

# Analysis of intention toward *halal* products: An empirical study of young consumers

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## ABSTRACT

The purpose of this paper is to determine the intention of consumer in choosing *halal* products, particularly for food products. The three main elements in the Theory of Planned Behavior (TPB) consisting of attitude, subjective norm, and perceived behavioral control is connected to the intention to consume *halal* products, particularly *halal* food. This study refers to the two studies both in the Malaysian context. This is a survey-based research. It used a questionnaire for collecting the data taken from 151 active students of Faculty of Economics and Business in Unpad who participated as the respondents in this research. The data were analyzed using a descriptive statistics, correlation, chi-square, and multiple regression. The findings show that the three main elements have a significance effect on the intention. This study is unique since it was conducted in Indonesia's context and the results is slightly different from the findings of the previous one.

## ABSTRAK

Tujuan dari paper ini adalah untuk mengetahui kecenderungan konsumen dalam memilih produk *halal* pada kaum muda. Tiga elemen utama dalam Theory of Planned Behavior (TPB) yang terdiri dari sikap, norma subyektif dan kontrol perilaku dihubungkan dengan kecenderungan untuk memilih produk *halal*, terutama produk makanan. Studi ini mengacu pada dua studi terdahulu dalam konteks Malaysia. Penelitian ini merupakan Penelitian kuantitatif berdesain survey dengan menggunakan kuesioner sebagai instrument pengumpulan data. Sebanyak 151 mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Padjadjaran berpartisipasi sebagai responden dalam penelitian. Analisis data menggunakan statistik deskriptif, korelasi, chi-square dan regresi berganda untuk pengujian hipotesis. Temuan dari studi ini menunjukkan bahwa ketiga unsur utama dalam TPB memiliki pengaruh signifikan kepada kecenderungan memilih produk *halal*. Keunikan studi ini adalah mencoba mengetahui preferensi mengonsumsi produk *halal* pada kaum muda dalam konteks Indonesia dan hasilnya sedikit berbeda dengan temuan dari studi yang terdahulu.

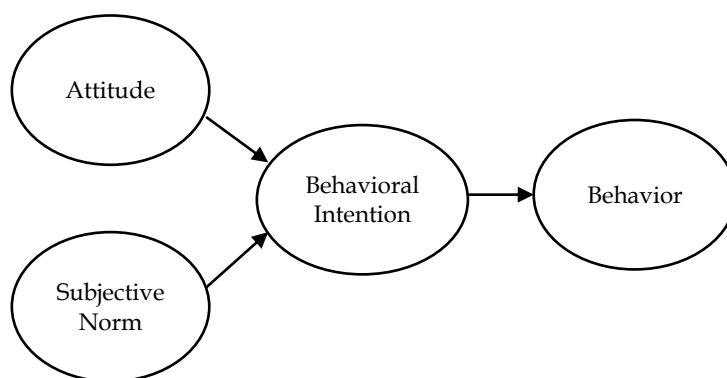
## 1. INTRODUCTION

The term of being *halal* has been a current global issue. The word of *halal* which comes from Islamic conception is fundamental for Muslim people. Today, *halal* has even become a current issue around the world since it is not only religion conception but it is also regarded as a global symbol of life choice as well as the highest level of quality assurance. Currently, there are 2 billion-Muslim people (Muadz 2014) or about one-half of world population and the positive growth trend is predicted up to 2.8 billion-people in 2050 (Permana

2015) and the business players cannot sell short this business opportunity by producing *halal* products. The data from Pew Research (Lipka 2016) is interesting to observe. The projection of Islamic growth level and other religions in 2010 to 2015 in which Islam is the only religion which its growth level is above the average. The birth rate is also similar. The birth rate, in which, the average Muslim women globally have an average 3.1 children more than non-Muslim women with an average 2.3 (Lipka 2016).

The great demand of *halal* products becomes a

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**Figure 1**  
**Theory of Reasoned Action**

Source: Fishbein & Ajzen 1977, Madden, TJ, Ellen, PS, Ajzen 1992.

great opportunity for the business players to meet. In a scientific domain of quality perspective, *halal* is also connected with cleaner and healthier products (Al-Harran & Low 2008). Globally, the majority of Muslim people live in Asia, and its number reaches 62 percent. This number includes the most populous countries such as Indonesia, India, Pakistan, Bangladesh, Iran, and Turkish (Lipka 2016). Indonesia—with the most populous Muslim in the world—is expected to have an important role in the world *halal* product area.

The more important is because the median ages of Muslim people are younger than the median age of non-Muslim people around the world. Median age is the age that divides the population into two similar parts in which half of the population is under this age, and the other half is above this age. The comparison of median age of Muslim and non-Muslim around the world according to the region for world level is 23:30 (Lipka 2016).

The consumption of *halal* products for a Muslim is an assurance and there is no hesitation regarding it. Allah said in Al-Baqarah 168, as it is similar to Al-Baqarah ayah 172-173, Al Maidah 87-88 and other ayah. The orders to consume only *halal* foods are also spread over Prophet Apostles. "O, Mankind! Eat of that which is *halal* and good on the earth ..." (Translation of Al-Baqarah, 168).

The value of global *halal* industry outside the financial industry is estimated to the USD 2.3 billion or Rp 31.000 billion. *Halal* industry now has spread over from food industry to other industries such as pharmaceutical, cosmetics, healthiness, logistic, marketing, printing, electronics and so forth. According to the report of Global Islamic Finance Report (Dar 2013), the majority of *halal* industries focused on food industry and the majority markets of *halal* industry are in Asia.

Indonesia is a country with strategic geograph-

ic location and as the most populous Muslim country as well as the biggest *halal* market throughout the world. In Indonesia, the regulation of *halal* product marketing is based upon *Halal* Product Assurance Regulation No. 33 of 2014. In article 4, it is stated that product which enters, circulates and be traded in Indonesia territory obliges to have *halal* certificate, article 67 explains the validity period for the regulation is "the obligation to have a *halal* certificate for the product that circulates and be traded in Indonesia territory as mentioned in article 4 becomes effective 5 years since the regulation applied" (Kemenkumham 2014).

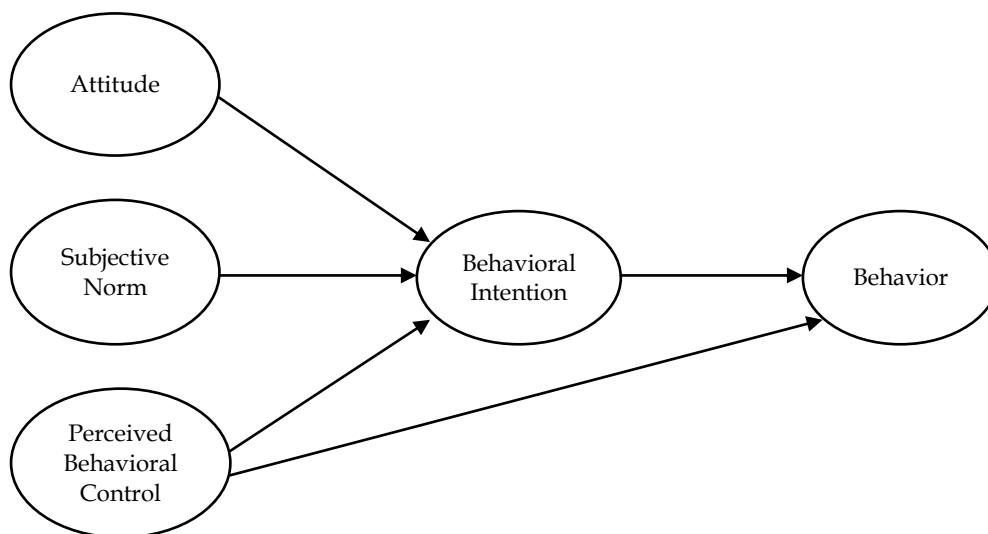
The study of consumers' perspective, including young people, inter alia, young people age and *halal* product is a basic for strengthening the basic development of *halal* products. The research then focuses upon the trend study of selecting *halal* products in young people segment.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

### Theory of Planned Behavior

Theory of Planned Behavior or TPB is a theory proposed by Ajzen (1985, 1991). This theory comes from the realm of psychology, as Ajzen is a researcher from the Department of Psychology, University of Massachusetts at Amherst. This theory is the extension of the Theory of Reasoned Action or TRA that was developed by (Fishbein & Ajzen 1977).

TRA is a theory that explains that behavioral attitude and subjective norm will determine the behavioral intention, which will be the actual behavior. Therefore, the model of this theory tries to predict people behavior based on their intention. TRA historical roots itself seemed quite long and were associated with many predecessor's theories such as psychomotor and cognitive theory (Vroom



**Figure 2**  
**Theory of Planned Behavior**

Source: Ajzen 1985; Ajzen 1991.

1964, Locke 1965), or older theory as level of aspiration. The TRA diagram appears in Figure 1.

If the TRA factors are considered able to predict the behavior consists of two factors, then on TPB Ajzen added one factor that is perceived behavioral control. Why did he add these elements? In his explanation (Ajzen 1985; Ajzen 1991), he conveyed that explain human behaviors are something very complex and difficult to do. He explained that the addition of the last factor is due to previous model of TRA has limitations in the context of the person who has incomplete control over their willingness.

Ajzen provides evidence related to the three constructs built based on various studies conducted in the 1990s in terms of statistical correlation value. The studies in part, he did himself joint with another researcher, and the other researchers conduct other studies.

The study he performed by himself, for example, investigation about behavior of playing video games (Doll & Ajzen 1992). Furthermore, study about leisure activities (Ajzen & Driver 1992), then research about losing weight (Schifter & Ajzen 1985), study of attending class behavior (Ajzen & Madden 1986). And last study about cheating and lying behavior (Beck & Ajzen 1991).

Study conducted by other researchers is study regarding job search (van Ryn & Vinokur 1992). Then there was study by Schlegel et al. (1992) about problem drinking, Locke et al. (1984) on cognitive task's performance, Watters (1989) on election behavior, Netemeyer et al. (1991) on elec-

tion participation.

From various studies, he found that the intention and perceived behavioral control correlates very closely to behavior. The combination of the two is reflected by the value of multiple correlations that showed convincingly that the average value of 0.50 where the lowest value 0.20, and the highest value is 0.78. From that study Ajzen then assured to propose three constructs know up to now to which are attitude, subjective norm and perceived behavioral control will predict a people intention and will lead to actual behavior.

If TRA connects belief, attitude, intention and behavior, TPB adding the third antecedent intention, called perceived behavioral control. PBC is determined by two factors; those are control beliefs (belief about the ability to control) and perceived power (perception on the authority owned to conduct a behavior).

Perceived behavior control indicates that one's motivation is influenced by how he or she perceives difficulty or ease levels to display certain behavior. If someone has strong control beliefs about the existence factors, which can facilitate a behavior, then he or she has high perception, which enables to control a behavior. In contrast, he or she will have low perception in controlling a behavior if he or she has strong control beliefs about the factors, which obstruct a behavior. This perception reflects pas experience, anticipation to the future situation and attitude to the norms, which influence the individual.

As definition, attitude either is a tendency for

one to response to the object consistently like or dislike. Subjective norm tends one's perception against social pressure to do or do not do something. Perceived behavioral control is an ease or difficult perceptions to do something. The Theory of Planned Behavior is shown in Figure 2.

In addition to TRA and TPB, later appeared various theories associated with both. Particularly, it is rooted from TRA. In the domain of technology, for instance, Davis (1989) initiated theory of Technology Acceptance Model or TAM. Predictor used is perceived usefulness and perceived ease of use. Several studies using TAM, for example, research carried out by Gefen & Straub (1997), Lu et al. (2009) and still very many other studies.

Another theory known as an expectation-confirmation model or ECM that was developed by Bhattacharjee (2001) which is also the theme of technology, which is an intention to continue using the information technology system. He proposed three predictors namely post adoption expectation, confirmation and satisfaction.

#### **Halal Studies and TPB in Halal Product Selection**

There are many studies today about *halal* products, from different points of view or theory, for variety products and in various places setting around the world. This section discusses the *halal* studies in general and in particular, the use of TPB in *halal* product's selection studies.

*Halal* studies in general, for example, performed by Ismaeel & Blaim (2012) conducting exploration on the application of responsible *halal* business related with the regulation and certification in contemporary era. They use a review on the literature related to Islamic ethics as its methodology and develop a framework of multi-level *halal* certification comprised *halal* responsible business, responsible *halal* product and *halal* product. That framework expected to enrich two sides of development: first, from standards and governance side and second, from integration of ethical issue side.

In marketing area, Sandikci (2011) carried out critical reviews in the past and future of the interest on the development of marketing from Islamic perspectives. The methodology used was a critical review of the existing literature termed ethno consumerism as a means to understand. They developed a framework in two phases, first, the omission and second, the discovery. From there the researcher put forward their views in the future of marketing and consumer research in the perspective of Islam as well as explaining about the practical im-

plications.

Islamic business ethics presented clearly by Beekun (1996) that breaks down the factor that influence ethical business in Islam and how the system of ethics in Islam ranging from philosophy to practice. He developed a model of the factors that influence individual ethics consisting of legal interpretations, organizational factors and individual factors. Individual factors comprised of stages of moral development, personal values and personality, family influences, peer influences, life experiences and situational factors.

About principle of the *halal* certificate, according to Hakim (2016), the basic principle of a *halal* certificate encompasses: first, traceability that is acknowledging exactly where the product is produced, how is the production process, what the ingredients are, and who the producer is, and how the *halal* status is? Traceability is audited to examine the ingredient, formula, facility, supporting documents and management system. Second, authentication is to ensure the authentication product in order to avoid forgery, contamination of illicit product. It is audited by using laboratory test. Third, *halal* assurance system is to procure the assurance that during the validity period of *halal* certification then the *halal* production will be maintained for consistency. It requires the company to develop a *halal* assurance system.

TPB is used by Bonne, Vermeir, Bergeaud-blackler, et al. (2007) to investigate the determinants which affect the consumption of *halal* product in France. The methodology they used was statistics taking analysis of stepwise multiple regressions with cross-sectional data collected from 576 respondents who came from North Africa and living in France. They found that all three factors may affect the intention to consume *halal* product. As a practical implication, they view that the results from the research will be useful for decision-makers and business players to communicate with the *halal* market segment in Western Europe.

Lada et al. (2009) examined the use of TRA framework to find out the intention of consumers in Malaysia to choose the *halal* product. The methodology used was survey with convenience sampling technique, which consisted of 485 respondents and analyzed by regression analysis. They found that all factors in the TRA valid in predicting the intention to choose the *halal* product where the subjective norm became the most influencer factors among the others.

Shah Alam & Sayuti (2011) did a study on purchasing behavior within the context of Malaysia

**Table 1**  
**Operational Definition**

| Variables          | Definition  | Number of Item |
|--------------------|---|----------------|
| Attitude           | A tendency for one to response to the object consistently either like or dislike.     | 8              |
| Subjective norm    | One's perception against social pressure to do or do not do something.                | 5              |
| Behavioral control | People's perception of the ease or difficulty of performing the behavior of interest. | 5              |
| Intention          | Immediate precursor of behavior.  | 7              |

**Table 2**  
**Reliability Test Result**

| Variables          | Number of Item | Item Deleted | Cronbach's Alpha |
|--------------------|----------------|--------------|------------------|
| Attitude           | 8              | -            | 0.809            |
| Subjective norm    | 5              | -            | 0.799            |
| Behavioral control | 5              | -            | 0.871            |
| Intention          | 7              | -            | 0.810            |

with 258 respondents involved in the research. They found that all factors have positive and significant effect to the intention. Research of Khalek et al. (2015) examined the factors that influence consumer intention of consumers to choose *halal* products. They used random sampling from five private higher-education institution students in Klang Valley Malaysia. They found that only two of the three factors in the TPB that is positive attitude and perceived behavioral control.

### Hypotheses

The hypotheses developed in this study are:

H1: there is positive correlation between behavior and intention to select *halal* foods.

H2: there is positive correlation between subjective norm and intention to select *halal* foods.

H3: there is positive correlation between behavior and intention to select *halal* foods.

### 3. RESEARCH METHOD

The research design is a survey research design which is included in the quantitative approach. Survey was chosen for several reasons. First, this research tries to catch a direct view of young people segment about their intention to choose *halal* products. Secondly, in terms of the theory that used as underlying, the TPB, is a mature and well-established theory. Thus, this research examines the theory in the specific context. There are many study results, which relate TPB and the trend for choosing *halal* products. Some researchers find that survey method is a precise method to undertake TPB test and its connection with *halal* product consumption (Bonne et al. 2007, Shah Alam & Sayuti 2011, Khalek et al. 2015).

The sample consists of 151 respondents who are active students of Universitas Padjadjaran, Bandung, Indonesia. Sample selection use convenience sampling. The data were taken in mid-2016 using the instrument in the form of questionnaires, which distributed and filled out online. The instrument is adopted from the previous study by Khalek et al. (2015) which developed from the pioneer of TPB Ajzen (1985; 1991). All items on the questionnaire except for the demographic, uses a Likert scale 1 to 5 which 1 mean strongly disagree and 5 mean strongly agree. Variable definition shown in Table 1.

This study uses statistics as a tool of analysis, specifically descriptive analysis, correlation analysis, chi-square and multiple regression. Since the instrument has been well-tested, validity check was not carried out and initial testing focused on the reliability test using Cronbach's Alpha. Alpha value more than 0.80 indicate good reliability (Nunnally 1978; Lance et al. 2006; Bryman & Bell 2011) even as it has become a rule of thumb, a value of more than 0.70 will be accepted by researcher.

Descriptive analysis was conducted to present the data to useful information. Correlation analysis was used to measure the linear relation between two variables or more. Chi square was used for comparative non-parametric test. Multiple regressions were used to answer hypotheses of this study. The data were processed by statistical package of social science (SPSS) software.

### 4. DATA ANALYSIS AND DISCUSSION

Before discussing the main result, reliability test was undertaken beforehand. Validity test is not undertaken because the instrument used is the de-

**Table 3**  
**Demography**

|  | Respondents Number | Percentage |
|--|--------------------|------------|
| Age  |                    |            |
| < 18 years   | 2                  | 1.32%      |
| 18-20 years  | 130                | 86.09%     |
| > 20 years   | 19                 | 12.58%     |
| Sex  |                    |            |
| Men  | 75                 | 49.67%     |
| Women  | 76                 | 50.33%     |
| Religion   |                    |            |
| Muslim   | 143                | 94.70%     |
| Christian/ Hindu/ Buddhist   | 8                  | 5.30%      |
| Place of origin  |                    |            |
| West Java  | 104                | 68.87%     |
| DKI Jakarta  | 23                 | 15.23%     |
| Banten   | 5                  | 3.31%      |
| Central Java   | 1                  | 0.66%      |
| East Java  | 4                  | 2.65%      |
| Sumatera Province  | 14                 | 9.27%      |
| Knowledge of halal products dominantly gained in formal ways since |                    |            |
| Elementary school or equivalent                                    | 101                | 66.89%     |
| Middle school or equivalent  | 14                 | 9.27%      |
| High secondary school or equivalent                                | 18                 | 11.92%     |
| University or equivalent   | 7                  | 4.64%      |
| Never  | 11                 | 7.28%      |
| The knowledge of halal product gained dominantly in informal way   |                    |            |
| Book   | 17                 | 11.26%     |
| Magazine   | 1                  | 0.66%      |
| Newspaper  | 2                  | 1.32%      |
| Radio  | 1                  | 0.66%      |
| TV   | 11                 | 7.28%      |
| Internet   | 22                 | 14.57%     |
| Family   | 89                 | 58.94%     |
| Friends  | 8                  | 5.30%      |

Sample Size: N=151

velopment of previous study and has undergone the test. As for the reliability test was undertaken to measure the consistency of instrument that is to ensure the instrument used can be relied and remain consistence when the test is repeated. The method used is Alpha Cronbach's. All values of alpha are above 0.70 thus the instrument reliability for the study can be accepted. The result of reliability test is shown in Table 2.

Descriptive analysis was done to analyze demographic characteristic of the respondents. The respondents amount to 151 students. Most of them are in the age range 18 to 20 years, which is more

than four-fifths from all respondents. The rest are older than 20 years and only 1.32 is aged less than 18 years. 95 of respondents are Muslim.

Most of respondents 70 percent, come from West Java and then followed by DKI Jakarta 15 percent and Sumatera Province 10 percent. The knowledge of *halal* is gain formally, the majority of them gained it since they were in elementary school, followed by high secondary school or equivalent. Informally, the knowledge obtained from family. The detail respondents' characteristics are shown in Table 3.

When analyzed from Table 3, demographic da-

**Table 4**  
**Descriptive Statistics**

| Variables          | Averages | Standard Deviation |
|--------------------|----------|--------------------|
| Attitude           | 4.45     | 0.78               |
| Subjective Norm    | 4.38     | 0.74               |
| Behavioral Control | 4.40     | 0.77               |
| Intention          | 4.10     | 0.89               |

**Table 5**  
**Chi Square Analysis**

| Demographic Characteristics | X2       |
|-----------------------------|----------|
| Sex                         | 15.517   |
| Place of origin             | 133.376* |

\*significant on the level 5%

**Table 6**  
**Hypothesis Test**

|                    | Attitude | Subjective Norm | Behavioral Control | Intention |
|--------------------|----------|-----------------|--------------------|-----------|
| Attitude           | 1.000    |                 |                    |           |
| Subjective Norm    | 0.664**  | 1.000           |                    |           |
| Behavioral Control | 0.493**  | 0.607**         | 1.000              |           |
| Intention          | 0.733**  | 0.692**         | 0.483**            | 1.000     |

\*\*correlation signification on the level 0.01.

ta by place of origin appears describes the real condition of University of Padjadjaran, which largely came from West Java Province. Then the next two largest are from DKI Jakarta Province and Provinces in Sumatera Island. From the knowledge of *halal* products also seem to be understood that the majority obtained in elementary school or equivalent because these subjects considered as basic lessons that generally delivered since the basic education level. Informally, it is understandable also that knowledge on *halal* products reached 89 percent obtained from family at home since culturally in Indonesia; the family give an enormous influence to somebody.

Descriptively, another portrait appears on the average score and standard deviation as shown in Table 4. The average value generally is not much different where the average of attitude as the highest (4.45), followed by behavioral control (4.40), subjective norm (4.38) and intention (4.10). Yet, the standard deviation also not much different with intention as the highest (0.89), followed by attitude (0.78), behavioral control (0.77), and subjective norm (0.74). All averages are based on Likert scale 1 to 5.

The analysis of chi square was done to find the correlation between two demographic characteristics, which are sex and place of origin. These two

characteristics are chosen by researcher by the intention to consume *halal* food. Based on the analysis result, known that there is no significant difference between men and women respondents. As for the place of origin, there is significant difference. The complete result is shown in Table 5.

For the hypothesis test, there are 3 hypotheses tested as mentioned in the previous section. The test result shows that the attitude has positive correlation with intention to consume *halal* food ( $\beta=0.733$ ,  $p<0.01$ ). Subjective norm has positive correlation with intention ( $\beta=0.692$ ,  $p<0.01$ ). Likewise, behavioral control has positive correlation with intention ( $\beta=0.483$ ,  $p<0.01$ ). The R2 value is 0.783 which indicate that 78.3 percent of the intention to consume *halal* food can be explained by attitude, subjective norm, and behavioral control variables. The complete test results are shown in Table 6.

This finding shows that the aspects of university students such as attitude, subjective norm, and behavioral control have a significant role in predicting the intention to consume *halal* foods. This result are more or less in line with the findings of Bonne et al. (2007) which did a survey to respondents in France and found that all factor in TPB determine significantly the intention consumer to choose the *halal* product. As the alignment with the result from

Shah Alam & Sayuti (2011) in Malaysia where they found that all factors in TPB affect the intention to consume *halal* products.

On the other hand, the finding from this study is somewhat different from the findings of Khalek et al. (2015), also in Malaysia's context, where they found not all factor in TPB influence the intention. The found only two factors, attitude and perceived behavioral control, which give effect to the intention. So the distinction between (Khalek et al. 2015) result and this study are on the subjective norm variable. The finding concerning the subjective norm gives a picture of social pressure impacts on one's intention to consume *halal* food. Indonesia as a country with the majority of Muslim has social norms align with Islam in terms of consuming *halal* foods.

From the viewpoint of differentiator between TRA and TPB namely perceived behavioral control is also interesting. As the perceived behavioral control also has a vital role to determine the intention to consume *halal* food. It is aligned with the finding of Bonne et al. (2007). The easiness to obtain *halal* food has a correlation with one's intention to consume it.

## 5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

In general, it can be concluded that attitude, subjective norm, and perceived behavioral control have positive correlation with intention to consume *halal* food. The implication is that it is important to deliver the *halal* lessons since early stage. In addition, it is also important to strengthen social care and easiness to gain *halal* foods. The study results could also be an input for business's stakeholders to pay attention to the *halal* aspect on their products. Young people, as the segments that acted as respondents for this study have become a great overview of the importance to these things.

Limitation of this study is that the selection for the sample used is convenience sampling. The other limitation is sample distribution that focuses on one spot. As suggestions for future direction, research can use random sampling as sample selection technique. This is certainly a big challenge since the researcher must have a clear and complete sampling frame. Research also can be scaled up with the larger number of samples and more distributed to various places. Theoretically, research also can examine another model. From the segment selection aspect, research can be performed on other segments.

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