this research, it is hoped that giving recommendations to business sector of halal food can be done by paying attention to attitude, subjective norm and perceived behavioral control in implementing and developing purchase behavior of halal food product.

For company, this research can bring implication to use food label of halal certified to fulfill consumer perception to obtain additional benefit such as the increase of consumer will to purchase halal certified food.

Producer of halal food should not only communicate halal product by printing halal logo but also through advertisement and promotion as an effort to educate community to increase consumer awareness on halal food.

Companies must be able to convince consumers that halal food is good for consumption for health, and halal products that are able to give satisfaction can form a positive image for all similar halal products.

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