Predicting Intention of Halal Product Usage Among Food Seller Using Theory of Planned Behavior

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Abstract—This study aims to determine the effect of attitudes, subjective norms, and behavioural control (Theory of Planned Behavior/TPB) on the intentions of food seller to use halal products. The final sample consisted of 130 respondents who run the daily business activities of a restaurant in Padang, Indonesia. The systematic random sampling method was used in this research. Multiple linear regression was used to test the hypothesizes. It was found that subjective norm and behavioural control have a positive effect but not significant on sellers' intention to use halal product. However, attitude significantly influence food sellers' intention to use halal product. This study is beneficial to understand the factors that influence halal product usage in the food industry. It could also become a policy-making reference for government and related institution to increase halal food market scale.

Keywords: TPB, Halal, food seller, regression

I. INTRODUCTION

Halal food has become a common lifestyle in the world community. Nowadays, it is a concern for Muslims and non-Muslim consumers. There is increasing numbers of food-related business which include halal label on their products around the globe. In Indonesia, the halal industry plays a major role in supporting Islamic finance hand-in-hand with banking institutions. From Muslims point of view, food consumption is not only about the concern of health but also permissible by sharia law.

Restaurants, as a part of small medium enterprise, give a significant contribution for economic growth. Understandably, there is also a huge job opportunity in this downstream food industry. Ministry of Finance's report (2012) indicates that the average growing number of the restaurant is 22.4 per cent annually [1].

Citizen's awareness regarding the importance of halal food consumption is increasing. This notion is supported by Jusmalini and Nasution in Destifa [2] which studied Muslim halal food consumption. They found that 80 per cent of 160 respondents agree that halal food consumption is important. Moreover, Malaysian non-Muslim consumers (37.8% of the population in Malaysia) accepted the concept of halal food [3,4], and have a positive view toward it [4,5]. The positive response shown by non-Muslim consumers to halal food is related to health, food safety, hygiene and food quality [3-7].

However, the increasing consumer awareness of halal food is not followed by the increasing usage of halal food by food sellers. For example, the use of pork product and its derivative products are on the alarming stage. In addition, the use of red wine as a food flavouring is also commonly found. Thus, this research aims to understand the intention of food sellers to use halal food.

II. LITERATURE REVIEW

A. Theory of Planned Behavior

Theory of Planned Behavior was developed by Ajzen [8] to study the relationship between beliefs, attitude, subjective norms, perceived behavioural control, intention and behaviour. TPB is the most influential and popular framework in the study of behavioural predictions of a person's attitude towards a particular object [9]. Intentions are subjective probabilities; i.e. how likely someone is to perform certain actions. In other words, measuring the intention is to measure a person's likelihood of doing certain behaviours. According to Marhaini [10], based on TPB, one's behaviour depends on intention, then the intention to behave depends on attitude and subjective norm.

The intention is defined as a conscious effort to achieve clearly defined goals. Ancok in Dayakisni and Hudaniah states that intention is closely related to one's knowledge of something, attitude on it, and with behaviour as a tangible manifestation of its intensity [11].

According to Fishbein and Ajzen [12] in Huda et al [13], the intention is defined as "a person's location on a subjective probability dimension involving a relation between himself and some action. A behavioural intention, therefore, refers to a person's subjective probability that the will perform some behaviour". In another reference, Ajzen [14] in Huda [13] further explains that the formation of intentions in a person is bound to a particular behaviour. Intentions are formed to meet the needs factors that affect behaviour. The intention also signifies how one attempts to try or plan to display certain behaviours.

Based on the description, Fishbein and Ajzen [12] formulated the intention as follows:

$$B - I = (AB)\ W_1 + (SN)\ W_2$$

B = Behavior
I = Intention
AB = Attitude Behavior
SN = Subjective Norm (Social Effect)
W_1 and W_2 = Measured determinant weights

The components of the intention used in this study are based on the theory of planned behaviour (TPB). This theory describes the framework for studying attitudes toward behaviour. Based on the theory, the most important determinant of behaviour is the intention to behave. The intentions of individuals in manifesting behaviour are a combination of attitudes to reveal such behaviour and subjective norms. Behaviour beliefs, evaluation of behavioural outcomes, subjective norms, normative beliefs and motivation to comply are individual attitudes toward behaviour.

If a person perceives that the outcome of displaying a particular behaviour is positive, he will have a positive attitude towards the behaviour, and vice versa. The positive/negative subjective norm occurs when others perceive that it displays a certain behaviour as something positive/negative. Then the person who is concerned would be motivated to meet the expectations of others.

Subjective attitude and norm are measured by a scale (eg Likert scale). The scale measures either positive or negative response toward given statements by using likes/dislikes, good/bad, and agree/disagree. The intention to perform a particular behaviour depends on the attitude measurement and subjective norm.

Theory of Planned Behavior is based on the assumption that humans are rational beings and use all the information which is systematically related. Everyone will think about the implications of their actions before they decide to do or not certain behaviours.

Based on the explanation of the intention and the elements that influence it, it can be concluded that a behaviour can be predicted through attitude toward an object in forming certain behaviours. Behaviour can be predicted based on the intention measured by attitude, subjective norm and perceived behavioural control.

Attitude is a collection of belief and the evaluation of a person to these beliefs. Subjective norm occurs while the role models or society leaders put a pressure on society to perform or do not perform a certain behaviour. It also related to a person's willingness to comply with such advice or prohibitions. Perceived behavioural control consists of several conditions perceived by a person as a factor that facilitates or inhibits the performance of certain behaviours. To strengthen the intention of predicting certain behaviours, specific behaviour, target objects, situations, time and the clarity of the behaviour to be measured are required.

B. Halal Products

As a Muslims, consuming halal food is an obligation. Therefore, obtaining halal food should be a right of every Muslim consumer. Qardhawy mentions that halal means something that can be done, the shari'a justify and the person who does it, do not get punishment from Allah [15].

Dr. Anton Apriayantono in Destifa defines halal food as follows [2]:

- Does not contain pigs and ingredients derived from pigs

- Does not contain ingredients that are forbidden, such as materials derived from human organs, blood, impurities and so forth.

- All ingredients derived from halal animals are slaughtered according to Islamic sharia procedures.

- All storage, place of sale, processing, place of management and transportation shall not be used for pigs. If ever used for pig or other unlawful goods, must be cleaned with Islamic sharia procedures first.

- All foods and drinks that do not contain *khamar*.

The fatwa of the halal product is very useful in providing a sense of security and calm for Muslims when consuming a product [16]. Halal Certificate is a halal acknowledgement of a Product issued by the Halal Product Assurance Agency (BPJPH - in Bahasa) under a written halal fatwa [17]. For producers, halal certification will be able to prevent confusion halal status of the final product [18].

III. RESEARCH HYPOTHESIS

This research uses these variables; (1) attitude, (2) subjective norm, (3) perceived behavioural control. The variables in this study are illustrated in the following conceptual framework which adopted the Theory of Planned Behavior (TPB):
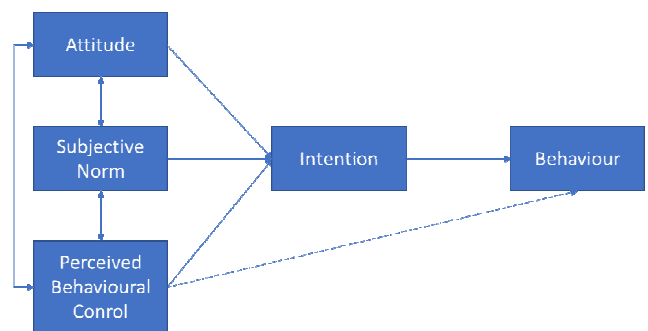

Fig. 1. Theory of planned behavior [8].

Destifa [2] states that the attitude and behavioural control significantly and partially influence the intentions of meatballs traders to use halal products, while the subjective norm has no significant effect. Khaleek [8] revealed that subjective norm has less significant influence compare to attitude and behavioural control of young consumer in choosing halal food.

Nastasha [19] and Nursalwani and Zulariff [20] revealed that subjective norm, attitude and behavioural control have a significant influence on the intention of non-Muslim consumers in choosing halal products.

Based on various backgrounds, theoretical foundation, and development of research framework, this research hypothesises are:

H1: Attitude has a positive and significant effect on intention to use the halal product.

H2: Subjective Norm has a positive and significant influence on the intention to use the halal product.

H3: Perceived Behavioural Control has a positive and significant influence on the intention to use halal products.

IV. RESEARCH METHODS

The type of this study is quantitative research which used the questionnaire as an instrument to collect data and the ordinal scale in the measurement. The design of this research is field study. The non-experimental scientific study systematically studies the relationships or correlations. The study was conducted in real-life situations such as communities, schools, factories, organizations, and institutions [21].

This research is designed as a field study because it did not manipulate the independent variables, otherwise, it measured the tested variables. The appropriate method for this kind of study is a survey which uses Likert-scale questioners.

This study uses secondary data and primary data. While the secondary data were obtained from the problem-related literature and books, the primary data were collected by a survey that refers to the questionnaire questions. The distribution of questionnaires was carried out on the street food sellers in 11 sub-districts of Padang. The sampling technique used is stratified systematic. In each sub-district, the starting point is determined randomly, then for each 2 food sellers encountered will be skipped. The number of selected samples is 130 respondents. The questionnaire used 5-point Likert-type scale e (1 = "strongly disagree"; 5 = "strongly agree").

The statistic results of primary data were obtained from the questionnaire and processed through SPSS for Windows version 17. At this stage, the hypothesis is built ready to be tested. Researchers conducted a descriptive study to test the reliability and validity of the questionnaire data. In addition, the researchers also used a simple regression method. Multiple regression test is conducted to find out whether there are positive or negative relations between variables according to the proposed hypothesises.
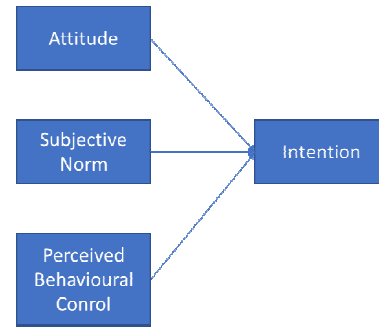

Fig. 2. Research model.

The equation of above model is as follows:

$$\text{Intention} = \alpha + \beta_1\text{attitude} + \beta_2\text{subjective norm} + \beta_3\text{behavioural control} + e$$

V. RESULTS AND DISCUSSION

A. Halal Product Knowledge

This research reveals halal product knowledge of food sellers. The assessed knowledge is halal product certification, the packaging, and the derivative products which containing haraam elements.

TABLE I. HALAL PRODUCT KNOWLEDGE

Statement	Frequency	Percentage
I know halal product certification	101	78
I do not Know halal product certification	29	22
I pay attention to the halal label on the raw materials used	85	65
I do not pay attention to halal label on packaging	45	35
I know haraam pordut derivaitives	119	85
I do not know haraam pordut derivaitives	19	15

Source: Primary data.

Table 1 shows that almost all respondents or research objects know about halal product certification. The Table also explains that not all respondents pay attention to the halal label on product packaging, although all respondents know about halal products. Only 65% of respondents paid attention to the halal label. Associated with derivatives of haraam products, only 85% of respondents know about derivatives of haraam products, the remaining 15% do not know the derivative products are forbidden.

TABLE II. TYPES OF NON-HALAL DERIVATIVE PRODUCTS

Product	Frequency	Percentage
Gelatin	19	15
Shortening	15	12
Procine	4	3
Rum	35	27
Lard	0	0
Ang ciu	20	15
Wine	67	52
Emulsifier	24	18
Borax	130	100
Formalin	130	100

Source: Primary data.

Table 2 shows that all respondents knew if borax and formalin are forbidden products. Approximately 52% of respondents knew the wine, 27% of respondents knew the rum, and 18% of respondents understood that emulsifier is a forbidden derivative product. Moreover, 15% of respondents knew about gelatin drag, 12% of respondents knew about shortening, but only 3% knew with lard. The lack of knowledge of merchants on derivative products is a concern for the government and Islamic organizations, namely The Provider of Halal Product Guarantee (BPJPH) and the Indonesian Council of Ulama.

B. Knowledge of Halal Product Certification and Law

This study also discovers the respondents' knowledge regarding halal product certification, halal product guarantee and its law, and the need for labelling halal products.

TABLE III.   KNOWLEDGE OF HALAL PRODUCT CERTIFICATION AND LAW

Statement	Frequency	Percentage
Know halal product certification	101	78
Do not know halal product certification	29	22
Know Halal Product Guarantee Act	50	38
Do not know Halal Product Guarantee Act	80	62

Source: Primary data.

Table 3 shows that not all respondents knew about halal product certification. Only 78% of respondents knew about halal product certification. The table above also explains that 62% of them did not know the Halal Product Guarantee Act, only 38% of respondents ware aware of the law. This indicates that the socialization of the law on halal product guarantee is not going well in Padang. Therefore, government agencies need to improve socialization so that society, especially food business actors, can understand the essence of the halal product guarantee law for society.

TABLE IV.   THE URGENCE OF HALAL LABEL ON PORDUCT PACKAGING

Statement	Frequency	Percentage
Very necessary	72	71,5
Necessary	28	27,7
less necessary	1	0,8
Unnecessary	0	0
Very unnecessary	0	0
Total	130	100

Source: Primary data.

Table 4 shows that 71.5% of the respondents stated that it is necessary to include the halal label on raw material packaging, 27.7% of the respondents stated necessary. Only 0.8% of respondents stated less necessary. The need for the labelling of halal products is in line with Irish and Rajabzadeh's [22] research that shows Muslim consumers' desire in the United Arab Emirate to buy from halal-labelled stores, due to concerns about the halal status of the products they buy.

TABLE V.   RESULTS OF MULTIPLE REGRESSION

	B	SE	Beta (W)	t	sig
Constant	1.849			5.688	0.000
Attitude	0.169	0.074	0.222	2.289	0.024
Subjective Norms	0.139	0.095	0.139	1.463	0.146
Behavioral Control	0.132	0.085	0.140	1.553	0.123
F-value of Model	7.687				0.000
R^2	0.155				
Adjusted R^2	0.135				

Resource: Primary data.

Table 5 shows that each variable has a t-statistics value more than t-table. In terms of significance, only attitude variables have values below 5%. This indicates that this variable has a partial and significant effect on the trader's intention to use the halal product. Meanwhile, subjective norm variable and behaviour control do not have an influence on food sellers' intention to use the halal product.

From table, it can be formed regression model that is:

Intention =   0,1849 + 0,169 Attitude + 0,139 Subjective

Norms + 0,132 Behavioral Control + x

The value of regression coefficient for attitude variable is 0.169. With the value of t-statistics is 0.024 and significance value $p = 0.024 < 0.05$. Therefore, the null hypothesis is rejected which means that the attitude significantly influences the intention of traders in using halal products. The positive regression coefficient shows that the more positive or high perception and understanding of the respondents to the halal product will increase the desire of the respondents to use halal products. Any increase in attitudes will increase the merchant's desire to use halal products.

The subjective variable has a regression coefficient of 0.139 and the t-statistic value is 1.463 which is higher than 0,05. This means that the null hypothesis is accepted, where subjective norms have no significant effect on the trader's intention in using halal products. Environments such as friends, family and others, have no significant effect on the increasing of trader's intentions to use halal products. The positive regression coefficient indicates that the greater recommendation or support of friends, family or other parties to care about halal products, will impact to higher desire and interest of sellers to use halal products. This finding recommends to those who play a role in the certification of halal products (government and non-government organizations) to make halal product education strategy to the food sellers.

The role of other parties such as religious teachers, religious forum leaders or boarding schools can be useful to encourage Muslims, especially traders to be more vigilant in using raw materials products. Based on the regression coefficient above, the increased recommendation from friends, family or religious teachers will increase the intention of using halal products.

The behavioural control variable has a regression coefficient of 0.132. The value of t statistic is 1.553 while the

p-value is 0.123 (>0.05). Therefore, the null hypothesis is rejected, which means that the behavioural control does not significantly affect the trader's intention to use halal products. When the behavioural control increases, food seller's intention to use halal products also increases as well. The significant result of this variable could be a concern to the government and Indonesian Council of Ulama (MUI). Authority can continue to educate every community especially food sellers about the importance of using halal products and halal certification. This form of education can be a religious lecturer or other models, thereby growing business confidence of the importance of halal products certification.

The result of this study is different from some previous researches. Bonne et al. [23] investigated the determinants of halal meat consumption in France using the Theory of Planned Behavior. The study suggested that positive attitudes, subjective norms and behavioural controls have the influence to predict behavioural intentions to buy halal meat. Endah found that three antecedents of the intention, which ware attitude, subjective norms and perceptions of behavioural control. Those three antecedents have a positive influence on consumer intentions to buy halal cosmetics [24].

The results of this study are in the same vine with Huda [13] and Ernawati [25]. They found that the subjective norms had no significant influence on intention, while attitude significantly partially influenced to respondents' intention. In addition, Otum et al. found that attitudes and subjective norms had a significant and positive influence on consumer intentions to use halal products [26].

The results of this study are also in line with Ajzen's Planned Behavior Theory. Based on the theory, the attitude has an influence on intention whether it is strong or weak. If the attitude is strong, the intention will be strong, and vice versa [27].

The results of this study can also provide an overview of why attitude variables partially influence the intention of food sellers to use halal products. Walgito [28] stated that by knowing the attitude of someone, other people will get a picture of the possibility of behaviour that will arise. This situation describes the relationship attitude with behaviour, especially related to the knowledge of the respondents of halal products and derivative products that are forbidden. The findings in this study illustrate that respondents still do not know the halal product well. Although the respondents said they knew, when being asked about the prohibited product derivatives, most respondents did not know entirely the kind of derivative products distributed on the market. Culture, environmental, and mass media and religious institutions can be a factor in influencing someone's attitude [29]. Lack of socialization from religious leaders could be the main factor that will affect a person attitude to use halal products.

Based on the analysis test conducted with SPSS 17, the R square value is 0.155. This means that only 15.5% variability of the intensity variables can be explained by attitudes, subjective norms, and behavioural controls. The remaining 84.5% is influenced by other variables which not included in

this study. It can be observed that there are positive and significant relationships between attitude (X1) subjective norms (X2), behavioural control (X3), with the dependent variable intention (Y). The correlation value of those relationships is 0,393 which represent positive relations. This study revealed that there are limited different from Destifa where the dependent variables can only be explained by the three independent variables in 27% representation [2]. This study is in contrast to Khalek's study which revealed that the three variables have an effective influence in explaining the intention [30].

VI. CONCLUSION

After conducting the research and analyse the influence of attitude, subjective norms and behavioural control on the intention of food sellers to use halal products, it can be concluded that the understanding of the food sellers on halal products is not adequate, especially the understanding of the forbidden products derivatives. This could lead to accidentally use of non-halal products as raw material by food traders. Then, there are still many food sellers who do not know halal product certification and the regulation about it. Thus, massive socialization is needed from the media or the Ministry of Religious Affairs.

This research found that attitudes, subjective norms and behavioural controls influence the intention to use halal products. While subjective norms and behavioural control does not significantly affect the intention, the attitude has a significant effect. The findings indicate that attitude, subjective norm and behavioural control only represent one-sixth of the total factors that affect intention, while the rest is explained by other variables.

Future research may include other independent variables that are not discussed in this study or by modifying Theory Planned Behavior. Subsequent research also needs to consider a broader sample by adding data not only to restaurants, but also street food vendors and small traders.

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