Influential Factors in the Development of Halal Food Consumption Behavior: Gunadarma University Students

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Abstract. The purpose of this study was to determine the factors that influence the behavior of halal food consumption. The approach used in this study is a quantitative approach. The population in this study was Gunadarma students while the sample of this study was 100 people. The data collection technique in this study used questionnaire techniques. Data analysis techniques in this study use validity tests, reliability tests, descriptive analysis, and multiple linear regression tests. The linear regression test includes significance tests (F statistical tests), partial significance tests (statistical t tests) and certainty tests (R2 tests). The results of this study, partially attitudes and religiosity have a significant positive effect on halal food consumption behavior, while subjective norms/intentions and brand beliefs have an insignificant effect on halal food consumption behavior. Simultaneously the variables of attitude (X1), religiosity (X2), subjective norms/intentions (X3) and brand trust (X4) simultaneously have a significant effect on halal food consumption behavior.

Key words: Attitude, brand trust, food product labeled halal, religiosity, subjective norm/intention.

Abstrak*. Tujuan penelitian ini adalah untuk mengetahui faktor yang berpengaruh pada perilaku konsumsi makanan halal. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswa Gunadarma sedangkan sampel penelitian ini yaitu 100 orang. Teknik pengumpulan data dalam penelitian ini menggunakan teknik angket. Teknik analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, analisis deskriptif, dan uji regresi linier berganda. Pada uji regresi linier di dalamnya mencakup uji signifikansi (uji statistik F), uji signifikansi parsial (uji t statistik) dan uji kepastian (uji R²). Hasil dari penelitian ini, secara parsial sikap dan religiositas berpengaruh positif signifikan terhadap perilaku konsumsi makanan halal, sedangkan norma subjektif/niat dan kepercayaan merek berpengaruh tidak signifikan terhadap perilaku konsumsi makanan halal. Secara simultan variabel sikap (X1), religiositas (X2), norma subyektif/niat (X3) dan kepercayaan merek (X4) secara simultan berpengaruh signifikan terhadap perilaku konsumsi makanan halal.*

Kata kunci*: Kepercayaan merek, norma/niat subjektif, produk makanan berlabel halal, religiositas, sikap.*

INTRODUCTION

Indonesia is a region that has the largest Muslim community, so halal products are preferred. Halal products can be related to food, as well as other products such as clothing, beauty items, and so on. The main focus is halal food, because halal food has become an important aspect of daily life of Muslim communities, it reflects religious and cultural values. Halal food is a major focus for the Muslim community, including Gunadarma University students.

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For Muslims themselves, consuming halal food is an obligation to fulfill the command of Allah SWT, where it is stated in the Qur'an surah Al-Maidah verse 88 which means '*eat halal food again good*'. However, in the era of globalization, determining the halal of a food product is not as easy as when technology has not developed. Thus, there is a need for a guarantee and certainty of halal food products consumed by Muslims. Halal assurance of a food product can be realized in the form of a halal certificate accompanying a food product so that producers can include a halal logo on the packaging (Nur, 2021).

Indonesia as a country with the largest Muslim population in the world, which is 237.55 million people out of a total population of 275.773.774 people (BPS, 2022), the issue of halal food is a sensitive issue for the community. In addition, Indonesia is also a very potential Muslim consumer market. The government has a great responsibility to protect the community as a whole, especially consumers for halal products circulating and marketed (Ali, 2016).

Several studies have explored the factors that significantly influence halal food consumption behavior. Rizka et al. (2018) stated that halal labels as the main or first consideration in product purchasing decisions. Helmyati et al. (2019) consider different attitude factors, subjective norms and perceptions of behavioral control relevantly in each college. The issue of halal products is an important discussion, especially if there are consumer doubts about the halal status of a product. Jusmaliani and Nasution (2009) stated that consuming halal food is important, it's just that Muslim communities pay less attention to labeling halal products.

This research is a small part of research on people's consumption behavior, especially students, towards halal products, what factors encourage students to consume halal products. There are many food traders or MSMEs who still have no halal logo on the packaging and food and beverages sold around Gunadarma. Gunadarma students only use their trust in the purchase of these foods. This research aims to see how Gunadarma students behave in purchasing food products that do not yet have a halal logo. Based on impact in this analysis, is expected to help all halal process makers, the Indonesian Ulema Council, the Halal Product Assurance Organizing Agency, and students, so they can be evaluated and understand what aspects affect the behavior of purchasing halal products. This study also aims as a reference for evaluating the purchasing behavior of halal products.

LITERATURE REVIEW

Halal is a term from Arabic which means permissible, legal, and in accordance with Islamic law or sharia. If associated with pharmaceutical products, food, and beverages, then halal can be interpreted as pharmaceutical products, food or drinks that are allowed to be consumed by a Muslim (Amin, 2010). A person will tend to have more "intention" to do something if the activity is something he likes. When consumers feel happy or like to buy halal products, consumers will tend to have the intention to buy halal products again in the future (Endah, 2018). In addition, the decision to choose halal products is also influenced by psychological factors such as trust in halal products which can further provide satisfaction, thus having an impact on the connectedness and dependence on halal products (Nurrachmi and Setiawan, 2020).

A consumer, especially a Muslim consumer who will consume halal food and beverage products, will usually see the packaging of the food and beverage first, whether there is a halal logo or not. As quoted in research conducted by Syafrida (2016) the purpose of including halal logos on a food or beverage product is to protect Muslim consumers from non-halal products and provide legal certainty that products that already bear the halal logo are products that are truly halal, so that consumers no longer hesitate to buy these products. Important information about a product is about its halal, including consumers as people who spend or use halal products that have been certified halal. (Fadilah et al., 2022).

The habit of consuming halal food is one of the efforts to increase awareness in implementing a halal lifestyle for a Muslim. The halal lifestyle is applied in consumption by practicing the meaning and purpose of consumption according to Islamic teachings, while maintaining the principles of halal and good quality in the food taken. The concept of halal lifestyle is interpreted as actions and activities carried out by humans, inspired and based on Islamic values and rules (Rohim and Priyatno, 2021). The halal lifestyle is required by all mankind not only for Muslims, because the concept of halal applies universally. In the halal lifestyle, there are elements of health, safety, and security, prosperity and human dignity (Adinugraha and Sartika, 2019).

Research by Farah (2021) aims to understand the influence of religiosity, ethnocentrism, subjective norms, evaluation of goods as well as belief in halal goods for buyers who shop valid products from Muslim sellers (manufactured in mostly Islamic areas) compared to foreign sellers (manufactured in mostly non-Muslim areas). Goods in the Lebanese market are available in two main Muslim sects, namely Sunni and Shi'a. Based on the discussion proves that Sunni consumers are greater in consideration and willingness to buy foreign products, while Shi'a consumers are more dominant in judgment and willingness to buy Muslim products. Therefore, assessments of religiosity, ethnocentrism, subjective norms, brand beliefs, and product ratings relevantly influence customer purchase expectations.

According to Wilkins et al. (2019), global food venues and ready-to-eat products as a trademark today offer products labeled halal in several non-Muslim areas, but through various views. The purpose of the paper is to identify the factors that strongly influence the ranking of halal food products among consumers in non-Muslim regions and measure the extent of such ratings through the desirability of legitimate product use. The results show that the company can serve a particular market point of view with standard products for the mass market. Buyers' extensive knowledge and non-Muslim faith terms are known to be directly related to the evaluation of halal products, and ethnocentrism and consumer identity are adversely related to the evaluation of halal products. There is a strong correlation between product evaluation and the desire to consume halal food.

According to Indrawan et al. (2022), his study intends to know and match the independent factors that influence the buying desire behavior of students from a class. The results prove that attitudes towards halal (HA) and knowledge needs (NFC) are quite satisfactory as factors that influence behavior when buying halal food. In addition, students in madrassas desire halal buying intentions compared to secondary schools. The results of this research can be a sales strategy in halal food companies. Then schools should raise halal awareness in the curriculum.

According to Helmyati et al. (2019), the study aims to project halal food consumption behavior in the environment of Muslim students at three universities adrift in Yogyakarta. Based on the theory of planned behavior, influential factors have been developed to explain the purchase of products by Islamic shari'a. From the discussion of this journal, the behavior of halal food consumption for Muslim students in the city of Yogyakarta can be projected through understanding, attitudes, subjective norms, and perceptions of control behavior. The invention supports explaining why Muslim students consume halal food in Yogyakarta. Based on various phenomena and findings, it can be seen that consumption, especially consumption for Muslim people, is influenced by various factors such as halal labels, subjective norms, religiosity attitudes, and perceptions of behavioral control (Efendi, 2020).

According to Huda et al. (2018), the purpose of the research is to analyze aspects of understanding, attitudes, intentions, self-control, and religious obligations that affect character with the consumption of halal products. Based on the view of literature, research thinking asserts that understanding, attitudes, and intentions guide behavior and influence behavior through goals. The results of the compilation of evidence show that religious understanding, attitudes, intentions, behavioral controls, and obligations have the right impact on behavior through the purchase of halal food.

Combining different skill levels with the excavation paradigm converts past research. In this study, we look at aspects that influence the purchase of halal food and then how human behavior when using permitted products can improve for everyone because these factors are important to know.

METHOD

Event Design

The study uses quantitative methods that aim to ensure a hypothesis carried out by the author is valid. The following variables are used as independent variables in this study, namely attitudes, religiosity, subjective norms, and brand trust. At the same time, halal food consumption behavior is a dependent variable.

Efforts to find out the factors that influence the behavior of halal food consumption or how these factors can be improved in halal food consumption behavior are the purpose of the design of this activity. Some of these activities include: (1) providing questionnaires in the form of questionnaires regarding behavioral factors of halal food consumption, (2) collecting subjects, and (3) preparing materials that have been combined from questionnaires.

Population and Sample

The student population from Gunadarma University was used in this study where the sampling consisted of 100 people taken through purposive sampling and carried out with certain considerations that could represent the population to be studied. The Slovin formula for determining the sample is as follows:

$$N = \frac{n}{1 + (n \times e^2)}$$

$$N = \frac{66.662.815}{1 + (66.662.815 \times 0.1^2)}$$

$$N = \frac{66.662.815}{1 + (66.662.815 \times 0.1^2)}$$

Information:
n = Sample size/number of respondents
N = Population size
E = Percentage of clearance for accuracy of sampling error
Still tolerable; e = 0.1%

Based on the sample calculation that the author has done, the number of samples to be taken in the study is as many as 100 respondents.

Data Collection Techniques

The author conducted a survey of Gunadarma Students using questionnaires as a primary data collection tool. This questionnaire is in the form of two parts, the first part asks about the identity of the respondent and the second part contains statements and questions. The procedure used to collect data for this study is the questionnaire, where there is a collection of questions that must be replied to or completed by respondents who want an investigation. Questionnaires are used to find out respondents' answers to the questions asked.

Data Analysis Techniques

In this study, the method used is a quantitative method using numbers calculated in statistical methods by a data processing program equipped with SPSS Statistics version 23. The methods are validity test, reliability test, descriptive analysis, and multiple linear regression test. The linear regression test includes significance tests (F statistical tests), partial significance tests (statistical t-tests), and certainty tests (R2 tests).

RESULTS AND DISCUSSION

Validity Test

The validity test is carried out to determine the validity of a questionnaire used by research in measuring data and obtaining research data from respondents, the decision criteria for valid items if calculated > r table, knowing the number of respondent samples 100, with df = 98 obtained from (df = N - 2 = 100 - 2 = 98) then the table is 0.196. Test validity in scientific research using the help of SPSS 23 tools or programs with a summary of the results obtained as follows:

Table 1 Validity test results

Variable	Question	r count	r table	Information
Attitude (X1)	1	0.781	0.196	Valid
	2	0.882	0.196	Valid
	3	0.892	0.196	Valid
Religiosity (X2)	1	0.368	0.196	Valid
	2	0.553	0.196	Valid
	3	0.511	0.196	Valid
	4	0.566	0.196	Valid
	5	0.807	0.196	Valid
Subjective norms/intentions (X3)	1	0.399	0.196	Valid
	2	0.459	0.196	Valid
	3	0.482	0.196	Valid
Brand trust (X4)	1	0.240	0.196	Valid
	2	0.262	0.196	Valid
	3	0.361	0.196	Valid
Behavior (Y)	1	0.396	0.196	Valid
	2	0.525	0.196	Valid
	3	0.588	0.196	Valid

Source: Author, 2023 (processed)

Table 1 explains that for all variables questions on attitude factors, religiosity, subjective norms/intentions, brand trust, and behavior have an r count dominated from r table 0.196. From the table above that all the variables of the question are correct.

Reliability Test

Table 2 Reliability statistics

Cronbach's Alpha	N of Items
.913	17

Source: Author, 2023 (processed).

From Table 2, the results of the instrument reliability test showed 17 statements including independent variables of attitude (X1), religiosity (X2), subjective norms/intentions (X3), and brand trust (X4) and behavioral dependent variables (Y) obtained Cronbach's Alpha value of 0.913

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exceeding the value (α = 0.60). Thus, it was concluded that the research instruments used were reliable (0.913 > 0.60).

Multiple Linear Analysis

The multiple linear regression test is analyzed with the help of SPSS 23 tools or programs with the results obtained, namely:

Table 3 Multiple Linear Analysis

Model	β
(constant)	
Attitude (X1)	0.242
Religiosity (X2)	0.501
Subjective norms/intentions (X3)	0.088
Brand trust (X4)	0.069

Source: Author, 2023 (processed).

In Table 3, the coefficients for attitude (X1) are 0.242, religiosity (X2) is 0.501, subjective norm/intention (X3) is 0.088 and brand trust (X4) is 0.069 and constantly does not exist. So that the equation model of regression obtained is:

$$Y = 0 + 0.242X1 + (0.501X2) + 0.088X3 + 0.069X4 + e \qquad (1)$$

Based on the equation model above, it can be concluded:
1. The value of the regression coefficient of the attitude variable (X1) is a positive value of 0.242 stating that every time there is an increase of one unit of the attitude variable, the behavior of halal food consumption gets an increase of 0.242 with the proposition of other variable X fixed or constant.
2. The value of the regression coefficient of the religiosity variable (X2) is positive as much as 0.501 states that every time there is an increase in one unit of the religiosity variable, the behavior of halal food consumption will increase by 0.501 with the proposition of other variable X fixed or constant.
3. The value of the regression coefficient of the subjective norm/intention variable (X3) is positive as much as 0.088 stating that every time there is an increase of one unit of the subjective norm/intention variable, the halal food consumption behavior will increase by 0.088 with other X variable propositions fixed or constant.
4. The value of the regression coefficient of the brand trust variable (X4) is positive as much as 0.069 stating that every time there is an increase of one unit of the brand trust variable, the behavior of halal food consumption will get an increase of 0.069 with the proposition of other X variables fixed or constant.

Partial Test (t Test)

The partial test (t test) is tested with the help of the SPSS 23 tool or program with the following results:

Table 4 T test

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
constant	1.708	.801		2.132	.036
X1	.217	.073	.242	2.984	.004
X2	.276	.055	.501	5.040	.000
X3	.087	.094	.088	.924	.358
X4	.064	.076	.069	.849	.398

Source: Author, 2023 (processed).

Where the value of t is calculated as follows:
Level of significant (α) = 5% i.e. 0.05
Free degree (df) = n – k = 100 – 5 = 95
t table = 1.985

Information:
n = Number of samples or respondents
k = Number of independent variables and dependent variables

Based on Table 4, the following data analysis is obtained:
1. The results of the partial test (t test) state that the attitude variable (X1) has a calculated t of 2.984 > t table 1.985 and a significant value (0.004 < 0.05) which means that H0 is rejected, and Ha is accepted, meaning that the attitude variable partially has a significant effect on halal food consumption behavior.
2. The results of the partial test (t test) state that the variable of religiosity (X2) has a t count of 5.040 > t table 1.985 and a significant value (0.000 < 0.05) which means H0 is rejected and Ha Accepted, meaning that the variable of religiosity partially has a significant effect on the behavior of halal food consumption.
3. The results of the partial test (t test) state that the subjective norm/intention variable (X3) has a calculated t of 0.924 < t table 1.985 and a significant value (0.358 > 0.05) which means H0 is accepted and Ha is rejected, meaning that the subjective norm/intention variable has a partial insignificant effect on halal food consumption behavior.
4. The results of the partial test (t test) state that the brand trust variable (X4) has a calculated t of 0.849 < t table 1.985 and a significant value (0.398 > 0.05) which means that H0 is accepted and Ha is rejected, meaning that the brand trust variable has a partial insignificant effect on halal food consumption behavior.

Simultaneous Test (F Test)

The simultaneous test (F test) in this scientific research was tested with the help of the SPSS 23 tool or program with the following results:

Table 5 Simultaneous test (F test)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	93.875	4	23.469	35.460	.000[b]
	Residual	62.875	95	.662		
	Total	156.750	99			

a. Dependent Variable: totally

b. Predictors: (Constant), TotalX4, TotalX1, TotalX3, TotalX2

Source: Author, 2023 (processed).

From Table 5, it can be seen that the F value is calculated at 35.460 with the table F at 2.467. F table is obtained from degree off redeem (df1) (k – 1): 5 – 1 = 4 and df2 (n – k) : 100 – 5 = 95, with α = 0.05 then F table is obtained at 2.466. Based on the results, F calculated 35.460 > 2.467, with a significant 0.000 < 0.05, so Ho was accepted and Ha was rejected, which means that the variables attitude (X1), religiosity (X2), subjective norms / intentions (X3) and brand trust (X4) simultaneously have an insignificant effect on halal food consumption behavior.

Determination Test (R^2)

The determination test (R^2) in this scientific research is tested with the help of SPSS 23 tools or programs, the results are as follows:

Table 6 Determination test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.599	.582	.81354

a. Predictors: (Constant), X4, X1, X3, X2

Source: Author, 2023 (processed).

In Table 6, it can be seen that the value of the results of the determination test (R^2) is 0.582 which states that the influence given by the variables of attitude (X1), religiosity (X2), subjective norms/intentions (X3) and brand trust (X4) on behavior (Y) is 58.2%, then the remaining 41.8% is influenced by other variables outside the study.

Test Analysis Description

The description analysis test in this scientific research is tested with the help of SPSS 23 tools or programs and the results are as follows:

Table 7 Test analysis description

		X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	Y.1	Y.2	Y.3
N	Valid	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Source: Author, 2023 (processed).

From Table 7, the results of the questionnaire that has been distributed to 100 respondents, are Gunadarma students. The statements for the four independent variables (X) and the dependent variable (Y) are 3 statements for variables (X1), 5 statements for variables (X2), 3 statements for variables (X3), 3 statements for variables (X4), and 3 statements for variables (Y). The above research was carried out using the help of SPSS 23 tools or programs with the results obtained in the table above.

The Influence of Attitudes Toward Halal Food Consumption Behavior

The result of the partial test (t test) of multiple linear regression is that the attitude variable (X1) has a calculated t of 2.984 > 1.985 and a significant value (0.004 < 0.05) which means Ho is rejected and Ha is accepted, meaning that the attitude variable partially has a significant effect on halal food consumption behavior. In this case, it can be said that the behavior of halal food consumption at Gunadarma University is still not aware of the importance of students having an attitude towards halal food consumption behavior. This result is in line with research by Huda et al. (2018) that attitude variables have a significant effect on behavior through the intention to consume halal products.

The Influence of Religiosity on Halal Food Consumption Behavior

The results of the partial test (t test) of multiple linear regression obtained results in which the variable of religiosity (X2) had a calculated t of (5.040 > 1.985) and a significant value (0.00 > 0.05) which means Ho was rejected and Ha was accepted, meaning that the variable of religiosity partially had a significant effect on halal food consumption behavior. In this case, it is said that the religiosity of Gunadarma students towards halal food consumption behavior is still relatively low, even though as we know that religiosity is important for a student, but in fact, Gunadarma students still do not have high religiosity in halal food consumption behavior.

Religiosity itself recognizes the existence of forces outside itself that regulate life in behaving as a Muslim to behave in consuming halal food. The respondents in this study were Gunadarma students who did not necessarily already have religiosity behavior in behaving to consuming halal food

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properly. Therefore, this is the same as the result of Farah (2021) that the variable of religiosity has a significant effect on behavior through the intention to consume halal products.

The Influence of Subjective Norms/Intentions on Halal Food Consumption Behavior

The results of the partial test (t test) of multiple linear regression obtained the result that the subjective norm/intention variable (X3) had a calculated t of (0.924 < 1.985) and a significant value (0.358 > 0.05) which means Ho was accepted and Ha was rejected, meaning that the subjective norm/intention variable had a partial insignificant effect on halal food consumption behavior. Therefore, the test result is in accordance with the result of Helmyati et al. (2019) which says that norm variables have an insignificant effect on behavior through the intention to consume halal products.

The Influence of Brand Trust on Halal Food Consumption Behavior

The result of the partial test (t test) of multiple linear regression showed that the brand trust variable (X4) had a calculated t of (0.849 < 1.985) and a significant value (0.398 > 0.05) which means Ho was accepted and Ha was rejected, meaning that the brand trust variable had a partial effect on halal food consumption behavior. In this case, it can be said that brand trust has an influence on halal food consumption behavior in Gunadarma students. That can be said to be inconsistent with the result of research conducted by Farah (2021) that stated that the brand trust variable has a significant effect on behavior through the intention to consume halal products.

CONCLUSION

Based on the analysis above, the results of research from attitude variable, religiosity variable, subjective norm/intention variable, and brand trust variable can be partially concluded:
1. Attitude variable (X1) partially has a significant effect on halal food consumption behavior. In this case, it can be said that the behavior of halal food consumption at Gunadarma University is still not aware of the importance of students having an attitude towards halal food consumption behavior.
2. Religiosity variable (X2) partially has a significant effect on halal food consumption behavior.
3. Subjective norm/intention variable (X3) has a partially insignificant effect on halal food consumption behavior.
4. Brand trust variable (X4) partially has no significant effect on halal food consumption behavior. In this case, it can be said that brand trust has an influence on halal food consumption behavior in gunadarma students.

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