Determinants Factors of Purchase Behavior Towards The Intention to Purchase Halal Certified Products among University Students

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Abstract

The purchase of Halal Certified Products is especially important because the halal market continues to grow rapidly and the development of a halal lifestyle in society causes the potential market for halal products to increase. The objective of this research is to identify the level of awareness and factors that influence the purchase intention on Halal Certified Products among University students. The target respondents are students from 3 faculties in University Technology Malaysia. To complete this study, quantitative research was conducted and undergraduate and postgraduate students from 3 faculties were selected as a respondent in this survey. A set of questionnaires was developed and distributed to 152 respondents including 39 respondents for the pilot test result. The data was collected via Google Forms and analyses by using SPSS version 25. The findings indicated that the University students had an elevated level of awareness and purchase intention towards Halal Certified Products. The correlation analysis shows a significant positive relationship between Factors of Purchase Behavior and the Intention on purchasing Halal Certified Products. The result emphasized on the importance of Halal purchase and consumption to ensure the role of the Muslim consumer has been complied. This research also suggests some recommendations for future studies, Universiti Teknologi Malaysia students, and other university students.

Keywords: Halal, Halal Certified Products, Halal Awareness, Purchase Behavior, intention to purchase Halal Certified Products

Introduction

Malaysia is Muslim majority population country and has a population of various religiosity and ethnicities. According to the Malaysian population census in 2020, the country's population reached 32,730,000 people in 2020 and 63.5% of them are followers of the Islamic religion (Mycensus, 2020). Malaysia is a multi-religious society and Islam. Is the official religion, making it a very market to sell products that meet the requirements of

Muslim consumers. The considerable number of Muslim populations influences the government to continue to increase its attention to products circulating in the community. The government, in this case, is shown by the Malaysian Islamic Progress Department (JAKIM) trying to filter out products circulating in Malaysia that must follow Islamic sharia law. JAKIM is an agency that is responsible for the Islamic affairs including halal certification. JAKIM as the agency in charge plays an extremely significant role to protect Muslim consumer in Malaysia and JAKIM's consistently responsible to ensure Muslim consumers to seek for halal certified products as urged by the Islamic law This can be realized by offering halal certification for products that will be distributed in Malaysia. One of the important sectors is the halal product sector which is not only an industry that fulfills Islamic sharia law represented by JAKIM, but also a separate economic force for Malaysia (Ambali & Bakar, 2013).

A Halal Certified products means that the product is allow for Muslim to be consume, and it is acceptable in accordance with Islamic law. For a product to receive Halal certification, the product should be from an acceptable source according to Islamic law. Halal products are no longer the concern of Muslim entrepreneurs and consumers, but also the non-Muslim producers because halal products become a market necessity and demands. Halal Certified Products are recognized as a symbol cleanliness, safety and high quality for Muslim consumer, a halal certification is not only a basic knowledge that known a product is halal, but also a guarantee of a safety for Muslims to be able to consume the product as evidenced by the application of the halal logo in the product packaging and avoiding the negative image associated with Muslim consumers on a product, of course also avoiding the sin of violating Islamic law.

The study of purchase behaviour and purchase intention towards Halal Certified Products is particularly important currently because the Halal market continues to grow rapidly. The development of a Halal lifestyle in society causes the market potential for Halal products to increase. Therefore, this study explores the intention to buy Halal labelled product which is supported by buying behavior factors that lead to their intention to purchase the Halal product. Based on the background above, the purpose of this study is to find out the level of awareness, the factors that influence and measure the weakness of Halal-labeled products on their purchase intentions.

Literature Review
Halal in Islamic Perspective
Halal is defined as permissible or allowed (Abu-Hussin, 2016). All activities that are allowed to be used or conducted in the Islamic religion or any object and activities that are permitted to be utilized or conducted in the Islamic Perspective. All products or services must meet the requirements of halal and *thayyib* in Islamic law, meaning that a product or service is suitable for use or consumption and is not harmful to consumers. While the opposite is halal is haram where haram is anything that is forbidden to be consumed or used. This is a particularly important thing for Muslims, especially students, to know the category of products they buy and use (Awan, 2014).

Halal and haram provisions are the right of Allah as the Lord of the universe. No one is allowed to determine halal and haram because halal and haram are stipulations of the Shari'a and part of the authority of Allah (WA Al-A'raf 7:32-33). Humans are forbidden to say halal is haram without a basis of knowledge that comes from divine revelation (QA An-

Nahl 16:116). (Shamakov, 2019). Halal criteria in Islam are food that is halal for consumption and has been stipulated as halal in the Qur'an and hadith. Next is food that is obtained in a good and legal way, it will become unlawful if it is obtained inan improper and prohibited way and food becomes haram when the method of processing it is not in accordance with religious law (Shamakov, 2019)

Halal Certification in Malaysia
Halal certification is the main factor in Muslim consumption decisions, halal directions and an accreditation system are established to facilitate Muslim consumers in buying products that comply with Islamic provisions. The only nation that fully supports the promotion of the halal certification procedure for its goods and services is Malaysia Sharia Law is what governs halal. The Malaysian Islamic Development Department is a crucial organisation that oversees halal certification in that country (JAKIM). Products with the JAKIM certification is halal and secure to purchase because they are also backed by their quality and nutrition (Wei et al., 2020).

Halal Certification products in Malaysia require comply with the Shariah Law. Briefly,halal cosmetic products should not contain any human parts as ingredients nor contain any animal that is prohibited to Muslims or has not been slaughtered according to shariahlaw. Continuously, no alcohols used from alcoholic beverages Khamr (2020), no contamination during preparation, processing, manufacturing, and storage, and should be safe fo buyers (Salleh & Hussin, 2-13). Halal cosmetic products formulation and quality must comply with the Shariah Law and comply with the provisions of the National PharmaceuticalControl Bureau, Ministry of Health Malaysia (Wei et al., 2020).

Category of Halal Product
The Halal term refers to what is allowed or permissible by the Shariah law. It is the basic requirement for Muslims to adhere to, which can consist of foods and goods consumed or andused in daily life (Yi Wei et al, 2020). Some would claim that it is unlikely for Muslim societies to come to a comprehensive agreement on whether to classify all consumer goods as Halal or Haram (De Run et al., 2010). In Muslim countries, categorization by experts is especially valued in the following examples: cigarettes, contraceptive products, and energy drinks (De Run et al., 2010). However, these goods only make up a small portion of the more than a billion consumers in the Islamic world (Mukhtar & Butt, 2011)

Cosmetic products are also included as the materials, ingredients used, usage of raw materialsright up to the marketing, and delivery of products to purchasers must be in halal aspect guidance. It also emphasizes safety and product efficacy evaluation. Thus, halal cosmeticstandards, halal certification and halal logo can be applied as guidelines for halal compliances (Hashim & Hashim, 2013). Meanwhile, Halal food comes from acceptable food categories, is safe and not harmfully prepared. Permissible food includes meat, poultry, fish, and most seafood. The milk and eggs of all acceptable animal species are permittedas are all non-toxic fruits and vegetables. (Ireland & Rajabzadeh, 2011)

Halal Logo/Certification
The inclusion of halal Logo and certification is an effective communicative tool for consumers to make it easier for consumers to sort halal food more easily (Fitria, 2019).

Halal certification is the main factor in Muslim consumption decisions, halal directions and an accreditation system are established to facilitate Muslim consumers in buying products that comply with Islamic provisions. product certification as evidenced by the halal logo on the product not only guarantees what is used or consumed in accordance with Islamic law, but also gives a sense of trust and confidence to producers for halal standards that have been met (Awan et al., 2014). Correct labeling of halal products is particularly important for consumers because certain labels are often misleading. Malaysia is a Muslim majority nation, and that is why Halal label is an absolute key for consumption.

Halal certification requires a quality control process to oversee the effective implementation of the required production conditions and ensure quality standards. Nowadays, Muslims are making their presence felt socially and asking for halal-certified products from various international brands and products appear in the market of Muslim countries and the issue of halal certification is always a priority. Halal certification of products is always requested regardless of their country of origin.

Halal Awareness
Halal in the Islamic sense is everything that is allowed or accepted by Muslims. Food products for Muslims can be distinguished between halal and haram. And between the two, there are makruh and doubtful. Awareness is the ability to perceive, feel, and be aware of an event and an object. Halal Awareness is known based on whether a Muslim understands what halal is, knows the correct slaughter process and prioritizes Halal food for them to consume (Setyaningsih, 2019). Halal awareness is also interpreted as an understanding of Muslims towards the concept of Halal, Halal processes, and Halal principles which prioritize halal food for their consumption. The more understanding of the concept of halal, the process and principles of halal, Muslims tend to be more selective in choosing the products they consume (Pambudi, 2018). Based on the above understanding, it can be concluded that Halal awareness is a Muslim's knowledge of the concept of halal, halal process and considers that consuming halal food is important for them.
This is particularly important for a Muslim to understand and aware on the products purchased and used. Apart from the Halal food products that have been widely offered, and the frequent research information about the Halal food market, there is less research conducted based on theory about the purchase of Halal products (Alam and Sayuti, 2011).

Halal Marketing
Although theoretically like marketing in general, Halal marketing differs in that it is required to adhere to the laws and regulations established by the Shari'a (Salehudin and Mukhlis 2012). Thus, it is important to assess how they respond to their consumers in line with the manufacturer's marketing strategy. Nurhasanah (2018) focuses on four components of the crucial marketing mix that must be considered in achieving both customer and corporate goals. The four pillars of Islamic marketing are product, price, promotion, and logistics (Fitria, 2019).

Marketing of Halal products, especially in food products, is particularly important in understanding consumer behavior. Muslim consumers can be compared to some other

consumer groupsin terms of their demand for nutritious and superior food products, but the difference stems from their need for sharia-compliant food products. Therefore, it is important to look at each of the four marketing mix tools that can be used to satisfy customers and company goals (Awan et al, 2014). Consumer purchase intention can be determined by factors including customers' consideration of and expectation to acquire a brand. Important marketing-related factors are also crucial in forecasting consumers' intentionsto buy Halal goods (Awan et al., 2014).

Halal Knowledge
In making decisions, consumers often consider product knowledge. It may affect how consumers access products (Said et al, 2014). Knowledge refers to a feeling offact or experience that is known by a person or group of people (Rahman et al., 2015). Knowledge can also be interpreted as awareness or familiarity gained through experience or learning. Knowledge has an influence on intention through attitude. Therefore, increasing knowledge will tend to affect intentions (Hadjimarcou, 2000). The findings of previous research by Hamdan et al (2013) indicate that there is a weak relationship between knowledge of halal food and purchasing decisions.

Past halal studies have indicated the influence of knowledge towards intentions through halal product purchase. Therefore,increasing knowledge will affect intentions to buy halal certified products. Knowledge is also defined as awareness or familiarity gained through experience or learning. More specifically,knowledge means expertise and skills acquired by a person or group of people through theoretical or practical understanding of a subject (Shamakov, 2019).

Religiosity
Religiosity and spiritual values become the standard of one's behavior and have an impact onthe selection of product attributes. Religiosity has a particularly important influence on consumer behavior and actions because human nature, the basis of their behavior and actions are spiritual values (Shamakov, 2019). Religion has an influence on consumers' alternative choices for various products (Ahmed, 2008). spiritual values also have an influence on lifestyles which then become customer actions (Shamakov, 2019). Religious consumers will take the option to buy more halal products with religious perceptions and prevent from engaging in deviations and conflicts with religious guidelines (Schneider etal, 2011). Therefore, the religious belief of customers has become an essential aspect that affects consumption actions (Shamakov, 2019). An individual's level of religiosity positively affects attitude towards Halal product purchase (Mukhtar and Butt, 2012).

Theoretical Framework
This study uses multiple linear regression analysis by collecting data to analyze 5 important determinant factors that determine purchase behavior towards the intention tobuy Halal Certified Products. This framework was adapted from previous study by (Awan et al., 2014). The research model that examines the relationship between factors and the intention to buy a product is presented in the following figure. It was indicated that halal logo, halal awareness, halal marketing, knowledge and religiosity has a direct relationship with the intention to purchase halal certifies products.
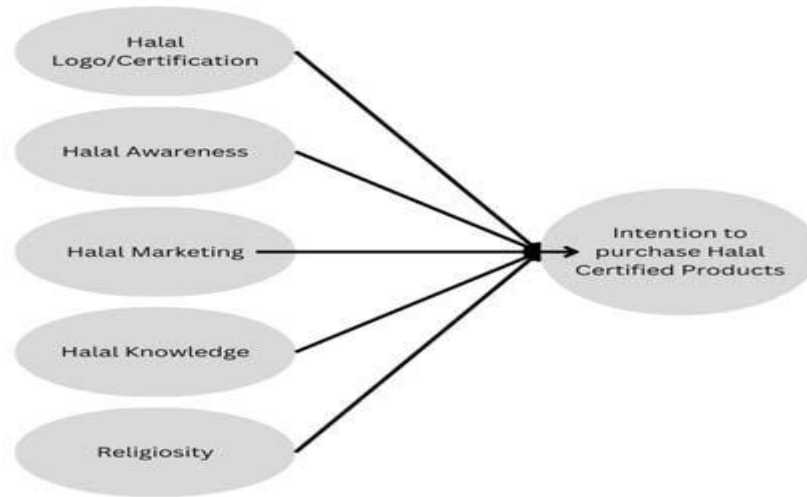
Figure 1

Research Methodology
Population and Sample
The group of people targeted by the researcher to gather data to fulfil the research goal of this study is referred to as the target population (Sekaran & Bougie, 2016). The main objective of this research is to determine the factors of purchase behavior towards halal certified products among university students. Therefore, the target population of the research is the university students who are purchasing halal certified products in their daily consumption and purchase. It was impossible to involve all university students in all university in Malaysia due to the time constraint and limitation. Therefore, the target population for the surveywas targeted to Indonesian undergraduate and postgraduate student in Universiti Teknologi Malaysia (UTM) at Johor Bahru. Since the total number of students in UTM Johor Bahru is extremely huge, according toUTM official website, there are currently 16,090 undergraduate and 9,396 postgraduatestudents. Therefore, the survey will not involve all students and will be focus onIndonesian undergraduate and postgraduate students from three faculties only which is from Faculty of Engineering, Faculty of Social Sciences & Humanities, and Faculty of Management.

Table 1
Population of Universiti Teknologi Malaysia Students

POPULATION	
Universiti Teknologi Malaysia (Consists of 7 Faculties and Schools):	
➢ Faculty of Engineering ➢ Faculty of Built Environment & Surveying ➢ Faculty of Science ➢ Faculty of Social Sciences & Humanities ➢ Razak Faculty of Technology & Informatics ➢ Azman Hashim International Business School ➢ Malaysia-Japan International Institute of Technology	
Total UG and PG enrolment	25,526
Master Students	4,023
PhD Students	4,927
Total International Students	5,210

Based on the Table 3.1, it shows the total number of all students in Universiti Teknologi Malaysia which consists of seven faculties and schools. Moreover, the table also shows the total divided by categories of students namely total UG and PG enrolment, Master students, PhD students, and international students.

Table 2
Target Population for this research

Target Population	
Faculty of Built Environment &Surveying	Undergraduate & PostgraduateStudents
Faculty of Social Sciences &Humanities	Undergraduate & PostgraduateStudents
Faculty of Management	Undergraduate & PostgraduateStudents

Then, in Table 3.2 stated the selected faculty for the target population for this research. Target population for this research are Indonesian students from undergraduate and postgraduate student who are in Faculty of Built of Environment, Faculty of Social Sciences & Humanities, and Faculty of Management. In these faculties, there are many programs that are offered for undergraduate and postgraduate students which researchers need toensure that the distribution of data collection for this study is fair according to the faculties and degrees. This study uses stratified random sampling techniques which is the type of probability sampling that can be separated into homogenous groups(strata). Within each strata list, a sampling unit is picked randomly. This sampling technique is also called "random quota sampling". In this research, stratified sampling technique was applied wherein the target population are students from Faculty of Built Environment & Surveying, Faculty of Social Sciences & Humanities, and Faculty of Management students and from that faculty were stratified based on the degrees (Undergraduate and Postgraduate). This technique was chosen in this research

to ensure that each segment of the population has a fair probability of being chosen (Borges,et al., 2017).

Sample size refers to the group of people selected from the population that have been drawn so that the researcher can collect the information and perform the examiner based on the answers provided by the size of the survey (Mei, 2019). According to Ahmad et al (2019) the minimum sample size that is determined by the rulesis 30 and the maximum is 500 which is appropriate for most research. The sample sizefor this study was targeted 156.

Quantitative Analysis Method
Data collected from the primary source of the questionnaire will be analyzed using quantitative methods. The use of SPSS software to analyze the data that has been collected is intended to facilitate data analysis because it involves a large amount of data. SPSS also gives accurate decisions and can be implemented immediately. The use of SPSS can provide a mean value which can identify the dominant factors that influence the use of cashless payment. In addition, the use of SPSS also can provide the significant value for the factor where it can determine the factors that are have relationship between level of awareness and the intention to use of cashless payment among university students.

Findings/MainResults
Sample Profile
The questionnaire that develops in google form format had been distributing to target respondent who are Indonesian Undergraduate and Postgraduate students which is from Faculty of Build Environment and Surveying, Faculty of Social Sciences & Humanities,and Faculty of Management. There are 182 respondents who are committed in answers the questionnaire which are received completed by researcher. The total of 152 data received includes 30 data of pilot test. The 152 data collected after pilot test were recorded and analyses by using SPSS software.

Reliability Analysis
Table 3
Reliability Analysis

Cronbach's Alpha	N of items
.859	25

Based on table 4.1, it shows that the reliability analysis of overall for this study which shown the result of Cronbach's Alpha was 0.859. Based on Cronbach's Alpha Rule of Thumb, alpha 0.9 > α ≥ 0.8 means the consistency is good and have an exceedingly high relationship. Thus, the consistency of this research is good and dependable.

Descriptive Analysis

To determine the level of awareness of purchasing Halal Certified Product among UTM students.

Table 4

Independant Variable	Mean	std	Level
Halal Logo/Certification	4.294	.50057	High
Halal Awareness	4.378	.60693	High
Halal Marketing	3.966	.63191	High
Halal Knowledge	4.280	.63549	High
Religiosity	4.365	.62520	High
Factors of PurchaseBehavior	4.240	.45177	High

Table 5

Dependant Variable	Mean	std	Level
Intention to purchase Hala Certified Products	4.250	.64088	High

Tables above demonstrates the independent variable and dependent variable including each mean and overall mean of factors of purchase behaviour towards the intention to purchase Halal Certified Products among Universiti Teknologi Malaysia students. Among the five factors, Halal Awareness has the highest mean score (M= 4.37), indicating a prominent level. The second highest mean score is Religiosity (M= 4.36), which shows an elevated level. The third highest mean score is Halal Logo/Certification (M=4.29), indicates an elevated level. Next, Halal Knowledge (M= 4.28) also indicates an elevated level. Lastly, Halal Marketing shows the lowest mean score (M= 3.96) but also has a highmean score. Overall Factors of Purchase Behavior also indicate an elevated level of mean (M= 4.24).

Besides that, the intention to purchase Halal Certified Products also shows high level score (M= 4.25). To conclude, Halal Awareness shows the highest factors of purchase behaviour, while Halal Marketing results in the lowest mean score in the factors of purchase behaviour.

Correlation Analysis

To identify the factors that influence the purchase intention on Halal Certified Product among Universiti Teknologi Malaysia students.

Table 6

Dimension	Intention to purchase Halal Certified Products		
	r	p	Correlation's Interpretation
Halal Logo/Certification	0.493	0.000	Moderate
Halal Awareness	0.393	0.000	Small but define relationship
Halal Marketing	0.297	0.000	Small but define relationship
Halal Knowledge	0.369	0.000	Small but define relationship
Religiosity	0.353	0.000	Small but define relationship
Factors of PurchaseBehavior	0.495	0.000	Moderate

**Correlation is significant at the .05 level ($p<0.05$)

Table 4.3.2 demonstrates the Pearson correlation between the Factors of Purchase Behavior towards the intention to purchase Halal Certified Products among Universiti Teknologi Malaysia students. The correlation result shows that there is a significant and positive relationship between Halal Logo/Certification (r = 0.493, p = 0.000), Halal Awareness (r = 0.393, p = 0.000), Halal Marketing (r = 0.297, p = 0.000), Halal Knowledge (r = 0.369, p = 0.000), and Religiosity (r = 0.353, p = 0.000), to intention topurchase Halal Certified Products. Furthermore, overall factors of purchase behaviour show a significant moderate positive relationship to intention to purchase Halal Certified Products (r = 0.495, p = 0.000).

The correlation coefficient is small but defines relationship among four factors (Halal Awareness, Halal Marketing, Halal Knowledge, and Religiosity) and moderate for the Halal Logo/Certification. However, the correlation (p-value) is significant at 0.05. In summary, it can be concluded that factors of purchase behaviour have a significant positive relationship towards the intention to purchase Halal Certified Products among University students.

Multiple Regression
To measure the importance of Halal Certified Product towards purchase intention among UTM students

Table 7

Intention to Purchase Halal Certified Products			
Model	Standardized Coefficients (Beta)	t	Sig.
(Constant)		1.915	0.057
Halal Logo/Certification	0.336	3.964	0.000
Halal Awareness	0.155	1.805	0.073
Halal Marketing	0.017	0.194	0.846
Halal Knowledge	0.096	1.039	0.301
Religiosity	0.081	0.915	0.362

Based on this dependent variable which is the intention to purchase Halal Certified Products which shown in table 7, it shown that the Halal Logo/Certification are significant with dependent variable. This can be proved when the significant value of factors of purchase behaviour is recorded in the same value 0.000 which have less than alpha value 0.05. It shows that in this research, Halal Logo/Certification has a positive relationship between the factor of purchase behaviour towards purchase intention.

Discussions
Discussion on the Level of Awareness of Halal Certified Products among Universiti Teknologi Malaysia students
The First objective of this study is to identify the Level of Awareness of Halal Certified Products among Universiti Teknologi Malaysia students. This study found out that Universiti Teknologi Malaysia students was on an elevated level of overall awareness of HalalCertified Products. Researchers found in this study that Halal Awareness was the highest mean score on Factors of Purchase Behavior. Following chronologically are Religiosity was the second, Halal Logo/Certification was the third, Halal Knowledge was the fourth and the last was Halal Marketing.

Halal Marketing. Based on the data analysis, the overall results showed that respondents had an elevated level of awareness on intention to purchase Halal Certified products, it shownfrom the overall mean of purchase behaviour which is 4.24. The prominent level of awarenessamong researcher respondents is proven when they are willing to buy halal certified products during their studies at UTM and intend to buy halal products in the future. This research findings are relevant with the previous finding by Awan et al (2014), who observed the factors affecting Halal purchase intention, explored factors contributing towards the Halal purchase intention. Overall, the factors of purchase behaviour have a positive relationship with intention to purchase Halal Certified Products.

Discussion on the factors influence the purchase intention on Halal Certified Product among Universiti Teknologi Malaysia students
The second objective in this research was to identify the factors influence the purchase intention on Halal Certified Product among Universiti Teknologi Malaysia students.

Pearson correlation was used to analyses the respondent's data between independent variables and dependent variables, thus, to be able to interpret the objective. The hypothesis in this study stated that there was a positive relationship between factors of purchase behaviour and intention to purchase Halal Certified Products among Universiti Teknologi Malaysia students. This hypothesis is accepted because this result was aligned with previous studies showing a significant positive relationship between the factors contributing towards the Halal purchase intention (Awan et al., 2014)

Discussion on the importance of Halal Certified Products towards purchase intention among Universiti Teknologi Malaysia students
The third objective in this research was to identify the importance of Halal Certified Products towards purchase intention among Universiti Teknologi Malaysia students. Multiple Linear Regression was used to analyses the respondent's data to measure the importance of Halal Certified Products towards purchase intention among Universiti Teknologi Malaysia students. From the data analysis, it was discovered that Halal Logo/Certification is the only factor with significant relationship towards purchase intention of Halal Certified Products.

Limitation and Recommendation
There are some limitations noticed in this study. First limitations during this research regarding time consuming in collecting respondents to achieve the targetrespondents of this study. Since the data collection procedure in this studywas using a questionnaire link distribution through the google form. Although the datadistribution has been done by using several types of data distribution, either by ask them directly or via online by distribute to electronic messages, it was still difficult to approachrespondents and make sure they fill them out. Second, during data processing, researchers experienced difficulties on using SPSS because there were some errors and unresponsive with the researcher's laptop. Thus, making researchers took a longer period to process the data and seek for assistance with researchers' colleagues. Henceforth, the future researcher can do the research with use of different analytical methods to see to see the differences in the measurement of awareness level and to be able toobtain more accurate and authentic information. Future researchers can use qualitative data approach to get more accurate and authentic information, with smaller scope and population of study. Future researchers should be able to manage time effectively so that time will not be the limitation of the study. SPSS as the application for data processing should be installed properly to avoid some errors and unresponsive feedback in the upcoming future.

Conclusion
As a conclusion, based on this study, all the three objectives had been achieved. In this research, the level of awareness of purchasing Halal Certified Products among University students overall is at an elevated level of awareness. Moreover, there is moderate positive relationship between the factors of purchase behavior that influence the purchase intention on Halal Certified Product among University students. While the only significant factors that measure the importance of Halal Certified Products towards purchase intention is the factors of Halal Logo/Certification. For future recommendation, researchers are hoping that this study will help future researchers to make other study in providing some

knowledge, information and exposure related to the level of awareness, factors that influence, and the importance of Halal Certified Products

Acknowledgement

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