

The Relationship of Personal, Social, and Consumer Factors to the Purchase Intention of Halal Food in Purworejo Regency, Indonesia

Roisu Eny Mudawaroch¹

¹*Faculty of Agriculture, Universitas Muhammadiyah Purworejo, Purworejo 54151, Indonesia*
Corresponding author's email: roisueny@umpwr.ac.id

ABSTRACT

Muslim consumers want the food they eat to be guaranteed halal and Toyib. Research on awareness of consuming halal food in Purworejo district in Indonesia has not been widely studied. Those study aims to determine the relationship between personal factors, social factors and types of consumer factors on the purchase intention of halal food. The population in this study were students of the Faculty of Agriculture, University of Muhammadiyah Purworejo. Samples were taken (purposive sampling) as many as 90 respondents, while the sampling technique used accidental sampling. The tests carried out in this study were validity and reliability tests, multiple linear regression tests, T tests and F tests. The results of the validity tests showed all indicators showed valid results, and reliability tests showed high reliability results. The correlation value (R) was equal to = 0.372 and the coefficient of determination was 0.138. Based on the results of multiple regression shows the regression equation $Y = 7.538 + 0.143 X_1 - 0.006X_2 + 0.099 X_3$. Y = intention to buy halal food, X1 = personal variable, X2 = social variable, and X3 = consumer type variable. The result of the F statistic test was 4.592 with a significance of 0.005 all factors simultaneously affect the intention to buy halal food. This study concluded of this study was that social factors do not affect the intention to buy halal food, while personal factors and consumer behaviour have a significant influence on the intention to buy halal food. Based on the F test, it shows that personal factors, social factors and types of consumers together affect students' intentions to buy halal food.

Keywords: *Purchase Intention, Halal Food, Student, District*

1. INTRODUCTION

Food was one of the primary needs of a person besides clothing and shelter. In meeting food needs, people are usually more concerned with taste and price without paying attention to health and halal issues. In Islamic teachings, a Muslim was obliged to follow Islamic law, especially in terms of consuming food. Muslim consumers want the food they eat to be guaranteed halal and Toyib. The existence of laws in Islam, namely halal haram, permissible, *makruh*, and sunnah there are spiritual values and reflect a person's noble character and character [1].

Indonesia was a country with the largest Muslim population in the world. this is a reflection of Muslim behavior, especially behavior in consuming halal food. The government has supported the existence of halal-wired food by issuing regulations regarding halal certification on food sold in the market. The authority for halal certification was given to LP-POM MUI to issue a

halal certificate as stated in Article 1 letter d of the Decree of the Minister of Religion Number 518 of 2001 concerning Guidelines and Procedures for Inspection and Determination of Halal Food states: Halal Product Certificate was a written fatwa declaring the halalness of a product food issued by the Examining Agency [2]. In 2021, the Government of Indonesia will issue Peraturan Pemerintah Republik Indonesia Nomor 39 Year 2021. Article 2 states that products that enter, circulate, and are traded in Indonesian territory must be certified halal [3]. With the existence of a halal certificate, producers can use it to introduce their halal products in accordance with Islamic law [4]. Food has been certified and labeled halal is urgent at this time to raise confidence and certainty in halal and avoid consuming haram food [5]. Halal label has a positive and significant effect on buying interest [6]. public awareness of the importance of consuming halal food and beverages can encourage Halal Value Chain (HVC)[7].

The existence of a halal label that has been set by the LP POM MUI in Indonesia needs to be seen from the response of the community, especially students who have higher education levels, namely university students. [8] are at the level of education after graduating from high school. Strata I students are the younger generation who have completed high school education. Students are one of the prospective Muslim consumers who tend to prioritize food that was practical, affordable, fast in serving regardless of the halalness of the food product [9].

Strata I students are the younger generation who have completed high school education. A student is someone who is in the process of learning or studying and is registered to undergo education in one form of higher education consisting of academics, polytechnics, high schools, institutes, and universities [10]. A student is categorized as a developmental stage aged 18 to 25 years. This stage can be classified from late adolescence to early adulthood and in terms of development, the task of development at this age is to strengthen the stability of life [11]. Students were students aged 18 to 25 years who were enrolled and undergoing education in tertiary institutions ranging from academics, polytechnics, high schools, institutes, and universities. Students were one of the prospective Muslim consumers who tend to prioritize food that is practical, affordable, fast in serving regardless of the halalness of the food product [9].

Research related to awareness of halal food products has been carried out, namely [12] on students in a big city, namely Semarang. Research on awareness of

consuming halal food in district cities has not been widely studied. Purworejo is a regency city in the Central Java Region That has 16 sub-districts [13]. In Purworejo Regency, there is the largest university, namely the Muhammadiyah University of Purworejo. as an Islamic university, Purworejo Muhammadiyah University not only studies but also Muslim morality. The vision of Purworejo Muhammadiyah University in 2025 is to become a university that excels in science, has noble character [14]. Of the various faculties in Universitas Muhammadiyah Purworejo, only the Faculty of Agriculture is closer in studying the provision of food, both plants and animals.

This study aims to determine the relationship between personal factors, social factors, and consumer type factors on the intention to buy halal food.

2. METHOD

This research was conducted at the Faculty of Agriculture, University of Muhammadiyah Purworejo, Central Java. Data Collection Methods Data collection was obtained by researchers through interviews and filling out questionnaires. Sampling Method Sampling was carried out using the purposive sampling method. This study uses a Likert scale measurement with a scale of 5.

This study measures the relationship between the independent variables (independent) as many as 3 variables and one dependent variable (independent). The research paradigm is presented in Figure 1.

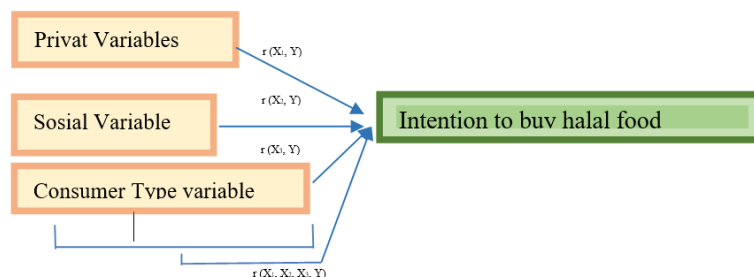


Figure 1 The research paradigm

The tests carried out in the study were:

- Reliability test. This test is to see the reliability or reliability of an instrument in research. The basis for deciding the decision on the reliability test is that if $R \text{ count} > R \text{ table}$ then the item or variable is reliable, otherwise if $R \text{ count} < R \text{ table}$ then the item or variable is not reliable.
- Validity test. The validity test is carried out to determine whether the measuring instrument that has been prepared can be used to measure what is intended to be measured accurately. The basis for

decision making if $R \text{ results} > R \text{ table}$ can be concluded that the instrument used is valid, otherwise if $R \text{ results} < R \text{ table}$ it can be concluded that the instrument used is invalid.

Data analysis. Data analysis by doing:

2.1. Descriptive Statistics

This analysis is used to provide an overview of the weight gain of the question items, the average class interval value of the number of respondents' responses to the question items,

2.2. Inferential Statistics

This analysis is used to test the problems that have been formulated. The results of this study explain the pattern of the relationship between one variable and another. The relationship pattern is related to the influence of an independent variable (X) on the dependent variable (Y). Thus, it will be obtained about how much influence the independent variable has on the dependent variable, both seen partially and simultaneously. In addition, it will also be seen which independent variables have a direct and indirect influence on the dependent variable. Then, the intended effect should be significant/meaningful, so that the resulting model can be used for practical and academic needs

2.3. Hypothesis Testing.

This test is used to see the strength of the determinant variable on employee performance in this study is Multiple Regression or multiple regression. The form of the model used is as follows

$$Y = \alpha + B_1X_1 + B_2X_2 + B_3X_3$$

Description:

Y = intention to buy halal food

α = constant

X1 = private variable

X2 = social variable

X3 = consumer type variable

2.4. The T-test

The individual significance test or better known as the T statistical test is a partial data analysis process. This T-test will later show how much influence the independent variable has partially on the dependent variable. To see the level of influence of the independent variable with the dependent variable, it can be seen that if T count is greater than T table (T count > T table) then there is an influence of the independent variable on the dependent variable.

2.5. Simultaneous Significant Test

Performed by F-Test (F-Test) This test is used to test and see the existence of the influence of all independent variables together on the dependent variable. To see the level of influence of the independent variable with the dependent variable, it can be seen that if F count is greater than F table (F count > F table) then there is an effect of the independent variable on the dependent variable.

2.6. Coefficient of Determination

This coefficient is used to measure how far the model's ability to explain the dependent variable. The

value of the coefficient of determination is between 0 to 1. If the value is small, it means that the ability of the independent variable in explaining the variation of the dependent variable is relatively limited.

3. RESULT AND DISCUSSION

3.1. Characteristics of respondents

The distribution of respondents' characteristics is presented in Table 1.

Table 1 Characteristics of respondents

Variable		N	percentage
Gender	Man	43	52,2
	Women	47	47,8
Age	18-21	85	94,4
	22-25	5	5,6

Most of the respondents were female, namely 52.2 percent, while the remaining 47.8 percent were male. Most of the respondents who were students studying at the Faculty of Agriculture were women. The large number of female respondents is because women tend a tendency to like to learn, be diligent and actively attend lectures [15]. Based on the age of the respondents, most of the respondents were aged 18-21 years, as many as 85 people (94.4%) and the remaining 5 people (5.6%) were aged 18-21. Students aged 18-21 were high school graduates and continue to college. Research Results This research was conducted at the Faculty of Agriculture, Muhammadiyah University, Purworejo. Questionnaires were given to 90 respondents. The social variable questionnaire consists of 3 statements, the personal variable consists of 3 statements, the consumer type variable 4 statements and the intention to buy halal food variable consists of 3 statements. After the questionnaire data has been collected, it is necessary to test the validity and reliability as an analysis required to determine whether the data is valid or not.

Reliability test is used to measure the level of consistency of measurement results if repeated measurements were made. The results of the reliability test were presented in Table 2.

Based on the test results in Table 2. shows the reliability of Strong enough and strong. [16] states that the interpretation of the R-value is between 0.80-1.00 very strong, 0.60-0.80 Strong, and 0.40-0.60 Strong enough. Thus, data processing can be continued to the next step

Table 2 Reliability Test Analysis Results

Variable	Statement item	Cronbach's Alpha	Description
Personal	P1	0,401	Strong enough
	P2	0,463	Strong enough
	P3	0,731	Strong
Social	S1	0,471	Strong enough
	S2	0,686	Strong
	S3	0,578	Strong enough
Consumer Type	K1	0,811	Strong
	K2	0,807	Strong
	K3	0,827	Strong
	K4	0,798	Strong
	K5	0,791	Strong
Purchase Intention	N1	0,615	Strong
	N2	0,530	Strong enough
	N3	0,665	Strong
	N4	0,471	Strong enough
	N5	0,481	Strong enough

3.2. The Validity test

The results of the validity test regarding the intention to buy halal food were presented in Table 3. Based on Table 3. It shows that all statement items range from 0.291 to 0.854. To see whether the questions were valid

or not by looking at the correlation coefficient. If the correlation coefficient (R_{count}) > (R_{table}) then the statement item is declared valid. In this study, the calculated R-value was above $R_{table} = 0.01$ with $df = 88$ = 0.2702, all questions were declared valid.

Table 3 Results of Validity Test Analysis

Variable	Item Statement	Validity	Description
Personal	P1	0,854**	valid
	P2	0,814**	valid
	P3	0,627**	valid
Social	S1	0,812**	valid
	S2	0,724**	valid
	S3	0,795**	valid
Consumer Type	K1	0,763**	valid
	K2	0,772**	valid
	K3	0,721**	valid
	K4	0,815**	valid
	K5	0,840**	valid
Intention Buy	N1	0,663**	valid
	N2	0,763**	valid
	N3	0,594**	valid
	N4	0,291**	valid

3.3. Linear Regression Analysis

The results of the regression analysis regarding the intention to buy halal food were presented in Table 4. Based on the data in Table 4. shows the linear regression equation as follows:

$$Y = 7,538 + 0,143 X_1 - 0,006X_2 + 0,099 X_3$$

The regression equation above can be interpreted as follows: a constant coefficient of 7.538 indicates that if X is zero, ie social variables, personal variables and

consumer type variables were zero (0), then the intention to buy nutritious food is 7.538.

The value of the regression coefficient on the personal variable is 0.143. This shows that if the personal variable is 1 while the social variable and the variable type of consumers continue to eat, there is an increase in students' intention to buy halal food. The positive personal variable value is because the respondent intends to buy halal food because: 1) it has a delicious taste, 2) the price is affordable and 3) is curious about halal food.

The value of the regression coefficient on the social variable is -0.006, which means that if the social variable is 1 while the personal variable and the variable type of consumers continue to eat, there will be a decrease in students' intention to buy halal food. Based on social variables that were negative because the respondent intends to buy because: 1) not based on suggestions from friends, this is presumably because Purworejo is one of the districts in Central Java and the largest university is the University of Muhammadiyah Purworejo. The existence of students on this campus, who were mostly

Muslims, the level of knowledge about the halalness of a food is still low. 2) knowledge of the existence of a halal label is not from the closest people, it is suspected that some respondents get halal information from outside and discussions about halal food were less desirable 3) there were no people around/environment who often buy halal labeled food. This shows the trend of halal food is not a priority. It could be because most of the population is Muslim and knowledge about halal food is still low. It is suspected that non-halal food is only food containing pork.

Table 4 Results of Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,538	1,183		6,370	0,000
1 Privat variables	0,143	0,071	0,204	20,011	0,047
Social variables	-0,006	0,062	-0,010	-0,102	0,919
Consumer type variable	0,099	0,037	0,276	20,685	0,009

The value of the regression coefficient on the consumer type variable is 0.099. The value of 0.009 indicates that if the consumer type variable is 1 while the personal and social variables remain, there will be an increase in students' intention to buy halal food by 0.099. The increase in the intention to buy halal food on the consumer type variable is due to 1) the presence or absence of a halal label on food affects consumers, respondents assume that the presence of a halal label will affect respondents in buying halal food; 2) care about the halal label in a food, respondents will pay attention to the halal label on the food to be purchased; 3) the halal label is not only a formality, it shows that the respondents were aware that the halal label on food is not just a halal text but a halal label which is officially issued by BPPOM-MUI; 4) food benefits were more important than halal labels; 5) Halal labels on food were more important than quality.

3.4. *t* test

Partial relationship between independent variables and variables was carried out by T-test. The results of the t-test regarding the intention to buy halal food are presented in Table 4. The significance value of the social variable shows that there is no significant social variable on the intention to buy halal food. while the personal variable and the consumer type variable showed a positive significance on the T test. These results indicate that the personal variable and the consumer type variation have a positive and significant effect on the intention to buy halal food.

3.5. *F* test

The results of the F test regarding the intention to buy halal food were presented in Table 5.

Table 5 F test results

Model	Sum of Squares	ANOVA ^b		F	Sig.
		df	Mean Square		
Regression	19,661	3	6,554	4,592	0,005 ^a
Residual	122,739	86	1,427		
Total	142,400	89			

a. Predictors: (Constant), consumer type, social variable, personal

b. Dependent Variable: intention to buy

From the table above, it can be seen that the significance value of social variables, personal variables and consumer type variables is 0.005. Based on the significance value of 0.005, where the value is below 0.05, it indicates that the three variables, namely social variables, personal variables and consumer type

variables, have a significant effect on the intention to buy halal food.

3.6. *Coefficient of Determination*

The value of the coefficient of determination about the intention to buy halal food is presented in Table 6.

Table 6 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,372 ^a	0,138	0,108	1,19465

a. Predictors: (Constant), consumer type, social variable, personal

b. Dependent Variable: intention to buy

Table 6. shows the correlation value (R) which is equal to = 0.372, meaning that the relationship between Personal Factors, Social Factors and types of consumer factors on purchase intentions is 37.2%.

To measure the level of contribution of the independent variable to the dependent variable, it is seen by the value of the coefficient of determination (R^2). Based on Table 4. shows that the coefficient of determination (R^2) is 0.138. This shows that the influence of personal factors, social factors and types of consumer factors together on purchase intentions is 13.8 percent. Other variables but not included in this study were 86.2% (100% - 13.8%).

4. CONCLUSION

The conclusions in this study were:

1. Social variables do not affect the intention to buy halal food
2. Personal variables affect the intention to buy halal food.
3. The type of consumer variable affects the intention to buy halal food.
4. Social variables, personal variables and consumer type variables together affect the intention to buy halal food

ACKNOWLEDGMENT

Thank you to the head of the Institute for Research and Community Service (LPPM) Universitas Muhammadiyah Purworejo for the Internal Grant for the 2019-2020 Fiscal Year.

REFERENCES

- [1] M. Ali, "Halal Food Concept in Shariah Review and Product Responsibility for Halal Industry Producers," *Ahkam: Jurnal Ilmu Syariah*, vol. 16, no. 2, pp. 291–306, 2016, doi: 10.15408/ajis.v16i2.4459.
- [2] I. Z. Fuad, "Legal Awareness of Small Entrepreneurs in the Packaged Food Sector in Semarang City on Halal Product Certification Regulations," Universitas Diponegoro, 2010.
- [3] Peraturan Pemerintah Republik Indonesia, "Implementation of the Halal Product Assurance Sector," 2021.
- [4] S. Alam and NM. Sayuti, "Applying The Theory of Planned Behavior (TPB) in halal food purchasing," in *International Journal of Commerce and Management*, 2011, vol. 21, pp. 8–20.
- [5] M. S. Hidayatullah, "Halal Certification And Labelization Of Food In The Perspective Of Islamic Law (Perspective Ayat Ahkam)," *YUDISIA : Jurnal Pemikiran Hukum dan Hukum Islam*, vol. 11, no. 2, p. 251, 2020, doi: 10.21043/yudisia.v11i2.8620.
- [6] S. H. Sahir, A. R. Tarigan, and E. D. Setia, "The Influence of Lifestyle, Halal Labels and Prices on Wardah Cosmetics Purchase Decisions in Management Study Program Students, Faculty of Economics, University of Medan Medan Area," *Jurnal Konsep Bisnis dan Manajemen*, vol. 3, pp. 14–16, 2016.
- [7] Subianto and Pratiwi, "The value chain and perspective of the awareness of the Muslim community on halal food," *Journal.Uii.Ac.Id*, vol. 1, pp. 141–146, 2018.
- [8] R. E. Mudawaroch and Rinawidiastuti, "Factors Affecting Student Decisions to Buy Nutritious Food," in *Prosiding Seminar Teknologi dan Agribisnis Peternakan VII-Webinar: Prospek Peternakan di Era Normal Baru Pasca Pandemi COVID-19*, 2020, pp. 138–145.
- [9] A. Rosidi, T. Musdianingwati, A. Suyanto, M. Yusuf, and E. Sulistyowati, "Knowledge and Attitude of Students in Decision to Purchase Halal Products," *Jurnal Gizi*, vol. 7, no. 2, pp. 40–48, 2015.
- [10] D. A. Hartaji, "Achievement Motivation in Students Who Study with Parents' Choice Majors," Skripsi Universitas Gunadarma., 2012.
- [11] S. Yusuf, *Child and Adolescent Developmental Psychology*. Rosda karya. Bandung. Indonesia, 2012.
- [12] S. H. Pratiwi, "Factors Which Influence Awareness Muslim Students To Halal Food Products (Case of Muslim Students in Semarang City)," Fakultas Ekonomika Dan Bisnis Universitas Diponegoro Semarang, 2019.
- [13] R. E. Mudawaroch and Zulfanita, "The Physical Quality of Local Chicken Eggs (*Gallus Gallus Domesticus*) in the Traditional Markets of Purworejo Regency, Central Java," vol. 436, pp. 552–557, 2020, doi: 10.2991/assehr.k.200529.115.

- [14] Anonymus, “Rentra Universitas Muhammadiyah Purworejo,” <http://umpwr.ac.id/index.php/about>, p. 2021, 2021.
- [15] R. E. Mudawaroch, “Self-Perception and Knowledge Level of Students in Buying Animal Protein Foods (Case Study at the Faculty of Agriculture, University of Muhammadiyah Purworejo),” in *Prosiding Seminar Teknologi dan Agribisnis Peternakan VII-Webinar: Prospek Peternakan di Era Normal Baru Pasca Pandemi COVID-19*, 2020, pp. 106–113.
- [16] S. Anantanyu, “Farmer Institutions: Their Roles and Capacity Development Strategies,” *SEPA*, vol. 7, no. 2, pp. 102 – 109, 2011.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter’s Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter’s Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

