

MEASURING MUSLIM DECISIONS TO PURCHASE HALAL CERTIFIED PRODUCTS USING PLANNED BEHAVIOR THEORY

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ABSTRACT

This research modifies the theory of planned behavior in Muslim decision making in purchasing halal certified products among madrasah teachers and is the first research that is used as the object of research, namely madrasah teachers. The assumptions offered are: (1) attitudes, subjective norms, behavioral control and purchase intentions influence the decisions of madrasah teachers in Bone district buying halal certified products, (2) Finding out the magnitude of the direct and indirect influence on Muslims' decisions to buy halal certified food with the theory of planned behavior on madrasah teachers. In achieving this goal, an inductive approach was used with a quantitative method in collecting data using a closed questionnaire technique via Google Form which was constructed using variables adopted from the theory of planned behavior by taking samples randomly from North Bone, city and South Bone areas which have schools. madrasa. The sample size criteria were adjusted to the analysis of the variance-based Structural Equation Modeling (SEM) approach with the partial Least Square (PLS) method. The required data is collected using observation methods, distributing questionnaires and documentation. The data that has been collected is analyzed quantitatively and the data that has been obtained through observation is expressed based on narrative. The research results show that the findings of this research show three things. First, attitude has no influence on the decision to buy halal-certified food, only Subjective norm and behavioral control variables have a direct influence on a person's decision to use halal products, especially among madrasah teachers in Bone Regency. Second, lack of literacy regarding purchasing decisions. Third, all variables when constructed through moderating variables to see the indirect influence have no influence on purchasing decisions.

Keywords:

Halal Literation, Planned Behaviour,
Decision Making of Madrasah Teachers.

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1. INTRODUCTION

The decision of Muslims to purchase halal-certified products has raised public awareness in choosing food products. Halal food products refer to anything permissible according to Islamic law. Muslim respondents consistently place high priority on halal-related issues when purchasing food, buying meat, or choosing restaurants (Anggraini & Dewanti, 2020). Indonesia has spent approximately US\$154.9 billion in the halal food sector and US\$8.8 billion in the media and recreation sectors (Al Hasan, 2017). Field surveys reveal that people often pay little attention to packaging codes when purchasing goods because they assume that they are in an environment where the majority of the population is Muslim. Muslim consumers adhere to specific principles and values that are relatively homogeneous. On the other hand, there is a lack of public understanding regarding the relationship between the concept of halal such as halal product awareness and halal certification and purchase intention.

The criteria for halal in food production exclude pork products, alcohol, and their derivatives, such as certain chemical additives and synthetic ingredients harmful to the human body. Furthermore, the halal concept also applies to sourcing, processing, packaging, and distribution. This study attempts to elaborate on Ajzen's Theory of Planned Behavior (TPB), which explains three determinants influencing a person's intention to make decisions: Attitude toward behavior, Subjective norms, and Perceived behavioral control. These three determinants are used to assess the decision-making of *madrasah* teachers in Bone Regency when purchasing halal-certified products. The rationale for selecting *madrasah* teachers as respondents is that they are expected to easily convey to their students the importance of checking product packaging for halal labels before purchasing or consuming food to avoid products containing haram or harmful substances.

So far, studies on halal products using the Planned Behavior approach have not received much attention from scholars. Existing research has mostly focused on the following: (1) Halal products in the context of cosmetics (*No Title*, 2018); (2) Halal products traded in Purbolinggo market analyzed through qualitative descriptive methods (Rahmawati, 2017); (3) Factors influencing the intention to buy halal-labeled food (Efendi, 2020); (4) The effect of halal awareness on the intention to purchase halal food (Vizano et al., 2021); and (5) Determinants of Indonesian consumers' intention to purchase halal food abroad: a modified planned behavior model based on religiosity (Destiana & Tairas, 2021).

Therefore, this research aims to fill that gap and distinguish itself from previous studies on halal-certified food products. In general, this study seeks to complement earlier studies that have not given sufficient attention to examining Muslim consumers' decisions to purchase halal-certified food. Specifically, it aims to examine the influence of the three elements of TPB—attitude, subjective norm, and perceived behavioral control (Ajzen, 1991a) and the aspect of religiosity (Suleman et al., 2021) in determining Muslims' purchasing decisions for halal-

certified food, using the Planned Behavior theory (Arikan & Bloom, 2019) as an intervening variable that replaces the general rational intention in TPB. Thus, this study is regarded as one of the first of its kind designed to measure Muslims' purchasing decisions for halal-certified food products through the lens of the Theory of Planned Behavior.

2. RESEARCH METHODS

This study employs a quantitative approach in collecting data related to examining Muslim consumers' decisions to purchase halal-certified food using the Theory of Planned Behavior, with *madrasah* teachers as respondents. In the data analysis stage, a questionnaire is developed, and the collected data are processed using Structural Equation Modeling (SEM). The results are then interpreted based on the Theory of Planned Behavior in the context of purchasing halal-certified food. The interpretation of these findings will serve as the basis for drawing conclusions.

3. RESULT

The respondents in this study were 268 *madrasah* teachers. The questionnaire consisted of 30 items distributed via Google Forms and shared through social media platforms. The characteristics of the respondents are presented in the following table:

Table 1 Respondent Characteristics

Respondent Characteristics		Respondent Characteristics	Respondent Characteristics
Gender	Male	76	28,4 %
	Female	192	71,6%
Age	21-25	15	5,6 %
	26-30	35	13,1 %
	31-40	99	36,9%
	41-50	108	40,3 %
	51-60	11	41 %

Source: SPSS Output, 2023

Based on Table 1, it can be seen that the majority of respondents were female (71.6%), compared to male respondents (28.4%). In terms of age, most respondents were between 41–50 years old (40.3%), followed by those aged 31–40 years (36.9%), 26–30 years (13.1%), and 21–25 years (5.6%).

3.1 Measurement Model Evaluation (Outer Model)

Validity and Reliability Tests

Model evaluation was conducted to ensure that the measurement instrument is valid and reliable. The tests were performed to identify the validity results and to distinguish composite reliability and Cronbach's alpha for determining reliability. The results of the validity and reliability tests are presented below:

Table 2 Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Literacy	0.870	0.877	0.905	0.657
Purchase Decision	0.757	0.759	0.861	0.674
Perceived Behavioral Control	0.835	0.845	0.901	0.751
Purchase Intention	0.873	0.874	0.908	0.663
Purchase Intention * Attitude	1.000	1.000	1.000	1.000
Purchase Intention *	1.000	1.000	1.000	1.000
Subjective Norm				
Purchase Intention *	1.000	1.000	1.000	1.000
Behavioral Control				
Purchase Intention * Halal Literacy	1.000	1.000	1.000	1.000
Subjective Norm	0.870	0.881	0.905	0.657
Attitude	0.875	0.877	0.914	0.727

Source: SmartPLS Output, 2023

Table 2 shows that all constructs have Average Variance Extracted (AVE) values greater than 0.50, indicating that each indicator is valid. Furthermore, all variables have Cronbach's Alpha > 0.70 and Composite Reliability > 0.70, which confirms that the measurement model is reliable.

3.2 Structural Model Evaluation (Inner Model)

In evaluating the inner model using Partial Least Squares (PLS), the results are assessed based on the R-square (R^2) values for each dependent latent variable. The results of the inner model testing are presented in the following table:

Table 3 R-Square Values

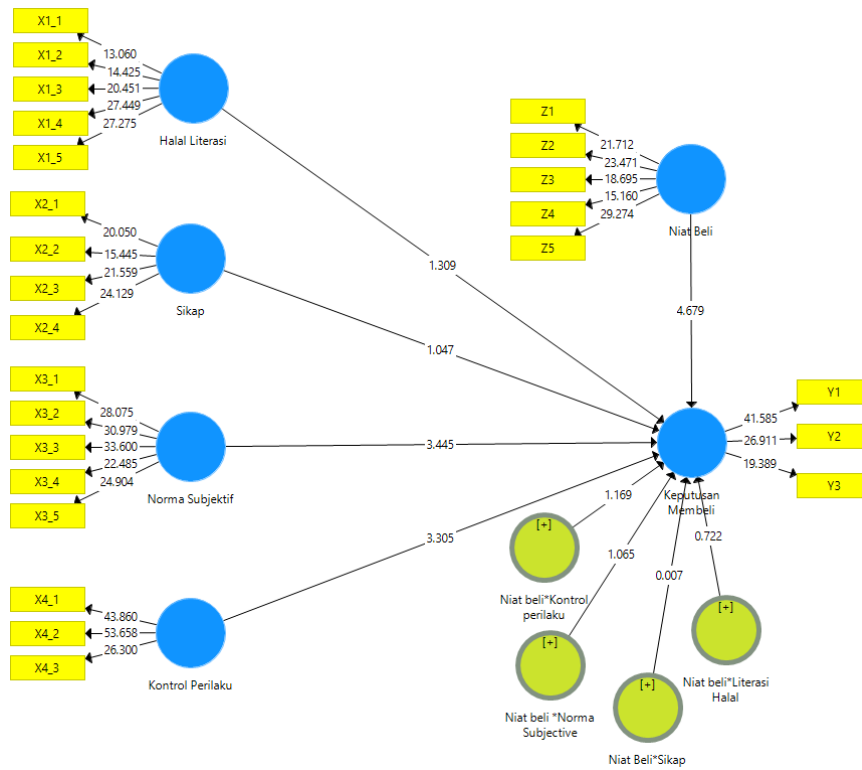
Variable	R Square	R Square Adjusted
Purchase Decision	0.504	0.485

Source: SmartPLS Output, 2023

As shown in Table 3, the R-Square value of 0.504 and Adjusted R-Square value of 0.485 indicate that the variables in the model have a good level of explanatory power and demonstrate a meaningful relationship among the constructs.

3.3 Hypothesis Testing Results

Figure 1. Path Coefficient Diagram and Hypothesis Testing



Source: SmartPLS Output, 2023

The figure presents the accepted and rejected hypotheses:

Table 4 Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Halal Literacy → Purchase Decision	0,095	0,093	0,073	1,309	0,191	Rejected
Perceived Behavioral Control → Purchase Decision	0,292	0,288	0,088	3,305	0,001	Accepted
Purchase Intention → Purchase Decision	0,385	0,394	0,082	4,679	0,000	Accepted
Purchase Intention * Attitude → Purchase Decision	0,000	0,000	0,047	0,007	0,994	Rejected

Purchase Intention * Subjective Norm → Purchase Decision	0,098	0,082	0,092	1,065	0,287	Rejected
Purchase Intention * Behavioral Control → Purchase Decision	-0,105	-0,088	0,090	1,169	0,243	Rejected
Purchase Intention * Halal Literacy Subjective Norm → Purchase Decision	0,040	0,057	0,056	0,722	0,471	Rejected
Attitude → Purchase Decision	0,296	0,297	0,086	3,445	0,001	Accepted
	-0,072	-0,065	0,069	1,047	0,295	Rejected

Source: SmartPLS Output, 2023

Based on Table 4, the hypothesis testing results indicate that for p-values < 0.05, the hypotheses are accepted. Thus, three hypotheses are accepted and six hypotheses are rejected. The accepted hypotheses show that Perceived Behavioral Control, Purchase Intention, and Subjective Norm have a significant influence on purchase decisions. This finding emphasizes that madrasah teachers' decisions to purchase halal products are significantly influenced by their purchase intentions, subjective norms, and perceived behavioral control.

3.4 DISCUSSION OF ANALYSIS RESULTS

This study investigates the direct and indirect effects of Muslim teachers' decisions to purchase halal-certified food products using the Theory of Planned Behavior (TPB) framework. The direct and indirect influences of exogenous latent variables on endogenous latent variables, as shown in Table 4.4, can be explained as follows.

The path coefficient between Halal Literacy and Purchase Decision is 0.095, with a T-statistic of 1.309 (>1.96) at a significance level of $\alpha = 0.05$ (P-value = 0.191). This result indicates that Halal Literacy does not have a significant effect on the purchase decision of madrasah teachers in Bone Regency.

The path coefficient between Perceived Behavioral Control and Purchase Decision is 0.292, with a T-statistic of 3.305 (>1.96) at $\alpha = 0.05$ (P-value = 0.001). This suggests a significant influence between Perceived Behavioral Control and Purchase Decision among madrasah teachers in Bone Regency.

The path coefficient between Purchase Intention and Purchase Decision is 0.385, with a T-statistic of 4.679 (>1.96) at $\alpha = 0.05$ (P-value = 0.000). This result confirms a significant influence between Purchase Intention and Purchase Decision among madrasah teachers in Bone Regency.

The path coefficient between Purchase Intention and Attitude toward the purchase decision is 0.000, with a T-statistic of 0.007 (>1.96) at $\alpha = 0.05$ (P-value = 0.994), indicating no significant indirect effect of attitude on the relationship between purchase intention and purchase decision.

The path coefficient between Purchase Intention and Subjective Norm toward the purchase decision is 0.098, with a T-statistic of 1.065 (>1.96) at $\alpha = 0.05$ (P-value = 0.287), meaning no significant indirect effect of subjective norm on the relationship between purchase intention and purchase decision.

The path coefficient between Purchase Intention and Perceived Behavioral Control toward the purchase decision is -0.105, with a T-statistic of 1.169 (>1.96) at $\alpha = 0.05$ (P-value = 0.243), showing no significant indirect influence of perceived behavioral control through purchase intention on purchase decisions.

The path coefficient between Purchase Intention and Halal Literacy toward the purchase decision is 0.040, with a T-statistic of 0.722 (>1.96) at $\alpha = 0.05$ (P-value = 0.471), suggesting no significant indirect effect of halal literacy on purchase decisions.

The path coefficient between Subjective Norm and Purchase Decision is 0.296, with a T-statistic of 3.445 (>1.96) at $\alpha = 0.05$ (P-value = 0.001), confirming a significant influence of Subjective Norm on the purchase decision of madrasah teachers in Bone Regency.

Lastly, the path coefficient between Attitude and Purchase Decision is -0.072, with a T-statistic of 1.047 (>1.96) at $\alpha = 0.05$ (P-value = 0.295), indicating that Attitude does not significantly affect purchase decisions among madrasah teachers in Bone Regency.

In summary, the study aims to explore both direct and indirect effects of TPB variables—attitude, subjective norm, and perceived behavioral control on Muslim teachers' purchase decisions regarding halal-certified food. The inclusion of Halal Literacy as a modified construct of TPB suggests that madrasah teachers possess relatively low awareness and understanding of halal literacy when making purchasing decisions.

H1a: Halal Literacy does not have a direct effect on Purchase Decision.

The findings indicate that Halal Literacy has no significant effect on purchase decisions, as shown by the P-value > 0.05 (0.191). This suggests that halal literacy alone is insufficient to explain halal food purchase decisions. Although consumers may understand halal concepts, this awareness is not strong enough to become the primary driver of their purchase behavior.

H3a: Perceived Behavioral Control has a direct effect on Purchase Decision.

The results reveal that Perceived Behavioral Control significantly influences purchase decisions (P-value = 0.001). Consumers who feel capable of controlling their purchasing behavior are more likely to buy halal products. Easy access to halal products and clear labeling appear to strengthen consumers' sense of control, encouraging them to make halal-conscious purchase decisions.

H5a: Purchase Intention has a direct effect on Purchase Decision.

This hypothesis is supported (P-value = 0.000), showing that intention significantly affects purchase decisions. Intention is a fundamental step in decision-making, including in choosing halal products across various sectors food, cosmetics, pharmaceuticals, fashion, financial services, and entertainment.

H5b: Purchase Intention and Attitude have no indirect effect on Purchase Decision.

The results show no significant indirect influence (P-value = 0.994). Attitude toward halal products neither strengthens nor weakens the relationship between purchase intention and actual purchase decision.

H5c: Purchase Intention and Subjective Norm have no indirect effect on Purchase Decision.

The hypothesis is not supported (P-value = 0.243), meaning that subjective norms do not significantly mediate or strengthen the relationship between purchase intention and purchase decision.

H5d: Purchase Intention and Halal Literacy have no indirect effect on Purchase Decision.

The analysis shows no significant relationship (P-value = 0.471). This indicates that even with good halal knowledge, consumers with strong purchase intentions do not necessarily translate that intention into real purchasing actions.

H3a: Subjective Norm has a direct effect on Purchase Decision.

This hypothesis is accepted (P-value = 0.001). According to consumer decision theory by Kotler and Keller, decision-making involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Subjective norms social influence from peers, family, or community play a critical role during the evaluation of alternatives, where individuals compare and choose products based on perceived social approval and shared values.

H2a: Attitude does not have a direct effect on Purchase Decision.

The results show no significant effect (P-value = 0.295). This suggests that consumers' positive or negative attitudes toward halal products do not necessarily determine their actual purchasing behavior.

4. CONCLUSION AND SUGGESTIONS

The findings of this study reveal that in the context of Muslim teachers in madrasahs in Bone Regency, only subjective norms and perceived behavioral control have a significant direct influence on the decision to purchase halal-certified food, while attitudes and halal literacy do not show a significant effect. Moreover, none of the indirect relationships through moderating variables significantly affect purchasing decisions, indicating that the intention to buy halal products is not strongly shaped by literacy, attitudes, or subjective norms alone. These results highlight the need for greater efforts to strengthen halal literacy and awareness among educators, as well as the importance of providing easier access and social reinforcement to encourage

consistent halal consumption behavior. Future research is recommended to expand the scope of respondents, include additional variables that may influence decision-making, and employ alternative analytical models beyond SEM to gain a deeper understanding of the determinants of halal purchasing behavior.

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