

Attitude, Subjective Norm, and Perceived Behavioral Control on Halal Food Purchasing Behavior: A Case in Indonesia

Amelia Tri Puspita¹

¹IPB University, Indonesia

This study implements TPB theory with the aim of extending some previous research in order to examine halal food purchasing behavior in Muslim consumers. Data collection was carried out through a questionnaire with purposive sampling technique. This study uses Structural Equation Model (SEM) analysis to determine the effect of the three independent variables on halal food purchasing behavior. The results showed that there is a positive relationship between attitude and purchase intention. Attitude is an important factor in influencing consumer intention to buy halal products. Furthermore, this study also revealed that perceived behavioral control has a significant correlation with intention and satisfaction, because in collectivist cultures such as Muslim cultures, people tend to perceive themselves as interdependent with the group and tend to strive for group rather than personal goals. One limitation is that this study only reaches Halal consumers in Indonesia, especially in the city of Jakarta. Although the sample is limited, the findings from this study can be used to better understand the purchasing behavior associated with the purchase and satisfaction level of halal products.

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*Correspondence:
Amelia Tri Puspita
amelia.tri22@gmail.com

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INTRODUCTION

According to [Alam and Sayuti, \(2011\)](#), there are more than two billion Muslim population in the world spread across 112 countries, in different regions such as Organization of Islamic Conference Countries (1.4 billion), Asia (805 million), Africa (300 million), Middle East (210 million), Europe (18 million), and Malaysia (16 million) ([Omar et al., 2012](#)). Indonesia is the 14th largest country in the world in terms of land area and the 7th

largest country in the world in terms of combined sea and land area. It has an estimated population of over 261 million people and is the fourth most populous country in the world. The world's most populous island, Java, contains more than half of the country's population ([Wikipedia, 2017](#)). Indonesia is the largest Muslim-majority country and here are the 10 countries in the world with the largest Muslim populations, as recorded in [Muslimpro, \(2017\)](#):

Table 1. World's Largest Muslim Population (in Million)

No.	Country	Year (2016)
1.	Indonesia	222
2.	Pakistan	195
3.	India	183
4.	Bangladesh	149
5.	Egypt	82
6.	Turkey	79
7.	Iran	78
8.	Nigeria	74
9.	Algeria	40
10.	Sudan	39

Source: Muslimpro, (2017)

Today, the halal logo on products is no longer solely a religious issue. It has become a global symbol for quality assurance and lifestyle choices in the world of business and commerce ([Islam Online, 2005](#)). Halal is an Arabic term meaning 'permitted'. In English, it most often refers to things that are allowed according to Islamic law ([Omar et al., 2012](#)). A halal certificate or logo not only guarantees Muslims what they consume or use is in accordance with Islamic law but also encourages manufacturers to meet halal standards ([Ariff, 2009](#)). Thus, halal certificates can play an important role to assure consumers that the product has met the halal requirements of the product ([Omar et al., 2012](#)). In Arabic, it refers to anything that is permissible in Islam ([Kamali, 2003](#)). It is usually used to describe something that a Muslim is allowed to engage in, e.g. eating, drinking or using. The opposite of halal is haram, which in Arabic means forbidden or prohibited. Hence, a halal product is one that is shariah-compliant, i.e. does not use haram materials, exploit labor or the environment, and is not harmful or intended for harmful use. The halal domain can extend to all consumables such as toiletries, pharmaceuticals, cosmetics, etc. In addition, it encompasses a wide range of industry sub-sectors with elements of religious, political and financial dimensions in them ([Omar et al., 2012](#)) Muslim consumers are very

similar to other consumer segments, demanding healthy and quality products, which must also comply with Shariah requirements ([Al Harran & Low, 2008](#)). The growing halal product market represents a significant opportunity for international product companies, not only in Muslim countries but also in Western markets with significant and growing Muslim populations where halal observance is on the rise ([Hanzaee and Ramezani, 2011](#)). The global halal market is estimated to be worth US\$580 billion a year. According to [Halal Journal, \(2008\)](#), the current estimated value of the total halal market is US\$150 billion a year, but this has the potential to increase to US\$500 billion by 2010, driven by the increasing value and diversity of the consumer market, combined with strong demographic trends worldwide ([Anne-Birte, 2007](#)). Additional levels of quality certification have attracted unprecedented demand from both Muslim and non-Muslim consumers ([Patton, 2008](#)). Today, Muslim consumers are very similar to other consumer segments, demanding healthy and quality products, which must also comply with Shariah requirements ([Al-Harran & Low, 2008](#)). Halal certificates or logos not only assure Muslims that what they consume or use complies with Islamic law but also encourage manufacturers to meet halal standards ([Ariff, 2009](#)). Thus, halal certificates can play an important role

in convincing consumers that the product has met the halal requirements of the product (Omar et al., 2012).

Muslim consumers are becoming more aware and sensitive to halal requirements. Muslim consumers are looking for specialized products that are tailored to meet the needs of their religion and community (Afendi et al., 2014). They begin to question and avoid goods that are not halal certified and do not have halal markings (Sadek, 2001). However, Al-Harran and Low, (2008) state that if consumers cannot find the Halal mark, they will read the ingredients, in search of the halalness of the product to be consumed. Halal can be associated with religious fervor; and a belief in cleaner, healthier and tastier (Afendi et al., 2014). Major supermarkets are beginning to embrace and reach out to this growing community that firmly defines itself by faith (Afendi et al., 2014). Therefore, retailers are likely to understand the changing needs of Muslim consumers and they are committed to meeting these evolving demands. That is the ultimate goal of the organization which is to understand and meet the Muslim consumer lifestyle and purchasing behavior can help the company in gaining a better understanding and planning in doing business to gain a critical strategic advantage (Suwanvijit & Promsaad, 2009). In this case, the researcher chose to conduct a study on Muslim consumers' purchase intention towards Halal products, because people usually do what they want. It is important to understand the factors that influence consumer purchase intention because it can lead to the success of a company, which is agreed by Liaw, (2008), as consumers' purchase intention increases, they are likely to share their experience with people nearby, known as word of mouth. This is known as word of mouth, and will provide advice and recommendations to others. Thus, it will be able to influence other potential consumers to buy the product, more specifically, halal products sought by Muslim consumers in complying with a set of halal dietary laws, or recipes for the advancement of their well-being (Afendi Therefore, by understanding consumer purchase intentions, supermarkets, hypermarkets and retailers will be able to meet the actual needs and wants of consumers which will lead to consumer satisfaction (Espejel, Fandos, and Flavián, 2008). It is known that a satisfied consumer is likely to repeat his purchase, or in other words, change the supermarket, which is one of the goals of the company, to make a profit in the long run and to be at a competitive advantage compared to supermarket rivals. In this case, the researcher will take an in-depth look at several factors namely attitude, subjective norms, and perceived behavioral control and their influence on

purchase intention among Muslim consumers (Afendi et al., 2014). Looking at the scenario, it allows researchers to examine consumers' purchase intention of Halal products, as well as apply the Theory of Planned. Theoretically, this research is important because of its contribution to insights into how consumers become more aware of Halal issues. In addition, it provides added value to this research because it is a study in the Indonesian context. The findings of this study are expected to provide insights for academics, universities, students and even to those producers and marketers. This study is important for consumers because they will be more aware of the intention to buy Halal products, along with the intention of seeking God's pleasure by obeying His commands and enjoying the goods and gifts created for human kind, especially Muslims. Therefore, it is very important for consumers to know which category the products they buy and consume fall into, whether they are Halal, Haram, Mashbooh, Makrooh, or other categories, as classified by Shaari and Mohd Arifin, (2010).

LITERATURE REVIEW

Theory of Planned Behavior.

The TPB is an important social cognitive model that aims to explain variance in consumer behavior (Ajzen, 1991) and has proven successful in many studies (Liao, et al., 2007; Kaiser 2006). While the TPB can be considered the most influential theory in health psychology (Zemore and Ajzen, 2014), it has also been validated in the context of pro-environmental behavior (Whitmarsh and O'Neill, 2010). The TPB has also been used to study safety-related behaviors such as helmet use among motorcyclists (Ali, et. al., 2011), and occupational health-related behaviors (Colemont and Van den Broucke, 2008). There are many theories that address human behavior. One of the most researched models for predicting behavioral intentions is the Theory of Planned Behavior (TPB). It was developed based on an extension of the Theory of Reasoned Action (TRA) (Fishbein and Ajzen 1975). TRA is a social-psychological model that states that a person's actual behavior in performing a particular action is guided directly, as a central factor, by his or her own behavioral intentions, which are jointly determined by subjective norms and attitudes toward the behavior (Fishbein and Ajzen, 1975). In addition, previous research has shown that the TPB provides an excellent framework for identifying predictors of intention to purchase car-related technologies e.g. autonomous (Kelkel, 2015), environmentally friendly vehicles (Afroz et al., 2015;

Emsenhuber 2012; Moons & De Pelsmacker 2012), and determinants of halal purchase intention (Afendi et al., 2014). Ajzen, (1991) revealed that TPB is suitable for explaining any behavior that requires planning, such as entrepreneurship. In this study, the authors focus more on halal food retailers in South Jakarta. This aims to find out whether TPB theory has a positive impact or vice versa.

Attitude and purchase intention.

Attitude is an evaluation of performing a certain behavior involving an attitude object, such as buying a product (Blackwell et al., 2006). Alam and Sayuti, (2011) found that there is a significant and positive relationship between attitude and intention to buy Halal products. The results of their study indicate that the TPB model is able to explain 29.1 percent of the variance in the intention to buy halal products. Attitude is considered an important element in influencing consumer intention to buy Halal products because those who have a high positive attitude have a greater intention to intend to buy Halal products. This finding strengthens Ajzen's (1991) statement which states that attitude can be described as an important element in predicting and describing human behavior. The intention to buy halal products precedes the process before the actual purchase. Intention reflects future behavior. Attitudes are postulated to have a direct relationship with behavioral intentions (Afendi et al., 2014).

Subjective norm and purchase intention.

Subjective norms refer to perceived social pressure from others about whether or not to perform certain behaviors (Ajzen, 1991). A study by Karijin et al., (2007), cited in Afendi et al., (2014) on attitudes towards purchasing halal meat in France found that attitudes, social norms, and perceived control are significant for the intention to consume halal meat. Chang, (1998), Shimp and Kavas, (1984), and Vallerand et al., (1992) have found evidence that there is a causal path between subjective norms and intentions. Lada et al. (2009) support that subjective norms also have a significant effect on intention. In their findings, subjective norms have been shown to be the most influential driver in the intention to choose halal products. Subjective norms in Malaysia do play an important role where family members, friends and colleagues are strong reference points for individuals (Afendi et al., 2014). Empirical studies show that social influence from family and friends affects purchase intention (Kelkel 2015; Moons & De Pelsmacker 2012).

Kassim, et al. (2016) also highlighted the importance of mass media and external communication in influencing intentions towards a product, which can be considered as part of social norms. Moons & De Pelsmacker, (2012) also included this element in their study which can also be considered for Halal food. Different consumers have different beliefs about halal products, where attitudes and subjective norms play an important role for intention (Lada, et. Al., 2009). Subjective norms are perceptions of social pressure that influence consumers' decisions to purchase halal food (Alam & Sayuti, 2011).

Perceived Behavioral Control and purchase intention.

Perceived behavioral control refers to factors that can inhibit behavioral performance (Ajzen, 1991) which can be categorized into two components. The first part is self-efficacy which can be defined as an individual's confidence in his or her ability to perform a behavior. The second part, on the other hand, is referred to as facilitating conditions, referring to the availability of resources needed to engage in a behavior (Tan and Teo, 2000). Alam and Sayuti, (2011) in their study found that perceived behavior is not a critical predictor of behavioral intention to purchase Halal food in Malaysia. In contrast, cited in Afendi et al., (2014), the findings of Kim and Chung, (2011) found that perceived behavioral control is still a significant predictor that affects intention. The study also confirmed that perceived behavioral control has a positive relationship which means that a greater controlling influence in explaining variability in behavior is not unusual. This is determined by the individual's beliefs about the power of situational and internal factors to facilitate the execution of behavior. The more control and feelings an individual has about making purchases of Halal products, the more likely he is to do so (Afendi et al., 2014). The perception of how difficult it is to perform a given behavior depends on the affordability and availability of a particular product (Ajzen, 1991). Ajzen, (1991) states that perceived behavioral control is determined by individual beliefs about the strength of situational and internal factors to facilitate behavioral implementation.

Perceived behavioral control and satisfaction.

Perceived behavioral control plays an important role in the theory of planned behavior. In fact, the theory of planned behavior differs from the theory of reasoned action apart from perceived behavioral control (Ajzen, 1991). Importantly, perceived behavioral control is quite different from Rotter's (1966) concept of perceived

locus of control. Consistent with the emphasis on factors directly related to a particular behavior, perceived behavioral control refers to people's perceptions of the ease or difficulty of performing the behavior of interest. Whereas locus of control is a general expectation that remains stable across situations and forms of action, perceived behavioral control can, and usually does, vary across different situations and actions. The theory of planned behavior places the construct of self-efficacy beliefs or perceived behavioral control within the more general framework of the relationship between beliefs, attitudes, intentions, and behavior. A second reason to expect a direct relationship between perceived behavioral control and behavioral attainment is that perceived behavioral control can often be used as a surrogate for actual measures of control. The theory of planned behavior traces attitudes, subjective norms, and perceived behavioral control to the underlying basis of beliefs about behavior. (Ajzen, 1991).

Purchase intention and satisfaction.

Purchase intention refers to a consumer's plan or inclination to buy a particular product or service in the future. It is a key concept in marketing and consumer behavior research, as it helps businesses understand the likelihood of potential customers actually making a purchase. Purchase intention can be influenced by various factors such as personal preferences, price, perceived value, brand reputation, advertising, word-of-mouth recommendations, and situational factors. Analyzing purchase intention helps businesses develop effective marketing strategies and improve product offerings to better meet consumer needs and preferences.

Previous research was to determine the effect of Perceived Risk and Customer Satisfaction on Purchase Intention and Intention to Revisit Gramedia Online Surabaya (Julianto, 2009), or in other words to determine the effect of Perceived Risk and Customer Satisfaction on Purchase Intention, and Intention to Revisit. Julianto revealed that the Customer Satisfaction variable is significant to Purchase Intention and has a positive effect because the t value is 4.56. According to Bloemer et al. (1998) in Julianto (2009) states that customer satisfaction will affect purchase intention. Customer satisfaction connects service quality and purchase intention. Higher consumer satisfaction will encourage the intention to purchase products. Thus it can be concluded that the intention to purchase a product is

determined by the satisfaction felt by consumers. In the literature satisfaction is described in many ways; it rotates between several areas that describe all components of satisfaction, such as the result or response from the customer, the expectation response, or the response after using the product many times (Giese and Cote, 2002). Purchase intentions are significantly focused by consumer attitudes rather than other tools such as demographics or economic factors (Ferrell and McIntosh 1992). Theory of Planned Behavior (TPB) was proposed by (Ajzen 1991) which is an extension of his own work in 1975 presented Theory of Reasoned Action (TRA). In TRA it is argued that behavior comes out of individual intentions and that comes out of attitudes and subjective norms, both of which are a function of beliefs (i.e. social influence). In the literature, there is a lot of focus on purchase intentions and consumer behavior (Sherrel, Bloch, and Ridway, 1986), the literature says that consumer intentions are directly influenced by values, and indirectly by consumer attitudes, intentions and purchase behavior (Woodside and Pitts, 1984), purchase intentions can be seen from consumer attitudes not by other factors (Zey-Ferrell and McIntosh, 1992), as discussed in the TPB which shows our inner self and past behavior (Ajzen, 1991) is one of the best ways to understand human behavior and psyche. This model describes human behavior, but the decisions taken are at the same time caused by factors such as attitudes, norms that influence them. The term customer satisfaction has been conceptualized in various ways along different related situations (Gon, Woo, and Soojin, 2007). Arshad, (2014) revealed that there is a positive relationship or influence of purchase intention on satisfaction.

Based on the above description, it is proposed that:

H1: There is a positive relationship between attitude and intention to buy Halal food.

H2: There is a positive relationship between subjective norms and intention to buy halal food.

H3: There is a positive relationship between perceived behavioral control and intention to buy halal food.

H4: There is a positive relationship between perceived behavioral control and halal food satisfaction.

H5: There is a positive relationship between purchase intention and halal food satisfaction.

Conceptual Framework. Based on the theoretical description above, the framework developed in this study is as follows:

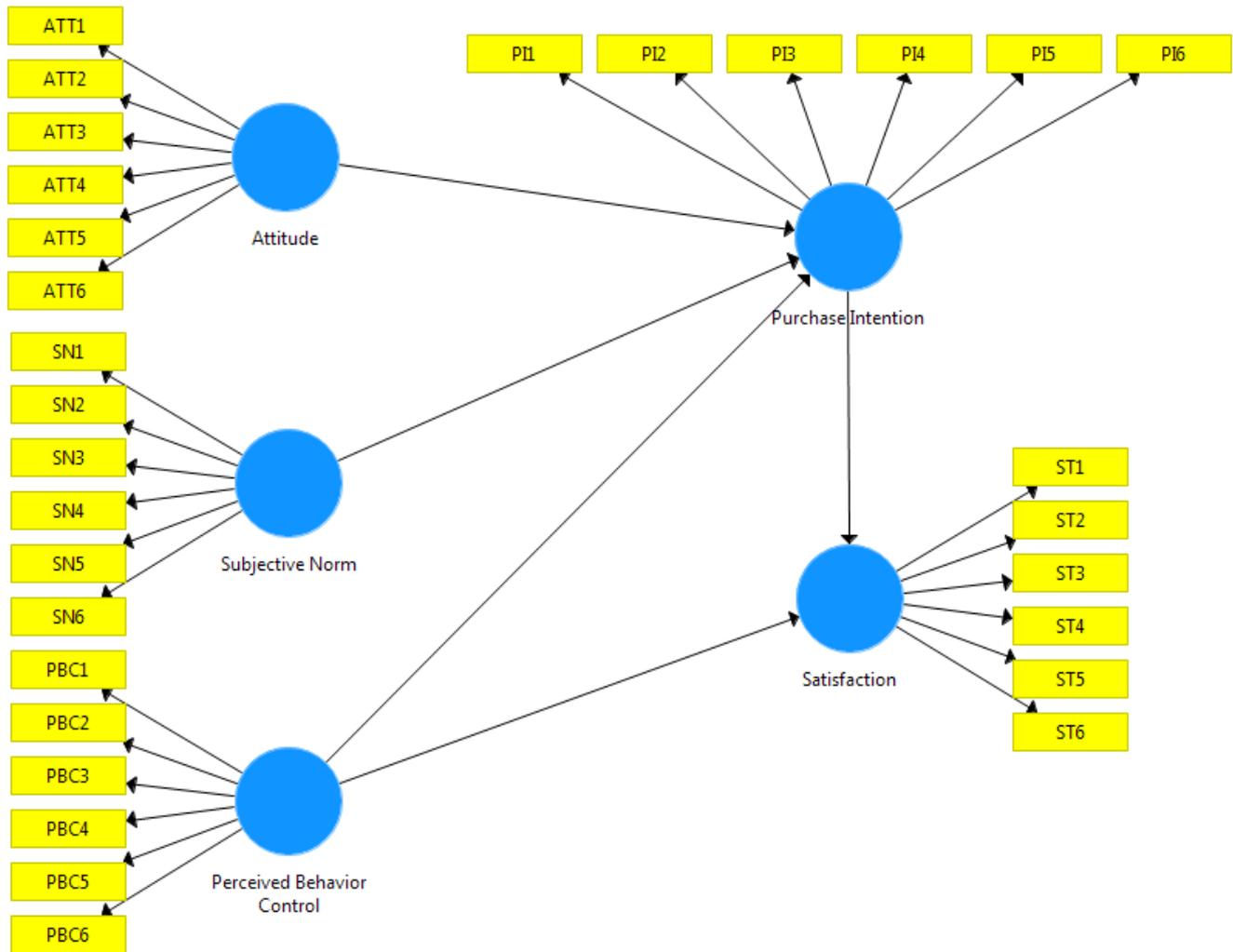


Figure 1 - Conceptual Framework

METHOD

Data collection procedures.

This study use SEM method. Structural Equation Modeling (SEM) is a statistical technique used to test and estimate complex relationships among variables. It is particularly useful in social sciences, psychology, economics, and other fields where researchers seek to understand the relationships between multiple observed and latent variables.

SEM combines factor analysis and path analysis into a single comprehensive framework. It allows researchers to simultaneously examine the measurement model (relationships between observed variables and latent constructs) and the structural model (relationships between latent constructs).

SEM can be applied in various contexts, such as testing theories, evaluating the fit of models to data, examining causal relationships, and predicting outcomes. It is often conducted using specialized

statistical software packages such as AMOS, LISREL, or Mplus. SEM requires a good understanding of both statistical principles and the theoretical underpinnings of the research domain.

The data used in this study are primary data, namely data collected directly by researchers to answer research problems or objectives. Non-probability sampling method with sampling technique, namely Purposive Sampling. Purposive sampling technique is one of the sampling techniques where the sample is selected based on certain considerations or criteria (Sekaran, 2003). The data collected is a sample of the selected population based on several criteria, namely Muslim, and halal food consumed in the last month. The number of samples was 100 respondents. This study uses an observational research design with a cross sectional model approach. Data related to independent variables and dependent variables or resultant variables will be collected at the same time (Notoatmodjo, 2007).

Respondent profile.

Table 2 Respondent Characteristics

Description	Frequency(f)	Percentage(%)
<u>Gender</u>		
Male	74	74
Female	26	26
<u>Age</u>		
19-23	98	98
31-39	2	2
<u>Jobs</u>		
Students	85	85
Self-employed	3	3
Employees	5	5
More	7	7
<u>Income</u>		
<1.5 Million	84	84
1.5-2.5 Million	11	11
3-5 Million	2	2
>5 Million	3	3
<u>Domicile</u>		
Jakarta	5	5
Bogor	77	77
Depok	8	8
Tangerang	3	3
Bekasi	7	7

Table 2 illustrates the demographic analysis of respondents. Based on gender, there were 74 male respondents and 26 female respondents totaling 100 respondents. With this, male respondents accounted for 74% while female respondents accounted for 26% of all respondents.

The respondents targeted had a wide age range, with a plurality of respondents in the 19 to 23 age range and the fewest aged 31 to 39 years, only 2 out of 100 respondents.

Based on the respondent segment based on occupation, 85% or 85 respondents are students, followed by employees 5% or 5 respondents, entrepreneurs 3% or 3 respondents and others only consist of 7% or 7 respondents. Among having an income below 1.5 million consists of 84% or 84 respondents, in the range of 1.5-25 there are 11% or 11 respondents, the range of 3-5 million consists of 2% or 2 respondents and above 5 million there are 3% or 3 respondents.

The majority of respondents in this study live in Bogor amounting to 77% or 77 respondents. Other areas such as Jakarta, Depok, Tangerang and Bekasi do

not dominate, namely 5% or 5 respondents, 8% or 8 respondents, 3% or 3 respondents and 7% or 7 respondents respectively.

RESULT AND DISCUSSION

Evaluation of sample adequacy.

To answer research questions about the relationship between variables, a structural equation model is used. In this case, model testing will use the help of SmartPLS v 3.0M software. SmartPLS uses the Partial Least Square (PLS) approach. PLS is an alternative model estimation method for managing Structural Equation Modeling (SEM). Sample size plays an important role in estimating and interpreting research results. According to [Hair et al. \(2010\)](#), statistical test results are very sensitive to the size of the sample size. The exact size of the sample size in most scientific studies ranges from 30 to 500 respondents ([Sekaran, 2003](#)). Researchers distributed questionnaires as an instrument of this study and took a sample of 100 people to represent the existing population.

Table 3. Validity and Reliability Test Results

Indicator	Scale	Loading Factor	Crobanch Alpha	Composite Reliability
Attitude			0.695	0.785
ATT1	Consuming halal-certified food is important to me	0.814		
ATT2	I want to consume halal certified food	0.825		
ATT3	Consuming halal-certified food is positive for me	0.737		
ATT4	My family members also buy halal food products	0.362		
ATT5	I believe halal food is cleaner and healthier than non-halal food.	0.405		
ATT6	Consuming halal food will have a positive impact on individual behavior	0.475		
Subjective Norm			0.773	0.836
SN1	My family influences me to eat halal-certified food	0.769		
SN2	People I respect influence me to consume halal-certified foods	0.711		
SN3	My family members prefer halal food while traveling	0.744		
SN4	Eating halal food is standard practice in my family	0.716		
SN5	My close friends think I should choose halal food	0.694		
SN6	My family and friends prefer halal over non-halal restaurants	0.399		
Perceived Behavior Control			0.752	0.822
PBC1	I have the opportunity to consume halal-certified food	0.787		
PBC2	My family members prefer halal food while traveling	0.663		
PBC3	I consume halal products because they are environmentally friendly	0.745		
PBC4	Consuming halal food products is a natural way of life	0.735		
PBC5	I think it is easy to consume halal food	0.661		
PBC6	Prices at halal restaurants are affordable and reasonable	0.316		
Purchase Intention			0.759	0.830
PI1	I want to eat halal-certified food for daily consumption	0.689		
PI2	I am willing to pay more for food products with the official halal logo	0.601		
PI3	I intend to buy halal food products in the future	0.715		
PI4	I prefer to buy halal products even if the brand is not popular	0.757		
PI5	I will not visit a restaurant that is still in doubt about its halalness.	0.627		
PI6	I will only eat at restaurants that are labeled halal	0.628		
Satisfaction			0.842	0.879
ST1	I am satisfied to choose halal labeled food	0.729		
ST2	Halal labeled food meets my expectations	0.792		
ST3	For me, choosing halal-labeled food is very wise.	0.580		
ST4	I feel comfortable with halal labeled food	0.811		
ST5	I am happy to eat food labeled halal	0.808		
ST6	I think eating halal food is a good idea	0.702		

Validity and Reliability Test Results.

Cronbach's Alpha and Composite Reliability on each construct > 0.70, meaning that all constructs in this study are reliable or respondents' answers are consistent. In addition, to determine whether the measuring instrument is valid or not, researchers do another way by looking at the value of each loading factor on each indicator. This can be seen in the table above which

shows that all measuring instruments in this study have a factor loading value > 0.60.

Model fit evaluation.

The data in this study were analyzed using the Structural Equation Model (SEM) with Smart-PLS statistical software. The figure below presents the complete data analysis using SEM.

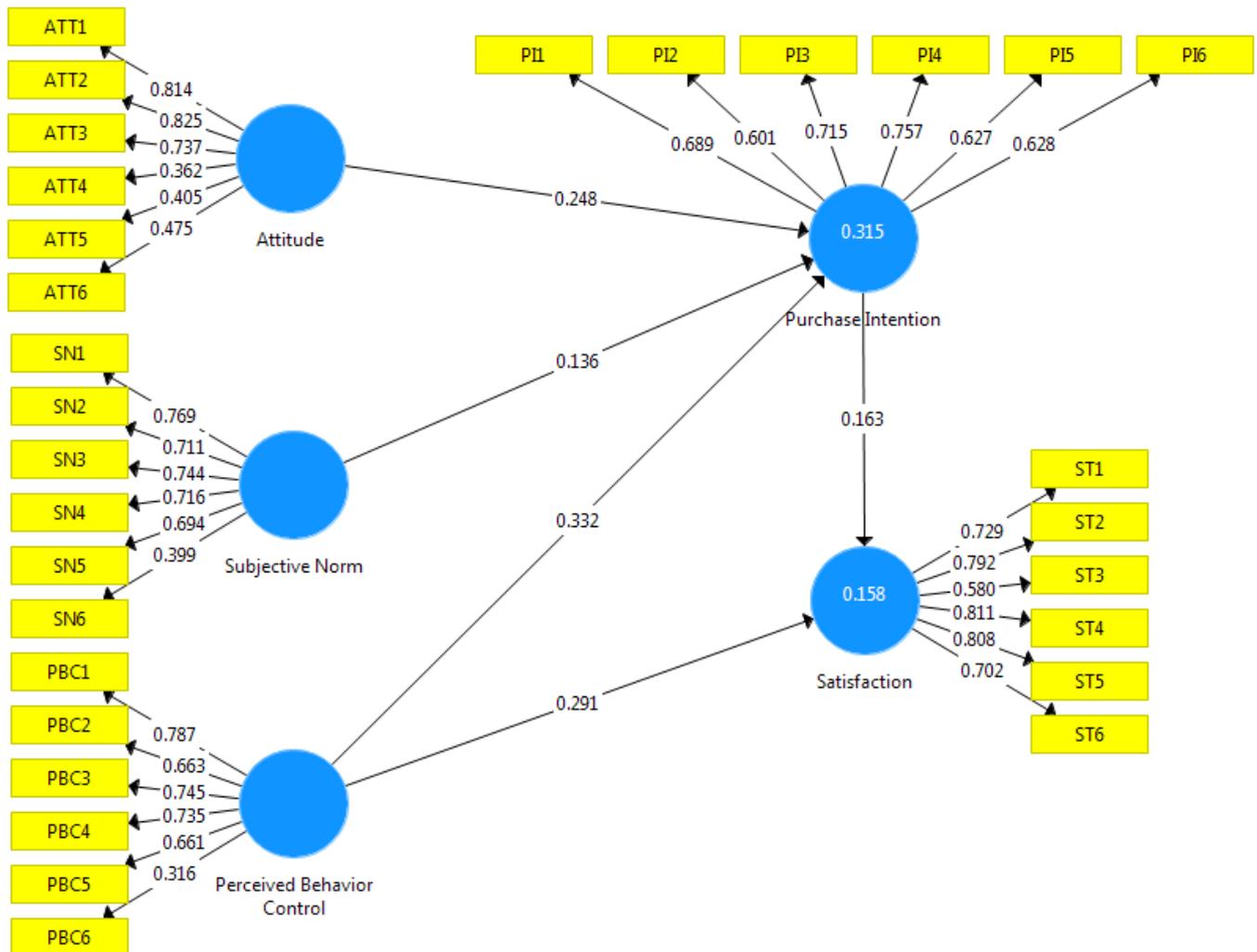


Figure 2 - Full Structural Model

Hypothesis testing results. The results of hypothesis testing in this study are as follows:

Table 4. Hypothesis Testing Results

Hypothesis	P-value	Significance
H1 Attitude (X) -> Purchase Intention (Y)	0.007	Accepted
H2 Subjective Norm (X) -> Purchase Intention (Y)	0.229	Rejected
H3 Perceived Behavioral Control (X) -> Purchase Intention (Y)	0.006	Accepted
H4 Perceived Behavioral Control (X) -> Satisfaction (Y)	0.002	Accepted
H5 Purchase Intention -> Satisfaction (Y)	0.133	Rejected

Table 4 shows that based on data analysis using PLS software, 2 hypotheses are rejected and 3 hypotheses are accepted. This study tries to find new insights and also refers to previous research in the context of halal food in various locations. Theory of Planned Behavior is used as the main concept with the aim of expanding previous research examining halal food purchasing behavior. One of the reasons is because in Jakarta as the capital city of Indonesia there has been an increase in consumer demand for halal products, encouraging increased investment and trade in the industry, not only local companies, but also multinational companies (Industri, 2017). And in terms of industry, the culinary sector ranks first with a contribution of 41.69% to the creative economy of GDP in Indonesia (Bekraf, 2017).

The relationship between attitude and purchase intention is highly significant at a P value of 0.007 (<0.05) and the correlation is positive. Therefore, these results support Hypothesis 1 which predicts that attitude has a relationship with purchase intention among consumers towards Halal products. And also we can say that consumers with a high positive attitude have a greater intention to purchase Halal products or vice versa. The results showed that there is a positive relationship between attitude and purchase intention. Attitude is an important factor in influencing consumer intention to buy Halal products because those with a high positive attitude have a greater intention to intend to buy Halal products. Social pressure can compensate for high favorability in building intention to buy Halal products in that culture (Afendi et. Al., 2014). Attitude is an individual's positive or negative feelings about doing (Ajzen, 1991). Several previous studies have found that attitude has a significant direct relationship with purchase intention (Baker, et. Al., 2007; Kim and Forsythe, 2010; Kim and Park, 2005; Yoo and Norton, 2007).

Hypothesis 3, which predicts that perceived behavioral control is positively related to purchase intention, is supported by the significant test results. The correlation between perceived behavioral control and purchase intention is highly significant at a P value of 0.006 and the correlation is positive. This is because control can directly influence behavior by increasing efforts to achieve goals. The results showed that there is a positive relationship between perceived behavioral control and purchase intention. In collectivistic cultures such as Muslim cultures, people tend to perceive themselves as interdependent with the group and tend to strive for group rather than personal goals (Karijin et

al., 2007) cited in Afendi et. al., (2014). This is in accordance with the research findings that subjective norms are important in influencing consumer buying interest, especially Indonesian consumers as a collectivistic country. The relationship is a positive relationship, which means that the greater the influence of control in explaining variability in behavior is not unusual. Eagly and Chaiken, (1993) and Bonne and Verbeke, (2006) summary studies on various behavioral criteria have reported similar findings.

The relationship between perceived behavioral control and satisfaction is highly significant at a p value of 0.002 (<0.05) and the correlation is positive. Thus, the significant test results support hypothesis 4 which predicts that perceived behavioral control has a positive relationship with satisfaction. These results fully support the theory of planned behavior which traces attitudes, subjective norms, and perceived behavioral control to the underlying foundation of beliefs about behavior (Ajzen, 1991). Perceived behavioral control plays an important role in the theory of planned behavior. The theory itself differs from the theory of reasoned action in addition to perceived behavioral control (Ajzen, 1991). Consistent with the emphasis on factors directly related to specific behaviors, perceived behavioral control refers to people's perceptions of the ease or difficulty of performing the behavior of interest. Whereas locus of control is a general expectation that remains stable across situations and forms of action, perceived behavioral control can, and usually does, vary across situations and actions (Ajzen, 1991).

CONCLUSION

In the TRA it is proposed that behavior comes out of individual intentions and that it comes out of attitudes and subjective norms, both of which are a function of beliefs (i.e. social influence). As discussed in TPB that showing the inner of self and the past behavior (Ajzen, 1991) is one of the best ways to understand human behavior and psyche. This model describes human behavior, but the decisions taken are also caused by factors such as attitudes, norms that influence them. The term customer satisfaction has been conceptualized in various ways along different related situations (Gon, Woo, and Soojin, 2007). However, there are some limitations related to this research. One of the limitations is that this research only reaches Halal consumers in Indonesia, especially in the city of Jakarta. Therefore, it is recommended that future research be carried out in other developing countries, so that future researchers have new insights into halal products. A

higher number of responses will allow for more robust statistical analysis. Although the sample is limited, the findings from this study can be used to better understand purchasing behavior related to the purchase and satisfaction level of halal products.

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