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The Influence of Halal Product Knowledge, Subjective Norms, and Consumer Attitudes on Buying Interest of Halal Snacks in UIN Syarif Hidayatullah Students Jakarta

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Abstract

The halal lifestyle is increasingly discussed in Indonesia, driving higher interest among Muslim consumers in halal products. This is particularly evident in the consumption of snacks, which has been rising annually and is widely consumed by students. However, snacks are often assumed to be halal even if they are not certified. This study aims to examine the impact of knowledge about halal products, subjective norms, and attitudes on purchase intention, assess the effects of halal product knowledge and subjective norms on consumer attitudes, and determine whether halal product knowledge and subjective norms influence purchase intention through consumer attitudes. Through a survey of 100 active undergraduate students at UIN Syarif Hidayatullah Jakarta and SEM-PLS analysis using SmartPLS 3.2.9, the findings are: 1) Knowledge of halal products has a significant effect on purchase intention; 2) Subjective norms have an insignificant effect on purchase intention; 3) Consumer attitudes have a significant effect on purchase intention; 4) Knowledge of halal products has an insignificant effect on attitude; 5) Subjective norms have a significant effect on attitude; 6) Knowledge of halal products has an insignificant effect on purchase intention through attitude; 7) Subjective norms have an insignificant effect on purchase intention through attitude.

Keywords: Knowledge of halal product, subjective norms, consumer attitude, purchase intention, SEM-PLS

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INTRODUCTION

Halal lifestyle is currently being discussed, especially in Indonesia, where the majority of the population is Muslim. Islam is a religion that regulates everything based on the Quran and hadith. Every human being, especially Muslims, has been commanded in Q.S. Al-Maidah (5): 88 and Q.S. Al-Baqarah (2): 168 about the importance of consuming food and drinks that are halal and also good (Kementerian Agama, 2022). The commandment about the importance of consuming halal food and beverages encourages the high buying interest of Muslim consumers in halal or halal-certified products. Mentioned by Kementerian Perindustrian (2023) the projected spending of Indonesian Muslims on halal products and services will increase by 14.96% in 2025.

Efforts to protect Muslim consumers from non-halal food and beverages are strengthened by the obligation of halal certification for food and beverage products traded in Indonesia in Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee (UUJPH). However, what happens now is that there are still many products that do not have halal information and continue to circulate. This is stated by Kementerian Agama (2023) where there are still many food products that have not obtained halal certification, so it is necessary to increase more knowledge and caution from the public in choosing products before making purchases. Anggraeni dkk. (2020) stated that students are consumers who like and consume a lot of packaged snacks. However, snacks on the market are often considered halal even though they do not have halal certification, despite the fact that Sari (2019) mentions that there are many ingredients used in the snack food production process that must be traced for halalness, such as MSG, flavors, dyes, and others.

Purchase interest is a desire of a consumer obtained from the learning process and the process of finding out information (Oliver, 2015). Knowledge of halal products can be used as a reference to determine foods that are allowed to be consumed in Islam. Rosidi et al. (2018: 43) in their study of students at Muhamadiyah University Semarang stated that students' knowledge of halal products at moderate to good levels reached 77.3% and this knowledge could influence them in choosing a product. In addition, the Theory of Reasoned Action by Fishbein and Ajzen states that the desire to buy a product or a person's behavioral interest is influenced by attitude variables and subjective norms (Damiati et al., 2017).

The increasing interest in buying snacks that occurs due to lifestyle changes, especially in urban areas. Jabodetabek is a megapolitan area that is experiencing rapid growth in industrialization, and is the center of studies related to the growth of the

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adolescent population in urban areas in Indonesia and even Southeast Asia (Ningrum dkk., 2014). South Tangerang City has the largest number of students with a total of 1,284,245 students or 55.1% of all students in Jabodetabek in 2014.

Table 1. Distribution of Students in Jabodetabek Region

No.	Region	Students		
		Public	Private	Total
1	DKI Jakarta	104.251	619.435	723.686
2	Kota Bogor	0	40.822	40.822
3	Kabupaten Bogor	31.814	32.179	63.993
4	Kota Depok	8.315	63.781	72.096
5	Kota Tangerang	0	41.912	41.912
6	Kabupaten Tangerang	0	30.618	30.618
7	Kota Tangerang Selatan	1.173.687	110.558	1.284.245
8	Kota Bekasi	0	39.169	39.169
9	Kabupaten Bekasi	0	35.022	35.022
Total		1.318.067	1.013.496	2.331.563

Source: BPS Banten, BPS DKI Jakarta, BPS Jawa Barat (2023)

UIN Syarif Hidayatullah Jakarta (UIN Jakarta) has the largest number of students in South Tangerang City with a total of 35,254 students overall and is dominated by undergraduate students with 93.1%. A pre-survey of 30 UIN Jakarta students showed that all respondents often consume packaged snacks for various reasons. However, the survey results show that halal labeling is not a dominant factor considered in buying snacks.

RESEARCH METHOD

Location and Time of Research

This research was conducted at UIN Syarif Hidayatullah Jakarta, starting from November 2023 to June 2024. This location was chosen because UIN Jakarta is an Islamic University that has the largest number of students in South Tangerang City, where

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South Tangerang City has the largest number of students than other cities and districts in the Greater Jakarta area.

Type and Source of Data

This research is a type of research with a quantitative approach, which is a type of research that uses statistical methods in writing to analyze data in the form of numbers. The data source used in this research is primary data. The primary data collection technique was carried out using a survey method using a questionnaire to UIN Jakarta students who met the criteria in the study in each faculty.

Respondent

The population in this study are all students who take undergraduate education at UIN Syarif Hidayatullah Jakarta, which amounts to 32,464. The sample was determined using the Slovin formula as many as 100 students. Samples were taken using proportional stratified random sampling techniques to obtain samples that could represent each faculty, and purposive sampling with the following criteria:

1. Active students who pursue undergraduate education at UIN Syarif Hidayatullah Jakarta.
2. Having Islam religion.
3. Consuming snacks at least 1 time in the last week 4.

Data Analysis Method

This study uses the SEM (Structural Equation Modeling) method with the PLS (Partial Least Square) approach. The data in this study were measured using SmartPLS 3.2.9 software. The construct model in this study was created using SmartPLS software which can be seen in Figure 1.

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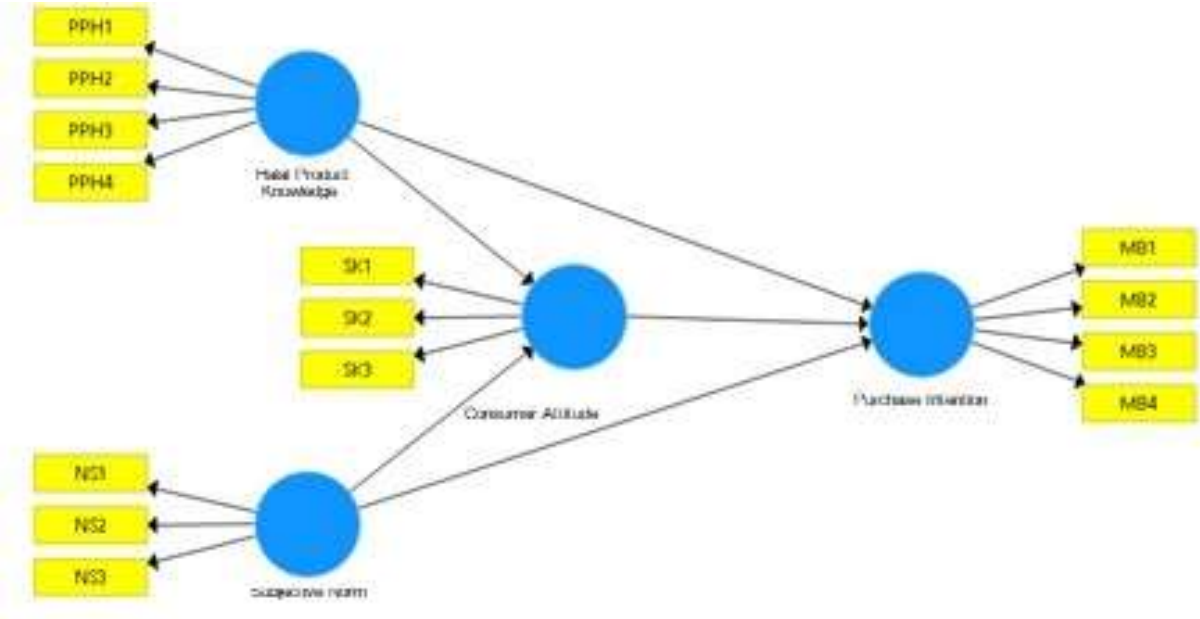


Figure 1. Research Construct Model

Analisa Outer Model

Validity Test

Duryadi (2021) states that the validity test consists of two types, namely convergent validity and discriminant validity.

Table 2. Results of Convergent Validity Calculations with SmartPLS

Variable	Indicator	Outer Loading Value	AVE
Halal Product Knowledge	PPH1	0,786	0,595
	PPH2	0,702	
	PPH3	0,728	
	PPH4	0,859	
Subjective Norm	NS1	0,828	0,662
	NS2	0,871	
	NS3	0,737	
Consumer Attitude	SK1	0,827	0,727
	SK2	0,898	

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	SK3	0,831	
Purchase Intention	MB1	0,893	0,812
	MB2	0,916	
	MB3	0,915	
	MB4	0,880	

Source: *Output* SmartPLS (2024)

Convergent validity testing can be seen from the outer loading and AVE values in Table 2. For convergent validity, outer loading must be more than 0.7 and AVE must be more than 0.5 (Duryadi, 2021). Based on the calculation results, the outer loading value for each indicator is> 0.70. In addition, the AVE value for each variable shows a value of> 0.50 so that all of them are declared valid.

Discriminant validity testing can be seen from the cross loading value, which is> 0.70 (Duryadi, 2021). Based on the cross loading value in Table 3, all indicators can be declared valid because the value is greater than 0.70.

Table 3. Results of Cross Loading Calculation with SmartPLS

	Halal Product Knowledge	Subjective Norm	Consumer Attitude	Purchase Intention
PPH1	**0,786**	0,362	0,228	0,268
PPH2	**0,702**	0,217	0,164	0,280
PPH3	**0,728**	0,216	0,094	0,230
PPH4	**0,859**	0,371	0,232	0,314
NS1	0,421	**0,828**	0,194	0,278
NS2	0,291	**0,871**	0,336	0,347
NS3	0,251	**0,737**	0,186	0,281
SK1	0,158	0,258	**0,827**	0,604
SK2	0,275	0,187	**0,898**	0,734
SK3	0,182	0,332	**0,831**	0,777
MB1	0,349	0.411	0.782	**0,893**
MB2	0,306	0.389	0.764	**0,916**
MB3	0,359	0.316	0.684	**0,915**
MB4	0,274	0.231	0.771	**0,880**

Source: *Output* SmartPLS (2024)

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Discriminant validity testing is also seen from the Fornell-Lacker Criterium where the correlation between latent constructs must be smaller than the square root of the AVE for each variable (Duryadi, 2021). Based on Table 4, it can be seen that all variables are declared valid.

Table 4. Fornell-Lacker Calculation Results with SmartPLS

	Purchase Intention	Subjective Norm	Halal Product Knowledge	Consumer Attitude
Purchase Intention	**0,901**			
Subjective Norm	0,376	**0,814**		
Halal Product Knowledge	0,357	0,388	**0,771**	
Consumer Attitude	0,835	0,306	0,243	**0,853**

Source: *Output* SmartPLS (2024)

Reliability Test

The reliability test can be seen from the Cronbach's alpha and Composite reliability values with a value of> 0.70 (Duryadi, 2021). Table 5 shows the Cronbach's alpha and Composite reliability values for each variable> 0.70 and can be said to be reliable or have good consistency.

Table 5. Cronbach's alpha and Composite reliability values on SmartPLS

	Cronbach's alpha	*Composite reliability*
Halal Product Knowledge	0,773	0,854
Subjective Norm	0,747	0,854
Consumer Attitude	0,813	0,889
Purchase Intention	0,923	0,945

Source: *Output* SmartPLS (2024)

Determination Coefficient Test

Duryadi (2021) states that the R-square value can determine the strong or weak influence of exogenous on endogenous. Table 6 shows the R-Square value from the SmartPLS calculation. Duryadi (2021) states that the R-square value can determine the strong or weak influence of exogenous on endogenous, for an

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R-square value of 0.19, it means that the influence is weak (poor), a value of 0.33 indicates that the influence is moderate (moderate), while a value of 0.67 indicates a substantial influence (strong).

Table 6. R-Square Value

Variabel Endogen	*R-Square*	*R-Square Adjusted*
Purchase Intention	0,729	0,720
Consumer Attitude	0,112	0,093

Source: *Output* SmartPLS (2024)

Based on Table 6, it can be seen that the variables of halal product knowledge, subjective norms, and consumer attitudes are able to explain the purchase intention variable by 72.9% and the model can be said to be substantial (strong). Meanwhile, the consumer attitude variable has an R-Square value of 0.112, meaning that halal product knowledge and subjective norms are able to explain the consumer attitude variable by 11.2% and this model can be said to be weak.

Q-Square Test

The Q-square assessment criteria are used to see the level of observation in the study, if the Q-square value <0 then it has poor predictive relevance and Q-square> 0 then the predictive relevance is good (Duryadi, 2021).

Table 7. Q-Square Value

Endogen Variable	SSO	SSE	*Q-square* (1-SSE/SSO)
Purchase Intention	400,000	169,088	0,577
Consumer Attitude	300,000	280,848	0,064

Source: *Output* SmartPLS (2024)

The Q-square values for the consumer attitude and purchase intention variables in Table 7 show Q-square values> 0, which are 0.064 and 0.577 respectively. So it can be said that each has good predictive relevance.

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Model Fit Test

The model fit test or model goodness test is intended to determine the suitability of the model used and can be seen from the NFI value (Duryadi, 2021: 63). The NFI value obtained is 0.767, which means that the model has a strong fit or suitability.

Table 8. NFI Value

	Saturated Model	***Estimated Model***
NFI	0,767	0,767

Source: *Output* SmartPLS (2024)

RESULT AND DISCUSSION

The Effect of Halal Product Knowledge on Purchase Intention

Hypothesis testing can be determined by the T-Statistic and P-Value, Duryadi (2021: 63) states that if the T-Statistic value> 1.96 and the P-Value value <0.05 then there is a significant influence. This study uses a confidence level of 95% and an error rate of 5%. The results of statistical calculations show the original sample value of 0.135, which means that knowledge of halal products has a positive direction of relationship to purchase intention. The t-statistic value and p-value in Table 9 show that there is a significant effect of the halal product knowledge variable on purchase intention. This is based on the t-statistic value which is greater than 1.96, namely 1.997 and the p-value which is smaller than 0.050 (0.046 <0.050).

Table 9. Hypothesis Test Results of Halal Product Knowledge on Purchase Intention

	Original Sample	*T-Statistic*	*P-Values*	Description
Halal Product Knowledge → Purchase Intention	0,135	1,997	0,046	H_1 accepted

Source: *Output* SmartPLS (2024)

UIN Jakarta students' knowledge of halal products is a strong variable in determining their buying interest in halal snack products. When they find information related to halal products both through course learning in the campus environment and those obtained from outside the campus, it forms a knowledge that can influence their tendency to make snack purchases.

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UIN Jakarta students who have in-depth knowledge about halal products tend to be interested in buying halal snack products. This happens because snacks that have been halal are considered in accordance with the beliefs or values instilled in them. This is stated by Setiawati et al. (2019) where Muslim consumers in Indonesia buy a product labeled halal to fulfill the commands of their religion. These results are consistent with research by Vristiyana (2019), Nurhayati & Hendar (2020), serta Hanifah & Albari (2023).

The Effect of Subjective Norms on Purchase Intention

The results of statistical calculations in Table 10 show the original sample value of 0.086, which means that there is a positive relationship direction from the subjective norm variable to purchase intention. The t-statistic value and p-value in Table 10 show that subjective norms have an insignificant effect on purchase intention.

Table 10. Hypothesis Test Results of Subjective Norms on Purchase Intention

	Original Sample	***T-Statistic***	***P-Values***	**Description**
Subjective Norm → Purchase Intention	0,086	1,414	0,158	H_0 accepted

Source: *Output* SmartPLS (2024)

The results of this study indicate that UIN Jakarta students choose snack products according to their preferences and needs. When the surrounding environment provides views regarding consuming a snack product, it is not enough to be considered as a determinant of their interest in buying halal snack products because students have strong preferences for certain snacks.

The results of this analysis are in line with research by Idris & Kasmo (2017), Ningtyas et al. (2021), and research by Rahayu dan Isa (2023) where subjective norms have no significant effect on purchase intention. However, these results contradict research by (Imtihanah, 2022).

The Effect of Attitude on Purchase Intention

The results of statistical calculations in Table 11 show a positive value, it can be seen from the original sample value of 0.776. The t-statistic and p-value values show that the t-statistic is 18.026> 1.96 and the p-value is smaller than 0.050 (p-value 0.000

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<0.050). So it can be said that consumer attitudes have a significant influence on purchase intention.

Table 11. Hypothesis Test Results of Consumer Attitudes on Purchase Intention

	Original Sample	*T-Statistic*	*P-Values*	Description
Consumer Attitude → Purchase Intention	0,776	18,026	0,000	H_1 accepted

Source: *Output* SmartPLS (2024)

Priansa (2021) states that attitude is the result of evaluating their feelings and actions towards an object. This shows that the results of students' evaluation of halal snacks show positive feelings or it can be said that they like and feel confident about halal snacks. This positive attitude can come from their satisfaction with the quality and benefits of halal snacks. Then the results of this positive evaluation lead to the intention or tendency of UIN Jakarta students to buy halal snacks, suggest to others, choose halal snacks over snacks that are not labeled halal, and seek further information about halal food.

The results of this analysis are in line with research by Mujahid & Muthohar (2023), Rahayu & Isa (2023), and research by Setiawati et al (2019). Similarly, research by Maichum *et al*. (2017) which concluded that consumer attitudes towards halal food have a positive effect on the purchase intention of non-Muslim consumers in Thailand.

The Effect of Halal Product Knowledge on Consumer Attitudes

The results of statistical calculations in Table 12 show the original sample value of 0.146, which means that the knowledge of halal products has a positive relationship direction towards consumer attitudes. The t-statistic value and p-value indicate that knowledge of halal products has an insignificant effect on consumer attitudes. This is based on the t-statistic value which is smaller than 1.96 and the p-value which is greater than 0.050.

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Table 12. Hypothesis Test Results of Halal Product Knowledge on Consumer Attitudes

	Original Sample	*T-Statistic*	*P-Values*	Description
Halal Product Knowledge → Purchase Intention	0,146	1,593	0,112	H_0 accepted

Source: *Output* SmartPLS (2024)

Damiati dkk. (2017) state that consumer attitudes towards a product are feelings that arise after evaluating the product. However, the results of statistical analysis show that UIN Jakarta students' knowledge of halal snacks is not strong enough to cause their attitudes, because the knowledge students have about halal products is not enough to change consumer attitudes. Positive feelings in the minds of consumers obtained from product evaluation are not only influenced by the knowledge of halal products they have.

This result is in line with research by Azmawani *et al*. (2015) which shows that halal product knowledge does not have a significant relationship with Malaysian consumers' attitudes towards halal cosmetic products. These results contradict research by Maichum *et al*. (2017) which shows that halal knowledge has a significant effect on the attitudes of young non-Muslim consumers in Thailand, research by Kusuma et al. (2022) serta Mujahid & Muthohar (2023).

The Effect of Subjective Norms on Consumer Attitudes

The results of statistical calculations in Table 13 show the original sample value of 0.250, which means that there is a positive relationship direction from the subjective norm variable to the consumer attitude variable. The t-statistic value and p-value indicate that there is a significant influence of the subjective norm variable on consumer attitudes. This is based on the t-statistic value> 1.96, namely 2.671 and a p-value smaller than 0.050 (p-value 0.008 <0.050).

Table 13. Hypothesis Test Results of Subjective Norms on Consumer Attitudes

	Original Sample	*T-Statistic*	*P-Values*	Description
Subjective Norm → Consumer Attitude	0,250	2,671	0,008	H_1 accepted

Source: *Output* SmartPLS (2024)

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The influence of views from the social environment can reflect how students assessor adjust their preferences for a snack product. At an age that is included in the late adolescence group, UIN Jakarta students tend to actively seek information related to advice or reviews about a product either from family, friends, and religious leaders directly or through social media. The number of references they get will lead to their attitude towards a product (Aufi, 2021: 20). This means that positive feelings for halal snacks are obtained based on the opinions of the group of role models they believe in. Subjective norms can provide social validation and influence how students view halal snack products. The results of this analysis are in line with research by Aufi (2021) and research by Mujahid and Muthohar (2023) which concluded that subjective norms have a significant influence on consumer attitudes.

The Effect of Halal Product Knowledge on Purchase Intention through Attitude

The results of statistical calculations in Table 14 show that the knowledge of halal products on purchase intention through consumer attitudes has a positive relationship direction characterized by an original sample value of 0.113. The t-statistic and p-value values in Table 27 show that the t-statistic is smaller than 1.96, namely 1.583 and a p-value greater than 0.050, namely 0.114>0.050. So it can be seen that knowledge of halal products has an insignificant effect on buying interest with consumer attitudes as an intervening variable.

Table 14. Hypothesis Test Results of Halal product knowledge on Purchase Intention through Consumer Attitude

	Original Sample	*T-Statistic*	*P-Values*	Description
Halal Product Knowledge → Consumer Attitudes → Purchase Intention	0,113	1,583	0,114	H_0 accepted

Source: *Output* SmartPLS (2024)

These results indicate that the knowledge of halal products on purchase intention has a greater and significant effect than the indirect effect through consumer attitudes. Halal product knowledge is able to have a significant effect on purchase intention directly without going through consumer attitudes. In other words, when UIN Jakarta students have information that a light snack has met halal standardization, a feeling of wanting to own the product arises. However, attitudes, which are feelings resulting from product

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evaluation, are unable to change their interest because the knowledge of halal products owned by students is unable to change their attitude towards halal snack products. This is in line with the research of Saniatuzzahroh & Trisnawati (2022) serta Sudarti & Lazuardi (2018) that attitudes did not successfully mediate the effect of halal product knowledge on purchase intention.

The Effect of Subjective Norms on Purchase Intention through Attitude

The results of statistical calculations in Table 15 show that subjective norms on purchase intention through consumer attitudes have a positive relationship direction characterized by an original sample value of 0.194. The t-statistic value and p-value of the subjective norm variable have a significant effect on purchase intention with consumer attitudes as an intervening variable.

Table 15. Hypothesis Test Results of Subjective Norms on Purchase Intention through Consumer Attitudes

	Original Sample	*T-Statistic*	*P-Values*	Description
Subjective Norm → Consumer Attitudes → Purchase Intention	0,194	2,758	0,006	H_1 accepted

Source: *Output* SmartPLS (2024)

Support and views from the environment such as family, friends, and religious leaders towards halal snacks have succeeded in influencing students' views on these products, which then form positive attitudes or feelings that arise in their minds and influence UIN Jakarta students' buying interest in halal snacks (transactional interest), suggesting halal snacks to others (referential interest), choosing halal snacks over snacks that are not halal (preferential interest), and seeking information related to halal snacks (exploratory interest). This is consistent with the findings of Bilhuda & Thamrin (2022) that subjective norms affect purchase intention through attitudes as a mediating variable for students at Padang State University.

CONCLUSION

Based on the analysis that has been carried out, it can be seen that each variable has a positive relationship direction, and then the following conclusions can be drawn:

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1. Halal product knowledge has a significant effect on buying interest in halal snacks, known from the P-Value which is smaller than the significance level, namely 0.046.
2. Subjective norms have an insignificant effect on buying interest in halal snacks, this is due to the P-Value of 0.158.
3. Consumer attitudes have a significant effect on buying interest in halal snacks, as evidenced by the P-Value of 0.000 <0.050.
4. Halal product knowledge has an insignificant effect on consumer attitudes towards halal snacks, this is known from the P-Value of 0.112.
5. Subjective norms have a significant effect on consumer attitudes towards halal snacks, where the P-Value is 0.008 <0.050.
6. Halal product knowledge has an insignificant effect on buying interest in halal snacks through attitude as an intervening variable, where the P-Value obtained is 0.114.
7. Subjective norms have a significant effect on buying interest in halal snacks through attitude as an intervening variable, as evidenced by the P-Value which is smaller than 0.050, namely 0.006.

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