

INVESTIGATING THE INFLUENCE OF HALAL CERTIFICATION ON MILLENNIALS' PURCHASE INTENTION AND BRAND LOYALTY IN THE INDONESIAN FOOD INDUSTRY

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ABSTRACT

Background: Indonesia is a country with the largest Muslim population in the world. The food industry in Indonesia is largely determined by the halal certification issued by the Majelis Ulama Indonesia (MUI). A halal certificate is one of the requirements that must be met for food product entrepreneurs. A halal certificate is a proof that the food product produced has gone through a production and processing process following Islamic religious requirements.

Purpose: This paper aims to provide information on the effect of halal certification on purchasing interests and consumer loyalty in brands that have halal certification on their food products.

Design/methodology/approach: The method used in this study is Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with the AMOS approach. The sampling technique used was purposive sampling.

Findings/Result: The results of the study show that the variable halal certification has an influence on purchase intention, and purchase intention has an effect on brand loyalty. The results of this study also provide a view for business actors, especially the food industry in Indonesia, that halal certificates are one of the factors that have a major influence on the existence of the food industry business in the future. Halal certificates not only provide benefits to consumers but also provide benefits to producers to achieve broader target consumers.

Conclusion: Halal certification has a significant influence on consumer purchasing intentions in the Indonesian food industry. This certification increases purchasing interest and consumer confidence in product quality, which in turn encourages brand loyalty. In addition, halal certification is important for the sustainability of the food business because it can attract a wider market, providing benefits for consumers and producers. This research also confirms that the halal concept is a business issue based on Islamic law, and encourages the government to continue to socialize halal certification to have a positive impact on the health and economic sectors.

Originality/value (State of the art): The findings of this research reveal how halal certification significantly influences purchase intention. This implies that providing halal certificates to food products in Indonesia can increase consumer buying interest because it can provide confidence that the products adhere to halal principles. Additionally, it can enhance consumer confidence in product quality and compliance, leading to repeat purchases, and indicating consumer loyalty to preferred brands.

Keywords: halal certification, purchase intention, millennial generation, brand loyalty, structural equation modeling (SEM)

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INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. The Royal Islamic Strategic Studies Center (RISSC) entitled *The Muslim 500 2023* edition shows that the Muslim population in Indonesia has reached 237.55 million people. The Muslim population in Indonesia is equivalent to 86.7% of the total population in Indonesia, namely 273.52 million people (as of January 31, 2023). This number is the largest in the Association of Southeast Asian Nations (ASEAN) region, as well as globally (Annur, 2023). This large Muslim population makes the demand for halal products higher every year. Indonesia's enormous potential in the halal industry is predicted to become central in 2024 (Hanim et al. 2021). The largest contribution to real sector consumption came from halal food amounting to 1.67 trillion US dollars, growing 7.1%. Followed by simple fashion amounting to 375 billion US dollars which grew by 6.1%, and media and recreation amounting to 308 billion US dollars, or growing 7.5% (Kemenperin, 2022).

The Halal industry has gained interest throughout the world, not only from Muslim countries but also from non-Muslim countries (Yusuf et al. 2016). Muslim and non-Muslim consumers around the world are interested in purchasing Halal products because it explains that the food preparation and final product are safe and hygienic for consumption. A halal certificate is one of the requirements that must be met for food product entrepreneurs. A halal certificate is a proof that the food product produced has gone through a production and processing process to Islamic religious requirements. The purpose of a halal certificate is to protect the rights of Muslim consumers. Chairunnisyah (2017), with a halal certificate, consumers will be guaranteed safety when consuming it. A halal certificate will also provide a guarantee of security to consumers that the product has gone through a production process according to halal standards. A product can be said to be halal if it meets the Halal Certification Process Standards (SJPH) which has five criteria including commitment and responsibility, ingredients, and process. halal products, products, as well as monitoring and evaluation (Kemenko PMK, 2023).

Nowadays, a person's purchasing behavior can be said to be unique, because each person's preferences and attitudes towards objects are different. Manufacturers

need to understand consumer behavior towards the products offered on the market. Many factors can influence people's buying interest, especially the buying interest of the millennial generation. Alvara Research Center conducted a face-to-face survey in 2016 regarding the behavior of the millennial generation to around 1,200 respondents in Indonesia. The results showed that there were nine behaviors of the millennial generation, namely: 1) Internet addiction. 2) Easy to change to another heart. 3) Thin wallet. Millennials don't mean they don't have money, they mostly make cashless/non-cash transactions. 4) Work fast, work smart. 5) Millennials usually work multitasking, doing two to three jobs at once. 6) Vacation anytime, anywhere. 7) Ignore politics. 8) Likes to share. Millennials have a generosity for sharing and social activities, as well as sharing content both offline and online. 9) No must have. Access is more important than ownership. If we look at the nine behaviors of the millennial generation, there are millennial behaviors that are relevant and quite interesting to research, namely behavior that is easy to change to another heart or the level of millennial loyalty to brands is low. Apart from that, a halal certificate is one of the requirements for entrepreneurs to market and distribute their products.

The purpose of this research is to determine brand loyalty to products that are halal-certified. Halal certification is a security guarantee for Muslims to be able to consume halal food products following Muslim teachings (Batu & Regenstein, 2014; Nurcahyo & Hudrasyah, 2017). Brand loyalty is defined as a real commitment from customers to repeatedly purchase a brand (Peter & Olson, 2008). Purchase Intention is something that represents consumers who have the possibility, will, plan, or are willing to buy a product or service in the future. This increase in purchase intention means an increase in the possibility of purchase (Dodds et al. 1991; Schiffman & Kanuk, 2007). In this case, respondents have made purchases from brands that have been certified halal, and whether respondents will be loyal to brands that already have halal certification, is the focus of attention for further research. Research conducted by (Sosianika & Amalia, 2020) regarding the decision-making factors of the millennial generation in their intention to purchase halal food in Indonesia, while considering halal food as a trusted consumer item. Here we develop it again by adding the brand loyalty halal certificate variable as a consideration for the millennial generation in choosing halal food.

The millennial generation is the generation born in the early 1980s to 2000s. This generation is also referred to as the Gen-Y Generation, Net Generation, Generation WE, Boomerang Generation, Peter Pan Generation, and others. In 2020, the Badan Pusat Statistik (BPS) released the results of population census data from February - September. Indonesia's population is dominated by young people, noting that the millennial generation in Indonesia is 69.38 million people or 25.87% (Nurhanisah, 2021). The millennial generation population ranges in age from 24 to 42 years. Ramadhan et al. (2020) refer to the millennial generation as Generation Y, who were born in 1981–1999. Manufacturers need to understand consumer behavior toward products on the market. Apart from that, brand loyalty is also important, especially with the addition of a halal certificate label on a product. Next, various methods need to be used to make consumers interested in the products produced. This research aims to analyze the characteristics of consumers in Indonesia and their interest in purchasing halal-certified products so that ultimately these consumers are loyal to certain brands that have halal certificates. This research was also conducted to determine whether or not the halal certificate affected interest in purchasing halal food and the effect of halal certificates on brand loyalty, as well as purchase intentions on brand loyalty. Respondents in this study focused only on the millennial generation in Indonesia.

METHODS

The data used in this research are primary and secondary. Primary data in this research is data obtained based on answers to questionnaires distributed to respondents online using Google Forms and distributed using WhatsApp and Instagram, the millennial generation in Indonesia who were born between 1981–1999 or aged 24–42 years, sampling was carried out in April–June 2023. Secondary data used in this research was obtained from books, journals, and the internet.

The number of respondents used in this research was 260 respondents. Determination of the number of respondents was based on the recommendations of Hair et al. (2010) the sample size requirement that must be met is at least 5–10 times the number of indicators. There are 52 indicators in this research so the number of respondents required is $5 \times 52 = 260$ respondents.

The sampling technique used was purposive sampling. The measurement of indicator variables uses a Likert scale with a scale of 1 to 5. According to Oei (2010), the Likert scale measures the respondent's level of agreement or disagreement with a series of statements that measure an object. The terms of the Likert scale are: 1) Strongly Disagree, 2) Disagree, 3) Somewhat Agree, 4) Agree, and 5) Strongly Agree.

The analysis in this research uses CFA (Confirmatory Factor Analysis) and SEM (Structural Equation Modeling). CFA is useful for testing how well-measured variables (indicators) describe or represent several factors, whereas in CFA factors can also be called constructs. SEM is a multivariate statistical analysis technique that allows researchers to test direct and indirect influences between complex variables, to obtain a comprehensive picture of a model.

This research aims to examine the relationship between halal certification, purchase intention, and brand loyalty. Each component was selected based on literature observations. Therefore, three constructs were conceptualized to fit the current research. Halal certification is conceptualized to delay purchase intentions and brand loyalty. Providing halal certificates to food products in Indonesia is intended to increase consumer buying interest because it can provide confidence that the product is following the principles of Islamic law. In a marketing context, food quality is thought to influence purchasing intentions. Apart from that, food that is halal certified can increase consumer confidence in product quality and satisfaction so that consumers will repurchase the product, meaning consumers will be loyal to certain brands they like.

Halal Certification

Halal certification is managed by Islamic Law with the main aim of resolving Muslim consumers' concerns about the status of a product (Salindal, 2019). A product can be said to be halal if it meets the Halal Certification Process Standards (SJPH) which has five criteria including commitment and responsibility, ingredients, halal product processes, products, and monitoring and evaluation (Kemenko PMK, 2023). Products that have passed the halal certification test by the MUI are marked with a halal logo displayed on the product packaging (Indonesian Ulema Council Food and Cosmetics Study Center, 2018). Thus, certified halal food can also signify that it adheres to

strict standards of cleanliness and sanitation (Lada et al. 2009). Many empirical studies state that there is a positive relationship between halal certification and purchase intention. Septiani & Ridlwan (2020) say that halal certification contributes to customers' decisions to buy halal food products. Based on this description, the research hypothesis proposed in this study is:

H1: Halal certification positively influences purchase intention.

Purchase Intention

Intention is defined as the desire to carry out a behavior. Intention is not always static but can change over time. Intention is a situation where someone is willing to engage in behavior and is considered direct behavior (Septiani & Ridlwan, 2020). Intention is a motivational factor that influences a person's behavior to do something (Zarrad & Debabi, 2015). Purchase intention shows the level of consumer feelings about how confident they are to buy a product or service (Balakrishnan et al. 2014). Purchase intention is considered the main predictor of actual behavior (Peña-García et al. 2020) which increases the opportunity to better predict purchasing behavior. Consumers will decide to buy a product after searching for information to buy the right product to meet their needs and desires (Rahim et al. 2016). Many empirical studies state that there is a positive relationship between halal certification and purchase intention. Syarifuddin et al. (2022) state that trust in halal certification, brand love, food quality, and consumer satisfaction have a positive relationship and are significant for consumer loyalty to restaurants that display the halal logo. Based on this description, the research hypothesis proposed in this study is:

H2: Halal certification positively affects brand loyalty.

Brand Loyalty

Brand loyalty is defined as the consistent repeat purchase of one brand from a set of alternative brands (Aaker, 1991). Brand loyalty is important because it can raise barriers to entry for competitors, avoid competitive threats from competitors, increase sales and revenues (Delgado-Ballester & Munuera-Aleman, 2001), and reduce customer price sensitivity (Rowley, 2005). Kotler & Armstrong (2006) have recognized that a particular brand may not be represented solely by

a name or symbol. It represents consumer perception and sentiment towards products and services, meaning the consumer's point of view. Brand names can influence consumer preferences and intentions to purchase (Alreck & Settle, 1999; Ataman & Ulengin, 2003). Many empirical studies state that there is a positive relationship between purchase intention and brand loyalty. Hameed & Kanwal (2018), purchase intention depends on the consumer's ability to pay for a particular product. When consumers have enough money they don't consider either product is expensive or cheaper. When consumers have more purchase intention then consumers will be more loyal to a brand and will consider a particular brand more while making purchase decisions. Based on this description, the research hypothesis proposed in this study is:

H3: Purchase intention positively influences brand loyalty.

Based on this description, there are two exogenous latent variables and one endogenous latent variable. The exogenous latent variables used are purchase intention and brand loyalty. Apart from that, these two variables are thought to influence halal certification which is an endogenous latent variable.

RESULTS

The research results show that the characteristics of the Millennial Generation are taken from the dominant ones. The majority of respondents were male, 57.7%, with those aged 28 years 29.6%. As a country with a majority Muslim population, it recorded the highest number of Muslims at 94.6%. The highest age is 28 years, there is only a slight difference in marital status, namely 49.6% are unmarried and 49.2% are married, the remaining 0.8% are widows and 0.4% are widowers. With a Bachelor's education, namely 62.7%, Private Employee Status 43.8%, with a monthly income level of Rp2,500,000 - Rp5,000,000 or 32.7%. According to BPS in 2017, the average income for a month was recorded at around Rp2,430,000 million rupiah for the millennial generation, while according to the Katadata Insight Center which conducted a survey of 5,204 respondents in Indonesia on 6–12 September 2021, the average income for a month was recorded at around Rp2,000,001 - Rp4,000,000 million rupiah for the millennial generation in Indonesia.

Confirmatory Factor Analysis (CFA)

This stage is aimed at evaluating the degree of conformity between the data and the model. Evaluation of the goodness of fit of the model is carried out through overall model fit. Table 1 below explains the results of the goodness of fit test on the initial CFA model using the AMOS 24 program. In the goodness of fit test of the initial research model, the chi-square, probability, GFI, AGFI, TLI, CMIN/DF, and RMSEA values were indicated as bad because they did not match the existing criteria, so modification of the research model was needed. Several indicators have been dropped (discarded). After the modifications were made, the goodness of fit was better than before. The results of the goodness of fit test after modification can be seen in Table 2.

Structural Equation Modeling (SEM-AMOS)

The SEM full model path diagram shows that all indicators are significant (because the C.R. value is ≥ 1.96 or P value ≤ 0.05). Meanwhile, all indicators are valid because they have a standard loading factor value of ≥ 0.5 (Haryono, 2016). Thus, no indicators are dropped (discarded) from further analysis. Next, testing was carried out on the suitability of the full SEM model. From the path diagram in Figure 1, it can be seen that the model is fit because the Chi-Square value is 104.207 with a probability (P) ≥ 0.05 , namely 0.101. Table 3 results of the goodness of fit testing on the model using the AMOS 24 program.

Table 1. Results of initial CFA model testing

Goodness of Fit Index	Cut off Value	Results	Criteria
χ^2 - Chi-Square	Expected small	4439.571	Bad fit
Significance Probability	≥ 0.05	0.000	Bad fit
Degree of Freedom	> 0	1271	Over identified
GFI	≥ 0.90	0.514	Bad fit
CFI	≥ 0.90	0.755	Bad fit
AGFI	≥ 0.90	0.473	Bad fit
TLI	≥ 0.90	0.744	Bad fit
CMIN/DF	≤ 2.0	3.493	Bad fit
RMSEA	≤ 0.08	0.098	Bad fit

Table 2. Results of final CFA model testing

Goodness of Fit Index	Cut off Value	Results	Criteria
χ^2 - Chi-Square	Expected small	104.207	Good fit
Significance Probability	≥ 0.05	0.101	Good fit
Degree of Freedom	> 0	87	Good fit
GFI	≥ 0.90	0.950	Good fit
CFI	≥ 0.90	0.994	Good fit
AGFI	≥ 0.90	0.931	Good fit
TLI	≥ 0.90	0.993	Good fit
CMIN/DF	≤ 2.0	1.198	Good fit
RMSEA	≤ 0.08	0.028	Good fit

The output results obtained were a Full Model SEM diagram in Figure 1, and then testing the feasibility of the model was carried out. The path diagram in Figure 1 shows that the model has a good Goodness of Fit because the probability value of Chi-Square ≥ 0.05 is 0.101. Likewise, the values for Degree of Freedom, GFI, CFI, AGFI, TLI, CMIN/DF, and RMSEA have met the recommended values. Model testing results are summarized in Table 3.

Construct Reliability and Variance Extracted

The cut-off value of the construct reliability test is > 0.70 to be accepted. The recommended cut-off value of the variance extracted test is > 0.50 . An extracted variance value of > 0.50 indicates that the amount of variance of the indicators extracted by the latent

construct is bigger than the error variance. The results of construct reliability and variance extracted respecification models can be seen in Table 4.

Hypothesis Testing

Hypothesis testing is used to determine whether or not exogenous variables affect endogenous variables. Table 5 shows the results of hypothesis testing which have been accepted because the probability value is less than 0.05 and the absolute critical ratio (C.R.) value is more than 1.967. Of the three hypotheses tested, two hypotheses were accepted and had a significant effect, namely H1 and H3, while H2 was rejected and not significant effect. The testing criteria are to reject H0 if the t-value or Critical Ratio (C.R.) ≥ 1.967 or P value ≤ 0.05 .

Table 3. Full model structural equation modeling (SEM)

Goodness of Fit Index	Cut off Value	Results	Criteria
χ^2 - Chi-Square	Expected small	104.207	Good fit
Significance Probability	≥ 0.05	0.101	Good fit
Degree of Freedom	> 0	87	Good fit
GFI	≥ 0.90	0.950	Good fit
CFI	≥ 0.90	0.994	Good fit
AGFI	≥ 0.90	0.931	Good fit
TLI	≥ 0.90	0.993	Good fit
CMIN/DF	≤ 2.0	1.198	Good fit
RMSEA	≤ 0.08	0.028	Good fit

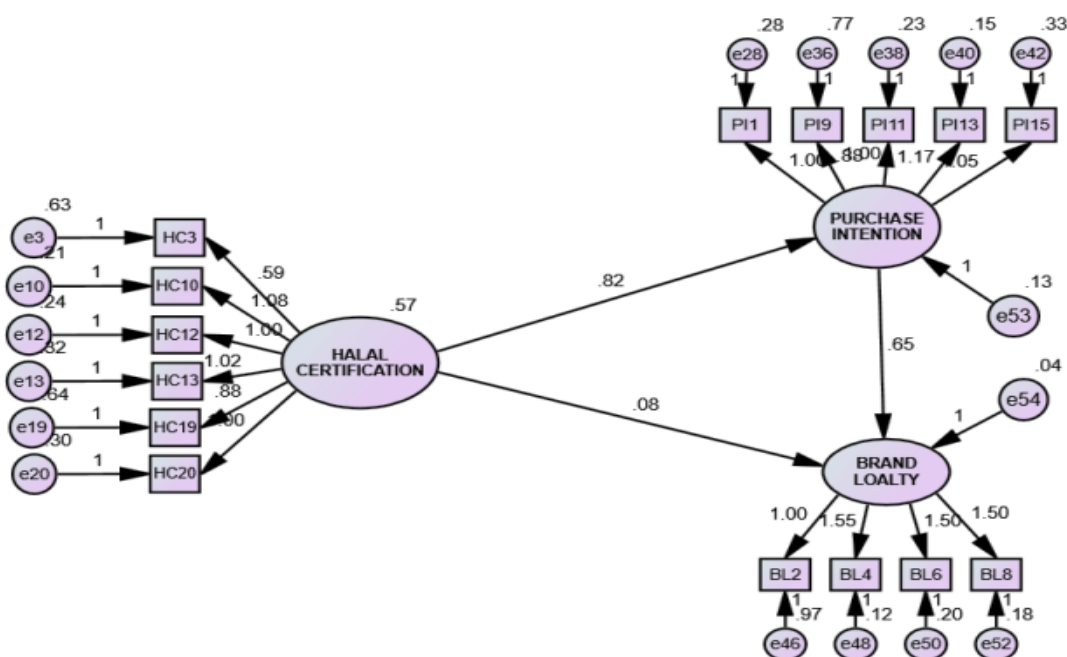


Figure 1. Structural equation modeling (SEM) model

Tabel 4. Construct reliability dan variance extracted model

Variable	Indicators	Code	Standard Loading	Standard Loading ²	Measurement		Variance Extracted
					Error (1-Standard Loading ²)	Construct Reliability	
Halal Certification	Understanding of the halal logo	HC3	0.492	0.242	0.758	0.886	0.571
		HC10	0.872	0.760	0.240		
	HC12	0.841	0.707	0.293			
	HC13	0.805	0.648	0.352			
	Knowledge of the differences between halal logos and fake logos	HC19	0.640	0.410	0.590		
		HC20	0.812	0.659	0.341		
		Σ	4.462	3.427	2.573		
	Σ ²	19.909					
Purchase Intention	Transactional Interest	PI1	0.806	0.650	0.350	0.892	0.628
		PI9	0.585	0.342	0.658		
	Preferential Interests	PI11	0.833	0.694	0.306		
		PI13	0.907	0.823	0.177		
		PI15	0.796	0.634	0.366		
	Exploration Interest	Σ	3.928	3.142	1.858		
		Σ ²	15.421				
Brand Loyalty	Cognitive Loyalty	BL2	0.490	0.240	0.760	0.885	0.669
	Affective Loyalty	BL4	0.930	0.865	0.135		
	Conative Loyalty	BL6	0.880	0.774	0.226		
	Behavioral Loyalty	BL8	0.892	0.796	0.204		
		Σ	3.192	2.675	1.325		
		Σ ²	10.189				

Table 5. Research hypothesis

Hypothesis	Estimate	S.E.	C.R.	P	Label
H1: Purchase Intention → Halal Certification	.825	.062	13.276	***	Accepted
H2: Brand Loyalty → Halal Certification	.076	.061	1.261	.207	Not Accepted
H3: Brand Loyalty → Purchase Intention	.651	.101	6.477	***	Accepted

Halal Certification influences Purchase Intention

The results show that the t-value or C.R. is $13.276 \geq 1.967$, then H1 is accepted, so it can be concluded that halal certification has a positive and significant effect on purchase intention. This is supported by previous research conducted by Septiani & Ridlwan (2020), which means that halal certification contributes to customers' decisions to buy halal food products. Meanwhile, Aziz & Chok (2012) conducted research with non-Muslim respondents, the research results stated that empirically halal certification had a significant effect on purchase intention. One of the important conclusions that can

be drawn from this research lies in the fact that halal certification is a significant factor in explaining the intention to purchase halal food products among the millennial generation in Indonesia.

Halal Certification influences Brand Loyalty

The research results show that the t-value or C.R. is $1.261 \leq 1.967$, so H2 is rejected so it can be concluded that halal certification has no effect and is not significant on brand loyalty. These results are supported by previous research conducted by Kartika (2019), which stated that halal labels do not affect consumer

loyalty. In theory, the halal label on consumer loyalty is information on the product packaging label. With the halal label, consumers have confidence and trust in the product so that consumers remain loyal by making repeat purchases and not switching to other products (Fajar et al, 2022), however, this was not proven in the study we conducted.

Purchase Intention influences Brand Loyalty

The results show that the t-value or C.R. is $6.477 \geq 1.967$, then H3 is accepted, so it can be concluded that purchase intention has a positive and significant effect on brand loyalty. Purchase intention refers to consumers' desires and plans to buy from a particular brand or company. On the other hand, brand loyalty is the extent to which consumers consistently choose and show a strong preference for a particular brand over other brands on the market. This is supported by previous research conducted by Laksamana (2018). The likelihood of a consumer buying a product or service for a particular brand depends on its attributes,

features, quality, image, and price. Regardless of the outcome of consumers' past purchasing experiences, it has been found that purchasing experiences remain in consumers' mindsets for a long time (Keller, 2008). Consequently, it has been found that brand loyalty is influenced by purchase intention (Keller, 2008; Macintosh & Lockshin, 1997).

Direct Effect, Indirect Effect, and Total Effect

Influence analysis is aimed at seeing how strong the influence of a variable is on other variables, both directly, indirectly, and in total. The results of the influence calculation are available in Table 6. Based on Table 6 and Figure 2, the direct influence of halal certification on purchase intention has the largest direct influence (0.863). Then the results of calculating the indirect effect of halal certification on brand loyalty through purchase intention have a value of (0.537). The results of calculating the total influence of halal certification on purchase intention have the largest total influence (0.863).

Table 6. Direct effect, indirect effect, and total effect

	Standardized Direct Effects	Standardized Indirect Effects	Standardized Total Effects
Halal Certification → Purchase Intention	0.863		0.863
Halal Certification → Brand Loyalty	0.104	0.537	0.837
Purchase Intention → Brand Loyalty	0.849		0.849

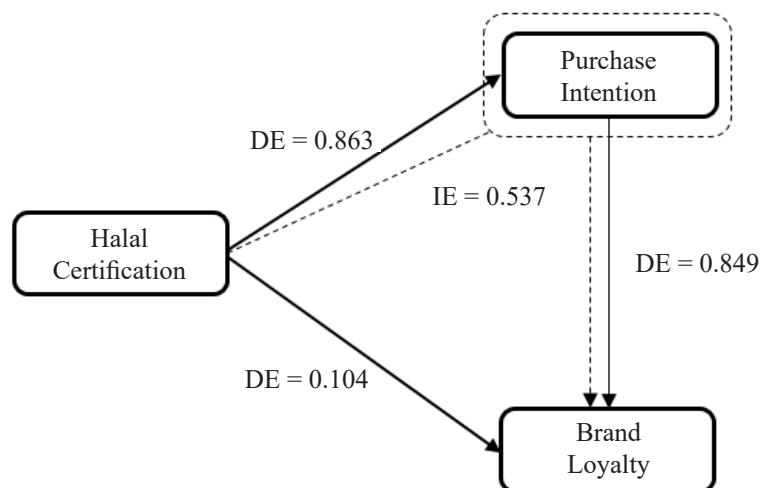


Figure 2. Direct effect and indirect effect (DE = Direct Effect (full line); IE = Indirect Effect (dot line))

Managerial Implications

Business owners who have not yet registered their business should start arranging for halal certification by BPJH following PP Number 39 of 2021 concerning the implementation of halal product guarantees for beverage, food, slaughtered and slaughtered products as referred to in market 139 paragraph (2) letter a and letter c starting from 17 October 2019 to 17 October 2024 ‘ ’ which means that all products must have halal certification before 17 October 2024. BPJH is responsible for issuing halal certification supervising the implementation of halal product guarantees and acting firmly against business owners who do not have halal certification.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The findings from this research provide additional insight into the food industry, especially in Indonesia. This research reveals how halal certification has a major influence on purchase intentions. This means that giving halal certificates to food products in Indonesia can increase consumers' buying interest because it can give them confidence that the products comply with halal principles. Apart from that, it can increase consumer confidence in product quality and compliance so that consumers will repurchase the product, meaning consumers will be loyal to certain brands they like.

The results of this research also provide insight for business actors, especially the food industry in Indonesia, that halal certificates are one of the determining factors in the existence of food industry businesses in the future. Halal certificates not only provide benefits to consumers but also provide benefits to producers as business actors to attract a wider target market and invite business in the future. Then, this research contributes to the development of science by illustrating that the halal concept is not only a religious issue but also a business issue based on the principles of Islamic law. For the government to continue to socialize halal certificates for the community so that it will have a significant impact, both in the health sector and in the economic sector.

Recommendations

The religiosity factor is a relevant factor to be added in further research, to test its influence on purchase intentions for halal products. Taking more samples will get more representative and comprehensive research results. Although this research has demonstrated the impact of halal certification on purchase intention and brand loyalty, this study still presents several limitations. First, add other factors that influence purchase intention or brand loyalty to refine the model and further understand the influence of halal certification on these two variables. Second, it is recommended that empirical research conducted in various industries (not just halal food) is needed to better understand halal certification in various contexts. Lastly, only the millennial generation were respondents for this study, so generalizations to the entire population are not appropriate. Therefore, research with various generations will be a new finding regarding understanding differences in behavior regarding halal certification in Indonesia.

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