

## The interest of the Padang community towards halal products

Sunarsih

Faculty of Economics and Islamic Business  
Sunan Kalijaga State Islamic University, Yogyakarta  
Corresponding author: sunarsih\_yusro@yahoo.com

---

### Abstract

The emphasis on the importance of halal products is now growing. This quickly became a new market power and brand identifier and now moved to the main market, influencing and changing perceptions of how business should be done, including from a marketing standpoint. The purpose of this paper is to examine the application of reasoned action theory (TRA) in predicting interest in halal products among the Padang community. By using multiple regression analysis tools, there is evidence that subjective attitudes and norms have a positive and significant effect on public interest in halal products in the Padang community.

Key words: Halal Products, Theory of Reasoned Action

---

### Abstrak

Penekanan pada pentingnya produk halal sekarang semakin berkembang. Ini dengan cepat menjadi kekuatan pasar baru dan pengidentifikasi merek dan sekarang pindah ke pasar utama, memengaruhi dan mengubah persepsi tentang bagaimana bisnis harus dilakukan, termasuk dari sudut pandang pemasaran. Tujuan dari makalah ini adalah untuk menguji penerapan Reasoned Action Theory (TRA) dalam memprediksi minat produk halal di kalangan masyarakat Padang. Dengan menggunakan alat analisis regresi berganda, terdapat bukti bahwa sikap dan norma subyektif memiliki pengaruh positif dan signifikan terhadap minat publik terhadap produk halal di masyarakat Padang.

Kata kunci: Produk Halal, Theory of Reasoned Action

---

### Introduction

In Islamic teachings, halal food is fundamental because it deals with broader doctrines. Halal food is a condition of worship to be accepted by Allah SWT. Likewise with the doctrine that parents must provide halal food to the family. The doctrine of halal food is a fundamental part of Muslim life to achieve success in the world and the hereafter. Products that have halal certification are products that have been tested in halal and can be consumed by Muslims. Products that have halal certification are proven by the inclusion of a halal logo in the product packaging ([www.halalmui.org](http://www.halalmui.org)).

Considering the urgency of the presentation of healthy and halal food for Muslims, a meeting was held between the Chair of the Indonesian Ulema Council, the Minister of Religion and the Minister of Health, which called on food producers, including those served in hotels and restaurants to produce, trade and serve food and drinks that are truly clean of unclean ingredients. In order for the long term to be able to materialize the inner peace of the Muslim community to avoid consuming foods that contain substances that cause processed food not

halal, on January 6, 1989, the Indonesian Ulema Majelis confirmed the establishment of the Majelis Ulama Indonesia Food, Medicine and Cosmetics Institute. The establishment of the LPPOM MUI institution was confirmed through the MUI Decree Number: Kep.18 / MUI / I / 1989. The Decree containing the Tasks of the LPPOM MUI was then refined by the Decree of MUI in 1991 Number: Kep.330 / MUI / IV / 1991 which was subsequently refined by MUI Decree No. Kep.414 / MUI / VIII / 1998. Because of the importance of these halal products, the PBNU on February 6, 2013, officially formed the Nahdatatul Ulama Halal Body (BHNU). This public service is for issuing halal certificates for goods and services. The establishment of the institution was intended to fulfill the demand and to protect the congregation from non-sterile food and illicit substances. (Harian Pelita, 2013). Currently, the issuance of halal certificates that have been issued by the Indonesian Ulema Council (MUI), is currently being taken over by the government. After the inauguration of the Halal Product Guarantee Agency (BPJPH), Wednesday, 11/10/2017. This agency has the task of issuing halal certification and supervision of halal products.

Halal can cover all consumables such as toiletries, pharmaceuticals, cosmetics and services including finance (Lada et al, 2009). Halal nowadays is no longer just a matter of religion. Now it has become a business and trade matter. Halal certificates are currently the decisive new market power. Halal certificates help encourage the development of Muslim countries as consumers and producers in the global market. The halal industry not only affects Muslims but also gets the attention of Non-Muslim users because halal certificates are a global symbol for quality assurance and lifestyle choices (Muhammad et al, 2009).

Research by Rajagopal et al (2011) indicates that halal certification can be used as a marketing tool in promoting halal products. In this case, halal certification is one of the factors that can influence consumer buying interest. Majid's research (2015) conducted in Pakistan found evidence that Halal certificate brands from cosmetic products had a positive influence on the intentions of female cosmetic consumers on Halal brands.

Ghadikolaei's research (2016) shows that managers of halal product companies using halal signs clearly on packaging their products can increase the purchase intention of Muslim and non-Muslim consumers. Because many Muslim and even non-Muslim consumers pay attention to the halal labors of products to choose the products they want compared to their attention to product composition.

According to Zulkifli (2014), halal products have a large market to meet the Muslim population of more than 1.5 billion. In Indonesia, with Muslims as much as 85% of the total population, it is possible for products with halal labels to be a choice compared to those without the halal label, in other words having a large market share. Based on data from the Global Islamic Economy Report in 2016-2017, currently, Indonesia is in the position of the top 10 halal industrial producers globally. Indonesia also occupies ninth and eighth positions in the Islamic finance sector and medicine, and cosmetics. (Arrahman net, 2017).

The study of consumer behavior in Indonesia is important so that companies can match the goals and strategies of the company with consumer behavior. There are several other factors that play a role in the emergence of behavior, one of which is the intention to behave certain of an individual. The intention itself will not arise without the influence of determinants. This theory is explained by Ajzen and Fishbein (1975) in his theory known as the Theory of Reasoned Action. According to Lada et al. (2009) Theory of Reasoned Action is a valid model in predicting intention to choose halal products. Based on this, researchers are interested in examining consumer intentions to choose halal products using the Theory of Reasoned Action. Theory of Reasoned Action has also been applied in research on organic food purchasing behavior (Sparks and Shepherd, 1992), and in studying the intention to buy environmentally friendly products (Kalafatis et al., 1999) and several studies on internet buying behavior such as research conducted

by Battacherjee (2000), George (2002); Khalifa and Limayem (2003); Pavlou (2002); George (2004). Hiring Theory of Reasoned Action, a person's behavioral intentions are influenced by subjective attitudes and norms (Ajzein and Fishbein, 1975).

From the explanation above, the researchers wanted to examine how the interest of the people of Padang towards halal products. This research was conducted in Padang because Padang is a Muslim community, where Padang has won 24 times the overall champion of MTQ. Where this shows that the level of religiosity of the Padang people is quite high.

### **Main Issues**

1. How does the attitude influence the interest of the Padang community towards halal products?
2. What is the influence of the subjective norms of the Padang people on halal products?

### **Research Objectives**

The purpose of this study was to analyze:

1. How does the attitude influence the interest of the Padang community towards halal products?
2. What is the influence of the subjective norms of the Padang people on halal products?

### **Research Contributions**

1. This research is expected to be able to provide information regarding the interest of the people of Padang towards halal products so that companies or employers can adjust the goals and strategies of the company.
2. In the academic field, it can add references to the behavior of the people of Padang regarding halal products.

## **Literature Review, Theoretical Framework, and Development of Hypotheses**

There are several studies that have been carried out related to halal problems, including Shaari and Arifin (2010). The research conducted by Shaari and Ariffin was titled "Dimension of Halal Purchase Intention: A Preliminary Study". The study found that there were 9 dimensions in measuring interest in buying a product. These dimensions are solidity, certainty, universal, brand association, purity, conformity, halal-ness, place & distribution, and knowledge. This dimension is an extracurricular result using Varimax Factor Analysis from several variables, namely marketing concept, awareness, Halal certificate, and religiosity.

Imam and Lutfi (2010) Research conducted by Lutfi and Imam entitled "Marketing Impact of Halal Labeling Intention Based on Ajzen's Planned Behavior Theory: Policy Capturing Studies on Five Different Product Categories". This study found that Planned Behavior (TPB) was not entirely valid in explaining the intensity of Muslim consumer behavior in Indonesia to seek information regarding halal certification of a product or cancel buying when the halal certification label was not found.

Aziz and Vui (2012) Research conducted by Aziz and Vui entitled "The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach". The study found that halal awareness, halal certificates, marketing promotions, halal brands had a positive effect on the interest in buying halal products while food quality negatively affected the interest in buying non-Muslim consumers in Malaysia.

Golnaz et al (2010) entitled Non-Muslims' awareness of Halal principles and related food products in Malaysia. This study examines the relationship between halal concepts and

perceptions of behavioral control with behavioral intentions to buy halal products among non-Muslim communities. The results of this study indicate that non-Muslim consumers are aware of halal food, the halal principle and the benefits of slaughtering animals in a halal manner.

### **Halal**

The word Halal comes from the Arabic word which means it is permissible according to Islamic Sharia law which refers to the teachings of the Koran and the exemplary behavior of the Prophet Muhammad as quoted in the Hadith. The opposite of Halal is Haram which means it is prohibited (Husein et al, 2012) Halal means the overall concept that encourages Muslims to search for and use products and services that promote cleanliness in every aspect of the person's life. Halal food means that they are safe for consumption, produced in a clean environment while being the next benchmark for quality (Omar et al, 2008). In the Koran, there are various proofs of Islamic teachings in the concept of halal. Among them are verses (verses) from Surah Al Baqarah which strongly encourage Muslims to consume only what is lawful in the case of Islam and avoid the wrong direction from Satan. The meaning of the verse is as follows: "He has forbidden you only Maitah (dead beast), blood and pork, and what was slain as a sacrifice for someone other than Allah (or has been slaughtered for idols, which the name Allah is not mentioned while slaughtering ), but if someone is forced by necessity without being denied or violates the boundary, then there is no sin on him. Indeed, Allah is Forgiving, Most Merciful (Sudrajad et al., 2007).

### **Theory of Reasoned Action**

According to TRA, one's intention is a function of the two main determinants, namely personal/ personal factors and factors that reflect social influence. The personal factor is the evaluation of positive or negative individuals to conduct behavior. This factor is called attitude towards behavior (Ajzen and Fishbein, 1980). The second determinant of intention is people's perception of social pressure caused to do or not do the behavior in question. Because it is related to perception, this factor is called subjective norm (Ajzen and Fishbein, 1980).

According to theory, attitude is a function of trust. A person who believes in carrying out certain behaviors will cause most positive results to continue. That is a good attitude to conduct behavior. Whereas people who believe this behavior will cause the most negative results to continue, that is not a good attitude. It is this belief that underlies a person's attitude towards behavior, which is called behavioral trust (ie the act of consuming or buying halal or non-halal products).

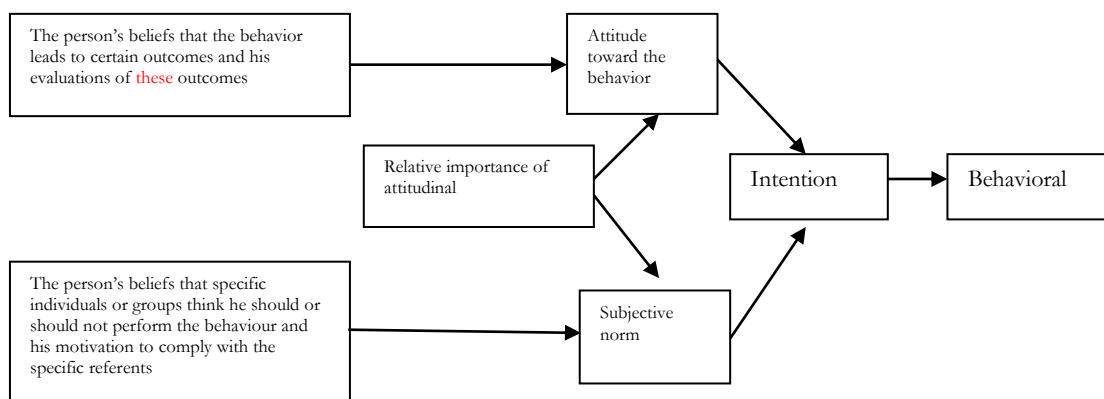
Subjective norms are also a function of trust that determines an individual or group to think whether or not they should do the behavior. The beliefs underlying one's subjective norm are called normative beliefs.

### **Theory of Reasoned Action and Interest in Halal Products**

Promoting halal products to foreign markets is considered an innovation especially for non-Muslim countries. This is also very related to the type of religious products. According to Delener (1994) and Pettinger et al. (2004), religion can influence consumer attitudes and behaviors and food purchasing decisions and eating habits (Mullen et al., 2000; Mennel et al., 1992). In many societies, religion plays one of the most influential roles in forming food choices (Musaiger, 1993; Dindyal, 2003). The impact of religion on consuming food depends on the religion itself and the degree to which individuals interpret and follow the teachings of their religion. Most religions forbid certain foods (for example, pork in Judaism and Islam, or pork and beef in Hinduism and Buddhism, except Christianity which has no prohibitions on food (Sack, 2001). Consumption of animal products, especially meat and meat products are most strictly

regulated in cases where religious considerations apply (Shatenstein and Ghadirian, 1997). This phenomenon can be explained using the Theory of Reasoned Action.

In exposing the interest of the people of Padang to halal products, this study uses TRA. Where interest is seen from the intention of the community to choose halal products.



**Figure 1.** Relationship Between Attitudes, Subjective Norms and Intention and Behavior  
Source: Ajzen and Fishbein (1980)

According to Lutz (1991), Theory of Reasoned Action offers two important propositions. The first predict buying behavior, where the prediction of buying behavior needs to measure a person's attitude to conduct the behavior, not just the general attitude towards the object around his buying behavior. For example, even if a person's attitude towards halal products is profitable, the person may never buy halal products. Second, besides attitudes toward behavior, TRA includes a second determinant, open behavior: subjective norms. Social norms are intended to measure social factors that influence a person's behavior (i.e. expectations of family members and friends).

### Attitudes and Interests towards Halal Products

The intention of choosing Halal products precedes the process before making the actual selection. Intention reflects future behavior. A postulated attitude to have a direct relationship with intention-behavior. Attitude is an evaluation to carry out certain behaviors involving attitude objects, such as buying products (Blackwell et al., 2001). The intention is often seen as a conative component of attitude and it is usually assumed that this conative component is related to the effective component of attitude. The concept has led to the assumption of a strong relationship between attitudes and intentions (Fishbein and Ajzen, 1975).

Alam and Sayuti (2011) found that there was a significant and positive relationship between attitudes and intentions to buy halal products. Their results show that the TPB model which is a development of TRA can explain 29.1 percent of the variance in the intention to buy halal products. Attitudes are considered as an important element in influencing consumers' intentions in buying Halal products because those who have a high positive attitude seem to have a greater intention to buy Halal products. This finding reinforces Ajzen (1988), which states that attitudes can be described as important elements in predicting and describing human behavior. According to Kotchen and Reiling (2000), attitude is the main important predictor of behavioral intention. Many studies prove that attitude influences positive intentions, including Han and Yoon (2015), Chen and Tung (2014), and Han et al. (2011). Thus the intention is a factor that can positively influence the intentions of the Padang people in choosing halal products. The hypothesis can be formulated as follows:

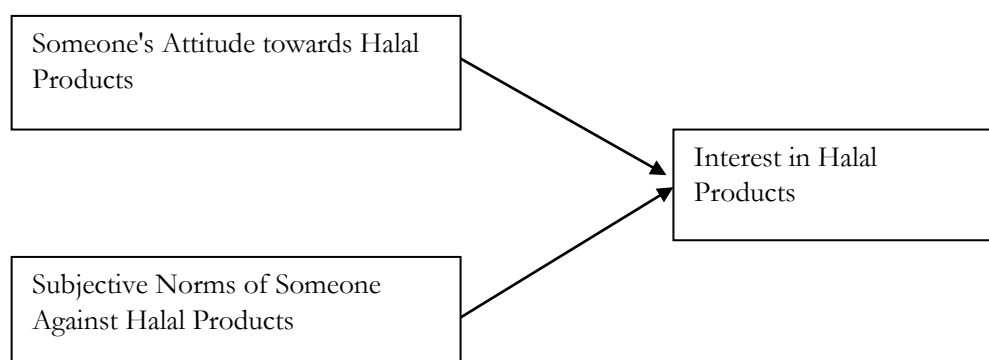
H1: Attitudes have a positive influence on the interest of the people of Padang towards halal products.

### **Subjective Norms and Intention to Choose Halal Products**

Subjective norms refer to "people's perceptions that are important for him to think whether people should or do certain behaviors" (Fishbein & Ajzen, 1975). Subjective norms are a function of individual beliefs obtained from the views of other people towards the object of attitudes related to individuals (normative belief) (Ramdhani, 2011). Different consumers have different beliefs about halal products, where subjective attitudes and norms play an important role in doing intentions (Lada et al., 2009). Subjective norms are perceived as social pressures that influence consumers' decisions to buy halal food (Alam & Sayuti, 2011). A study by Karijin et al. (2007) on attitudes towards purchasing Halal meat in France found that attitudes, social norms, and perceptions of control had a significant effect on the intention to consume halal meat. Chang (1998), Shimp and Kavas (1984), and Vallerand et al. (1992) have found evidence that there is a causal path between subjective norms and intentions. Lada et al. (2009) support that subjective norms also significantly influence intention. In their findings, subjective norms have proven to be the most influential drivers of intention to choose halal products. Thus the subjective norms can positively influence the intention of the Indonesian people to choose halal products. And the hypothesis can be formulated as follows:

H2: Subjective norms have a positive effect on the intention of Indonesian people to choose halal products.

The thinking framework in this study can be described as follows:



**Figure 2.** The Skeleton of Research Thinking

## **Method**

### **Types and Nature and Sources of Research Data**

This type of research is field research with a quantitative and qualitative approach (mixed method) using a sequential exploratory strategy. Applied research is a study conducted in order to answer needs and solve practical problems (Supardi, 2005). Creswell (2009, p. 317) says a sequential exploratory strategy involves collecting and analyzing qualitative data in the first stage, which is then followed by the collection and analysis of quantitative data in the second stage based on the results in the first stage. While the nature of this research is explanatory, that is research that explains the position of the variables under study as well as the relationship between one variable with other variables, in this case, the relationships that influence each other (Sugiyono, 2008)

The population is the total number of units of analysis whose characteristics will be suspected (Effendi and Tukiran, 1995, p. 152). The population of this study is all Indonesian people. The sample according to Sugiyono (2013, p. 116), is part of the number and characteristics possessed by the population. The sampling technique or sampling technique in this study is Convenience Sampling, which is a type of non-probability sampling method that collects data from members of the population that are easy to participate in the study (Dudovskiy, 2016).

The data sources used in this study are primary data and secondary data. The primary data source is the source of research data obtained directly from the original source, not through intermediary media (Indriantoro and Supomo, 2002, p. 146). In this study, the primary data is found in the results of the questionnaire answers from respondents (Padang community). The number of samples in this study was determined using the Slovin formula, using a formula that is (Umar, 2004: 108):

$$n = \frac{N}{(1 + N \cdot (e)^2)}$$

Information:

- n : Number of samples
- N : Total Population
- e : Error tolerance limit

Thus the set fault tolerance limit is 10% in the community respondents in Padang totaling 457,090 obtained a sample of 100 respondents consisting of 11 sub-districts which are expected to represent the population.

### **Operational Definition**

In this study using two independent variables namely subjective intentions and norms. Independent variables are types of variables that explain or influence other variables (Indriantoro and Supomo, 2002, p. 63). And one dependent variable is the intention of the Indonesian people to choose halal products. The dependent variable is the variable type that is explained or influenced by independent variables (Indriantoro and Supomo, 2002, p. 63). All data variables are obtained by distributing questionnaires. The question items in the questionnaire were extracted and adapted from the research of Ajzen and Fishbein (1975) and Ajzen and Fishbein (1980).

### **Research Instrument**

In this study, the instrument used was a questionnaire containing questions and statements filled out by respondents, namely the Indonesian people. Measurements from a list of questions or questionnaires that have been answered by respondents using a Likert scale. Likert scale is used to reveal attitudes, subjective norms, and intention to choose halal products. With a Likert, the variable to be measured is described as a variable indicator.

Then the indicator becomes the starting point for arranging Likert Scale items. The Likert Scale (Likert Scale) is designed to examine how strongly subjects agree or disagree with statements on a five-point scale (No. 2006). Before data analysis is carried out, an instrument test will be used first as a measuring instrument. This test includes validity and reliability tests.

### **Analysis Tool**

In order to analyze whether the components contained in the Theory of Reasoned Action to predict the interest of the Padang community towards halal products using primary data obtained through the distribution of questionnaires.

The analytical tool used to analyze the influence of subjective attitudes and norms on the intentions of Indonesian people to choose halal products, in this study using multiple regression analysis tools with the equation model as follows:

$$INT = \alpha + \beta_1 F1 + \beta_2 F2 + \varepsilon$$

*INT* = Interest of Padang Community Towards Halal Products

*β<sub>1</sub>F<sub>1</sub>* = Attitude

*β<sub>2</sub>F<sub>2</sub>* = Subjective Norms

*ε* = Standar Error

Before conducting the Multiple Regression test, a classic assumption is tested, including Multicollinearity, Heteroscedasticity and Normality test. This test was conducted to determine whether the specified equation model fulfills the BLUE (Best Linear Unbiased Estimator) condition.

## Result and Discussion

The item questionnaire in this study has passed the validity test and reliability test. This is indicated by the results of validity tests which show the value of Corrected Item-Total Correlation above 0.3 and the results of reliability that have values above 0.6.

**Table 1.** Validity Test Results

	Items	Corrected Item-Total Correlation	Remarks
Interest	Interest1	.628	Valid
	Interest2	.740	Valid
	Interest3	.415	Valid
Attitude	Attitude1	.547	Valid
	Attitude2	.640	Valid
	Attitude3	.596	Valid
	Attitude4	.718	Valid
	Attitude5	.738	Valid
Subjective Norms	SN1	.494	Valid
	SN2	.631	Valid
	SN3	.576	Valid
	SN4	.751	Valid
	SN5	.716	Valid

**Table 2.** Reliability Test Results

Variable Name	Cronbach's Alpha	Remarks
Interest	.749	Reliable
Attitude	.842	Reliable
Subjective Norms	.829	Reliable

The classic assumption test from the research data shows that the research data is normally distributed and passes the multicollinear and heteroscedasticity tests. The Kolmogorov Smirnov test results, show a significance value of 0.059, and from the regression results each independent variable has a tolerance value above 0.1 and has a VIF value below 10. As for the heteroscedasticity test using the Glejser test each independent variable has a significant value



above 0.05 or with there are no other words that are significant so it is concluded that the regression model does not have heteroscedasticity. Thus it can be ascertained that the results of the regression model estimation meet the BLUE (Best Linear Unbias Estimation) standard.

**Table 3.** Anova Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.340	2	60.170	25.929	.000 <sup>a</sup>
	Residual	225.100	97	2.321		
	Total	345.440	99			

a. Predictors: (Constant), Subjective Norms, Attitude

b. Dependent Variable: Interest

From the results of the ANOVA test it is known that the significance value is 0.000 or below 0.05 so it can be concluded that the attitude and subjective norm variables have an influence on the interest of the people of Padang choosing halal products, with the adjusted R Square value shown in table 4 of 0.335. shows that the interest of the Padang people to halal products is 33.5% and 66.5% is influenced by other variables outside of this research model.

**Table 4.** Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. An Error of the Estimate
1	.590 <sup>a</sup>	.348	.335	1.52336

a. Predictors: (Constant), Subjective Norms, Attitude

Based on the results of multiple regression in table 5 shows the results that the attitude and subjective norm variable has a positive and significant influence on the interest of the people of Padang to choose halal products, with each significant value 0.011 and 0.007, and each coefficient of 0.268 and 0.250. Or it can be written mathematically as follows:

$$Interest = 1.374 + 0.268Attitude + 0.250SubyectiveNorms$$

**Table 5.** Results of Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1(Constant)	1.374	1.636		.840	.403
Attitude	.268	.103	.309	2.604	.011
SubjectiveNorms	.250	.090	.328	2.765	.007

a. Dependent Variable: Interest

### **The Influence of Attitude on the Interests of the People of Padang Choosing Halal Products**

Based on the results of multiple regression test attitude variable shows a significance value of 0.011, where this value is smaller than 0.05, so it can be concluded that the results of this study accept H1 which states that Attitude influences the interest of the people of Padang choosing halal products. Padang's interest in halal products will increase by 0.268 points if the attitude rises by one point, assuming other variables are constant.

Thus the results of this study support the theory of Fishbein and Ajzen (1975) Ajzen and Fishbein (1980), and Ajzen (1988), which states that attitudes can be described as important elements in predicting and describing human behavior. Thus attitude/ attitude is a factor that can positively influence Padang's interest in halal products. This result is also in accordance with some of the results of previous studies namely Sayuti (2011), Han and Yoon (2015), Chen and Tung (2014), Han et al. (2011), and Lada et al. (2009) that prove the positive influence of attitude on the intention of someone choosing a product.

### **The Effect of Subjective/ Subjective Norms on the Interests of the People of Padang Choosing Halal Products**

Based on the results of multiple regression tests the subjective norms variable shows a significance value of 0.007, where this value is smaller than 0.05, so it can be concluded that the results of this study accept H2 which states that subjective norms affect the interest of the people of Padang choosing halal products. Padang's interest in halal products will increase by 0.250 points if subjective norms increase by one point, assuming other variables are constant.

Subjective Norms in this study the reference is from the government, teachers to recite, friends, and family in choosing and using halal products. Thus the results of this study support the theory of Fishbein and Ajzen (1975), Ajzen and Fishbein (1980), and Ajzen (1988), Wu and Teng (2011), and Derahman et al. (2017) which proves that subjective norms have a positive effect on intentions. Thus subjective norms are factors that can positively influence Padang's interest in halal products.

### **Conclusion**

The results of this study indicate that the Theory of Reasoned Action is a valid model that can be used to predict the intention to choose halal products, which is used to predict the interest of the people of Padang towards halal products. It also shows that attitudes and subjective norms are good predictors of intention, attitude variables are more influential on the interest of the Padang community towards halal products than the subjective norm variables. This subjective norm can be seen from the existence of a reference/ reference group from the Padang community in choosing halal products.

Thus, marketers must pay attention to the attitude/ attitude element when producing and promoting halal products, such as certain that the products being marketed are products that are indeed halal and safe for consumption. While at the same time incorporating subjective norms in promoting and producing halal products.

### **References**

- Ahmad, A., and Nordin, N. (2015). Halal Food Industries and Learning Organization, National Conference on Postgraduate Studies, Universiti Malaysia PAHANG, Kuantan. Jan/2015, p 2
- Ajzen, I., and Fishbein, M. (1980). Understanding Attitudes And Predicting Social Behavior. Englewood Cliffs, NJ: Prentice-Hall.

- Ajzen, I. (1988), *Attitude, Personality, and Behavior*, Dorsey Press, Chicago, IL.
- Alam, S. S., & Sayuti, N. M. (2011). Applying the Theory of Planned Behaviour (TPB) in Halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.
- Arrahmah net, <https://dewandakwah.or.id/pemerintah-resmi-ambil-alih-sertifikasi-halal/>
- Aziz, Y.A., dan Vui, C. N., (2012), The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach”. The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention Among Non Muslims in Malaysia: A Structural Equation Modeling Approach”. *Journal of International Food & Agribusiness Marketing*, 25:1–23, 2013.
- Battacherjee, A. (2000), Acceptance of e-commerce services: the case of electronic brokerages, *IEEE Transactions on Systems, Man, and Cybernetics – Part A: Systems and Humans*, Vol. 30 No. 4, pp. 411-20.
- Blackwell, R. (2001). *Consumer Behavior*. (9th ed). Orlando: Harcourt.
- Chang, M.K. (1998). Predicting unethical behavior: a comparison of the theory of reasoned action and the theory of planned behavior, *Journal of Business Ethics*, 17(16), 1825-33.
- Chen, M.-F., Tung, P.-J., (2014). Developing an extended Theory of Planned Behaviour Model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, p. 36, 221–230.
- Creswell, John W. (2010). *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Delener, N. (1994), “Religious contrast in consumer decision behavior patterns: their dimensions and marketing implications”, *European Journal of Marketing*, Vol. 28 No. 5, pp. 36-53.
- Derahman, Zamra; Borkhan, Nur Athirah Mohd.; Rahman, Yasinah Abdul; (2017). Determinant Factors Of Consumers' Intention To Eat At Halal Certified Restaurant. *Proceedings Of 124th The IIER International Conference, Tokyo, Japan, 29th-30th September*.
- Dindyal, S. (2003), How personal factors, including culture and ethnicity, affect the choices and selection of food we make, *Internet Journal of Third World Medicine*, Vol. 1 No. 2, pp. 27-33.
- Dudovskiy, J. (2016), *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance*, E-Book.
- Effendi, Sofian dan Tukiran. (2014). *Metode Penelitian Survei*. Jakarta: LP3ES
- Fishbein, M., And Ajzen, I., (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- George, J.F. (2002), Influences on the intent to make internet purchases, *Internet Research*, Vol. 12 No. 2, pp. 165-80.
- George, J.F. (2004), The theory of planned behavior and internet purchasing, *Internet Research*, Vol. 4 No. 3, pp. 198-212.
- Ghadikolaei, F.S. (2016) The Effect of Halal Signs and Symptoms on Consumers' Purchase Intention in Muslim and Non-Muslim Countries- A Review, *International Journal of Business and Management Invention* ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X [www.ijbmi.org](http://www.ijbmi.org). Volume 5 Issue 7 .PP—44-49.
- Golnaz, R., Zainalabidin, M., Mad Nasir, S., & Eddie Chiew, F. C. (2010). Non- Muslims' awareness of halal principles and related food products in Malaysia. *International Food Research Journal*, 17, 667–674.
- Han, H., Hsu, L.J., Lee, J., Sheu, C., (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*. 30, p. 345–355.

- Han,H., Yoon,H., (2015). Hotelcustomers' environmentally responsible behavioral intention: impact of key construct sondecision in green consumerism. *International Journal Hosp. Manag.*45,22–33.
- Harian Pelita, 2013  
<http://www.halalmui.org>.
- Husain, R., Ghani, I. A, Mohammad, A.F., and Mehad, S, Current practises among Halal cosmetics manufacturers in Malaysia, *Journal of Statistical Modelling and Analytic*, vol. 13, no. 1, pp. 46-51, 2012.
- Indriantoro, Nur dan Bambang Supomo.(1999). *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*, Ed. Pertama. Yogyakarta: BPFE UGM.
- Kalafatis, S., Pollard, M., East, R. and Tsogas, M.H. (1999), Green marketing and Ajzen theory of planned behaviour: a cross market examination, *Journal of Consumer Marketing*, Vol. 16 No. 5, pp. 441-60.
- Karijn, B. (2007). Determinants of halal meat consumption in France. Retrieved from <http://www.emeraldinsight.com/0007-070X.htm>
- Khalifa, M. and Limayem, M. (2003), Drivers of internet shopping, *Communications of the ACM*, Vol. 46 No. 12, pp. 233-9.
- Kotchen,M.,Reiling,S., (2000). Environmental attitudes, motivations, and contingent valuation of nonuse values: a case study involving endangered species. *Ecol. Econ.* 32, p. 93–107.
- Lada, S., Tanakinjal, G. H., and Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management* Vol. 2 No. 1, pp. 66-76.
- Luthfi, B. A., & Imam, S. (2010). Marketing impact of halal labeling toward Indonesian muslim consumer's behavioral intention based on Ajzen's planned behavior theory: Policy capturing studies on five different product categories. *Proceedings of the fifth International Conference on Business and Management Research*. Retrived from <http://ssrn.com/abstract=1682342>
- Lutz, R.J. (1991), The role of attitude theory in marketing, in Kassarijian, H.H. and Roberson, T.S. (Eds), *Perspectives in Consumer Behavior*, Prentice-Hall, Englewood Cliffs, NJ, pp. 317-39.
- Majid, M. B., Sabir, I., Ashraf, T.,(2015). Consumer Purchase Intention towards Halal Cosmetics and Personal Care Products in Pakistan, *Global Journal of Research in Business and Management*, 1(1), 45-53.
- Mennel, S., Murcott, A. and van Ootterloo, A.H. (1992), *The Sociology of Food: Eating, Diet and Culture*, Sage, London.
- Mullen, K., Williams, R. and Hunt, K. (2000), Irish descent, religion and food consumption in the west of Scotland, *Appetite*, Vol. 34, pp. 47-54.
- Musaiger, A.O. (1993), Socio-cultural and economic factors affecting food consumption patterns in the Arab countries, *Journal of the Royal Society for the Promotion of Health*, Vol. 113 No. 2, pp. 68-74.
- Omar, W/M.W., Muhammad, M.Z., and Omar, A. C., An analysis of the Muslim consumers' attitude towards halal food products in Kelantan, presented at ECER Regional Conference, 2008.
- Pavlou, P.A. (2002), What drives electronic commerce? A theory of planned behavior perspective, *Academy of Management Proceedings*, Vol. 2002, pp. A1-A6.
- Pettinger, C., Holdsworth, M. and Gerber, M. (2004), Psycho-social influences on food choice in Southern France and Central England, *Appetite*, Vol. 42 No. 3, pp. 307-16.
- Presentasi Umat Islam di Indonesia Jadi 85 Persen, *Republika*. Com 15 Oktober 2017

- Rajagopal, S., Ramanan, S., Visvanathan, R., & Satapathy, S. (2011). Halal certification: implication for marketers in UAE, *Journal of Islamic Marketing*, 2 (2), 132-153
- Ramdhani, Neila., (2011). Penyusunan Alat Pengukur Berbasis Theory of Planned Behavior, *Buletin Psikologi*, Vo. 19, No.2. PP. 55-69
- Sack, D. (2001), *Whitebread Protestants, Food and Religion in American Culture*, Palgrave, New York, NY.
- Sekaran, U.( 2006). *Metode Penelitian untuk Bisnis Edisi 4 Buku 2* ,Jakarta:Salemba Empat.
- Shaari, J. A. N., dan Arifin, N. S. (2010), *Dimension of Halal Purchase Intention : A Preliminary Study*, Working Paper
- Shatenstein, B. and Ghadirian, P. (1997), Influences on diet, health behaviours and their outcome in select ethnocultural and religious groups, *Nutrition*, Vol. 14 No. 2, pp. 223-30.
- Shimp, Terence A. & Alican Kavas (1984). *The Theory of Reasoned Action Applied to Coupon Usage*. *Journal of Consumer Research*, 11, 795-809.
- Sparks, P. and Shepherd, R. (1992), Self-identity and the theory of planned behavior: assessing the role of identification with 'green consumerism', *Social Psychology Quarterly*, Vol. 55 No. 4, pp. 388-99.
- Sudrajat, E., A.H., Satibi, M, Sidqi, A.A.,*Miracle The Reference*, Sygma Creative Media Corp.
- Sugiyono, 2008, *Metode Penelitian Bisnis*, Bandung: Alfabeta.
- Supardi, 2005. *Metode Penelitian Bisnis*, ANDI Offset, Yogyakarta.
- Vallerand, R.J., Pelletier, L.G., Blais, M.R, Brière, N.M., Sénécal, C., & Vallières, E.F. (1992). The academic motivation scale: a measure of intrinsic, extrinsic, and a motivation in education. *Educational and Psychological Measurement*, 52, 1003-1017
- Wu, Kun-Shan and Teng, Yi-Man (2011) *Applying the extended theory of planned behavior to predict the intention of visiting a green hotel*, *African Journal of Business Management* Vol.5(17). Pp 7579-7587.