



The Role of Product Knowledge, Lifestyle, and Halal Awareness in Shopping Intentions to Buy Halal Products

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Abstract

The purpose of the study to analyze the influence of product knowledge, lifestyle, and halal awareness of the intention to buy halal products. This study uses primary data to obtain respondents by distributing questionnaires online. By distributing questionnaires there were 134 respondents who filled in the questions in the questionnaire in accordance with the indicators for each variable. Data processing in this study uses SPSS data version 16.0 by analyzing through the reliability test, regression test, and validity test. From the results of the SPSS results obtained have a significant effect on product knowledge, lifestyle, and halal awareness of the intention to buy halal products.

Keywords: *product knowledge, lifestyle, halal awareness, and purchase intention*

INTRODUCTION

Indonesia is a country with a variety of tribes, religions, languages, and cultures whose majority of the population is Muslim, although so there are still many who do not know which products are halal or not halal. Along with the development of the times, there are a lot of food or products from abroad that enter Indonesia and sometimes there is no halal label on the packaging. And a lot of Muslims who buy or consume the product do not see whether the product is halal or not. They buy because the product is trending or viral, rarely see or notice whether the product is safe or not. A lot of food or other products that enter Indonesia have been declared to contain unsafe and non-halal ingredients such as snacks that are declared to contain pork oil, but these products are still purchased by the public, because of what? Because the awareness of the Muslim community about label halal is still low (Afnan & Saifudin, 2021).

There are so many people who when buying a product do not see whether there is a halal label in the package but only buy according to their own opinions, but buy snacks from corn produced by foreign companies and there is no halal label from MUI but they still buy it because in their minds that food made from corn must be halal not paying attention to other ingredients used to make it whether it is halal or not. Not only food in buying cosmetics or

others, there are still many people who are wrong in choosing or buying products, as long as they are suitable and comfortable, they are still purchased even though they may contain illegitimate, unsafe, and unsecured ingredients.

Muslims buy a halal product based on how much they know about halal. A Muslim who lacks knowledge about halal products will still buy it based on their wishes alone. Their lifestyle will also affect what they will buy, for example, a luxurious lifestyle will also lead them to buy expensive products regardless of whether what they are going to buy is halal or not. Therefore, Muslims must socialize more about halal products that are already considered halal and there is already an official halal logo from the MUI, so that we avoid unwanted things. Because as long as we consume or use products that are already halal, we will definitely avoid these unwanted things.

This research is expected to benefit others who read it. Another benefit is that hopefully this research can be helpful for other researchers as well. And can be used as a reference in making written works that will be researched by others.

The results of research from Karina Indah Rohmatun, and Citra Kusuma Dewi (2017) stated that product knowledge has a significant positive effect on the purchasing intentions of potential customers. I Kadek Suarjana and Ni Wayan Sri Suprpti (2018) say that product knowledge has the strongest resistance to buying intentions. I Made Widya Suraputra and I Gede Ketut Warmika (2017) also emphasize that lifestyle has a significant positive effect on purchasing intentions. In a previous study conducted by Nurcahyo and herry (2017) stated that halal awareness does not have a significant effect on a person's buying intentions.

This study uses variable Y which may be rarely used by other researchers, namely purchase intentions. Often researchers use buying interest instead of buying intent. With so many opinions from previous research, the author wants and is motivated to research more deeply about "the influence of product knowledge, lifestyle, and halal awareness on the intention to buy halal products".

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Product Scraping

Product knowledge is consumer knowledge related to knowledge of the characteristics or characteristics of the product, the consequences of using the product and the value (level) of satisfaction that the product will achieve (Peter & Olson, 1990). Consumer knowledge of a product can influence decisions positively. Product knowledge includes (Sri & Wisnamalyati, 2011:31):

- a. Awareness of product categories and brands within the product category.
- b. Product terminology.
- c. Product attributes/characteristics.
- d. Trust about the product category in general.

Consumer knowledge is seen as a perception possessed by consumers and insight into the product. A consumer conducts a mapping of products that are believed to be halal products. There are two important components in product knowledge, namely awareness and image (James & Engel, 1994) in (Bayu & Ibnu 2015).

According to Abd Rahman et al., (2015) knowledge is referring to facts, feelings, or experiences by a person or group of people, it can also be defined as the familiarity or familiarity of experience or learning. Consumer knowledge has different effects on consumer behavior, such as the search for product information. Waluyo and pamungkas (2003) in (Suarjana and Suparpti, 2018) posit that product knowledge is a series of collections of akura information stored in the consumer's memory that is appropriate and reflects his knowledge of

a product. Consumers who have a higher knowledge of products tend to think more realistically when choosing the products they want.

There are several indicators in product knowledge (Bayu & Ibn, 2015:7) ;

- Product Quality Insights.
- Product Security Insights.
- Knowing the Content of the Product.
- Extracting Halal Product Information.

Product knowledge is very important for all people who are Muslims or non-Muslims. Muslims themselves are required to have knowledge of halal products, be it food, beverages, or cosmetics. Why is it mandatory to have knowledge of halal products? Because in Islam it is mandatory for a Muslim to consume and use halal products in accordance with Islamic law.

Lifestyle

Lifestyle is the pattern of a person's life in the world that is reflected in activities, interests, and opinions (Kotler & Keller, 2014:158). According to sutisna (2002) in Ivana (2016:341) lifestyle is as a way defined by how a person spends their time, what they consider important in their environment, and what they think of themselves and also the world around them. Lifestyle is often described by the activities, interests, and opinions of the seserang (Surmawan, 2014:45) in Ivana (2016:341). Hiup style as one of the factors that encourage the needs and attitudes of seseoarnng and influence the activity of using the product.

There are several indicators used for this research (Ivana Chaterina, 2016):

- Activity.
- Interest.
- Opinion.

Halal Awareness

Halal consciousness according to Praslova-Forland and Divitini (2003) is the awareness of a social situation in a group or community in a certain environment, in which case it can be realized, not realized or both. Consciousness is the ability to understand, feel, and become aware of an event or object. Consciousness is the concept of implying an understanding and perception of an event or subject (Aziz & Vui, 2013). According to Ahmad, Abaidah, and Yahya (2013), halal awareness is known based on whether a Muslim understands what halal is, knowing the correct slaughter process, and prioritizing halal food for them to consume. So halal awareness is a Muslim knowledge about the concept of halal, the halal process, and considers that consuming halal food, is important for himself. (in Ahmad Izzudin (2018:100)).

Indicators of halal awareness in this research (Ahmad Izzudin, 2018: 107) :

- Pay attention to the halal logo before consuming the product.
- Trying to avoid products that are syubhat (unclear/doubtful of their halalness).
- Always consume halal products.

Purchase intention

Intention is an important variable in the world of marketing (Alviyah & Saifudin, 2022; Fatah & Saifudin, 2022; Kusumawati & Saifudin, 2020a, 2020b; Mustika & Saifudin, 2021; Puspita & Saifudin, 2020; Saifudin, 2019; Saifudin & Kesuma, 2021).

Anoraga (2010:228) defines purchase intention as a process of making decisions made by customers on products offered or needed by customers. According to Fishbein and Ajzen (1991) in Angelina and Japarianti (2014:3) intention is a situation before performing an action that can be used as a basis for predicting the behavior or action. According to Arsyad in Suarjana and Suprapti (2018), a person's buying intention is also influenced by the image of the company.

In this variable there are several indicators according to Lucas Dn Brit (2003), among others:

- Interest.
- Desire.
- Belief.

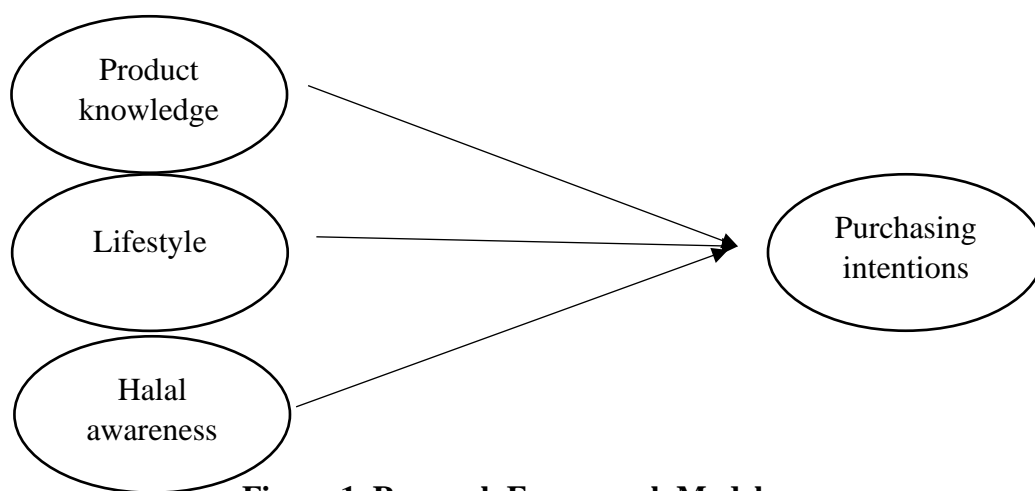


Figure 1. Research Framework Model

H1 : product knowledge has a significant effect on purchasing intentions.

H2 : lifestyle has a significant effect on buying intentions.

H3 : halal awareness has a significant effect on purchasing intentions.

METHOD

Population is a generalized area consisting of objects and subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiyono. 2001: 90). The population in this study was the entire general public aged 17-40 years. A sample is a part of the population that has certain characteristics or circumstances to be studied (Ridwan, 2007:56). The sample in this study was people aged 17-25 years.

The research instrument used is questionnaire data that is distributed online. Questions are categorized with answers with a score of 1 to 5 which means:

1 = strongly disagree

2 = disagree

3 = partially agree

4 = agree

5 = strongly agree

The study used questionnaires. A questionnaire is a list of written questions that are given to the subject being studied to collect the information needed by the researcher, there are two

types of questionnaires, namely open and required questionnaires. An open questionnaire contains questions that are not accompanied by answers and a closed questionnaire contains questions accompanied by answer choices (Kusumah, 2011: 78). So it can be said that this study used a closed questionnaire. This questionnaire is distributed online through social media. The demographic data of respondents is presented in table 1.

Table 1. Demographic Information

Demographic	Percentage
Gender	
Perempuan	72.4
Laki-laki	27.6
Age	
17-22	99,3
23-26	0.7
Kabupaten	
Banyubiru	0.7
Bawen	2.2
Boyolali	0.7
Demak	0.7
Lamongan	0.7
Purwodadi	0.7
Kabupaten Semarang	90.3
Salatiga	3.7

Based on table 1, it can be seen that the respondents in this study were from 134 respondents consisting of women 97 people or (72.4%) and men 37 people or (27.6%). Meanwhile, based on age, respondents in this study were dominated by respondents aged 17-22 years as much as 99.3%, and respondents aged 22-26 as much as 0.7%. And for the area of origin in this study not only from one region, it can be seen from the table above that the respondent area was nominated from Semarang Regency as much as 90.3%, Banyubiru 0.7%, Bawen 2.2%, Boyolali 0.7%, Demak 0.7%, Lamongan 0.7%, Purwodadi 0.7%, and Salatiga 3.7%.

Validity and reliability tests were also carried out in this study to test the research instruments used. The results of the validity test and reliability test are presented in tables 2 and 3.

Table 2. KMO and Bartlett's Test

Testing	Value
le Adequacy KMO	0.875
Bartlett of Sphericity	0.000

It can be seen from the table above that the KMO value is equal to 0.875 which means that the value is good. While the Bartlett Value of Sphercity equal to 0.000 means that the test results of this study are significant. Then it can be concluded that this research instrument is valid.

Table 3. Convergent Validity and Reliability Test

Items	Loading
Product knowledge (CR : 0.822)	
Pay attention to product quality when buying	0.777
Product safety is very important	0.731
The content or composition of the product	0.852
Expiry date and product must be present	0.741
Lifestyle (CR : 0.765)	
Buying products as desired	0.789
Buying a product according to hobbies only	0.751
Prefer domestic products because they are guaranteed halal	0.751
Halal awareness (CR : 0.838)	
Halal is a product that has a halal label and halal in production	0.801
Halal labels or logos make it easier to buy a product	0.689
Consuming and using halal products is mandatory in accordance with Islamic law	0.831
Purchase intention (CR : 0.756)	
Sure to be the main factor in buying halal products	0.729
More interested in products that already have a halal logo in the packaging	0.714
Buying a product as you wish but not too much need	0.797

Table 3 shows the reliability calculation value by showing Cronbach's alpha calculation. It can be seen from the table above that it can be concluded that the Cronbach alpha value for the product knowledge variable is 0.822, the lifestyle variable is 0.756, the halal awareness

variable is 0.838, and for the purchase intention variable is 0.756. The Cronbach Alpha value of more than 0.7 can be said to be reliable and good.

RESULT AND DISCUSSION

Result

The test used in this study to prove a hypothesis is a regression test. This test is to test and measure the relationship between independent variables and dependent variables. The test is carried out with the help of the SPSS program.

Table 4. Determinant Coefficient and Adjusted R Square and Result of t-test, and F-test

	PP to NB	GH to NB	KH to NB
Determinant Coefficient and Adjusted R			
R	0.293	0.382	0.348
R ²	0.086	0.146	0.121
Adjusted R Square	0.079	0.139	0.115
Standardized Coefficient Beta			
T	3.516	4.746	4.269
Sig.	0.001	0.000	0.000
Result of F test			
F	12.363	22.524	18.224
Sig.	0.001	0.000	0.000

From the results of the PP to NB research above, it can be seen that the R value is 0.293, the R Square value is 0.086, and the Adjusted R square value is 0.079. Getting a t value of 3,516 and a significance value of 0.001, it can be said that product knowledge has a positive and significant influence on the intention to buy halal products. And in the results of this first hypothesis test, an F-test value of 12,363 was obtained with a significance value of 0.001 (sig value smaller than 0.005, this result can be interpreted as product knowledge affects the purchase intention of halal products).

From the results of the GH to NB study, it can be seen that the R value is 0.382, the R Square value is 0.146, and the Adjusted R square value is 0.139. And also obtained the value of t is 4,745 with a significance value of 0.000, so it can be said that the influence of lifestyle on the purchase intention of the product has a positive and significant effect. The hypothesis test in this study was also carried out so as to obtain an F-test value of 22,542 with a significance value of 0.000, these results can be interpreted to mean that lifestyle affects the intention to buy halal products.

From the results of the KH to NB research, it can be seen that the R value is 0.348, the R Square value is 0.121, and the Adjusted R square value is 0.115. And it is also obtained that the value of t is 4,269 with a significance value of 0.000, so it can be said that the influence of halal awareness on the purchase intention of halal products has a positive and significant effect. The hypothesis test in this study was also carried out so as to obtain an F-test value of 18,224 with a significance value of 0.000, this result can be interpreted to mean that halal awareness affects the intention to buy halal products.

Discussion

- The influence of product knowledge on the purchase intention of halal products
From the results of the research above, the product's knowledge has a positive and significant impact on the intention to buy halal products, which is stated that the sig value is smaller than 0.005 arinya if it is smaller then it is better and better. And the results of the research are positive, product knowledge is said to have a positive effect on purchasing intentions. The results of this study are the same as previous studies, namely Kusuma and Untarini (2014), Wahyuni and Suparna (2014), Setiawan and Andrew (2012), and Mendrofa (2012) which stated that positive product knowledge is significant to the purchase intentions of potential customers.
- The influence of lifestyle on the purchase intention of halal products
Based on the t test from the table above, it was found that the sig value of 0.000 was less than 0.005, it can be said that lifestyle has a significant positive effect on the purchase intention of halal products. In this study, the same opinion as previous researchers, namely from Indrayani and Nurcahya (2014) stated that there is a positive and significant influence relationship between lifestyle variables and purchasing intentions.
- The effect of halal awareness on the intention to buy halal products
Based on the t test conducted in this study, a value of 0.000 sig was obtained, which is less than 0.005, so it is said that haalal awareness has a positive and significant effect on purchasing intentions. Just like the results of the previous researcher, Nurcahyo (2017) which stated that halal awareness has a significant effect on a person's buying intentions.

CONCLUSIONS AND SUGGESTIONS

Conclusion

This research examines how the influence of product knowledge, lifestyle, and halal awareness on the intention to buy halal products. To test this, researchers used closed questionnaire data that was disseminated online through social media, and got 134 respondents. It can be concluded that the results of this research through a questionnaire and then processed with the spps program are as follows:

1. Product knowledge of purchase intentions has a positive and significant deterrent.
2. Lifestyle towards purchase intentions has a positive and significant influence.
3. Halal awareness of buying intentions also has a positive and significant concern.

So product knowledge, lifestyle, and halal awareness of the intention to buy halal products have a positive and significant concern, meaning that independent variables and dependent variables are all interconnected. Very we have the intention to buy a product, so we must also know about the product we are going to buy, our lifestyle also affects the purchase intention when we are going to buy the halal product, as well as the halal awareness that everyone has affects the intention to buy the product we are going to buy.

Suggestion

In this study using three independent variables and one dependent, maybe for the next researcher the bias reduces or increases the independent variable or biases to replace one of the independent variables. Even for subsequent researchers, the bias is biased towards adding intervening variables in their research. As well as the bias of looking for more respondents not

only from one region but throughout Indonesia and even biased to foreign countries. The next researcher can use even more references because with so many references then we will have a lot knowledge about what we are going to research.

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