



Determinant Factors on Intentions to Purchase Imported Food Products with Halal Labels

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Abstract—This research aims to determine the influence of country of origin on intentions to purchase imported food products labeled halal and the influence of halal awareness on intentions to purchase imported food products labeled halal. The method used in this research is descriptive quantitative, with a population of the entire Serang City community. The sampling technique uses Ferdinand's theory, multiplying the overall indicators of all variables by a number between 5 and 10, based on the calculation results, a total of 110 samples/respondents for this research are obtained. The data collection technique uses a questionnaire. Data were processed using Smart PLS 3.2.9 software and analyzed using the structural equation modeling (SEM) method with a partial least squares (PLS) approach. The results of this research show that the Country of origin has a significant positive effect on the intention to purchase imported food products labeled halal. Halal awareness has a significant positive effect on the intention to purchase imported food products labeled halal.

Keywords: Country of Origin; Halal Awareness; Purchase Intention; Halal Label; Halal Food Products.

1. INTRODUCTION

Indonesia continues to record population growth every year. According to the latest Central Statistics Agency (BPS) data, the population in Indonesia has now reached 278.69 million people by mid-2023. (Annur, 2023) with a Muslim population of 229 million (Armaville, 2023). Therefore, Indonesia has become a share of the world halal product market (Najmudin et al., 2023), and even the European Union has openly requested that it be easier for their halal products to enter Indonesia (Gareta, 2022). According to the SGIE 2022 report, in 2020, imports of Indonesian halal products will reach 17.54 billion US dollars or around IDR 260 trillion (Sadewo, 2023). data from the Ministry of Trade for all types of consumer goods, imports of processed food and beverages are the largest among imports of other consumer goods. Throughout January-June 2018, based on data from the Ministry of Trade, imports of processed food and beverages for households (food and beverages mainly for households) reached US\$ 1.95 billion or an increase of 47.22% from the previous year (Davidson et al., 2021)

The above number is predicted to continue to increase, because nowadays, many regulations have emerged that support halal products, for example, Government Regulation Number 39 of 2021 which states that products entering, circulating, and being traded in Indonesian territory must be halal certified. If we refer to the contents of this article, imported products are also required to have a halal certificate if they want to sell and market their products in Indonesia. The head of the BPJPH Halal Cooperation and Standardization Center, Ministry of Religion (Kemenag), said that imported products can circulate in Indonesia if they have received halal certification. (Heriani, 2022).

Indonesia imports various types of food products from different countries, including halal food products. Imported halal food products can be found in various supermarkets, specialty stores, and restaurants across Indonesia. Halal food products that meet halal standards are usually certified by halal authorities in their country of origin. Some common imported halal food products that are generally available in Indonesia include: (1) Halal Imported Meat: Imported beef and chicken from meat-producing countries like Australia, New Zealand, and the United States often have halal certification. These meats are typically available in butcher shops, supermarkets, and halal restaurants in Indonesia. (2) Halal Imported Processed Meat Products: Imported processed meat products such as sausages, nuggets, and other meat products that meet halal standards are available in various food stores and supermarkets. (3) Halal Imported Seafood Products: Frozen seafood products like fish, shrimp, and mussels imported from countries like Thailand, Vietnam, and others can also be found with halal certification. (4) Halal Imported Cooking Oil: Imported cooking oils from various brands that meet halal standards are available in the Indonesian market. (5) Halal Imported Instant Foods: Imported instant foods such as instant noodles and canned foods that adhere to halal standards are available in supermarkets and food stores. (6) Halal Imported Spices and Sauces: Imported spices, sauces, and condiments that comply with halal principles can be found in various food stores. (7) Halal Imported Desserts: Various imported desserts such as chocolates, cakes, and candies that meet halal standards are available in food stores and chocolate shops. (8) Halal Imported Dairy and Fermented Dairy Products: Milk, yogurt, cheese, and fermented dairy products from dairy-producing countries that meet halal standards are available in supermarkets and specialty stores. (9) Halal Imported Beverages: Bottled water, fruit juices, carbonated drinks, and other beverages from foreign brands that meet halal standards are available in the market. Imported food products that have received halal certification



include Samyang (Korean product), Figo Japanese Dumpling (Japanese product), KitKat (Malaysia), Cadbury (England), Naraya Oat Coco (China), Marshmallow (America), Belvita (Malaysia), Snickers (American) (Iqbal, 2019)

Among the factors that influence interest in buying imported halal food products are country of origin and halal awareness. Research on COO has been ongoing since 1965. The concept of COO was first put forward by Nagashima in 1960, while research on the COO Effect was first carried out by Schooler in 1965. Several researchers have relatively the same understanding of the definition of country of origin, such as Badri, Davis and Davis (1995) understand the COO effect as a "made in" effect. Country of origin (COO) can also be defined as information that is often used by consumers when evaluating a product. The image of the country of origin is also defined as the image, reputation, or stereotype of consumer attitudes towards products originating from a particular country. Consumers rely on the image of the country of origin only if they are not very familiar with the product. However, when consumers are familiar with a particular product, they rely more on product information from the country's image and country beliefs that come from their previous experiences (Davidson et al., 2021). According to (Kotler et al. (2009) as cited by (Budiyanto & Wiwaha, 2021) Country of Origin indicators are as follows: (1) level of technological progress, (2) type of product in the country of origin, (3) prestige, and (4) quality of the product in the country of origin (Budiyanto & Wiwaha, 2021)

Halal Awareness refers to Muslims' level of understanding of issues relating to the halal principle. Understanding what items can be consumed and how they are created is part of this knowledge (Afendi, 2020). According to Golnaz et al (2010) in (Anggraini & Dewanti, 2020), the halal paradigm promotes food safety, cleanliness, and integrity. It also serves as a fantastic platform for healthy eating. As a result, Muslims are aware that purchasing halal products is critical not only for religious compliance but also for obtaining food products that meet health criteria (Anggraini & Dewanti, 2020) (Puspita et al., 2020).

The concept of awareness includes comprehension and experience of an event or issue. From an industrial standpoint, halal awareness is awareness of consuming items that are devoid of alcohol and pork and its derivatives, but it is broader and more sophisticated. Halal awareness refers to a Muslim's understanding of what halal products are. This involves product storage awareness, cleanliness practices, and product transfer within the distribution system (Puspita et al., 2020).

Meanwhile, according to Nurcahyo and Hudrasyah (2017) in (Widyanto & Irfanur, 2019), halal awareness is the amount of understanding required for Muslims to completely understand the halal concept and make judgments regarding the purchase and consumption of halal items. Ahmad et al (2013) in (Izzudin, 2018) identified indicators for measuring halal awareness, are (1) knowing the halal concept, (2) knowing the halal process, (3) considering consuming halal food is important for himself

Intention is the tendency to express attention and act towards the person, activity, or situation that is the object of the origin of the interest accompanied by feelings of liking (Nasution & Aslami, 2021). Suryabrata (1988) (Zayusman & Riyaldi, 2019) defines interest as a tendency in a person to be interested in an object or like an object. Another definition of interest is a feeling of preference and interest in a thing or activity, without anyone telling you to (Hanafi & Agustina, 2021).

Consumer interest can be strengthened by several factors that influence consumer decisions, including 1) Psychological (psychological) factors, which are driving factors from within the consumer. Kotler and Kevin (2009) in (Rosyidah, 2020) suggest that consumer psychological factors are based on motivation, perception, learning, beliefs, and attitudes that can make consumers make purchases. 2) Social factors, which are driving factors from outside the consumer. In this social factor, consumer behavior in making purchases is based on the influence of family, social status, and the consumer's reference group (Rosyidah, 2020). 3) Emotional Factor, which is a measure of a person's intensity in paying attention to a particular activity or object (Harahap & Devi, 2021). Indicator to measure buying interest (1) decision to buy (2) recommending the product to others (3) desire to buy (4) satisfaction (Widyanto & Irfanur, 2019 in Najmudin et al., 2021)

Similar research has been carried out (Zahro & Sampiling, 2021), entitled "The Influence of Country of Origin and Halal Awareness and Price on Annisa's Buying Interest". This research is different from this research, this research only examines visitors to Korean Street Food Samarinda, and the products are limited to Korean halal products, does not intend to research imported halal food products as a whole, and the location is in Samarinda, while this research examines people who consume food products halal imports that vary widely in society, and are located in Serang City, Banten Province.

Similar research has also been carried out by (Davidson et al., 2021), entitled "The Influence of Country of Origin and Halal Labeling on Purchase Decisions for Imported Food and Beverage Products in Metro Cities". This research is different from this research, the dependent variable of this research is the behavior of deciding to buy imported halal food and beverage products, while the dependent variable of this research is the behavior of interest in buying imported halal food products, because as far as the researchers have observed, in Banten there has been no research that examine the impact of country origin and halal awareness on interest in buying imported halal food products, so research is still needed on the behavior of interest in buying imported halal products, apart from that, this research uses multiple linear regression analysis techniques, with SPSS software analysis tools, while this research using the Structural Equation Modeling (SEM) Analysis technique, with the Smart PLS analysis tool.



2. RESEARCH METHODS

2.1 Research Methods

The method used in this research is a descriptive quantitative method. According to (Arikunto, 2010) Quantitative research is research where the data is expressed in the form of quantities or numbers that can be calculated systematically, whereas according to (Sugiono, 2019) Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. According to Narbuko Descriptive research is research that attempts to answer existing problems based on data. The analysis process in descriptive research is, presenting, analyzing, and interpreting. The population of this research is the entire community of Serang City. Determination of the sample size in this study refers to the theory of Ferdinand (2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So the sample size in this study was set at 110 respondents, which was obtained from all variable indicators in this study which totaled 11, then multiplied by 11 ($11 \times 10 = 110$). The data in this research was obtained by sending questionnaires directly to respondents. The data was processed using Smart PLS software version 3.2.9. The data was then analyzed using the structural equation modeling (SEM) method with a partial least squares (PLS) approach.

2.2 Framework for Thinking and Hypothesis Development

Based on the description in the previous sub-research, a framework for thinking in this research was formulated. The framework for this research can be seen as follows:

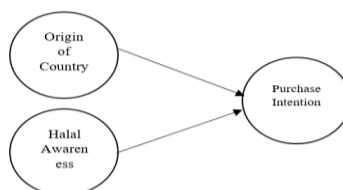


Figure 1. Framework

Based on the chart 1, the following hypothesis is formulated:

H1: Country of origin has a significant positive effect on the intention to purchase imported food products labeled halal

H0: Country of origin has no positive and insignificant effect on intention to purchase imported food products labeled halal

H2: Halal awareness has a significant positive effect on the intention to purchase imported food products labeled halal.

H0: Halal awareness has no positive and insignificant effect on the intention to purchase imported food products labeled halal.

3. RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 Structural Model Testing (Outer Model)

Testing of the structural model (outer model) was carried out using Smart PLS 3.2.9 software. The test results can be seen in the following chart image (number?):

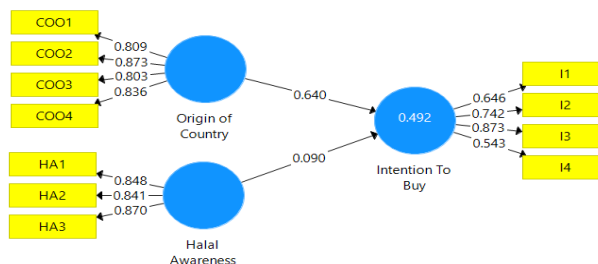


Figure 2. Outer Model

3.1.1.1 Construct Validity Test

The construct validity test was carried out using the Smart PLS analysis tool. The construct validity test in Structural Equation Modeling (SEM-PLS) consists of two stages, namely convergent validity and discriminant validity.



3.1.1.2 Convergent Validity

In convergent validity two value criteria are evaluated, namely the loading factor value and the average variance inflation factor (AVE) value:

Table 1. Outer Loading Values

	Halal Awareness	Intention To Buy	Origin of Country
COO1			0.809
COO2			0.873
COO3			0.803
COO4			0.836
HA1	0.848		
HA2	0.841		
HA3	0.870		
I1		0.646	
I2		0.742	
I3		0.873	
I4		0.543	

Table 1 above shows that the outer loading value of the variables halal awareness, origin of country, and intention to buy imported halal food products is more than 0.60, except for the outer loading value of the 4th question/indicator of the intention to buy variable, the value is 0.543, in below 0.60, so this indicator is not included in the valid category, while the remaining indicators forming the construct of origin of country, halal awareness, and intention to buy are included in the valid category

Table 2. Average-Variance Extracted (AVE) Value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Awareness	0.813	0.814	0.889	0.727
Intention To Buy	0.663	0.718	0.799	0.506
Origin of Country	0.850	0.849	0.899	0.690

Table 2 above shows that the average variance extracted (AVE) value for the halal awareness, intention to buy, and origin of country variables has a value of ≥ 0.50 , meaning that these three constructs are categorized as valid.

3.1.1.3 Discriminant Validity

Discriminant validity testing assessed based on cross-loading must show higher value indicators for each construct compared to indicators for other constructs.

Table 3. Cross Loading Values

	Halal Awareness	Intention To Buy	Origin of Country
COO1	0.523	0.581	0.809
COO2	0.539	0.560	0.873
COO3	0.622	0.581	0.803
COO4	0.463	0.594	0.836
HA1	0.848	0.417	0.527
HA2	0.841	0.457	0.553
HA3	0.870	0.411	0.573
I1	0.214	0.646	0.466
I2	0.430	0.742	0.487
I3	0.455	0.873	0.644
I4	0.308	0.543	0.339

Table 3 above shows that the cross-loading value of all indicators of one construct is greater than the cross-loading value of all indicators of other constructs, thus, all indicators of the three constructs are included in the valid category.

3.1.1.4 Reliability Test

Table 4. Composite Reliability Values

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Awareness	0.813	0.814	0.889	0.727



	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Intention To Buy	0.663	0.718	0.799	0.506
Origin of Country	0.850	0.849	0.899	0.690

Table 4 above shows that the composite reliability value of the halal awareness construct is 0.889, the intention to buy is 0.799, and the origin of the country is 0.899. All composite reliability values for each construct are greater than 0.70 so all of the constructs are reliable.

3.1.2 Structural Model Testing (Inner Model)

Testing of the structural model (inner model) was carried out using Smart PLS 3.2.9 software. The test results can be seen in the following chart image:

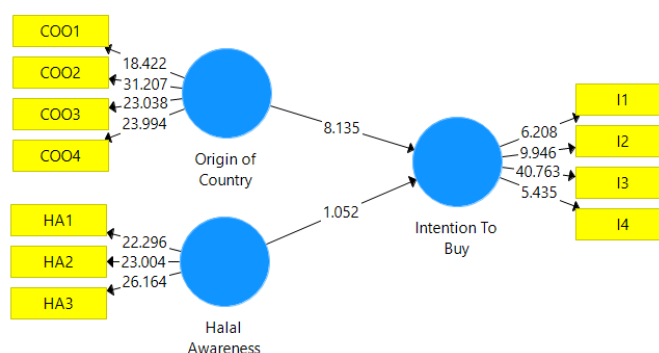


Figure 2. Inner Model

3.1.2.1 R-Square Value

Table 5. R-Square Value

	R Square	R Square Adjusted
Intention To Buy	0.492	0.485

Based on Table 5 above, it is known that the R-Square value for the Intention to buy variable is 0.492, which means that the variation in intention to buy can be explained by the origin of country and halal awareness variables of 49.2%, while the rest is explained by other variables that were not studied. in this research.

Table 6. P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Halal Awareness -> Intention To Buy	0.090	0.091	0.085	1,052	0.293
Origin of Country -> Intention To Buy	0.640	0.648	0.079	8,135	0,000

Based on Table 6 above, it is known that halal awareness has a negative and insignificant effect on the intention to buy imported halal food products, this is shown by the P-Values value of the halal awareness construct->intention to buy is greater than 0.05 (0.293>0.05), while origin of country has a positive and significant effect on intention to buy imported halal food products, as indicated by the P-Values value of the origin of country construct->intention to buy is smaller than 0.05 (0.000<0.05).

3.2 Discussion of Research Results

3.2.1 The Influence of Halal Awareness on Intention to Buy Imported Halal Food

Halal Awareness is the level of understanding of Muslims in knowing everything related to the halal concept. Such knowledge accommodates an understanding of what products can be consumed and how they are produced (Ruslaini & Khulwah, 2017). Some important aspects of halal awareness include: (1) Understanding of Ingredients and Production Processes: Halal awareness involves an understanding of the sources of ingredients, production methods, and the use of materials in products. Consumers who are halal-conscious seek products produced in accordance with halal principles. (2) Attention to Halal Certification: Halal awareness often involves attention to halal certification labels on products. Halal certification is provided by recognized halal authorities and confirms that the product complies with halal principles. (3) Interest in Nutrition and Health: Halal awareness can also involve an awareness of



the nutritional value and health of products. Some consumers may be more inclined to choose halal products because they believe they are healthier and safe to consume. (4) Respect for Religious Practices: Halal awareness often originates from religious beliefs. Consumers who practice Islam will strive to adhere to halal principles as part of their religious practices. (5) Concern for Ethics and Justice: Some consumers may choose halal products because they believe they are produced ethically and adhere to principles of justice. (6) Halal awareness is growing worldwide and has a significant impact on the food and consumer product industry. Manufacturers and retailers often seek halal certification for their products to meet the increasing demand from halal-aware consumers. Halal awareness also influences consumers' choices in selecting food, beverages, and other products that align with halal principles according to their religious beliefs.

Halal awareness has a negative and insignificant effect on the intention to buy imported halal food products, this is shown by the P-Values value of the halal awareness construct->intention to buy is greater than 0.05 ($0.293 > 0.05$). Thus, knowledge of halal concepts, halal processes, and the perception that consuming halal food is important for them do not have an impact on intentions to buy imported halal food products, especially among teenagers, who do not consider halal in their purchasing process. The results of this study are in line with the research results (Rektiansyah & Scientist Auwalin, 2022), (Akhyar & Pramesti, 2019) which state that halal awareness has no positive and insignificant effect on interest in buying halal products. And the results of this study are at odds with the research results (Suryowati & Nurhasanah, 2020), (Najmudin et al., 2021), (Mutmainah, 2018), (Izzudin, 2018), (Suryowati & Nurhasanah, 2020), (Saputra & Tresnati, 2020), (Zahro & Sampiling, 2021) which states that halal awareness has a significant positive effect on the intention to purchase halal products.

3.2.2. The Influence of Country of Origin on Intention to Buy Imported Halal Food

Country of origin is the image, reputation, or stereotype of consumer attitudes towards products originating from a particular country. Consumers rely on the image of the country of origin only if they are not very familiar with the product. However, when consumers are familiar with a particular product, they rely more on product information from the country's image and country beliefs that come from their previous experiences (Davidson et al., 2021). "Country of origin" is a term used to identify the country in which a product or goods are manufactured, processed, or originated. This is essential information provided on products to inform consumers of where the product comes from or is produced. Information about the country of origin can influence consumers' purchasing decisions and is often used to assess the quality, safety, and reputation of the product.

Some important information that can be identified by stating the country of origin of a product includes: (1) Quality and Reputation: The country of origin can serve as an indicator of product quality. Products manufactured in a country with a good reputation in a specific industry are often more preferred. (2) Safety and Production Standards: Consumers often associate the country of origin with safety and production quality standards. Products originating from a country with strict regulations related to safety and quality are often considered more reliable. (3) Price: The country of origin can also influence the price of the product. Imported products may be more expensive due to transportation costs and trade tariffs. (4) Cultural and Traditional Aspects: Some products have strong connections with a particular culture or tradition associated with their country of origin. For example, specialty foods or handmade crafts are often closely linked to the country of origin. (5) Compliance with Laws and Regulations: Products manufactured in a country that adheres to stringent laws and regulations are often seen as more reliable in terms of compliance with environmental standards, labor ethics, and other factors. In international trade, the label "Made in [Country]" is commonly used to provide information about the country of origin of a product. Governments and regulatory bodies often have rules governing the requirements for country of origin labels to ensure transparency and honesty in international trade.

Origin of the country in a sense level of technological progress, type of product in the country of origin, prestige, and quality of the product in the country of origin have positive and significant effects on intention to buy imported halal food products, indicated by the P-Values value of the origin of country construct->intention to buy is smaller than 0.05 ($0.000 < 0.05$). The results of this study are in line with research of (Junaidi Sagir et al., 2021), (Zahro & Sampiling, 2021), (Budiyanto & Wiwaha, 2021), (Davidson et al., 2021) which states that country of origin has a positive and significant effect on interest in buying halal products. The results of this research differ from the research results (Widianingsih & Astuti, 2021) which state that country of origin does not have a positive and significant effect on purchasing interest. Intention to buy imported halal food products is influenced by halal awareness and country of origin by 49.2%, while the rest is influenced by other variables not examined in this research

The development of information regarding the "origin of country" is essential in the context of international trade and product marketing. It involves steps designed to enhance understanding and communicate the country of origin of a product to consumers. Here are some steps in developing the "origin of country" in the business and trade context: (1) Improvement in Product Quality: One of the most important ways to enhance the perception of the country of origin is by improving the quality of the products. High-quality products from a country will gain a positive reputation. (2) Adherence to International Standards: Ensure that your products meet international standards for safety, quality, and environmental compliance. This will instill confidence in consumers that the product is safe and complies with international regulations. (3) Certifications and Labeling: Obtain relevant certifications and labels for your products. Certifications such as halal, organic, or other certificates can provide additional assurance to consumers about the country of origin and product quality. (4) Strategic Marketing: In efforts to promote the country of origin,



use marketing strategies that emphasize the advantages and uniqueness of products originating from that country. This may include the story behind the brand, traditions, or expertise associated with the country of origin. (5) Collaboration with Government Authorities: Collaborate with government and foreign trade authorities to promote products and brands originating from your country. Governments often have initiatives to support national product exports. (6) Consumer Education: Through educational campaigns, provide information to consumers about the advantages of products from your country, as well as the benefits of choosing products from that country. (7) Supply Chain Transparency: Ensure transparency in the supply chain and information related to the origin of products. This will help ensure that information about the origin of products can be verified and held accountable. (8) Industry Collaboration: Join industry associations or trade groups that focus on products from your country. This can help in promoting brands collectively and strengthening the reputation of products from your country of origin. (9) Effective development of "origin of country" can help create a positive image of your products in international markets and enhance their appeal to consumers in various countries. It can also support efforts to expand market share and strengthen the position of your brand in the global competition.

4. CONCLUSION

Based on the results of the research and discussion, it can be concluded that country of origin has a significant positive effect on intentions to purchase imported food products labeled halal and halal awareness has a significant positive effect on intentions to purchase imported food products labeled halal. Intention to buy imported halal food products is influenced by halal awareness and country of origin by 49.2%, while the rest is influenced by other variables not examined in this research. The limitations of this research lie in the variables used and the research location where this research was carried out. The variables of this research are only limited to country of origin, halal awareness, and intention to buy, so it is recommended for future researchers to add variables, such as the theory of planned behavior (TPB), or theory of reasoned action (TRA) as an independent variable and testing its impact on intention to buy imported halal food products, it is recommended for future researchers to expand the research area, such as examining respondents in one province, or even several provinces in Indonesia, to obtain more accommodating results.

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