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Measuring Purchase Intention of Halal Meat in Traditional Markets Using Extended Theory of Planned Behavior

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Abstract – This study aims to evaluate Religiosity (REL) as an independent variable on the Purchase Intention (PUR) of halal beef in traditional markets via Theory of Planned Bihavior (TPB) which was extended with the addition of the REL variable. Conducred in Gowa Regency, Indonesia for 4 months. Using survey method, data were collected through observation and interviews deploying a questionnaire. Research populations were all halal beef consumers in 17 traditional markets in Gowa. Total 105 samples purposively determined from 7 traditional markets as sampling areas with every traditional market contributed 15 consumers. The observed variables were Attitude (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and REL which were operationalized into indicators that could be measured using a five-point Likert scale. For validity and reliability instrument tests were conducted on 30 respondents. The results showed that ATT, SN, PBC, and REL have a positive and significant effect on PUR halal beef. The higher the REL value, the stronger the effect on PUR. This is because halal beef consumers in Indonesia are not only influenced by religious values, but also strengthened by institutional regulations from the government. This study concludes that REL can be used as the main variable as ATT, SN and PBC in predicting halal beef PUR.

Keywords – Halal Beef, Religiositas, Purchase Intention, Theory Of Planned Behavior.

Abbreviations: REL:Religiosity; ATT:Attitude; SN: Subjective Norm; PBC: Perceived Behavioral Control; PUR: Purchase Intention.

I. Introduction

In order to be able to influence and change people's behavior, it is necessary to understand how that behavior is formed. Theory of Planned Behavior (TPB) explains that behavior is formed due to an intention, where the intention is a behavior that is influenced by Attitude (ATT), Subjective Norm (SN) and perceived behavioral (PBC). Therefore, TPB is often used to explain consumer behavior, especially those related to purchase intention (PUR). The inventor of TPB [1] explained that although the TPB stated that PUR was determined by three variables; ATT, SN, and PBC, TPB is very open to adding other (independent) predictor variables in estimating the PUR of a product.

For estimating the PUR of halal products, TPB is often extended or added with other predictor variables such as; awareness [2.3,4], knowledge [5,6] or religiosity [7,8, 3,910].The extended meaning is that beside using ATT, SN, and PBC variables as TPB's default variables it is also added religiosity (REL) as an independent variable in predicting halal beef PUR.

A previous study on extended TPB usage has been carried out by [8] via adding the REL variable to predict halal beef PUR in traditional markets. In this study, [8] designed REL as a moderate variable to strengthen the ATT and SN variables. The results of the study reported that SN variables has similar than the ATT and, the REL variable with positive and significant effect on the PUR of halal beef. It means that in this analysis the obvious effect is joint effect between REL*ATT, and between REL*SN on PUR, while the effect of the REL variable partially (separately) cannot be addressed. This joint effect is a consequence of using

REL as a moderating variable. To determine the partial effect of the REL variable on halal beef, REL must be positioned as an independent variable such as ATT, SN, and PBC in TPB.

The addition of REL as an independent variable in predicting the PUR of halal products has also been carried out several times [10,11, 12], but not for halal beef. Thus, studies on the effect of REL on halal beef PUR are still scarce. Accordingly, this study aims to evaluate REL as an independent variable in measuring halal beef PUR in traditional markets through the use of extended TPB. The results of this study are expected to be an additional document related to halal beef research. It is also hoped that it will be useful for suppliers in understanding the behavior of halal beef consumers in traditional markets.

II. Literature Review And Hypothesis

Theory of Planned Behavior (TPB)

One theory that is often used to measure consumer behavior and PUR is TPB. This theory states that consumer PUR is determined by three factors, namely; ATT, SN, and PBC. However, in its application, TPB is widely open to be extended or added with other variables so that it becomes more than three independent variables [1].

Effect of ATT Toward beef halal PUR

ATT is a tendency (disposition) to respond positively or negatively to a behavior. ATT is determined by belief in the impact that may arise from individual behavior, which is called behavioral belief. If an individual believes that his behavior will have a positive impact on him, then the individual will tend to be favorable towards that behavior. On the other hand, if they believe it will have a negative impact, then they tend to be unfavorable towards the behavior [1].

Regarding halal products, it is assumed that consumers believe that the PUR of halal products is a positive behavior. It was proven by previous findings which reported that ATT had a significant effect on PUR [13, 14,15]. Accordingly, this study proposes hypothesis H1 as follows;

H1: ATT affect signifycantly toward beef halal PUR

Effect of SN on beef halal PUR

SN is an individual's belief about the existence of social pressure from the referent group (people who influence him/herself) to perform or not to perform a behavior [1]. If an individual believes that his/her referent group such as parents, spouse, close friends, co-workers or others, supports them to perform a behavior, the individual tends to elicit that behavior. On the other hand, if they do not believe, they tend not to do it.

PUR on halal products from consumers is perceived as behavior that gains support for their reference group. This refers to a previous study which reported that SN had a significant effect on the PUR of halal food [10, 15,16]. Thus the hypothesis proposed was H2, as follows;

H2: SN positively affect on beef halal PUR

Effect of PBC Toward beef halal PUR

PBC is an individual's belief about whether or not it is easy, or whether or not he is able to manifest his behavior towards the targeted goal [1]. This individual's beliefs are determined by past experiences and also by the individual's own evaluation of how difficult or how easy he is to carry out his behavior. If the individual believes that he does not have the resources or abilities (purchasing ability), for example, the individual will not display an intention, even though he has a positive attitude and believes that the people around him will approve it.

Regarding to halal food, a consumer's PBC is assumed to have confidence that he has the resources (purchasing ability) and the ability to carry out PUR for halal products. Previous studies reported that PBC has a significant effect on the PUR of halal products [9,13,14], so the hypothesis proposed was H3 as follows;

H3: PBC positively effect on beef halal PUR

Effect of REL Toward beef halal PUR

Religiosity is an explanation of the state in a person that encourages him to behave, and act in accordance with the religion rules. [5, 13,17]. Certain researchs [5,15, 16,18] reported that religiosity has a positive and significant effect on the PUR of halal products. Thus the hypothesis proposed was H4, as follows;

H4: REL positively effect on beef halal PUR

Based on literature review and hypothesis proposed, the framework for this research is presented as shown in Figure 1.

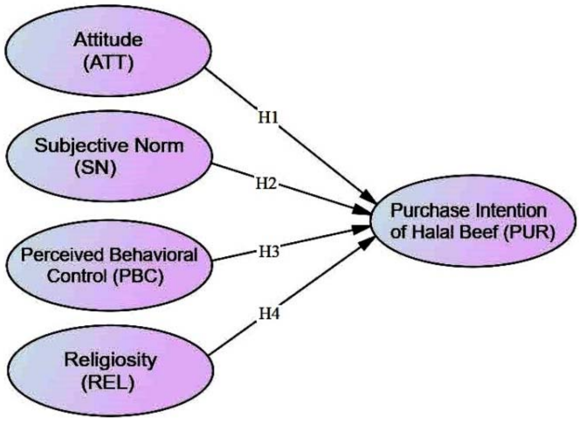

Figure 1. Research framework

III. Method

This research was conducted in Gowa Regency, Indonesia for 4 months (October 2020-February 2021). Using survey method, data were collected through observation and interviews deploying a questionnaire.

Population and Sample

The research population is all halal beef consumers spread across 17 traditional markets in the Gowa region. Then it determined purposively 7 traditional markets as sampling areas. Furthermore, 15 consumers of halal beef were assigned to each traditional market as a sample, so that the total sample was 105. Each respondent was given a questionnaire that was equipped with questions and answers, so that respondents only had to choose the answers that matched their beliefs and experiences. The questionnaires were taken home and answered by the respondents in their homes, then returned to the researchers online via social media. On the questionnaire sheet the social media addresses of Facebook, Instagram, and WhatsApp researchers are listed.

Variabel and Indicator

The variables observed were attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), religiosity (REL), and purchase intention (PUR). These five variables are constructs or variables that directly cannot be measured (unobserved), so they were converted into indicators that are easy to measure. All questions were measured using a five-point Likert scale (5= “strongly agree”; 4= “agree”; 3=”neutral; 2= “disagree”; 1= “strongly disagree”).

Before the questionnaires were distributed, the validity and reliability tests were carried out on 30 respondents. A total of 32 statement items were tested, and from the test results there were 9 invalid and unreliable statement items and had to be removed from the questionnaire, so that the remaining is 23 statement items were considered valid and reliable. All statement indicators presented in Table 1 were adapted from [5 and 13].

Validity and Reliability Instrument Test

Before the instrument was distributed to respondents, the validity and reliability of 30 pre-research respondents were first tested. The validity test was carried out statistically using the Pearson product-moment test via SPSS 20, and was considered valid if the value of r>0.5. Based on Table 1, it is explained that the correlation value for all question items contained in each variable shows the number r> 0.56, so it can be concluded that all question items are declared valid.

Table 1. Construct, Indicators, and Validity test Using Correlation Coefficient

Construct	Codes	Indicators	Correlation Coefficient *
Variabel Attitude (ATT)	ATT1	I always choose beef halal.	0.744
	ATT2	Beef halal is cleaner than beef non halal.	0.626
	ATT3	Beef halal is safer to consume than beef non halal.	0,613
	ATT4	Beef halal brings blessing	0.729
Subjective Norm (SN)	SN1	Mot people who are important to me choose beef halal.	0.655
	SN2	People who are important to me influence me to eat beef halal.	0.837
	SN3	My family members prefer beef halal.	0.719
Perceived Behavioral Control (PBC)	PBC1	Beef halal is available in traditional markets.	0.672
	PBC2	Halal beef prices are not expensive	0.714
	PBC3	All family members know that I only eat halal beef	0.623
Religiocity (REL)	REL1	I enjoy attending religious lectures at the mosque	0.586
	REL2	I like to follow religious studies on YouTube	0.664
	REL3	I always pray five times every day	0.711
	REL4	I am happy to pay zakat on time	0.619
	REL5	I like to fast in the month of Ramadan	0.573
	REL6	I like to give infaq to others regardless of religion	0.823
	REL7	I like to give charity to others regardless of religion	0.719
	REL8	I am happy to donate to the mosque	0.662
	REL9	I love to pray for the safety of mankind	0.844
Purchase Intention (PUR)	PUR1	I will not eat beef, except halal beef beef	0.677
	PUR2	I am willing to pay more for halal-labeled beef	0.811
	PUR3	I will make sure that the beef is halal before I buy it	0.649
	PUR4	I will buy halal beef next time	0.732

Source: Processed validity test data

Remarks: * Valid if the correlation coefficient value >0.56

Furthermore, the reliability test was carried out with reliable criteria if the Cronbach alpha coefficient is greater than 0.60 (Purnomo and Suryadi, 2017). The results of the reliability test, which are presented in Table 2, show that Cronbach's alpha values are 0.766, 0.714, 0.723, 0.811, and 0.864 for ATT, SN, PBC, REL and PUR respectively. Thus all the questions used in this research variable are considered reliable, because they have met the criteria of Cronbanch's Alpha> 0.60. [17].

Table 2. Reliability Test Results

Variabel	Number of Indicators	Cronbach's Alpha		Remark
		Calc.	Standard	
Attitude (ATT)	4	0.766	0.60	Reliable
Subjective Norm (SN)	3	0.714	0.60	Reliable
Perceived Behavioral Control (PBC)	3	0.723	0.60	Reliable
Religiocity (REL)	9	0.811	0.60	Reliable
Purchase Intention (PUR)	4	0.864	0.60	Reliable

Source: Data from reliability test

Data Analysis

To determine the effect of the independent variable; ATT, SN, PBC, and REL on the dependent variable PUR, the data were analyzed by multiple linear regression. Then a hypothesis test or t test is carried out for each independent variable with significant criteria if the value of sig <0.05.

IV. RESULT AND DISCUSSION

Classic assumption test

In regression analysis, it is necessary to test the classical assumptions to get a BLUE (Best Linear Unbias Estimator) regression model. The classical assumption test used is the heteroscedasticity test and the multicollinearity test. Heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from one observation residual to another observation residual. If the variance of the residuals from one observer to another is the same, then it is called homoscedasticity and if it is different then it is called heteroscedasticity. A good regression model is a homoscedasticity regression model or there is no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is to perform the Glejser test [19]. The Glejser test is regressing the absolute value of the residual on the independent variable, with significant criteria if the value of sig> 0.05. The classical assumption of heteroscedasticity test using the Glejser test was carried out via SPSS 20, and obtained the results of sig.> 0.05 which means that the regression model used is free from heteroscedasticity.

Furthermore, the multicollinearity test aims to determine whether in the regression model there is a correlation between independent variables or not. A good regression model should not have a correlation between the independent variables [19]. This test uses the variance inflation factor (VIF) value, with the criteria that if the VIF is less than 10, it means that there is no correlation between the independent variables. From the results of the multicollinearity test, the VIF value was 7.12, which means that there was no multicollinearity. Thus the regression model used in this study (Table 3) has met the requirements as a BLUE (Best Linear Unbias Estimator) regression model, so it is considered that ithas the accuracy to estimate the halal beef PUR.

Regression Analysis Results

The results of multiple regression analysis between the independent variables with PUR as the dependent variable are presented in Table 3.

Table 3. Regression analysis result of beef halal PUR

Variabel independent	Coefficient	Std Error	.t	Sig
(1)	(2)	(3)	(4)	(5)
Constant	0.560*	0.212	2.641	0.010
Attitude (ATT)	0.356*	0.087	4.091	0.000
Subjective Norm (SN)	0.268*	0.067	4.000	0.018
Perceived Behavioral Control (PBC)	0.277*	0.084	3.297	0.000
Religiocity (REL)	0.362*	0.093	3.892	0.000

a Dependent variable: Puechase intention of beef halal

R= 0.752: R^2= 0.565

Remark: *significant (p<0.05)

Source: Processed primary data, 2020

Table 3 shows R-Multiple 0.752 which means that there is a strong correlation between the 4 independent variables (ATT, SN, PBC, and REL) and the dependent variable (PUR). R2=0.565 means that 56.50% of PUR is determined by the 4 independent variables, and the remaining 43.50% is determined by other variables outside of the 4 variables. A constant value of 0.560 can be interpreted that the value of the 4 independent variables analyzed at this time, produces a PUR of 0.560.

Hypothesis Test

Based on the results of the regression analysis, the coefficient values of each independent variable are as listed in Table 3 column 2. The statistical value of t (column 4) and the value of sig (column 5) of the 4 variables shows sig <0.05, which means that partially (individual) the 4 variables have a positive and significant effect on PUR. The results of testing this hypothesis are presented in Fig. 2 with conclusion that the 4 independent variables (ATT, SN, PBC, and REL) have a positive and significant effect on PUR.

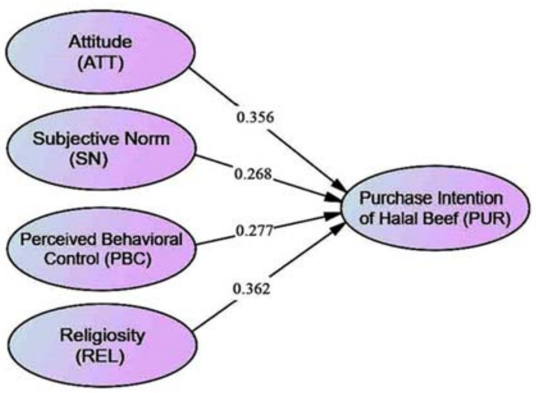

Figure 2. Hypothesis test result

According to [20] regression coefficient value (Table 3 and Fig. 2) could be explained as follows;

1. ATT coefficient by 0.356 it can be interpreted that each addition of 1 unit of the ATT variable will increase the PUR value of halal beef by 0.356.
2. SN coefficient by 0.268 means that each addition of 1 unit of SN variable, will increase PUR by 0.268.
3. PBC coefficient by 0.277 means every increase of 1 PBC unit will add 0.277 PUR halal beef.

4. REL coefficient by 0.362 means that every 1 unit increase in the REL variable will encourage an increase of 0.362 PUR beef halal.

This description concludes that the higher the value of the independent variables (ATT, SN, PBC, and REL), the stronger the effect on halal beef PUR. The results of this study are in line with the results of previous studies which reported that ATT, SN and PBC had a positive and significant effect on the PUR of halal food [13,14,15, 21]. This shows that consumers believe that; (1) their buying intention behavior towards halal beef has a positive impact on them, (2) their buying intention is supported by influential people around them, and (3) they have the ability to buy halal beef.

The Effect of REL as an Independent Variable

This description concludes that the higher the value of the independent variable REL, the stronger the effect on the PUR of halal beef. Other researchers also reported that beside the ATT, SN, and PBC variables, a positive and significant effect of REL was also found as an independent variable [2, 5, 16, 22,23,24,25,26,27]. This finding confirms the statement of the founder of the TPB theory [1] that TPB is widely open to be extended or added predictor variables in estimating consumer PUR. This statement by [1] has been responded by researchers of halal food and cosmetic products by adding REL as an independent variable in estimating the PUR of halal products [3, 7, 8, 9,10, 11, 12].

From the results of this study it could be predicted that the higher the REL value of a consumer, the greater the impact on PUR. This is because *first*, the concept of halal originated from religious rules (Islam), which requires adherents to eat halal food and avoid haram food [6, 28,29]. *Second,* Indonesia is a Muslim-majority country, from a total of 270.2 million Indonesians, about 87.18% are Muslims [30], so that there is a social support in consuming halal products. In the Islamic rules, there is a value system that becomes a reference for its adherents, both in thinking and behaving [31]. This value system provides guidance in the form of legitimacy and justification for individual and community life. *Third*; In Indonesia, halal is not only influenced by Islamic rules, but also strengthened by institutional regulations such as the Law of the Republic of Indonesia Number 33 of 2014 concerning Guaranteed Halal Products and Government Regulation of the Republic of Indonesia Number 31 in 2019 concerning the Implementing Regulations of Law Number 33 in 2014 [32 and 33]. It is not surprising that halal values in Indonesia have become a daily lifestyle [34 and 35].

According to [4 and 35] stated that the preference for halal products is related to consumer obligations and compliance with Islamic rules. So in the perspective of halalness, the variables ATT, SN, and PBC were born and formed from the values and attitudes of religiosity. Thus, religiosity is not a moderate variable that its presence is only assessed as a variable that helps strengthen the influence of the independent variables ATT, SN and or PBC, and interprets that PUR which can be achieved and described even without religiosity. From the results of this study, it is shown that religiosity is the main independent variable as well as ATT, SN, and PBC in influencing the PUR of halal beef. Maybe in non-halal products, religiosity can be denied or eliminated, but in halal products this is not the case, because the attitudes and behavior of halal consumers in Indonesia originate from religious values as the antecedent variables of (preceded variables) ATT, SN, and PBC.

It has been stated [36 and 37] that religious values are individual motivators to carry out activities, because activities carried out with religious backgrounds are considered to have elements of education, chastity, social control, and obedience. If an individual believes that the action to be taken is appropriate and supported by the values of religiosity, then he will tend to do it. On the other hand, if the individual believes that his actions are prohibited or contrary to the values of religiosity, then he tends to refuse to do so [38 and 39]. In these conditions, the values of religiosity emerge as a guide for individuals, for groups, and for society. Thus, the values of religiosity greatly affect a person's attitudes and behavior as a reaction to stimuli, both from within (intrinsic) and from outside the individual [6 and 39].

Recommendation for Future Research

It might be better to suggest that the next research will focus on the effect of religiosity on halal beef. For instance it could be referring to [40] which describes religiosity into five dimensions such as; (1) intellectual, (2) ideology, (3) social experience, (4) private practice, and (5) religious experience. Each dimension can be detailed into several indicators (items), so that the results of the study will provide knowledge about the dimensions of religiosity that have influence the most on PUR.

Another reference is [41] stated that religiosity which has been described by [42]. This opinion also suggests five dimensions of religiosity, namely: the ideological dimension, the ritualistic dimension, the experiential dimension, the intellectual dimension, and the consequential dimension. These five dimensions are interrelated with each other in explaining one's religiosity. The five dimensions of religiosity version of Glock and Stark (1965) are construct variables (unobserved variables), as well as religiosity version of [40]. Both of these concepts of religiosity still need to be translated into indicators that can be measured objectively, so that it can be evaluated which dimension of religiosity has influence the most on halal beef PUR.

V. Conclusion

This study concludes that the independent variables attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), and religiosity (REL) have a positive and significant effect on puchase intention (PUR) of halal beef traded in traditional markets. The results of this study also show that religiosity is the main independent variable such as ATT, SN, and PBC in influencing the PUR of halal beef. This is because the attitudes and behavior of halal consumers in Indonesia originate from religious values as the antecedent variables of ATT, SN, and PBC. Thus, religiosity is not a moderate variable whose presence is only assessed as a variable that also strengthens the influence of the independent variables ATT, SN and/or PBC.

It is hoped that next research will focus on the effect of REL on halal beef, with reference to the dimensions of REL, so that research results can be obtained that can explain the REL dimensions that have influence the most on PUR. The results of this study have implications for halal beef suppliers in order to ever-prioritize consumer satisfaction, while the government as the policy maker is expected to continue supervises suppliers in order to provide halal beef according to halal procedures and regulations.

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Author Statement

1. The author states that there is no conflict of interest, starting from the field research up to the writing of this manuscript.
2. This study did not use financial assistance from the government or from other parties.
3. This manuscript has never been published before, and is not under consideration for publication in other journals.

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