

Halal Certification, Halal Understanding, and the Preference in Buying Halal Food Products: A Case in Indonesia

Suhendri¹, Indra²

^{1,2}Tazkia Islamic University College, Indonesia

This study aims to examine the effect of halal certification, brand, halal understanding, and lifestyle on buying interest. This study uses a quantitative approach and surveyed 100 Muslim consumers from productive communities in Belitung district. The study used structural equation modeling (SEM-PLS) to evaluate the relationship between constructs. In this study also uses several modifications to the hypotheses compiled in order to get the best model. The results showed that halal certification, brand and lifestyle had a positive relationship to purchase intention of halal food products and the results were statistically significant with p-value <0.05. The halal understanding variable has no significant effect on buying interest with p-value > 0.05. So it can be concluded that the Muslim community in Belitung Regency when purchasing halal food products, what is considered first is halal certification or halal labeling and brands on these food products, and lifestyle is important in this day and age consumers also pay attention to their lifestyle in choosing halal food.

OPEN ACCESS Keywords: Halal Certification; Brand; Halal Understanding; Lifestyle

*Correspondence:

Suhendri

suhendri34@gmail.com

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INTRODUCTION

In modern times, we as human beings cannot avoid global influences, which in this case are food issues. Food is a basic need that is very important for humans. Humans in this world can still survive without clothing and shelter under certain conditions, but not survive without food for humans.

Humans need food and drink to survive and also fulfill their daily needs. Islamic law has regulated Muslims in choosing their daily needs. Islam recommends that all Muslims when choosing food must choose healthy food and drinks according to Islam. To choose halal food is explained in the Qur'an surah Al-Maidah and Al-Baqarah

Allah SWT revealed his words contained in surah Al-Baqarah verse 168 and also surah Al-Maidah verse 88. Meaning: "O people, eat what is lawful and good from what is found on the earth, and do not follow the steps of the devil, for he is a real enemy to you" (QS. al-Baqarah [2]: 168). Meaning: "and eat of that which Allah has given you of lawful and good sustenance, and fear Allah in whom you believe" (Al-Maidah: 88).

The above verse explains that Allah has given orders to humans to eat good food and good taste, food that is lawful to eat, except that which will damage the health of their bodies and also their minds, as a gift that has been given by Allah SWT. Allah forbids them to follow the ways of the devil, especially the means and activities used to mislead his followers. Halal in Islam includes two important requirements, specifically that the goods are halal and the process is also halal. Therefore, Muslims must pay attention to the halalness of a product, be it food, medicine and other products.

Based on data released by the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs, the total population of Indonesia was 272.23 million in June 2021. Of the total population in Indonesia, there are 236.53 million people (86.88%) who follow Islam. It can be interpreted that the majority of the population in Indonesia is Muslim (<http://databoks.katadata.co.id>). Indonesia with a majority Muslim population is a potential market for halal products (Becker et al., 2015). Although every Muslim consumer has various levels of sharia compliance, it depends on their level of religiosity. Muslim consumers have a positive attitude towards products whose approach uses halal in their marketing (Waskito, 2015).

Muslim communities in Indonesia are looking for information about halal products provided by MUI

(Indonesian Ulema Council). The statement given by MUI said that Halal MUI is a written fatwa from the Indonesian Ulema Council (MUI) which states the halalness of a product in accordance with Islamic law. And the regulation of Law No.33 of 2014 concerning halal product guarantees, the Government provides policies so that food products must have a halal label or be halal certified. Halal certification is a requirement in obtaining a permit to include a halal label on product packaging from an authorized government agency. With the existence of halal information as well as regulations set by LPPOM-MUI and the law, Muslim communities in Indonesia feel protected and safe from food products that contain haram (Charity, 2017).

The regulation applies to all of Indonesia as well as the Province of Bangka Belitung Islands. Bangka Belitung Islands is a province that cares about the halalness of Micro, Small and Medium Enterprises (MSMEs) products. Bangka Belitung Islands is given as the first region to get the Halal Award 2017 given by LPPOM-MUI. As such, the Bangka Belitung Islands public authority offers free support to around 1000 MSMEs to complete the administrative process of halal certificates. And currently the seven districts have reached 2,240 small and medium enterprises (SMEs) in Bangka Belitung Province to obtain halal certification, this was conveyed by (Babel halal UMKM initiator Abdul Fatah who was launched (www.ihram.republik.co.id))

Belitung Regency is currently also part of the 2,240 businesses that have received halal certification. With the existence of halal certification in several businesses in Belitung, it provides security in buying halal products. Belitung people not only buy halal food products from their own region, but people also buy food and beverage products produced from other regions as well. Business actors both inside and outside the region must pay attention to how the brand on halal food and beverage products gives a good impression to potential buyers. What must also be considered is the lifestyle of consumers, by knowing the lifestyle of the community, business people can adjust how to market their products to potential consumers both from packaging, brands and so on in order to increase the purchasing power of food products.

Studies that explain the factors influencing buying interest in halal products have been carried out by many previous researchers, namely "consumer perceptions about labeling in the purchase of packaged imported food products (Oktavia, 2020)", "consumer perceptions about labeling in the purchase of packaged imported

food products (Sutardi, 2019)", "factors influencing buying interest in halal food products (Waskito, 2015)", "purchasing decisions for imported processed food products (Nicky, 2019)", "factors that influence buying interest in products at choco bakery (Lubis, 2020)". However, there are still few studies in Belitung Regency that have conducted research on buying interest in halal products. And also from the author's experience of the people in Belitung that their desire or buying interest is very high in food products. So that makes the author have a great desire to conduct research in Belitung Regency. In this paper the authors will conduct research to find out how influential food products that already have a halal certificate on the buying interest of Muslim communities in Belitung Regency to buy the food products they buy.

From the above background, problem identification can be concluded as follows. First, there are many food products circulating in Belitung Regency but do not know whether these products are halal certified or not. Second, the lifestyle or lifestyle in Belitung Regency is a lifestyle that has followed the times. Sometimes in choosing a food product, prospective buyers will pay attention to the certification and also the brand that has been offered by the manufacturer to the respondent. Last but not least, the lifestyle of Muslim communities in Belitung Regency has begun to follow the times, therefore the author needs to identify what are the factors that influence the buying interest of Muslim communities in Belitung Regency.

This study has the following objectives: (1) To analyze the effect of halal certification, brand, halal understanding, lifestyle on Muslim buying interest in halal food products in Belitung Regency; (2) To identify which factors have the greatest influence on Muslim buying interest in halal food products in Belitung Regency.

LITERATURE REVIEW

Halal Products

Halal products have the meaning contained in Indonesian Law No.33 of 2014 which is a product that has been declared halal in accordance with Islamic law. Halal products are food products, medicines, cosmetics, and other products that we can consume or products that we can use will not get sin (punishment). And haram products are products that we use or consume will get sin (punishment) from Allah SWT.

In Islamic law, the halalness and haramness of a product cannot be seen from the point of view that he likes or dislikes the product to be consumed. To know

the halal or haram of the product, must have a very deep knowledge and understanding of religion and legal issues applied in Islamic law. The issue of halal and haram also includes food, drinks, and other products. In determining the halalness and haramness of a product, priests, priests, sultans, and kings do not have the right to determine the halal or haram of a product. And whoever of them behaves in this way "means that they determine the law halal or haram against humans" means that those who behave in this way have opposed all the rights of Allah and for those who follow this they are allies of Allah.

There is an argument that mentions something halal that can be consumed, where the argument is found in surah Al-Maidah verse 1: "O you who believe, fulfill the contracts. Allowed to you livestock, except what will be read to you. (that is so) by not making it lawful to hunt when you are doing Hajj. Verily, Allah establishes laws according to what He wills.

Purchase Intention

Interest is an impulse that makes the linkage of individual considerations into a specific thing, interest is related to mental, emotional, and motor perspectives and is a source of inspiration to do what is desired. Customer purchase interest is the stage where buyers organize their decisions among several brands combined in a decision ranking, then ultimately make a purchase on their most preferred choice or the cycle that customers go through to buy something or administration given different contemplations. Purchase interest is a sense of consumer desire for products (goods and services) which is influenced by the attitude of consumers and outside the attitude of consumers themselves (Rosdaiana et. Al., 2019).

In his opinion Mirabi et al. (2015) say that purchase interest is a very complex process, which is related to consumer behavior, perceptions, and attitudes, making it effective in the process of purchasing a product. Purchase interest is a tendency for consumers to buy something or take actions that have a relationship with buying and is measured by the level of possibility in making a purchase (Assael, 2001).

Before consumers buy products, consumers must try to arouse the buying interest of consumers. It will not be easy to generate buying interest from consumers, therefore producers must be creative in attracting consumers to buy the product. And when what is attempted has been maximized in attracting consumer buying interest, surely the results obtained will be satisfactory.

The following is what Allah SWT says in the Qur'an about effort. Meaning: and that a man does not get other than what he has worked for, and that the effort will later be rewarded (to him), (QS. An-Najm: 39-40).

Islam will not restrict people from doing what they need, as long as they satisfy it, their peace of mind will increase. Everything on earth was created to fulfill human wants and interests, but in Islam it is commanded that humans consume goods that are halal and good, and also to consume reasonably or not excessively. In Islam, the fulfillment of needs is obtained as long as the needs get benefits and do not cause harm.

Factors that influence buying interest

Halal Certification

Halal certification is a guarantee for the safety of every Muslim in choosing food that is good for him according to the rules in Islam. Halal certification is a guarantee that provides a guarantee of halalness or certainty in a product that is promoted or circulated in Indonesia. MUI halal certification is a fatwa written in the Indonesian Ulema Council which states that the halalness of a product is in accordance with Islamic law. Halal Certificate is a requirement in obtaining permission to include a halal label on product packaging obtained from the government that has the authority. This halal certification has the aim of providing certainty in food products, medicines and cosmetics, so as to create inner peace for those who consume these products. Therefore, in accordance with the provisions of LPPOM MUI in its guidelines, which are contained in Law No.33 of 2014 which contains halal product guarantees, Law Number 33 of 2014 is a legal basis that provides legal protection to Muslim consumers against uncertainty in their use, various halal food and beverage products both in terms of goods or services with legal obligations in Islam.

The inclusion of halal labeling is to provide a sense of security to consumers. Also as a guarantee for them when the product consumed is safe from non-halal elements and production in a halal manner. Business actors who have received halal certification for their products can build trust and loyalty to their products and are also very competitive against products that do not have halal certification. Therefore, halal certification has a very important deep meaning for consumers and for producers (Nicky, 2019). From several things it can be ascertained that halal certification is very important for producers and consumers. With halal certification, it will

affect consumers, especially the Muslim community, in choosing or buying halal products.

Brand

Brand is an important component in doing business. By having a brand on a product, consumers easily identify a product from other product rivals. Therefore, it is very important for businesses to brand their products. So as to create a branded product that has a good image among the public, and is able to protect and improve the brand in the market.

A brand is a name, term, sign, symbol, or design or a combination of all of them, which is expected to identify the goods or services of a group of sellers, and is also expected to be able to distinguish goods or services from competitors' products, (Buchory 2010). In Trademark Law No.15 of 2001 article 1 paragraph 1 which contains a brand, namely a sign in the form of a picture, name, word, letter, number, color arrangement, or a combination of these elements that have a differentiating appeal and are also used in trading activities for goods or services (Fandi Tjiptono 2015). The brand according to Kartajaya's view says that the brand is a *value* indicator that describes the level of robustness and solidarity of the company's *value* and also the products that will be offered to customers, (Kartijaya 2005).

Halal Understanding

In religious life, it is very necessary to have an understanding related to the religious people they adhere to. Likewise, an understanding of halal food and beverage products will be important for each individual. Having a good understanding of halal food and beverage products will show that someone has understood the concept of Islam. With a good understanding, it will be a guide when we choose halal and good food and beverage products.

Halal understanding is a person's ability to interpret, interpret, translate, or state halal labels in their own way based on the knowledge they have received (Fatkhurohmah, 2015). Understanding the concept of halal will certainly guide us as Muslims in consuming what is permitted in Islamic law. Muslims when consuming a product will focus on the halalness and goodness (*halalan thayyiban*) of the product to be consumed.

Lifestyle

Lifestyle is a person's pattern of life in the world that expresses his life in his activities, interests and opinions (according to Kotler and Keller 2016). A

person's lifestyle shows how behavior in living life, spending money, and utilizing the time they have (Nicky, 2019).

Lifestyle has several factors that influence the lifestyle proposed by Armstrong in the journal (Nicky, 2019), according to him there are 2 kinds of influencing factors, namely *internal* (individual) and *external* (outside) factors. *Internal* factors include the following; attitude, experience and observation, personality, self-concept, motive, perception. *External* factors, including the following; reference group, family, social class.

The lifestyle of this era has made a big change for Muslims in understanding the guidance to live life. Therefore, lifestyle in Islam is divided into two groups, namely Islamic and ignorant lifestyles. Islamic lifestyle has a very strong and absolute foundation. While the ignorant lifestyle has a weak foundation full of idolatry and has a foundation that is. Islam encourages us to choose a lifestyle that is in accordance with Islamic law. This is in accordance with the words of Allah SWT in surah Yusuf verse 108. Which means: "Say this is my way (Religion), I and those who follow me invite (you) to Allah with proof and manifest, Glory to Allah, and I am not among the polytheists". (QS. Yusuf: 108)

Previous Research

Oktavia's research (2020) entitled "the level of public understanding of halal food in Bantaeng Regency". The method used in this study used a quantitative descriptive approach. The conclusion of this study is that the level of public understanding has a significant influence on halal food in the city of Bantaeng. The results of calculations through data analysis show a positive influence between the variables of the level of public understanding of halal food in the city of Bantaeng.

Sutardi (2019) entitled "consumer perceptions of labeling on the purchase of packaged imported food products". The method uses a qualitative descriptive approach. The results of this study state that it is good as seen from the percentage of 74%, with the accumulation of respondents whose answers differ in the percentage of 60%-80% with that it can be said to be good. This means that the results of consumers when buying imported food products labeled halal. Then it states good in their perception of it.

Waskito (2015) research that discusses "factors affecting buying interest in halal food products". The method used is quantitative method with an associative approach and hypothesis testing to determine the relationship between the two variables. The conclusion

in the study is that all variables have a positive effect on buying interest. This means that in terms of halal certification, halal awareness, and food ingredients have a positive influence on buying interest in halal food products.

Nicky (2019) entitled "purchasing decisions for imported processed food products". The method used is quantitative method, to determine the relationship between the two variables. The conclusion in the study is that the halal label has no partial effect on purchasing decisions for imported processed food products. This is because the sig value is $0.623 > 0.1$ or the t value is $1 (-0.493 < 1.661)$. Meanwhile, lifestyle partially has a positive effect on purchasing decisions for imported processed food products. This is evidenced by the significant level of $0.00 < 0.1$ or the value of t count $> t$ table ($9.028 > 1.661$).

Lubis (2020) research discusses the factors that influence buying interest in products at choco bakery. This study uses quantitative methods with an associative approach to determine the relationship between the two variables. The conclusion of this study is that product quality, halal labeling, and brand image have a positive or significant effect on product purchasing decisions at choco bakery, when the variables are tested separately and when all variables are tested simultaneously, the results have a positive or significant effect on buying interest in choco bakery products.

From the research above, many discuss the factors that influence buying interest in halal food products. In the previous research above, there were still a few who discussed the influence of lifestyle and halal understanding. So that the authors want to conduct research on the buying interest of Muslim communities in Belitung Regency, to determine the level of influence of halal certification, brand, halal understanding, and lifestyle on buying interest in halal food products. therefore the above research provides a huge motivation for the author in conducting this research.

Hypothesis Development

Hypothesis development is a crucial step in quantitative research. Hypotheses need to be built on the basis of strong arguments as the basis for proposing the hypothesis. The hypothesis is then modeled using a structural model containing mediators and moderators. The hypothesis development of this research is as follows:

H1: Halal certification has a positive and significant effect on the interest in buying halal food products in Belitung Regency.

H2: Brand has a positive and significant effect on interest in buying halal food products in Belitung Regency.

H3: Understanding has a positive and significant effect on the interest in buying halal food products in Belitung Regency.

H4: Lifestyle has a positive and significant effect on the interest in buying halal food products in Belitung Regency.

METHODOLOGY

This research was conducted in Belitung Regency, Bangka Belitung province. Belitung Regency has 5 sub-districts, namely, Tanjung Pandan, Badau, Sijuk, Membalong, Selat Nasik. So this research was conducted in all sub-districts in Belitung Regency. And the research implementation time was in July-August 2022. This research uses a quantitative approach. Quantitative method is a research method based on the philosophy of positivism, used to research on certain populations and samples, sampling techniques are carried out randomly, data collection using research instruments, data analysis is quantitative statistics with the aim of testing predetermined hypotheses (Sugiyono, 2011).

Quantitative research methods have the aim of showing relationships between variables, testing theories, looking for generalizations that have predictive value (Sugiyono, 2015). Therefore, this study uses quantitative methods in order to achieve the goal of identifying whether there is an influence of halal certification, brand, halal understanding, and lifestyle on buying interest in halal food products made by Muslim communities in Belitung district.

Data Type

The type of data in this study is primary data. Primary data is data obtained directly from a researcher in the field by distributing questionnaires, observations, and interviews. Primary data is data obtained from first-person sources, be it individuals or individuals obtained by means such as interviews, or the results of filling out questionnaires commonly conducted by researchers (Umar 2013). Primary data is data obtained by the author or researcher himself to answer the problems of his research specifically.

Population and Sample

Population is a generalization consisting of objects or subjects that have certain characteristics and qualities set by researchers in studying and drawing

conclusions. The population in this study were all Muslim communities in Belitung Regency. While the sample according to (Sugiyono, 2008) is a part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population.

The population used as the subject in this study is the Muslim community in Belitung Regency. The number of Muslim residents in Belitung Regency is 148,328 according to the 2017 data available in Belitung according to BPS data mentioned in the data from Belitung Satu Data 2021.

The technique used as sampling in this study is the Slovin method. Based on the Slovin formula, the author will get a sample that will be used as the object of research, therefore the results of finding the sample conducted by this author are $n = \frac{N}{1+Ne^2} = \frac{148.328}{1+148.328(0,1)^2} = \frac{148.328}{1.484,28} = 99,9$. So the result obtained to determine the sample to be carried out in this study is 99.9 rounded to 100 with a standard error of 0.1 (10%). Then the sample to be researched is 100 respondents.

Data Collection Technique

The data collection technique in the research to be carried out by the author is to use a questionnaire. A questionnaire is a technique in data collection by providing a set of written questions to prospective respondents. This method of data collection is considered to have the advantage of being an excellent data collection.

The subject in this study is a person who knows very well about his own situation, what the subject states to the researcher is reliable and completely trusted, his interpretation of the questions he will ask is the same as what the researcher means. All answers from respondents have meaning in testing the hypothesis. Because in this study using primary data, therefore the authors used data collection techniques with the questionnaire method. The scale used in this study is to use a Likert scale which has a score of 1-5, where the scale has been used by previous researchers, and which has been tested for validity.

Definition of Operational Variables

Variable operation is the determination or giving meaning to a variable by specifying the implementation or operation activities needed to test, interrogate, or manipulate variables. Operational

variables tell readers of research reports, what will be needed in answering questions or testing hypotheses,

(Sutama 2016: 52). Below are the operational variables as follows:

Table 1. Operational Variables

No	VARIABLE NAME	VARIABLE DEFINITION	INDICATOR	SOURCE
1	Halal Certification	Halal certification is a guarantee for the safety of every Muslim in choosing food that is good for them according to the rules in Islam.	<ol style="list-style-type: none"> 1. Knowing the halal logo and text. 2. The importance of halal labeling. 3. There is a halal label on the product. 4. Identifying products. 	Wulandari (2017) (Lubis, 2020)
2	Brand	A brand is a name, term, sign, symbol or design, or an overall combination to distinguish goods or services.	<ol style="list-style-type: none"> 1. Easy to pronounce 2. Easy to remember and recognize 3. Has its own characteristics 4. Can be legally protected 	(Supriyanto and Ernawati, 2010) and (Mutmainah et al., 2018)
3	Halal Understanding	Comprehension encompasses one's ability to grasp the meaning and significance of what one has learned.	<ol style="list-style-type: none"> 1. Knowledge of halal 2. The importance of consuming halal products 3. Knowledge of product processing 	(Waskito, 2015) and (Oktavia, 2020)
4	Lifestyle	Lifestyle is a pattern of a person's life in the world that expresses his life in his activities, interests and opinions.	<ol style="list-style-type: none"> 1. Hobbies 2. Entertainment 3. Community 4. Family influence 5. Yourself 6. Products 	(Wulandari, 2017) and (Nicky, 2019)
5	Purchase Intention	Purchase interest is a consumer's tendency to buy something or to take an action that has a relationship with buying and is measured by the level of possibility in making a purchase.	<ol style="list-style-type: none"> 1. Products are accepted by consumers 2. Large selection of products 3. Interest in buying 4. Recommend to friends 	(Kotler and amstrong, 2012) and (Kusumastuti, 2020)

Data Analysis Technique

Hypothesis testing in this study to determine the effect of halal certification, brand, halal understanding, and lifestyle, will be tested and analyzed using the SEM *structural Equation Modal* approach based on *partial Least Square (PLS)*. *Structural Equation Model* is one of the fields of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously. SEM (*Structural Equation Model*) is one of the fields of statistical studies that can test a series of relationships that are usually difficult to measure simultaneously. SEM is a *multivariate analysis* technique that combines factor analysis and regression analysis (correlation), with the aim of testing the relationship

between variables in a model, both between indicators and constructs and relationships between constructs.

PLS (*Partial Least Square*) is a component or variant-based SEM structural equation model. PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based one. Covariance-based SEM generally tests causality or hypotheses, whereas PLS is more coordinated for existing models. However, there are differences between covariance-based SEM and part-based PLS. Particularly in the utilization of underlying condition models to test speculations or grow hypotheses which means making forecasts.

Measurement Model (Outer Model)

To evaluate the relationship between latent variables and their indicators. Therefore, it requires an evaluation of the measurement model. Where in this evaluation is divided into 2 test stages, namely validity test and reliability test. This test is the initial stage in processing the data to be tested.

The validity test is useful for knowing whether there are questions on the questionnaire that must be discarded or replaced because they are considered irrelevant (Umar 2013). This means that the instrument can be used to measure what should be measured (Sugiyono, 2013). There are 2 validity tests, namely convergent validity and discriminant validity. Convergent validity is tested through the *loading factor* parameter and the *Average Variance Extracted* (AVE) value. Measurements can be categorized as having convergent validity if the *loading factor* value is more than 0.7 and the AVE value is more than 0.5 (Ghozali, 2008). Discriminant validity is determined by looking at the *cross loading* of each variable. Measurements can be categorized as having discriminant validity if they have a cross loading value of more than 0.7 (Jogiyanto, 2011).

The reliability test is a measurement of the stability and consistency of respondents in answering things related to the constructs of questions which are the dimensions of the variables arranged in the form of a questionnaire (Sujarweni, 2014). Reliability concerns the accuracy of the measuring instrument. This accuracy can be assessed by statistical analysis to determine measurement error. An instrument is considered reliable if the instrument can be trusted as a measuring instrument for research data. An instrument is declared reliable if the Cronbach's Alpha value is equal to or more

than 0.6. Meanwhile, an instrument is declared less reliable if the reliability coefficient is less than 0.6.

Structural Model (Inner Model)

The Structural Model is a connecting model between latent variables. After the outer model is complete, it is necessary to evaluate the structural model (inner model). Evaluation is carried out by looking at the R-square (R²) interpreted as a contribution or contribution to the influence caused by the independent variable (independent) on the dependent variable (dependent).

R² endogenous latent variable

1. The R² value of 0.67 is categorized as substantial.
2. The R² value of 0.33 is categorized as moderate.
3. An R² value of 0.19 is categorized as weak (Chin, 1988).
4. An R² value of > 0.7 is categorized as strong (Sarwono).

The higher the R² value, the better the prediction model of the proposed research model.

RESULTS AND ANALYSIS

Statistical Data Description

In this study, the respondents used were Muslim people of productive age who live in the Belitung Regency area and had purchased halal food and beverage products totaling 100 people. The characteristics that were successfully obtained through distributing questionnaires in the form of google forms are presented in the following table.

Table 2. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
Gender	Male	43	43%
	Female	57	57%
Age	15-20	34	34%
	21-25	56	56%
	26-30	8	8%
	31-35	2	2%
Jobs	Employee	12	12%
	Entrepreneurship	3	3%
	Student	56	56%
	Students	6	6%
	More	23	23%
Domicile	Belitung Regency	100	100%

From the table above, it can be identified that the majority of respondents who have filled out the questionnaire are women with a percentage of 57% or as many as 57 people while men are 43 people. From the characteristics of productive age, respondents are dominated by 21-25 years old with a percentage of 56%, namely 56 people, then respondents with an age range of 15-20 amounted to 34 people or 34% of the total respondents. From all respondents, it can also be seen that the majority of respondents are students with a percentage of 56% or as many as 56 people and the next most are others, namely 23% or 2 respondents.

Measurement Model Analysis (*Outer Model*)

1. *Convergent Validity*

Convergent validity is used to measure how much correlation between constructs and latent variables.

a. *Standardized Loading Factor*

The magnitude of the correlation of each measurement item (indicator) with its construct can be described by the *loading factor* or *outer loading* value and is said to be ideal and valid when the value is > 0.7 .

Table 3. Outer Loadings

	Lifestyle	Brand	Purchase Intention	Halal Understanding	Halal Certification
X1.1					0,951
X1.2					0,926
X1.3					0,878
X1.4					0,938
X1.5					0,914
X1.6					0,935
X1.7					0,931
X1.8					0,933
X1.9					0,881
X2.1		0,905			
X2.2		0,933			
X2.3		0,942			
X2.4		0,908			
X2.5		0,911			
X3.1				0,906	
X3.2				0,94	
X3.3				0,947	
X3.4				0,908	
X3.5				0,881	
X4.1	0,78				
X4.2	0,843				
X4.3	0,895				
X4.4	0,898				
X4.5	0,888				
Y1.1			0,873		
Y1.2			0,939		
Y1.3			0,943		
Y1.4			0,93		
Y1.5			0,932		

Table 3 shows the test results of the *loading factor* value where all indicators have met the minimum requirements of > 0.7 , so there are no indicators eliminated in the research model and the model is said to be valid.

b. *Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)*

The interpretation of *Cronbach's alpha* and *composite reliability* values is the same, namely with a limit value of > 0.7 . In another opinion, indicators are said to be *reliable* if they have a *Cronbach's Alpha* value greater than 0.6 (Malhotra, 2007). The minimum value that determines a good measure of *convergent validity* from the AVE value is 0.5.

Table 4. Cronbach's Alpha, CR, and AVEs

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Lifestyle	0,913	0,935	0,743
Brand	0,954	0,965	0,846
Purchase Intention	0,957	0,967	0,853
Halal Understanding	0,952	0,963	0,840
Halal Certification	0,978	0,981	0,849

Table 4 shows the results of the *Cronbach's alpha* and *composite reliability* values meet the limit values, which are > 0.6 or > 0.7 so it can be concluded that the results of the internal *consistency* test in this study are good. The data also shows that the AVE value obtained has met the criteria, namely > 0.5 so that the existing indicators are declared valid.

2. *Discriminant Validity*

This criterion is used to measure that the reflective model has a strong relationship with each indicator.

a. *Cross Loading*

The *cross loading* measure is to compare the correlation of indicators with their constructs and constructs from other blocks.

Table 5. Cross Loading

	Lifestyle	Brand	Purchase Intention	Halal Understanding	Halal Certification
X1.1	0,768	0,852	0,885	0,925	0,951
X1.2	0,732	0,826	0,864	0,899	0,926
X1.3	0,737	0,780	0,801	0,843	0,878
X1.4	0,742	0,863	0,873	0,895	0,938
X1.5	0,746	0,861	0,827	0,838	0,914
X1.6	0,736	0,867	0,861	0,880	0,935
X1.7	0,788	0,887	0,883	0,904	0,931
X1.8	0,742	0,876	0,890	0,904	0,933
X1.9	0,700	0,811	0,817	0,840	0,881
X2.1	0,764	0,905	0,788	0,772	0,793
X2.2	0,756	0,933	0,826	0,825	0,841
X2.3	0,775	0,942	0,852	0,882	0,887
X2.4	0,722	0,908	0,860	0,868	0,890
X2.5	0,734	0,911	0,822	0,802	0,815
X3.1	0,800	0,816	0,836	0,906	0,862
X3.2	0,776	0,877	0,905	0,940	0,920
X3.3	0,788	0,876	0,891	0,947	0,932
X3.4	0,751	0,802	0,821	0,908	0,849
X3.5	0,814	0,764	0,797	0,881	0,817

X4.1	0,780	0,617	0,656	0,598	0,562
X4.2	0,843	0,630	0,647	0,667	0,599
X4.3	0,895	0,730	0,776	0,785	0,732
X4.4	0,898	0,704	0,770	0,754	0,707
X4.5	0,888	0,807	0,870	0,850	0,835
Y1.1	0,836	0,771	0,873	0,776	0,772
Y1.2	0,806	0,863	0,939	0,870	0,883
Y1.3	0,800	0,830	0,943	0,865	0,852
Y1.4	0,824	0,856	0,930	0,885	0,897
Y1.5	0,758	0,845	0,932	0,886	0,882

Source: Data processed (2022)

From the results of the table above, it can be concluded that all indicators have a coefficient that is greater than each of their constructs compared to the correlation coefficient value of the indicators in the construct block in the other column. So it can be said that each indicator in the block is a constituent of the construct in that column.

b. *Fornell-Larcker Criterion*

The results of data processing show a value of >0.7 or 70% which describes the relationship between the indicator variable itself has a greater value than the relationship between the indicator variable and other variables. So it can be concluded that the *discriminant validity* test has met the criteria test (attached).

Structural Model Analysis (*Inner Model*)

a. R-square

The *R-Square* parameter is used to assess the effect of independent latent variables on dependent latent variables. The model accuracy parameter can be known from the coefficient of determination (*R-Square*) value. From the results table (attached) shows that the *R-Square* value of the purchase interest variable is 0.910 which indicates that purchase interest is influenced by 91% by the variables of halal certification, brand, halal understanding, lifestyle and 9% is influenced by variables outside this study.

b. *Path Coefficients*

The *path coefficients* value shows the direction of the positive or negative relationship of a variable with a value

range of -1 to 1. The processing results show (attached) that the data has a direction of relationship from all exogenous variables to endogenous variables in the range of values -1 to 1. Therefore, it can be concluded that all of the variables have a positive relationship to the entire hypothesis.

c. *T-Statistic*

The *t-statistic* value is used to determine the significance of the dependent latent variable as a determinant of whether the hypothesis can be accepted or rejected. With an error rate of 5% and if the value is greater than 1.96, the hypothesis is accepted. Attached is the *t-statistic* table obtained through the *bootstrapping* process.

The data shows that not all values of each independent variable meet the limit value to be declared significant. Among all the variables that have a value > 1.96 or have a significant effect are lifestyle on buying interest, and halal certification on interest. While for variables that are not significant or have a value <1.96 are brand -> purchase intention, and halal understanding of purchase intention, because the *t-statistic* test value obtained does not exceed the value limit of 1.96. And for the variable that has the greatest level of significant influence is lifestyle on purchase intention with a *t-statistic* test value of 3.493.

d. Model Fit

Model fit aims to determine how much the percentage of research fit is by looking at the NFI value.

Table 6. Model Fit Test

	Saturated Model	Estimated Model
SRMR	0,047	0,047
d_ULS	0,981	0,981
d_G	1,713	1,713
Chi-Square	790,614	790,614
NFI	0,831	0,831

The table above shows that this study has an NFI value of 0.831, which identifies that the model

conducted by this study is 83.1% fit.

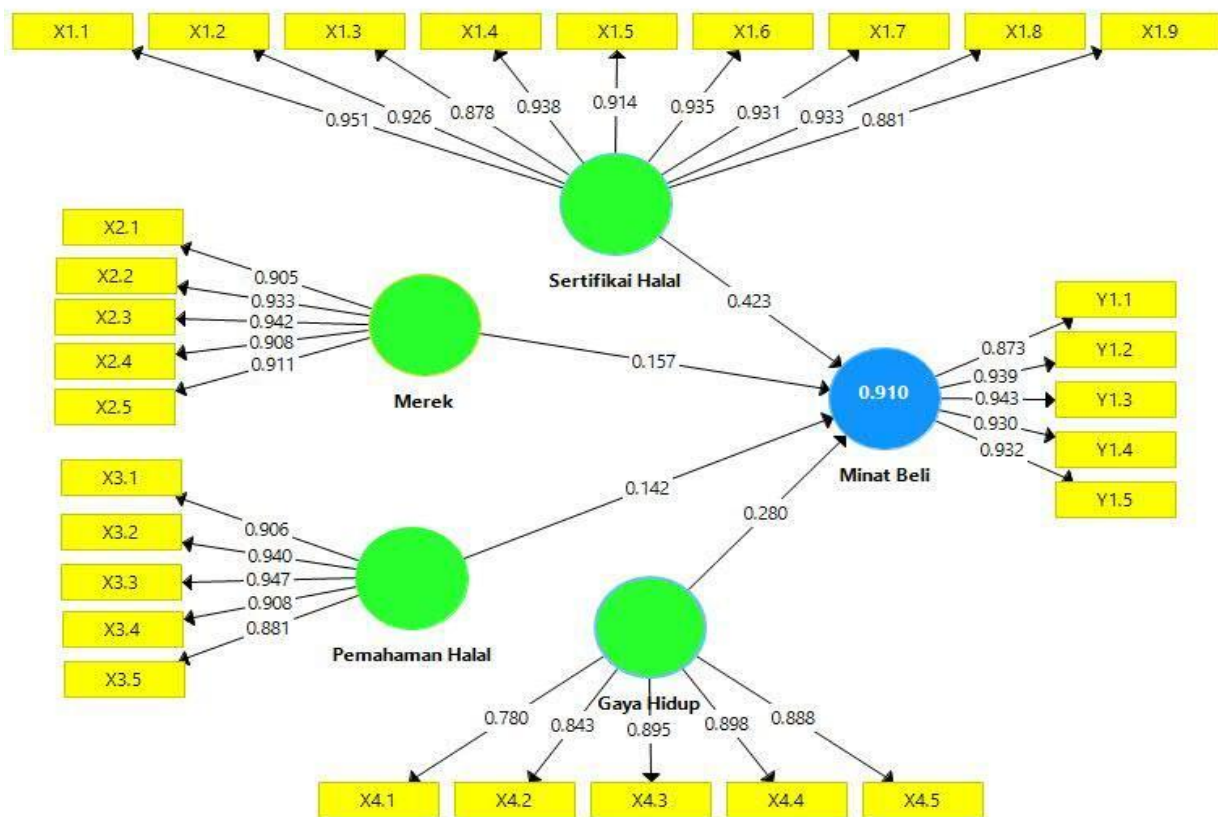


Figure 1. Research Model

Hypothesis Test

This analysis aims to test the hypothesis of direct influence between exogenous variables and

endogenous variables. In this analysis, there are two criteria, namely the path coefficient and probability or *significant value (P-Value)*.

Table 7. Hypothesis Test

	Original Sample (O)	P Values	Description
Halal Certification -> Purchase Intention	0,280	0,002	H1 accepted
Brand -> Purchase Intention	0,157	0,045	H2 accepted
Halal Understanding -> Purchase Intention	0,142	0,146	H3 rejected
Lifestyle -> Purchase Intention	0,423	0,000	H4 accepted

From the table above, it shows that all hypotheses can be accepted because there are still hypotheses that do not meet the requirements with a *significance level* <0.05 . From the test results above, it states that halal certification has a significant effect on buying interest with a $p\text{-value} = 0.002 < 0.05$, brands have a significant effect on buying interest with a $p\text{-value} = 0.045 < 0.05$, and lifestyle has a significant effect on buying interest with a $p\text{-value} = 0.000 < 0.05$ so a H1, H2, and H4 are accepted. From the other hand, it states that halal understanding does not have a significant effect on purchase intention because the $p\text{-value} = 0.146 > 0.05$, so it can be said that H3 is rejected.

From the results of the data that has been carried out, halal certification has a positive effect on buying interest in halal food products. Other findings from previous research also argue that halal certification has a significant effect on purchase intention (Waskito, 2015). This can be indicated that Muslim consumers make purchasing decisions based on the presence and absence of halal certification or halal labeling on the product (Hamdan, *et al.*, 2013). Halal certification and halal labeling on food and beverage products will increase consumer confidence in buying halal products (Aisyah, 2004). With the halal logo or label on food products, it increases buying interest for Muslim consumers in Belitung, because the halal label increases safety from non-halal food products.

In this study, brands have an effect but not significant on buying interest in halal food and beverage products. Other findings from previous research argue that brands have a significant effect on purchase intention (Mina Chairina Lubis, 2020). This can be indicated that Muslim consumers make purchasing decisions for halal products by looking at the brand on the product. So that it makes consumers have interest and desire in purchasing halal products. And consumers also when purchasing halal food products do not pay attention to the brand on the product.

This study shows that halal understanding does not have a significant effect on buying interest in halal food products. Other findings from previous research have a different opinion where halal understanding has a significant effect on buying interest (Nursanti, 2020). So that when consumers purchase halal food products, they no longer look for information to understand the halalness of the product because the existence of a halal label on food products is sufficient information that the product they are going to buy is a halal product. And also with the halal label on the packaging of food products

makes it safe how the food production process is, because it has been monitored by the Halal Product Guarantee Agency (BPJPH).

This research that occurs in lifestyle has a positive effect on buying interest, and likewise previous research has found that lifestyle has a positive effect on buying interest (Nicky, 2019). So it can be said that the lifestyle of the Muslim community with a modern era and many food and beverage products circulating, whether halal or not halal, Muslim people still make purchases of halal food products with their lifestyle in this day and age.

CONCLUSION

This study identifies the factors that influence buying interest in halal food and beverage products. Consumers who have become respondents in the study are Muslim communities in Belitung Regency. Halal certification, brand, halal understanding and lifestyle are used as approaches in predicting consumer interest in purchasing halal food products. Where halal certification, and lifestyle significantly affect buying interest in halal food products, and for brands affect buying interest but are not significant. Meanwhile, halal understanding does not significantly affect buying interest in halal food products.

So it can be concluded that the Muslim community in Belitung Regency when purchasing halal food products, what is considered first is halal certification or halal labeling and brands on these food products, and lifestyle is important in this day and age consumers also pay attention to their lifestyle in choosing halal food. And consumers of Muslim communities in Belitung Regency in purchasing halal food products lack to understand the halalness of the product first.

For producers or business actors both in the Belitung area and outside the area, they should consider the four factors that the authors have examined in this study such as halal certification, brand, halal understanding, and lifestyle. Muslims are now not just followers of Islam, but Muslims are now consumers or potential halal food products. And especially for halal understanding, the government should provide counseling to the Muslim community so that they can understand the halalness of these products. For future researchers, they should add other variables that are not examined in this study. Researchers suggest replacing the halal understanding variable with other variables.

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APPENDIX

Appendix 1

Fornell-Larcker Criterion

	Lifestyle	Brand	Purchase Intention	Halal Understanding	Halal Certification
Lifestyle	0,862				
Brand	0,816	0,920			
Purchase Intention	0,871	0,903	0,924		
Halal Understanding	0,856	0,904	0,928	0,917	
Halal Certification	0,807	0,920	0,929	0,957	0,921

R-square (Inner Model)

	R Square	R Square Adjusted
Purchase Intention	0,910	0,907

Path Coefficients

	Lifestyle	Brand	Purchase Intention	Halal Understanding	Halal Certification
Lifestyle			0,280		
Brand			0,157		
Purchase Intention					
Halal Understanding			0,142		
Halal Certification			0,423		

T-Statistics

	Original Sample (O)	Sample Mean (M)	Std.Dev (STDEV)	T Statistics (O/STDEV)
Lifestyle -> Purchase Intention	0,280	0,293	0,080	3,493
Brand -> Purchase Intention	0,157	0,162	0,092	1,709
Halal Understanding -> Purchase Intention	0,142	0,147	0,134	1,060
Halal Certification -> Purchase Intention	0,423	0,400	0,143	2,970

Appendix 2 Research Questionnaire

HALAL CERTIFICATION (X1)

No.	Question	SS	S	KS	TS	STS
X1.1	I always pay attention to the halal label image before buying	1	2	3	4	5
X1.2	The importance of halal labeling creates confidence in halal food products	1	2	3	4	5
X1.3	Halal food products are beneficial to my health	1	2	3	4	5
X1.4	Halal food products give me comfort	1	2	3	4	5
X1.5	I am interested in halal food products because the products are of high quality.	1	2	3	4	5
X1.6	The existence of a Halal Label on the packaging of halal food products provides information about product assurance and quality	1	2	3	4	5
X1.7	The existence of halal label images helps me identify products before buying	1	2	3	4	5

X1.8	Halal certification guarantees that the product is halal	1	2	3	4	5
X1.9	The existence of the Halal Label from MUI influences me in buying products	1	2	3	4	5

BRAND (X2)

No.	Question	SS	S	KS	TS	STS
X2.1	Brand in a halal food or beverage product that is well known to many people	1	2	3	4	5
X2.2	Brands in halal food or beverage products that are easy to remember and easy to pronounce	1	2	3	4	5
X2.3	Brands on halal food and beverages provide a positive value description to the consumer.	1	2	3	4	5
X2.4	Brands on halal food products have received legality from the government and have been protected.	1	2	3	4	5
X2.5	Brands in food or beverage products have distinctive characteristics in each product	1	2	3	4	5

HALAL UNDERSTANDING (X3)

No.	Question	SS	S	KS	TS	STS
X3.1	I understand the legal status of halal	1	2	3	4	5
X3.2	It is important to eat halal food	1	2	3	4	5
X3.3	I pay attention to halal information when going to consume something	1	2	3	4	5
X3.4	By having an understanding of halal, I believe that consuming food that is not halal is a sin.	1	2	3	4	5
X3.5	Before buying a product, I look for information on how the product is processed.	1	2	3	4	5

LIFESTYLE (X4)

No.	Question	SS	S	KS	TS	STS
X4.1	I like halal food and beverage products in accordance with current trends	1	2	3	4	5
X4.2	My family influences me in buying halal food products	1	2	3	4	5
X4.3	The environment influences me in buying halal food products	1	2	3	4	5
X4.4	Many of my friends tell me to eat halal products.	1	2	3	4	5
X4.5	I am interested in halal food products because the products are of high quality.	1	2	3	4	5

PURCHASE INTENTION (Y)

No.	Question	SS	S	KS	TS	STS
Y1.1	When choosing to buy halal food products, then I will have products that many people like halal food products	1	2	3	4	5
Y1.2	There are many choices of food products, so I have to choose food products that have been labeled halal.	1	2	3	4	5
Y1.3	When I am already interested in a halal food product, then I must get the product in a halal way.	1	2	3	4	5
Y1.4	I would recommend my friends to buy halal food.	1	2	3	4	5
Y1.5	I am interested in buying halal food	1	2	3	4	5