

The Factors Influence On The Intention To Buy Halal Food Products In Indonesia

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Abstract

Indonesia has the largest Muslim population in the world. It has become a fact of the world and all countries are scrambling to seize a golden opportunity in the halal industry. In addition, food categorized as Halal has increasing acceptance worldwide.

This research is important due to provides insight into how consumers are becoming more aware of changing Halal Food Lifestyle, Halal Awareness, Sharia Compliant, and Halal Certification in Indonesia. The study aimed to examine the causal relationship among variables analysis of Halal Awareness, Sharia Compliant, Halal Certification, Customer Perceptions, and Halal Food Lifestyle that influence the Intention to Buy of Halal Food Product. This study employs a qualitative analysis approach uses a Structural Equation Model (SEM) with Partial Least Square (PLS) approach to analyze the data obtained from the online application of questionnaires which is designed to resemble the Likert scale and was previously tested on the validity and reliability

This study shows that Halal Awareness, Sharia Compliant, Halal Certification, Customer Perception and Marketing of Halal Food Lifestyle positively and significantly impact the Intention to Buy Halal Food Products In Indonesia.

Keywords: Halal Awareness, Sharia Compliant, Halal Certification, Marketing of Halal Food Lifestyle, Intention to Buy.

INTRODUCTION

Changes in lifestyle, tastes and preferences, as well as income and a fairly high level of education have undergone a considerable transformation of the food industry in the world. Therefore, there is a shift towards food with quality, good nutrition and more comfortable for consumers. In general, with the increasing number of consumers (especially Muslims) who are increasingly aware and looking for

information on halal products. This realization has caused Muslim and non-Muslim customers to gradually become more preserve of what they will consume. Furthermore, religion is a potential personal factor is one of the reasons for the formation of consumption decisions, especially among Muslims. In research, despite his religious beliefs, the concept of halal has become a perception that halal products are healthy products and suitable for purchase and consumption. In the Islamic view, the word halal in Arabic refers to "allowed" which is an important concern and obligation for all Muslims worldwide. For Muslims, the law of eating halal food refers to QS Al Baqarah verse 168. The general understanding is that halal products should not be contaminated with pigs or alcohol and livestock should be slaughtered in accordance with Islamic law (Rezai and Shamsudin, 2012; Abdullah and Ireland, 2012; Mohamed et al., 2014; Yunus, et al., 2014; Awan et al., 2015; Rahman et al., 2015; Budhijana, 2022).

Regarding consumer awareness and concern, Muslim consumers who have different religious groups are more aware and sensitive to halal and haram than Muslim-majority countries where everything is considered halal. Southeast Asian countries such as Indonesia, Singapore and Malaysia pay much more attention to halal food than other countries in the Middle East. According to a report titled "Muslim 500 Edition 2022" published by the Royal Islamic Research Center for Strategic Studies (RISSC), Indonesia has 231.06 million Muslims. Indonesia has the largest Muslim population in the world. This figure is equivalent to 86.7% of the total population of Indonesia. Indonesia's Muslim population also accounts for 11.92% of the world's total population. It has become a fact of the world and all countries are scrambling to seize a golden opportunity in the halal industry. Moreover, countries with a non-Muslim majority, including Thailand, South Korea and Japan, are currently working on standardizing products to obtain halal labels. The Global Islamic Economy Report 2016/17 states the global Muslim population spends more than US\$1.9 trillion on products and services in the halal economic sector. Indonesia with the largest Muslim population country in the world has the largest consumer of halal products in the food and beverage industry, with a total expense of US \$ 155 billion in the food and beverage industry. Reporting by central bureau of statistic, the highest growth came from the restaurant and hotel component of 16.79%. This is what makes the allure for companies in doing business in the food sector in the halal context in Indonesia (Alqudsi, 2014; Akyol and Kilinc, 2016; Rahmayani, 2017; Databoks, 2021).

In the food industry, there are already variants of food from other countries that have entered the territory of Indonesia, one of which is Japan. Japan is one of the few countries in Asia that is popular all over

the world. A survey that has been released by JETRO (a Japanese government organization that has tasks in the field of trade and investment), Japanese food has become a prima donna in the choice of food categories and was ranked 83% in 2013 as the category of favorite food choices abroad that are in great demand by the Indonesian people. It is still a question in the minds of the public, especially Muslims, regarding the halal status of food that Japanese restaurants have served because of the halal certification that is not yet clear by the restaurant. This began in 2013 with the emergence of discussions in discussion forums on the Kaskus platform which mostly discussed the halal status of Japanese restaurants Sushi Tei. However, after 16 years of opening in 2019, Sushi Tei Indonesia officially received MUI certification from LPPOM MUI. Sushi Tei admits that the most difficult thing that has been passed in this process is to replace raw materials containing illicit ingredients into halal raw materials, without compromising the quality and taste of typical Japanese food (Wibisono, 2017; Mutiah, 2018; Akhyar & Pramesti, 2019; LPPOM MUI, 2019).

In addition to paying attention to the halal side of a product, consumers' purchase intentions are also influenced by the consumer's perception and their social environment, commonly referred to as Customer Perception (Santoso et al., 2022). The social environment in which a person is located can influence the lifestyle of the person and can make a person's perceptions influenced towards the person's use of products and consumption. Furthermore, not only Customer Perception, producers who use products and prioritize halal as the core of their marketing to reach Muslims as their target market are also a concern and are used by some researchers to see their influence on consumers' purchasing intentions. In the promotion of Halal Food Lifestyle, including religious elements is an important factor that marketers need to consider. With the increasing demand for halal products and services, coupled with the profitability of the halal segment, research by the Muslim community on halal food and its consumption patterns remains very preferable to research (Awan, Siddiquei, and Haider, 2015; Suparno, 2017; Budhijana, 2022).

In addition, this research is motivated by perspectives of the Halal food industry growth with different cultural environments in Indonesia. In theory, this research is important because it provides insight into how consumers are becoming more aware of Halal Lifestyle, Halal Awareness, Sharia Compliant, and Halal Certification in Indonesia. This study employed a survey method through the application of questionnaires. The study aimed to examine the causal relationship among those variables, entitled the factors influence on the intention to buy halal food products in Indonesia

Consumer Behavior

Consumer behavior is an action consumers take to achieve and meet their needs including for the use, consumption, and end of goods and services, and decisions that precede and follow are included in the process (Sangadji and Sopiah, 2013). There are several stages of consumer behavior according to Sangadji and Sopiah (2013), including as follows:

1. The initial stage where consumers feel that there is a need and desire
2. Furthermore, consumers began to try to get the product they were looking for, explore information about the product, look for prices and distribution.
3. Consumers begin to consume, use and evaluate the products that have been used
4. Finally, after purchase, the consumer will feel whether he is satisfied or not with the product.

Halal Concept

(Tyasara, 2021) stated, the concept of halal in Islam includes halal from the management process, meaning that halal food must be obtained in a halal way as well. The method or process of processing must also be correct. Animals, such as goats, chickens, cows, if slaughtered in a way that is not in accordance with Islamic law then their meat becomes haram. Here is a postulate about halal and haram food: It means: "Verily Allah forbids for you carcasses, blood, pork, and animals which (when slaughtered) are called (names) other than Allah. but Whoever is in a State of compulsion (to eat it) while He does not want it and does not (also) go beyond the limit, then there is no sin for him. Verily Allah is All-Forgiving and All-Merciful." (QS. Al Baqarah: 173)

Furthermore, it is halal in substance, this means that halal food must be made of halal ingredients as well, not containing elements that are forbidden according to Shari'a. For example, rice, egg milk, and others. The last one is halal from how to get it, halal food must be obtained in a halal way as well. Something lawful but the way it is obtained is not in accordance with religious law would be haram. So even though eating food in terms of substances is halal, getting it by stealing, deceiving, and others becomes haram (Erdem, Varinli, & Yildiz, 2015; Tyasara, 2021).

Halal Awareness

Halal awareness can be ideological as a stage of obtaining information to increase the level of awareness about what Muslims can eat, drink, and use. consciousness halal can be conceptualized as a level of understanding contemporary issues regarding halal and applying accumulated knowledge to shape perceptions on the subject.

Awareness in this case is also reflected in whether consumers can track the signs of halal food or remember them at some point (Erdem, Varinli, & Yildiz, 2015).

Sharia Compliant

Sharia Compliant is a passion for one's religion, including symbols, beliefs, values, and behaviors driven by spiritual power. Certain groups with diverse religious beliefs tend to choose purchasing decisions based on their religious identity. Religious knowledge and beliefs are the best guide in choosing a person's food consumption because some beliefs have food restrictions. Overall, consumers with religious or Muslim religious beliefs will consider buying a product more if they believe it does not violate or contradict their religious beliefs (Ambali & Bakar, 2013; Pramintasari and Fatmawati, 2017).

Halal Certification

Today Muslim consumers are confronted by a rather dubious selection of products and services. This is a demand for a group of producers to include halal certifications that are useful for making consumers interested and feel confident (Ambali & Bakar, 2013). There was a fundamental change in the halal certification process after the issuance of Law No. 33 of 2014 concerning Halal Product Guarantee. One of them is that the halal certification process is carried out through the parties' synergy, not only by the Indonesian Ulema Council (MUI). The Ministry of Religious Affairs through the Halal Product Assurance Organizing Agency (BPJPH) explained that there are three parties involved in the halal certification process of a product submitted by business actors, namely BPJPH, halal inspection agencies or LPH, and MUI. Each party already has its duties and responsibilities in the halal certification stage, from the submission of the product owner to the issuance of a certificate (KEMENAG RI, 2022).

Customer Perception

Perception is where people select, set and interpreting information to creating big picture meaning. Perception can be defined as a process by categorizing and interpreting to be selective. Factors that can influence a person's perception are a person's characteristics in perception and situational factors. Personal and social situational factors derived from perceived behavior control, attitude, and subject norms. Personal assessment of each individual seen as a response from the environment to not carrying out or carrying out certain behaviors is a concept of the subject norm. If the environment's circumstances can influence the desired behavior, it is very possible for the individual to carry out the behavior. Attitude includes the entirety of the assessment related to a person's behavior, using two underlying elements: outcome evaluation and behavioral beliefs. Perceived

behavior control means a perception of a person's beliefs regarding their ability to carry out certain behaviors (Nurcahyo and Hudrasyah, 2017; Pramintasari and Fatmawati, 2017).

Halal Food Marketing and Lifestyle

Marketing in terminology is identifying and meeting human and social needs. Marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy buyers' needs. The Halal Food Lifestyle is a development of the previous marketing concept by adding aspects of compliance with Islamic law (Sharia Compliance) in forming consumer values. When marketing halal products, understanding consumer behavior is important in the food industry in order to have the same marketing standards as other conventional food industries (Wilson, 2012; Salehudin & Mukhlis, 2012; Herlambang, 2014; Pramintasari and Fatmawati, 2017; Prabowo et al., 2022).

Intention to Buy

Intention reflects a behavior in the future, Intention to buy as a previous process in actual purchase. Intention to buy is the tendency of consumers to purchase a or make any decision concerning the purchase and is measured in the possibility that consumers will buy it. The intention to buy halal food is often used as a benchmark marketers use in sales evaluation and market share estimates. In understanding the needs and expectations of consumers, the intention to buy is one of the things that is very helpful in the assessment (Danibrata et al., 2023; Nurcahyo & Hudrasyah, 2017; Putri & Rimadias, 2019).

RESEARCH METHODS

The object of the study was customers of Halal Food Products with the target respondents who were in the territory of Indonesia. The data collection method in this study used an online survey or questionnaire with the SmartPLS application tool.

Analysis of the effects on the intention to buy Halal Food Product uses a Structural Equation Model (SEM) with Partial Least Square (PLS) approach. PLS is a components or variants-based structural equation model. PLS is a powerful method analysis because it is not based on assumptions, so the data does not have to follow standard distribution, and the sample size also does not have to be large (Suroso et.al., 2018). In SEM analysis with PLS, two prerequisites must be achieved, namely:

Evaluation of Outer Model

There are 3 criteria to value the outer model: the validity of convergent, discriminant, and composite. Convergent validity assessment is based on the correlation between the item or component scores that PLS calculates. Outer model with formative indicator is evaluated based on

its substantive content, by comparing the statistical significance of the estimated weight value. Formative indicator cannot be analyzed by observing the value of convergent validity and composite reliability but can be analyzed by observing statistical value that is significantly matched with bootstrapping calculation.

Evaluation of Inner Model

The testing of inner model or structural model is made to see the relationship between constructs, the significant value, and R-square of the study model. Structural model was evaluated using the R-square for dependent constructs, the Stone-Geisser Q-square test for predictive relevance, the t-test, and the significance of the structural lines coefficient parameters. Based on the study model between variables, the hypotheses used are:

- H1 - Halal Awareness affects Intention to buy
- H2 - Sharia Compliant affects Intention to buy
- H3 - Halal Certification affects Intention to buy
- H4 - Customer Perception affect Intention to buy
- H5- Halal Food Marketing and Lifestyle affects Intention to buy

FINDINGS AND DISCUSSION

Data Analysis Research

This study use Structural Equation Modelling (SEM) method, which is used to determine the structure and magnitude of employee's performance as independent latent constructs (endogenous) through system quality, information quality, system use, and user satisfaction as dependent latent constructs (endogenous). The method is analyzed with Partial Least Square (PLS), processed with SmartPLS v.3.2 software. The result of the analysis can be seen in Figure 1. Once the model is established with SmartPLS, the model feasibility test will be held with two phases, namely the outer and inner model.

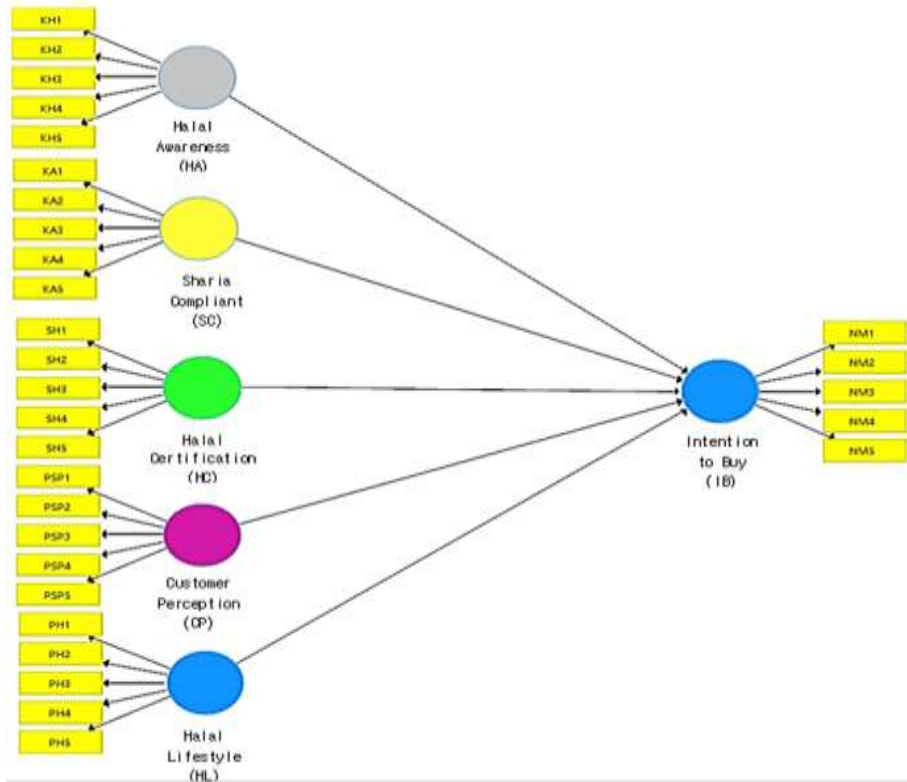


Figure 2: Model Effect of Halal Food Products

(Source : primary data results processed 2022)

Evaluation of Outer Model

The criteria and standardization to value evaluation of outer model can be seen in Table 1 below. Table 1: Criteria and Standardization of Evaluation of Outer Model

Criteria	Standard	Remark
Convergent validity	Loading Value > 0.50	Used to assess the indicators in reflecting the latent constructs . If the value of < 0:50 , the indicator should be removed (Chin & Marcoulides, 1998)
Discriminant validity	Rated cross correlation indicator loading latent constructs to be greater than other latent constructs	Measuring accuracy of the model of reflection.

Composite reliability	$\rho_c > 0.6$	Stability and internal consistency of a good indicator
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1. Convergent Validity

Convergent Validity value used to measure the level of interrelation indicator reflection. The reliability indicator reflected by loading factor, which reflects the strength of interrelation between the construct and its indicators.

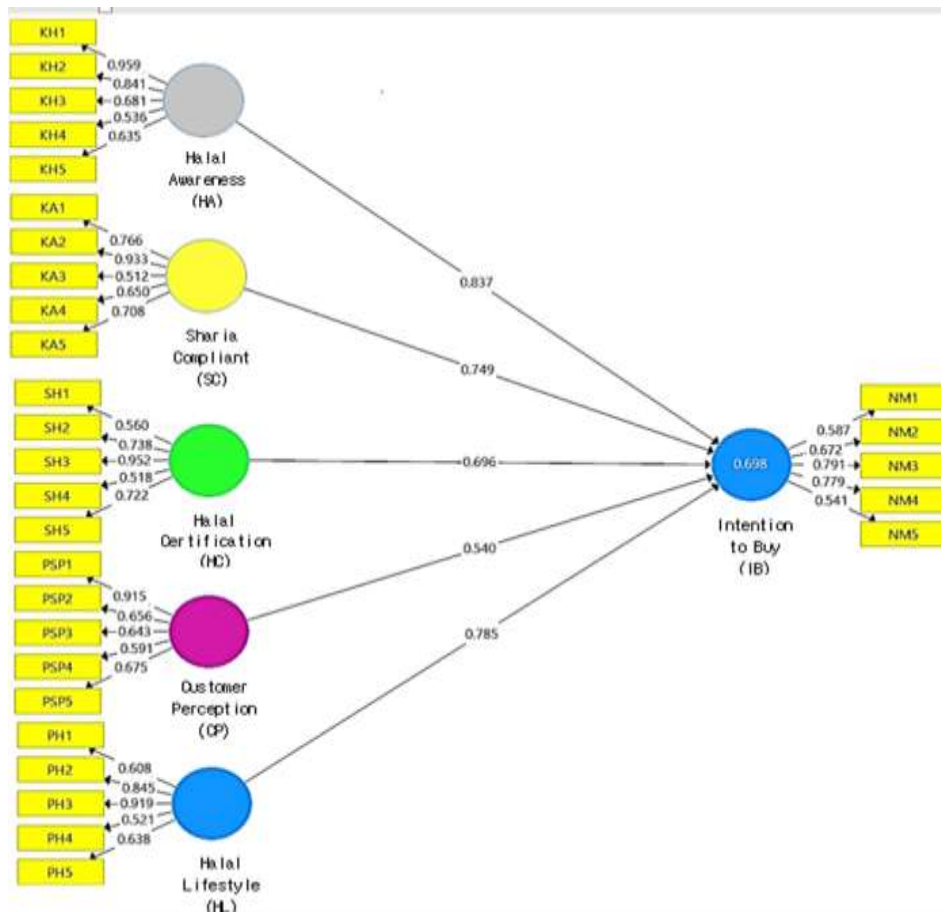


Figure 3: Value of Loading Factor Indicator

(Source: Results of primary data that is processed, 2022)

In Figure 3 shown that there are several indicators, which have not a smaller, loading factor value of 0.5. According to Chin (1998), if the value of the loading factor is greater than 0.5, then it will not be eliminated from the model. However, to ensure whether the indicator should not be removed can be seen on the Validity Average Value (AVE). Table 3 shows the value of AVE where HA, SC, HC, CP, and LS variables are greater than 0.5 so that the indicator of loading factor is not eliminated. This figure shows that the value of the overall loading factor indicators match the criteria of convergent validity.

2. Discriminant Validity

Discriminant Validity value employed cross loading factor that is useful

to determine whether the construct has sufficient discriminant by comparing the certain loading value in latent construct with the other construct's loading value. If the quality indicators system illustrates the reflection of system quality, then the value of correlation indicators in system quality should be greater than the other latent variables.

Table 2: Cross Loading Value

Indicators	Sharia Compliance (SC)	Halal Awareness (HA)	Intention to Buy (IB)	Halal Food Marketing and Lifestyle (HL)	Customer Perception (CP)	Halal Certification (HC)
KA1	0,761	0,210	0,079	0,217	0,147	-0,002
KA2	0,944	0,176	0,146	0,202	0,115	-0,016
KA3	0,625	0,434	-0,030	0,127	0,047	0,146
KA4	0,801	0,210	-0,003	0,002	-0,066	-0,095
KA5	0,775	0,225	0,001	0,132	0,026	0,135
KH1	0,274	0,814	0,004	0,009	-0,037	0,065
KH2	0,445	0,749	-0,023	0,114	0,081	0,185
KH3	0,476	0,902	-0,120	0,077	-0,174	0,260
KH4	0,388	0,677	-0,050	0,011	0,010	0,200
KH5	0,526	0,709	0,067	0,118	-0,001	0,122
NM1	0,050	-0,147	0,753	0,128	0,336	-0,133
NM2	0,399	-0,211	0,681	0,125	0,007	-0,132
NM3	0,097	-0,111	0,781	0,178	0,283	-0,153
NM4	0,177	-0,047	0,833	0,254	0,293	-0,180
NM5	0,514	-0,100	0,695	0,084	0,089	-0,071
PH1	0,169	0,086	0,067	0,702	0,080	0,012
PH2	0,208	0,080	0,135	0,697	0,308	0,020
PH3	0,109	0,076	0,033	0,854	0,114	-0,030
PH4	0,131	-0,080	-0,065	0,668	0,045	-0,081
PH5	0,143	-0,088	0,181	0,742	0,230	-0,097
PSP1	-0,068	0,211	-0,066	-0,015	0,722	0,079

PSP2	0,003	-0,127	0,214	0,099	0,663	-0,198
PSP3	0,190	-0,107	0,185	0,339	0,637	-0,009
PSP4	0,094	0,160	0,180	0,208	0,671	0,033
PSP5	0,022	-0,161	0,140	0,134	0,889	-0,109
SH1	0,101	0,287	-0,101	0,078	-0,128	0,593
SH2	0,115	0,112	0,064	0,084	-0,065	0,713
SH3	0,095	0,041	0,116	0,220	0,099	0,610
SH4	-0,047	0,497	-0,050	0,093	-0,090	0,694
SH5	0,051	0,092	-0,079	0,146	-0,016	0,743

The analysis results in Table 2 prove that the indicators that reflect constructs in this study are valid.

3. Composite Reliability

Composite Reliability is an index that indicates the reliability of a measure tool.

Table 3: Composite Reliability Value

Variable	Composite Reliability	AVE	Cronbach's Alpha
Halal Awareness	0,878	0,603	0,837
Sharia Compliant	0,861	0,559	0,725
Halal Certification	0,829	0,641	0,715
Customer Perception	0,843	0,533	0,854
Halal Food Marketing and Lifestyle	0,825	0,608	0,871
Intention to buy	0,751	0,649	0,730

Source: Results of primary data that is processed, 2022

In Table 3 it can be seen that the composite reliability values for each indicator in the study had values that greater than 0.60 which indicate a good indicator of stability and consistency. Reliability test can be enhanced by seeing the value of Cronbach 's Alpha. The expected value is greater than 0.60.

From the test results on Table 3, the value of composite reliability and Cronbach 's Alpha value match model's criteria so that it can be declared a good value for hypothesis testing.

Evaluation of Inner Model

Structural model test conducted to examine the relationship between latent constructs. Inner structural models were evaluated using the values of R - Square (R^2) for the dependent latent variables. According to Chin (1998), the R - Square value classified in three groups, namely 0.67 (strong), 0.33 (moderate) and 0.19 (weak) .

Table 4: R Square Value

	R Square
Intention to purchase	0,698

Source: The results of processed primary data, 2022

From Table 4 it can be seen that the ability of system quality and information quality variable on user satisfaction, R Square for 0.698, or 69,80 %, according to Chin (1998) and Ghazali (2014), therefore, it can be interpreted that the variable of intention to buy can be influenced by halal awareness, Sharia Compliant, Halal Certification, Customer Perception and Halal Food Lifestyle of 69.80% (0.698 x 100%) in the model belonging to the strong category. So that 30.02% (0.30 x 100%) is influenced by other variables.

Hypothesis Testing

Hypothesis testing is done by analyzing the bootstrapping on coefficient path which compare the T-count with T-table value. If the T-count value exceeds the T-table value of 1.98, then the hypothesis formulation is accepted.

Table 5: Hypothesis Testing of Output

Hypothesis	Sample Original (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
HA → IB	0,837	0,208	0,136	2,837	0,040
SC → IB	0,749	0,564	0,137	5,749	0,004
HC → IB	0,696	0,204	0,182	2,696	0,029
CP → IB	0,540	0,278	0,095	4,540	0,011
HL → IB	0,785	0,138	0,126	2,009	0,031

Source: The results of processed primary data, 2022

Predictive Relevance (Q^2)

Based on the calculation of the SmartPLS results table 6 below, it is obtained that the Q^2 value is greater than zero, so it provides evidence that the model has predictive relevance but if the Q^2 value obtained is below zero, it shows that the model does not have predictive relevance (Chin & Marcoulides, 1998; Ghazali, 2014), this result shows that the value studied has been well constructed.

Table 6 Predictive Relevance Test Results (Q^2)

	$Q^2 (=1-SSE/SSO)$
Intention to Buy	0,512

Source: Primary data processed (2022)

(1) Goodness of Fit

Based on the table 7 below in the value of 0.227, the condition of this GoF value is said to match if the value is between 0-1. The results of the table above show that the models in this study are suitable

Table 7 Goodness of Fit Test Results

	Saturated Models	Estimated Models
Normaled fit index (NFI)	0,227	0,227

Source: Primary data processed (2022)

2. Discussion

(1) The Effect of Halal Awareness on the Intention to Buy Products (H1)

The influence of halal awareness on the intention to buy influences the largest impact, due to the estimated value shows a positive result of 0,837, for the P-Value of the hypothesis is $0.040 < 0.05$ which means that the P-Values value is positive, and the t-statistics value is $2.837 > 1,976$ (t 5% significance table). Based on the results of this hypothesis, halal awareness has a positive and significant influence on the intention to buy, which is supported by data processing results. The result of proving the hypothesis in this study is that there is a positive and significant influence caused in the relationship of halal awareness to the intention to buy, the results of this study are in line with the results of research conducted by Awan et al., (2015) that halal awareness was found to have a positive influence on the intention to buy halal products.

(2) The Effect of Sharia Compliant on the Intention to Buy Halal Food Products (H2)

The influence of Sharia Compliant on the intention to buy has an influence, because the estimated value shows a positive result of 0,749,

for the P-Value of the hypothesis is $0.004 < 0.05$ which means that the P-Values value is positive. The t-statistics value is $5.749 > 1,976$ (t 5% significance table). Based on the results of this hypothesis, halal certification has a positive and significant influence on the intention to buy which is supported by the data processing results. The result of proving the hypothesis in this study is that there is a positive and significant influence caused in the relationship of Sharia Compliant on the intention to buy, the results of this study are in line with the results of research conducted by Ahmad et al. (2015) also shows that religiosity has more influence on behavior compared to knowledge related to halal.

(3) The Effect of Halal Certification on The Intention to Buy Halal Food Products (H3)

The effect of halal certification on the intention to buy has an influence, because the estimated value shows a positive result of 0,696, for the P-Value of the hypothesis is $0.029 < 0.05$ which means that the P-Values value is positive. The t-statistics value is $2.696 > 1.976$ (t significance table 5%). Based on the results of this hypothesis, halal certification has a positive and significant influence on the intention to buy which is supported by the data processing results. The result of proving the hypothesis in this study is that there is a positive and significant influence caused in the relationship of halal certification on the intention to buy, the results of this study are in line with the results of research conducted by (Ambali & Bakar, 2013) that halal certification was found to have a positive influence on the intention to buy halal.

(4) The Influence of Customer Perception on The Intention to Buy Halal Food Products (H4)

The influence of Customer Perception on the intention to buy has an influence, due to the estimated value shows a positive result of 0,540, for the P-Value of the hypothesis is $0.011 < 0.05$ which means that the P-Values value is positive. The t-statistics value is $4.540 > 1.976$ (t 5% significance table). Based on the results of the hypothesis, Customer Perception has a positive and significant influence on the intention to buy which is supported by the data processing results. The result of proving the hypothesis in this study is that there is a positive and significant influence caused in the relationship of Customer Perception on the intention to buy, the results of this study are in line with the results of research conducted by Mutmainah (2018) also found that Customer Perception seems to be the strongest of all predictors to choose Halal products.

(5) The Influence of Halal Food Lifestyle on Intention to Buy Food Products (H5)

The influence of the Halal Food Lifestyle on the intention to buy influences the second largest impact, due to the estimated value shows a positive result of 0,785, for the P-Value of the hypothesis is $0.031 < 0.05$ which means that the P-Value value is positive. The t-statistics value is $2.009 > 1,976$ (t-5% significance table). Based on the results of this hypothesis, the Halal Food Lifestyle has a positive and significant influence on the intention to buy which is supported by the results of processed data. The result of proving the hypothesis in this study is that there is a positive and significant influence caused in the relationship of the Halal Food Lifestyle on the intention to buy, the results of this study are in line with the results of research conducted by Azizpour (2016) that factor Important related marketing also play role important in predicting intentions to buy Halal Food Products.

CONCLUSION

Conclusion

1. Halal awareness has proven to positively and significantly affect the intention to buy Halal Food Products. This shows that H_1 is proven, or halal awareness positively and significantly influences the intention to buy Halal Food Products.
2. Sharia Compliant has proven to positively and significantly affect the intention to buy Halal Food Products. This shows that H_2 is proven, or Sharia Compliant positively and significantly influences the intention to buy Halal Food Products.
3. Halal certification has proven to positively and significantly affect the intention to buy Halal Food Products. This shows that H_3 is proven, or halal certification positively and significantly influences the intention to buy Halal Food Products.
4. Customer perception has proven to positively and significantly affect the intention to buy Halal Food Products. This shows that H_4 is proven, or Customer Perception positively and significantly influences the intention to buy Halal Food Products.
5. Halal Food Lifestyle has positively and significantly affected the intention to buy Halal Food Products. This shows that H_5 is proven, or Halal Food Lifestyle positively and significantly influences the intention to buy Halal Food Products.
6. Based on all research results, the Halal Awareness variable has a greater result than other variables, followed by the Halal Lifestyle. Both are strongly recommended to be important for Halal Industry Development in Indonesia.

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