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# The Influence of Product Knowledge and Religious Norms on Consumer Purchase Intention Mediated by Attitude
# *(A Case Study on Samyang Noodle)*

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**ABSTRACT**

Globalization brings many imported food products from non-Muslims countries, such as Korea, China, and Japan, to Indonesia. Many products are categorized as *subhat* or are still in doubt in their halal. In fact, several of those products do not have a halal license from MUI (Indonesian Ulema Council). This study aims to analyze the influence of product knowledge and religious norms on the purchase intention mediated by Samyang Noodle consumers' attitudes in the Special Region of Yogyakarta Province. The sampling used in this study was 131 respondents employing a purposive sampling technique. The analysis tool utilized in this study was Structural Equation Modeling (SEM) using AMOS version 22. Based on the analysis, product knowledge was not crucial for Mie Samyang consumers, and the religious norms had a significant role in influencing Muslims to purchase the product. The findings also indicated that the trend could influence people to buy imported products.

*Keywords: Attitude, Product Knowledge, Purchase Intention, Religious Norms.*

## 1. INTRODUCTION

Indonesia is a country with a diversity of cultures, languages, and religions, and the total population in Indonesia is over 240 million. Although not categorized as an Islamic State, 87 percent of Indonesia's population is classified as Muslims [1]. One of Indonesia's cities, where most of the inhabitants are Muslim, is Yogyakarta City as much as 82 percent [2]. Besides, this city is also famous as a student city, so many people from different areas come to the city as students. However, the condition does not guarantee that the city is detached from the problems in buying and selling goods services. One of the problems that often occur in the situation is the product selection to be consumed, particularly halal food and halal drinks. It can be seen that of the 20 thousand kinds of food and drinks circulating in Indonesia, only 3 thousand products have been found to have a halal license from the Indonesian Ulema Council (MUI), whereas 17 thousand products were still categorized as *subhat* (do not know whether halal or haram) [3].

Some products confuse society; one of them is Samyang instant noodles. Samyang instant noodle products have been marketed in several cities in Indonesia, including Pekanbaru, Riau Province. Based on the investigation, its product ingredients contain pork elements, particularly pig DNA [4], whereas pork consumption is strictly prohibited in the Quran and Hadith. The Quran has mentioned the word 'halal' more than 30 times. The following is an example of a verse of the Quran describing halal food:

QS. Al-Baqarah: 168

> "O mankind, eat from whatever is on earth [that is] lawful [halal]..."

> Explanation: God has provided a variety of resources on Earth in order for people can consume halal food.

In this case, the Theory of Planned Behavior (TPB) is used as the foundation to support the theory of a Muslim's attitude in selecting halal products. TPB is widely used in studies that analyze consumer attitudes [5] and research on halal food selection [6]. TPB is a theory that predicts consumer attitude towards planning in choosing a product. The theory is the refinement of the

Theory of Reasoned Action in [7]. Variables used in TPB are attitude, subjective norms, and control values. However, this study used additional variables, such as product knowledge and religious norms, to know the customer's intentions of consuming halal products. This research is a replication of the article written by [8], which in their research mentioned that product knowledge and religious norms positively and significantly affected the attitude in halal products purchase intentions.

This research's object was Samyang instant noodles. Samyang instant noodle products are in production by Samyang Foods Inc. of South Korea. Based on the investigation results conducted by BPOM, apparently, it was found that the Samyang instant noodles products' ingredients contain pork. It has made the product sales declining as much as 30 percent; it happened because the consumers began to become aware of and avoid products that were not halal [9]. On the other hand, Samyang instant noodle has earned certification from the LPPOM MUI about halal products on 28 September 2017 with the registration number 00090084950917 [10]. The researchers are interested in measuring the public perception toward halal certification and the influence on the consumers' purchase intention.

### Research Problem

Based on the problem explained above, the research problems are:

1. Does product knowledge have a positive and significant influence toward attitude on Samyang instant noodle products?
2. Do religious norms have a positive and significant influence toward attitude on Samyang instant noodle products?
3. Does product knowledge have a positive and significant influence toward purchase intention on Samyang instant noodle products?
4. Do religious norms have a positive and significant influence toward purchase intention on Samyang instant noodle products?
5. Does attitude have a positive and significant influence toward purchase intention on Samyang instant noodle products?
6. Does product knowledge positively and significantly influence purchase intention mediated by attitude on Samyang instant noodle products?
7. Do religious norms positively and significantly influence purchase intention mediated by attitude on Samyang instant noodle products?

## 2. LITERATURE REVIEW

### Product Knowledge

Product knowledge serves to identify the product's attributes or characteristics, the consequences of the benefits of using the product, and consumer value achievement over the product [11]. Consumers can combine the three types of knowledge products from the associative network called a chain tool, which connects knowledge consumers about product attributes with knowledge about the consequences and values.

Consumer knowledge is viewed as a consumer's perception before and after using a product. Consumers often use knowledge in the process of searching for the product. According to [12], in the process of purchasing decisions a product, the customer will pass through five stages: (1) introduction to the problem, (2) information search, (3) evaluation of alternative, (4) purchase decisions, and (5) post-purchase behavior. Consumer knowledge is at the second stage, affecting the later stages in purchasing the product.

### Religious Norm

Religion is one aspect that will affect various things such as attitudes, values, and even the person's behavior. Religion is also often used as one of the deciding factors in the purchase of a product. The values contained in the religion's rules must be obeyed by the followers; for example, there are the terms halal and haram in Islam. Halal is a condition where food or beverages are allowed to be consumed, while haram is contrary to conditions that must not be consumed.

Religious value is a set of values and religious beliefs in the form of rules that a person can use as a reference in an activity. It can be realized by making related products not violate values and beliefs, particularly making these products halal for Muslims [13].

### Attitude

The attitude is a thorough evaluation performed by a person against a particular concept, in which the evaluation can be done in either the cognitive or affective systems [11]. The systems will generate responses that affect a person, such as emotions, feelings, and attitudes or evaluations. Through various circumstances, the evaluation adjustment process may be related to a product or brand, which then creates an attitude. The cognitive process can be formed when a consumer integrates knowledge, meaning, or belief in his attitudes so that an attitude formation can be derived from his interpretation of each's personal relevance.

Muslims need always to be mindful of what will be consumed to fulfill their daily needs and certainly should comply with religious teachings' guidance. The guidance will produce the diverse attitudes of each individual. Then, there will be conditions related to the relationship between attitude and intention to purchase a product, mainly to purchase the halal product. It is in accordance

with the opinion of [7] that the attitude can be described as one element to predict and explain consumer behavior.

### *Previous Research Results*

Previous research conducted by [14] showed that product knowledge positively and significantly affected purchasing decisions, while [15] revealed that product knowledge had no positive influence on customer satisfaction.

Other previous research carried out by [6] stated that religiosity had a significant influence on the decision to purchase halal food. Meanwhile, [16] uncovered that halal products' awareness did not significantly impact the interest of consuming halal products.

[17] mentioned that consumers' knowledge level had a significant positive influence on the intention to consume the product. However, [18] suggested that product knowledge did not positively and significantly impact consumer buying interest. The research done by [19] exhibited that attitude had a positive and significant effect on consumers' intentions to consume halal products.

Moreover, [20] disclosed that consumers' attitudes could mediate the relationship between product knowledge and purchase intention. Furthermore, the research carried out by [21] exposed that consumers' attitudes could mediate the relationship between subjective norms and purchase intention.

### *The Research Hypothesis*

H1: Product knowledge has a positive and significant effect on the attitude of consumers on halal products.
H2: Religious norms have a positive and significant effect on the attitude of consumers on halal products.
H3: Product knowledge has a positive and significant effect on consumers' purchase intention on halal products.
H4: Religious norms have a positive and significant effect on the consumer's purchase intention on halal products.
H5: Attitude has a positive and significant effect on halal purchase intention.
H6: Product knowledge has a positive and significant effect on the purchase intention mediated by attitude toward halal products.
H7: Religious norms have a positive and significant effect on the purchase intention mediated by attitude toward halal products.

### *Research Model*

Based on the literature review and the hypothesis, this study's research model can be seen in Figure 1. below:
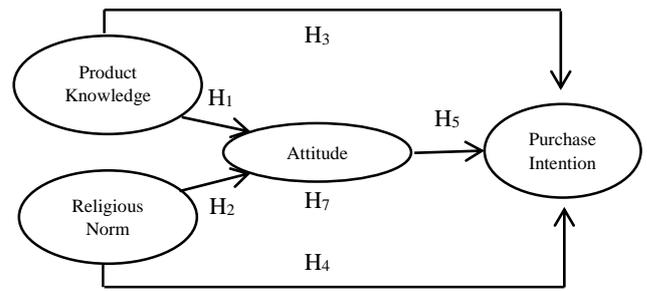


**Figure 1.** Research Model

## 3. RESEARCH METHOD

This research's object was Samyang instant noodle, which has halal certification from MUI. This study's subject was the consumers of Samyang instant noodle product. The data used in this research were the primary data. The data were obtained from 131 respondents who had been selected based on the selection criteria. Nonprobability sampling techniques using purposive sampling were chosen, which selected respondents based on some criteria [22]. Criteria used in this research included (1) Muslim respondents and (2) respondents who have settled or lived in the Special Region of Yogyakarta Province for at least six months. The sample used in this study was as many as 131 respondents based on model estimation using Maximum Likelihood (ML) [23]. The data collection method in the form of research was a survey employing a questionnaire distributed to consumers of Samyang instant noodles in the Special Region of Yogyakarta.

The validity testing in this research utilized Confirmatory Factor Analysis (CFA). Indicator questions can be said to be valid if the factor loading value is $> 0.5$. Besides, testing of the reliability employed Construct of Reliability (CR), where research instrument can be said to be reliable if the CR value $> 0.70$ or still is in range of $0.60 - 0.70$ [23]. Hypothesis testing in this study used Structural Equation Modeling (SEM) approach operated through AMOS ver. 22. Furthermore, this research was conducted on a test model fit using Chi-Square, Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI.

## 4. RESULT AND DISCUSSION

Samyang instant noodle is not the original name from Samyang Foods Inc. Its original name is *Buldalk Bokkeummyeon* (spicy chicken flavor). The product has obtained the international halal certification (KOLAS, ISO22000, HALAL) in 2014 and halal certification from the LPPOM MUI on 28 September 2017 with halal registration number 00090084950917.

In this study, consumers were given a questionnaire online using google docs via the link (https://goo.gl/forms/wrguHmTkZy91H2Un2). The questionnaire's dissemination was conducted in five

regions: Bantul, Sleman, Kulon Progo, Gunungkidul, and Yogyakarta City, while the research questionnaire was given as many as 204 questionnaires. The dissemination of the questionnaire was carried out for three months, starting from July until September 2018. The data results revealed the collection of the questionnaire conducted in the Samyang instant noodle product consumers. Seventy-three questionnaires were eliminated or not appropriate with the criteria so that the researchers only used the rest of the questionnaire, as many as 131 questionnaires and then processed them into AMOS software version 22.

Based on the CFA test results, it was found that three-item questions were invalid in the variables of product knowledge and product purchase intention, but all of the questions were reliable or CR > 0.70. Thus, the question that could be used to conduct the hypothesis testing was only 20 item questions. The path diagram form of Structural Equation Modeling (SEM) in this research can be seen in Figure 2. below:
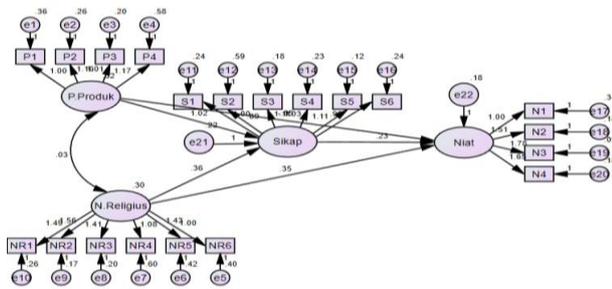


**Figure 2.** Path diagram

This research did not have an outlier in univariate but had outliers in multivariate. Multivariate outliers testing could be used by looking at the Mahalanobis distance at the probability rate of 0.001. This research used 20 item questions so that the obtained values from CHIQ.INV.RT was 45.31475. The questionnaire with a value higher than 45.31475 should be eliminated. After several times of elimination on the outliers, it turned out that only 109 questionnaires were left from 131 questionnaires. Then, the research also employed the multicollinearity analysis to determine whether the exogenous variable correlated with each other or not. There was no problem in multicollinearity, or the tolerance value was ≤ 0.10, and the Variance Inflation Factor (VIF) value was ≥ 10 [24].

After going through some stage of testing, the next test was the goodness of fit. The following is the index measurements of the goodness of fit testing obtained from the AMOS version 22.

**Table 1.** The goodness of fit test

| The goodness of Fit Index | Cut off Value | Result of the Model | Model Evaluation | |
|---|---|---|---|---|
| | | | Source | Criteria |
| $X^2$ Chi-Square | Small value | 361,699 | [23] | Not Fit |
| Probability | ≥ 0,05 | 0,000 | [23] | Not Fit |
| RMSEA | ≤ 0,08 | 0,105 | [23] | Not Fit |
| GFI | ≥ 0,90 | 0,757 | [23] | Not Fit |
| AGFI | ≥ 0,90 | 0,689 | [23] | Not Fit |
| CMIN/DF | ≥ 1,000 - ≤ 3,000 | 2.205 | [25] and [26] | Fit |
| TLI | ≥ 0,90 | 0,866 | [23] | Marginal Fit |
| CFI | ≥ 0,90 | 0,884 | [23] | Marginal Fit |

Table 1. shows the goodness of fit test results. The value of Chi-Square was 361,699 or did not fit, the probability was 0.000 or did not fit, RMSEA was 0,105 or did not fit, GFI was 0,757 or did not fit, AGFI was 0,689 or did not fit, CMIN/DF was 2,205 or fit, TLI was 0,866 or marginal fit, and CFI was 0,884 or marginal fit. The test results revealed that if one criterion fitted, then the researcher referred to the parsimony principle

expressed in [27] that if there were one or two criteria declared fit, then overall, the model could be declared as good or acceptable.

Hypothesis testing can be seen from the regression weight results. The hypothesis is accepted if the probability value ≤ 0.05 and the C.R value > 1.96.

**Table 2.** Hypothesis test

| No | Hypothesis | H | C.R | P |
|---|---|---|---|---|
| 1 | Product knowledge → Attitude | H1 | 6,331 | *** |
| 2 | Religious norms → Attitude | H2 | 3,166 | 0,002 |

| No | Hypothesis | H | Direct | Indirect |
|---|---|---|---|---|
| 3 | Product knowledge → Purchase intention | H3 | -0,296 | 0,767 |
| 4 | Religious norms → Purchase intention | H4 | 3,250 | 0,001 |
| 5 | Attitude → Purchase intention | H5 | 1,961 | 0,050 |
| No | **Hypothesis** | **H** | **Direct** | **Indirect** |
| 6 | Product knowledge → Purchase intention mediated by attitude | H6 | -0,050 | 0,254 |
| 7 | Religious norms → Purchase intention mediated by attitude | H7 | 0,370 | 0,086 |

***p<0,001

Based on the results in Table 2, it could be inferred that H1 was supported or product knowledge had a positive and significant influence on consumer attitude. H2 was also supported, or religious norms had a positive and significant effect on consumer attitude. However, H3 was not supported, or product knowledge did not positively and significantly influence the purchase intention to buy the halal product. Then, H4 was supported, or religious norms had a positive and significant impact on purchase intentions. Besides, H5 was supported, or attitude positively and significantly influenced consumer purchase intention. H6 was also supported, or attitude had a role in mediating the influence between product knowledge and consumer purchase intention. Nevertheless, H7 was not supported, or the attitude had no role in mediating the influence of religious norms on consumers' purchase intention of the halal product.

## 5. CONCLUSION

Globalization allows the country to sell its products to the entire world. It requires special attention, especially for Muslim consumers, due to food or drinks that they consume must be halal as regulated in Quran and Hadith. Samyang instant noodle is a product imported from South Korea that successfully become a trend in the Muslim community, particularly in Indonesia. This research showed that the communities with enough product knowledge on Samyang instant noodles tended to give a good attitude, and the communities that fully implemented their religious norm also tended to give a good attitude to the product.

On the other hand, the community with good enough product knowledge would not purchase the product since the product's price was higher than other substitute products. The spicy flavor ingredient is deemed not healthy if people want to consume it periodically. Then, the communities that fully implement religious norms in their life will be depicted in the product purchasing decision, namely buying halal products. Muslims must consume the halal product to fulfill their obligations, as stated in the Quran and Hadith. Muslim will not wait until he has a good attitude to purchase halal products. He will have the purchase intention only because the product is halal.

Then, Samyang Foods Inc. must pay attention to good marketing patterns that can attract consumers' intention because the attitude will improve the intention to buy the product, particularly on Samyang instant noodles. However, it still needs to implement a fairly strict standard, especially in the halal licenses, to accommodate Muslims' interests.

Based on research results, discussions, and conclusions presented, the recommendations can be given for the next research:

1. The next researcher should conduct research using more respondents to approach 200 respondents and in different locations.
2. It is recommended to add the other variables in the model to obtain a good quality research models and better predictive power, such as adding the pricing perception and promotion.

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