

ATTITUDE MODERATES THE INFLUENCE OF RELIGIOSITY ON PURCHASE INTENTION HALAL PRODUCTS WITH ATTITUDE AS A MODERATION VARIABLE

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Abstract: This research aims to determine the direct and indirect influence of religiosity on people's buying interest in halal products with attitude as a moderating variable. Exogenous variables consist of religiosity and attitudes and endogenous variables consist of purchase intention and attitudes. The research population was a Muslim community with a sample size of 33 and the sampling technique was random. The analysis tool uses SEM PLS 4.0. Based on the measurement model, all indicators pass both validity and reliability tests, including discriminant validity tests, so that all research indicators can contribute to the research latent variables. Based on the structural model test, research results showed that religiosity influences attitudes, attitudes influence interest in buying halal products, while religiosity does not influence interest in buying halal products. While attitude is unable to moderate the influence of religiosity on interest in buying halal products, thus the role of attitude is a potential mediation, meaning attitude variables have the potential to become moderating variables between religiosity and interest in buying halal products.

Keywords: Religiosity, Attitude, Purchase Intention

Introduction

Indonesia is the country in the world with the largest Muslim population, so this has the potential for the development of halal products, although currently the development of the halal industry is still dominated by the food and cosmetics sectors. There is a very interesting development in the halal product sector that the halal food business is very profitable not only among Muslim countries but also non-Muslim countries and of course this cannot be ignored by companies and marketers to take advantage of this phenomenon. In Islamic law it is very clear that a Muslim is ordered to eat and consume halal goods because Muslims must follow the Islamic rules contained in the Al'Quran which is the guide for Muslim society in living the life and habits of a Muslim (Elseidi, 2017). A devout Muslim is expected to be able to carry out commands in daily behavior including consumption choices (Mukhtar & Butt, 2012). So religiosity or the depth of religious belief is expected to be able to encourage Muslim communities to choose halal products, although the intention to buy halal products is also greatly influenced by the level of Muslim compliance with Islamic religious rules. It is said that the higher a person's religiosity, the more they involve religious teachings in aspects of daily life (Nurhayati & Hendar, 2020). The religiosity of a Muslim is expected to be able to encourage them to act in consuming halal products so that this attitude is expected to be able to encourage the Muslim community to increase their intention to consume halal products.

Literature Review
Religiosity

Religiosity is defined as the level of an individual's commitment to their religion (Mokhlis, 2009) and religiosity is a measure of the extent to which a person holds and implements beliefs in religious values and ideas in religious operations (Nurhayati & Hendar, 2020). Religiosity is a reflection of adherence to religious beliefs and values so that a religious person will comply with the rules of his religion (Agarwala et al., 2018). A religious person will commit to boycotting products that violate religious value (Al-Hyari et al., 2012) and religion is able to measure confidence in making decisions and a person's satisfaction (Garg & Joshi, 2018)

Attitude

Attitude is an expression that consumers feel about liking or disliking an object and attitude is able to explain consumers' self-confidence in the attributes and benefits of an object (Liza Nora & Nurul Sriminarti, 2023). Attitude is the extent to which a person has an assessment of what they like and dislike about a behavior in Aizen 1991 in (Garg & Joshi, 2018) and attitude is defined as the actions of Muslim communities in implementing Islamic law (Rochmanto & Widiyanto, 2015). Attitude is also behavior that directs attention to positive and negative aspects that produce change (Ajzen et al., 2011).

Purchase intention

Purchase intention refers to a decision-making process by consumers to take actual action Wells et al., 2011 in (Garg & Joshi, 2018). Purchase interest is related to the possibility of someone making a purchase within a certain period (Sriminarti & Nora, 2018). Purchase interest is described as a motivational factor and influences a person to make a purchase (Listyoningrum & Albari, 2017). Purchase interest in halal products has been regulated by applicable religion and social norms (Garg & Joshi, 2018). Intention is behavior before action which is the basis for convincing decision making (Ajzen et al., 2011) and purchase interest is the final level before someone decides to buy (Angelina & Japariato, 2019). Consumers who have higher purchasing intentions, the higher they make purchases (Schiffman, Leon & Kanuk, 2000)

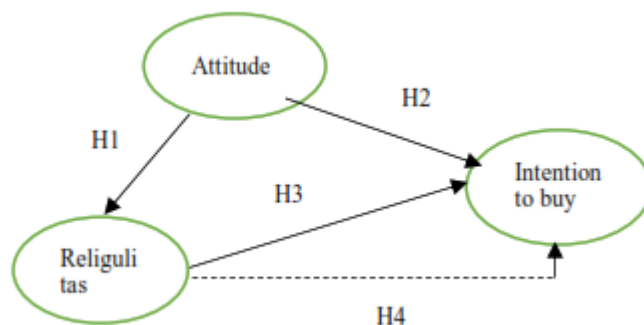


Figure 1 : Research Framework

Influence Between Variables

Religiosity on attitudes

Religion has an important influence in shaping customer habits and attitudes towards goods and services (Mukhtar & Butt, 2012). Religion forms a perspective that defines the intention to purchase halal products so that a marketer needs to know the role of religion in encouraging consumers to have the intention to make a purchase (Garg & Joshi, 2018); Rizkitysha & Hananto, 2022) and religion can direct a person's attitudes, perceptions and behavior (Aji, 2018). Religiousness is able to influence a person's social behavior, as well as their attitude in choosing halal goods, including consumption patterns (Zumrotun Nisa & Ajib Ridlwan, 2022). H1: religiosity has a positive influence on attitudes towards halal products.

Attitude Towards Intention to Buy

Attitude is a description of how much a person likes or dislikes something (Zumrotun Nisa & Ajib Ridlwan, 2022; (Rana, 2023) and a Muslim's attitude can be related to their behavior in implementing Islamic Sharia (Rochmanto & Widiyanto, 2015) which in Ultimately, this attitude can direct a Muslim to have the intention to purchase halal products. Previous research shows that attitudes towards halal products have an influence on the intention to purchase halal products (Garg & Joshi, 2018; Zumrotun Nisa & Ajib Ridlwan, 2022; Anggelina & Japarianto, 2019; Rochmanto & Widiyanto, 2015; Liza Nora & Nurul Sriminarti, 2023; Rizkitysha & Hananto, 2022; Liza Nora & Nurul Sriminarti, 2023).

H2: attitude has a positive influence on intention to purchase halal products.

Religiosity and Intention to Buy

The level of a person's religious level greatly influences their decision to consume halal products (Elseidi, 2017) and religion can direct a person's attitudes, perceptions and behavior (Aji, 2018). The intention to consume halal products that comply with the faith is very important for people who have religious commitments (Rochmanto & Widiyanto, 2015).

The higher a person's religiosity, the higher the positive response in determining the purchase of halal care products (Adiba & Wulandari, 2018). In research by (Mukhtar & Butt, 2012; Adriani & Ma'ruf, 2020; Salam et al., 2019; Rizkitysha & Hananto, 2022) also shows that religiosity can influence purchasing intentions

H3: Religiosity has a positive influence on intention to purchase halal products.

Religiosity on Purchase Intention with Attitude as A Moderating Variable

A person's faith is able to determine their attitude in consuming halal products even though the existence of a halal certificate is also one of the driving factors in creating this positive attitude Widyanto & Sitohang, 2022 in (Zumrotun Nisa & Ajib Ridlwan, 2022). Previous research also concluded that a person's religiosity influences purchase intentions with attitude as a mediating variable (Adriani & Ma'ruf, 2020; Garg & Joshi, 2018) and a person's religiosity is able to influence a person's attitude towards purchase intentions (Rana, 2023).

H4: religiosity has a positive influence on intention to purchase halal products with attitude as a moderating variable.

H4: Religiosity has a positive influence on purchase intention with attitude as a moderating variable

Research Methods

The research method is quantitative causality with the data source being primary data, namely distributing questionnaires to the Muslim community as the research population while the number of samples is 33. The sampling technique is random sampling. The analytical tool used is SEM PLS 4.0 to test the measurement model and structural model

Results And Discussion

Measurement models

Reliability and validity

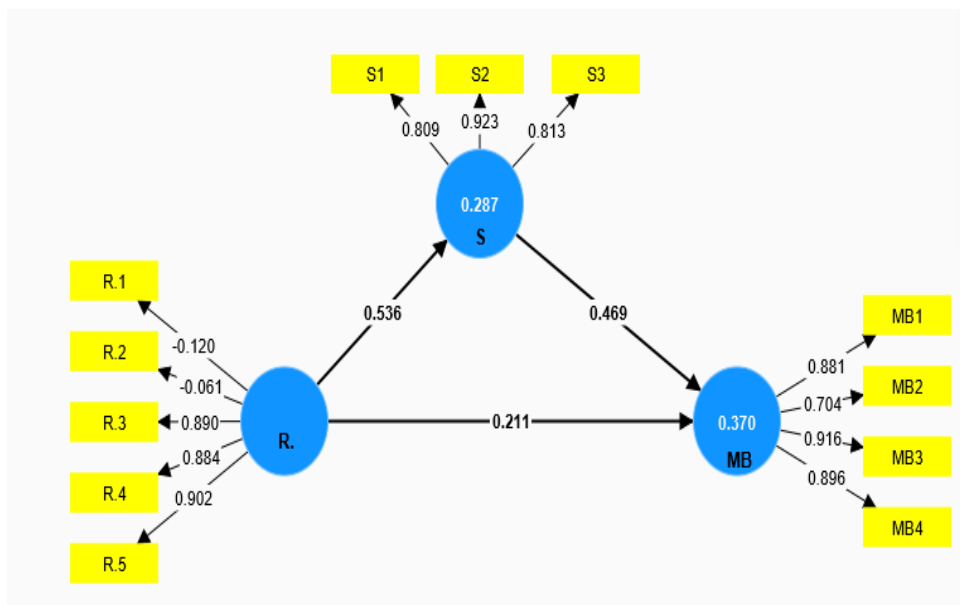


Figure 2: Outer Loading On The Path Graph

If an individual reflective measurement is high if it has a correlation > 0.7 that is why R1 and R2 are excluded from the research manifest, and here is a new graph which shows that all manifests meet the criteria for an outer loading value > 0.7

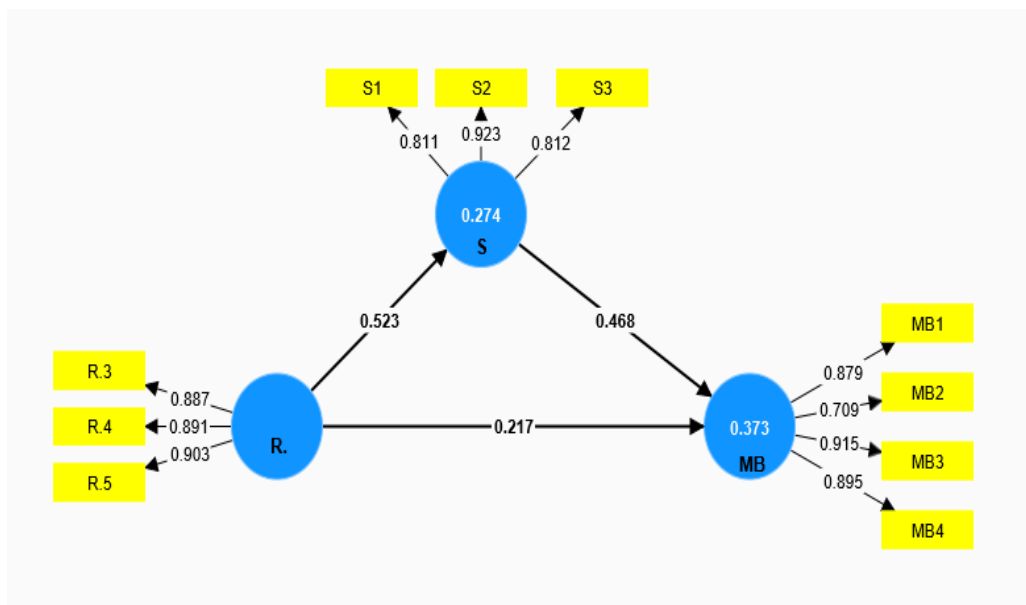


Figure 3: Outer Loading On The Path Graph

In terms of religiosity, the outer loading value is the largest at R5, that is, Islamic teachings influence all social relationships in my life, for attitude, the outer loading value is the largest at S2, namely I choose halal products, while for interest in buying, the outer loading value is greatest at MB 3, namely I intend to continue using halal products in my daily life

Validity and reliability

Validity is carried out by looking at the convergent validity and discriminant validity values. The condition for a variable to meet convergent validity is if it has an AVE > 0,5

Reliability is intended to determine the consistency of a variable measurement with the criteria of a Cronbach Alpha value > 0.6 and composite reliability > 0.6, so reliability is said to be acceptable.

The following are the Cronbach Alpha and composite reliability and AVE values

Table 1: Reliability And Validity

Latent Variabel	Composite Reliability	Referensi	Note	AVE	Referensi	Note
Intention to buy	0,872	0,6	Reliable	0,728	>0,5	Valid
Reigiulitas	0,929	0,6	Reliable	0,799	>0,5	Valid
Attitude	0,829	0,6	Reliable	0,723	>0,5	Valid

Source: Data Processed

Based on Table 1 above, it can be seen that the composite reliability value of the three latent variable exceeds 0,6 so that all manifests are able to measure the latent variables well while the AVE exceeds the value of 0,5, meaning that the correlation between manifests meets the validity criteria

Discriminant validity Discriminate validity is intended to measure whether the manifest is able to be a good measure by looking at the Fornell lacker and Cross Loading values

Table 2: Discriminant Validity

Latent Variabel	Intenton To buy	Religiulitas	Attitude
Intention to buy	0,823		
Reigiulitas	0,773	0,806	
Attitude	0,729	0,757	0,936
Discriminant validity	qualify	qualify	qualify

Source: Data Processed

The discriminant validity requirement is fulfilled because the correlation of the variable with the variable itself has a value > compared to the value of the other variables so that the manifest can be used in research

Structural Model

R Square

R2 which is a goodness of fit test is intended to determine the extent to which exogenous variables are able to explain endogenous variables and the following is the R2 value

Table 3: R Square

	R Square	R Square adjusted
Intention to buy	0,373	0,331
Attitude	0,274	0,250

Source: Data Processed

Based on Table 3, it is known that buying interest has an R2 value of 0.373, meaning that the ability to explain religiosity towards buying interest is 37.3% and the residual value is 62.7%, indicating that buying interest is influenced by variables outside religiosity. Meanwhile, attitude has an R2 value of 0.274, meaning that the ability to explain religiosity towards attitudes is 27.4% and the residual value is 72.6%, indicating that attitudes are influenced by variables outside religiosity. The higher the R² value, the greater the ability of exogenous variable to explain the endogenous variable, so the better the structural equation.

Hypothesis Testing

a. Direct Influence

Hypothesis testing is intended to test whether there is an influence between exogenous variables on endogenous variables by looking at the p-value and t-statistic with the criteria of p-value < 0.05 and t-statistic > 1.96, if these criteria are met then it is said to be variable Exogenous variables influence endogenous variables and vice versa. The following are the results of the direct influence hypothesis test

Table 4: Path Coefficients and Direct Effect Hypothesis

Hypothesis	Direction	Path Coefficient	Relation	P value	T statistics	Conclusion
H1	Religiulitas-→ Intention to buy	0,217	Positive(low)	0,429	0,274	Not Significance
H2	Religiulitas -→ Attitude	0,523	Positive (moderate)	0,000	5,674	Significance
H3	Attitude-→ Attention to buy	0,468	Positiv(moderate)	0,047	1,995	Significance

Source: Data Processed

H1: religiosity has no effect on buying interest. Manifestations that exist in religiosity such as Islamic teachings influence all social relations, and the beliefs that are the background of the content and worship that are carried out do not influence people in deciding to continue buying halal products, looking for information or buying and recommending them in my daily life. The results of this research are in accordance with research (Zumrotun Nisa & Ajib Ridlwan, 2022; Garg & Joshi, 2018; Adriani & Ma’ruf, 2020; Rohmatun & Dewi, 2017; Setiawati et al., 2019; Rizkitysha & Hananto, 2022)

H2: Religiosity influences attitudes. Manifestations in religiosity such as Islamic teachings influence all social relations, and the beliefs that are behind the prophecies and worship that are carried out influence people in choosing, being loyal and liking halal products. The results of this research are in accordance with research (Garg & Joshi, 2018) but not accordance with research (Aji, 2018) where religiosity has no effect to attitudes.

H3: Attitude influences buying interest, meaning that people choose, are loyal to and like halal products, making people decide to use halal products in their daily lives, try to find information, make purchases or recommend (Moniaga et al., 2023) halal products to other people. The results of this research are in accordance with research (Adriani & Ma’ruf, 2020; Moniaga et al., 2023; Setiawati et al., 2019)

b. Indirect Influence

Table 5: Indirect Effect Hypothesis Test

Hypothesis	Direction	P value	T statistics	Conclusion	Status Mediasi
H4	Religiulitas -→ Intention to buy	0,075	0,138	Not Significance	potential mediation
	Religiulitas-→ Attitude - → Intention to Buy	0,075	1,781	Not Significance	

Source: Data Processed

H4: Attitude does not play a role as a mediating variable between religiosity and buying interest. On the other hand, it shows that religiosity does not have a direct effect on buying interest, so it can be concluded that attitude can be categorized as a potential moderation, meaning that attitude has the potential to be a moderating variable that strengthens or weakens the relationship between religiosity and buying interest. The results of this research are in accordance with research (Zumrotun Nisa & Ajib Ridlwan, 2022) but not in accordance with research results (Garg & Joshi, 2018) where attitude plays a full mediating role but in research (Adriani & Ma'ruf, 2020; Rizkitysha & Hananto, 2022) attitude plays a role as partial mediation.

Conclusion

H1 rejected because religiosity has no effect on interest in buying halal products. H2 accepted because religiosity has a positive effect on attitudes. H3 accepted because attitude has a positive effect on interest in buying halal products. H4 rejected because attitude does not mediate religiosity on interest in buying halal products and the position of attitude is as a potential mediator, meaning that attitude is able to be a mediating variable or is able to strengthen or weaken the influence of religiosity on interest in buying halal products. It is hoped that future research can use a larger number of samples and use others variabel besides this research variable.

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