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HALAL RESEARCH

The Influence of Attitude and Need for Cognition on Student's Purchase Intention Behavior on Halal Food: Schools Clustering Perspective

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Abstract: *The halal food study is one of the prominent research fields in halal trends. Currently, the halal food concept is not only the worship of Muslims to Allah, but also this concept is adopted by non-Muslim with healthy lifestyle considerations. Therefore, the insight of the influenced variable on purchased intention behavior of students is crucial to research as basic information for all stakeholders, such as the seller, marketer, policymaker, government, and researchers. This study aims to identify and compare the independent variables that influence the behavior of students' purchase intentions from the school's clustering perspective. A quantitative approach has investigated the influence of attitude and need for cognition (NFC) variables on students' purchase intention behavior on halal food. The self-administrated questionnaire was used to collect the data from 561 respondents and input them into the Survey123 software. The data were analyzed using descriptive and interferential statistics. The result showed that attitude toward halal (HA) and NFC were accepted as the influenced variable on halal food purchase intention behavior. Furthermore, the students from Islamic schools tend to have purchase intentions on halal than in senior high The result of this study could be strategic marketing in the halal food industry. Then, the school must strengthen halal awareness in the syllabus.*
Keywords: attitude toward halal, Islamic school, halal food, need for cognition, purchase intention behavior

1. Introduction

Halal food has developed in various parts of the country, both in majority and minority Muslim countries (Hosseini et al., 2019; Muflih & Juliana, 2021) Countries with a majority Muslim population consider halal food a religious concept of Muslims buying products and services. This condition is inversely proportional to non-Muslim majority countries because they take advantage of halal food opportunities as a business (Rachmawati et al., 2020). The development of the halal industry in the world is a fascinating topic (Nawawi et al., 2019). As happened to the Muslim community in Southern Thailand Province, they contributed to the development and growth of halal and *tayyib* food products in that area. They improved the product quality with innovative packaging, so the consumers bought their product (Pradana et al., 2019; Shaari et al., 2020). This situation describes that the halal concept could be accepted in every human life.

Along with technological developments and times, the concept of halal in everyday life is not only limited to food and drink. However, it includes all aspects of life, such as security, cleanliness, welfare, and social justice (Iranmanesh et al., 2019). Likewise, for Muslims, halal food is an absolute obligation that must be fulfilled not only for health, but it is essential to guarantee faith in Allah (Hossain et al., 2021).

Indonesia has the largest Muslim population in the world, with a total of 219.96 million (87.1%). This number corresponds to 12.6% of the world's Muslim population (Muyassaroh et al., 2021). Currently, Indonesia is focusing on the halal industry. The government supports this program with Law number 33 of 2014 concerning Halal Product Guarantee as a legal basis for protecting the halal industry players themselves (Simanjuntak & Nasiha, 2019). Therefore, as a country with the largest Muslim population, halal food is essential for Indonesia.

The consumption of halal food is abiding by Allah in their lives (Farah, 2021; Isakjee & Carroll, 2021). It is still discussed among researchers in several respondents' ages. Based on previous research, high school students and the equivalent have an average age of 17 years. They have the advantages of being educated, literate in Information Technology (IT), highly curious, and independent in finding information about a product (Sosianika & Amalia, 2020).

High students' purchase intention behavior toward halal food is influenced by several determining variables that are still being debated. Based on previous research, knowledge, subjective norms, perceived behavioral control, behavior related to halal food, halal logos, religiosity, attitudes, and beliefs influenced on purchase intention of halal food (Helmyati et al., 2019; Setiawati et al., 2019). Previous studies have also been conducted on the determinants of interest in buying halal food for students. This theme was performed in several countries, namely Spanish, Brunei Darussalam, and Philippine students. The result showed that the halal logo, positive attitudes, and student confidence also influenced purchase intention in halal food products (Datucali & Sali, 2020; Muslichah et al., 2019).

This study focuses on factors influencing students' purchase intention of halal food. Students from Islamic schools have more opportunities to learn a religious subject than others. In addition, the study aimed to determine the effect of religiosity, halal credence, attitude toward halal, and need for cognition on the purchase intention behavior of students to buy halal food. This research is also expected to provide insight into halal food for law bodies in Indonesia and the world.

2. Materials and Methods

This study used a quantitative approach to determine the independent variables that affect purchase intention. The variables in this study were adopted from previous studies, namely religiosity (RG), halal credence (HC), attitude toward halal (HA), and need for cognition (NFC) toward purchase intention (PI) (Pradana et al., 2020). Quantitative methods were used to extract data from 561 respondents from various regions in Indonesia by applying a self-administrated survey from four variables using the Survey123 software website base. This research used the Likert scale as a measurement method of the research instrument. Respondents responded to the given statement on the Likert scale choice consisting of strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Data were analyzed using two methods, namely descriptive and inferential statistics.

The inferential analysis was carried out with two procedures. The first procedure was to test the difference in the mean score for the dependent variable, PI, which used an effective test procedure, namely the T_{test}. The second procedure predicts a set of dependent variables from a group of independent variables. Several methods can be used: multiple linear regression, logistic regression (Nengsih, 2013), and partial least squares (PLS) regression (Nengsih et al., 2019). This research sets Multiple Linear Regression, which is used to know the effect of RG, HC, HA, and NFC on PI. In addition, this research sets Multiple Linear Regression, which is used to see the effect of RG, HC, HA, and NFC on PI.

3. Results and Discussion

It is critical for consumers, producers, suppliers, and all other players in the products and services industries to understand the concept of halal today. This study looked at the factors influencing the PI behavior of buying halal food, namely the independent variables RG, HC, AH, and NFC. A total of samples in this research is 561 respondents with different backgrounds provided comprehensive information on the results of this data, as shown in Table 1. Based on Table 1, the respondents in this study were high school students consisting of 385 females (68.6%) and 176 males (31.4%). Women dominate research respondents because the assumption of buying is in great demand by women, such as Bashir's research (Bashir, 2019). In addition, 81.3% of students have an allowance per month from their parents of IDR 100,000–300,000.00 for daily needs. It means the average daily buying can only spend IDR 3,000–10,000. Previous research has explained that interest in buying halal food is also influenced by the amount of money (Han et al., 2019; Sari et al., 2020).

Table 1. Respondent Profile of Purchase Intention Behavior of High School Student

		Frequency	Percent (%)	Valid Percent (%)
Gender	Male	176	31.4	31.4
	Female	385	68.6	68.6
	Total	561	100.0	100.0
Allowance	IDR 100.000-300.000	456	81.3	81.3
	IDR 300.000-600.000	73	13.0	13.0
	IDR 600.000-900.000	18	3.2	3.2
	IDR 900.000-1.200.000	4	.7	.7
	IDR 1.200.000-1.500.000	5	.9	.9
	IDR 1.500.000-1.800.000	1	.2	.2
	IDR 1.800.000-2.100.000	2	.4	.4
	IDR >2.100.000	2	.4	.4
	Total			
Religious	Islam	433	77.2	77.2
	Christian	115	20.5	20.5
	Catholic	12	2.1	2.1
	Hindu	1	.2	.2
	Total	561	100.0	100.0
Halal lesson	Yes	528	94.1	94.1
	No	33	5.9	5.9
	Total	561	100.0	100.0

The concept of halal is not debated about the obligation of Muslims, but non-Muslim communities adopted this concept for daily adequacy. The preponderance of respondents in this research is Islam (77.2%) and followed by Christian (20.5%), Catholic (2.1%), and Hindu (0.2%). It is in line with previous research that examined the intention to buy halal food for students and the community without religion (Muslichah et al., 2019). Furthermore, the data of this study are similar to previous studies that used respondent data not only from Islam but also from various religions in Indonesia (Hermawan, 2020; Maison et al., 2018). A previous study stated that non-Muslims use halal products because they believe they are processed correctly. Non-Muslim communities are adopting the halal food concept for their lives caused of several aspects, namely health and hygiene. Then, psychological aspects such as trust, safety, and comfort may be factors for non-Muslims to consider in their way of life. This feeling protects their soul and mind for peace when consuming halal food. These findings supported the statement that halal food is becoming a healthy lifestyle in this era (Bashir, 2019; Novitasari et al., 2021).

The insight of the halal concept of each consumer is influenced by the basic religious understanding of this concept when they were at school. In this study, 94.1% of students stated that they had received basic knowledge of the concept of halal from subjects at school. Students were enthusiastic about implementing life by showing buying interest in halal food, as shown in Table 1. This data shows that halal lessons in schools are not only for Muslim students but also for students of other religions. The basic Islamic religion pertains to the Islamic religiosity dimension. This dimension contains a sociological and psychological mechanism that influences behavior (Hassan & Pandey, 2019). Consumers with a strong religious identity are more likely to follow Islamic law daily, including purchasing and consuming halal food (Hosseini et al., 2019). However, the depth of understanding of the material needs to be measured in more comprehensive future research. Furthermore, immersing in halal concepts in the syllabus must be fixed not only in Islamic subjects but in other subjects moderately (Shaari et al., 2020).

To explore the influence of type schools on PI of halal food, the author classified respondents into two groups, namely Senior High School (78.43%) and Islamic Senior High School (21.27%) (Table 2). Senior high schools consist of high and vocational schools, while Islamic schools consist of Pesantren and Madrasah Aliyah. The clustering category of schools is needed to determine whether the educational background influences students' purchase intentions of halal food. Based on Table 2, the mean scores for each data cluster for senior high and Islamic high Schools are 3.7269 and 4.3465, respectively. This data illustrates that Islamic Schools are more likely to have high PI of halal food than senior high schools. The results of this study correspond with previous research that stated that respondents with more Islamic subjects would provide a higher halal concept understanding than

students who receive less religious knowledge (Wardhani et al., 2018). In addition, previous research claimed that Islamic base schools facilitated different responses to their students on the consumption pattern of halal products (not only food) (Efendi, 2020).

Table 2. Descriptive Analysis of Purchase Intention Based on School Type

Schools type	N	Mean	Std. Deviation	Std. Error Mean
Senior high school	439	3.7259	.56678	.02705
Islamic senior high school	122	4.3465	.66119	.05986

For depth information on the influence of schools category on PI, the difference test in Table 3 describe the style of halal food purchasing with 0.000 (p-value). The p-value means a significant PI difference between Senior High and Islamic High Schools students. Students attending Islamic high schools have higher knowledge of halal than in senior high schools because they have more opportunities to learn halal knowledge in Islamic schools than in senior high schools. The awareness of halal regards religious commitment and increases their selectivity to ignore a food with a haram contaminant (Hosseini et al., 2019; Khan et al., 2017). Therefore, the influenced variable on PI is prominent to identify to ensure the study's result.

Table 3. T_{test} for Purchase Intention Based on School Type

Levene's Tes for Equality of Variance					p-value	T_{test} for Equality of Means		95% Confidence Interval of the Difference	
	F	Sig.	T	df		Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	7.240	.007	-10.304	559	.000	-.62061	.06023	-.73892	-.50230
Equal variance not assumed			-9.448	173.466	.000	-.62061	.06569	-.75026	-.49096

The influenced factor on PI can be seen as descriptive variables, as shown in Table 4. Based on Table 4, the average mean value is almost approaching five (5), which indicates that the distribution of research data strongly agrees with the statements given by the independent variables such as RG, HC, HA, and NFC on PI. The RG variable has the highest data distribution of 4.4924 in number. This data was followed by HA (4.4570), HC (4.4031), and NFC (4.2620), respectively. Although measuring this variable is still being debated until now. Previous researchers agreed that RG is a multidimensional construct that discusses the relationship between religion and consumer behavior. A previous study used religiosity as an independent and moderating variable for determining purchase intention behavior on halal food (Muslichah et al., 2019).

Table 4. Summary Statistics of Variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
RG	561	2.36	5.00	4.4924	.55693
HC	561	2.20	5.00	4.4031	.64409
HA	561	1.40	5.00	4.4570	.62619
NFC	561	1.40	5.00	4.2620	.69704
PI	561	2.00	5.00	3.8609	.64139

Furthermore, differences in PI of halal food for high school students are influenced by several factors, as shown in Figure 1. These factors have been transformed into several statements to digging deeper into information about the determinants of PI behavior. The model that has been built is feasible based on the feasibility test in Table 5. Previous studies have also used the same variables (Marmaya et al., 2019; Suhartanto et al., 2019; Wilkins et al., 2019).
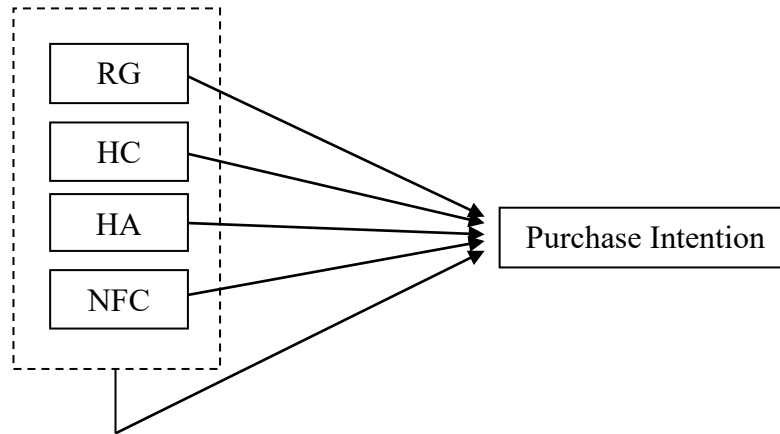
Figure 1. Research model

Table 5. Analysis of Variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	120.910	4	30.227	153.536	.000
Residual	109.462	556	.197		
Total	230.372	560			

Based on Table 5, the results of the F-test are Sig. 0.000 (<5%), so the model is feasible. The most applied method for evaluating the coefficient of determination in multiple linear regression is the coefficient of determination (R square). The R square value for PI of halal food for high school students is 0.525, as shown in Table 6. This value describes the variables RG, HC, HA, and NFC were able to explain the variability of the PI of halal food by as much as 52.5%. This value also shows that other variables have an effect but are not discussed in this study.

Table 6. Quality Criteria of Multiple Linear Regression

R	R square	Std. Error of the Estimate
.724	.525	.44371

Based on Table 7, HA and NFC influence PI behavior for halal food, based on the p-value of these indicators, which is 0.000 (<5%). This data described those respondents who consider HA and NFC on PI of halal food in their life. This study's results align with previous research that the attitude toward halal (HA) is a consideration for respondents before purchasing halal food. The attitude variable is adopted from the Theory of Planned Behavior, and the variable describes the evaluation of favorable or unfavorable purchasing of a product, including halal food. The decision to buy halal food is influenced by the attitude based on religion regarding the importance of consuming halal food (Pradana et al., 2019). Akın & Okumuş (2020) stated that attitude toward halal is a primary factor in halal food in Turkey. In this study, the NFC value (0.441) had a higher effect on the PI value (twice) than the HA value (0.201). Therefore, cognitive needs impact students' purchase intentions more than attitudes toward halal.

Table 7. T$_{test}$ of Multiple Linear Regression

Model	B	Std. Error	t	p-value
RG	.096	.062	1.565	.118
HC	.013	.060	.213	.832
HA	.201	.057	3.542	.000
NFC	.441	.050	8.829	.000

To see the relationship between NFC, HA, and PI variables, we conducted an interaction test through Moderated Regression Analysis (MRA), with the output shown in Figure 2.

Model Summary

Model	R	R Square	Ajusted R Square	Std. Error of the Estimate
1	.739ª	.546	.543	.43351

a. Predictors: (Constant), Moderat, HA, NC

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.693	3	41.898	222.939	.000b
	Residual	104.679	557	.188		
	Total	230.372	560			

a. Dependent Variable: PI
b. Predictors: (Constant), Moderat, HA, HC

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.637	.555		6.556	.000
	NC	-.336	.157	-.366	-2.136	.033
	HA	-.422	.132	-.412	-3.186	.002
	Moderat	.183	.034	1.462	5.381	.000

a. Dependent Variable: PI

Figure 2. Moderated Regression Analysis (MRA) Test Output

In the model summary output, the coefficient of determination of the largest adjusted R2 is 0.543; this means 54.3% of the variation in PI, which can be explained by variations in the independent variables HA, NFC, and Moderate. While the rest (100% - 54.3% = 45.7%) is explained by other reasons outside the model. The output coefficient shows that the moderate coefficient is 0, which is significant because it is smaller than 0.05. The decision is that the HA variable is the moderating variable. Its means that students' decisions to buy halal products are influenced by their knowledge based on their attitudes toward halal products.

The NFC variable is the following positive variable on the PI. This study also considered the NFC factor in buying halal food. The need for cognition is a value someone shows to dig deep into information about the purchased product. The product information will be elaborated in such a way as to convince oneself of the product's benefits for personal use. Then, the NFC is consumer intelligence before doing something in their life, including purchasing halal food. This variable is very close to the young generation based on the description. This age tends to have a high curiosity about something related to themselves. In addition, they tend to be independent and adept at information technology to support the search for product information (Gentilviso & Aikat, 2019; Scholz, 2019; Sosianika & Amalia, 2020). These results do not align with previous research that stated that the NFC negatively influences the purchasing intention of halal food in Spain. The difference in the outcome is caused by the age of respondents between this research and the previous study (Pradana et al., 2020; Pradana et al., 2019).

Based on Table 7, the RG and HC variables are rejected on the PI of halal food with a p-value of RG and HC of more than 5%. It means these two variables did not influence the PI of the respondents on halal food. The results of this study differ from previous studies in that RG is one of the main determinants of purchasing halal food, followed by price, religion, and brand (Arifin & Salam, 2019). Similar research also explains that religiosity relates to purchasing halal food (Suhartanto et al., 2019). This result could contribute theoretically and practically. This finding gives insight into the influence on purchasing halal food at senior high school. Then, the halal food industry's marketing strategy could adopt this study's concept to expand the business coverage.

4. Conclusion

The halal food industry is one of the most prolific aspects of the world. Research about the influenced factor on the purchase intention behavior of halal food is becoming fascinating. This study provides two essential pieces of information following the research objectives. Firstly, this study shows two main factors influencing students' purchase intention behavior in halal products: attitudes toward halal and the need for cognition. More precisely, the MRA results show that students' decisions

to buy halal products are influenced by their knowledge based on their attitudes. Secondly, the results differ significantly between Islamic and senior high school respondents. This difference is partly because knowledge of halal awareness has been integrated into Islamic lessons. More respondents from the non-Muslim community regarding purchase intention behavior in halal food become interesting to research in the future to enrich existing references and research results. In practice, the results of this study can be used as a reference for the marketing strategy of halal food producers whose target market is the younger generation.

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