

# Antecedent Halal Food Purchasing Decision: A Theory Of Planned Behavior (TPB) Approach

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## Abstract

The purpose of this study is to investigate the factors that influence Indonesian customers in purchasing decisions for halal food. These factors are attitude, subjective norms and perceived behavioral control taken from the theory of planned behavior (TPB) approach. The reason for using this theory is because TPB emphasizes aspects of individual behavior in making purchasing decisions. Data obtained 127 respondents from distributing e-questionnaires with random sampling technique. The data is processed using structural equation modeling (SEM). The results show that all TPB constructs have a significant influence on the purchase of halal food by Indonesian customers. This research adds to and expands our knowledge of the halal food purchasing decision, as well as identifying the rationales for halal food purchases. From a managerial standpoint, the findings support investment decisions and relate to Indonesia's growth as a halal hub (supply chain) that addresses and considers the concerns and needs of businesses and Indonesian government agencies.

**Keywords:** Purchasing Decision; Consumer Behavior; Halal, TPB

## Introduction

Halal is a word in the Qur'an which means permissible. Halal is a standard of food, behavior, lifestyle that is allowed and has been determined in the Qur'an. The Qur'an states that all food is halal unless specifically called haram, which is prohibited or violates Islamic law (Farid & Basri, 2020). Halal most often refers to food that is permitted under Islamic law, while in Arabic, it refers to anything that is permitted in Islam (Aniqoh & Hanastiana, 2020). The majority of Muslims believe that the concept of halal is the absolute key to proper food or lifestyle. Lately, Muslim consumers are faced with various choices of products and services related to food or lifestyle, both halal and non-halal. Some local brands in Indonesia seem to be able to see a gap by



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projecting themselves as Islamic brands through their taglines, packaging, and creative labels so that Indonesia has the opportunity to become a global halal trendsetter. The latest data from The State of The Global Islamic Economy Report 2020-2021 states that Indonesia is ranked 4th in the global Islamic indicator (Hidranto, 2021). This indirectly implies that their main target is Muslim consumers by relying on the halal status of their products (Peristiwo, 2019).

The halal product industry is currently developing. Halal is not only halal food but also halal lifestyle. There are at least six developing halal lifestyle industry sectors. Based on the Indonesian Halal Lifestyle Center (IHLC), the six halal industry sectors that must be prioritized by the government are food and beverages, clothing, halal tourism, entertainment and media, pharmaceuticals and cosmetics. Therefore halal is not only limited to halal products, but also halal lifestyle (Fara *et al.*, 2015).

In the 20th century, Muslims in the world were one of the fastest-growing populations, both through birth and adoption. The total number of Muslim population in the world almost reaches a quarter of the whole world population (Kettani, 2019). Based on this, the halal market has become one of the most profitable sectors that can not be ignored by manufacturers. There are more than 2 billion Muslim world's populations in the world scattered in various countries (Kettani, 2019).

Alam & Mohamed (2011) mention that there are more than two billion Muslim populations in the world spread in 112 countries, in various regions such as Middle East (210 million), Asia (805 million), Africa (300 million), Europe (18 million), the Islamic Conference Organization (1.4 billion) and Indonesia (209 million) (Alam & Mohamed, 2011). Indonesia is the 14th largest country in the world in terms of land area and the 7th largest in the world in terms of combined marine and terrestrial territories. It is estimated that the population is more than 261 million people and is the fourth most populous country in the world.

According to the State of the Global Islamic Economy Report 2018/19, the global halal economy reached USD 2.1 trillion in 2017, with 1.8 billion Muslims around the world began to charming halal lifestyle (DinarStandard, 2018). Halal products including halal drinks and food are the largest consumption category with a value of USD 1.3 trillion, followed by halal clothing for USD 270 billion, halal media and entertainment for USD 209 billion, halal travel for USD 177 billion, halal medicines for USD 87 billion and halal cosmetics

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for USD 61 billion. This report also predicts that the value of the global halal economy will reach USD 3 trillion in 2023 (DinarStandard, 2018).

Based on Global Religious data, Indonesia's Muslim population in 2019 reached 209.12 million people or around 87% of the total population. Then in 2021, Indonesia's Muslim population is expected to reach 249.62 million people (Maulina & Sofiana, 2021). In 2016, the level of Muslim consumption at the global level was USD 1.8 trillion. While in Indonesia, the level of Muslim consumption reached USD 225.7 billion. In the last five years, the industry growth that carries the concept of halal in Indonesia has reached 40%, which consists of food and beverages, clothing, cosmetics, and Islamic finance (GIFR, 2015). The Indonesian Ulama Council Food, Drug and Cosmetic Assessment Institute (LPPOM MUI) as the only institution authorized to provide halal certificates as of 2014 amounted to 26,979 out of 8,636 companies with the number of products certified as halal as many as 53,83 out of 231,851 products in circulation (Waharini & Purwantini, 2018).

### **Problem Statement and Objective**

Along with the growth of global halal products, many Muslims still doubt their food status. It is prompt for many countries to start implementing halal food processing. Many studies have reported on the market prediction of food products, which has been a driving force for research on halal food purchasing decisions (Farid & Basri, 2020; Maulina & Sofiana, 2021; Osman *et al.*, 2019; Peristiwo, 2019). The study of halal food buying decisions can lead to a better understanding of attitudes and behaviors. Its ability to influence a specific behavior enables researchers to formulate and evaluate causal models of the behavior, which in turn allows for more efficient design and implementation of programs aimed at promoting the behavior. The approach using the Theory of Planned Behavior (TPB) construct is considered to be more focused on consumer behavior in taking action, so it is more appropriate to observe Indonesian consumers in forming halal food buying habits. This study also studies the significant determinants of halal food purchasing decisions in Indonesia with predecessor instruments that have been initiated by Ajzen (Ajzen, 1985; Hill *et al.*, 1977).

The focus of several previous studies only discusses the role of halal labels as an influence in purchasing halal food. Most of the halal labels are indicators of decisions, but do not explain in detail what aspects are behind individuals in making decisions (Genoveva & Utami, 2020; Kartika, 2020; Osman *et al.*, 2019; Simbolon, 2019). While this research focuses on studying

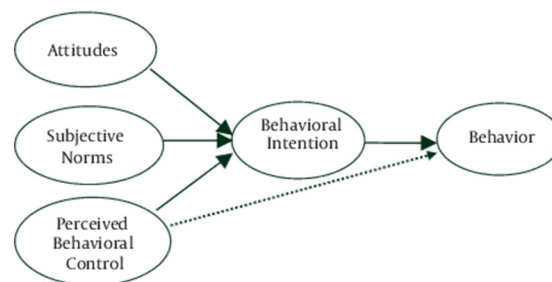
the psychology of the general public, in making purchasing decisions. On the basis of this analogy, this study will explain in more detail the behavior of individuals in making decisions to purchase halal food. The results will be input for the halal industry in Indonesia in maximizing its potential, both at home and abroad, to be able to compete in the global halal market.

## Theoretical Framework

### Theory of Planned Behavior

The views about buying halal food products are an underlying concept of the current research. The theory of reasoned action (TRA) (Ajzen, 1985) is extended by TPB (Ajzen, 1991). The TPB model describes whether an individual's intent to conduct a certain action influences individuals behavior. TPB believes that one's attitude toward the target activity and subjective norms about participating in the behavior affect halal food purchasing decisions. TPB includes perceived behavior control over engaging in the behavior as a factor influencing decision and purchasing behavior. A positive or negative attitude toward a behavior informs behavior and perceived behavioral regulation regarding the individual's possession of the opportunities and resources required to participate in the behavior (Ajzen, 1991). The presence of uncontrollable variables will hinder our ability to accomplish our goals. When this happens, the decision loses its accuracy as a predictor of action. As a result, perceived behavioral control, which represents a person's perception of how simple it is to execute an action, plays a role in behavior prediction. One of the shortcomings of TRA, in this regard, is that it never considers perceived behavior regulation.

Theory of Planned Behavior (TPB) is an augmented of the Theory of Reasoned Action (TRA). In the TRA construct explained that one's intention towards behavior formed by two main factors, namely attitude toward the behavior and subjective norms. In contrast, in TPB, one more factor is added, which is perceived behavioral control (Ajzen, 1991).



**Figure 1 Construct Theory of Planned Behavior (TPB)**

The main factor that forms the construct of the Theory of Planned Behavior (TPB) is the individual's intention to perform a behavior. Behavior in this study modified by purchasing decision. The intention is an individual's ability to capture motivational factors so that they can influence behavior (decision). These motivational factors indicate how strong a person's desire to try, how much effort planned to implement the effort (Ajzen, 1991). In this theory, behavioral intention consists of attitudes, subjective norms and perceived behavioral control (Ajzen, 1985, 1991; Hill *et al.*, 1977).

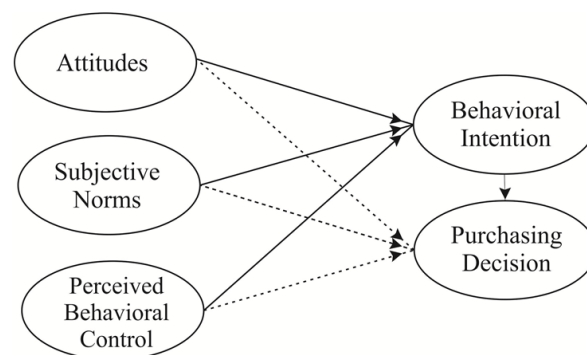


Figure 2 Modification Construct Theory of Planned Behavior (TPB)

## Literature review

### The Theory of Planned Behavior (TPB)

TPB has been supported by empirical studies on consumption and related studies of social psychology (Ajzen, 1991; Hill *et al.*, 1977; Warshaw & Davis, 1985). This study explained subjective norms, perceived behavioral control, and attitudes toward the action in question are all variables that play a role in the development of behavioral intentions. The TPB also can be modified through the addition of new variables. The TPB assumes that behavioral intentions are determined by subjective norms, attitudes, and perceived behavioral control; however, some domain-specific factors that are not included in the model are also significant. TPB has also served as the foundation for a number of studies on food buying intentions (Osman *et al.*, 2019; Rahmatika & Fajar, 2019; Shalender & Sharma, 2021; Simamora & Djamaludin, 2020; Wong *et al.*, 2018). The driving factors of customer attitudes and intentions regarding the purchasing of halal foods were clearly identified in this research. The perceptions of consumers have a significantly

impact on their intentions to buy halal foods. As is well established, halal perception is thought to be linked to purchases.

Previous research has reviewed the interest in buying halal, which covers broad areas of consideration, such as halal awareness and halal certification (Y. A. Aziz & Chok, 2013). Using data collected from non-Muslim consumers in Malaysia, this study empirically demonstrated the significant relationships between halal knowledge, halal certification, food quality, marketing promotion, and brand with halal purchase intention. The TPB model was found to be useful in analyzing customer behavior and purchasing intentions for halal foods.

Furthermore, this research has added to the existing body of information about the general definition of halal food and consumer behaviour in a developing multicultural country. The use of TPB in the purchase or consumption of halal foods has also been investigated (Latiff *et al.*, 2016). The impact of product labels on purchase intentions (Latiff *et al.*, 2016), as well as the factors that influence purchase intentions and halal food supply (Fara *et al.*, 2015) also has been investigated. Ajzen revealed that TPB is suitable to explain any behavior which requires planning, such as entrepreneurship (Ajzen, 1991). In this research, the author is more focus on halal food in several cities in Indonesia. It aims to examine whether the TPB theory has a positive impact or vice versa.

### **Attitude to Purchase Decision**

The assessment of conducting a specific action involving the attitude object, such as purchasing a product, is referred to as attitude. Alam and Sayuti have discovered that attitudes and intentions to buy halal goods have a significant and positive relationship (Alam & Mohamed, 2011). According to their findings, the TPB model could account for 29.1% of the variation in intentions to buy halal products. Since those with high positive attitudes tended to have greater intentions to purchase halal products, attitude is thought to be an important factor in influencing customer intention to purchase halal products. This finding supports Ajzen's assertion that attitude can be defined as an important factor in predicting and explaining human actions (Ajzen, 1991).

*H<sub>1</sub> : Attitude has an effect on purchasing decisions*



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**Subjective Norm to Purchase Decision.**

Ajzen explained that subjective norms refer to perceived social pressure from other persons on whether or not to perform the specific behavior (Ajzen, 1991). Azis discovered that attitude, social norms, and perceived control have a significant impact on the decision to consume halal products (N. N. A. Aziz *et al.*, 2015). Subjective norms are the most important factor in determining whether or not to buy halal goods. In Malaysia, the subjective standard plays an important role, with family members, colleagues, and coworkers serving as individual strong referent points (Afendi *et al.*, 2014). Social influence from family and friends has been shown to influence buying intentions in empirical studies. It also discussed the role of the media and external communication in shaping product intention, which can be considered a part of social norms. Ingrid and Patrick have included this aspect in their research, which can also be applied to halal food (Moons & de Pelsmacker, 2012). Pelanggan yang berbeda memiliki pandangan yang berbeda tentang barang halal, menurut Lada *et al.*, Perilaku dan norma subjektif memainkan peran penting dalam mencapai hasil yang diinginkan (Lada *et al.*, 2009). Tekanan sosial yang dirasakan yang mempengaruhi keputusan konsumen untuk membeli makanan halal disebut sebagai norma subjektif (Alam & Mohamed, 2011).

*H<sub>2</sub> : Subjectives norms has an effect on purchasing decisions*

**Perceived Behavioral Control to Purchase Decision**

Perceived behavioral control refers to the variables that can influence behavior performance (Ajzen, 1991), which can be divided into two categories. The first component is self-efficacy, which is characterized as a person's belief in individuals ability to perform a behavior. The second part, termed as facilitating condition, refers to the availability of resources needed to engage in a behavior. The theory of planned behavior (TPB) places the construct of perceived behavioral control within a more general framework of the relations among beliefs, attitudes, intentions, and behavior. The second reason for expecting a strong link between perceived behavioral control and behavioral achievement is that perceived behavioral control can be used as a substitute for real behavioral control.. Attitudes, subjective norms, and even perceived behavioral influence are all traced back to an underlying basis of assumptions about the actions in the theory of expected behavior (Ajzen, 1991).

*H<sub>3</sub> : Perceived behavioral control has an effect on purchasing decisions*

## **Research Method**

This research is a quantitative study of primary data using an online questionnaire using Google forms. Respondents who can be sampled in this study are the general public. The location is not specifically determined, so that the boundaries are only areas in Indonesia. The distribution of questionnaires was limited to a week after the Indonesian president, Joko Widodo, launched the halal park on March 16, 2019, to capture this moment in sampling respondents. The reason for this is because through BPJPH, the government wants to accelerate MSMEs to take part in global halal competition, so it is necessary to find the right marketing pattern in optimizing market penetration. Research with primary data also provides an open-ended question option to explore information qualitatively to be presented as additional information discussion data.

The data analysis method in this study uses descriptive analysis to identify the characteristics and Structural Equation Modeling (SEM) analysis method with SmartPLS software. Structural Equation Modeling (SEM) is one of several second-generation multivariate analysis techniques, where the analysis connects between factor analysis and path analysis to provide researchers with the flexibility to test and estimate simultaneously the relationship between multiple exogenous and endogenous variables with many factors (Gozali & Latan, 2015)

The analysis carried out in the SEM model can be divided into two parts, namely the measurement model analysis and the structural analysis model. The purpose of the measurement model is to find out how strong the manifest variable (indicator) is capable of showing each exogenous and endogenous latent variable. Each latent variable has several manifest variables (indicators) that are reflective of each latent variable. Some of these indicators obtained through literature studies (Latan & Noonan, 2017).

The first part of the analysis phase uses the SEM method, which constructs path analysis diagrams to interpret the relationship between latent variables and their indicators. Then after constructing the model, proceed with the analysis of the measurement model. It aims to see the outer loading value used to evaluate the relationship between construct variables and clear indicators. Then proceed with structural analysis (inner model) by looking at the value of bootstrapping which aims to assess the estimated results of the path coefficient parameters and their level of significance (Latan & Noonan, 2017).

Analysis of the measurement model or outer model can be done through confirmatory factor analysis (CFA) with convergent validity, and composite



reliability testing. According to Ashraf, the indicator value can be accepted when the outer loading value is 0.50 or higher to maintain the measurement model that has been created (Afthanorhan, 2013). In addition to the outer loading value, the measurement model is also tested for convergent validity by looking at the output value of Average Variance Extracted (AVE). The AVE value can be accepted when the value is greater than 0.50. AVE values are 0.50 and higher, indicating a sufficient level for convergent validity or not experiencing problems of convergent validity, which means that latent variables can explain more than half of the diversity of indicators.

Furthermore, the level of consistency of the measurement (reliability) was tested using composite reliability. High reliability showed when the value is greater than 0.7. It shows that the indicators have high consistency in measuring latent variables. To test the inner model is done by looking at the value of  $R^2$  in the dependent construct (Afthanorhan, 2013; Gozali & Latan, 2015; Latan & Noonan, 2017). Finally, we examine the hypothesis significance of each of the latent variables on endogenous constructs as the main discussion analysis in this research model.

## Result and Discussion

### Demographic Respondent

This study uses an online questionnaire with the Google Form platform. During the observation period, 127 respondents were obtained. Then tabulation and answers were checked so that only 100 respondents were declared valid and met the criteria. The descriptive statistics on the demographics of respondents are presented as follows:

**Table 1. Respondent Demographics**

<b>Education Level</b>	<b>Percentages</b>	<b>Occupation</b>	<b>Percentages</b>
SHS	35	Employee	17
S1	36	Student	13
S2	28	Entrepreneur	47
S3	1	Housewife	5
		Other	18

<b>Boarding School</b>	<b>Percentages</b>	<b>Halal Knowledge</b>	<b>Percentages</b>
Ever	39	Know	82
Never	61	Do not Know	18

Source: Data Processed

Based on the tabulation above, information is obtained that the average respondent has a secondary education and above, so it can be said that the majority of respondents have qualified knowledge. This result is supported by 39% having received education in Islamic boarding schools. Even though the majority of respondents have never had education at an Islamic boarding school, education in Indonesia since kindergarten has already instilled Islamic values that have an impact on their knowledge of halal. This result is evidenced by 82% of them understand the concept of halal, both halal in the context of theory, applied, products to the process. Therefore, with good knowledge, it will produce logical and realistic thinking patterns in making purchasing decisions. The majority of respondents are also of working age so that in this age range, there is a tendency for maturity to be considered before taking action, especially purchasing decisions. For this reason, the adequacy of knowledge and experience possessed by a person can bring up rational reasons for choosing and giving decisions on product purchases, especially halal products (Y. A. Aziz & Chok, 2013).

### SEM Calculation Result

The structural model is a model that describes the relationship between constructs (latent variables). The relationship between constructs is based on certain theories or assumptions. Based on the modified TPB theory in this study, the factors that influence intention are attitude, subjective norm and perceived behavioral control. Then the intention variable mediates the relationship to buying decisions. The calculation results show the following results:

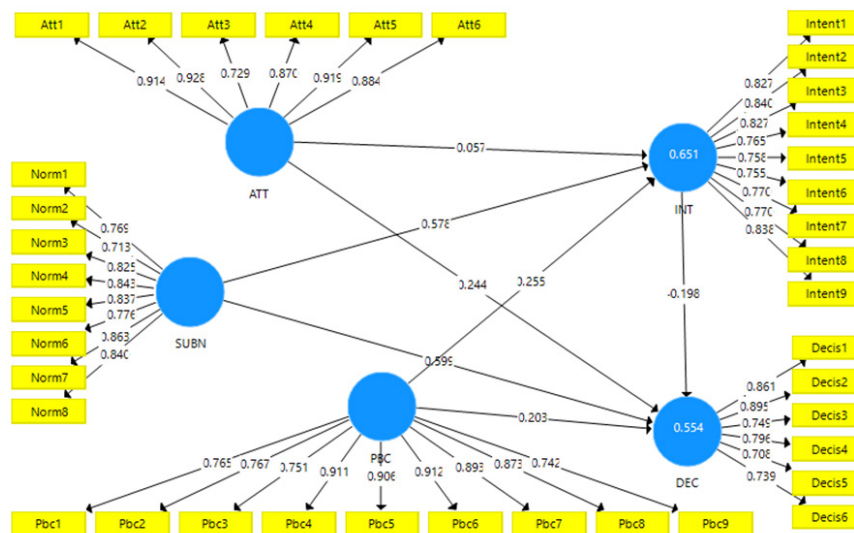
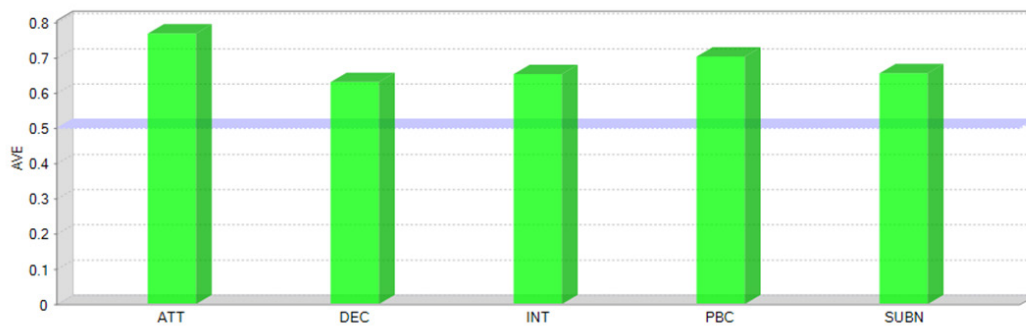


Figure 3 Outer Loading (Factor Loading)



**Figure 4 Average Variable Extracted**

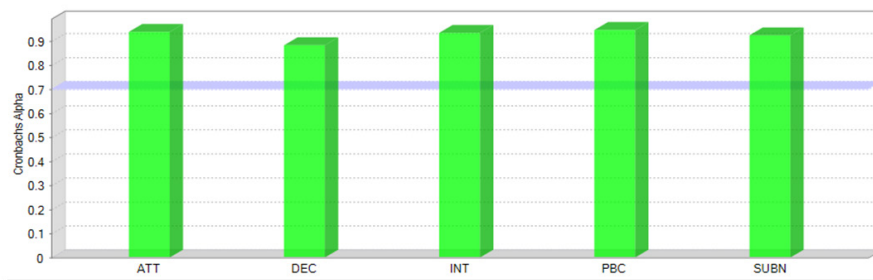
In the picture below, the results of outer loadings (in SPSS termed factor loadings) are used to measure the convergent validity of the measurement model. In this study, the outer loadings test results showed scores above 0.5. In addition to the outer loading value, the measurement model is also tested for convergent validity by looking at the output value of AVE. AVE value in the above calculation results shows a value of more than 0.5. So, it can be concluded that the model has good convergent validity.

**Table 2. Discriminant Validity**

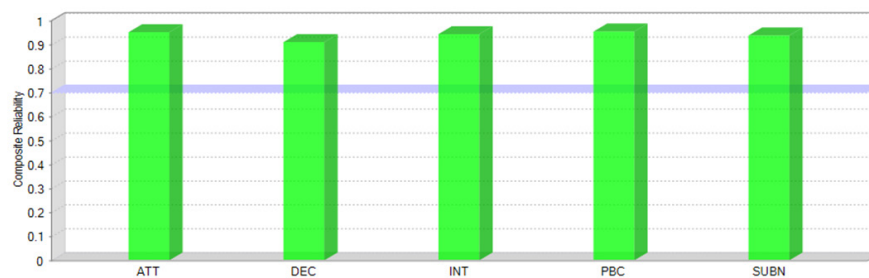
	ATT	DEC	INT	PBC	SUBN
ATT	0,877				
DEC	0,497	0,794			
INT	0,294	0,508	0,795		
PBC	0,308	0,570	0,685	0,839	
SUBN	0,448	0,698	0,785	0,715	0,810

The next test is to measure discriminant validity. The rule of the thumb in this test is to look at the correlation results. If the correlation between variables is higher than other variables, the model has good discriminant validity. Based on the results of the above output, the results show that the intrinsic correlation value is higher than the correlation between variables, so it can be concluded that the model has no discriminant validity problem.

The next test is to see the value of construct reliability. The reliability value can be measured using two measurement models, namely Cronbach Alpha and Composite Reliability. The results are presented in the following graph:



**Figure 4. Cronbach Alpha**



**Figure 5. Composite Reliable**

Based on the test above, it is obtained information that the Cronbach Alpha and Composite Reliable values are above 0.7. Thus it can be concluded that the measurement model of all variables has good reliability. After testing the quality of the measurement model is completed, and the measurement model is declared valid and reliable, then the next step is testing the hypothesis.

**Table 3. Path Coefficient and Adjusted R Square**

	Original Sample	T Statistic	P-Value
ATT > DEC	0,244	2,097	0,036
ATT > INT	0,057	0,688	0,492
INT > DEC	0,198	2,345	0,019
PBC > DEC	0,203	3,356	0,001
PBC > INT	0,255	1,632	0,103
SUBN > DEC	0,592	4,176	0,000
SUBN > INT	0,513	6,429	0,000
<b>Adj R Square</b>			
DEC	0,640	9,428	0,000
INT	0,536	7,252	0,000

Based on Table 2, it is obtained that almost all significant variables with P-value are less than 0.05 or T-statistic value are more than 1.96. An insignificant relationship occurred between the effect of ATT on INT and PBC on INT while the adjusted R Square value for DEC is 64 % and INT 53.6%.

## Discussion

Based on the above results it is known that some constructs of exogenous variables affect endogenous variables except the effect of attitude on intention ( $0.492 > 0.05$ ) and the effect of perceived behavioral control on intention ( $0.103 > 0.05$ ). The results show that the influence of subjective norms is quasi mediating on purchasing decisions, while attitude and perceived behavioral control are not mediating on purchasing decisions by intention.

The influence of attitude on purchasing decisions in this study has a direct effect, meaning that without the intention to control even individuals in this study will still affect individual considerations in buying halal products. The effect of positive individual behavior that is using good consumption patterns and even some beliefs and religions believe in dietary rituals, is a form of behavior patterns to form faith and devotion. So this assumption will have an impact on individuals in each product to be purchased and then consumed. Halal food products provide additional guarantees on food safety and quality, which are included in halal certification. This research is in line with Wong who stated that purchasing decisions are caused by the behavior of individuals who have halal awareness and the importance of halal certification in ensuring the quality of a product (Wong *et al.*, 2018). However, halal certification is not enough for food to be pork-free, but they must also consider guilt-free. Azis and Chok reinforce the assumption that in their empirical study provides evidence of a significant relationship between halal awareness, halal certification, food quality, marketing promotions, and brands to purchase halal using data collected with non-Muslim consumers in Malaysia (Y. A. Aziz & Chok, 2013). The results showed that the TPB model was effective in testing consumer purchase intention toward halal food (Ajzen, 1991; Alam & Mohamed, 2011; Farid & Basri, 2020; Maulina & Sofiana, 2021; Nazirah *et al.*, 2014; Rachbini, 2018; Shalender & Sharma, 2021)

Subjective norms influence both directly and indirectly on purchasing decisions. The intention variable can mediate from subjective norms to purchasing decisions. Based on these results, the findings obtained are that subjective norms are norms that apply to the community, which influence the purchase intention of individuals. In the context of TPB, if attitude emphasizes self-influence, then subjective norms are the influence of others on individuals to do or not do something. This research proves the role of

others influencing someone's intention in buying halal products so that the process ultimately has an impact on the decision to buy halal products. This research is in line with Afendi's research which states that subjective norms in Malaysia do play an important role where family members, friends and colleagues are strong individual reference points (Afendi *et al.*, 2014). It also explains the importance of mass media and external communication in influencing the intention of a product, which can be considered as part of social norms. Different consumers have different beliefs about halal products, where subjective attitudes and norms play an important role in making intentions and purchasing decisions (Lada *et al.*, 2009; Moons & de Pelsmacker, 2012; Moons & Pelsmacker, 2015). Subjective norms are perceived social pressures that influence consumers' decisions to buy halal food (Alam & Mohamed, 2011; Aniqoh & Hanastiana, 2020; Farid & Basri, 2020; Maulina & Sofiana, 2021; Peristiwa, 2019; Waharini & Purwantini, 2018)

The influence of perceived behavioral control has similarities with attitude; namely, the influence on purchasing decisions is direct without going through variable control in the form of intention. Perceived behavioral control is an individual's perception of the desired behavior. Looking into the scenario of purchasing halal products, individuals might consider some relevant factors (for example food safety, cleanliness, certification, prices) and assess producers for their ability, before continuing to buy halal food products. The halal logo can offer some security or guarantee, has more value and is more important than ISO or similar certification for the perception of all customers (Genoveva & Utami, 2020; Kartika, 2020; Osman *et al.*, 2019; Simbolon, 2019). The reliability of the product shows more quality than non-halal products. Even research in Malaysia concludes that even non-Muslims prefer halal products over non-halal products, apart from Malaysia having sharia rules. However, good quality assurance is a rational consideration in choosing and buying a product (Y. A. Aziz & Chok, 2013; Farid & Basri, 2020; Latiff *et al.*, 2016).

### **Conclusions**

This study concludes that attitude directly influences purchasing decisions without mediation from intention. Its also shows that an attitude based on one's own experience of the product will result in a product purchase decision without intention determination. In contrast, subjective norms influence both directly and indirectly on purchasing decisions, mediated by intention. In marketing terms, there is a word of mouth theory in which external factors outside the self will greatly affect one's intention to do or not do something. The experience of others will have an impact on one's suggestions to form



intentions. Finally, when confronted in the context of purchasing halal products, it will affect the purchasing decisions. Finally, perceived behavioral control directly influences purchasing decisions without being mediated by intention.

An individual will make a buying decision, in addition to internal factors (attitude) and external (subjective norms) are also strongly influenced by the logic of the individual's thinking. The tendency to pay attention to things like product quality, safety guarantees, cleanliness, certification and others has significance in determining purchases. According to some people, halal products are identified with good goods and good processes, thus triggering people to have confidence in using halal products.

The research findings show that Indonesian customers are very careful in choosing products, especially food, so that customers will really pay attention to its halalness. Given that Indonesia is one of the countries with the largest Muslim population in the world, Indonesia should be able to become a center for the development of the world's halal lifestyle. The government is expected to open the tap for foreign investment to be rolled out in the halal industry. Halal investment is expected to be able to improve the economic situation, by increasing aggregate income and in a sustainable manner able to get out of recession during the pandemic. Therefore, the Indonesian halal market is a potential land that must receive serious attention and work on by the government.

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