



Determinants of buying intention of halal products on private Islamic religious college lecturers in West Java

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Abstract

Purpose – This study aims to analyze the factors influencing the buying intention of halal products at Private Islamic Religious College (PTKIS) Lecturers in West Java.

Methodology – The population in this study were Private Islamic Religious College (PTKIS) lecturers located in the West Java region of West Priangan, including the Cianjur Regency, Sukabumi Regency, and Bogor Regency. The number of PTKIS Lecturers in the Cianjur Regency filled out the questionnaire was 78. 83 Lecturers in Sukabumi District and 105 in Bogor District were used as research samples. Meanwhile, the data analysis technique used multiple linear regression.

Findings – Halal certification affects buying intention of halal products at PTKIS Lecturers in Cianjur, Sukabumi, and Bogor Regencies. Halal awareness only affects Cianjur and Bogor Regencies. Meanwhile, in Sukabumi Regency, the effect was not significant. Food composition has an impact in Sukabumi District, but it does not substantially influence Cianjur and Bogor Regencies.

Implication – Producing or selling food for producers needs to consider three factors: halal certification, awareness, and food ingredients. Consumers must pay attention to the halal logo to ensure that the products consumed are truly halal and follow Islamic teachings.

Originality – Halal certification is an essential key for business product development. Meanwhile, most lecturers do not use food composition as the primary reference in choosing halal products to buy. Halal awareness of PTKIS lecturers has different perceptions.

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Introduction

The demand for halal food is increasing rapidly with the expansion of the 1.91 billion Muslim population worldwide. According to Novita et al. (2022), the development of the halal market worldwide is around US\$ 2.2 trillion in 2019. Indonesia's consumption of halal products in 2019 reached US\$ 144 billion, making Indonesia the most significant consumer in this sector. In the Muslim fashion sector, Indonesia is the third consumer globally, with a total consumption of 16 billion US\$. The Muslim-friendly tourism sector has put Indonesia in the sixth position globally,

with a value of US\$11.2 billion. Indonesia's halal pharmaceutical and cosmetic sector rank 6th and 2nd with total expenditures of US\$5.4 billion and US\$4 billion, respectively.

From an Islamic perspective, the concept of halal is vital for a Muslim. Halal means allowed or permitted in Islam (Al-Qur'an Surah Albaqarah verses 168-169). Therefore, Muslims will look for products to be consumed following accepted religious teachings. Halal food is a lucrative business in Muslim-majority countries and non-Muslim countries (Millatina, 2022). It is indicated by many requests for halal products that already have a Halal certificate.

The halal appeal displayed in a product is a unique attraction and a differentiating identity from competitors' similar products (Najmudin & Syihabudin, 2021). It has become one of the product marketing tools that can be explored more deeply (Rajagopal et al. 2011). The total value of the goods and services industry that uses this halal appeal exceeds 2.2 trillion USD worldwide (Harminingtyas & Noviana, 2021). Some examples of products that use this Halal appeal such as sharia hotels and halal restaurants, financial services (Islamic banking), health (thibbun nabawi), beauty (cosmetics and Muslim salons), general education (integrated Islamic schools), real estate (Islamic housing), and toiletries (Muslim shampoo). Products that use the halal appeal must maintain consistency in the halal approach to avoid dissonance and losing consumers' trust (Izzuddin, 2018).

Indonesia is a country with the largest Muslim population in the world, which will be 231.06 million people in 2021. With a Muslim-majority population, Indonesia is a large potential market for various producers of goods and services. Although each Muslim consumer has different levels of compliance with sharia depending on their level of religiosity, in general, Muslim consumers will have a positive attitude towards products that use a halal approach in their marketing process (Septiani & Ridlwan 2020).

Muslim consumers in Indonesia are looking for authentic halal certification issued by the MUI (Indonesian Ulema Council). This certification allows the company to use the halal logo to be printed on product packaging or displayed on the company's premises. Along with the increasing Muslim population in Indonesia, studies in the context of the recognition of halal food need to be examined further. Halal products must be recognized as a symbol of cleanliness, safety, and high quality for Muslim consumers (Purwanto et al., 2021). It is time to study the factors that must be considered in influencing the purchase intention of Muslim consumers in more depth so that the results can strengthen Indonesia's position in the halal product market.

Despite the widespread availability of halal food and numerous research reports on the halal food market, there is a dearth of theoretical development of research on buying halal products (Millatina, 2022). In addition, there has been a lack of genuine knowledge on the relationship between halal concepts, such as halal awareness and halal certification, and consumer purchase intentions in the context of buying halal products (Izzuddin, 2018). This study explores factors that can influence purchase intention in halal products.

Based on the research gap and the limitation of knowledge about halal concepts related to marketing concepts with consumer purchase intentions, the researchers intend to examine more deeply the effect of halal certification, halal awareness, and food composition on interest in buying halal food products at PTKIS Lecturers in West Java Province, Priangan section. West includes Cianjur Regency, Sukabumi Regency and Bogor Regency. The object of this research is based on the largest Muslim population in Indonesia in West Java, with 42.58 million people. In the West Priangan area, the Muslim population reaches 9.5 million people. Meanwhile, Lecturers represented the sample in this study at Private Islamic Religious Colleges in West Priangan.

Literatur Review

Consumer behavior is the behavior consumers display in searching for, buying, using, evaluating, and disposing of goods and services that they expect will satisfy their needs (Harminingtyas & Noviana, 2021). At the same time, Gerungan and Karina (2019) define consumer behavior as an activity evaluating psychological actions and processes that can encourage someone before buying, using, and spending these products and services. In Islam, Muslim consumer behavior must be based on consumption ethics according to the Islamic religion, namely monotheism, fairness, free

will, trust, halal, and straightforwardness. The priority of consumption must be based on the balance of the world and the hereafter, which is related to *Falah*, namely for success in the afterlife. Meanwhile, halal means justified, and haram means prohibited or not justified in Islamic law. Izzuddin (2018) stated that halal is a prerequisite for all things, methods, processes, and consumption in everyday life as a Muslim. Furthermore, according to Law Number 33 of 2014 concerning Guaranteed Halal Products, halal products are products that have been declared halal following Islamic law.

This study consists of variables of halal certification, halal awareness, and food composition as independent variables and interest in buying halal products as the dependent variable. Many previous researchers have researched interest in buying halal products, for example, research conducted by Harminingtyas and Noviana (2021), Wirakurnia et al. (2021), Fadlullah et al. (2021), Gerungan and Karina (2019), Vizano et al. (2021), Izzuddin (2018), Najmudin et al. (2021), Karimah and Darmanto (2021), Nugroho et al. (2021), and Novita et al. (2022). The fundamental difference between the previous research and this research lies in the object of the research. The last research object of research is on students and the Muslim community. Meanwhile, in this study, the thing of research is PTKIS Lecturers who represent an educated society with a good understanding of halal concepts.

Halal Certification

To be able to consume a food product without worries, halal certification is used as a guarantee of safety. According to Nugroho et al. (2021), halal certification is a document issued by an Islamic institution that explains if the products listed follow Islamic standards. According to Fitria et al. (2019), the halal certification process has proven to trigger added value for food products and play an essential role in increasing market share according to domestic and export markets, especially in countries with a majority Muslim population. In addition, halal certification, manifested in a halal logo, has a competitive advantage in facing products from abroad in the world of international free trade today. According to Efendi (2020), the halal certification has functions and roles on both sides: consumers and producers. Consumers need food products that are safe for consumption, free from all diseases, nutritious and healthy, and need inner peace.

Meanwhile, from the producer side, because halal food products are currently not only needed by Muslims, this is an advantage for producers. It is evidenced by the widespread halal trend, which is crowded among countries with a non-Muslim majority because food products declared halal are guaranteed to be safe and healthy. The indicators of halal certification, according to Novita et al. (2022), namely: understanding of the halal logo, selecting halal products according to legal status institutions, selecting products based on halal logos, knowledge of the difference between halal logos and fake logos, and understanding of products that use halal certification from another country.

Research on the variables of halal certification and interest in buying halal products has been widely carried out including: Harminingtyas and Noviana (2021), Wirakurnia et al (2021), Fadlullah et al. (2021), Nugroho et al. (2021), Karimah and Darmanto (2021), Novita et al (2022), Najmudin and Syihabudin (2021), Hidayati and Sunaryo (2021), Septiani and Ridlwan (2020), Usmandani and Darmanto (2021), Fitria, Aji and Heryawan (2019), Millatina (2022), Izzuddin (2018), Nur et al. (2021), and Efendi (2020).

H₁: Halal certification positively influences interest in buying halal products at PTKIS Lecturers in West Java.

Halal Awareness

Halal awareness is a concept of perception and understanding of a subject (Karimah and Darmanto, 2021). Meanwhile, according to Bashir (2019), *halal awareness* is defined as the ability and awareness of a Muslim to understand what a halal product is, starting from how the product is stored, sanitation practices, and transferred to the distribution mechanism. Septiani and Ridlwan (2020) define halal awareness as the level of mastery of a Muslim to know everything related to halal. *Halal awareness*

from an industrial perspective is defined as awareness of consuming products that are free from alcohol, pork, and their derivatives. In the context of halal, awareness means knowing what is good or can be consumed and understanding what is wrong or not allowed to be consumed based on the rules of the Islamic religion contained in the Qur'an and Hadith (Firdausi, Farahdiba, and Munthe, 2020). From the several definitions of halal awareness, it can be concluded that it is the mastery of a Muslim regarding all aspects related to halal haram according to sharia teachings which means it is not based on wishful thinking but the Qur'an and hadith, especially in terms of food. According to Ozturk (2022), the indicators of halal awareness, namely understanding or knowledge, priorities for consuming halal products, awareness of halal, and product safety.

Research on the variables of halal awareness and interest in buying halal products has been widely carried out including: Harminingtyas and Noviana (2021), Gerungan and Karina (2019), Vizano, Khamaludin and Fahlevi (2021), Izzuddin (2018), Fadlullah et al. (2021), Najmudin et al. (2021), Karimah and Darmanto (2021), Novita et al (2022), Nur et al. (2021), Septiani and Ridlwan (2020), Setyaningsih and Marwansyah (2019), Efendi (2020), Fitria et al. (2019), Ozturk (2022), Firdausi, Farahdiba, and Munthe (2020), and Usmandani and Darmanto (2021).

H₂: Halal awareness positively influences interest in buying halal products at PTKIS Lecturers in West Java

Food Composition

According to Izzuddin (2018), the food composition is what the ingredients contain in food products. Ingredients are the main subject that is very worried about halal. From an Islamic perspective, food ingredients can cover various issues that must be considered, such as consumer familiarity with the quality, ingredients, and safety of the contents of the food. According to Fadlullah et al. (2021), most consumers are severe in understanding what they consume, where this information can usually be known from food labeling. From the food labeling, consumers can find out the composition of the food, affecting their buying interest. In Islamic thought, halal food is not limited to problems regarding non-halal animal parts used or eaten by Muslims. However, it must include safety aspects and those relating to processing and auxiliary equipment, equipment, handling, packaging, distribution, transportation, storage, and retail (Harminingtyas and Noviana, 2021).

The indicators of food composition, according to Najmudin, Shihabudin, and Fatoni (2021), are as follows: 1) Materials used; 2) Quality of food ingredients 3) Safety of food contents. Research on the variables of food composition and interest in buying halal products has been widely carried out, including Harminingtyas and Noviana (2021), Izzuddin (2018), Fadlullah et al. (2021), Najmudin et al. (2021), and Karimah and Darmanto (2021). Figure 1 shows the research model based on the literature review

H₃: Food composition positively influences interest in buying halal products at PTKIS Lecturers in West Java.

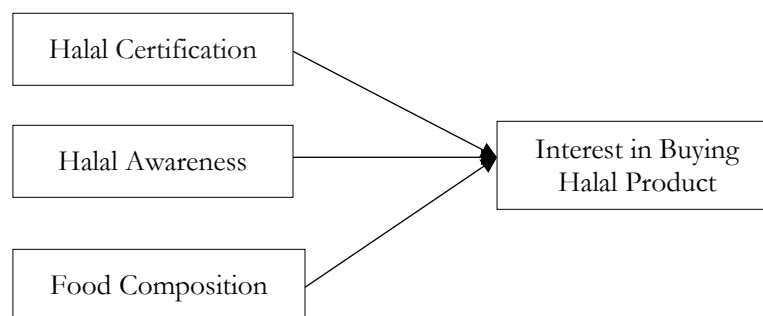


Figure 1. Research Model

Research Methods

The method used is quantitative with a survey approach. The data collection method used a questionnaire as the primary data source with a purposive sampling technique in the WA PTKIS group in the West Priangan area. In comparison, the data analysis technique used multiple regression analysis. The population in this study are lecturers who teach at PTKIS in the West Priangan region, West Java Province, including Cianjur Regency, Sukabumi Regency, and Bogor Regency. They are members of the WA PTKIS group in the West Priangan region. Questionnaire statements using a Likert Scale were distributed via Google Form from April 4 to April 23, 2022. As a research sample, the number of PTKIS lecturers in Cianjur Regency who filled out the questionnaire was 78 lecturers, Sukabumi Regency 83 lecturers, and Bogor Regency as many as 105 lecturers.

Results and Discussions

Regency of Cianjur Sample

The compliance of Muslim consumers with awareness of complying with the Shari'a in selecting products consumed has different levels of awareness. *Halal certification* is a discussion that comes from sharia principles. The Muslim community is starting to be interested in halal products or those with a halal logo that confirms that a product is safe. According to Islamic law, the procedures used can prove that the product is safe, reasonable, and can be eaten by Muslims (Mutmainah, 2018). Halal certification is a written certificate showing a product's level of halalness. Halal certification is issued by the Food, Drug, and Cosmetics Evaluation Institute of the Indonesian Ulema Council (LPPOM MUI). Products that have passed the halal certification have been given the halal certification logo on the packaging. Halal awareness is Muslim consumers' level of knowledge when finding and consuming halal products following Islamic law (Purwanto et al., 2021).

According to Mutmainah (2018), food ingredients are ingredients in food products. The role of information and knowledge technology is essential for Muslims in choosing what will be consumed by them. Is it safe and meets the requirements for consumption by Muslims? The ingredients of food are an essential consideration when selecting a product. Buying intention is the tendency of consumers to buy something or take actions related to purchases, and the level of possibility of consumers measures this to make a purchase (Wirakurnia et al., 2021). According to research by Novita et al. (2022), buying interest is an impulse that attracts personal attention to a particular object. Interest is related to cognition, emotion, and sports objects and motivates to do what is desired. Purchase intention is related to consumers' plans to buy certain products. According to Najmudin and Syihabudin (2021), buying interest is when respondents tend to take action before making a purchase decision.

Table 1. Summary of Regression Test Results – Regency of Cianjur Sample

Model	Unstandardized Coefficients		Standardized Coefficients	T Count	Sig.	Decision on H ₀
	B	Std. Error	Beta			
<i>Constant</i>	.196	.870		.208	.835	
Var_HC	.352	.075	.291	8.077	.000	Accepted
Var_HA	.288	.052	.394	4.323	.000	Accepted
Var_FC	.076	.064	.213	1.097	.306	Rejected

N: 78
R: 0.752
R Square: 0.581
Adjusted R Square: 0.411
F_{Count}: 26.164
Significance: 0.000

Table 1 shows that the variables of halal certification and halal awareness significantly affect buying intention in halal products. The adjusted R Square value is 0.411, which means that the

variable of buying intention in halal products is influenced by variables of halal certification, halal awareness, and food composition by 41.4 percent. In comparison, the remaining 58.6 percent is influenced by other variables. At the same time, the food composition variable has no significant effect on buying intention in halal products at PTKIS Lecturers in Cianjur Regency.

Halal certification variable significantly affects the buying intention of halal products at PTKIS Lecturers in Cianjur Regency. The hypothesis is accepted with a t-count value of $8.077 > t\text{-table } 1.664$ with a significance level of $0.000 < 0.05$. This study's results align with research conducted by Harminingtyas and Noviana (2021), who conducted research on Asmi Stansa students in Semarang with 215 respondents. The results showed that halal certification, halal awareness, and halal food ingredients positively influenced buying interest in halal food products. Furthermore, Wirakurnia et al. (2021), This study aims to analyze the factors that influence Muslim students' intention to purchase halal packaged food conducted on 239 respondents who live in West Java, Central Java, and East Java. The findings in this study are that Halal label variables positively affect Muslim students' intention to purchase halal packaged food. Then, Fadlullah et al. (2021) conducted a study to examine halal labels' direct and indirect effects, halal awareness, food ingredients, advertisements, and buying interest decisions buy Samyang noodles. The sample in this study was 200 students in Malang. In this study, it can be concluded that the halal label has a significant positive effect on buying interest. Nugroho et al. (2021), Karimah and Darmanto (2021), Novita et al (2022), Najmudin and Syhabudin (2021), Hidayati and Sunaryo (2021), Septiani and Ridlwan (2020), Usmandani and Darmanto (2021), Fitria et al. (2019), Millatina (2022) stated that the halal certification variable has a significant effect on buying interest in halal products. This study's results differ from the findings of research conducted by Izzuddin (2018). This study aims to determine the effect of halal labels, halal awareness, and food ingredients on interest in buying Pecel Garahan Jember culinary food. The sample used was 112 respondents. The study results show that the halal certification variable does not affect purchase interest in Nasi Pecel Garahan. Even though there is no halal label, respondents still buy the product. Furthermore, Nur et al. (2021) research aims to explain the impact of awareness, lifestyle, and halal certification on people's buying interest in MSME halal food products in DKI Jakarta Province. The subjects of this study were 150 consumers of halal food products. The findings of this study are that among the three variables used, two only have a significant effect on buying interest.

The halal awareness variable significantly affects buying intention in halal products at PTKIS Lecturers in Cianjur Regency. The hypothesis is accepted with a t-count value of $4.323 > t\text{-table } 1.664$ with a significance level of $0.000 < 0.05$. This study's results align with research conducted by Gerungan and Karina (2019). They conducted research intending to know the effect of halal awareness on customer buying interest in Surabaya restaurants, considering the trend of halal business in Indonesia. The sample in this study amounted to 219 Muslim respondents. The results showed that halal awareness positively and significantly affected customer buying intention in Surabaya restaurants. Then, a study conducted by Vizano, Khamaludin, and Fahlevi (2021) attempted to examine the effect of attitudes, subjective norms, and perceived behavioral control on the purchasing behavior of students enrolled in a private higher education institution in Tangerang. The sample of this research is 410 students. The findings of this study reveal that attitudes, subjective norms, and perceived behavioral control significantly influence purchase intention. Meanwhile, purchase intention significantly affects student purchasing behavior, and halal awareness moderates purchase intention. Purchase intention has a positive effect on buying behavior, and this study proves that halal awareness can moderate the effect of purchase intention on purchasing behavior towards halal food products. Also, other research conducted by Najmudin et al. (2021), Karimah and Darmanto (2021), Novita et al. (2022), Harminingtyas and Noviana (2021), Nur et al. (2021), Septiani and Ridlwan (2020), Izzuddin (2018), Fadlullah et al. (2021), Setyaningsih and Marwansyah (2019), Efendi (2020), Fitria et al. (2019), Ozturk (2022), Firdausi et al. (2020) which state that halal awareness has a significant influence on interest in buying halal products. Meanwhile, this study's results differ from the research conducted by Usmandani and Darmanto (2021), where this study aims to analyze the effect of price perception, product quality, halal awareness, halal certification, and halal marketing as factors that influence product purchasing

decisions. Halal processed meat on Muslim consumers in Semarang through buying interest as an intervening variable. The data collection method was obtained through a questionnaire. The population of this research is the Muslim community of Semarang City, which has purchased halal processed meat products with a sample of 130 respondents. The analytical technique used is Structural Equation Modeling – AMOS. The analysis results show that halal awareness has no effect on buying interest and significantly affects purchasing decisions.

The food composition variable has no significant effect on buying intention in halal products at PTKIS Lecturers in Cianjur Regency. With a t-count value of $1.097 < t\text{-table } 1.664$ with a significance level of $0.306 > 0.05$, the hypothesis is rejected. It is suspected that PTKIS Lecturers in Cianjur Regency, in selecting food products to buy, only look at the halal label on the packaging and do not look at the elements of the food composition. It also shows as an indicator of the trust of PTKIS Lecturers in BPJPH, who issues halal certification on a product through MUI provisions. The results of this study are not in line with research conducted by Najmudin et al. (2021), where research aims to determine the effect of halal awareness and food ingredients on consumer buying interest in seafood culinary SMEs on the coast. Data were analyzed using multiple linear regression. This study indicates that food ingredients affect consumer buying interest in coastal tourism culinary.

Furthermore, Karimah and Darmanto (2021) conducted a study to see the effect of halal awareness, halal certification, the composition of food ingredients, halal marketing, and religiosity on the purchase intention of imported food products on Muslim consumers in the city of Semarang by using the Structural Equation Model (SEM). The results showed that halal awareness, halal certification, the composition of food ingredients, halal marketing, and religiosity positively and significantly affect the purchase intention of imported food products. Other studies also have the same conclusion that food composition has a significant effect on product purchase intention, including research conducted by Harminingtyas and Noviana (2021), Izzuddin (2018), and Fadlullah et al. (2021).

Regency of Sukabumi Sample

According to Law Number 33 of 2014, Article 1 Paragraph 10, halal certification is an acknowledgment of the halalness of a product issued by the BPJPH (Halal Product Guarantee Agency) based on a written fatwa issued by the MUI (Indonesian Ulema Council) (Destiana & Tairas, 2021). Moreover, Halal is not just an obligation in religion but has developed and is included in the daily lifestyle (Fadlullah et al., 2021). Awareness is seeing, feeling, and being aware of an event and object. Halal awareness of Muslim customers is influenced by understanding the concept of halal through practice (Mutmainah, 2018), so with the concept of halal, Muslim customers will be more selective in their behavior choose the products they consume. It is also supported by Purwanto et al. (2020) statement that halal awareness is an aspect that can explain customer interest in buying halal products. According to Ajzen (2005), interest is the state of a person's willingness to perform the behavior and is the beginning of the occurrence of the behavior. Purchase intention analyzes and predicts customer behavior (Fitria et al., 2019). Millatina (2022) also argues that traits play an important role in someone's buying interest, so people with better traits seem to have more excellent intentions when buying halal products.

Table 2 shows that the variables of halal certification and food composition significantly affect buying interest in halal products. The adjusted R Square value is 0.283, which means that the variable of interest in buying halal products is influenced by the variables of halal certification, halal awareness, and food composition by 28.3 percent. In comparison, the remaining 71.7 percent is influenced by other variables. At the same time, the halal awareness variable has no significant effect on buying interest in halal products at PTKIS Lecturers in Sukabumi Regency.

Halal certification variable significantly affects buying interest in halal products at PTKIS Lecturers in Sukabumi Regency. The hypothesis is accepted with a t-count value of $6.231 > t\text{-table } 1.663$ with a significance level of $0.000 < 0.05$. The results of this study are in line with research conducted by Nugroho et al. (2021), whose research objective is to find out the analysis of the implementation of halal certification policies on community halal awareness, which has an impact

on increasing people's purchasing power for halal products. The research sample was taken from 100 consumers who use Halal products in Indonesia. The analysis reveals that implementing the halal certification policy positively relates to consumer halal awareness. Likewise, this study found a significant relationship between halal certification and people's buying interest in halal products. Then, Novita et al. (2022) researched the effect of halal awareness and halal certification on interest in buying halal products during the Covid-19 pandemic. This study uses quantitative methods to collect data from 138 respondents. The test results show that halal certification significantly affects the interest in buying halal products. The results of this study are also in line with other studies conducted by Karimah and Darmanto (2021), Najmudin and Syihabudin (2021), Hidayati and Sunaryo (2021), Septiani and Ridlwan (2020), Usmandani and Darmanto (2021), Fitria et al. (2019), Millatina (2022), Izzuddin (2018), Nur et al. (2021), Harminingtyas and Noviana (2021), Wirakurnia et al. (2021), Fadlullah et al. (2021), and Efendi (2020) which states that the variable Halal certificates have a positive and significant effect on buying intention in halal products. The results of this study are different from the results of research conducted by Izzuddin (2018), Nur et al. (2021), and Efendi (2020), who concluded that the halal certification variable had no significant effect on buying interest in halal products.

Table 2. Summary of Regression Test Results Regency of Sukabumi Sample

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	T Count	Sig.	Decision on H ₀
	B	Std. Error	Beta			
<i>Constant</i>	.276	.670		.108	.335	
Var_HC	.467	.091	.472	6.231	.000	Accepted
Var_HA	.174	.062	.298	1.323	.165	Rejected
Var_FC	.026	.041	.186	1.687	.041	Accepted

N: 83
R: 0.617
R Square: 0.351
Adjusted R Square: 0.283
F_{Count}: 8.216
Significance: 0.000

The halal awareness variable has no significant effect on buying interest in halal products at PTKIS Lecturers in Sukabumi Regency. The hypothesis is rejected with a t value of $1.323 < t$ table of 1.663 with a significance level of $0.165 > 0.05$. It is suspected that PTKIS lecturers in Sukabumi Regency, in selecting and purchasing halal products, did not look at the halal label on the halal product packaging because they believed that the product they bought was halal. This study's results align with research conducted by Usmandani and Darmanto (2021). The conclusions show that halal awareness has no effect on buying interest and significantly affects purchasing decisions. This research was conducted on Muslim consumers in Semarang, amounting to 130 respondents. This study's results differ from the research undertaken by Nur et al. (2021), which tried to explain the impact of awareness, lifestyle, and halal certification on people's buying interest in MSME halal food products in DKI Jakarta Province. The subjects of this study were 150 consumers of halal food products. The findings of this study, among the three variables used, only two significantly affected buying interest. The factors considered necessary are halal awareness and lifestyle because both significantly influence buying interest. Meanwhile, other studies reveal that the halal awareness variable has a significant influence on the interest in purchasing halal products, including research conducted by Septiani and Ridlwan (2020), Setyaningsih and Marwansyah (2019), Efendi (2020), Fitria et al. (2019), Ozturk (2022), Firdausi et al. (2020), Harminingtyas and Noviana (2021), Gerungan and Karina (2019), Vizano et al. (2021), Izzuddin (2018), Fadlullah et al. (2021), Najmudin et al. (2021), Karimah and Darmanto (2021), and Novita et al. (2022).

The food composition variable significantly affects buying interest in halal products at PTKIS Lecturers in Sukabumi Regency. The hypothesis is accepted with a t-count value of 1.687

> t-table, 1.663 with a significance level of $0.041 < 0.05$. This study's results align with research conducted by Najmudin et al. (2021), where this study aims to determine the effect of halal awareness and food ingredients on consumer buying interest in seafood culinary SMEs on the coast. This study shows that food ingredients affect consumers' buying interest in coastal tourism culinary, as indicated by the t-count value more significantly than the t-table ($5.784 > 1.668$). Then Karimah and Darmanto (2021) this study aims to see the effect of halal awareness, halal certification, the composition of food ingredients, halal marketing, and religiosity on the purchase intention of imported food products on Muslim consumers in the city of Semarang. The results showed that the variable composition of food ingredients had a positive and significant effect on the purchase intention of imported food products. Other studies are also in line with the conclusion that food composition variables affect the interest in buying halal products, including those conducted by: Harminingtyas and Noviana (2021), Izzuddin (2018), and Fadlullah et al. (2021).

Regency of Bogor Sample

Muslim awareness is characterized by knowledge about the process of slaughtering, food packaging, and food hygiene following Islamic law. Research conducted by Gerungan and Karina (2019) states that the halal awareness of a Muslim significantly affects consumer buying interest in a product. Research conducted by Sudarsono and Nugrohowati, (2020) on the influence of halal labels and brand image on cosmetic purchasing decisions found that halal labels and brand image positively affect purchasing decisions. The influence of the halal label on purchasing decisions, which turns out to be smaller than the influence of brand image, creates a new problem, namely the low awareness of halal Muslims because the halalness of a product should be an essential concern rather than just a lifestyle. According to Vizano et al. (2021), food ingredients are ingredients used in making a food product. Foodstuffs are determining factors in predicting how consumers buy an interest in a food product. According to Nur et al. (2021), the buying intention in halal products shows that the composition of the ingredients in the product has a significant positive effect on the buying interest of Muslim consumers.

On the other hand, Karimah and Darmanto's (2021) research on Muslim consumers' buying interest in halal products shows different things. This research proves that the composition or ingredients contained in the product have a significant adverse effect on consumer buying interest. Some Muslim communities are not paying attention to the importance of knowing the ingredients for making products, whether in food or beauty products, resulting in many individuals intentionally mixing halal ingredients with non-halal ingredients. Many consumers in Indonesia continue to buy food in shops or food stalls without a halal label on the shop.

Table 3. Summary of Regression Test Results – Regency of Bogor Sample

Model	Unstandardized Coefficients		Standardized Coefficients	T Count	Sig.	Decision on H ₀
	B	Std. Error	Beta			
<i>Constant</i>	.476	.881		.282	.402	
Var_HC	.521	.127	.687	9.075	.000	Accepted
Var_HA	.286	.093	.376	5.620	.000	Accepted
Var_FC	.065	.057	.212	1.521	.077	Rejected

N: 105
R: 0.774
R Square: 0.634
Adjusted R Square: 0.587
F_{Count}: 16.063
Significance: 0.000

Table 3 shows that the variables of halal certification and halal awareness significantly affect buying interest in halal products. The adjusted R Square value is 0.587, which means that the variable of buying interest in halal products is influenced by halal certification, halal awareness, and

food composition by 58.7 percent. In comparison, the remaining 41.3 percent is influenced by other variables. At the same time, the food composition variable has no significant effect on buying interest in halal products at PTKIS Lecturers in Bogor Regency.

Halal certification significantly affects buying intention in halal products at PTKIS Lecturers in Bogor Regency. The hypothesis is accepted with a t-count value of $9.075 > t\text{-table}$, 1.659 with a significance level of $0.000 < 0.05$. This study's results align with research conducted by Najmudin and Syihabudin (2021), where the research aims to determine the effect of religiosity and halal certification on the interest in buying traditional food from milkfish satay. The sample of this research is millennial consumers of traditional food, Sate Bandeng Kang Cepi Kaujon, Serang City, Banten Province. This study indicates that halal certification affects the interest in buying traditional milkfish satay. Then, Millatina (2022) this study aims to raise the importance of awareness of halal labels on halal food and beverages in Indonesia. The quantitative method used in this research is to apply the Structural Equation Least Partial Partial Modeling (PLS-SEM) through the Smart-PLS software. The results of this study are the significant influence of the halal label on the interest in buying halal products. Other studies which conclude that the variable of halal certification affects the interest in purchasing halal products were also proposed by Hidayati and Sunaryo (2021), Septiani and Ridlwan (2020), Usmandani and Darmanto (2021), Fitria et al. (2019), Harminingtyas and Noviana (2021), Wirakurnia et al. (2021), Fadlullah et al. (2021), Nugroho et al. (2021), Karimah and Darmanto (2021), and Novita et al. (2022). The results of this study are different from the results of research conducted by Izzuddin (2018), Nur et al. (2021), and Efendi (2020), who concluded that the halal certification variable had no significant effect on buying intention in halal products.

Halal awareness variable significantly affects buying interest in halal products at PTKIS Lecturers in Bogor Regency. The hypothesis is accepted with a t-count value of $5.620 > t\text{-table}$, 1.659 with a significance level of $0.000 < 0.05$. The results of this study are in line with the research conducted by Fitria et al. (2019), which aims to analyze the effect of halal awareness, halal certification, and halal marketing on purchase intention. The results of this study indicate that halal awareness, halal certification, and halal marketing significantly influence halal purchase intention. It is characterized by a positive score obtained on all variables. Then, Ozturk (2022) this study aimed to determine consumers' attitudes and purchase intentions toward halal chicken products with models of knowledge, attitudes, and practices. It also aims to assess consumer awareness of halal chicken products and the effect of perceived psychological risk on purchases. The analysis results show that knowledge about halal products, awareness of halal products, and perceived psychological risks significantly influence buying interest. Other studies which also conclude that the halal awareness variable affects the interest in purchasing halal products were also proposed by Firdausi, Farahdiba, and Munthe (2020), Harminingtyas and Noviana (2021), Gerungan and Karina (2019), Vizano et al. (2021), Izzuddin (2018), Fadlullah et al. (2021), Najmudin et al. (2021), Karimah and Darmanto (2021), Novita et al. (2022), Nur et al. (2021), Septiani and Ridlwan (2020), Setyaningsih and Marwansyah (2019), and Efendi (2020). Meanwhile, this study's results differ from the research conducted by Usmandani and Darmanto (2021), where this study concludes that halal awareness does not affect buying intention.

The food composition variable has no significant effect on buying interest in halal products at PTKIS Lecturers in Bogor Regency. The hypothesis is rejected with a t value of $1.521 < t\text{ table}$ of 1.659 with a significance level of $0.077 > 0.05$. It is suspected that PTKIS Lecturers in Bogor Regency, in selecting products to buy, only look at the halal label on the packaging and do not look at the food composition elements. It shows the trust of PTKIS Lecturers in Bogor Regency in BPJPH, which issues halal certification on a product through MUI provisions. The results of this study are not in line with research conducted by Najmudin et al. (2021), Karimah and Darmanto (2021), Harminingtyas and Noviana (2021), Izzuddin (2018), and Fadlullah et al. (2021) which concluded that food composition has a significant effect on product purchase intention.

Conclusion

Halal certification affects an interest in buying halal products at PTKIS Lecturers in Cianjur, Sukabumi, and Bogor Regencies. It can be used as a basis for entrepreneurs of halal food products as an essential thing for developing business products. In the long term, Indonesia can compete in the world market to become the largest halal product industry in the world. Halal awareness affects the interest in buying halal products at PTKIS Lecturers in Cianjur and Bogor Regencies. Meanwhile, in Sukabumi Regency, it was influential but not significant. It shows that better halal awareness will affect the consumption of halal food products at PTKIS lecturers in Cianjur and Bogor Regencies.

Meanwhile, in Sukabumi Regency, PTKIS lecturers know halal food products, but this is not always practiced in consuming halal food products. The impact is that if this continues, there will be many producers who are not aware of the food products they provide, even though halal awareness from both consumers and producers is an essential indicator for the running of economic activity, especially halal food products that are better, guaranteed and following Islamic teachings. Food composition affects the interest in buying halal products at PTKIS Lecturers in Sukabumi Regency. It makes halal food product providers more aware of the ingredients used in making a food product. Meanwhile, food composition does not significantly affect buying interest in halal products at PTKIS Lecturers in Cianjur and Bogor Regencies. It is suspected that PTKIS Lecturers in Cianjur and Bogor Regencies, in selecting food products to buy, only look at the halal certification on the packaging and do not look at the elements of the food composition.

This study has a limited number of samples. So that it does not fully represent the perception of PTKIS Lecturers in West Java because the samples were taken from three districts in the West Priangan Region, and not all PTKIS Lecturers filled out the questionnaires. Therefore, it is recommended for further research to increase the number of samples or focus on PTKIS lecturers in one particular province. Then, for further research, the variables of religiosity and knowledge of halal are added as variables that directly affect the interest in buying halal products. Finally, the knowledge of PTKIS lecturers is suspected of influencing interest in buying halal products. Therefore further research is recommended to group the areas of expertise of PTKIS lecturers to determine interest in purchasing halal products.

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