AL-AMWAL

Factors Affecting Purchase Decision of Halal Processed Meat for Muslim Consumers in Semarang

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Abstract

This research analyzes price perception, product quality, halal awareness, halal certification, and halal marketing as factors affecting purchase decision through purchase intention as an intervening variable. The data collected through a questionnaire survey consisting of 130 Muslim consumers in Semarang who purchased halal processed meat products use Structural Equation Model – AMOS analysis. The results of the analysis show that price perception has an insignificant effect on purchase intention and purchase decision. The product quality has a significant effect on purchase intention and an insignificant effect on purchase decision. Halal awareness has a significant effect on purchase intention and an insignificant effect on purchase decision. Halal certification has a significant effect on purchase intention and an insignificant effect on purchase decision. Halal marketing has a significant effect on purchase intention and an insignificant effect on purchase decision. The effect of mediation, quality product towards purchase decision through purchase intention as an intervening variable can mediate as a full mediation.

Keywords: Product Quality, Purchase Intention, Purchase Decision, Intervening, SEM.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, kualitas produk, kesadaran halal, sertifikasi halal, dan pemasaran halal sebagai factor-faktor yang mempengaruhi keputusan pembelian produk olahan daging halal pada konsumen muslim di Kota Semarang melalui minat beli sebagai variabel *intervening*. Adapun

metode pengumpulan dara diperoleh melalui kuesioner. Populasi penelitian ini yaitu masyarakat Muslim Kota Semarang yang pernah melakukan pembelian produk olahan daging halal dengan sampel sebanyak 130 responden. Teknik analisis yang digunakan adalah *Structural Equaton Modeling* – AMOS. Hasil analisis menunjukkan bahwa persepsi harga tidak berpengaruh terhadap minat beli maupun keputusan pembelian. Kualitas produk berpengaruh signifikan terhadap minat beli dan tidak signifikan terhadap keputusan pembelian. Kesadaran halal tidak signifikan terhadap minat beli dan signifikan terhadap keputusan pembelian. Sertifikasi halal berpengaruh signifikan terhadap minat beli dan tidak signifikan terhadap keputusan pembelian. Pemasaran halal berpengaruh signifikan terhadap minat beli dan tidak signifikan terhadap keputusan pembelian. Pengaruh mediasi terbukti pada pengaruh kualitas produk terhadap keputusan pembelian melalui minat beli sebagai variabel *intervening* yang mampu dimediasi secara *full mediation*.

Kata kunci: Kualitas Produk, Minat Beli, Keputusan Pembelian, Intervening, SEM.

INTRODUCTION

Muslim population in Indonesia reaches 207,176,162 people or 87.18% of the total population (BPS, 2010). Indonesia is a consumer of halal products with the majority of the Muslim population who is obliged to consume halal products, especially food products. In 2017, Indonesia as the country with the largest Muslim population in the world amounting to the US$ 218.8 billion in various sectors of the global Islamic economy which increased from 11th to 10th position, overtaking Brunei Darussalam, this increase was supported by increased events and press coverage that led to increase awareness regarding halal food (Thomson Reuters & DinarStandard, 2018).

Table 1. The Population of Indonesia by Religious Community

Religion	Population (People)	Percentage (%)
Islam	207,176,162	87.18
Kristen	16,528,513	6.96
Katolik	6,907,873	2.91
Hindu	4,012,116	1.69
Budha	1,703,254	0.72
Khong Hu Chu	117,091	0.05
Others	299,617	0.13
Not Answered	139,582	0.06
Not Asked	757,118	0.32
Total	**237,641,326**	**100**

Sumber: Population Census, 2010.

Mannan (1997) emphasizes the nature of consumer behavior that is not excessive, Islam also emphasizes behavior to prioritize the interests of others, namely the consumer. The moderate attitude in consumer behavior then becomes logical in the Islamic consumption style, which is relative and dynamic. Allah has set certain limits on

human behavior so that it benefits the individual without sacrificing the rights of other individuals, as stipulated in Sharia law (*as-Syari'ah*) (Rianto & Amalia, 2014).

In 2019 the consumption for food of the Indonesian people was 49.14% with a value of 572,551 rupiah/capita/month, where the level of consumption participation for processed meat products increased from 27.31% to 31.04% in 2018 to 2019 (BPS, 2019). The increase in demand for processed meat products indicates that the meat processing industry also needs to increase the supply of imported meat as raw material for processed meat products. Halal processed meat also comes from halal raw materials, including the slaughtering process and the tools used must comply with the rules of the Sharia law.

Central Java with a level of food consumption reaching 49.08% (BPS, 2019). The Semarang City Population and Civil Registration Service (2019) noted that the population of Semarang as the capital of Central Java reached 1,674,358 people with the majority of the Muslim population reaching 1,350,310 people (BPS, 2017). Muslim consumers need to pay attention to the halalness of food products to consumed, especially with the news about changes to the rules that imported meat not required to labeled and certified as halal in the Regulation of the Minister of Trade in 29/2019, which previously regulated in 59/2016. Besides, there is a concern that the existence of a mixture of halal meat with haram meat "oplosan" as raw material for processed meat products is also the responsibility of LPPOM MUI in carrying out a supervisory role in processed meat products circulating in Muslim communities.

Fatwas of the Indonesian Council of Ulama (MUI) stated that processed products aoften doubted about their halalness or sanctity so that intensive investigation and examination needed before deciding on the halal status of a product as an effort to protect consumers, especially Muslim consumers. Halal does not only cover religious aspects but is closely related to the production process that pays attention to the quality and cleanliness of a product. The government plays an important role in paying attention that the circulation of food products has halal standards by Islamic law (Yussof, 2004).

Price perception studied by (Ariffin et al., 2019), shows that there is a positive relationship between price and interest in buying halal food. The result differs from (Lee & Yun, 2015) that price has a negative and significant effect on purchase intention. While, price perception does not affect purchase decision (Angraini & Harwani, 2020) and (Rachmawati & Muflikhati, 2017) and (Widyastuti & Said, 2017).

Product Quality studied by (Maichum et al., 2017), shows that halal quality has a positive and significant effect on consumer buying interest. This contradicts with (Aziz & Chok, 2013) that the relationship between food quality and purchase intention is not significant. While, product quality shows that product quality has a significant effect on purchasing decisions (Nafilah et al., 2015). The results contradicts with (Tawas & Pandensolang, 2015) that indicates product quality has no effect on purchasing decisions.

Halal Awareness studied by (Syukur & Nimsai, 2018), shows that halal awareness has a positive and significant effect. While research by (Awan et al., 2015) and (Nurcahyo & Hudrasyah, 2017) showed the different results that halal awareness has no influence on interest in halal products. Halal Awareness of Muslim consumers has a significant effect on purchasing decisions (Hamdan et al., 2013) and (Muslichah et al., 2019)

Halal Certification has a positive effect on consumer buying interest (Setyaningsih & Marwansyah, 2019). In comparison, the research results by (Huda & Muchlisin, 2014) shows that the halal label as the MUI halal certification logo on product packaging has no influence on purchase intention. Halal label as an indicator of the fulfillment of halal certification affects purchasing decisions (Anggadwita et al., 2020). This results contradicts with (Aspan et al., 2017) that the halal label is an indicator of halal-certified products and has no effect on purchasing decisions.

Halal Marketing has the highest contribution in influencing the buying interest of Muslim consumers (Awan et al., 2015). However, research by (Nurhasanah et al., 2018), shows that halal marketing has a negative and significant effect on purchase intention. Promotion as an indicator in marketing has a significant effect on purchasing decisions (Umah & Herianingrum, 2018). Differences with research results by (Khuwaroh et al., 2018), shows that promotion as an indicator in halal marketing has no effect. against purchasing decisions.

Purchase intention as a variable intervening on purchasing decisions has a significant effect (Rahmaningtyas et al., 2017) and (Fauzia *et al.,* 2019). Therefore, this study will analyze the effect of price perception, product quality, halal awareness, halal certification, and halal marketing toward purchase decision of halal processed meat, with purchase intention as an intervening variable.

LITERATURE REVIEW
Price Perception
Peter and Olson (2013) perception of price is how consumers understand thoroughly the price information and can provide deep meaning for consumers. In a narrow sense, price is the amount charged for a good or service. In a broad sense, price is the sum of the total values of the benefits that consumers exchange by having or using a good or service. Price is a factor that influences consumer purchases (Kotler and Armstrong, 2012).

Product Quality
Aziz and Chok (2013) suggested 2 perspectives related to food quality. From a halal perspective, the requirements of food quality must be safe, healthy, and hygienic. In a general perspective, the food quality terms of the products offered are superior to competing products or according to food products desired by consumers.

Halal Awareness
Ambali and Bakar (2014) stated that awareness is human perception and cognitive reactions regarding what is eaten, drunk, and used. Subjectively, consciousness is a state in which a person consciously, semi-consciously, or in an unconscious state can understand the halal aspects allowed by Allah SWT. Muslim consumers in making decisions to buy halal-certified food products tend to consider internal factors such as age, religious obligations, feelings of security, and the belief in getting blessings. This shows that the awareness of Muslim consumers comes from a belief in themselves (Ayuniyyah *et al.*, 2017).

Halal Certification
Decree of the Minister of Agriculture No.745/KPTS/TN.240/12/1992 concerning Requirements and Supervision of Importation of Meat from Abroad in Law No.18 of

2012 of Article 97 states everyone who produces food domestically for trade is required to include a label on the packaging including halal label or halal sign for those required. The import of meat for public consumption based on livestock that slaughtered, according to Islamic law and stated in a halal certificate. The Halal MUI certificate is a written fatwa of the Indonesian Council of Ulama, which states the halalness of a product is by Islamic law. Halal MUI certificate is a condition for obtaining permission to include halal labels on product packaging from authorized government institutions.

Halal certification is a guarantee of safety for Muslims to be able to consume a product as evidenced by the inclusion of a halal label on the product packaging (Aziz and Chok, 2013). The inclusion of a halal label on product packaging has shown that the government, in this case, the LPPOM MUI is serious about protecting Muslim consumers in Indonesia.

Halal Marketing

Varinli *et al*. (2016) argued that the literature on halal marketing is still limited. However, elements of halal products in the marketing mix are the main elements in halal marketing. Products as the basis for the marketing mix so that all decisions on halal products affect other components of the marketing mix such as price, place, and promotion. The existence of mass media and public relations on halal marketing due to the terms "Islam" and "Halal" is potential, but marketers need to synchronize promotional ethics to be in line with the products being marketed (Farlina, 2017).
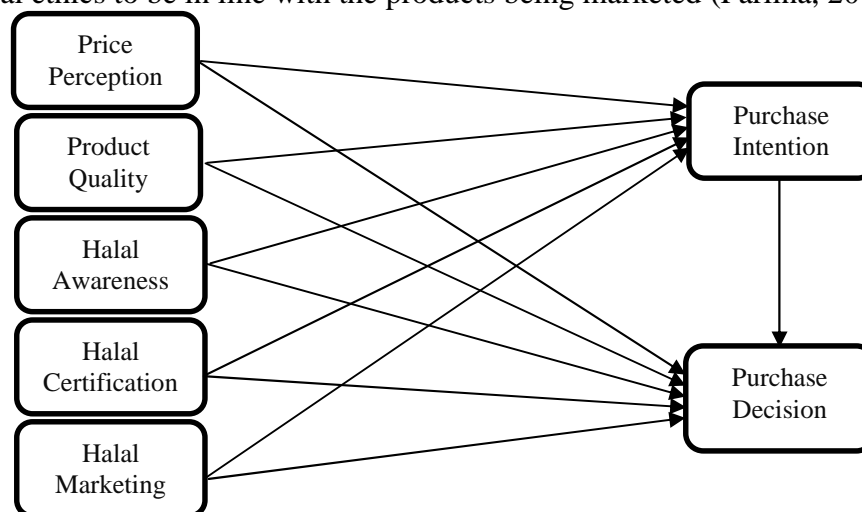

Figure 1. Theoretical Framework

Based on the theoretical framework above, the hypotheses are as follows:
H1: Price Perception has a significant effect on Purchase Intention.
H2: Price Perception has a significant effect on Purchase Decision.
H3: Product Quality has a significant effect on Purchase Intention.
H4: Product Quality has a significant effect on Purchase Decision.
H5: Halal Awareness has a significant effect on Purchase Intention.
H6: Halal Awareness has a significant effect on Purchase Decision.
H7: Halal Certification has a significant effect on Purchase Intention.
H8: Halal Certification has a significant effect on Purchase Decision.
H9: Halal Marketing has a significant effect on Purchase Intention.
H10: Halal Marketing has a significant effect on Purchase Decision.
H11: Purchase Intention has a significant effect on Purchase Decision.

METHOD

This research is a quantitative study. The data were collected using an online questionnaire using a 5 Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaire distributed to 130 respondents, who are Muslim consumers in Semarang who have bought processed halal meat products using the technique *purposive non-probability sampling*. Data analysis used Structural Equation Modeling (SEM) and analysis of the effect of mediation used the Sobel Test. This research uses 7 variables, including price perception, product quality, halal awareness, halal certification, halal marketing, purchase intention, and purchase decision.

Table 2. Indicators of Research Variables

Variable	Indicators
Price Perception (X1) (Ariffin *et al*., 2019; Phan and Mai, 2016)	1. Price is the main consideration before buying halal food products; 2. Consider the current affordable halal food products; 3. Compare prices on several halal food products.
Product Quality (X2) (Yunus *et al*., 2014; Maichum *et al*., 2017)	1. Quality of halal food products; 2. Halal food products have good and consistent quality standards; 3. The ingredients used in halal food products reflect the safety and quality of the products.
Halal Awareness (X3) (Ambali and Bakar, 2014; Awan *et.al.,* 2015)	1. Understanding of halal food products; 2. Knowledge of raw materials, additives, and processing of halal food products; 3. The government/ halal authorities are responsible for the availability of halal food product; 4. Producers are responsible for the availability of halal food products; 5. Supermarkets/minimarkets are responsible for the availability of halal food products.
Halal Certification (X4) (Aziz and Chok, 2013; Shaari and Arifin, 2010)	1. Knowing the halal certification and logo on the product's packaging; 2. Choosing products based on the halal logo; 3. Be careful when choosing products with the halal logo; 4. Knowing about the fake halal logo.
Halal Marketing (X5) (Aziz and Chok, 2013; Awan *et.al.,* 2015)	1. Brands on halal food products; 2. Sales promotion on halal food products; 3. Discount on halal food products.
Purchase Intention (Y) (Rois, 2016)	1. The desire to find information about halal food products; 2. The desire to try halal food products; 3. The desire to have halal food products; 4. The desire to buy halal food products.
Purchase Decision (Z) (Ayuniyyah et al., 2017;	1. Buying halal food products is the right choice;

Variable	Indicators
Aziz and Chok, 2013)	2. People around me choose to buy halal food products; 3. Repurchase halal food products in the future; 4. Recommend to others to buy halal food products.

RESULTS AND DISCUSSION
Characteristics of Respondents

This study conducted through an online questionnaire that distributed over 2 weeks to obtain 181 respondents, but 51 respondents did not comply with the required criteria. So this research used 130 respondents with the criteria of respondents include:

1. Muslim consumers in Semarang.
2. Aged   17 years.
3. Have bought halal processed meat products at least once in the past month.

Table 3. Characteristics of Respondents

Characteristics	Description	Population (people)	Percentage (%)
Districts	Semarang Barat	26	20
	Semarang Pusat	26	20
	Semarang Selatan	26	20
	Semarang Timur	26	20
	Semarang Utara	26	20
Gender	Male	44	33.8
	Female	86	66.2
Age	20	30	23.1
	21-30	25	19.2
	31-40	16	12.3
	41-50	51	39.2
	51-60	7	5.4
	60	1	0.8
Education	SMA	47	36.2
	D3/D4	18	13.8
	S1/S2/S3	63	48.5
	Others	2	1.5
Profession	Student	14	10.8
	College Student	25	19.2
	Entrepreneur	20	15.4
	Government Employees	10	7.7
	Private Employees	33	25.4
	Housewife	20	15.4
	Others	8	6.1
Food Expenditure per Month	< Rp 1,500,000	49	37.7
	Rp 1,500,000 – Rp 5,000,000	66	50.8
	Rp 5,000,000 – Rp 10,000,000	15	11.5

Source: Primary data processed, 2020.

Based on the districts, as many as 130 participating respondents, 26 respondents (20%) distributed in each district of Semarang. Based on gender, the majority of respondents were female as many as 86 respondents (66.2%). Based on age, the majority of respondents were between 41-50 years old (39.2%). Based on education,

most respondents have an educational background of S1/S2/S3 (48.5%) and high school education (36.2%). Based on jobs, most respondents have jobs as private employees (25.4%), students (19.2%), housewives (15.4%), entrepreneurs (15.4%), college students (10.8%), government employees (7.7%), and others (6.1%). Based on food expenditure per month, it was dominated by respondents who had a monthly food expenditure of Rp. 1,500,000 - Rp. 5,000,000 (50.8%).

Analysis of Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a combination of two separate statistical methods and a set of statistical results that allows the simultaneous testing of a relatively complex set of relationships. SEM modeling consists of a Measurement Model, *which* is a measurement model to confirm a dimension or factor based on empirical indicators and a Structural Model is a model regarding the structure of relationships that form or explain causality between factors or constructs or variables.

Measurement Model

Measurement Model in modeling SEM is a measurement model to confirm a dimension or factor based on empirical indicators. In this study, there are independent variables, namely Price Perception, Product Quality, Halal Awareness, Halal Certification, and Halal Marketing has 18 indicators. The intervening variable, Purchase Intention has 4 indicators. The dependent variable, Purchase Decision has 4 indicators. The results of the measurement model shown through the criteria Goodness of Fit found in Chi-Square, Probability, CMIN/DF, CFI, GFI, RMSEA, AGFI, and TLI.
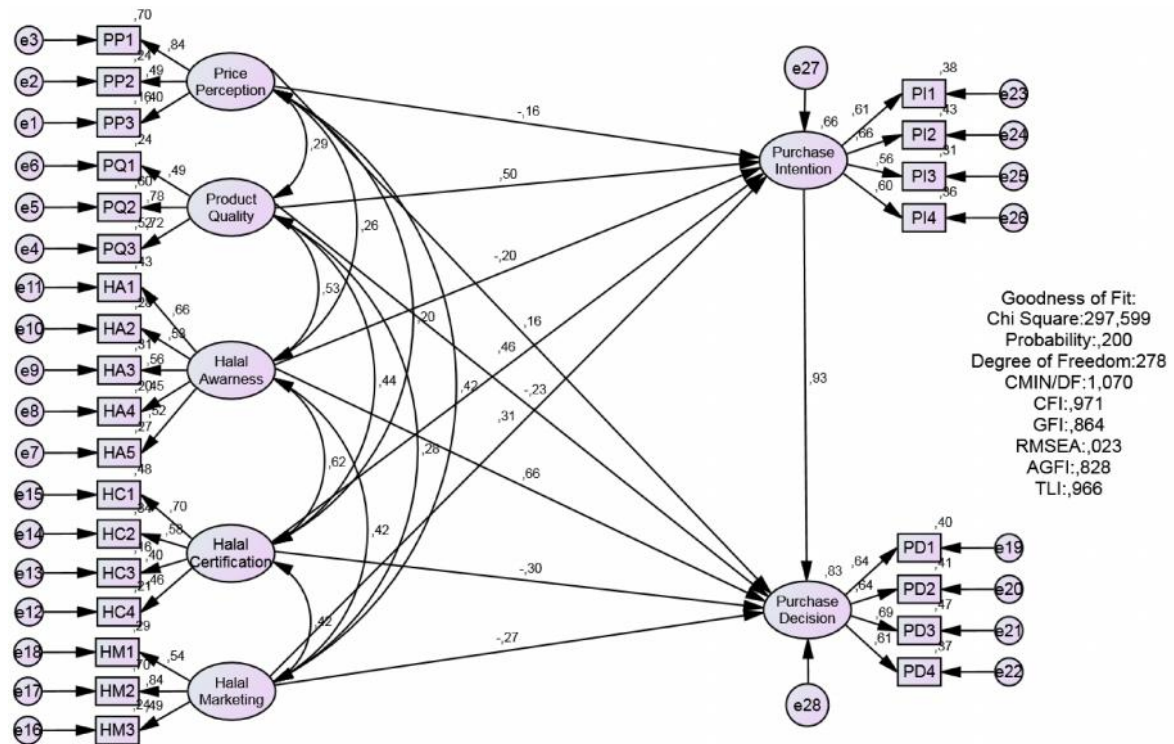
Confirmatory Factor Analysis

Figure 2. Confirmatory Factor Analysis

Table 4. Criteria of Goodness of Fit

Goodness of Fit	Cut-off Value	Analysis Result	Model Evaluation
Chi-Square (df=278)	317.888	297.599	Good
Probability	0.05	0.200	Good
CMIN/DF	2.00	1.070	Good
CFI	0.95	0.971	Good
GFI	0.90	0.864	Marginal
RMSEA	0.08	0.023	Good
AGFI	0.90	0.828	Marginal
TLI	0.95	0.966	Good

Source: Primary data processed, 2020.

Table 4 shows that Chi-Square is 297.599 (= 0.05 and df = 278), probability (0.200), CMIN/DF (1.070), CFI (0.971), GFI (0.864), RMSEA (0.023), AGFI (0.828), and TLI (0.966). The model is already in good fit criteria, but there are some indices in marginal criteria.

Furthermore, testing the validity can be seen from the value loading factor > 0.40 on each indicator of the latent variables. Reliability testing can be seen from the construct reliability and average variance extracted. The recommended value for construct reliability is CR 0.70 and for average variance extracted, namely AVE 0.50.

Table 5. Value of Standard Loading, Construct Reliability, and AVE

Variable	Indicators	Standard Loading	Construct Reliability	Average Variance Extracted (AVE)
Price Perception	PP1	0.400		
	PP2	0.487	0.610	0.336
	PP3	0.837		
Product Quality	PQ1	0.719		
	PQ2	0.776	0.705	0.452
	PQ3	0.487		
Halal Awareness	HA1	0.516		
	HA2	0.446		
	HA3	0.561	0.677	0.299
	HA4	0.533		
	HA5	0.657		
Halal Certification	HC1	0.456		
	HC2	0.400		
	HC3	0.581	0.618	0.297
	HC4	0.696		
Halal Marketing	HM1	0.490		
	HM2	0.836	0.663	0.410
	HM3	0.539		
Purchase Intention	PI1	0.635		
	PI2	0.636		
	PI3	0.689	0.702	0.371
	PI4	0.609		
Purchase Decision	PD1	0.613		
	PD2	0.659		
	PD3	0.561	0.738	0.413
	PD4	0.600		

Source: Primary data processed, 2020.

Table 5 shows that all indicators are declared valid because they have met the value loading factor > 0.40. Furthermore, the construct reliability value is more than 0.70 on Product Quality (0.705), Purchase Intention (0.702), and Purchase Decision (0.738) can be ideal because it is by the recommended value. Other results show that Price Perception (0.610), Halal Awareness (0.677), Halal Certification (0.618), and Halal Marketing (0.663), where the CR value lies between 0.60 - 0.70 is still acceptable (Hair *et al*., 2009).

The AVE value in the variable indicates Price Perception (0.366), Product Quality (0.452), Halal Awareness (0.299), Halal Certification (0.297), Halal Marketing (0.410), Purchase Intention (0.371), and Purchase Decision (0.413), where the AVE value < 0.50 on all variables is below the recommended value, it is still acceptable as long as the construct reliability value is above 0.60 (Fornell and Larcker, 1981).

Evaluation of Assumptions Structural Equation Modeling (SEM)
Evaluation of Data Normality
Evaluation of data normality shown in the assessment of normality that the data normally distributed with critical ratios on skewness values and multivariate that do not exceed the absolute value ± 2.58.

Evaluation of Multivariate Outliers
The value of Mahalanobis distance 42.956 < 54.052 (= 0.001 and df = 26), so it can be concluded that there are no multivariate outliers.

Evaluation of Multicollinearity and Singularity
The determinant of sample covariance matrix value is 0.0000000000037, so it can be concluded that multicollinearity and singularity are not found in the research model**.**

Evaluation of Residual Values
All of the residual values are below the value of ± 2.58.

Discussion
Hypothesis testing based on the structural equations contained in the value Critical Ratio (CR 1.96) and the sig. value (p 0.05). Table 7 shows the coefficient values that can be made of the following structural equation:

Purchase Intention = - 0.274 Price Perception + 0.485 Product Quality - 0.268 Halal Awareness + 0.690 Halal Certification + 0.363 Halal Marketing +

Purchase Decision = 0.221 Perceived Price - 0.187 Product Quality + 0.724 Halal Awareness - 0.371 Halal Certification - 0.253 Halal Marketing + 0.760 Purchase Intention +

Table 7. Regression Weights SEM Model

	Hypotheses	Estimate	C.R	P	Results
H1	Price Perception → Purchase Intention	-0.274	-1.181	0.237	Rejected
H2	Price Perception → Purchase Decision	0.221	0.992	0.321	Rejected
H3	Product Quality → Purchase Intention	0.485	3.165	0.002	Accepted
H4	Product Quality → Purchase Decision	-0.187	-0.195	0.360	Rejected
H5	Halal Awareness → Purchase Intention	-0.268	-1.047	0.295	Rejected
H6	Halal Awareness → Purchase Decision	0.724	2.464	0.014	Accepted
H7	Halal Certification → Purchase Intention	0.690	2.054	0.040	Accepted
H8	Halal Certification → Purchase Decision	-0.371	-1.014	0.311	Rejected
H9	Halal Marketing → Purchase Intention	0.363	2.022	0.043	Accepted
H10	Halal Marketing → Purchase Decision	-0.253	-1.308	0.191	Rejected
H11	Purchase Intention → Purchase Decision	0.760	2.560	0.010	Accepted

Source: Primary data processed, 2020.

The Effect of Price Perception on Purchase Decision through Purchase Intention

The effect of price perception on purchase decision shows that there is no influence between price perception on purchase decision. Angraini and Harwani (2020) argue that price perception does not affect purchase decision. Rachmawati and Muflikhati (2017) show that price perception significantly affects purchase decision.

Price perception is not a reference for consumers in making decisions in buying processed halal meat products. Tjiptono (2002) argues that consumers often have the view that price is used as an indicator of the value of the benefits provided by a good or service. If the benefits felt by consumers increase, the value of the goods or services will increase. Consumers expect prices that are proportional to the quality of the product from the purchases they make (Hadi, 2007). The price of halal processed meat products is not proportional to the quality of products, the consumer will decide not to buy the product.

The effect of price perception on purchase intention shows that there is no effect between price perception and purchase intention. Syukur and Nimsai (2018) argue that price does not affect buying intention. Muslim consumers do not consider prices because they understand that in the process of producing halal food there are costs such as the cost of selecting raw materials and special tools according to the Sharia law, as well as costs for halal certification, which causes the high price of halal food. The perception of Muslim consumers that price is the main consideration when a consumer is interested in trying halal processed meat products, if the price of halal processed meat products is high but the quality of the product is not comparable, it will reduce the buying interest of Muslim consumers. The higher the perception of a high price will influence consumers not to buy the product (Lee and Yun, 2015).

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The Sobel test to test for the effect of mediation cannot be calculated because the effect of price perception on purchase intention is not significant, although the effect of purchase intention as an intervening variable on purchase decision is significant.

The Effect of Product Quality on Purchase Decision through Purchase Intention

The effect of product quality on purchase decision shows there is no influence between product quality on purchase decision. Tawas and Pandensolang (2015) argue that product quality does not affect purchase decision. Muslim consumers pay attention to good and consistent quality standards, so if the quality of processed meat products is not good and inconsistent, it cause Muslim consumers will not to repurchase processed meat products in the future. This is contrary to Nafilah *et al*. (2015) which shows that product quality has a significant effect on urchase decision.

The effect of product quality on purchase intention indicates that there is a significant influence between product quality and purchase intention. Maichum *et al*. (2017) and Satria (2017) argue that the quality of halal has a significant effect on consumer purchase intention. The important thing that Muslim consumers must attended to is good and consistent quality standards to attract consumers to try these processed meat products.

Purchase intention as an intervening variable shows that there is a significant influence between purchase intention on purchase decision. To test the effect of mediation used Sobel test with formula following:

$$
\begin{aligned}
\text{Sab} &= \overline{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}} \\
&= \overline{\sqrt{(0.760)^2(0.153)^2 + (0.485)^2(0.297)^2 + (0.153)^2(0.297)^2}} \\
&= \overline{\sqrt{(0.578)(0.023) + (0.235)(0.088) + (0.023)(0.088)}} \\
&= \overline{\sqrt{(0.014) + (0.021) + (0.002)}} \\
&= \overline{\sqrt{0.036}} \\
&= 0.191
\end{aligned}
$$

$$
t = \frac{ab}{Sab} = \frac{0.369}{0.191} = 1.934
$$

The results of the above calculation show that t-calculate > t-table is 1.934> 1.657 (= 0.05 and df = 130), so it can be concluded that purchase intention can mediate the effect of product quality on purchase decision as *full mediation*. This contrary to Nafilah *et al*.(2015) which shows that purchase intention is not able to mediate product quality on purchase decision.

The Effect of Halal Awareness on Purchase Decision through Purchase Intention

The effect of halal awareness on purchase decision shows that there is a direct significant influence between halal awareness and purchase decision. Hamdan *et al*. (2013) and Setyaningsih and Marwansyah (2019) stated that the halal awareness of Muslim consumers has a significant effect on purchase decision.

The effect of halal awareness on purchase intention shows that there is no influence between halal awareness and purchase intention. Awan *et al*. (2015) argue that halal awareness does not affect the interest in halal products. A Muslim consumes halal

food not only because they are aware of it, but also because it is an obligation according to the rules of Sharia law. Muslim consumers have understood the principles of *Halalan Thayyiban,* but they still do not attend to whether the processed meat products circulating in the community are truly halal with the halal logo of LPPOM MUI.

The Sobel test to test for the effect of mediation cannot be calculated because the relationship between halal awareness and purchase intention is not significant, although the relationship between purchase intention as an intervening variable on purchase decision is significant.

The Effect of Halal Certification on Purchase Decision through Purchase Intention

The effect of halal certification on purchase decision shows that there is no influence between halal certification on purchase decision. Aspan *et al*. (2017) argue that the halal label which is an indicator of halal-certified products does not affect purchase decision. Muslim consumers know the importance of the LPPOM MUI halal logo on product packaging, but they still question whether halal food is always given a halal logo. In other words, can food that does not have a halal logo be said to be haram because of the large number of packaged foods without a halal logo circulating in the community (Huda and Muchlisin, 2014).

The effect of halal certification on purchase intention shows that there is a significant influence between halal certification and a positive effect on purchase intention. This is supported by Awan *et al.* (2015) and Aziz and Chok (2013) that halal certification has a significant effect on purchase intention in halal food products.

Purchase intention as an intervening variable shows that there is a significant influence between purchase intention on purchase decision. To test the effect of mediation, used Sobel test with formula following:

$$
\begin{aligned}
Sab &= \overline{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2} \\
&= \overline{(0.760)^2(0.336)^2 + (0.690)^2(0.297)^2 + (0.336)^2(0.297)^2} \\
&= \overline{(0.578)(0.113) + (0.476)(0.088) + (0.113)(0.088)} \\
&= \overline{(0.065) + (0.042) + (0.010)} \\
&= \overline{0.117} \\
&= 0.342
\end{aligned}
$$

$$
t = \frac{ab}{Sab} = \frac{0.524}{0.342} = 1.532
$$

The results of the above calculations show that the t-calculate < t-table is 1.532 <1.657 (= 0.05 and df = 130), so it can be concluded that purchase intention has not been able to mediate the effect of halal certification on purchase decision.

The Effect of Halal Marketing on Purchase Decision through Purchase Intention

The effect of halal marketing on purchase decision shows that there is no influence between halal marketing and purchase decision. Khuwaroh *et al*. (2018) argue that promotion as an indicator in halal marketing does not affect on purchase decision. Promotions related to product prices show that consumers know the high price of products caused by high production costs, so when promotions such as discounts are

held, they still do not care about this (Syukur and Nimsai, 2018). This contrary to Umah and Herianingrum (2018) that promotion as an indicator in marketing has a significant effect on purchase decision.

The effect of halal marketing on purchase intention shows that there is a significant influence between halal marketing and purchase intention. Awan *et al.* (2015) argue that halal marketing has the highest contribution in influencing the buying interest of Muslim consumers. Aziz and Chok (2013) show that promotion as a component of halal marketing has a significant effect on purchase intention.

Purchase intention as an intervening variable shows that there is a significant influence between purchase intention on purchase decision. To test the effect of mediation used Sobel test with formula following:

$$
\begin{aligned}
Sab &= \overline{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2} \\
&= \overline{(0.760)^2(0.180)^2 + (0.363)^2(0.297)^2 + (0.180)^2(0.297)^2} \\
&= \overline{(0.578)(0.032) + (0.132)(0.088) + (0.032)(0.088)} \\
&= \overline{(0.019) + (0.012) + (0.003)} \\
&= \overline{0.033} \\
&= 0.182
\end{aligned}
$$

$$
t = \frac{ab}{Sab} = \frac{0.276}{0.182} = 1.514
$$

The results of the above calculation show that the t-calculate < t-table is $1.514 < 1.657$ ($= 0.05$ and df $= 130$), so it can be concluded that purchase intention has not been able to mediate the effect of halal marketing on purchase decision.

CONCLUSION

Based on the research results, the conclusions indicate that price perceptions have not significant effect on purchase intention and purchase decision. Product quality, halal certification, and halal marketing has a significant effect on purchase intention and not significant on purchase decision. Halal awareness is not significant on purchase intention and significant on purchase decision. Purchase interest as an intervening variable has a significant effect on purchase decision.

The effect of mediation can be seen in the effect of product quality on purchase decision through purchase intention as an intervening variable as full mediation. Another result is that the effect of halal certification and halal marketing on purchase decision has not been able to be mediated by purchase intention. Meanwhile, the mediation effect was not calculated on the effect of price perception and halal awareness on purchase decision through purchase intention.

The overall implication is that Muslim consumers with a good level of halal awareness will be careful to decide to buy food products by looking for information about these food products, especially Muslim consumers must attention and able to distinguish between the original halal logo and fake halal logo to guarantee has been consumed halal product based on own decision. The level of quality of halal food products is one of the factors considered by Muslim consumers so that it shows an

opportunity for producers to produce halal food with good and consistent quality standards so that Muslim consumers are interested in making purchases and will make repeat purchases in the future. The Indonesian Council of Ulama (MUI) as the institution that is authorized to guarantee the halalness of a product can increase the potential of the halal food industry in Indonesia by providing easy administration of halal certification for producers. MUI is expected to provide socialization to the public regarding the importance of the LPPOM MUI halal logo on food product packaging so that consumers can guarantee the halalness of a food product they consume, as well as sales promotions that can influence Muslim consumers to purchase halal food.

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