BISNIS: Jurnal Bisnis dan Manajemen Islam
P-ISSN: 2442-3718, E-ISSN: 2477-5533
Volume 12, Nomor 2, Desember 2024 (PP : 245- 264)
https://journal.iainkudus.ac.id/index.php/Bisnis/index
http://dx.doi.org/10.21043/bisnis.v12i2.20531

Theory of Reasoned Action: The Effect of Halal Awareness and Family Support on SMEs Halal Certification Behavior

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Abstract

The research objective of this study is to explore the impact of halal awareness and family support in supporting the behavior of SMEs halal certification through behavioral intention in SMEs. Analyzing the low number of halal certifications through the Theory of Reasoned Action framework. Moreover, Indonesia as the largest Muslim country has not yet entered the top 10 of the world's halal industry in several sectors. The TRA framework is adjusted to the 2019-2024 Indonesian Islamic Economic Masterplan from the Ministry of National Development Planning (BAPPENAS) in accelerating the halal industry, namely the main strategy for strengthening SMEs through support and awareness. This research is classified as quantitative research with a sampling technique through snowball sampling with 144 respondents as SMEs owners in Salatiga City. This research uses SEM AMOS analysis tool. The results of the study indicate that halal awareness and family support have a significant effect both directly and indirectly through intentions on the behavior of SMEs halal certification. This study recommends strengthening halal awareness and family support through Halal Product Companion (PPH). The government must encourage the participation of Halal Product Companion (PPH) in the Ministry of Religion's Halal Product Assurance Agency (BPJPH) to encourage halal certification

Keywords: *Halal Awareness, Family Support, Halal Certification Behavior, Halal Certification Intention, TRA*

INTRODUCTION

Indonesia is the biggest Muslim country in the world (Hamid et al., 2019). However, Indonesia has not been able to become a major player in the world's halal industry suppliers by not being in the top 10 in the development of the world halal industry in several halal industry sectors, even lagging behind several non-Muslim countries such as Brazil, Australia, Singapore, Germany, and France (Mubarok & Imam, 2020). This is suspected because so far Indonesia has only been used as a market share for the halal industry by other countries and on the producer side, it has not been optimal in developing the halal industry (Istiqomah & Zuraya, 2019). It is proven by the low number of halal certifications in Indonesia until 2019, which is only 8 percent of the total products, namely 80.611 halal certified products out of 963.411 total products (LPPOM MUI, 2020).

The Ministry of National Development Planning (BAPPENAS) has compiled a document namely the Indonesia Islamic Economic Masterplan 2019-2024 regarding recommendations for accelerating the development of the halal industry with the main strategy of strengthening SMEs through several aspects including environmental support and halal awareness in an effort to increase the number of halal certification. (BAPPENAS, 2018). This reference is in line with the Theory of Reasoned Action (TRA) which states that behavioral intentions are influenced by attitudes towards behavior and subjective norms (Fishbein & Ajzen, 1975).

More specifically related to halal business, attitudes towards behavior are translated into halal awareness variables (Soltanian et al., 2016). In terms of the business phenomenon, producer awareness in Indonesia is still considered low with the low number of halal certification as proof of product safety assurance (Damayanti & Yolanda, 2019). Although halal awareness influences the intention to obtain certification, the perception that certification procedures are complicated and costly hinders such intentions (Oemar et al., 2023). Previous research on halal awareness of the intention to obtain halal certification conducted by (Sudarmiatin et al., 2020) states that halal awareness, halal knowledge, and challenges in obtaining certification do not affect the intention to obtain halal certification. Research (Giyanti & Indriastiningsih, 2019) shows that SMEs have good knowledge about halal and agree that halal certification is beneficial for their business. However, the process for handling halal certification is considered relatively complex. Furthermore, it is known that the awareness and desire of SMEs to meet the criteria for halal assurance certification. The results showed that the desire of SMEs to apply for halal

certification is at a high level, but there are obstacles in the implementation of the administrative system (Ikawati & Rahman, 2022). Meanwhile, subjective norms can be translated as family support variables (Supaat et al., 2019). Moreover, according to Hofstede (2001) the number of collectivism in Indonesia is one of the highest culturally. The two variables in this study are conceptualized as variables that affect the intention to behavior.

There are differences in the results from previous research. Qader et al. (2022), Baabdullah et al. (2021), and Rasheed & Siddiqui (2019) said that awareness directly influences the real behavior of individuals to act to do something. However, Lv et al. (2021) said something different if awareness does not have a significant direct effect on an individual's real behavior. Meanwhile, from subjective norms, Al-Rahamneh & Bidin (2022), Li et al. (2021), and Soong et al. (2020) said that family support has a significant direct influence on individual behavior in acting. In contrast to other researchers, Saber (2022) and Alshira'h (2019) provides different research results that state that peer influence does not directly affect the real behavior of individuals. So this study conceptualizes mediating variables through halal certification intentions through the Theory of Reasoned Action framework.

The purpose of this study is to explore the influence of halal awareness and family support in supporting halal certification behavior through the mediation of behavioral intentions because previous research still contains debates regarding the results related to the direct influence between halal awareness and family support on halal certification behavior directly. The research contribution is expected to provide recommendations to the government regarding the strategy to increase halal certification in the context of accelerating the development of the halal industry through the TRA theoretical framework.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) is a theory developed by Martin Fishbein and Icek Ajzen that aims to predict and understand human behavior based on their intentions. This theory focuses on two main components that influence a person's intention to perform an action: A person's attitude towards a behavior is determined by their beliefs about the outcomes of that behavior and their evaluation of those outcomes. If a person believes that the outcome of an action will be positive, then

they tend to have a more positive attitude towards the action and on the contrary (Belleau et al., 2007; Shimp & Kavas, 1984). Subjective norm refers to a person's perception of social pressure to perform or not perform an action. It involves beliefs about what others think about the behavior and the motivation to comply with others' expectations (Shimp & Kavas, 1984; Vallerand et al., 1992).

Halal Certification Behavior

Behavior is the output of an attitude process. Behavior is strongly influenced by attitudes towards behavior and subjective norms (Ajzen, 2012). The behavior of halal certification is one of the interpretation constructs of behavior in the context of halal business. Halal certification behavior is strongly influenced by intentions (Yasir et al., 2017). More specifically, the behavior of halal certification is an action taken by an individual regarding certification registration (Li et al., 2021). The higher the intention, the behavior will also produce more execution output (Lin & Lee, 2004).

Halal Awareness

Halal awareness is an interpretation of the attitude construct towards behavior in the Theory of Reasoned Action framework (Ajzen, 2012). Halal awareness can be defined as the level of understanding of the sense of responsibility in fulfilling the halalness of a product produced by a producer so that it can be consumed by Muslim customers (Elias et al., 2016). (Shahnia et al., 2024) Explain that One of the first rights of the consumer to select the approved halal certification is Halal Awareness. Additionally, Understanding if a Muslim know what halal is, how to slaughter animals properly, and prioritizes consuming halal food for themselves and their family members is the foundation of halal awareness (Shahnia et al., 2024). It is a concept of knowledge and then applying a particular behaviour.

Therefore, halal certification is seen as a guarantee of security and quality for Muslims to consume food products according to Islamic regulations (Aziz & Chok, 2013; Nurcahyo & Hudrasyah, 2017). Halal awareness is suspected as a factor driving the intention of halal certification behavior (Azmi et al., 2019). Moreover, the findings research by (Bashir, 2019) show that participants which are consumers had a thorough understanding of halal certification, protocols, and procedures, as

well as the halal logo. Even halal awareness is considered a determining factor in the decision-making behavior of SMEs owners (Balushi et al., 2018). Qader et al. (2022), Baabdullah et al. (2021), and Rasheed & Siddiqui (2019) said that awareness directly influences the real behavior of individuals to act to do something. However, Lv et al. (2021) said something different if awareness does not have a significant direct effect on an individual's real behavior. This is what gives rise to the mediation variable of halal certification intention according to the TRA framework in this study. So, based on the theoretical evidence above, we can deduce as a hypothesis that:

H_{1a}: Halal awareness has a positive effect on halal certification intention

H_{1b}: Halal awareness has a positive effect on halal certification behavior mediated by the halal certification intention

Family Support

Family support is a subjective norm construct within the framework of Theory of Reasoned Action (Nguyen et al., 2020). Family support is a social influence that is felt by individuals from the family scope which has an impact on individual behavioral intentions to do something or not (Ajzen, 2012). Family support is considered capable of having an impact on individual behavioral intentions (Nanda & Sørensen, 2010). Furthermore, family support is part of the subjective norm that most dominantly influences intentions to behavior on halal business adoption (Sayuti & Amin, 2021). Soong et al. (2020), Li et al. (2021), and Al-Rahamneh & Bidin (2022) said that family support has a significant direct influence on individual behavior in acting. In contrast to other researchers, Saber (2022) and Alshira'h (2019) provides different research results that state that peer influence does not directly affect the real behavior of individuals. This is what gives rise to the mediation variable of halal certification intention according to the TRA framework in this study. Thus, it is possible to draw the conclusion as a hypothesis from the theoretical evidence above that:

H_{2a}: Family support has a positive effect on halal certification intention

H_{2b}: Family support has a positive effect on halal certification behavior mediated by the halal certification intention

Halal Certification Intention

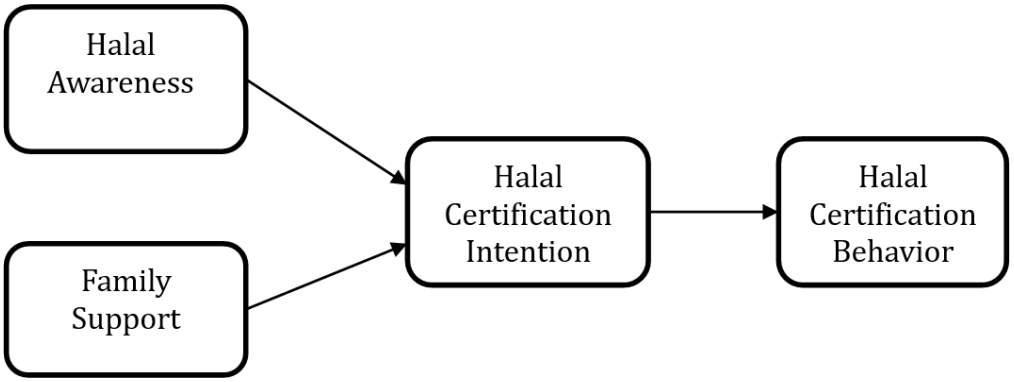
Intention is defined as an individual's strong desire to influences behavior (Ajzen, 2012). Meanwhile, the intention of halal certification shows individual intentions that influence a person's specific behavior in carrying out halal certification as a form of religious product assurance verification (van der Spiegel et al., 2012). Furthermore, the intention of halal certification is the degree of desire of producers to fulfill product halal procedures (Ngah et al., 2021). The intention is the most dominant construct in influencing individual behavior in doing something (Sandoval & Rank, 2021). Thus, it can be inferred as a hypothesis from the theoretical evidence above that:

H_3: The halal certification intention has a positive effect on the halal certification behavior

Regarding the information above, the hypothesis in this study can be described as follows:

Figure 1.

Research Model



METHODOLOGY

This research is classified as quantitative research and was conducted in Salatiga City, Central Java, Indonesia. This study takes the population, namely

the owners of SMEs in Salatiga City. The sampling technique in this study uses nonprobability sampling with the snowball sampling method, namely a chain reference sample where the subject provides recruitment recommendations to be used as other samples. (Cooper & Schindler, 2017).

From 202 respondents obtained, that are acquired 144 respondents who filled out the data completely and validly. This data is sufficient to meet the minimum criteria for SEM sample adequacy which ranges from 100-200 samples (Ferdinand, 2014). From 144 data, it can be explained that female respondents dominate with 67.6 percent, men 32.4 percent. The most dominant age of SMEs owners is between 36-45 years old with 41.2 percent followed by 46-55 with 22.7 percent, 26-35 with 18.3 percent, 17-25 with 10.2%, and >55 with 7.6%. In terms of latest education, it is known that the latest education is Senior High School (SMA) dominates with 44.2 percent, followed by each Bachelor with 29.4 percent, Junior High School (SMP) with 11.4 percent, Diploma with 8.7 percent, Elementary School (SD) with 3.4 percent, and Masters 2.9 with percent. From the business side, food and beverage SMEs dominate with 83.6 percent, followed by recreational media with 11.5 percent, cosmetic drugs with 2.7 percent, and tourism with 2.2 percent. Meanwhile, in terms of annual turnover, SMEs with a turnover of <300 million rupiahs dominate with 93.2 percent.

Ferdinand (2014) revealed that research data analysis test using SEM AMOS must go through several stages of testing, namely instrument testing, goodness of fit test, SEM assumption test, and hypothesis testing. The instrument test includes validity and reliability tests. The goodness of fit test consists of the suitability of standardized instruments such as chi-square, significance, GFI, AGFI, CFI, TLI, RMSEA, and CMIN/DF according to the cut off value limit. The assume SEM test consists of normality, outliers, and singularity multicollinearity tests. The last is the hypothesis test which consists of a direct relationship test and a test using mediation.

According to Sekaran & Roger (2013) variables must be defined operationally so that they can be interpreted clearly in terms of boundaries and valid in regard to measurement. This study uses a Likert scale of 1-5 according to the framework of Cooper & Schindler (2017) with operational definitions as follows:

Table 2.
Operational Definition and Measurement of Variables

Variables	Operational Definition	Variables Measurement	Source
Halal Awareness	Producers' understanding and willingness to transact according to the sharia principles (Elias et al., 2016)	Assurance, Knowledge, Obedience, Religious Beliefs, Value Added.	Ratanamaneichat & Rakkarn (2013), Ambali & Bakar (2014), F.R Azmi et al. (2019), Sudarmiatin et al. (2020),
Family Support	All impacts from the family environment that affect the individual's intention to behave (Soltanian et al., 2016)	Business support Adoption drive, Agreement	Nanda & Sørensen (2010), Soltanian et al. (2016) , Liñán et al., (2011).
Halal Certification Intention	Producers' willingness to adhere to halal product guidelines (Ngah et al., 2021)	Fulfillment, Awareness, Certainly	Giyanti & Indriastiningsih (2019), Ngah et al. (2021) , Abdul et al. (2013)
Halal Certification Behavior	Actions regarding certification registration (Li et al., 2021)	Recommendation, Sustainable, Register	Shahijan et al. (2014), Elias et al. (2016), Li et al. (2021)

Empirical Results

Instrument Test

The standard of validity test through the Confirmatory Factor Analysis (CFA) test from the study in this study it was known that all indicators in this study were declared valid according to the factor weight > 0.5 (Ghozali & Latan, 2015). So that all indicators in this study can be used.

Table 2. Validity Test

			Estimate
HA1	<---	Halal Awareness	0.865
HA2	<---	Halal Awareness	0.908
HA3	<---	Halal Awareness	0.886
HA4	<---	Halal Awareness	0.869
HA5	<---	Halal Awareness	0.882
FS1	<---	Family Support	0.859
FS2	<---	Family Support	0.801
FS3	<---	Family Support	0.800
HCI1	<---	Halal Certification Intention	0.809
HCI2	<---	Halal Certification Intention	0.762
HCI3	<---	Halal Certification Intention	0.873
HCB1	<---	Halal Certification Behavior	0.836
HCB2	<---	Halal Certification Behavior	0.858
HCB3	<---	Halal Certification Behavior	0.843

Meanwhile, the reliability test shows that all variables meet the standard value of Nunally, namely Cronbach Alpha > 0.7, so that all variables are declared reliable (Ghozali, 2013).

Table 3. Reliability Test

Construct	***Cronbach Alpha***	**Conclusion**
Halal Awareness	0.964	Reliable
Family Support	0.826	Reliable
Halal Certification Intention	0.816	Reliable
Halal Certification Behavior	0.838	Reliable

Goodness of Fit Test

Moreover, from the Goodness of Fit (GoF) test through the output of the AMOS SEM, it is known that the model is declared fit because the overall Goodness of Fit value meets the standard cut off value as recommended by (Ghozali, 2014) like the following table:

Table 4. GoF Test

Model *Goodness of Fit Index*	*Cut off value*	Model Result	Conclusion
Chi-square	Expected small	74.147	Fit
Significance	≥0,05	0.441	Fit
RMSEA	≤0,08	0.010	Fit
CFI	≥0,95	0.999	Fit
GFI	≥0,90	0.931	Fit
AGFI	≥0,90	0.901	Fit
TLI	≥0,90	0.999	Fit
CMIN/DF	<2,00	1.016	Fit

SEM Assumption Test

Through the SEM assumption test, it is known that all variables are said to be normally distributed according to the theoretical reference from Ghozali (2014) which says that the data is said to be normally distributed if the value of the CR skewness is ± 2.58 as shown in the following table:

Table. Normality Test

Variable	skew	c.r.	kurtosis	c.r.
HCB1	-0.325	-1.752	-0.437	-1.185
HCB2	-0.323	-1.662	-0.561	-1.236
HCB3	-0.259	-1.474	-0.623	-1.542
HCI1	-0.340	-1.419	-0.830	-1.965
HCI2	-0.219	-1.452	-0.991	-2.205
HCI3	-0.365	-1.743	-0.715	-1.814

Variable	skew	c.r.	kurtosis	c.r.
FS1	-0.385	-1.735	-0.730	-1.721
FS2	-0.333	-1.623	-0.476	-1.143
FS3	-0.339	-1.952	-0.639	-1.689
HA1	-0.531	-2.541	-0.418	-1.197
HA2	-0.405	-2.230	-0.626	-1.621
HA3	-0.338	-1.877	-0.570	-1.234
HA4	-0.491	-2.015	-0.445	-1.141
KH5	-0.468	-2.338	-0.523	-1.330
Multivariate			12.367	3.590

In addition, from the outlier test, it is known that there is no respondent's data experiencing outliers because the value of the degree of freedom p1 and p2 is above 0.00 and the z-score value is 3.00. Meanwhile, from the singularity multicollinearity test, no warning was found from the AMOS SEM system, so the data is said to not have a singularity (Ghozali, 2014). Outlier test results can be shown in the following table:

Table 6. Outlier Test

Descriptive Statistics			
Zscore	N	Minimum	Maximum
HA1	144	-2.30731	1.15860
HA2	144	-2.35846	1.12289
HA3	144	-2.31681	1.26977
HA4	144	-2.22834	1.28762
HA5	144	-2.18212	1.18354
FS1	144	-2.47136	1.18737
FS2	144	-2.37750	1.32946
FS3	144	-2.49571	1.15917
HCI1	144	-2.52445	1.19828
HCI2	144	-2.47372	1.17713
HCI3	144	-2.56035	1.16416

HCB1	144	-2.30398	1.31918
HCB2	144	-2.29401	1.32121
HCB3	144	-2.25790	1.31001
Valid N (listwise)	144		

Hypothesis Test

Based on the AMOS SEM output, it can be seen that the results shown in this study are as shown in the table below where all relationships are found to have a significant effect.

Table 7. Hypothesis Test

DIRECT EFFECT

	Estimate	**P**	**Label**	**Conclusion**
Halal Awareness -- > Halal Certification Intention	0.790	0.000	*Supported*	H_{1a} *accepted*
Family Support -- > Halal Certification Behavior	0.199	0.005	*Supported*	H_{2a} *accepted*
Halal Certification Intention -- > Halal Certification Behavior	0.981	0.000	*Supported*	H_{3} *accepted*

INDIRECT EFFECT

	Estimate	**Z**	**Label**	**Kesimpulan**
Halal Awareness -- > Halal Certification Intention -- > Halal Certification Behavior	0.775	7.63	*Supported*	H_{1b} *accepted*
Family Support -- > Halal Certification Intention -- > Halal Certification Behavior	0.195	2.79	*Supported*	H_{2b} *accepted*

Noted:
p-value *** = significant at 0.00
z ≥ 1.98 = significant at 0.05 (sobel test)

DISCUSSION

Based on the hypothesis test above, it is known that the relationship between halal awareness and the intention of halal certification and behavior through intermediary intentions obtained a significant p-value at 0.00 with a value of 0.790 and 0.775, so it can be concluded that H_{1a} and H_{1b} are accepted. So this is in accordance with the research conducted (Soltanian et al., 2016) ; (Balushi et al., 2018) ; (Supaat et al., 2019) ; (Hasan et al., 2020) who say that halal awareness does indeed have a significant effect on a person's behavioral intentions.

Furthermore, from the results of other hypothesis tests, it is known that the relationship of family support to the intention of halal certification and to behavior through intermediary intentions gained significant p-values at 0.005 and 0.05 with values of 0.199 and 0.195, respectively, so that H2a and H2b are accepted. This is in accordance with the results of research conducted by (Supaat et al., 2019) ; (Wu et al., 2020) ; (Sayuti & Amin, 2021) which convey the results that family support has an important role in encouraging intentions to reach one's behavior.

Hence, the finding of this study is that the effect of intention on behavior is partially the highest influence with a significance number of 0.00 with a large relationship of 0.981. So these results support the statement of (Moghavvemi et al., 2015) ; (Sandoval & Rank, 2021) who said that intention greatly influences behavior with halal certification. the higher the individual's intention, the stronger the behavior of a person doing halal certification.

The results of this study provide meaning that partially halal awareness and family support influence the intention to certify halal. So that simultaneously the mediating role of halal certification intention can connect halal awareness and family support to halal certification behavior. This finding provides the relevance of TRA to the internal factors of business actors in carrying out halal certification. External factors such as regulations in further studies need to be developed in a framework.

The implications of this study from the business actor's perspective are that so far the attitude translated into halal awareness and subjective norms translated into family support have had little direct impact on the real behavior of halal certification. This implies the need to raise intentions first so that they influence the real behavior of halal certification.

The government must respond with a micro approach through massive socialization of Halal Product Companions (PPH) related to efforts to increase

halal awareness and family support. Efforts to increase halal awareness can be through awareness of adding value and guarantees through product halalness, and strengthening knowledge, awareness, and obedience as Muslims to pay more attention to product halalness. Furthermore, the government also needs to increase support for halal certification in the family through encouragement and approval.

Conclusion and Policy Recommendation

Conclusion

To summarize, halal awareness and family support play a pivotal role in driving the behavioral intention of halal certification. Therefore, government policy needs to accommodate matters related to it. The limitation of this study is that because the research location is only limited to one city, it cannot be generalized to answer the complexity of the problems of developing Islamic economics in Indonesia. In addition, this research also has differences in categorization between the classification data of the local SMEs Cooperative Service and the classification data of SMEs according to the BAPPENAS document, so that sampling is carried out by snowball which inevitably has a weakness in terms of accuracy of sample determination. Thus, we suggest for future research should put in more factors, including factors through the Theory of Planned Behavior framework that accommodate behavioral controls such as policy perceptions, business climate, and others.

Policy Recommendation

The data above represent that since the launch of the Free Halal Certification (SEHATI) program by the Halal Product Assurance Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia, with the results of this study, it can be recommended that the government should continue to conduct socialization related to the importance of building halal awareness and the role of families both through mentors. Halal Products (PPH) and other strategies to strengthen SMEs according to the BAPPENAS document reference. Because the assistance of halal products that targets families with stronger access to information will provide recommendations that encourage the behavioral intention of SMEs owners to carry out halal certification. Including the development of halal awareness can also be started through the participation of Halal Product Companion (PPH).

ACKNOWLEDGMENT

Thank you to the Planning, Research, and Regional Development Agency (BAPPEDA) Salatiga City for assisting in data collection for SMEs.

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