



Muslim-Consumers Behaviour in Willingness to Buy Halal Food in Japan

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Abstrak

Tujuan penelitian ini untuk melihat pengaruh dari religiusitas, bahan makanan, label halal, pengetahuan dan pendapatan terhadap keinginan konsumen muslim Indonesia di Jepang untuk membeli produk makanan halal. Metode penelitian dalam penelitian ini menggunakan metode penelitian kuantitatif dengan analisis regresi. Pengambilan data melalui pengisian kuesioner online oleh Muslim Indonesia di Jepang. Temuan penelitian ini yaitu religiusitas dan bahan makanan memiliki pengaruh signifikan terhadap keinginan konsumen membeli produk makanan halal. Label halal dan pengetahuan tidak memiliki pengaruh signifikan terhadap keinginan konsumen membeli produk halal. Pendapatan tidak memperkuat pengaruh religiusitas, label halal, bahan makanan dan pengetahuan terhadap keinginan konsumen untuk membeli produk halal. Implikasi penelitian ini adalah untuk membantu pengembangan strategi produk makanan halal di Jepang.

Kata Kunci: Perilaku konsumen, Muslim, Makanan Halal Jepang

Abstract

The purpose of this study is to determine the effect of religiosity, food ingredients, halal label, knowledge, and income on the willingness of Indonesian Muslim consumers in Japan to buy Halal Food Products. The research method used is a quantitative method, using regression analysis tests. The research questionnaire was distributed to respondents who are Indonesian Muslim in Japan. The finding of this research is religiosity and food ingredients has significant influence on consumers' willingness to buy halal food products. Halal label and knowledge does not have a significant effect on consumers' willingness to buy halal food products. Income does not strengthen the effect of religiosity on consumers' willingness to buy halal food products. Income does not strengthen the influence of Halal label on consumers' willingness to buy halal food products. Income does not strengthen the influence of food ingredients on consumers' willingness to buy halal food products. That income does not strengthen the

influence of knowledge on consumers' willingness to buy halal food products. The implication is to improve the development strategy of halal food products industry in Japan and to improve understanding and knowledge of halal food products.

Keywords: Consumer Behavior, Muslims, Halal Food Japan

Introduction

In this century, population of Muslims is increasing and is predicted to be the first in the world. *The Future of World Religions: Population Growth Projections, 2010-2050* shows that the Muslim population continues to show positive growth. It is estimated the growth of Muslims in 2050 increase reaches 73%¹. In 2010, the country that had the largest Muslim population was Indonesia, with a total population of 209,120,000 which means 13.1% of the world's total Muslim population². At that time, Muslims in Indonesia reached 87.18% of the total population as much as 237,641,326. This number makes the spread of Indonesian Muslims quite a lot around the world. In 2016, there were 9,000,000 Indonesian who worked overseas as migrant worker. Compared to the year 2011, the number of Muslims from Indonesia in Japan were 19.169, which means that it dominated 21% of the total foreign Muslim population in Japan.

Muslims are minority in Japan. The percentage of the Muslim population in Japan is only 1% of the total population in Japan. Based on the data from 2016, there were currently 120,000 foreign Muslims and 10,000 Japanese Muslims living in Japan. Although most Muslims in Japan live in three major metropolitan areas (Greater Tokyo Area, Chukyo Metropolitan Area, and Kinki Region), Muslim networks have never stopped growing throughout Japan³. This was followed by the increase of demand for migrant workers since the elderly population in Japan was increasing as the number of workforce was decreasing. However, massive preparations ahead of the summer Olympics in Tokyo, in 2020, needs the large number of workers. Various sectors that need workers are the construction, agriculture and ship building sectors in all over the country. The hotel and retail industry also increasingly need English and other languages skills because tourism continues to increase. Workers in nursing and housing are also very much needed to care group of retirees. According to a November-2018-report, more than 345,000 foreign workers are expected to come to Japan to work in all these sectors in the next five-year⁴.

Indonesia does not want to miss this opportunity. The data shows that the number of Indonesian migrant workers in Japan has increased by 21.7% from 2017.

¹ PEW Research Center, "The World's Muslims: Religion, Politics and Society | Pew Research Center," *PEW Research Center*, 2013, <https://www.pewforum.org/2013/04/30/the-worlds-muslims-religion-politics-society-overview/>.

² PEW Research Center.

³ Prof Tananda, "Ever Growing Muslim Community in the World and Japan – Waseda University," *Waseda University*, 2017, <https://www.waseda.jp/top/en/news/53405>.

⁴ Reiji Yoshida and Sakura Murakami, "More than 345,000 Foreign Workers Predicted to Come to Japan under New Visas: Government," *The Japan Times*, 2018, <https://www.japantimes.co.jp/news/2018/11/14/national/politics-diplomacy/345000-foreign-workers-predicted-come-japan-new-visas-government/#.XPcOn9P7TOQ>.

There were 7,427 workers compared to the number of workers in the first quarter of 2018 ⁵. However, working in a foreign country has many challenges: adjusting to different cultures, lifestyles, and the types of food consumed. The fact shows that the majority of Indonesian migrant workers working in Japan are Muslim. All this time, Indonesian Muslim always check the ingredients of the product browse information about halal products through websites or social media, and see halal label on products before they consume them. Hence, this halal certification/label eases Muslim consumers to choose products. It happened because Japan is considered as the fourth country in the world that Muslims choose as tourism destinations and there will be held 2020 Olympic Oscar. Until now, halal food industry in Japan is continuously developed. However, in developing halal products, the Japanese government needs to know the behavior of Muslim consumers, such as factors influencing the behavior of Muslim consumers. In the found that there is significant relation of religiosity towards consumers behavior and intentions on halal cosmetics whereas there is no significant relation of knowledge towards consumers behavior and decision for halal cosmetics ⁶. By contrast, the data shows that there is more significant relation of knowledge and religiosity towards the behavior and intentions of Muslim consumers on halal food products. In this study, the researcher wanted to know the influence of religiosity, knowledge, food ingredients, and halal branding towards the decision to consume halal food products by Muslim consumers in Japan. Also whether salary have influence on the relation of those four factors.

Literature Review

2.1 Background Theory

2.1.1 Theory Reason Action

Consumer behavior is important in the field of production and marketing of a product. ⁷ states that consumer behavior is actions taken by individuals, groups or organizations related to the decision-making process in obtaining, using economical goods or services that can be affected by the environment. ⁸ define consumer behavior as behavior aimed at people in planning, buying and using economic goods and services. This consumer behavior must have factors that influence each choice. To explain behavioral factors there is the right theory that is using *Theory Reason Action* (TRA), according to ⁹ in his theory (*Theory of Reasoned Action*) suggests that a person's behavior is the realization of one's desire or intention to act. TRA according to ¹⁰ is a significant theory for

⁵ T.J Training, "Databook of International Labour Statistics 2018 The Japan Institute for Labour and Training," 2018.

⁶ Azmawani Abd Rahman, Ebrahim Asrarhaghghi, and Suhaimi Ab Rahman, "Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention," *Journal of Islamic Marketing* 6, no. 1 (2015): 148–63, <https://doi.org/10.1108/JIMA-09-2013-0068>.

⁷ Mangkunegara (2002)

⁸ Winardi & Supawarman (2003)

⁹ Fishbein (1967)

¹⁰ Spears & S.N (2004)

predicting consumer probability, purchase expectations and realistic business use of consumers to purchase different types of products. Other studies recommend TRA in research on halal products. For example, ¹¹ recommended the use of TRA to predict the use of TRA to predict consumer purchasing behavior regarding halal products ¹² and ¹³ expanded TRA in the context of Sharia Credit Cards and ¹⁴ used it in cosmetic products. Similarly, this research to expand TRA in the context of halal products.

2.1.2 Religiosity and Willingness Buy Halal Food

Consumer behavior such as behavior is generally influenced by cultural, social, personal, and psychological characteristics. Cultural factors are considered to have the most influence on a person's desires and behavior. Religion is a key element in the culture of life that influences behavior and buying decisions ¹⁵. Muslims have their own rules in doing consumption. In The Islamic view consumption behavior should avoid the behavior of *isrāf* and *tabzīr* in using income to meet the needs of life, as signs in the consumption of food should be human in general and Muslims in particular to keep the elements of the *halāl- an* and the *thayyiban* in consumption as a step to maintain physical and spiritual health ¹⁶.

Consumption behavior in Islamic economy aims to achieve material aspects and spiritual aspects in consumption, both aspects will be achieved by balancing between total utility and marginal utility value in consumption. So that every Muslim will try to maximize the useful value of each item consumed, which will make him better and more optimistic in living life and life ¹⁷. For Muslims to consume halal food both at home and outdoors, easy to get or not easy to get, Muslims must consume halal food because it is a moral obligation in their religion ¹⁸.

There are many studies on the relationship between consumption and Muslim beliefs, some of which are ^{19, 20, 21} Lada et al (2009), ²². These studies are widely conducted in muslim-majority countries such as Malaysia, Indonesia and various countries in the Middle East. In the study, Islamic religious regulations influenced the attitudes and choices of Muslim consumption. Differences in

¹¹ Mukhtar & Butt (2012)

¹² Amin (2013)

¹³ Ali et al., (2017)

¹⁴ Ateeq-ur-Rehman & Shabbir (2010)

¹⁵ Assadi (2003)

¹⁶ A Bahri S, "Etika Konsumsi Dalam Perspektif Ekonomi Islam.," *Jurnal Studi Islamica*, 2014, 347-70.

¹⁷ Sarwono, "Analisis Perilaku Konsumen Perspektif Ekonomi Islam," *Jurnal Inovasi Pertanian* 8, no. 1 (2009).

¹⁸ Ali et al., "Factors Affecting Halal Meat Purchase Intention: Evidence from International Muslim Students in China."

¹⁹ Mohani et al (2009)

²⁰ Arifin, Ismail, & Shah (2016)

²¹ (2009)

²² Awan et al., (2015)

religious affiliation tend to affect lifestyle and choices in life. ²³ found that people of different religions had different consumption behaviors in certain situations. So this study wants to show whether there is an influence on the consumption behavior of Muslims from Indonesia who live in Japan, where Muslims themselves are a minority religion in Japan. Hence the hypothesis development:

H1 Religiosity significantly influences consumers' willingness to buy halal food products.

2.1.3 Halal Label and Willingness Buy Halal Food

In the last year, halal phenomenon has become an interesting topic to discuss. According to ²⁴ the brand represents the perceptiveness and consumer's feelings towards the product and everything about the product or service that is right for the consumer itself. They also emphasize that brands are not just names and symbols, but more than that. Logically, each brand has thousands of meanings both physically and emotionally about the products that will be purchased by consumers. Therefore, the brand has a strong relationship with consumers in distinguishing each product ²⁵. ²⁶ found that the brand of a product has a positive influence on consumer confidence in buying and consuming halal-labeled foods. In terms of familiarity, it was revealed that the unknown brand reduced the buyer's confidence even though the product had been halal certified by a local religious authority. Thus, brand familiarity determines the potential of products in the halal market ²⁷.

Previous researcher ²⁸ explained the brand of Islam when 1) True Islamic Brand; Halal products are produced in Islamic countries and targeted at Muslims. 2) Traditional Islamic Brand; assumed to be halal products originating from Islamic countries and targeted at Muslims. 3) Inbound Islamic Brand; Halal products originating from Islamic countries but the target production is not for Muslims, 4) Outbound Islamic Brand: halal products that come from non-Muslim countries and are not targeted for Muslims. The results of this category classification show different indications of attitudes, subjective norms, purchasing intentions and behaviors. In line with this research, the types of halal label in Japan are Outbound Islamic Brand and Inbound Islamic Brand, this is because halal products in the market there are produced directly in Japan there are also imported from Islamic countries where consumers are targeted not only Muslims but more non-Muslims because Muslims are a minority in Japan.

Halal label is the legality of halal standardization of a product which every country has its own regulations to rule the provisions of halal label. The product's brand has positive influence on consumer confidence in buying and consuming halal-

²³ Bailey et al., (1993)

²⁴ Kotler & Amstrong (2004)

²⁵ I Sungkar, "Importance and the Role of Market Intelligence in Penetrating Global Halal Food Market," in *Livestock Asian 2007 Exhibition and Seminar Halal Hub Session*, 2007.

²⁶ Golnaz, Zainal, & Mad-Nasir (2012)

²⁷ Jonathan & Liu, (2011)

²⁸ Alserhan (2010)

labeled foods. In terms of familiarity, it is revealed that an unknown brand reduced the consumers' trust nevertheless the product has halal certification from local religious authority²⁹, the hypothesis development:

H2 Halal label significantly affects to consumers willingness to buy halal food products.

2.1.4 Food ingredient and Willingness to Buy Halal Food

In general, consumer intentions in buying food are related to not only environment and individual factors but also the ingredients contained in the product³⁰. In Islam, halal food is not only a matter of haram (not halal to eat or use) ingredients but also the safety and the quality aspects which are closely related to handling, processing, equipment, processing aids, packaging, storage, transportation, distribution and retail³¹. Most consumers are aware of what they consume and get relevant information through product label³². Hence, the hypothesis:

H3 Food ingredients significantly affect to consumers willingness to buy halal food products.

2.1.5 Knowledge and Willingness to Buy Halal Food

Knowledge is also a factor that influences consumer purchasing attitudes and behaviors. Knowledge definitively refers to the skills and skills acquired by a person or group of people through theoretical or practical understanding of a subject.³³ states that knowledge variables are distinguished into two namely: objective knowledge that is accurate information about products stored in the long-term memory of consumers, and subjective knowledge that is people's perception of what and how well they know about a product based on their subjective interpretation. Generally, knowledge refers to facts, feelings or experiences known by a person or group of people; can also be defined as awareness or closeness gained by experience or learning. To be specific, knowledge means skills and skills acquired by a person or group of people through theoretical or practice understanding of the subject³⁴.

Previous research on knowledge has shown that monitoring of organic foods has a positive influence on attitudes towards foods³⁵³⁶³⁷). But there are

²⁹ Golnaz, Zainal, and Mad-Nasir, "Assessment of Consumers' Confidence on Halal Labelled Manufactured Food in Malaysia."

³⁰ Golnaz, Zainal, and Mad-Nasir.

³¹ A Ardayanti, T Nashril, and A Helmi, "A Study on Halal Food Awareness among Muslim Customers in Klang Valley," *4th International Conference on Business and Economic Research*, 2013.

³² M Wandel, "Food Labeling from a Consumer Perspective," *British Food Journal* 99, no. 6 (1997): 212–19.

³³ Abd Rahman et al., (2015)

³⁴ (Che Ahmat, N., etc 2011; Sinclair, 2010)

³⁵ Aertsens et al

³⁶ Gracia, 2007

³⁷ Stobbelaar et al., 2007

several studies³⁸ has examined the influence of knowledge about consumer attitudes towards halal food. There is a weak link between halal food knowledge and purchasing decisions. In contrast found that knowledge of halal food has a positive effect on buying intentions for non-Muslim consumers.³⁹ Although there is a lot of research on halal knowledge and food, there has not been any research on Muslim consumers as a minority in a country. Thus, the hypothesis:

H4 Knowledge significantly influences consumers' to purchasing halal food products.

2.1.6 Income and Willingness to Buy Halal Food

Highly religious consumers have a tendency towards austerity; they will try to get the cheapest products and services.^{40 41 42} Consumers who are very religious have a tendency towards saving; they will try to get the cheapest products and services ^{43; 44; 45}. Rodriguez shows ⁴⁶ that the level of religiosity has influence on both economy-middle-class and economy-poor-class shopping behavior while there is an uncertain influence on upper-class even though this group is considered to have higher influence. Hence, the hypothesis about the effect of income:

H5.1 Income moderates the effect of religiosity on consumers' willingness to buy halal products;

H5.2 Revenues moderate the influence of Halal labels on consumers' willingness to buy halal products;

H5.3 Income moderates the effect of food ingredients on consumers' willingness to buy halal products;

H5.4 Income moderates the effect of knowledge on consumers' willingness to buy halal products.

Method

3.1 Data

This study uses a questionnaire instrument that is distributed online using Google Form. All respondents are required Indonesia Worker in Japan. A total of 60 respondents from a total of 80 respondents who participated in this study were declare valid. The research design used in this study is conclusive

³⁸ Hamdan, et al (2013)

³⁹ Abdul Aziz & Chok (2013)

⁴⁰ Sood & Nasu (1995)

⁴¹ LaBarbara & Gurhan (1998)

⁴² Ezzo & Dibb (2004)

⁴³ Bailey et al., "The Effects Of Religious Affiliation On Consumer Behavior : A Preliminary Investigation Stable URL : [Http://Www.Jstor.Org/Stable/40603988](http://www.jstor.org/stable/40603988) Linked References Are Available on JSTOR for This Article : The Effects Of Religious Affiliation On Consumer Behavior."

⁴⁴ LaBarbara and Gurhan, "The Role of Materialism, Religiosity and Demographics in Subjective Well-Being."

⁴⁵ Ezzo and Dibb, "Religious Influences on Shopping Behavior."

⁴⁶ S Mokhlis, "The Effect of Religiosity on Shopping Orientation," *Journal of American Academy of Business* 9, no. 1 (2006): 64–74.

descriptive because this study has the main objective to describe a phenomenon and examine the relation that occurred by testing certain ⁴⁷⁴⁸. The researcher only takes data from one particular sample representing the population. The research questionnaire was distributed to respondents who are Indonesian Muslim in Japan. The total respondents used in this study were 60 respondents. Religiosity was measured using three different studies⁴⁹; ⁵⁰ consists of 5 Likert scale points, which is ranging from 1 (strongly disagree) to 5 (strongly agree), and questions to respondents about their commitment to their religion, thier belief and worship behavior (Cronbach Alpha 0.76) . Halal label is measured using the five-point Likert scale (Cronbach Alpha 0.76) ⁵¹⁵². Food ingradient is measured using 5-point Likert scale (Cronbach Alpha 0.76) ⁵³⁵⁴. Knowledge is measured using 5-point Likert scale, to determine respondents whether they have enough information about halal food in Japan (cronbach's alpha 0.76) ⁵⁵⁵⁶.

3.2 Model Development

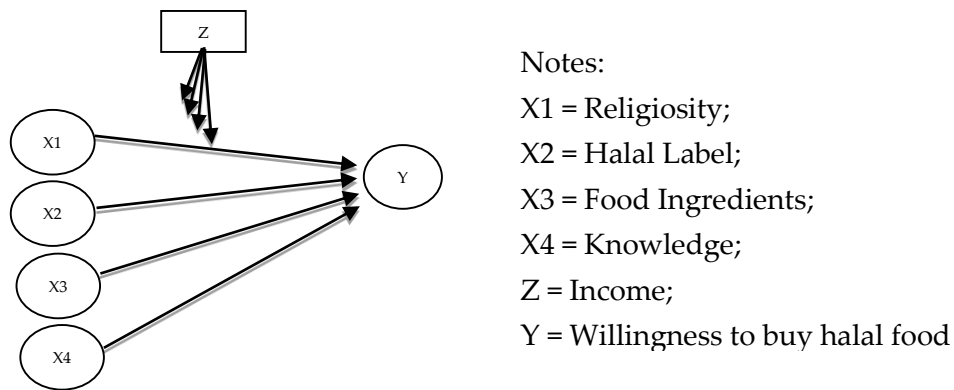


Figure 1. Research Model

Based on the relationship between variables, the research variables are classified into two groups of variables namely independent and dependent. In this study, the independent variable is religiosity (X1), Halal label (X2), Food ingredients (X3), Knowledge (X4) and variable moderators namely income (Z). As for latent endogenous variables, they are dependent variables that are influenced by

⁴⁷ N Malhotra, "Marketing Research: An Applied Orientation," in *6th Edition Pearson Education*, 2010.

⁴⁸ Malhotra.

⁴⁹ Ateeq-ur-Rehman & Shabbir, (2010); Shah Alam & Mohamed Sayuti (2011)

⁵⁰ Salman & Siddiqui (2011)

⁵¹ M Fathi, E., Zailani, S Iranmanesh and K Kanapathy, "Drivers of Consumers' Willingness to Pay for Halal Logistics," *British Food Journal* 118, no. 2 (2016): 464-79.

⁵² Fathi, E., Zailani, S Iranmanesh and Kanapathy.

⁵³ Waqar Ahmed et al., "Consumer Behaviour towards Willingness to Pay for Halal Products: An Assessment of Demand for Halal Certification in a Muslim Country," *British Food Journal* 121, no. 2 (2019): 492-504, <https://doi.org/10.1108/BFJ-02-2018-0085>.

⁵⁴ Ahmed et al.

⁵⁵ Golnaz, Zainal, and Mad-Nasir, "Assessment of Consumers' Confidence on Halal Labelled Manufactured Food in Malaysia."

⁵⁶ Golnaz, Zainal, and Mad-Nasir.

independent variables. In this study, the latent endogenous variable is the willingness to buy halal food products (Y).

3.3 Method

Method of this research were obtained from data analysis with multiple regression analysis for Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4 and Absolute difference analysis for Hypothesis 5 conducted with the help of SPSS 21.0. Hypothetical testing using t test, F test, detergent coefficient (R²), t test aims to test how each variable separately affects its bound variables. While the F test aims to find out if independent variables simultaneously have a significant effect on dependent variables. The detergent coefficient aims to find out how large dependent variables can be explored by independent variables. Regression analysis is used to determine the relationship strength of independent variables to dependent variables. Absolute difference analysis aims to determine the variable moderator strengthens or weakens the relationship between independent variables and dependents.

Result

4.1.1 Validity test and Reliable Test

Validity test results and eligibility tests can be seen in Table 1. Based on Table 1, validity test results state that each indicator in each variable indicates that all variables used in this study have alpha coefficients (α) including cronbach religiosity $\alpha = 0.76$; halal label cronbach $\alpha = 0.76$; cronbach food ingredients $\alpha = 0.76$; cronbach knowledge $\alpha = 0.76$.

4.1.2 Multiple Regression Test Effect

The results were obtained from data analysis with multiple regression analysis for Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4 and Absolute difference analysis for Hypothesis 5 conducted with the help of SPSS 21.0. Hypothetical testing using t test, F test, detergent coefficient (R²), t test aims to test how each variable separately affects its bound variables. While the F test aims to find out if independent variables simultaneously have a significant effect on dependent variables. The detergent coefficient aims to find out how large dependent variables can be explored by independent variables. Regression analysis is used to determine the relationship strength of independent variables to dependent variables. Absolute difference analysis aims to determine the variable moderator strengthens or weakens the relationship between independent variables and dependents. Hypothetical test results can be seen in Table 2 and Table 3.

All variables have passed the Validity and Reliability test. All independent and dependent variable indicators have significance <0.05 while reliability test has X1 (0.794), X2 (0.802), X3 (0.933), X4 (0.860) and Y (0.839) which means that all Cronbach's alpha shows reliability. Based on Table 1, the result of *Adjusted R Square* on overall consumer data are 0.655 or 65.5 It indicates that the variable willingness

of consumers to buy halal food products can be explained by variables of Halal label, religiosity, food ingredients, and knowledge. However, the calculated F value shown in Table 1 is 29,054 with $p = 0,000$.

The value of $p < 0.05$ indicates that the variable religiosity, Halal label, food ingredients, knowledge jointly influence the variable willingness of consumers to buy halal food products. There are two accepted hypotheses: Hypothesis 1 and Hypothesis 3 while the results of Hypothesis 2 and Hypothesis 4 show that there is no significant influence, that those hypotheses are not accepted. The result of Hypothesis 5 also shows that there is not significant influence which means that the variable moderation does not moderate the effect of independent variable on dependent variable.

Table 1 Validity Test and Reliable Test

Variable	Indicator												Sig	Desc	Cronbach alpha	Desc
	1	2	3	4	5	6	7	8	9	10	11	12				
X1	-	0.016	0.039	0.000									0.05	Valid	0.794	Reliable
X2	-	0.016	0.39	0.000										Valid	0.802	Reliable
X3	0.000	0.001	0.000	0.000			0.001	0.003	0.000		0.001	0.007		Valid	0.933	Reliable
X4	0.000		0.000	0.000	0.009	0.000								Valid	0.860	Reliable
Y	0.013	0.000	0.002	0.017	0.001	0.000	0.018	0.000	0.001					Valid	0.839	Reliable

Source: Primary Data Analysis (2019)

Table 2 Multiple Regression Test Effect

Variable	Standardized Coefficients	Sig	Desc
X1	0.292	0.002	Significant
X2	0.090	0.348	Not Significant
X3	0.667	0.000	Significant
X4	-0.120	0.255	Not Significant
R2 = 0.679		Sig = 0.000	Adjusted R Square (R2) = 0.655
F = 29.054 f table 1.95			
Dependent Variable: Willingness to buy Halal Food			

Source: Primary Data Analysis (2019)

Table 3 Moderated Regression Test

Variable	Moderating Var	Coefficients	T Score	Sig
X1	(Constant)	41.845	56.401	0.000
	Zscore (X1)	2.421	5.401	0.000
	Zscore (X5)	0.40	0.089	0.929

	ABS_ZX1_ZX5	-0.153	-0.298	0.767
X2	(Constant)	42.232	46.192	0.000
	Zscore (X2)	1.992	-0.635	0.528
	Zscore (X5)	-0.305	4.122	0.000
	ABS_ZX1_ZX5	-0.496	-0.723	0.473
X3	(Constant)	41.317	69.375	0.000
	Zscore (X2)	3.296	8.923	0.000
	Zscore (X5)	0.045	0.129	0.898
	ABS_ZX1_ZX5	0.305	0.424	0.475
X4	(Constant)	42.259	53.370	0.000
	Zscore (X2)	1.844	0.262	0.794
	Zscore (X5)	0.129	3.743	0.000
	ABS_ZX1_ZX5	-0.511	0.941	0.351

Source: Primary Data Analysis (2019)

The Hypothesis 1 (H1) shows that significant value is 0.002 that indicates that the religiosity (X1) has significant influence on consumers' willingness to buy halal food products. Hypothesis 2 (H2) shows that significance value is 0.348 indicating that Halal label (X2) does not have a significant effect on consumers' willingness to buy halal food products. Hypothesis 3 (H3) shows that significance value is 0.000 which indicates that food ingredients (X3) has significant effect on consumers' willingness to buy halal food products. Hypothesis 4 (H4) shows that significance value is 0.255 which indicates that knowledge (X4) does not have significant effect on consumers' willingness to buy halal food products.

Hypothesis 5.1 (H 5.1) shows that significance value is 0.767 that income does not strengthen the effect of religiosity on consumers' willingness to buy halal food products. Hypothesis 5.2 (H 5.2) shows that significance value is 0.473 that income does not strengthen the influence of Halal label on consumers' willingness to buy halal food products. Hypothesis 5.3 (H 5.3) shows that significance value is 0.475 that income does not strengthen the influence of food ingredients on consumers' willingness to buy halal food products. Hypothesis 5.4 (H 5.4) shows that significance value is 0.351 that income does not strengthen the influence of knowledge on consumers' willingness to buy halal food products. From those hypothesis test results, the income does not moderate the relation of the four dependent variables independently.

Discussion

Based on the results of the study, there are two hypotheses, namely Hypothesis 1 and Hypothesis 3, while Hypothesis 2 and Hypothesis 4 are not good results or in other words are not directed. Then Hypothesis 5 also has an insignificant direction, meaning that the moderator variable does not moderate the effect of the relationship between exogenous variables on endogenous variables. The first hypothesis shows a significance value of 0.002 indicating that the religiosity variable (X1) has a significant effect on consumers' willingness to buy halal food products. This finding is in accordance with the research of Ahmed, et al. (2018) where it was found that the religiosity of Muslims in Pakistan affects the

willingness of consumers to buy halal food products. From the results of this study, it can be used as a reference that the religiosity contained in a person can be taken into consideration and affects the level of awareness *halal* when choosing or consuming products. The better or higher a person's religious belief, the more it will affect consumers in buying halal food products.

Hypothesis 2 shows a significance value of 0.348 indicating that the role of the Halal label (X2) does not have a significant effect on the willingness of consumers to buy halal food products. This is in accordance with the research of ⁵⁷. This is due to the slow development of halal food products in Japan, especially those labeled halal. From the results of research by ⁵⁸, it was found that there are 55 shops that sell halal food throughout Japan. All of these stores use halal label on their food products. Then in⁵⁹ stated that products with the Halal label imported by Japan have two impacts, first some people have a positive evaluation of products with a halal label even though they do not understand the meaning of the Halal label. Second, some people have negative evaluations regarding the Halal label on products because the label design is not attractive. For these two reasons, the Halal label has no impact on Japanese people, so products with the Halal label imported in Japan are sold in a similar way to products without the Halal label. So that Muslim consumers rarely find halal food products on the packaging. Another factor is also because the price of products with a halal label is more expensive than products without a halal label. In a journal that examines consumer attitudes towards halal products in Japan and Malaysia calculates mineral water products with a halal label (Japanese HACCP label) of ¥ 225 and ¥ 186 without the halal label. This causes Muslim consumers to follow the trend of food products with a halal label. ⁶⁰

Hypothesis 3 shows a significance value of 0.000 indicating that the role of food ingredients (X3) has a significant effect on the willingness of consumers to buy halal food products. This finding is in accordance with the research of⁶¹) where it was found that food ingredients contained in food products affect the willingness of consumers in Pakistan to buy halal food products. From the results of this study, it can be used as a reference that food ingredients affect the willingness of consumers to buy halal food products. This is because Muslim consumers in Japan must be careful in making consumption decisions, especially for products that have food ingredients that they do not understand halal. In addition, the number of food products that are produced and marketed in Japan still uses ingredients that are prohibited for consumption (haram) by Muslims, such as shakes as an addition to food ingredients or spices such as pork oil and food ingredients made from animals. and the process from slaughtering to processing is not in accordance with Islamic law (not halal).

⁵⁷ Yukichika, Htay, & Salman, (2017)

⁵⁸ Yusof & Shutto (2014)

⁵⁹ Yukichika, Htay, & Salman, (2017)

⁶⁰ Yukichika, Htay, & Salman, (2017)

⁶¹ Ahmed et al., (2018)

Hypothesis 4 shows a significance value of 0.255 indicating that the role of knowledge (X4) does not have a significant effect on consumers' willingness to buy halal food products. This means that it is not in line with the theory in previous research regarding knowledge showing that knowledge of organic food has a positive effect on attitudes towards foods⁶². However, the results of this study are supported by research conducted which shows that there is a weak relationship between knowledge of halal food and purchasing decisions⁶³. From the respondents' answers, it can be seen that consumers do not have enough knowledge about halal food products in Japan. This is an input for market players and developers of halal food products to continue to market halal products, both sufficient knowledge of the food allowed in Islam, halal certification in Japan, and media that contain information on halal food products.

Hypothesis 5.1 shows a significance value of 0.767, so income does not strengthen the influence of religiosity on consumers' willingness to buy halal food products. Hypothesis 5.2 shows a significance value of 0.473, so income does not strengthen the influence of the Halal label on the willingness of consumers to buy halal food products. Hypothesis 5.3 shows a significance value of 0.475, so income does not strengthen the effect of foodstuffs on the willingness of consumers to buy halal food products. Hypothesis 5.4 shows a significance value of 0.351, so income does not strengthen the influence of knowledge on consumers' willingness to buy halal food products. From the four hypothesis test results, the income moderator variable does not moderate the relationship between the four dependent variables and the independent. This is not in line with the research of Sood (1995) which state that very religious consumers have a tendency towards saving; they will try to find the cheapest products and services^{64,65}. This is because the average income for consumers is already above the cost of living needed so they can consume halal food products at a slightly higher price. The average income for respondents was ¥ 190,000, while the cost of living in Japan was around ¥ 100,000. But even so, the marketing strategy for halal products must be adjusted to the purchasing ability of consumers according to the target market's income.

Conclusion

This research was conducted to determine the behavior of Muslim consumers as a minority in the willingness to buy Halal food products in Japan. There are four variables that are tested directly on the willingness of consumers to buy Halal Food Products in Japan. The religiosity variable (X1) has a significant effect on the willingness of consumers to buy halal food products (Y). Halal logo variable (X2) does not have a significant effect on the willingness of

⁶² Aertsens et al., *The Influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food*; Gracia, "Organic Food Product Purchase Behaviour: A Pilot Study for Urban Consumers in Spanish"; Stobbelaar et al., "Adolescents' Attitudes towards Organic Food: A Survey of 15 to 16 Year Old School Children."

⁶³ Hamdan et al., (2013)

⁶⁴ Ezzo & Dibb (2004)

⁶⁵ Sood & Nasu (1995)

consumers to buy halal food products (Y). The food ingredient variable (X3) has a significant effect on the willingness of consumers to buy halal food products (Y). knowledge variable (X4) does not have a significant effect on the willingness of consumers to buy halal food products (Y). The income variable as a moderating variable does not moderate the relationship between the four variables X on the willingness of consumers to buy halal food products (Y).

This study recommends that producers pay more attention to the importance of including halal label on packaged products, therefore the existing Japanese government halal logo certification agencies must continue to be maximized by increasing the number of products with halal logos. The delivery of information regarding various knowledge of halal food both theoretically and empirically must be continuously improved so that not only Muslim residents who are not in Japan care about and feel the positive impact caused by the consumption of halal products. In addition, this increase in halal products is also in line with the development of halal products in the world, therefore Japan as a developed country should not be left behind by the current trend of the halal industry, one of which is halal food products. The small number of variables and samples used in this study should be used as references to increase the variables and sample size. The next research can be carried out on Muslims living in Japan who come from other nationalities, apart from Indonesia.

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