



Determining Factors of Muslim Consumer's Purchase Intention Towards Halal Detergent for Sustainability of Halal Value Chain

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Abstract. The halal value chain is a management standard that must be applied to every halal industry in the world to meet the halal standard of a product. This study aims to determine the purchase intention of Indonesian consumers towards halal detergent mediated by attitude variables. In this study, a quantitative approach was used with the help of a statistical tool, namely Smart PLS. There are 150 respondents according to the criteria used as samples in this study. The measurement model is used to test the validity and reliability, while the structural model is used to test causality (testing hypotheses with predictive models). The results of hypothesis testing indicate that attitudes can mediate subjective norms and halal certification variables on purchase intentions. However, the religiosity variable is not significant to purchase intention directly or indirectly. Halal certification variable is not significant to purchase intention. However, the subjective norm variable and the attitude variable have a significant effect on purchase intention. The results of this study indicate that the subjective norm and attitude variables have a significant positive effect on the purchase intention of Muslim consumers on halal detergent products in Surabaya. For business people, they should continuously pay attention to and monitor the production activities of halal detergents. For further research, it is recommended to add samples from different cities and non-Muslim respondents so that it can be seen how the differences in intention to buy in Muslim and non-Muslim respondents are.

Keywords: Religiosity · Halal Certification · Subjective Norm · Attitude · Purchase Intention

1 Introduction

Today the halal industry is one of the sectors that are in demand by Muslim consumers in Indonesia. A product that has a halal certificate has its own advantages, namely having an appeal to Muslim consumers. Because for Muslim consumers, it is important to know whether the product category they buy or use is halal or haram (Setiawan & Mauluddi, 2019).

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According to the research of Widyanto & Sitohang (2021) Halal certification is an examination and investigation to ensure the halalness of a product. This journal also states that halal certification has a positive and significant effect on purchase intention. The absence of halal certification can cause consumer doubts about a product (Shariff & Lah, 2014), so in this study using the variable halal certification.

Soon & Wallace's research (2017) states that Muslim consumers agree that the concept of halal and the halal status of a product affect the purchase of Muslim consumers. According to Setiawan & Mauluddi (2019) Muslim consumers and religiosity are related in the definition of religiosity. This is supported by Rizkitysha & Hananto's (2020) research which states that religiosity has a positive and significant effect on purchase intention. However, in research (Garg & Joshi, 2018) religiosity is not significant to purchase intention.

Purchase intention is a procedure for examining and predicting consumer behavior in their willingness to buy. According to research (Amalia, Sosianika, & Suhartanto, 2020) subjective norms still influence the purchase intention of Muslim consumers. However, in the studies (Widyanto & Sitohang, 2021) and (Garg & Joshi, 2018) subjective norms were stated to be insignificant to purchase intention, except with attitude mediation. In accordance with the Theory of Planned Behavior developed by Ajzen (1991) in research (Setiawan & Mauluddi, 2019), consumers who have a good attitude will determine behavior. So in both studies, subjective norms are stated to have a significant indirect effect on purchase intentions through attitudes.

2 Literature Review and Hypotheses Development

Theory of Planned Behavior

This research is based on the theory of planned behavior or what is commonly called the Theory of Planned Behavior (TPB). This theory is the result of the development of the Theory of Realized Action (TRA) by Icek Ajzen into Theory of Planned Behavior (TPB) in 1985 through an article entitled "From intentions to actions: A Theory of planned behavior" (Ajzen, 1985). TPB is intended to predict individual behavior specifically. This study makes TPB as the basic theory because of the role associated with the relationship between research variables. The components in the TPB have an influence on behavioral intentions, where behavioral intentions also affect behavior.

The Influence of Religiosity on Purchase Intention Through Attitude

Religiosity according to Widyanto & Sitohang (2021) is defined as one's belief in God and a commitment to follow the principles set by the Almighty. In the research of Rizkitysha & Hananto (2020) which examines the relationship between religiosity and purchase intention of halal detergent products, it is stated that religiosity has a positive effect on perceptions of the use of halal labels and purchase intentions of halal detergents. According to Prayogo & Hapsari (2021) the consumption behavior of a Muslim through religiosity prioritizes halal and goodness in terms of acquisition to product quality. The correlation between attitude and religiosity on purchase intention was tested in the research of Garg & Joshi (2018) which states that attitude as a mediating variable can

affect religiosity on purchase intention in the context of halal brands. Thus, the following hypothesis can be drawn:

H1: The religiosity variable has a significant effect on purchase intention through attitude.

H2: The religiosity variable has a significant relationship with purchase intention.

The Influence of Halal Certificate on Purchase Intention Through Attitude

According to Widyanto & Sitohang (2021) Halal certification is an examination and investigation to ensure the halalness of a particular product, which includes raw materials, processing, packaging, and distribution. The journal states that manufacturers of cosmetic products must apply and ensure the availability of halal logos on their products and design their marketing campaigns by creating awareness and increasing knowledge about their compliance with halal products. This is evidenced in the results of research which reveal that halal certification can directly affect purchase intentions. And based on this research, halal certification has partial mediation with purchase intention through attitude as a mediating variable which is shown in the results of the attitude variable which can fully mediate all exogenous variables, one of which is the halal certification variable. Thus, the following hypothesis can be drawn:

H3: Halal certification variable has a significant effect on purchase intention through attitude.

H4: Halal certification variable has a significant relationship with purchase intention.

The Influence of Subjective Norms on Purchase Intention Through Attitude

According to Memon et al (2020) Subjective norms are defined as significant expectations and behaviors of others, combined with reference motivations to comply with clear social pressures of others, combined with reference motivations to comply with clear social pressures of others, combined with reference motivations to comply with clear social pressures of others. According to research by Amalia et al (2020) the intention to buy halal food in Millennial Muslims can be influenced by subjective norms. Millennial Muslims in the Jabodetabek area are aware of and have a very positive attitude towards halal brands, supported by research by Widyanto & Sitohang (2021) which states that subjective norms indirectly influence purchase intentions through attitudes towards halal cosmetics and pharmaceutical products as a mediating construct. Thus, the following hypothesis can be drawn:

H5: Subjective norm variable has a significant effect on purchase intention through attitude.

H6: Subjective norm variable has a significant relationship with purchase intention.

The Influence of Attitude on Purchase Intention Through Attitude

According to Soon & Wallace (2017) A person's attitude is a belief about whether an important individual for that person approves or disapproves of the behavior. Attitudes in the research of Othman et al. (2017) linked two conditions, namely, "mahmudah" (good) and "mazmumah" (bad). According to Chen & Yang (2019), attitude is a behavior that refers to the extent to which a person has a favorable or unfavorable evaluation or assessment of the behavior in question. Attitude is an important part of the consumer behavior process (Ajzen and Fishbein, 1980) in (Widyanto & Sitohang, 2021). In the study of Memon et al. (2020) stated that attitude had a significant and positive effect on purchase intention. Thus, the following hypothesis can be drawn:

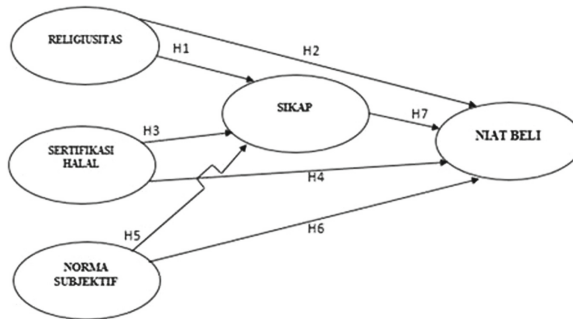
H7: Attitude variable has a significant relationship with purchase intention.

3 Research Methods

Research Approach

The approach used in this study is a quantitative approach, therefore this study focuses on the directionality of the stages. According to Sugiarto (2017:14) quantitative research is also called positivist research which emphasizes theory testing through measuring research variables with numbers and analyzing statistical data. This research starts from theory and goes to data which ends by acceptance or rejection of the theory used (Sugiarto, 2017:15).

Empirical Model



Source: (Widyanto & Sitohang, 2021).

Based on the analysis model above, it can be explained that there is an influence of 3 exogenous variables consisting of religiosity, halal certification, and subjective norms directly or indirectly through the attitude intervening variable on the endogenous variable purchase intention.

Operational Definition

Religiosity

Based on the research conclusions (Rizkitysha & Hananto, 2020) and (Widyanto & Sitohang, 2021) Religiosity is an individual's belief and commitment to the religion he adheres to.

Halal Certification

Based on the research conclusions of Widyanto & Sitohang (2021) and Rahmah & Barizah (2020) halal certification is evidence from studies in the company's internal system that guarantees the consistency of the product's halal status. The halal logo is

proof of halal certification, in Indonesia the halal logo which is proof that it has been certified halal is issued by MUI.

Subjective Norm

Based on research conclusions (Memon et al., 2020) and (Widyanto & Sitohang, 2021) Subjective norm is a person's perception combined with motivation to comply with social pressures to perform certain behaviors.

Attitude

Based on the conclusions from the research of Widyanto & Sitohang (2021), Singh & Kathuria (2016), and Soon & Wallace (2017) attitude is an important part of behavior that measures individual beliefs in displaying favorable or unfavorable evaluations.

Purchase Intention

Based on the conclusions (Widyanto & Sitohang, 2021) and (Garg & Joshi, 2018) purchase intention is a prediction or prediction of consumer behavior in their willingness to purchase detergent sahaja products.

4 Result and Analysis

Primary data is generated by processing questionnaire data that has been distributed and getting answers from respondents who meet the research criteria. While secondary data obtained from related journals that have met the classification of the authors. The type of data applied is quantitative data where the data is in the form of numbers. The sample in this study uses non-probability sampling Sugiarto (2017:). There are 150 samples that can be used by researchers because they have criteria decided by researchers. These criteria are shown in the Table 1:

Based on the respondent's data obtained, female respondents dominated the respondent's data by 61% with a frequency of 92 respondents. In the results of age data, at the age of 17–21 dominated the results of the study by 68% with a frequency of 102 respondents.

Outer Model Evaluation

Evaluation of the measurement model is a stage to evaluate the validity and reliability

Table 1. Respondents Criteria.

No	Criteria	Result
1	Muslim consumers in Surabaya	150
2	Minimum age 17 years	
3	Never bought a detergent sahaja product	

Table 2. Respondents Characteristic.

Respondent Characteristic	Category	Frequency	Percentage
Gender	Male	58	39%
	Female	92	61%
Total		150	100%
Age	17–21 years old	102	68%
	22–26 years old	62	41%
	27–31 years old	4	3%
	32–36 years old	1	1%
	> 36 years old	2	1%
Total		150	100%

of a construct, which consists of evaluating construct validity and evaluating construct reliability. Each will be explained as follows.

Convergent Validity Test

Construct validity evaluation is done by calculating convergent validity. Convergent validity is known through the loading factor value. An instrument is said to meet the convergent validity test if it has a loading factor above 0.7. (This CR value is greater than the limit value used as a criterion, namely 0.7 Lin, 1989 (Mansyur, 2009). The results of the convergent validity test delete the indicators in RG6 and S5. Because from the first validity test, it turns out that the loading factor value of the religiosity indicator, the RG6 indicator has a value of 0.679 and the attitude indicator, S5 has a value of 0.67 below the accepted value limit of 0.7, the indicator must be discarded so that the data becomes valid (Fig. 1).

The second validity test was carried out after removing the indicator variable whose value was below 0.7. After removing the indicator variable below 0.7 the construct validity value (AVE) of the religiosity indicator which has a value of 0.679 and the attitude indicator which has a value of 0.678. So that all indicators including the construct of each variable have met convergent validity.

Discriminant Validity

Discriminant validity measures whether there is a greater correlation between the construct indicators and the construct itself compared to other construct indicators (Ghozali, 2014). Discriminant validity is shown in the value of the cross loading measurement with the construct. Discriminant validity is met if the value of the cross loading indicator on the variable has the largest value compared to other variables.

Based on the measurement of cross loading in the table above, it can be seen that overall the indicators of all variables produce more cross loading with cross loading on other variables. Thus it can be stated that each indicator is able to measure the latent variable that corresponds to the indicator.

Table 3. Results of Test.

Variable	Indicator	loading factor	Description
Religiosity	RG1	0.854	<i>Valid</i>
	RG2	0.806	<i>Valid</i>
	RG3	0.851	<i>Valid</i>
	RG4	0.836	<i>Valid</i>
	RG5	0.814	<i>Valid</i>
Halal Certification	SH1	0.785	<i>Valid</i>
	SH2	0.817	<i>Valid</i>
	SH3	0.876	<i>Valid</i>
	SH4	0.876	<i>Valid</i>
	SH5	0.911	<i>Valid</i>
	SH6	0.784	<i>Valid</i>
Subjective Norm	NS1	0.852	<i>Valid</i>
	NS2	0.833	<i>Valid</i>
	NS3	0.787	<i>Valid</i>
	NS4	0.775	<i>Valid</i>
	NS5	0.716	<i>Valid</i>
Attitude	S1	0.804	<i>Valid</i>
	S2	0.797	<i>Valid</i>
	S3	0.842	<i>Valid</i>
	S4	0.810	<i>Valid</i>
	S6	0.846	<i>Valid</i>
Purchase Intention	NB1	0.845	<i>Valid</i>
	NB2	0.871	<i>Valid</i>
	NB3	0.908	<i>Valid</i>
	NB4	0.889	<i>Valid</i>
	NB5	0.815	<i>Valid</i>

For the purpose of performing data analysis and achieving good results, data cleaning is carried out. Although the total number of responses collected for this study was 154, but due to some discrepancies between the qualifications of the respondents, the 4 respondents' responses were not counted.

Cronbach's alpha values for all constructs, namely religiosity (RG), halal certification (SH), subjective norm (NS), attitude (S) and purchase intention (NB), were 0,903, 0,918, 0,852, 0,886 and 0,916, respectively. All values exceed the recommended level of 0,70 (Hair et al., 2013). Composite reliability estimates (CR) were also calculated for all constructions which also exceeded the recommended level of 0,70.

Table 4 . Discriminant Validity Results.

	Attitude	Halal Certification	Purchase Intention	Religiosity	Subjective Norm
S1	0.819	0.625	0.632	0.473	0.565
S2	0.823	0.438	0.700	0.352	0.635
S3	0.855	0.510	0.637	0.408	0.617
S4	0.798	0.699	0.485	0.523	0.479
S6	0.846	0.641	0.564	0.478	0.542
SH1	0.490	0.782	0.336	0.730	0.314
SH2	0.586	0.817	0.458	0.619	0.372
SH 3	0.616	0.877	0.447	0.653	0.414
SH 4	0.620	0.878	0.485	0.650	0.458
SH 5	0.614	0.910	0.385	0.718	0.389
SH 6	0.596	0.786	0.413	0.567	0.448
NB1	0.570	0.426	0.846	0.307	0.553
NB2	0.567	0.365	0.871	0.260	0.637
NB3	0.743	0.525	0.908	0.405	0.712
NB4	0.661	0.449	0.889	0.339	0.645
NB5	0.607	0.399	0.813	0.290	0.602
RG1	0.495	0.632	0.365	0.853	0.352
RG2	0.370	0.630	0.242	0.838	0.155
RG3	0.515	0.719	0.315	0.870	0.265
RG4	0.455	0.712	0.302	0.866	0.244
RG5	0.417	0.584	0.342	0.813	0.317
NS1	0.559	0.401	0.622	0.251	0.854
NS2	0.598	0.331	0.634	0.221	0.835
NS3	0.537	0.423	0.507	0.329	0.786
NS4	0.469	0.280	0.570	0.125	0.777
NS5	0.556	0.461	0.558	0.351	0.711

Judging from the value of Cronbach's Alpha and Composite Reliability (CR). The limit values for Cronbach's Alpha and Composite Reliability (CR) are 0.7 acceptable and 0.8 very satisfactory (Haryono, 2016).

Construct validity evaluation was done by calculating convergent validity and discriminant validity. Convergent validity can also be known through Average Variance Extracted (AVE). An instrument is said to meet the convergent validity test if it has an Average Variance Extracted (AVE) above 0,5.

Coefficient of Determination (R^2)

Coefficient of determination (R^2) used to determine the magnitude of the ability of endogenous variables to explain the diversity of exogenous variables, or a way to determine the contribution of exogenous variables to endogenous variables. The results (R^2) can be seen in the following Table 6:

Table 5. Measurement Model.

Construct/Items	Item Source	Cronbach's Alpha	CR	AVE
Religiosity		0.903	0.928	0.720
a. I understand the knowledge my religion requires	(Widyanto & Sitohang, 2021)			
b. I feel sad when I do something that goes against my faith	(Widyanto & Sitohang, 2021)			
c. My religious obligation is the first consideration before buying anything	(Widyanto & Sitohang, 2021)			
d. Religious beliefs are important to me	(Widyanto & Sitohang, 2021)			
e. I pray regularly	(Widyanto & Sitohang, 2021)			
f. In general, I consider that myself a religious person	(Widyanto & Sitohang, 2021)			
Halal Certification		0.918	0.936	0.711
a. The MUI halal logo convinced me that Sahaja detergent is a halal product	(Widyanto & Sitohang, 2021)			
b. When I buy Sahaja detergent products, I demand products with the MUI halal logo	(Widyanto & Sitohang, 2021)			
c. In my opinion, Sahaja detergent products with the MUI halal logo have more appeal than those without the MUI halal logo	(Widyanto & Sitohang, 2021)			
d. In my opinion, products with the MUI halal logo increase the selling power of Sahaja detergent products	(Widyanto & Sitohang, 2021)			

(continued)

Table 5. (continued)

Construct/Items	Item Source	Cronbach's Alpha	CR	AVE
e. The MUI halal logo gives me confidence when buying Sahaja detergent products because the entire value chain is certified	(Widyanto & Sitohang, 2021)			
f. In my opinion, the MUI halal logo on Sahaja detergent products is a symbol of quality	(Widyanto & Sitohang, 2021)			
Subjective Norm		0.852	0.895	0.631
a. Most people who are important to me choose Sahaja detergent products	(Widyanto & Sitohang, 2021)			
b. My family members prefer Sahaja detergent products	(Widyanto & Sitohang, 2021)			
c. My family is very supportive if I buy Sahaja detergent products	(Widyanto & Sitohang, 2021)			
d. I buy Sahaja detergent products because of the influence of my friends	(Widyanto & Sitohang, 2021)			
e. Being in a Muslim-majority society, I am receptive (open) to Sahaja detergent products	(Widyanto & Sitohang, 2021)			
Attitude		0.886	0.916	0.686
a. When I buy detergent products, I might look for Sahaja detergent products that have a halal logo	(Widyanto & Sitohang, 2021)			
b. I like to choose Sahaja detergent products	(Widyanto & Sitohang, 2021)			
c. Using Sahaja detergent products is my own choice	(Widyanto & Sitohang, 2021)			

(continued)

Table 5. (continued)

Construct/Items	Item Source	Cronbach's Alpha	CR	AVE
d. I think that Sahaja detergent products that have a halal certificate are of better quality than those that don't have a certificate	(Widyanto & Sitohang, 2021)			
e. Halal certification for Sahaja detergent products is a good idea	(Widyanto & Sitohang, 2021)			
f. I always look for halal logos when I look for Sahaja detergent products	(Widyanto & Sitohang, 2021)			
Purchase Intention		0.916	0.937	0.750
a. I'm willing to pay more for Sahaja detergent product	(Widyanto & Sitohang, 2021)			
b. I'm willing to wait longer for detergent Sahaja products	(Widyanto & Sitohang, 2021)			
c. I prefer to buy Sahaja detergent products even though the brand is not very popular	(Widyanto & Sitohang, 2021)			
d. If it is available, I routinely buy sahaja detergent products	(Widyanto & Sitohang, 2021)			
e. I intend to buy sahaja detergent products in the future	(Widyanto & Sitohang, 2021)			

Hypothesis Test

Significance testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the value of T-statistics T-table (1.96) or the value of P-Value < significant alpha 5% or 0.05, it is stated that there is a significant effect of exogenous variables on endogenous variables. Here is the result of bootstrapping:

The Relationship of Religiosity to Purchase Intention on Attitude

Based on hypothesis testing, it was found that religiosity did not have a significant effect on the purchase intention of Muslim consumers on sahaja detergent products in Surabaya through attitude. These results are based on the analysis of the t-statistic value of 0.502 with a p-value of 0.616. The test results show that the t-statistic value is < 1.96 and

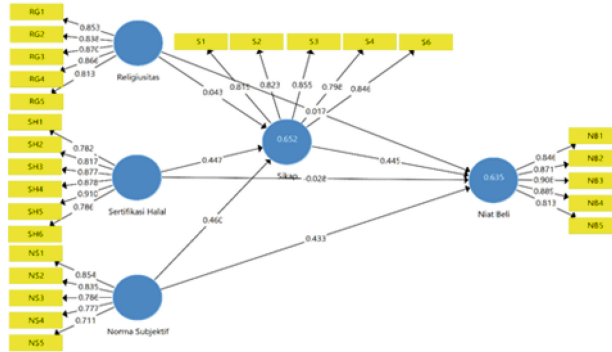


Fig. 1. Convergent Validity Test

Table 6. Coefficient of Determination.

	R Square	R Square Adjusted
Attitude	0.652	0.645
Purchase intention	0.635	0.625

Table 7. Bootstrapping Result.

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
Religiosity -> Attitude -> Purchase Intention	0.019	0.502	0.616	Not significant
Religiosity -> Purchase Intention	0.017	0.197	0.844	Not significant
Halal Certification -> Attitude -> Purchase intention	0.199	2.942	0.003	Significant
Halal certification -> Purchase intention	-0.028	0.282	0.778	Not significant
Subjective norm -> Attitude -> Purchase intention	0.205	3.730	0.000	Significant
Subjective norm -> Purchase intention	0.433	4.947	0.000	Significant
Attitude -> Niat beli	0.445	3.986	0.000	Significant

the p-value is > 0.05. The test results prove that the religiosity variable does not affect purchase intention through attitude.

The results of this study are different from the hypothesis and also previous research. Research conducted by Garg & Joshi (2018) shows that there is a significant influence between religiosity on the purchase intention of halal branded products in India which is mediated by the attitude variable. In the research of Abd Rahman, et al. (2015) stated

that there is a significant positive influence between religiosity on purchase intentions through attitudes towards halal food and cosmetics. So it can be concluded that Muslim consumers do not choose the halal logo on the detergent but prefer the preferred detergent.

The Relationship of Religiosity to Purchase Intention

Based on hypothesis testing, it was found that religiosity did not have a significant effect on the purchase intention of Muslim consumers in Surabaya on sahaja halal detergent products. This result is based on the analysis of the statistical t-value of 0.197 with a p-value of 0.884 which proves that religiosity has no significant effect on purchase intention.

The results of the study are in line with previous research by Garg & Joshi (2018) where religiosity does not affect the purchase intention of halal meat products in India. This could be an indication that Muslim consumers have their own brand preferences for halal detergent products, so that religiosity does not affect the purchase intention of sahaja halal detergents.

The Relationship Between Halal Certification and Purchase Intention on Attitude

The relationship between halal certificates and intentions Based on the results of hypothesis testing, it was found that halal certification had a significant positive effect on purchase intentions through attitudes. This result is based on the analysis of the original sample value of 0.199 and the t statistic of 2.942 which proves that halal certification has a significant positive effect on purchase intention through attitude.

The Qur'anic verse that explains the correlation between halal certification is in Surah an-Nahl verse 116, which reads:

وَلَا تَقُولُوا لِمَا تَصِفُ أَلْسِنَتُكُمُ الْكَذِبَ هَذَا حَلَالٌ وَهَذَا حَرَامٌ لِّتَقْتَرُوا عَلَى اللَّهِ الْكَذِبَ إِنَّ الَّذِينَ
يُقْتَرُونَ عَلَى اللَّهِ الْكَذِبَ لَا يُفْلِحُونَ

*Qui a ra'aitum mā anzalalāhu lakum mir rizqin fa ja'altum min-hu ḥarāmaw wa ḥalālā, qui āllāhu azīna lakum
am 'alallāhi taftarun*

Meaning: And do not say against what your tongues falsely say, “This is halal and this is haram,” to invent lies against Allah. Indeed, those who fabricate lies against Allah will not be successful (Ministry of Religion Al-Qur'an Translation, 2019).

In the verse it is explained that halal certification is important for Muslim consumers to be able to consume halal products. The existence of halal certification reduces the existence of lies from a product that is haram for consumption. This study is in line with the results of previous research conducted by (Widyanto & Sitohang, 2021) which states that halal certification has a positive and significant effect on purchase intentions for cosmetics and pharmaceutical needs mediated by attitude variables.

The Relationship Between Halal Certification and Purchase Intention

Based on hypothesis testing, it was found that the results of halal certification did not have a significant effect on the purchase intention of Muslim consumers for only halal

detergent in Surabaya. This result is based on an analysis of the t-statistical value of 0,282 with a p-value of 0,778 which proves that halal certification has no significant effect on Muslim consumers' purchase intentions for sahaja detergents.

So it can be said that the results of the study are not in line with previous research by Widyanto & Sitohang (2021) which found significant positive results on the variable of halal certification on purchase intention in cosmetics and pharmaceutical needs. The difference in the results of this study can be influenced by differences in the object of research, namely sahaja halal detergent products.

The Relationship Between Subjective Norm and Purchase Intention on Attitude

Based on the results of hypothesis testing, the results obtained that subjective norms have a significant positive effect on purchase intention through attitude. This result is based on the analysis of the original sample value of 0.205 and the t statistic of 3.730 which proves that subjective norms have a positive and significant effect on purchase intention through attitude.

This is in line with the results of research by Amalia et al (2020) in this study where a consumer who has an influence on the existence of Muslim consumers in the Muslim community can give good ideas regarding halal detergents only.

The Relationship Between Subjective Norm and Purchase Intention

Hypothesis testing shows that this study is in line with research by Amalia et al (2020), which states that subjective norms have a significant influence on purchase intention. These results are based on the analysis of the original sample value of 0.433 and the t statistic of 4.947 which proves that subjective norms have a significant positive effect on the purchase intention of Surabaya Muslim consumers on only detergent products in Surabaya.

The letter of the Koran which is correlated with subjective norms in Surah Az-Zumar verse 18 reads:

الَّذِينَ يَسْتَمِعُونَ الْقَوْلَ فَيَتَّبِعُونَ أَحْسَنَهُ ۗ أُولَٰئِكَ الَّذِينَ هَدَاهُمُ اللَّهُ ۖ وَأُولَٰئِكَ هُمْ أُولَٰئِ ابِ

"Allazina yastami'unal-qaula fa yattabi'una ahसानah, ulā'ikalazina hadāhumullāhu wa ulā'ika hum ulul-albāb"

Meaning: (i.e.) those who listen to what is said and then follow what is best of them. They are the ones who have been guided by Allah and they are the ones who have common sense (Ministry of Religion Al-Qur'an Translation, 2019).

Attitude Relationship to Purchase Intention

Based on the results of hypothesis testing, it can be seen that attitude has a significant positive effect on purchase intention. These results are based on the analysis of the original sample value of 0,445 and the t-statistic of 3,986 which proves that attitude has a positive and significant effect on the purchase intention of Surabaya Muslim consumers for sahaja detergent products.

In this case, attitude is considered important in making good or bad decisions. The results of the study support the hypothesis and are in line with research conducted

by (Hassan, Mat Saad, Masron, & Ali, 2020) and (Memon et al., 2020) which state that attitudes have a significant positive effect on the purchase intention of Muslim consumers.

5 Conclusion

Result Summary

The results of this study indicate that the variables that have a direct influence without going through attitude mediation and those through attitude mediation on Muslim consumers' purchase intentions on sahaja detergent products in Surabaya are as follows:

1. Religiosity and halal certification do not have a significant effect on the purchase intention of Surabaya Muslim consumers on only detergent products in Surabaya.
2. Subjective norm and attitude have a significant positive effect on the purchase intention of Surabaya Muslim consumers on detergent products only in Surabaya.
3. The attitude of not being able to mediate the influence of religiosity on the purchase intention of Surabaya Muslim consumers on detergent products only in Surabaya.
4. Meanwhile, attitudes are able to mediate the effect of halal certification, subjective norms, and attitudes on the purchase intention of Surabaya Muslim consumers on only detergent products in Surabaya.

Suggestion

For Business People

Business people should continuously pay attention to and monitor the production activities of halal detergents. So that Muslim consumers in Surabaya can easily find out and find only detergent products, because Muslim consumers in Surabaya are currently more willing to buy detergent products only.

For Further Researchers

1. Further research is recommended to add samples from consumers who are in other cities, not only limited to one city.
2. Further research may include respondents being Muslim and non-Muslim, so that it can be seen how the difference in intention to buy in Muslim and non-Muslim respondents.

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