Purchase Interest Model: A Study of Attitude, Subjective Norm, Knowledge and Religiousness About Halal Food

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Abstract. This study aims to examine the role of halal knowledge, subjective norms and Islamic religiosity on halal food purchase intention through increasing attitude towards halal food on halal frozen food in Semarang city. The Muslim population is considered an increasingly important future market, where halal is associated with the belief of Muslims in buying halal food and the growing Muslim population can influence the increase in purchase intention. Indonesia itself is an area that has a variety of Muslim and non-Muslim populations. So that this phenomenon increases public awareness to consume halal food, especially frozen food. The population in this study were all customers who had purchased halal frozen food in Semarang city. The sampling technique in this study was with certain criteria so that the number of samples in this study was 100 respondents. The results of the study are Halal Knowledge has a positive and significant effect on Attitude Towards Halal Food on halal frozen food in Semarang city. Subjective Norm has a positive and significant effect on Attitude Towards Halal Food on halal frozen food in Semarang city. Islamic Religiosity has a positive and significant effect on Attitude Towards Halal Food on halal frozen food in Semarang city. Halal Knowledge has a positive and significant effect on Halal Food Purchase Intention. Subjective Norm has a positive and significant effect on Halal Food Purchase Intention. Islamic Religiosity has a positive and significant effect on Halal Food Purchase Intention. Attitude Towards Halal Food has a positive and significant effect on Halal Food Purchase Intention.

Keywords: Attitude; Islamic; Knowledge; Religiosity.

1. Introduction

Indonesia is a country with the largest Muslim population in the world. Currently, the Muslim population in Indonesia has reached 207.1 million people or equivalent to 87.18% of the total population of Indonesia which has reached 237.64 million people.(BPS 2018). The Muslim population is considered an increasingly important future market, where halal is associated with the belief of Muslims in buying halal food and the growth of the Muslim population can influence the increase in purchase intention.(Ali et al. 2017).

Director of LPPOM MUI, DR. Ir. Lukman Hakim, M.Si stated that there has been an increase in consumer demand for halal products in recent years. This demand is not only from Muslim consumers, but also from non-Muslim consumers, they believe that halal food is good and

15

healthy food (Hervina, 2017). In Indonesia itself, it is an area that has a variety of Muslim and non-Muslim populations. So that this phenomenon increases public awareness to consume halal food and provokes various studies to analyze the factors that influence this behavior.

Consumer behavior can be predicted through behavioral intentions, while purchase intentions represent what consumers think they will buy.(Blackwell et al. 2006).According to(Ajzen 1991)Purchase intention is a description of a person's motivation to do something. Research(Maichum, Parichatnon, and Peng 2017)shows that what influences the intention to buy halal food is consumer attitude, while knowledge about halal food does not influence consumer purchasing intention.

Halal knowledge can be interpreted as a form of a person's understanding of halal consumption. Understanding according to KBBI is a person's ability to process, understand or comprehend something related to knowledge. So halal knowledge is about how individuals understand, interpret, and also practice Islamic teachings related to halal and haram laws.(Elias, Othman, and Saifudin 2016),(Lazuardy and Asyhari 2019)And(Adriani and Ma'ruf 2020)found that there is a positive relationship between halal knowledge and purchase intention towards halal food. But in the study(Maichum, Parichatnon, and Peng 2017)stated that halal knowledge does not have a significant effect on the intention to purchase halal food (halal food purchase intention).

Subjective norm is the extent to which an individual is motivated to follow other people's views regarding the behavior he or she will carry out.(Ajzen 2005). Subjective norms can be in the form of family considering it better if someone buys halal food, friends who influence behavior considering it good if someone buys halal food products, and family members who influence someone's behavior towards the decision to buy halal food.(Ajzen 2005). If someone feels that it is his personal right to determine what he will do and can be determined by other people around him, then he will feel that people's views on the behavior he will do are appropriate, so that it will give rise to the intention to buy a product/service. Research(Mukhtar and Butt 2012),(Lada, Tanakinjal, and Amin 2009),(Ahmed et al. 2014), And(Arinilhaq 2017)states that subjective norms are positively and significantly related to the intention to buy halal food (halal food purchase intention). Research(Bashir et al. 2018)states that subjective norms do not show a significant relationship with the purchase intention variable.

Religiosity is the level of belief in certain values or goals that are held, practiced, and act as symbols of identity.(Mokhlis 2008). Islamic Religiosity is a complex concept that has interested social scientists for decades.(Al-Menayes 2016). In this case, the values discussed are Islamic values. Islamic Religiosity also represents the values of humanity embedded in each individual and tends to be stable in the long term, observable, and pragmatically valuable for marketers.(Khraim 2010). The results of the research from(Varinli, Erdem, and Avcılar 2016)(Ahmad, Rahman, and Rahman 2015)states that religiosity has a positive and

significant effect on purchase intention. Research (Kusumawardhini 2016) states that religiosity has a significant negative effect on a person's intention.

From the several research gaps above, this study adds an attitude variable (Attitude) as an intervening variable which is expected to be a solution to the differences in the results of previous studies, which are intended to mediate the influence of the variables Halal knowledge, Subjective Norm, and Islamic Religiosity on Purchase Intention. Attitude (Attitude) is beneficial or not beneficial for someone, emotional feelings, and tendencies to act towards several objects or ideas.(Kotler and Keller 2016). Almost everyone has an attitude towards: religion, politics, clothing, music, or food.(Kotler and Keller 2016). Research conducted by(Hall and Sevim 2016)(Lazuardy and Asyhari 2019)(Elseidi 2017)states that attitude directly positively and significantly influences purchase intention.

2. Research methods

This research is of the explanatory type. Explanatory according to(Arifin 2010)namely research that can explain, this means that the research will be emphasized on the relationship between one variable and hypothesis testing which has a description in the explanation that lies in each variable relationship that is the focus. Primary data sources are data obtained directly from data sources that are collected specifically and are directly related to the problems being studied (S. Nasution, 2009). These data sources come from respondents who are used as research objects as a means to obtain information or data. The primary data collected is in the form of questionnaires about variables related to the research, namely *halal food purchase intention, halal knowledge, subjective norms, Islamic religiosity,* and attitude towards halal food.

3. Results and Discussion

In order to facilitate understanding and interpreting research data in tabular form, descriptive statistics are used. Descriptive statistics are used to obtain information about the characteristics of respondent identity data presented in the form of a summary of the arrangement or arrangement of data in tabular form.

The population in this study were all customers who had ever purchased halal frozen food in the city of Semarang. The sampling technique in this study was with certain criteria so that the number of samples in this study was 100 respondents. The number of questionnaires distributed to respondents was 100 questionnaires, the following describes the characteristics of respondents with a total of 100 people based on the criteria of gender, age, education, and income.

To find out the characteristics of respondents in this study, they will be explained based on gender taken from a sample of 100 people, namely as follows:

Respondent Table Based on Gender

No	Gender Classification	Amount	Percentage

1.	Man	34 People	34%
2.	Woman	66 People	66%
	Amount	**100**	**100%**

Source: processed primary data (2023)

Based on the table above, it can be concluded that the characteristics based on gender are mostly female respondents, with a total of 66% (66 people). While the smallest number of respondents are male respondents, with a total of 34% (34 people). This is because women in consuming a product are more careful and prioritize the halal level of the product than men who mostly rarely pay attention to the halal level of a product.

Age is a sign of someone's maturity, to see whether someone is mature or not can be seen from their age, so that age differences greatly affect a person's behavior and mindset. The respondent variables that are the subjects of the study based on age are shown as follows:

Respondents Table Based on Age

No.	Age Classification	Amount	Percentage
1.	15 - 20 Years	4	4%
2.	21 – 30 Years	83	83%
3.	31 – 40 Years	9	9%
4.	41 – 50 Years	4	4%
	Amount	**100**	**100%**

Source: processed primary data (2023)

Based on the table above, it can be concluded that the characteristics based on age that are the most respondents are between 21-30 years old, which is 83% (83 people). While the number of respondents based on age that are the least are 15-20 years old and 41-50 years old, each amounting to 4% (4 people). This indicates that the target of this researcher is teenagers aged 21-30 years, because at that age people will tend to like to consume and buy goods, so it is very potential to identify whether halal food products have a great influence on purchasing intentions at that age.

The respondent variables that are the subject of research based on education are shown as follows:

Respondents Table Based on Education

No.	Education	Amount	Percentage
1.	SD	1	1%
2.	JUNIOR HIGH SCHOOL	2	2%
3.	SENIOR HIGH SCHOOL	15	15%
4.	D3	15	15%
5.	S1	60	60%
6.	S2	7	7%
	Amount	**100**	**100%**

Source: processed primary data (2023)

Based on the table above, it can be concluded that the number of respondents based on their last education is the largest number of S1 graduates, namely 60% (60 people). While the smallest number of respondents based on education are respondents who are elementary

school graduates, namely 1% (1 person). This indicates that on average, teenagers who consume the most halal food are those with a bachelor's degree.

The respondent variables that are the subject of research based on income are shown as follows:

Respondents Table Based on Income

No.	Income	Amount	Percentage
1.	< 1 Million	16 People	16%
2.	1 Million – 2 Million	18 People	18%
3.	2 Million – 3 Million	30 People	30%
4.	3 Million – 4 Million	21 People	21%
5.	> 5 Million	15 People	15%
	Amount	**100**	**100%**

Source: processed primary data (2023)

Based on the table above, it can be concluded that the number of respondents based on the highest income level is 2 million - 3 million, which is 30% (30 people). While the number of respondents based on the smallest income is >5 million, which is 15% (15 people). This can be seen that people with an income of 2 million - 3 million buy halal food more often, because they are willing to spend some money for halal food.

To obtain a reliable answer from a measuring instrument, it is necessary to test the quality of the data obtained from the answers to the measured instrument. The instrument quality test carried out is in the form of Validity Test and Reliability Test. In this study, validity testing was carried out with a significance level (α = 5%). Validity testing was carried out using the product moment correlation formula by correlating item scores with total scores.

Validity Test Results Table

No.	Variables/Indicators	r Count	r Table	Information
1	*Halal Knowledge*			
	Understanding Islamic law	0.845	0.19660,1	Valid
	Have knowledge	0.882	9660,196	Valid
	Standard will be halal	0.867	60,1966	Valid
	Cleanliness and safety of halal food	0.842		Valid
2	*Subjective Norm*			
	Reference/recommend	0.836	0.19660.1	Valid
	Prefer halal food over non-halal	0.875	966	Valid
	Considering halal food more important			
	Emphasize on choosing halal food	0.926	0.1966	Valid
		0.910	0.1966	Valid
3	*Islamic Religion*			
	Believing that halal food must be consumed	0.806	0.1966	Valid
	Realize that halal food is good food			
	Taking the time to learn and understand the concept of halal according to Islam	0.850	0.1966	Valid
		0.754	0.1966	Valid
4	*Attitude Towards Halal Food*			
	Halal food is more guaranteed	0.920		Valid

		Halal food is cleaner, safer and healthier	0.923	0.19660.1 966	Valid
		Good attitude	0.896		Valid
				0.1966	
5		**Halal Food Purchase Intention**		0.19660,1	
		Desire to buy	0.848	9660,196	Valid
		Purchase intention	0.877	60,1966	Valid
		There is a tendency to buy	0.868		Valid
		Recommendation	0.780		Valid

Source: processed primary data (2023)

From the table above, it can be seen that all indicators indicated by questions from research variables are valid, this is indicated by the validity value seen from the correlation coefficient of each research instrument. The research results are considered valid when viewed from the comparison of r count with r table, where r count> r table (0.1966).

Reliability testing is a test conducted to determine whether the variable can be trusted to be carried out in further testing. The following are the results of reliability testing assisted by the SPSS program:

Table of Variable Indicator Reliability Test Results

No.	Variables	Cronbach's Alpha	Standardization Value	Information
1.	Halal Knowledge	0.881	0.600	Reliable
2.	Subjective Norm	0.907	0.600	Reliable
3.	Islamic Religion	0.719	0.600	Reliable
4.	Attitude Towards Halal Food	0.900	0.600	Reliable
5.	Halal Food Purchase Intention	0.859	0.600	Reliable

Source: processed primary data (2023)

From the table above, it can be seen that each variable actually obtained a Cronbach Alpha value greater than the standardization value or the specified limit, which is 0.600. Thus, the results of the reliability test on the variables in the study are reliable.

1) Hypothesis Testing (t-Test)

a.   Hypothesis Testing 1

Influence*Halal knowledge*towards Attitude Towards Halal Food on halal frozen food in Semarang city, based on the analysis results in the Table that the value of 0.004 < 0.05 so that H0 is rejected and H1 is accepted. This means that there is a significant influence between*Halal knowledge*towards Attitude Towards Halal Food on halal frozen food in Semarang city.

b.   Hypothesis Testing 2

Influence*Subjective Norm*towards Attitude Towards Halal Food on halal frozen food in Semarang city, based on the analysis results in the Table that the value of 0.000 < 0.05 so that H0 is rejected and H2 is accepted. This means that there is a significant influence

between*Subjective Norm*towards Attitude Towards Halal Food on halal frozen food in Semarang city.

c.   Hypothesis Testing 3

Influence*Islamic Religion*towards Attitude Towards Halal Food on halal frozen food in Semarang city, based on the analysis results in the Table that the value of 0.015 < 0.05 so that H0 is rejected and H3 is accepted. This means that there is a significant influence between*Subjective Norm*towards Attitude Towards Halal Food on halal frozen food in Semarang city.

d.   Hypothesis Testing 4

The Influence of Halal Knowledge on Halal Food Purchase Intention on halal frozen food in Semarang City, based on the analysis results in the table above that the value of 0.032 <0.05 so that H0 is rejected H4 is accepted. This means that there is a significant influence between Halal Knowledge on Halal Food Purchase Intention on halal frozen food in Semarang City.

e.   Hypothesis Testing 5

   Influence*Subjective Norm*on Halal Food Purchase Intention on halal frozen food in Semarang city, based on the analysis results in the table above, the value of 0.000 <0.05 so that H0 is rejected and H5 is accepted. This means that there is a significant influence between*Subjective Norm*on Halal Food Purchase Intention for halal frozen food in Semarang city.

f.   Hypothesis Testing 6

   Influence*Islamic Religion*on Halal Food Purchase Intention on halal frozen food in Semarang city, based on the analysis results in the table above, the value is 0.004 <0.05 so that H0 is rejected, H6 is accepted. This means that there is a significant influence between*Islamic Religion*on Halal Food Purchase Intention for halal frozen food in Semarang city.

g.   Hypothesis Testing 7

   The influence of Attitude Towards Halal Food on Halal Food Purchase Intention on halal frozen food in Semarang city, based on the analysis results in the table above that the value of 0.000 <0.05 so that H0 is rejected H7 is accepted. This means that there is a significant influence between Attitude Towards Halal Food on Halal Food Purchase Intention on halal frozen food in Semarang city.

2)Results of the Research

a. The Influence of Halal Knowledge on Attitude Towards Halal Food

The first hypothesis proposed in the study is that if the level of Halal Knowledge increases, then the Attitude Towards Halal Food will increase. At the significant level of the independent variable (Halal Knowledge) shows $0.004 < 0.05$. This means that the proposed hypothesis (Ha), namely that the higher the Halal Knowledge, the higher the Attitude Towards Halal Food of frozen halal food in the city of Semarang.

There are several indicators of Halal Knowledge which include understanding Islamic law, having knowledge, standards of halal, cleanliness and safety of halal food. One of the indicators in the Halal Knowledge variable is having knowledge of halal standards, cleanliness and safety of halal food in frozen food in Semarang city. Where, consumers who are going to consume must have knowledge about halal food in the form of halal labels and pay attention to the standards, cleanliness and safety of the food, otherwise consumers will feel doubtful. So, knowledge of halal food itself greatly influences consumer attitudes towards halal frozen food. This is in line with the results of research conducted(Mohtar, Amirnordin, and Haron 2014)And(Simanjuntak and Dewantara 2014)stated that knowledge of halal food has a significant positive influence on consumer attitudes.

b. The Influence of Subjective Norms on Attitude Towards Halal Food

The second hypothesis proposed in the study is that if the level of Subjective Norm increases, then the Attitude Towards Halal Food will increase. Based on the results of the analysis of the level of significance of the independent variables, the figure is $0.000 < 0.05$. The hypothesis proposed (Ha), namely if the higher the Subjective Norm, the higher the Attitude Towards Halal Food of frozen halal food in the city of Semarang.

There are several indicators of Subjective Norm, namely references/recommendations, preferring halal food over non-halal food, considering halal food more important, emphasizing choosing halal food. One of the indicators in the Subjective Norm variable is that the closest people (family/friends) provide references/recommendations to choose halal food. Where, someone will consider the opinions of those closest to them more to determine their attitude in choosing halal frozen food. This is in line with the results of research conducted by(Lada, Tanakinjal, and Amin 2009)states that subjective norms are positively and significantly related to Attitude to choose halal products. Where, someone believes that references are important to determine their attitude in choosing halal food.

c. The Influence of Islamic Religiosity on Attitude Towards Halal Food

The third hypothesis proposed in the study is that if the level of Islamic Religiosity increases, then the Attitude Towards Halal Food will increase. Based on the results of the analysis, the level of significance shows a figure of $0.015 < 0.05$. This means that the hypothesis proposed (Ha), namely if the higher the Islamic Religiosity, the higher the Attitude Towards Halal Food.

There are several indicators of Islamic Religiosity that include believing that halal food must be consumed, being aware that halal food is good food, taking the time to know and

understand the concept of halal according to Islam. One of the indicators in the Islamic Religiosity variable is the belief that halal food is food that must be consumed by Muslims. If consumers choose to eat non-halal foods, then the consumer will feel uncomfortable and feel guilty. So, the belief in halal food that influences consumer attitudes is a very influential indicator.

This is in line with the results of research conducted(Kordnaeij, Askaripoor, and Postgraduate 2013)shows that religiosity has a positive and significant effect on attitude toward. Consumers who are increasingly religious will increasingly make real (actual) purchases of halal food.

d. The Influence of HalalKnowledge on Halal Food Purchase Intention

The fourth hypothesis proposed in the study is that if the level of Halal Knowledge increases, then Halal Food Purchase Intention will increase. Based on the results of the analysis, the level of significance shows a figure of 0.032 <0.05. This means that the hypothesis proposed (Ha), namely that the higher the Halal Knowledge, the higher the Halal Food Purchase Intention.

There are several indicators of Halal Knowledge which include understanding Islamic law, having knowledge, standards of halal, cleanliness and safety of halal food. One of the indicators in the Halal Knowledge variable is having knowledge of halal standards, cleanliness and safety of halal food in frozen food in Semarang city. Where, consumers when they are going to consume must have knowledge about halal food in the form of halal labels and pay attention to the standards, cleanliness and safety of the food, otherwise consumers will feel doubtful. So, knowledge of halal food itself greatly influences consumer attitudes towards halal frozen food.

This is in line with the results of research conducted(Maichum, Parichatnon, and Peng 2017)found that there is a positive relationship between halal knowledge and purchase intention towards halal food. So that with the knowledge of halal food it will lead to the behavior of purchasing halal food products.

e. The Influence of Subjective Norms on Halal Food Purchase Intention

The fifth hypothesis proposed in the study is that if the level of Subjective Norm increases, then Halal Food Purchase Intention will increase. Based on the results of the analysis, the level of significance shows a figure of 0.000 <0.05. This means that the hypothesis proposed (Ha), namely if the higher the Subjective Norm, the higher the Halal Food Purchase Intention.

This is in line with the research results.(Mukhtar and Butt 2012),(Lada, Tanakinjal, and Amin 2009),(Ahmed et al. 2014), And(Arinilhaq 2017)states that subjective norms are positively and significantly related to the intention to buy halal food (halal food purchase intention). So that with the existence of subjective norms, it will create an intention to buy halal food products.

f. The Influence of Islamic Religiosity on Halal Food Purchase Intention

The sixth hypothesis proposed in this study is that if Islamic Religiosity increases, then Halal Food Purchase Intention will increase. Based on the results of the analysis, the level of significance shows a figure of $0.004 < 0.05$. This means that the hypothesis proposed (Ha), namely if the higher the Islamic Religiosity, the higher the Halal Food Purchase Intention.

There are several indicators of Islamic Religiosity which include believing that halal food must be consumed, being aware that halal food is good food, taking the time to know and understand the concept of halal according to Islam. One of the indicators in the Islamic Religiosity variable is the belief that halal food is food that must be consumed by Muslims. If consumers choose to eat non-halal foods, then the consumer will feel sinful. So, the belief in halal food that influences consumer purchasing intentions is a very influential indicator.

g. The Influence of Attitude Towards Halal Food on Halal Food Purchase Intention

The seventh hypothesis proposed in the study is that if the level of Attitude Towards Halal Food increases, then Halal Food Purchase Intention will increase. Based on the results of the analysis, the level of significance shows a figure of $0.000 < 0.05$. This means that the hypothesis proposed (Ha), namely if the higher the Attitude Towards Halal Food, the higher the Halal Food Purchase Intention.

There are several indicators of Attitude Towards Halal Food, namely, halal food is more guaranteed, halal food is cleaner, safer, and healthier, good attitude towards halal food. One of the indicators in the Attitude Towards Halal Food variable is about halal food that is guaranteed to be safe and healthier. So, the safety of halal food is more guaranteed than non-halal food.

This is in line with the results of research conducted(Hall and Sevim 2016)states that attitude towards which directly, positively, and significantly influences purchase intention. The more positive the consumer's attitude towards halal food.

4. Conclusion

Based on the results of the research that has been done, it can be concluded as follows: Based on the results of the analysis, there is a significant influence between Halal Knowledge on Attitude Towards Halal Food on halal frozen food in the city of Semarang. If the level of Halal Knowledge increases, then Attitude Towards Halal Food will also increase. This means that the increase in Attitude Towards Halal Food is built by Halal Knowledge indicators which include understanding Islamic law, having knowledge, halal standards, cleanliness and safety of halal food. Based on the results of the analysis, there is a significant influence between Subjective Norm on Attitude Towards Halal Food on halal frozen food in the city of Semarang. If the level of Subjective Norm increases, then Attitude Towards Halal Food on halal frozen food in the city of Semarang will increase. This means that the increase in Attitude Towards Halal Food is built by Subjective Norm indicators which include references/recommendations, preferring halal food over non-halal food, considering halal food more important,

emphasizing choosing halal food, Based on the results of the analysis there is a significant influence between Islamic Religiosity on Attitude Towards Halal Food on halal frozen food in the city of Semarang. If the level of Islamic Religiosity increases, then Attitude Towards Halal Food on halal frozen food in the city of Semarang will increase. This means that the increase in Attitude Towards Halal Food is built by Islamic Religiosity indicators which include believing that halal food must be consumed, being aware that halal food is good food, taking the time to know and understand the concept of halal according to Islam, Based on the results of the analysis there is a significant influence between Halal Knowledge on Halal Food Purchase Intention on halal frozen food in the city of Semarang. If the level of Halal Knowledge increases, then Halal Food Purchase Intention will also increase. This means that the increase in Halal Food Purchase Intention is built by Halal Knowledge indicators which include understanding Islamic law, having knowledge, halal standards, cleanliness and safety of halal food.

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