

Intention Factors of Halal Food Purchase among Student Consumers: An Explanatory Sequential Mixed Methods Study

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ABSTRACT- Indonesia is one of the countries with the largest Muslim population in the world. Halal products are a big market potential for producers to produce branded halal products. The purpose of this study was to explore and investigate the influence of the perception of halal food, halal food quality, halal food safety and knowledge of halal food on student consumer purchase intentions. This study used the Explanatory Sequential Mixed Method and the first stage of this research was quantitative analysis. The questionnaires were distributed randomly with an online electronic questionnaire and using snowball sampling techniques, totaling 350 student respondents. Data processing and hypotheses were tested using Structural Equation Model (SEM) and SmartPLS software. The second stage is a qualitative analysis that explores the factors that influence student consumers to buy halal food. Primary data collection used open and unstructured interviews in depth with 5 (five) student consumer participants who were selected and determined using purposive sampling method. The results of the analysis show that the perception of halal food has a significant effect on repeat purchases, the quality of halal food has a significant effect on purchases. Halal food safety has a significant positive effect on repeat purchases and knowledge of halal food has a significant effect on repeat purchases. The results of this study can provide insights for halal food producers to see student consumers as one of their target markets in the halal food industry and will help to determine the level of knowledge and students' perceptions of halal food. The novelty of this research is a new model of perception of halal food, quality of halal food, halal food safety and knowledge of halal food on purchase intentions of student consumers in Indonesia using the Explanatory Sequential Mixed Methods with the coverage of a country. This research can serve as a reference for further research to be carried out in other countries and can be adapted and adopted by other countries or in other regions.

Keywords: Halal Food, Student Consumer, Purchase Intention, Purchase Repetition

1. INTRODUCTION

Companies in Indonesia, especially those engaged in the food industry, need to pay attention to the halal awareness factor (awareness of halal products), but increasing awareness of halal products is not enough because in the results of this study halal awareness does not directly affect repurchase intention but affects indirectly through brand mediation. loyalty. So that marketers must pay attention to brand loyalty in order to increase repurchase intention. Controlling awareness of halal products alone, for example with halal labels on the packaging, promotion of halal products does not necessarily make consumers repurchase these products, so companies must create strategic formulas to increase brand loyalty, then increase repurchase intention. In the next research, it is hoped that the same research model can be taken in a wider area and respondents, or applied to different objects. It is necessary to analyze the factors that can affect repurchase intention in addition to the variables in this study. Indonesia is a country with the largest number of Muslims in the world. As a country where the majority of the population embraces Islam, it is imperative that everything should hold the title halal. According to the belief in Islam, all objects or activities are permitted to be used or implemented. The term halal in everyday vocabulary is more often used to denote foods and drinks that are allowed to be consumed. However, halal is not only attached to food and beverages, used products must also carry the title of halal. These used products include many things, such as clothes, bags, shoes, detergents, and so on. Products used are important to hold the title of halal because in the production process they must be free from ingredients that are not in accordance with Islamic religious rules, for example the use of pork skin as an ingredient in making clothing products. Because pork is one of the things that is prohibited in Islamic religious beliefs, clothing products made from pork skin are prohibited or in the context prohibited.

LPPOM MUI assesses that the awareness of companies to certify the halalness of their products is increasing. The existence of Law Number 33 of 2014 concerning the guarantee of halal products which makes halal certificates compulsory is one of the driving factors for increasing awareness of companies to

certify their products (www.republika.co.id/12052016). Even though it is mandatory, the application for a halal certificate is still voluntary. So that there are many food products that are labeled halal, but there are also many food products such as instant noodles that have not been labeled halal for sale in supermarkets. In order to educate public awareness about halal products, MUI created an application that can be downloaded via the Google Play Store, in this application consumers can find out information about halal products, brands that have been registered as halal, even the public can easily find out whether a brand is halal or not enough. by SMS Halal and brand name to number 98555. Consuming halal food is not only an obligation as a Muslim but also to maintain the food standards offered by food providers (Abdul, 2014). Halal food is not only about the ingredients but includes all steps in the quality control process such as monitoring, food process, material handling, storage, distribution, and others. Nowadays Muslim consumers are becoming more aware about halal food and beverages from the start to the end manufacturing process. The food industry has also become more concerned and sensitive about the manufacture and source of halal product ingredients (Majid, Sabir, & Ashraf, 2015). Consuming halal food is the main thing for Muslims, so food producers in Indonesia, where the majority of the population are Muslims, really need to pay attention to the halalness of the products sold to consumers. The halal logo is a representation of measuring quality and fulfilling religiosity (Aziz & Chok, 2013). Halal Awareness and halal certified products are the main constructs that can help improve brand reputation and must focus more on promoting intensively the consumer purchase intention model for halal brands (Aziz & Chok, 2013). Through awareness of halal products, it is hoped that consumers can choose and make purchase decisions on products that have obtained the halal label. Brand loyalty is very important for marketers and consumer researchers (Aaker, 1997). Loyal consumers can help organizations to increase bargaining power with partners and suppliers according to Anderson et.al 2004 in (Habib & Aslam, 2014). The loyalty of satisfied consumers will increase, which means that the possibility of repurchase intention will also increase, according to Reichheld & Sasser 1990 in (Ji & He, 2013). Brand loyalty is very important for companies, because it is one of the factors that can increase the company's repurchase intention and bargaining power. Companies that are starting to care about the issue of halal products, many have already tested the halal certification at the MUI, then can put the halal logo on their products. This is a form of awareness and concern for Muslims so that Muslims who have halal awareness can choose products that have been certified halal, then it is hoped that products with a halal label can increase brand loyalty and consumers will buy the same product again. Companies need to know whether this halal awareness can affect brand loyalty which in turn can increase repurchase intention of halal food products. Although the concept of halal is very familiar among students, awareness about halal products, halal certified products and knowledge of halal brands is still very low (Rajagopal, 2002). Based on this research, it shows that in a group who knows about the concept of halal but actually has low halal awareness. Other research results also reveal that halal awareness, both intrinsic and extrinsic, has a significant negative effect on attitudes, and absolute attitude serves to mediate between the halal awareness variable and repurchase intention (Windisukma, 2015).

The results showed that the halal awareness shown by studentsconsumers in Malaysia had a positive effect on the intention to buy halal products. It can be said that people's attitudes towards the intention to buy are determined by the level of awareness of the halal concept (Aziz & Chok, 2013). The results of the study found that awareness, religious belief and halal certified have a positive effect on halal purchase intention (Majid et al., 2015). Another study with the same findings is that halal awareness has an effect on repurchase intention, if the perception of the awareness of the La Tulipe brand of cosmetic halal label awareness increases, the interest in repurchasing will increase (Suroso & Prasodjo, 2015). The results of studies on coca-cola consumers in Layah Paskistan show that brand loyalty can affect repurchase intention of preferred brands (Habib & Aslam, 2014). Other research results also show the same results, namely brand loyalty has a positive relationship to repurchase intention (Ji & He, 2013). H2: Brand loyalty has a significant effect on repurchase intention. Awareness of halal products, halal certified products and knowledge of halal brands is still very low, research was conducted on students in Pakistan (Rajagopal, 2002). Other studies reveal that absolute attitude mediates the relationship between halal awareness and repurchase intention (Windisukma et al., 2015). Based on this research, it indicates that halal awareness does not necessarily directly increase repurchase intention, so in this study modifying it with brand loyalty is thought to mediate the relationship between halal awareness and repurchase intention. Because there are research results that show that halal brand awareness has a significant effect on brand loyalty (Moulan & Omar, 2015) and brand loyalty can have a significant effect on repurchase intention (Habib & Aslam, 2014) (Ji & He, 2013). The purpose of this study was to determine the relationship of factors that influence the purchase of halal food by studentsconsumers. Knowing the relationship between halal food perception and halal food purchase repetition. Knowing the relationship between halal food quality and halal food purchase repetition, knowing the relationship between halal food safety and halal food purchase repetition, knowing the relationship between halal food knowledge and halal food purchase repetition. Knowing the relationship between halal food knowledge and halal food purchase repetition.

Research on halal buying interest does cover an area of consideration broad: halal awareness (Qaradhawi 2013, Aziz and Chok 2013, Apriyantono 2005), perceived value (Apriyantono 2005), halal certification (Aziz and Chok 2013, Apriyantono 2005, Husain et al 2016), food safety (Husain et al 2016), perceived value (Wang and Tsai 2014, Husain et al 2016), brand image (Wang and Tsai 2014), health (Husain et al 2016). Wang and Tsai (2014) who show that brand image has a significant influence on perception quality. This shows that halal food products with brands and ones it has been widely recognized and rated well after purchase as a very strong factor reflects the image of the brand. The better the brand image of a halal food product hence consumer perceptions of product quality are also getting better. Based on research conducted by Wang and Tsai (2014), brand image provide a positive influence on perceived value. In this research, results It was also found that the brand image had a positive and significant effect perceived value. This is increasingly convincing that the better the brand image of halal food products will be increase the perception of the value of a good product in the eyes of consumers. Food safety has a significant effect on health, so that decision hypothesis is accepted. Food safety represented by date expired, security guarantee label, product content, and product origin food safety variable indicators. Food safety is a factor encouraging consumer arguments about health in choosing halal food. Increasingly, consumers believe that halal food products purchased are safe consumed, consumers will be sure that the consumption of halal food products it's healthy. Hamdan et al (2013) and Aziz and Chok (2013), although different from the results shown by Awan et al (2015) which state that halal awareness is not significant effect. Awan et al (2015) show that people buying halal food products don't see it the star the ad is promoting and the price which is an indicator of the variable marketing to influence him in buying halal food. Halal food interested in buying because of its halalness, not because of the marketing process offered. So this research shows that in the marketing process halal food products, should prioritize promoting halal products rather than relying on promotions with advertising stars and prices. Health Effect on Purchase Intention.

2. METHOD

This research uses a mixed method approach with a sequential explanatory design conducted from November 2019 to January 2020. The sequential explanatory design is characterized by by analysis of quantitative data in the first phase then analysis of qualitative data in the second phase (Creswell 2014). This research uses explanatory sequential mixed methods. The first stage is a quantitative analysis of halal food purchase repetition among student Consumers. Collecting primary data using an online questionnaire with 350 respondents who were selected using the snowball sampling method and then analyzed Partial least square using the LISRELL program. The next step or second phase is qualitative analysis primary data collection using in-depth interviews with 5 (seven) of student who were selected and determined using purposive sampling method. Participants selected by criteria who have often buy halal food.

Quantitative Phase

The first step is the quantitative phase and the method used in this research is a survey method and data collection by distributing questionner. The first step in developing the survey was to set the survey instrument based on the previous researchs, the independent variable is the result from previous research, namely X1, X2, X3, X4 and X5. Each question item is given five answer options, namely: strongly agree (SS) score 5, agree (S) score 4, disagree (KS) score 3, no agree (TS) score 2, and strongly disagree (STS) score 1. Data collection is done by online questionnaire via google form, then data processing uses partial least square with the LISRELL program. Respondents in this research were 350 of student who had buy halal food products, respondents were selected by the snowball sampling method, each respondent helped distribute questionnaires to other respondents.

Table 1. Cunsumers Respondent

Location	Male	Female	Total
Java	75	57	132
Sumatra	72	50	122
Kalimantan	25	12	37
Sulawesi	19	13	32
Maluku Papua	10	7	17
Bali Nusa Tenggara	8	2	10
TOTAL	221	129	350

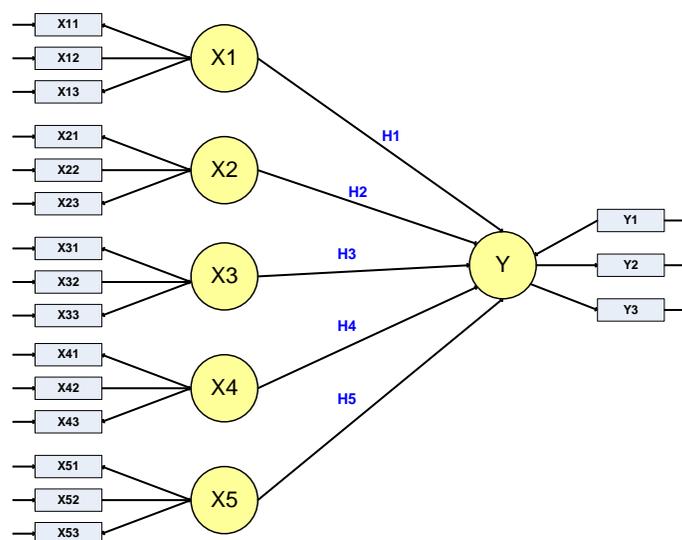
Based on the previous research obtained independent and dependent variables Halal Food Perception (X1), Halal Food Quality (X2), Halal Food Safety (X3), Halal Food Knowlegde (x4), Halal Food Purchase

Intention (X5) and Halal Food Purchase Repetition (Y). The indicators of variables is determined as following table

Table 2. Dependent and Independent Variables

Variables	Indicators	Questions	References
Halal Food Perception (X1)	X11	Halal food is more safe compared to non halal food	Khalek and Ismail (2015), Khalek (2014), Maichum et al.(2017), Bashir et al.(2019)
	X12	Halal food is more clean compared to non halal food	
	X13	Halal food is more healthy compared to non halal food	
Halal Food Quality (X2)	X21	Halal food have an acceptable standard of quality	Jamal et al. (2015), Mohtar et al. (2014), Aziz et al. (2013), Maichum et al.(2017, Bashir et al.(2019)
	X22	Halal food use good quality of raw material.	
	X23	Halal food is very good in taste and texture	
Halal Food Safety (X3)	X31	Halal food does not contaminated	Bashir et al.(2019), Jamal et al. (2015), Mohtar et al. (2014), Aziz et al. (2013), Maichum et al.(2017
	X32	Halal food does not contain alcohol	
	X33	Halal food is clean and not dirty	
Halal Food Knowledge (X4)	X41	I understand about the halal-labels and certifications on halal food before purchase	Khalek and Ismail (2015), Khalek (2014), Maichum et al.(2017)
	X42	I understand deeply about the inputs, processes and impacts of halal food before purchase	
	X43	I would prefer to gain substantial information on halal food before purchase	
Halal Food Purchase Intention (X5)	X51	I have a high intention to buy halal food	Khalek and Ismail (2015), Khalek (2014) , Aziz et al. (2013), Maichum et al.(2017), Siah et al.(2017)
	X52	I usually consume halal food	
	X53	I am likely to purchase halal food	
Halal Food Purchase Repetition (Y)	Y1	I have a high repetition to buy halal food	Khalek and Ismail (2015), Khalek (2014) , Aziz et al. (2013), Maichum et al.(2017), Siah et al.(2017)
	Y2	I always buy halal food	
	Y3	I often purchase halal food	

Base on some previous research and table 1, then the research model can be determined as following picture



Picture 1 . Research Framework

The research hypothesis is as follows:

H1 :There is a significant relationship between Halal Food Perception (X1) and Halal Food Purchase Repetition (Y)

H2 :There is a significant relationship between Halal Food Quality (X2) and Halal Food Purchase Repetition (Y)

H3 :There is a significant relationship between Halal Food Safety (X3) and Halal Food Purchase Repetition (Y)

H4 :There is a significant relationship between Halal Food Knowledge (X4) and Halal Food Purchase Repetition (Y)

H5:There is a significant relationship between Halal Intention (X5) and Halal Food Purchase Repetition (Y)

Qualitative Phase

In the second phase, this research used a phenomenology research approach with a qualitative method. Determination of participants using purposive sampling, non-probability, for this research determined the number of participants as many as 5 student consumers who have been determined with the criteria of have buy halal food products. From 5 participants who were invited to participate, all of them confirmed their agreement to be involved. Participants' ages varied from 25 years to 50 years. The participants were 2 students from Java Island, 2 students from Sumatra, 1 student from Kalimantan, .

Table 1. Participant Distribution

Initial	Age	Gender	Location
R1	25	Male	Java
R2	37	Male	Java
R3	55	Female	Sumatra
R4	28	Male	Sumatra
R5	46	Female	Kalimantan

There are interview questions based on relevant literature review to get in-depth information about halal food . Three questions that were asked to all participants namely RQ 1 was "how do you think about halal food?". Questions focus on halal food and interviews carried out for about 30 minutes. Participant involvement is voluntary, Participant participation is voluntary and interviewed using in Indonesian, for participants who are outside the island are interviewed by telephone. In this research, participants 'names, religion, and other personal information were hidden in the initials, which are pseudonyms to protect participants' confidentiality. All participants were given initials as R1 to R5 for the current research report. The output of this qualitative phase is determined all of factors or variables halal food purchase repetition among Indonesian studentsConsumers

According to Creswell (2014) Data validity tests in qualitative research include tests of credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). According to Creswell (2014) Testing the credibility of data or trust in data from qualitative research results can be done by extending the observation by re-interviewing some of the participants who have been interviewed, Transferability Testing shows the degree of accuracy or the applicability of the results of the research to the population where the sample was taken, So that other people can understand the results of this qualitative research so that it is possible to apply the results of the research. This test is conducted on other doctoral students who have not become participants. Dependability Testing is when someone else can replicate this research process by conducting an audit of the entire research process by the supervisor. According to Creswell (2014) Conformability Testing is if the research is said to be objective if the research results have been agreed by many people

3. RESULT AND DISCUSSION

The findings of this research are discussed in two phases namely the first phase is quantitative analysis and the second phase is qualitative analysis as follows:

Quantitative Phase Result

Stages on the testing model of measuring involve convergent validity tests and discriminant validity. While the value of Cronbach's alpha and composite reliability is needed in testing for construction

reliability. PLS analysis results could be used to test for research hypothesis if all indicators in the PLS model has met the requirements of convergent validity, discriminant validity, and reliability test.

1. Convergent Validity Testing

A convergent validity test is done by seeing the value of the loading factor of each indicator towards the construct. In most references, with factor weighing from at least 0.5 is considered to have validity that is strong enough to explain the latent construct (Chin, 1998; Ghozali, 2014; Hair et al., 2010). In this research, the minimum limit of loading factor that is accepted is 0.5, with the condition of AVE score for every construct, which is > 0.5 (Ghozali, 2014). After passing the process of Smart PLS 3.0, all indicators have met the condition of AVE score above 0.5. The model that is fit and valid from the research could be seen in Figure 2. Therefore, convergent validity from this research model has met all of the requirements. The loading score, Cronbach’s alpha, composite reliability, and AVE in every construct can be seen in Table 2 below:

Table 2. Items Loadings, Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variables	Items	Loadings	Cronbach’s Alpha	Composite Reliability	AVE
Halal Food Perception (X1)	X11	0.903	0.922	0.940	0.760
	X12	0.846			
	X13	0.899			
Halal Food Quality (X2)	X21	0.826	0.935	0.947	0.720
	X22	0.808			
	X23	0.876			
Halal Food Safety (X3)	X31	0.892	0.912	0.932	0.697
	X32	0.829			
	X33	0.897			
Halal Food Knowledge (X4)	X41	0.892	0.912	0.932	0.697
	X42	0.829			
	X43	0.897			
Halal Food Safety (X5)	X51	0.892	0.912	0.932	0.697
	X52	0.829			
	X53	0.897			
Halal Food Intention (X6)	X61	0.892	0.912	0.932	0.697
	X62	0.829			
	X63	0.897			

Hypothesis Examination

The hypothesis test in PLS is also denoted as an inner model test. This test covers a significance test that has a direct and indirect impact as well as how large is the measurement of the exogenous variable impact towards the endogenous variable. To discover the effect of transformational leadership on employee’s performance is through readiness for change as a mediation variable that needs a direct and indirect impact test. The impact test is done by using a T-Statistic test in an analysis model called Partial Least Squared (PLS) with the help of SmartPLS 3.0 software. With the bootstrapping technique, R square value and significance test value can be obtained as shown in Table 5 and Table 6 below:

Table 5. R Square Value

	R Square	R Square Adjusted
Halal Food Purchase Repetition	0.83	0.079

Table 6. Hypotheses Testing

Hypotheses	Relationship	Beta	SE	T Statistics	P-Values	Decision
H1	X1 -> Y	0.163	0.042	3.845	0.000	Supported
H2	X2 -> Z	0.289	0.058	3.939	0.000	Supported
H3	X3 -> Y	0.716	0.039	8.564	0.000	Supported
H4	X4 -> Y	0.207	0.041	5.003	0.000	Supported
H5	X5-> Y	0.716	0.039	6.564	0.000	Supported
H6	X5 -> Y	0.207	0.041	4.003	0.000	Supported

Based on Table 5 above, the *R Square* value of Halal Food Purchase Repetition is 0.83, which mean the variable of Readiness for change can be explained by Halal Food Perception (X1),Halal Food Quality (X2),Halal Food Safety (X3),Halal Food Knowlegde (x4), Halal Food Purchase Intention (X5) variable in the percentage of 83%, while the other has the percentage of 17% clarified by other variables that are not discussed in this research.

Qualitative Phase Result

In this qualitative phase, the main interview questions based on relevant literature review to get in-depth information about halal food. Questions focus on halal food knowledge and interviews carried out for about 30 minutes.The results of the interview in open questions to five participants were summarized as follows:

Halal Food Perception (X1),

There were three participants who gave some opinions that halal food perception influence halal food purchase repetition

R1 : "... I bought halal food because it's good, guaranteed and good quality ..."

R2: "... I think halal food should be consumed by all Muslim and studentsconsumers ..."

R5: "... Buying halal food is more guaranteed, better than non-halal food ..."

Halal Food Quality (X2),

There were four participants who gave some opinions that halal food quality influence halal food purchase repetition

R1 "... I think halal food has better quality ..."

R3 "... In my opinion the quality of halal food is more guaranteed than non-halal food ..."

R4 "... Halal food is produced hygienically so that it is of good quality ..."

R5: "... All halal food is very high quality, there is quality guarantee ..." ...

Halal Food Safety (X3),

There were four participants who gave some opinions that halal food safety influence halal food purchase repetition

R1 "... I think halal food is safer because it is produced in a clean process ..."

R2 "... I think halal food is made from good ingredients so it's safe for consumption ..."

R3 "... Halal food is safe because it is produced in a hygienic and clean process ..."

R4 "... Halal food is safe because it does not contain alcohol ..."

R5 "... I choose to consume halal food because it is clean and safe guaranteed ..."

Halal Food Knowlegde (X4),

There were three participants who gave some opinions that halal food knowledge influence halal food purchase repetition

R2 "... I think halal food is good not only for Muslims but also for students ..."

R4 "... halal is very good, the production process is good and uses good raw materials ..."

R5 "... Halal food not contaminated with pork andalcohol ..."

Halal Food Purchase Intention (X5)

There were three participants who gave some opinions that halal food intention influence halal food purchase repetition

R2 "... I have the intention to buy halal food because it is clean, good and hygienic ..."

R4 "... I recommend my family to consume halal food ..."

R5 "... I want to buy halal food because it's guaranteed quality and safety ..."

All participants gave answers and all answers from all five participants were summarized in the following table as follows:

Table 7.Data Reduction of Participants Answers

No	Variabel	R1	R2	R3	R4	R5
X01	Halal Food Perception	V	V	-	-	V
X02	Halal Food Quality	V		V	V	V
X03	Halal Food Safety	V	V	V	V	V
X04	Halal Food Knowlegde	-	V	-	V	V
X05	Halal Food Purchase Intention	-	V	-	V	V

From the table above, it can be concluded that the halal food perception is 3 partisipants, halal food quality is 4 partisipants,halal food safety is 5 participants, halal food knowledge is 3 participants, halal food purchase intention is 3 participants.

Credibility Test

The next step is to conduct a validity and reliability test with a credibility test carried out with extensive observations, increased persistence in research, triangulation and member checks.

Triangulation of Time

Credibility Test with time triangulation was conducted by re-interviewing 2 participants namely R4 and R5 a month later and the following results were obtained:R4 “.. *I think halal food is good not only for Muslims but also for students , halal is very good, the production process is good and uses good raw materials , halal food not contaminated with pork andalcohol ...*” and R5 “.. *I have the intention to buy halal food because it is clean, good and hygienic, I recommend my family to consume halal food. I want to buy halal food because it's guaranteed quality and safety ...*”.From the results of the re-interview the results were the same as the results of this research so that this research concluded that it was credible.

Transferability

In order to understand the results of this qualitative research so that it is possible to apply the results of the research elsewhere, interviews were conducted with 3 other studentsconsumers namely initial S1, S2 and S3. S1 “... *I bought halal food because it's good, guaranteed and good quality ...*”
 S2: “... *I think halal food should be consumed by all Muslim and studentsconsumers ...*”
 S3: “... *Buying halal food is more guaranteed, better than non-halal food ...*”

The results of the interview are as follows: it was concluded that this research was transferable.

Based on data analysis using quantitative methods the following results are obtained:

H1 : There is a significant relationship between Halal Food Perception and Halal Food Purchase Repetition

The relationship between independent variables halal food perception and halal food purchase repetition obtained t-value of 3.845so that it can be concluded that the halal food perception has a positive and significant effect on halal food purchase repetiton. These results are the same as the results of research with a quantitative method conducted by Rezai et al.(2012) studentsconsumers are aware of the existence of Halal food , socio-environmental factors such as mixing with Muslims socially and the presence of advertised Halal food significantly influence students understanding of Halal principles. student understand that Halal principles are also concerned about food safety issues and environmentally friendly ways of doing things.*Tieman (2011) Halal* is avoiding direct contact with *Haram*, addressing the risk of contamination and ensuring that it is in line with the perception of the Muslim consumer. According *Ashraf et al. (2019)* state that four factors, namely, trustworthiness, attitude, normative structure and self-efficacy, significantly influence halal food purchasing. Trustworthiness of halal food is one of the most important variables of food marketing.According Kawata et al (2018) halal logo has no impact on studentssubjects’ purchasing behavior, the halal products with certification logo would be accepted in shops, which may foster foreign Muslim visits.According Jumani et al (2019) The findings indicate that Muslims strictly follow the halal logo and their attitude is positive in selecting halal logo products. The influence of their subjective norms is stronger because of their families and culture, as they are Muslim which influence their intentions. According to *Ishak et al (2016) Halal* perception has association with respondents’ purchase decision. Thus, it highlights that *halal* perception is the mediating variable that intervenes in the relationship of a few independent variables and the purchase decision trends. The independent variables such as manufacturer identity, product label, physical product and packaging as well country of origin are considered to be important extrinsic cues that deliver messages regarding the

halal of certain food products. The association of the four variables with *halal* perception is also found to be significant. practices of food products as they are being influenced by the sales promotions and celebrity endorsements and customers are willing to spend considerable efforts and money to purchase Halal food.

H2 :There is a significant relationship between Halal Food Quality and Halal Food Purchase Repetition

The relationship between independent variables halal food perception and halal food purchase repetition obtained t-value of 3.939 so that it can be concluded that the halal food quality has a positive and significant effect on halal food purchase repetition. These results are the same as the results of research with a quantitative method conducted by Jaiyeoba et al.(2019) found that halal certification mark and halal brand quality are the most influential factors that contributed to the consumers' buying decisions. According to Ayyub et al (2015) majority of the students have positive perceptions regarding the Halal products and services as far as quality is concerned. The themes which emerged from these interviews were quality, knowledge about Halal, acculturation and animal welfare issues. According to Hassan et al (2019) Halal products have also become an attractive option for consumers, as they are also addressing safety and environmental concerns. This is an essential factor for a flourishing certification business. According to Wilkins et al (2019) consumer cosmopolitanism and students religious identity were found to be positively related to halal product judgement, and consumer ethnocentrism and national identification were negatively related to halal product judgement. There was a strong relationship between product judgement and willingness to consume halal food. According to Jumani et al (2019) that Muslims strictly follow the halal logo and their attitude is positive in selecting halal logo products. The influence of their subjective norms is stronger because of their families and culture, as they are Muslim which influence their intentions. According to Awan et al (2019) customers are influenced by Halal Marketing and Branding

H3 :There is a significant relationship between Halal Food Safety and Halal Food Purchase Repetition

The relationship between independent variables halal food safety and halal food purchase repetition obtained t-value of 8.564 so that it can be concluded that the halal food safety has a positive and significant effect on halal food purchase repetition. These results are the same as the results of research with a quantitative method conducted by Bashir et al (2019) students consumers in Cape Town have a positive awareness of halal food, including its benefits and the production processes involved in producing it. The study also concluded that halal is not merely a commercial name using as a trademark in the global market. However, halal has several dimensions; primarily, for students consumers, it is a mark of health and hygiene. With regard to psychological aspect, halal is considered as a sign of trust, comfortable and safe. It gives consumers a peace of mind when they consume food products that carry the halal label. Asnawi et al (2018) perceived behavioral control and religiosity is the significant predictor of the intention to consume halal products in international chain restaurants. Surprisingly, attitudes toward halal products and subjective norms have no significant effects on their intention.

H4 :There is a significant relationship between Halal Food Knowledge and Halal Food Purchase Repetition

The relationship between independent variables halal food knowledge and halal food purchase repetition obtained t-value of 5.003 so that it can be concluded that the halal food knowledge has a positive and significant effect on halal food purchase repetition. These results are the same as the results of research with a quantitative method conducted by Muhamed et al (2019) state that the empirical results showed that the importance of halal certification had the highest impact on consumer choice behaviour, particularly in the purchase of halal-certified food supplies. Also, epistemic and emotional values were both statistically significant in terms of their influence on the consumer decision-making process. According to Azam et al (2016) that *halal* awareness and product ingredients have significantly influenced Muslims' intention to buy *halal* packaged food that are produced by students manufacturers. The findings show that the religious belief, exposure and certification/logo are potential sources of Muslim awareness about *halal* packaged food from students manufacturers. According to Rezai et al (2012) students consumers are aware of the existence of Halal food in Malaysia. In general, socio-environmental factors such as mixing with Muslims socially and the presence of advertised Halal food significantly influence students understanding of Halal principles. The findings also suggest that student understand that Halal principles are also concerned about food safety issues and environmentally friendly ways of doing things. According to Haque et al (2015) the perception of students consumers about *halal* food products is influenced by their attitude, subjective norm and perceived behavioural control.

H5 :There is a significant relationship between Halal Food Intention and Halal Food Purchase Repetition

The relationship between independent variables halal food intention and halal food purchase repetition obtained 6.564 so that it can be concluded that the halal food intention has a positive and significant effect on halal food purchase repetition. These results are the same as the results of research with a quantitative method conducted by Ayyub et al (2015) majority of the students have positive perceptions regarding the Halal products and services as far as quality is concerned. The themes which emerged from these interviews were quality, knowledge about Halal, acculturation and animal welfare issues. According to Sherwani et al (2018) positive personal attitude towards the consumption of halal meat, motivation to comply with the opinion of important persons and institutions and the perceived control over consuming halal meat predict the intention to eat halal meat among Muslims. According to Abdullah et al (2019) the level of awareness toward *halal* foods is high, and that the effect of awareness on purchase decision is positive and significant. Importantly, they find that religiosity acts as a moderating variable on the relationship between awareness and purchase decision. According to Shahid et al (2018) religiosity and increasing awareness about halal products acts as an influencer for individuals' halal products consumption along with halal certification and growing education level of Muslim consumers. According to Khan et al (2019) religious commitment, motivation to comply, self-identity and perceived behavioral control have a positive and significant effect on the intention to purchase *halal* endorsed products. The empirical evidence indicates that the individuals who consider themselves as distinct Muslims, i.e. perceive that they have a well-defined self-identity, a higher level of behavioral control, religious commitment and a strong motivation to comply with the *Shariah* teachings about *halal* buying, end up buying *halal*-endorsed products. According to Quiquab et al (2019) halal logo helps service providers to create positive perceived reputation and to build trust among consumers, which eventually lead customer loyalty. It is expected that the findings of this study will assist the halal fast food industry marketers to better strategize their marketing efforts in retaining the Muslim customer base.

Based on data analysis using quantitative methods the following results are obtained All participants gave answers and all answers from all five participants were summarized that the halal food perception is 3 participants, halal food quality is 4 participants, halal food safety is 5 participants, halal food knowledge is 3 participants, halal food purchase intention is 3 participants. After conduct triangulation test the results of the re-interview the results were the same as the results of this research so that this research concluded that it was credible after conduct transferability test it was concluded that this research was transferable.

Table 8. Quantitative and Qualitative Results Comparison

Correlation	Quantitative	Qualitative
(H1) There is a significant relationship between Halal Food Perception and Halal Food Purchase Repetition	halal food perception has a positive and significant effect on halal food purchase repetition	There were three participants R1, R2, R3 who gave some opinions that halal food perception influence halal food purchase repetition. R1 : "... I bought halal food because it's good, guaranteed and good quality...". R2: "... I think halal food should be consumed by all Muslim and students consumers...". R5: "... Buying halal food is more guaranteed, better than non-halal food ..."
(H2) There is a significant relationship between Halal Food Quality and Halal Food Purchase Repetition	halal food quality has a positive and significant effect on halal food purchase repetition	There were four participants R1, R2, R3, R4 who gave some opinions that halal food quality influence halal food purchase repetition. R1 "... I think halal food has better quality ..". R3 "... In my opinion the quality of halal food is more guaranteed than non-halal food ...". R4 "... Halal food is produced hygienically so that it is of good quality ...". R5: "... All halal food is very high

		<i>quality, there is quality guarantee ..."</i>
(H3)There is a significant relationship between Halal Food Safety and Halal Food Purchase Repetition	halal food safety has a positive and significant effect on halal food purchase repetiton	There were four participants who gave some opinions that halal food safety influence halal food purchase repetition R1 "... I think halal food is safer because it is produced in a clean process ...".R2 "... I think halal food is made from good ingredients so it's safe for consumption ...". R3 "... Halal food is safe because it is produced in a hygienic and clean process ...".R4 "... Halal food is safe because it does not contain alcohol ...". R5 "... I choose to consume halal food because it is clean and safe guaranteed ..."
(H4)There is a significant relationship between Halal Food Knowledge and Halal Food Purchase Repetition	halal food knowledge has a positive and significant effect on halal food purchase repetiton	There were three participants who gave some opinions that halal food knowledge influence halal food purchase repetition. R2 "... I think halal food is good not only for Muslims but also for students ..."R4 "... halal is very good, the production process is good and uses good raw materials ..."R5 "... Halal food not contaminated with pork andalcohol ..."
(H5) There is a significant relationship between Halal Food Intention and Halal Food Purchase Repetition	halal food intention has a positive and significant effect on halal food purchase repetiton	There were three participants who gave some opinions that halal food intention influence halal food purchase repetition R2 "... I have the intention to buy halal food because it is clean, good and hygienic ..."R4 "... I recommend my family toconsume halal food ...". R5 "... I want to buy halal food because it's guaranteed quality and safety ..."

Based on the results of the analysis with the sequential explanatory method and data based on the recapitulation from the table above, it is obtained that the quantitative method gives the same results as the qualitative method. This means that qualitative methods reinforce the results of quantitative methods.

In previous research conducted by Husain et al (2016), shows that health is not a factor affecting purchase intention. But in this study, the results show that the health variable shows a positive and significant value effect on purchase intention. This shows that people buy halal food believing that by consuming it Halal food can prevent disease, have a better consumption pattern and healthy. So that this reason can encourage them to make a purchase halal processed food products. Based on research conducted by Wang and Tsai (2014), perceived quality provide a positive influence on perceived value. In this research, results It was also found that perceived quality had a positive effect and significant to the perceived value, These results indicate consumer perceptions of the quality of halal food products is directly proportional to the perception of the value of halal food products the. So that the better perceived quality, the more perceived value will be will get better. Wang and Tsai (2014) who show similar results. In this case, the perception of good value can encourage consumers to do so purchase. The perceived value is that halal food is a favorite purchase, the price of food is in accordance with its value, and has the appropriate quality with its value. Food safety, halal certificates, brand image and quality perception not has a direct

influence on purchase intention. Food safety variables have indirect influence on buying interest through health. It means a factor Food safety increases the health reasons for consumers to choose halal food products, although many consumers do not directly pay attention to food safety in determining purchases. Halal certificate also has an indirect effect on purchase intention through the brand image variable. Although directly halal certification is not has an influence on consumer buying interest, but halal certification can enhance the brand image of food products. With the existence of halal certification, image brands of food products will get better, especially among Muslim consumers. The brand image variable also has an indirect effect on purchase intention through perceived value and perceived quality the indirect influence on interest buy. This is in accordance with previous findings (Wang and Tsai 2014) where even though brand image has no direct influence on interest buying interest, but still has an indirect effect on buying interest

4. CONCLUSION

The results showed that the variables of halal awareness, health, and perceived value showed a significant and positive influence on purchase intention. This shows the increasing awareness of consumers about the halalness of products, health and perceived value, which increasingly encourages consumer interest to buy halal food products. Of the three variables that have the highest influence is the health variable. Halal marketing has a significant but negative effect, indicating that the marketing process is necessary but does not need to highlight elements of advertising ambassador and price. Halal marketing also has a significant and positive influence on brand image. Meanwhile, the variables of food safety, halal certificates, brand image, and perceived quality do not have a direct influence on purchase intention. Food safety has an indirect effect on buying interest through health. Halal certificate has an indirect effect on purchase intention through the brand image variable. Meanwhile, brand image and perceived quality have an indirect effect through perceived value variables on purchase intention, meaning that a good brand image and perceived quality will encourage an increase in the perceived value of the product, an increase in perceived value is what can increase consumer buying interest. Relationship between independent variables halal food perception and halal food purchase repetition can be concluded that the halal food perception has a positive and significant effect on halal food purchase repetition. The relationship between independent variables halal food perception and halal food purchase repetition can be concluded that the halal food quality has a positive and significant effect on halal food purchase repetition. The relationship between independent variables halal food safety and halal food purchase repetition can be concluded that the halal food safety has a positive and significant effect on halal food purchase repetition. The relationship between independent variables halal food knowledge and halal food purchase repetition obtained can be concluded that the halal food knowledge has a positive and significant effect on halal food purchase repetition. The relationship between independent variables halal food intention and halal food purchase repetition can be concluded that the halal food intention has a positive and significant effect on halal food purchase repetition. Based on the results of the analysis with the sequential explanatory method and data based on the recapitulation from the table above, it is obtained that the quantitative method gives the same results as the qualitative method. This means that qualitative methods reinforce the results of quantitative methods. Novelty of this research is the first research of halal food purchase intention and repetition in Indonesia with the Explanatory Sequential Mixed Methods method with the scope in a country region. This research will be a new reference for similar topic of research, and subsequent research can be conducted in other countries. This research produces novelty which is a new model of factors that influence halal food purchase repetition of student consumers. This research can be an additional reference and can be used as a new reference for further research. Some recommended recommendations some suggestions for all consumers in Indonesia to consume halal food, for food manufacturers to implement a halal guarantee management system.

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