



THE INFLUENCE OF PRODUCT KNOWLEDGE ON ATTITUDE AND INTEREST IN BUYING HALAL PRODUCTS

**M. Yasir Nasution¹,
Azhari Akmal Tarigan²,
Nur'ain Harahap³ⁱ**

¹Universitas Islam Negeri Sumatera Utara,
Sumatera Utara, Indonesia

²Universitas Islam Negeri Sumatera Utara,
Sumatera Utara, Indonesia

³Universitas Islam Negeri Sumatera Utara
and
Universitas Muslim Nusantara Al-Washliyah,
Medan, Indonesia

Abstract:

One custom of protection in consuming halal products is the inclusion of halal labels in packaging products sold, so that the consumer can distinguish undoubtedly on the state of the product to be consumed. This study used quantitative research using SEM PLS data management. The results showed that the knowledge of halal products is attributable to knowing the benefits of halal products with non-halal products, making the distinction of halal products characteristics, recognizing the taste of halal products, identifying the process of halal products and being aware of halal products for it is harmless in consumption. Product knowledge has a positive and significant effect on attitudes and purchase intentions of halal products. This product knowledge is integrated with the attitude indicators of halal products, namely (1) consumers prioritize their religion by trusting and consuming halal products, (2) protecting their souls and minds, that is by promoting health, (3) protecting their offspring by believing that consuming halal products will be good for their family (4) being certain of the conviction in halal products which will be good for themselves (5) believing that consumption of halal products is more satisfying. Moreover, the intention of buying the halal products are (1) motivated for family needs, (2) for a healthier life, (3) the existence of label on halal products packages (4) religious orders and (5) the application of Islamic morals. All of these indicators affect their product knowledge. Attitudes and purchase intentions of halal products in Medan City have shown attitudes that are in accordance with the foundations of Islamic values and in accordance with *Maqashid al-Shari'ah*, ie not to

ⁱ Correspondence: email nasution_my@yahoo.com, azhariakmaltarigan@uinsu.ac.id,
nurainharahap@umnaw.ac.id

consume products that are contrary to the preservation of religion, life, reason, descent, and property.

JEL: M11; L10; L66

Keywords: product knowledge, attitude, purchase intention, halal product

1. Introduction

Islam in Indonesia as one of the religions that is bound by legal provisions has the right to obtain legal protection in the implementation of Islamic religious law in daily life, including on the aspects of food. One custom of protection in the aspect of food is the form of the inclusion of halal labels in packaging products sold, so that thus the consumer can distinguish undoubtedly on the state of the product to be consumed. The legal authority regarding consumer protection is contained in Law No. 8 of 1999 which holds an important role. Whereas halal guarantees are contained in Law No. 33 of 2014, which is explained in paragraph 4 that mentions every product that enter, circulate, and is traded in Indonesia must be halal certified.

But in reality, despite the fact that many laws have been made but some intentions to falsify the halal label is still exist. The presence of sellers or stalls with the outlook of wearing hijab and prayer cap is not an adequate amount of reassurance to determine that the product is halal and *tayyib*. It is also not authorized to use the halal logo carelessly. The provisions using the halal label must go through supervision, have permission and certification from BPOM MUI. Halal and *thayyib* are like two sides of an inseparable currency. Halal certification is carried out by institutions that have the authority to issue Halal Fatwa while quality and food safety remains the main tasks of the BPOM agency.

The absence of halal labels on products sold can change the intention of consumers to buy or not buy a particular product, especially for Muslim consumers. Therefore, the intention to buy halal food is a focus to help producers identify consumer knowledge and their attitudes towards halal food. By understanding halal food products on consumers, producers can provide a variety of products and provide satisfaction to consumers (Husna, 2016). Various studies show that consumers are interested in halal food products and have a very positive attitude towards halal food which can lead to the level of purchase.

A survey conducted by CMCS (Center for Middle Class Studies) shows that in the last five years the Indonesian Muslim middle class market has experienced a fundamental change in its consumption behavior. This change was marked by an increase in consumption of halal-labeled products in line with the increase in income of middle-class Muslim consumers. Another CMCS survey result found that 60 percent of Indonesian Muslim middle class consumers check the halal label for the product that they will purchase (Yuswohady, 2014). This illustrates that the majority of Indonesian Muslim consumers are on the lookout for halal labels for the products they will consume.

Consumers have a need to know more about what they bought in an effort to meet their needs and desires. Such research is also conducted by Limam and Abduh (2014) which aims to examine the role of awareness and apply Theory of Reasoned Action or TRA to predict people's intention to become customers. (Ajzen and Fishbein, 1975). The results of this study indicate that awareness has a positive and significant influence on attitudes as well as intentions.

According to Stanislaus and Pratiwi, (2016) knowledge of a product to be bought is a way to meet consumer needs. Mowen and Minor (2002) argue that product knowledge is an essential element that can influence consumer behavior in which knowledge is cognitive learning. Damiatai (2017) states that consumer purchase intentions will fluctuate if consumers have different levels of product knowledge. Understanding product knowledge, attitudes and consumer purchase intentions is an absolute importance in marketing. By understanding the attitude of consumers in dealing with something, a person can have ideas more quickly and effectively in decision making and can also give an idea to marketers. Therefore, this study is to determine the effect of product knowledge on attitudes and purchase intentions of halal products.

2. Theoretical Basis

2.1 Halal Product Knowledge

a. Consumer Knowledge

According to (Nitisusastro, 2012), consumer knowledge is information of the name of the product, the benefits of the product, for which group it is intended, at what price, and where the product can be obtained. According to Peter & Olson (2002) consumer knowledge of a product will make consumers interested in a brand. For example, this can be found at the brand level which will be reduced again at the level of feature models. Then a collection of brands will create a product arrangement that will form a product class. Good consumers usually have knowledge about the product to be bought.

Consumer knowledge is knowledge of learning outcomes that are simply defined as information stored in memory (Setiadi, 2008). Suwarman (2002) argues that consumer knowledge is all information held by consumers about various kinds of products and services as well as other knowledge related to these products and services and information related to their function as consumers. According to Rao and Sieben (1991) product knowledge is the coverage of all accurate information stored in consumer memory as well as the perception of product knowledge.

b. Halal Products

According to Sukiati (2013) halal food products are free from ingredients that are prohibited by religion, both by the object and by what means to obtain it. The Koran mentions about *halal* and *haram* food products which are guidelines for Muslims in consuming them, namely:

A. *Thayyib's* food, the word *Thayyib* in terms of language means delicious, good, healthy and appealing. In the context of food, *thayyib* means food that is not dirty in terms of its substance or expiration (damaged), or mixed with unclean objects.

B. Being selfless as most of the time, many people understand the degree of halal in one food but still choose to consume because they follow their desire instead of refraining themselves from non-halal products. Some characteristics of halal food products are:

- a. Halal substances, halal food which bases on the halal substances for consumption.
- b. Halal mechanism, this relates to by what means the food is acquired.
- c. Halal processing, this is associated with the product handling and manufacturing method.
- d. Serving Presentation, this characteristic is seen from the way it is being served as well as the procedure from how the product is transported until the time when goods are consumed.

c. Attitude

Attitude according to LaPiere (1984) is a pattern of behavior, tendency or anticipatory readiness, predisposition to adjust to social situations. According to Aiken (1997) attitude is an emotional predisposition that is learned to respond consistently to an object. Aiken also discusses attitude as a tendency that is learned from an individual to respond positively or negatively with a moderate or adequate intensity of objects, situations, concepts or others. On the other hand, Kazemi (2013) argues that attitude is a general feeling of society about the desire or behavior to do something. This is also related to attitude shows for the customer to recognize and evaluate (Wang, 2010). Attitude is also translated as an expression of one's feelings that reflects his likes or dislikes towards an object. (Ni Putu Ratih Astarini Dewi, 2016).

d. Intention to Buy

Ajzen (1975) defines intention as disposition of behavior, which until there is an appropriate time and opportunity, will be realized in the form of actions. The intention to do or not perform certain behaviors is influenced by two basic determinants, the first is related to attitude and others related to social influence, subjective norms. According to Ajzen (1991), intentions are assumed to be motivational factors that influence the behavior of how difficult people are willing to try as much as they try.

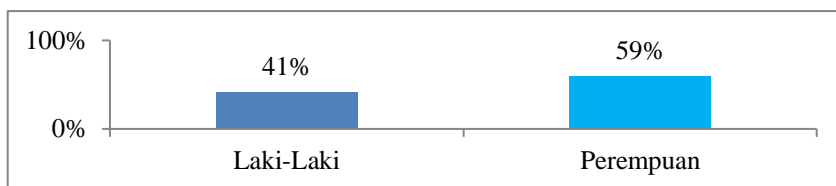
3. Research Methods

This research used quantitative research. According to Creswell (2014) quantitative research is an approach to test a theory by testing the relationships between variables. The population in this study is consumers of a supermarket in the city of Medan. The research sample is selected with the following criteria: (1) routine consumers of halal food products (2) shop at modern supermarkets; (3) and can be reached by researchers. The

number of samples of 100 data can be accepted on SEM PLS data management and included in the criteria as a representative sample which is worthy of research. In this study the data obtained using a questionnaire with a Likert scale. This data is with ordinal categories.

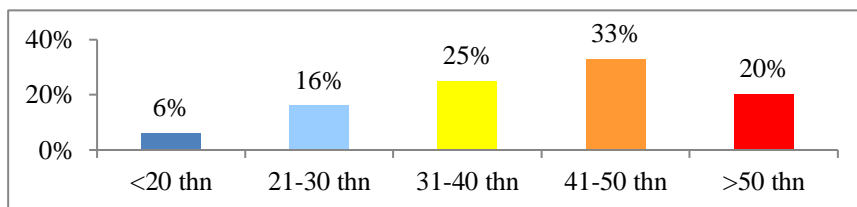
4. Results and Discussion

4.1 Data Description of Respondent Characteristics



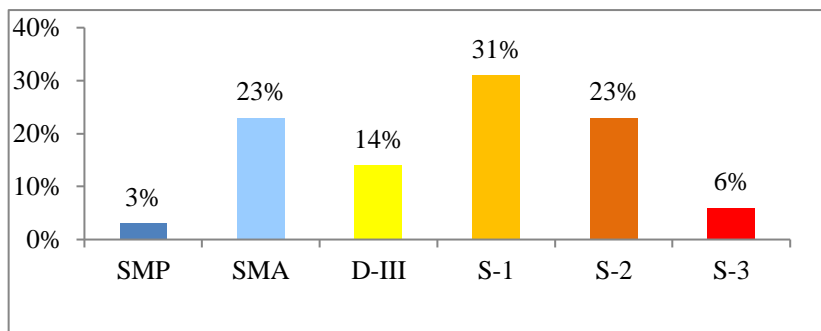
Graph 1: Characteristics of respondents by sex

Graph 1 shows the characteristics of respondents by sex in which consist of male respondents by 41% and women by 59%. The high number of female respondents who shop and consume halal products shows that women are more thoughtful and aware of the goodness of consuming halal products; this is because consuming halal products is considered as more *toyyib* so it is deemed more vigorous for the body.



Graph 2: Characteristics of respondents by age

Graph 2 shows the age of the majority of respondents which are aged between 41-50 years with 33% and the second respondent is between 31-40 years as much as 25%. This shows that consumers who buy halal products are not dominated by the elderly. Respondents who are categorized old and young aged are not too far apart to purchase halal products. The graph shows consumers buying halal products have been accepted by young consumers and also shows increased awareness of buying halal products among young people.

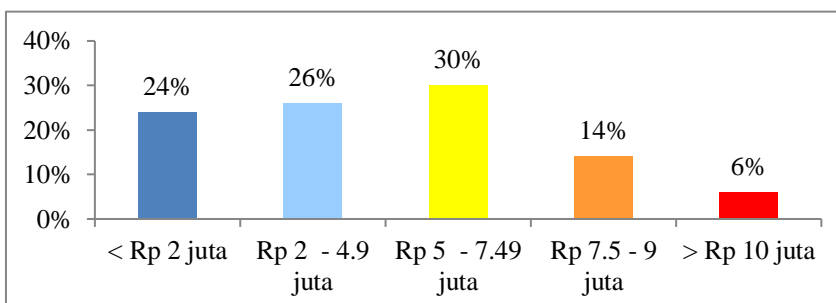


Graph 3: Characteristics of respondents based on education

Description;

- SMP = Junior High School
- SMA = Senior High School
- D III = Diploma
- S1 = Bachelor Degree
- S2 = Master Degree
- S3 = Doctoral Degree

Based on graph 3 above, it shows that respondents with a bachelor's degree qualification have the highest number of purchasing halal products, accounted for 31%. The chart above identifies consumers of halal products as having good education. This is consistent with previous studies that consumers of halal products have the ability to analyze the benefits of halal products.



Graph 4: Characteristics of respondents based on income

Graph 4 above shows the income of the respondents with the most income of IDR. 5,000,000 to 7,499,999, with the total of as many as 30%, it shows that not all halal products consumers are of high-income. It turns out that the majority of consumers of halal products earn less than seven million rupiah. Then this shows that the price of halal products is expensive but does not depend on high income. In other words, it is not certain whether high income earners buy halal products for their families.

4.2 Structural Equation Model (SEM) Results

4.2.1 Structural Model Design (Inner Model)

Information latent variables are exogenous latent variables of product knowledge (X), endogenous latent variables of attitude (Y1), intervening variables of purchase intention

(Y2). When evaluating the measurement model for respondents of product knowledge on attitudes and purchase intentions of halal products, the structural model that is suitable for this research is as follows.

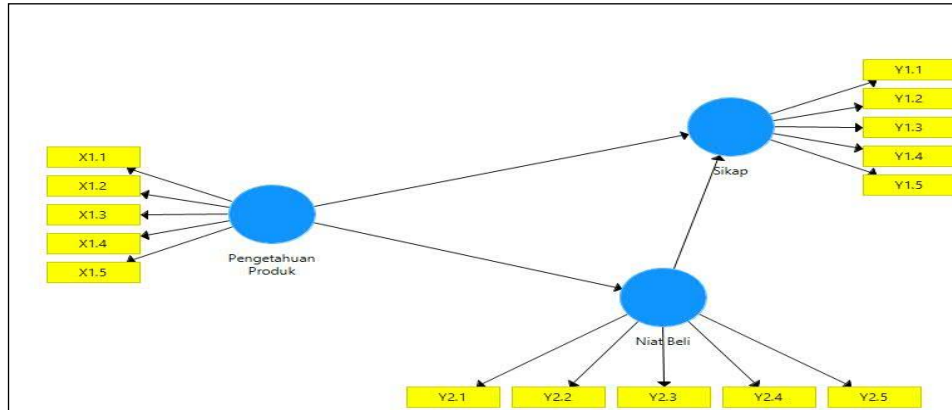


Figure 1: Designing the Research Model
 (Source: Primary data output processed)

4.2.2 Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model consists of three stages, namely convergent validity test, discriminant validity test and composite reliability test.

a. Convergent Validity Test

Validity testing for reflective indicators can be done by using correlation between indicator scores and construct scores. Measurement with reflective indicators shows that there is a change in an indicator in a construct if other indicators in the same construct change. Here are the results of calculations using the smart computer program PLS.3.0:

Table 1: Output Result for Outer Loading

	Intention to Buy	Product Knowledge	Attitude
X1.1		0,242	
X1.2		0,724	
X1.3		0,921	
X1.4		0,921	
X1.5		0,630	
Y1.1			0,865
Y1.2			0,788
Y1.3			0,854
Y1.4			0,951
Y1.5			0,950
Y2.1	0,959		
Y2.2	0,971		
Y2.3	0,967		
Y2.4	0,948		
Y2.5	0,945		

Source: Data processed (2020).

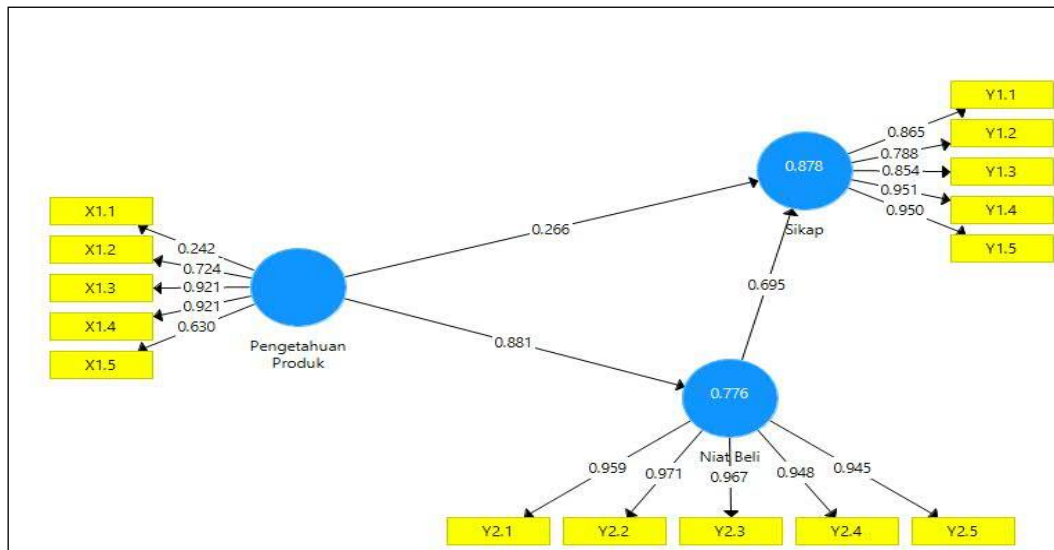


Figure 2: Output Loading Factor Modeling

According to Chin (1998) in Ghozali (2012) a correlation can be said to meet the convergent validity if it has a loading value of greater than 0.5. The output shows that the loading factor gives a value above the recommended value of 0.5. Thus, the indicators used in this study have fulfilled convergent validity.

b. Discriminant Validity Test

Reflective indicators need to be tested for discriminant validity by comparing the values in the cross-loading table. An indicator is declared valid if it has the highest loading factor value to the intended construct compared to the loading factor value to other constructs.

Table 2: Output Cross Loading

	Intention to Buy	Product Knowledge	Attitude
X1.1	0,289	0,242	0,311
X1.2	0,586	0,724	0,541
X1.3	0,791	0,921	0,749
X1.4	0,795	0,921	0,802
X1.5	0,611	0,630	0,670
Y1.1	0,733	0,721	0,865
Y1.2	0,649	0,682	0,788
Y1.3	0,839	0,771	0,854
Y1.4	0,935	0,850	0,951
Y1.5	0,907	0,837	0,950
Y2.1	0,959	0,830	0,886
Y2.2	0,971	0,843	0,917
Y2.3	0,967	0,860	0,910
Y2.4	0,948	0,833	0,870
Y2.5	0,945	0,855	0,866

(Source: Data processed 2020)

4.2.3 Reliability Test

Sarwono and Narimawati (2015) stated that a latent variable can be said to have good reliability if the composite reliability value is greater than 0.7 and the Cronbach's alpha value is greater than 0.7

Table 3: Latent Variable Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Description
Product Knowledge	0,737	0,836	Reliable
Intention to Buy	0,978	0,982	Reliable
Attitude	0,929	0,947	Reliable

(Source: Primary data processed)

Table 3 shows that the latent variables measured in this study have a greater Cronbach's alpha value and composite reliability compared to 0.7 so that it can be said that all latent variables are reliable.

4.3 Research Hypothesis Test

4.3.1 Evaluation of Structural Model (Inner Model)

Evaluation of structural models on SEM with PLS is done by conducting R-Square test and significant test through estimation of the path coefficient.

a. R-Square

The output for the R-Square value using the smart PLS computer program is obtained below.

Table 4: R-Square Calculation Output

	R-Square
Intention to Buy	0,776
Attitude	0,878

(Source: Primary data output processed)

R-Square is used to measure how much influence exogenous latent variables have on endogenous latent variables. According to Chin (1998) in Ghozali (2012) the R-Square result of 0.67 indicates that the model is categorized well. Table 4 shows the value of R-Square Research of 0.776 and 0.878 which means it has a value greater than 0.67. Therefore, it can be said that the modeling is categorized as a good model.

b. Significant Test

Significant Test on SEM models with PLS aims to determine the effect of exogenous variables on endogenous variables. Hypothesis testing using the SEMP PLS method is carried out by doing the bootstrapping process with the help of the smart PLS computer program, so that the relationship between exogenous variables and endogenous variables is obtained as follows.

Table 5: Path coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
Y2 → Y1	0,695	0,685	0,095	7,281	0,000
X1 → Y2	0,881	0,883	0,025	35,553	0,000
X1 → Y1	0,266	0,275	0,096	2,752	0,006

(Source: Primary data output processed)

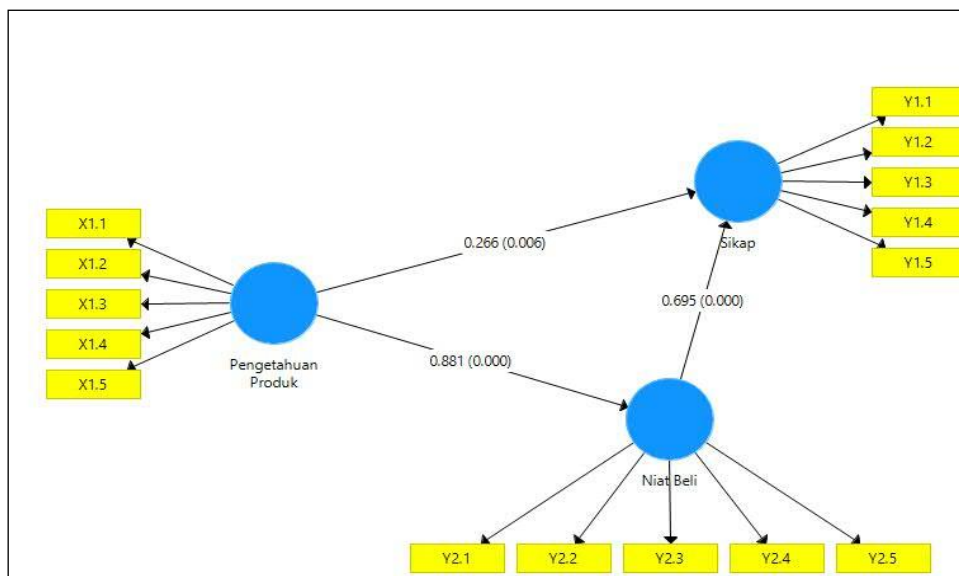


Figure 3: Output Path Coefficients

Then, based on the description of the tables and figures, it can be concluded that all path coefficient values are positive and the probability / significant value (P-Value) of all paths is significant.

A. Indirect Effect

The indirect effect analysis is useful to test the hypothesis of the indirect effect of a variable that affects exogenous endogenous influenced variables which are intervened by intervening variable criteria: If the P-Value <0.05, it means that the intervening variable "plays a role" in mediating the relationship of an exogenous variable to an endogenous variable. If the P-Value > 0.05, it is not significant, meaning that the intervening variable "does not have any role" in mediating the relationship of an exogenous variable to an endogenous variable.

Table 6: Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
X1 → Y2 → Y1	0,612	0,605	0,083	0,733	0,000

(Source: Primary data output processed)

Based on the information in table 6 above, it can be concluded that X1 → Y2 → Y1 is 0.612 with a P-Value of 0,000 (significant) which means that the purchase intention variable plays a role in mediating the exodent relationship to endogenous variables. This study found that these findings reinforce the theory of planned behavior and TRA (Theory of

Reasoned Action). Azjen and Fishbein's theory explains that product knowledge influences attitudes and intentions. The attitudes and intentions of consumers have shown behavior that is in accordance with the foundations of Islamic values and in accordance with *maqashid al-Shari'ah*, that is, not to consume products that are contrary to the preservation of religion, life, intellect, descent, and property.

This finding is in line with the opinion of Nitisusastro (2012), which include consumer knowledge about the name of the product, the benefits of the product, for which group it is intended, at what price, and where the product can be obtained. This finding is also consistent with the opinion of Rao and Sieben (1991) who argue that product knowledge is the coverage of all accurate information stored in consumer memory as well as the perception of product knowledge. The indicators that show the knowledge of the product are (1) knowing the benefits of halal products with non-halal (2) recognizing the characteristics of halal products (3) knowing the taste of halal products (4) knowing the process of halal products (5) knowing that halal products are harmless in consumption.

This research is related to attitude level of *masalahah*. *Maslahah* is the most important concept in attitude towards what will be consumed. In this research the concept of *masalahah dharuriyat*, *masalahah hajiyat*, and *masalahah tahsiniyah* are present. It is clear that (1) consumers prioritize their religion by maintaining it, namely trusting and consuming halal products, (2) protecting their souls and minds by promoting health, (3) protecting their offspring by believing that consuming halal products will be good for their family (4) believing that halal products will be good for oneself, and (5) considering consumption of halal products as more satisfying. This finding is in line with the opinion of Miller (2005) that attitude is a set of beliefs about a certain behavior weighed with an evaluation of trust. The attitude of the consumer is his belief in consuming halal food both for himself and his family which bases on consumer knowledge about the product.

This research shows that consumers' intention to buy halal products in Medan are caused by or (1) motivated for family needs, (2) in order to live healthier, (3) attributes of halal products, (4) religious orders and (5) the application of Islamic morals. Based on the response from consumers, it is clear that consumers' intentions are in accordance with Islamic values and do not conflict with the concept of *maqshid al-shariah*, which is to not consume products that are contrary to the preservation of religion, life, and ancestry. This finding is also in line with Kotler & Keller's (2016) opinion that consumer behavior is influenced by values and culture, family, learning and motivation (attribute) factors. Islamic Sharia regulates all aspects of life including consumption behavior which include regulating food and drinks that may be used by Muslims, namely halal and good. In the Islamic terms of reference, goods that can be consumed are only items that show the values of goodness, holiness, beauty, and cause problems for the *ummah* both materially and spiritually. (Al Arif, 2014). Conversely, things that are bad, unholy (unclean), worthless, unusable and also cannot be considered consumer goods in Islam and can cause harm if consumed will be prohibited. Consumption relates to the rule of law and *fiqh* regarding halal and haram both on the substance and the way to acquire it (Akmal,

2019). This research is revolving on the concept of *masalah dharuriyat*, *masalah hajiyyat*, and *masalah tahsiniyyah*. It is clear that consumers have the intention to consume halal food because they are motivated for family needs. They also emphasize life as the set of ethics particularly in consuming halal products. This procedure has been deemed as the application of Islamic morals and therefore, the intention of consumer shows a commitment to guarding religion.

This finding is in line with the opinion of Ajzen (1991) namely perceived behavioral control can explain sizable variants in behavioral intentions and actions. From this statement it can be seen that the perceived behavior control will influence the consumer to buy a product that is in accordance with what one believes. Consumer response is also orbiting around the statement that they agree and know the benefits of halal over non-halal products; this statement is in line with the findings of Mowen (2002) which shows that product knowledge is an important indicator that can influence consumer behavior in which knowledge is regarded as cognitive learning. This relates to the statement of consumers agreeing that the most important element influencing product knowledge is to use halal products. Consumers also respond to the statement that they agree and believe that they prioritize their religion by trusting and consuming halal products. By doing this, they believe that they are preserving their souls and minds by promoting health, caring for their offspring for they believe it will be good for their families as well as for themselves. Consumers also believe that the consumption of halal products is more satisfying consumption experience.

This finding is in line with the statement of Natsoulas (1999) that the conscious attitude is shared knowledge, internal beliefs, and recognizing actions. This awareness shows that they believe in consuming halal products with the importance of religion in protecting their life and other family members. The consumers' statement further stated that they agreed that the intention to consume halal products is aimed for a healthier life. Respondents strongly agree that planning to consume halal products because of religious orders will always give motivation to buy halal food. This is also encouraged by their understanding and desire to protect their family members. This lifestyle which attributes of the halal product emphasizes life as an ethical application of Islamic morals. This finding is in line with the findings of Sparks and Shepherd and Ajzen and Fishbein (1975) which highlights the influence and relationship of consumer intentions to the religious reasons and in this case is related to the Islamic morals and lifestyle.

5. Conclusion

There are several indicators that influence the knowledge of halal products, namely (1) knowing the benefits of halal products to non-halal products (2) recognizing the characteristics of halal products (3) knowing the taste of halal products (4) knowing the processing of halal products (5) considering that halal products are harmless in consumption. This product knowledge has a positive and significant effect on attitudes and purchase intentions of halal products. As for the elements of the attitude of halal

products, some prominent drives are (1) consumers prioritize their religion (2) protecting their souls and minds, namely by promoting healthy lifestyle, (3) protecting their offspring by believing in consuming halal products which will be good for the family (4) Believing in halal products which will bring good for themselves, and (5) believing that consumption of halal products is more satisfying. The intention of halal products consumption are (1) motivated for family needs, (2) in order live healthier, (3) the existence of halal products attributes, (4) religious orders and (5) the application of Islamic morals. All of these elements affect product knowledge. Therefore, it is suggested for the government to educate the public, especially the Muslim community, such as through religious lectures on the importance of consuming halal food and anticipating the rise of fake halal labels. It is important for the cooperation of MUI and the community such as Islamic mass organizations to oversee the circulation of counterfeit halal products. In addition, the intention, volume and equal distribution of halal products need to be increased. For companies that produce halal products, it is vital to register their products with authorities in order to increase consumer buying interest.

References

- Aiken, L. R. (1997). *Psychological Testing and Assessment, Ninth Edition*. United States of Amerika: Allyn & Bacon. Inc.
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behaviour and Human Decision*, 179-211.
- Ajzen, I. F. (1975). Attitude, Attention and Behavior, An Introduction to Theory and Research. *Addison Wesley Publishing Company*, 155.
- Ghozali I. (2012). *Aplikasi Analisis Multivariate dengan program IBM SPSS .20*. Semarang: Badan Penerbit. Universitas Diponegoro.
- Kotler & Keller (2016) *Marketing Management(Global Edition) 15th Edition*.
- LaPiere, R. (1984). Attitude vs Actions. *Social Forces*, 230-239.
- Limam dan Muhamad Abduh, (2014). *The Role of Awareness in Islamic Bank Patronizing Behavior of Mauritanian: An Application of TRA*, *Journal of Islamic Finance*, Vol. 3 No. 2, hal. 030 – 038. IIUM Institute of Islamic Banking and Finance ISSN 2289-2117 (O) / 2289-2109 (P) hal.31-38.
- Mowen J. M. dan Minor (2002). *Perilaku Konsumen*, Edisi Konsumen, Jilid I. Jakarta: Penerbit Erlangga.
- Miller, K. (2005). *Communications Theories: Perspectives, Processes, And Contexts*. New York. McGraw-Hill,
- Natsoulas, T. (1999). *The Concepts of Consciousness: Journal for the Theory for Social Behavior*, 59-87.
- Ni Putu Ratih Astarini Dewi, I. G. (2016). Pengaruh Sikap, Norma Subjektif Terhadap Niat Beli Ulang Produk Fashion Via Online Di Kota Denpasar. *E-Jurnal Manajemen Unud*, Vol. 5(2), 2637-2664.

- Nitisusastro, M. (2012). *Perilaku Konsumen dalam Prespektif Kewirausahaan*. Bandung: Alfabeta.
- Peter & Olson, J. C. (2002). *Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Erlangga.
- Rao, A. R. & Siben, W. A. (1992). *The Effect of prior knowledge on price acceptability and the type of information examined*. *Journal of Consumer Research*, Vol. 19 No. 2, , pp. 256-70.
- Sarwono, Jonathan dan Narimawati (2015). *Membuat skripsi, Tesis dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. Yogyakarta: Penerbit Andi.
- Setiadi (2008). *Perilaku Konsume : Konsep dan Implikasi Strategi dan Penelitian Pemasaran* Jakarta. Graha Ilmu
- Sukiati, (2013). *Konsep Halal Dan Haram Dalam Al-Qur'an (Suatu Kajian Hukum Islam tentang Konsumsi dengan Pendekatan Tafsir)*, Disertasi.
- Suwarman, Ujang (2002). *Perilaku Konsumen (Teori dan Penerapannya dalam Pemasaran)* Bogor. Ghalia Indonesia.
- Yuswohady dkk, (2014). *Marketing to the Middle class Moslem*, Jakarta: Gramedia Pustaka Utama.
- UU No. 8 Tahun (1999). Tentang Perlindungan Konsumen.
- UU No. 33 Tahun (2014). Tentang Jaminan Halal.

Creative Commons licensing terms

Authors will retain copyright to their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Management and Marketing Studies shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflict of interests, copyright violations and inappropriate or inaccurate use of any kind content related or integrated on the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).