

THE EFFECTS BETWEEN RELIGIOUS BELIEF, HALAL LOGO, AND HALAL PRODUCT KNOWLEDGE ON PURCHASE INTENTION MEDIATED BY HALAL AWARENESS (STUDY ON CONSUMERS OF BEVERAGE FRANCHISE PRODUCTS IN MALANG)

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ABSTRACT

This study was examined that the effects can occur in consumer behavior, especially consumer purchase intentions. Any influence under study also related to religious factors, halal logos, and knowledge conceptualized in Religious Belief, Halal Logo, Halal Product Knowledge, and Halal Awareness. This research used a primary data with quantitative research method. Moreover, the results are religious beliefs and halal logos on franchise products actually increase to consumers attitudes. This shown that a franchise beverage has a big impact for the majority of Indonesian people. Product knowledge can shape for positive attitude from consumers awareness. Awareness has successfully provided a role in the relationship between religious beliefs and consumer purchase intentions for franchise beverage products by attitudes from consumers. Awareness successfully mediates in the relationship of halal product knowledge and product purchase intentions.

Keywords: Religious Belief, Halal logo, Halal Product Knowledge, Purchase Intention, Halal Awareness

INTRODUCTION

Franchise business development is currently very fast. This can be seen from the number of food and beverage franchise outlets that stand in Indonesia, especially in the city of Malang. Currently, franchise is a first choice for some people to meet their needs. This phenomenon is supported by globalization of free trade, so it will have an impact on increasing the circulation of food and beverage products both locally and imported among the people of Indonesia. Food and beverage products circulating in the community do not necessarily provide a sense of security, comfort and fit for consumption by Muslim consumers because Islamic law requires Muslims to consume halal food and drinks (Syafrida, 2017).

Based on the 2019 Franchise Business Index, there was a strong franchise growth until the end of 2019, the index increased by 10% compared to last year which only reached the range of 5-6%. This index has increased over for past year with consistent strength accompanied by the growth of the franchise business in the food and beverage sector. This trend is also supported by the growing growth of a food and beverage business in major cities in Indonesia, especially Malang City. Cities are synonymous with culinary tourism and are dubbed as education cities are ranked first from other major cities (Business Economics, 2019).

The majority of Muslims consider for some concept of halal very important, especially in consuming products. Halal products are no longer the concern of Muslim entrepreneurs and consumers, but non-Muslim producers are also interested in participating in providing halal products because they are the needs and demands of the market (Azam, 2016). Issue of halal products is an important area of research because it has implications for the lucrative business sector. Muslim scholars pay special attention to the food and beverage sector because the production process at international companies, especially franchises, is suspected of containing pig enzymes and alcohol as preservatives as well as food and beverage delicacies, so it is feared to be unlawful and as a basis for consideration for consuming franchise products among Muslim consumers (Mukhtar and Butt, 2012).

Globally, Muslim consumers are more involved in issues regarding halal products because religious knowledge is an important aspect that influences consumer actions (Azam, 2016). Research on halal actually covers a broad area of consideration, for example purchase intention and basis for consideration in choosing halal products (Verbeke, 2006), consumer attitudes toward halal products, and religiosity (Briliana, 2017). Theory Planned Behavior has been widely used by some researchers to measure the intention to buy, consume and accept halal products (Nazahah & Sutina, 2012). Some researchers agreed that intention is a measure to show an individual's confidence to buy halal products. Based on research on consumer purchase intentions, there are components that shape consumer purchase intentions not only from attitudes, but also religious beliefs, halal logos, and halal product knowledge (Bonne et al., 2007; Honkanen, Olsen & Verplanken, 2005).

Religiosity is a basic principle that influences to get decision-making behavior in the intention to buy halal products (Nature and Sayuti, 2011). Members of different religious groups decide a purchase is influenced by their religious identity, orientation, knowledge, and belief. Every religion has rules (what can and isn't) including consumption behavior. Consumption of halal products was also supported by consumer awareness about halal products, religious beliefs that are adopted and realized in daily life which states that halal products are products that are safe to buy (Awan et al., 2015).

Muslim consumer population was growth, so there is an increasing demand and awareness of products bearing the halal logo. Countries that are predominantly Muslim not only consume products bearing the halal logo, but also produce halal products and market them throughout the world. Given for increased by phenomenon of halal-based products, it was necessary to investigate consumer intentions to buy products bearing the halal logo, which is influenced by several factors such as consumer awareness of the importance of consuming halal products, certification of halal products as evidenced by the halal logo and habits of consuming halal products, in this case Islam as a guideline for choosing halal products (Azam, 2016).

A halal logo on the product packaging is one proof that a product has received halal certification from MUI (there is a registration number from MUI). Provision of halal logos on packaged products is intended, so many people get correct and clear information on each food or beverage product both regarding origin, safety, quality, nutritional content and other information needed (Adam, P., 2017). Often products can enter Indonesia do not yet have a halal logo, but have been traded freely even though consuming food products is not only halal but also *thayyib* (Sindonews, 2018). Eventually, public must be able to evaluate each imported food and beverage product in the package to be consumed, to be able to evaluate the packaging product properly requires knowledge off and outs of the product and halal awareness of a consumer.

In purchasing halal products, knowledge of halal products is also an important factor in intention to buy products (Nurhayati and Hendar, 2019). In line with TPB theory, some knowledge of halal products becomes a supporting factor based on experience and information obtained from knowledge within individuals and others around them that are indicated by consumer attitudes.

Table 1. List of Beverage Franchises in Malang

No	Merk	Product	Halal MUI / without MUI
1.	Gulu-Gulu	Beverage	X
2.	Starbucks	Beverage	
3.	Chatime	Beverage	X
4.	Teh Poci	Beverage	X
5.	Cokelat Klasik	Beverage	X
6.	Pesen Kopi	Beverage	X
7.	Janji Jiwa	Beverage	X
8.	Xi Bo Ba	Beverage	X
9.	Koma	Beverage	X
10.	Kokumi	Beverage	X

Source: Halal MUI 2019

Based on the data in Table 1. It can be seen that there are a number of foreign beverage franchises in Malang that do not have a halal logo from the MUI, yet. So, people will consider to consume halal drinks, indeed more. The Halal Product Guarantee Act should be implemented strictly to protect national businesses and consumers. Not only business actors are required to have attention and to provisions of halal guarantees, but also consumers who consume these products must be more aware of the products to be purchased. There are still many communities, especially Muslim communities who do not care and are not aware of the urgency of a halal logo in a food / beverage product and also impact it will have. Lack of knowledge and information obtained can be one of the causes of Muslim consumers' indifference to the halal logo (Kompasiana, 2017). By having halal awareness, it is hoped that it can increase people's purchase intention towards halal products.

Research on the influence of religious belief on purchase intention has been found empirically by Awan et al. (2015); Elsaidi (2017) and Khan et al. (2017). The results founded that there is a significant influence between religious beliefs and purchase intentions where religious beliefs set a person's standard of behavior directly and ultimately will have an impact on the choice of a product. Meanwhile, other research on religious beliefs on purchase intention is inconsistent, after the findings of Garg et al. (2018) which stated that religious belief does not significantly influence to purchase intention, because not all consumers have the same religious beliefs and different thoughts in consuming a product.

Several studies on the effect of halal logos on purchase intention have been found empirically by Aziz & Vui (2013); Awan et al. (2015); Nafisah (2017) and Farhat et al. (2019). The results founded that a halal logo has a significant effect and has a positive relationship with purchase intention. This implies that a halal logo gives recognition and quality assurance to consumers when they have the intention to buy a product. Other research on halal logos on purchase intention has become inconsistent after the findings of Hasibuan et al. (2017) which stated that the halal logo has no significant effect on purchase intention. There is an inconsistency in the halal relationship of the logo so this research will fill the research gap by trying to validate the effect of the halal logo on the purchase intention of halal beverage products.

Consumers in purchasing a halal product will first seek information about the product. Product knowledge is an important part of consumer behavior, so it becomes interesting in this study. Accurate product knowledge will provide greater insight into how consumers evaluate products. Several studies on the effect of halal product knowledge on purchase intention have been found empirically by Briliiana et al. (2017) and Nurhayati & Hendar (2019).

Consumer awareness of halal products is the level or level in knowing and understanding halal concepts such as the law of consuming illicit products, procedures and processes for making halal products based on Islamic law and sharia. Therefore, halal awareness can be conceptualized as the process of getting information in order to increase awareness of what is allowed for Muslims to be eaten, drunk, and used (Ambali and Bakar, 2014). In this study halal awareness can also be used as a mediating variable. Researchers put the halal awareness variable as mediation based on the results of Aziz & Vui's research (2013); Muslichah (2013); Azam (2016); Nurcahyo & Hudrasah (2017); Kurniawati & Safitri (2019); Nurhayati & Hendar (2019) which shown the perception of one's awareness of something as an influence to increase purchase intentions.

Research gap was arises because of the results of previous studies that leave substantial weakness (Ferdinand, 2014). Based on empirical evidence states halal awareness can be used as a mediating variable. Therefore, the halal awareness variable has an important role in mediating between the relationship between religious belief, halal logo, and halal product knowledge to purchase intention in this study. Based on the explanation of the phenomenon of halal products that are growing in the middle of Indonesian society, the purchase intention research is considered suitable with the variables to be examined in this study, so as to explain the relationship between religious belief, halal logo, halal product knowledge, halal awareness and purchase intention.

THEORITICAL FRAMEWORK

Halal Product Concept

Halal in Arabic terms means permitted or allowed. Etymologically halal means things that may be done freely or not bound by things that prohibit them. The concept of halal is a concept taught by Islam, because Islam is very concerned with health. Food and drinks that have a good effect (halalan thayyiban) are ordered to be consumed by Muslims. On the contrary, food and drinks that have bad effects (both those in the substance and because of external influences) are prohibited for consumption (Fadilah, 2013).

Consuming halal products is an obligation for Muslims, for a Muslim to consume good food is a manifestation of obedience and piety towards his religion. Knowledge about the concept of halal is very important for the community, especially Muslims. Halal food means permitted or valid by Sharia law, halal food has the following criteria (Fida, 2014):

1. Does not bring madharat on body and mind, like poison
2. Do not intoxicate and damage the mind, such as liquor and drugs
3. Does not contain unclean ingredients, such as urine
4. Not disgusting as a straight-line view of nature, such as feces, fleas and similar animals
5. Not given permission sharply because the food is owned by someone else, such as food that is captured or stolen.

Theory of Planned Behavior

Theory of Planned Behavior is a development of Theory of Reasoned Action (TRA) which was also developed by Ajzen. Ajzen argued that the intention to do or not to perform certain behaviors is influenced by two basic determinants, the first is related to attitude (attitude towards behavior) and the second is related to social influences such subjective norms. Apart from the two TRA variables, there are other factors that also influence intentions other than attitudes and subjective norms, namely PBC (perceived behavior control) (Ajzen, 1991). That's why Ajzen changed his theory to TPB (Theory of Planned Behavior) (Putra & Nurdin, 2013).

Religious Belief

Religiosity is the appreciation of one's religion concerning symbols, beliefs, values and behaviors that are driven by spiritual forces. Religiosity can be described as a consistency between belief in religion as a cognitive element, religious feeling as an affective element and behavior towards religion as a psychomotor element (Rahmat, 1996 in Astogini et al., 2011).

In the hadith of the Prophet Muhammad said about religion, such as:

“Dari Ibnu Uma ra, Ia berkata: Rasulullah SAW bersabda: Agama Islam dibangun di atas lima unsur, yaitu: bersaksi bahwa tiada Tuhan selain Allah SWT, Muhammad adalah utusan Allah SWT, mengerjakan shalat, membayar zakat, mengerjakan haji, dan berpuasa pada bulan Ramadhan (HR. Bukhari dan Muslim)”.

Based on the hadith above, it can be concluded that the Islamic religious beliefs are divided into five dimensions, namely the aqeedah dimension, which concerns the relationship between humans and Allah SWT; worship dimension, which involves the implementation of worship that has been established by Islam; dimension of charity, which concerns the behavior of individuals in social life; the dimension of ihsan, which concerns the individual's feelings towards the presence of Allah SWT, and the dimension of knowledge which concerns the individual's knowledge of the teachings of Islam.

Halal Logo

Halal certification is a guarantee of security for Muslims to be able to consume a product. Halal certification is evidenced by the inclusion of the halal logo on product packaging, it increases customer confidence in buying food products (Nurcahyo and Hudransyah, 2017). The halal logo on packaging is one proof that a product has received halal certification from MUI (there is a

registration number from MUI). With halal logo has listed on the product packaging, it will have a direct impact on consumers, especially Muslims. An existence of Halal Certification from MUI to provide certainty of halal status, so as to calm consumers in consuming.

According to Government Regulation Article 10 Number 69, every producer or distributor of food, medicines, and cosmetics that packaged into Indonesian territory to be traded and stated that a food is halal for Muslims, is responsible for the truth of the statement and must include halal information or writing on halal labels and logos issued by MUI (Widyaningrum, 2016).

Halal Logo Requirements

As a marker for products that have been declared halal, LPPOM MUI has set a standard halal logo for products that already have halal certification as outlined in the Decree of the Director of LPPOM MUI No.SK10 / Dir / LPPOM MUI / XII / 07 about the LPPOM MUI logo. Unfortunately, a standard logo set by LPPOM MUI at the implementation level is interpreted differently by business actors. So, in the market it is really easy to find the shape and type of halal logos on food products on market, but shape, size, and placement are not the same. This fact certainly has the potential to confuse consumers. This can be understood because of multi-interpretation sourced from LPPOM MUI's own policy by not providing strict references and provisions in formulating the terms and standards for logo inclusion. In No.SK10 / Dir / LPPOM MUI / XII / 07 concerning the LPPOM MUI logo for example there is no explanation of the logo size, size and distance of the inner circle's edge to the outer circle's outline, typeface, font color, logo that must be installed / pasted, the position of the certificate number placed by business actors on the products they will market (Hidayat & Siradj, 2016).

Halal Product Knowledge

Product knowledge has become a central issue of the study about customer behavior. In recent years there has been a large amount of research focused on dairy product knowledge in increasing sales of company products. Product knowledge has been better developed and more complex in terms of decision criteria (Kotler, 2009).

Types of Halal Product Knowledge

There are three types of product knowledge according to Peter and Olson (Sumarwan, 2011) such as:

- a. Knowledge of product attributes: knowledge of product attributes will affect to consumers in the decision making process. More knowledge about many attributes of a product will make it easier for consumers to choose products.
- b. Knowledge about product benefits: consumers often think about the benefits (both positive and negative benefits) that they will feel if they consume or buy a product, not about its attributes. Knowledge about the benefits of product is important for consumers, because it can make decisions in buying.
- c. Knowledge of satisfaction provided by the product: after consumers use a product, so they will feel the benefits provided by the product

Halal Awareness

Awareness is the concept of implying understanding and perception of an event or subject (Aziz & Vui, 2013). Halal awareness in an industry perspective is the awareness of consuming products that are free of alcohol and pork and their derivatives, but are broader and more complicated. Halal awareness is also the ability of a Muslim to understand what halal products actually are. This includes for awareness of how products are stored, sanitation practices, and transferred in distribution systems.

Factors Affecting Halal Awareness

According to (Shaari and Arifin, 2010) said that influence about consumer awareness in choosing halal products. Halal raw material is one important factor that consumers must understand. A consumer in choosing his product must have knowledge of the composition of raw materials used to ensure the halal of a product. The halal of a product becomes a priority as well as an obligation for Muslim consumers in carrying out adherence to their religion. Therefore, an obligation to consume halal products is one of the benchmarks of Muslim consumers' halal awareness. One indicator of halal awareness is knowledge of the halal production process. Knowledge of the production process can be known through television or internet media. Product cleanliness is one of the benchmarks of halal awareness that we can directly examine the product, and knowledge of international halal products.

Purchase Intention

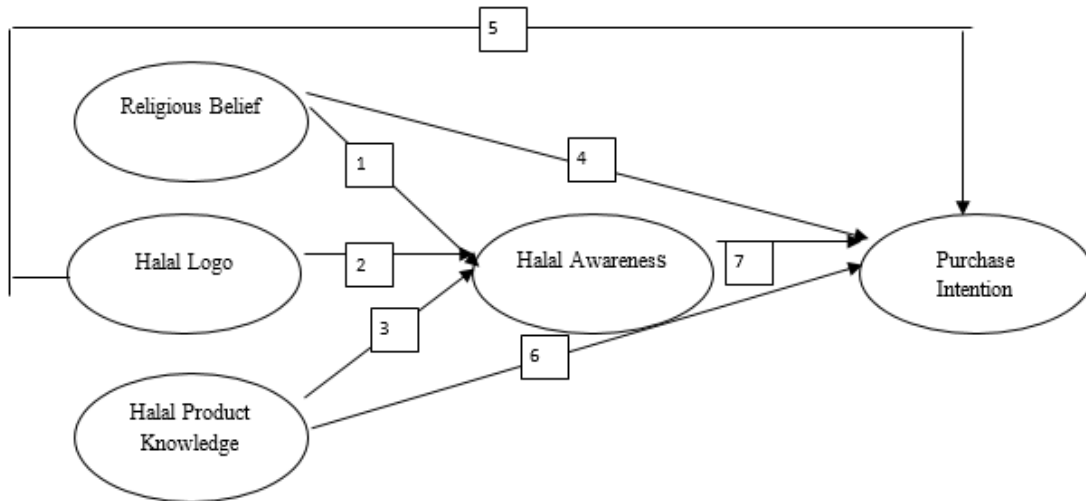
Consumer purchase intention is arises after receiving a stimulus from the product he sees, from there arises an interest in trying the product until it finally arises the desire to buy in order to have it (Kotler, 2009). Consumer purchase intention will arise by itself if consumers already feel attracted or provide a positive response to what is offered by the seller.

Purchase intention refers to the possibility of consumers' willingness to buy a product. If consumers have a good impression and attitude towards them or the product, they will have purchase intentions. Purchase intention is considered as the most appropriate item to predict purchasing behavior (Mishra, 2014).

Factors are Influence toPurchase Intention

Rizky and Yasin (2014) stated that there are several factors to influence one's intentions. Concentration of attention, a person may not be able to respond to these stimuli, most of the stimuli will be filtered, into a process called concentration. Curiosity causes someone to be more interested in something that catches his attention. Motivation, which is the impulse that moves. Needs, problems regarding human needs will never end as long as humans live in this nature. Need is a feeling that arises naturally from within a human being to fulfill everything needed in his life.

Based on the literature review both in terms of theoretical studies and empirical studies that have been carried out, this research develops the conceptual framework as follows:



Source: Author (2019)

Figure 1. Conceptual Framework

METHODOLOGY

This research will be conducted in the city of Malang, East Java. There are selection of Malang City as a place of research because the number of population continues to increase due to the presence of immigrants (students from outside the area) will allow for inclusion of new lifestyle or cultural influences it. So, for various aspects one is beverage consumption due to the large number of franchises that provide beverage products in Malang cities.

The population was consists of the target population with general area, which is a part of the target population that domain can be reached by researchers (Fraenkel, Wallen, & Hyun, 2011). The target population is all consumers who are Muslim, while can be accessed for all consumers who consume beverage products in the city of Malang. A minimum number of samples taken by researchers is at least 189 respondents, which are 27 observed variables (research items). The data source used from primary data and obtained directly by researchers from respondents who filled out questionnaires online.

A sampling technique refers to non-probability sampling with a purposive sampling approach. Purposive sampling is a sampling method based on criteria established by researchers to obtain the desired information from certain respondents (Sekaran & Bougie, 2016). The criteria used to select respondents included in judgment sampling are as follows:

1. Residents who live in the city of Malang, both from within and outside the city of Malang.
2. Muslim consumers aged 15-50 years. Survey from Vanany (2018), 40% of millennials say that consuming halal products is extraordinary and 60% of generation X says that they are aware of consuming halal products good for health.

Measurement of variables in this study using a Likert scale. According to Sekaran and Bougie (2016) stated that Likert scale serves to find out how many respondents agree or disagree with the statement set by the researcher. In this study, Likert scale was used by a 5 point scale to find out who strongly disagrees to strongly agree with a statement.

Inferential statistical analysis is used to test hypotheses and produce a fit model. The data analysis method used is the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. According to Solimun and Rinaldo (2006) PLS is a relatively practical method, because it can be used at all data scales, does not require a lot of assumptions, and does not have to use a large sample size. The PLS software used for data analysis uses smart PLS 3.0.

RESULTS

Overview of Research Objects

Franchise was popularized in the United States, but the origin of the word Franchise originated from Europe, such as France and England. Franchise growth in Indonesia began with the entry of foreign franchises in the 80-90s. KFC, Mc Donalds, Burger King, Wendys are some of the foreign franchise networks that entered Indonesia in the early development of the franchise in Indonesia. Local franchise companies began to grow at that time, which was one of the pioneers for local franchise such as Es Teler 77 and followed by other franchises including foreign beverage franchises. Lately, the franchise beverage dish is not an ordinary drink, but a beverage dish prepared with a variety of flavors and other complementary ingredients. So, it was makes it more delicious to consume as well as economical packaging using plastic cups (industry.bisnis.com, 2015).

Chatime

Chatime is a Taiwanese franchise that was founded in 2005 with more than 800 retail outlets across countries such as Taiwan, Malaysia, China, India, Macau, Vietnam, Singapore, Hong Kong, Thailand, Korea, Philippines, Indonesia, Australia, Dubai, Vietnam, Canada, the United Kingdom, and the United States. Kawan Lama Group is a company brand’s in Indonesia. Chatime entered by an Indonesian market in early 2010 and until now with 89 Chatime outlets spread throughout Indonesia. There are 6 Chatime outlets located at shopping centers in Malang. Chatime offers 9 variations of categories namely Mellow Milk Tea, Pop Tea, QQ Jelly, Smoothies Series, Energetic Healthy Juice, Fresh Tea, Special Mix, Coffee and Mousse.

Starbucks

Starbucks first has been opened its first store in Pike Place Market Seattle, USA in 1971 while in Indonesia Starbucks began to enter in 2002. Starbucks outlets in Indonesia now have 326 different locations for all major cities in Indonesia including Malang, such as with 3 outlets located in shopping centers. Starbucks offers four beverage categories such as Espresso Beverages, Brewed Coffee, Teavanas, and Blended Beverages.

Gulu-Gulu

Gulu-gulu is a Taiwanese franchise that was founded in 2018 with more than 50 retail outlets in all major cities in Indonesia. Gulu-gulu is Taiwanese Cheese Tea, which is a tea with a layer of cheese foam at the top. Malang City has 2 Gulu-gulu outlets located in a shopping center.

Kokumi

Kokumi is an Indonesian franchise established in 2018 with more than 65 retail outlets throughout Indonesia. Bubble tea that use original ingredients from Indonesia. Malang city has one Kokumi outlet located in a shopping center. Kokumi offers 3 variations of categories namely Coffee, Tea and Fruit Juice.

Direct Effect Tests

The test criteria are in direct effect between variables, if the t-count or t-statistic value is greater than t-table (1.96) or the probability value is less than 0.05 (significance level of 5%). Testing in PLS analysis can be looking at the results of t-statistic test and its probability value. The statistical test in Smartpls 3.0 was performed by bootstrap resampling method, which can minimize for research data abnormalities.

Table 2. Test Results for Direct Effect

Variables	Path Coefficient	T-statistic	P-values	Results
Religious Belief – Purchase Intention	0.244	2.941	0.003	Significant
Halal Logo – Purchase Intention	0.089	2.158	0.0031	Significant
Halal Product Knowledge –Purchase Intention	0.364	3.327	0.001	Significant
Religious Belief – Halal Awareness	0.183	2.333	0.020	Significant

Variables	Path Coefficient	T-statistic	P-values	Results
Halal Logo – Halal Awareness	0.206	2.810	0.005	Significant
Halal Product Knowledge – Halal Awareness	0.489	6.860	0.000	Significant
Halal Awareness – Purchase Intention	0.224	4.799	0.000	Significant

Source: Primary Data Processed (2020)

Indirect Effect

Testing the indirect effect was used to determine for overall correlation and influence between predictor and criterion variables and the effect between mediation on predictor variables (X), mediator (Z), and criterion (Y). This mediation testing procedure is carried out in two steps, such as direct estimation of the predictor variable to criterion variable and indirect estimation of the triangle PLS model.

Table 3. Indirect Effect Testing

Variabel	Effect	Direct Effect	Indirect Effect	P-values	Results
Religious Belief – Halal Awareness	X1 – Z	0.183		0.020	Significant
Halal Awareness – Purchase Intention	Z – Y	0.224		0.000	Significant
Religious Belief – Halal Awareness – Purchase Intention	X1 – Z – Y		0.041	0.036	Significant
Halal Logo – Halal Awareness	X2 – Z	0.206		0.005	Significant
Variabel	Effect	Direct Effect	Indirect Effect	P-values	Results
Halal Awareness – Purchase Intention	Z – Y	0.224		0.000	Significant
Halal Logo – Halal Awareness – Purchase Intention	X2 – Z – Y		0.046	0.015	Significant
Halal Product Knowledge – Halal Awareness	X3 – Z	0.489		0.000	Significant
Halal Awareness – Purchase Intention	Z - Y	0.224		0.000	Significant
Halal Product Knowledge – Halal Awareness – Purchase Intention	X3 – Z - Y		0.110	0.000	Significant

Source: Primary Data Processed (2020)

DISCUSSION

The Effect Between Religious Belief and Halal Awareness

Based on the analysis of the PLS model, it was founded that religious beliefs had a significant effect on halal awareness. This shown that religious beliefs are able to foster positive consumer awareness. This finding is in line with Awan's study (2015) stated that religious beliefs have a significant effect on halal awareness because consumers have confidence that every religion has rules (what can and isn't) including consumption behavior. Consumption of halal products is supported by consumer awareness about halal products and religious beliefs that halal products are safe for consumption. If seen from the frequency distribution of respondents' answers, so average item with a value of 4.49 indicated that consumers have confidence to consume halal beverage products. Because it is in accordance with teachings of Islam in the Al-Quran and Al-Hadith.

Theoretically, religious belief is a process of perceived from human relations to something that is believed in, and a higher than humans (Daradjat, 2005). Empirically, religious beliefs affect to the level of consumer awareness for halal products (Ambali & Bakar, 2014). Consumption of halal products also supported by consumer awareness about halal products, religious beliefs that are adopted and realized in daily life, which stated that halal products are safe to buy (Awan et al., 2015).

The Effects Between Halal Logo and Halal Awareness

Based on the results of hypothesis testing, the path coefficient value is 0.206 and has a t-statistic value $2.810 > 1.96$. Therefore, a halal logo has a significant positive effect to halal awareness. More consumers can consume products by paying attention to the halal logo, so it can lead to a more positive attitude toward consumers' beverage franchise products.

Theoretically, the perspective of consumers understanding a halal product also need for a sense of security in consuming a product. A halal logo of product packaging is one proof to obtained by a halal certificate from MUI. Provision of halal logos on packaged products is intended, so many people get correct and clear information on each food or beverage product both regarding origin, safety, quality, nutritional content, and other necessary information (Adam P, 2017).

Empirically analyzing findings from research Azam (2016) needs to investigated that consumer intentions to buy products bearing the halal logo, which is influenced by several factors such as consumer awareness. There are also importance thing about consuming halal products, certified halal products as evidenced by a presence of halal logos and habits of consuming halal products, in terms of this is Islam as a guideline for choosing halal products.

The Effect Between Halal Product Knowledge and Halal Awareness

Based on the results of hypothesis testing, the path coefficient value is 0.489 and has a t-statistic value of $6.860 > 1.96$. Therefore, halal product knowledge has a significant positive effect to halal awareness. Consumer's knowledge of halal products can impact to consumer's intention and will buy a product.

Theoretically, halal product knowledge is a series of accurate collections of information stored in appropriate consumer memories and reflects their knowledge of a product. Consumers who have more knowledge about a product tend to think more realistically when choosing the product they want (Waluyo and Pamungkas, 2003). Empirically, analyzing the findings of Briliana et al. (2017) stated that consumers in purchasing a halal product will first seek information about the product. Accurate product knowledge will provide greater insight into how consumers evaluate products before they consume.

The Effect Between Religious Belief and Purchase Intention

Based on the results of hypothesis testing, the path coefficient value is 0.244 and has a t-statistic value of $2.941 > 1.96$. Therefore, it was stated that religious belief has a significant positive effect to purchase intention. Consumption of halal food and beverages is closely related to religious beliefs, which are substantially cleaner, healthier, and halal guaranteed.

Theoretically, religious belief is a process of perceived by human relations (Daradjat, 2005). Spiritual and religious have values set standards of behavior that directly and ultimately impact to choice any food attributes. Empirically, this is in line with research findings by Khan et al. (2017) said that consumers who are more religious will buy more halal drinks because of religious perceptions and prevent themselves from engaging in activities that are contrary to religious guidelines.

The Effect Between Halal Logo and Purchase Intention

Based on the results of hypothesis testing, the path coefficient value is 0.206 and has a t-statistic value $2.810 > 1.96$. Therefore, it was stated that a halal logo has a significant positive effect on purchase intention. Consumers can more consume products by paying attention to the halal logo, so it can lead to a more positive attitude toward consumers' beverage franchise products.

Theoretically, the perspective of consumers understanding a halal product is an obligation to consume in accordance with Islamic law. Hasan (2014) defined that a halal logo as legal certainty for Muslim consumers. Consumers get a guarantee that the products they consume are already qualified as halal products.

Empirically, this is in line with research findings of Farhat et al., (2019) stated that one aspect of giving a logo is based on the principle that consumer has a right to know what he will buy and consume. With the information provided by a halal logo, Muslims may be more aware with ingredients in the product that they consume.

The Effect Between Halal Product Knowledge on Purchase Intention

Based on the results of hypothesis testing, the path coefficient value is 0.364 and has a t-statistic value $3.327 > 1.96$. Therefore, a halal product knowledge has a significant positive effect to purchase intention. Consumer's knowledge of halal products can impact to consumer's credit for buying it.

Theoretically, experience refers to facts, feelings or experiences that are known by a person or group of people. Knowledge has an influence on intentions through attitudes, hence increasing knowledge will tend to influence consumer intentions in purchasing a product (Ellinger et al., 2000).

Empirically, this is in line with research findings from Nurhayati & Hendar (2019) stated that halal product knowledge has a significant effect and has a positive relationship with purchase intention. This knowledge will be very meaningful when consumers make plans about purchasing products in accordance with Islamic law.

The Effect Between Halal Awareness Against Purchase Intention

Based on the results, it was founded that halal awareness has a significant influence on purchase intention. A higher the level of consumer awareness, more positive an attitude from consumers to purchase intention on halal products. This finding is in line with research by Aziz & Vui (2013); Machali (2013); Azam (2016); Nurcahyo & Hudrasah (2017); Kurniawati & Safitri (2019); Nurhayati & Hendar (2019) discussed that consumer awareness of halal products is a level knowing and understanding halal concepts such as the law of consuming products, procedures, and many process on making halal products based on Islamic law and sharia.

Data from the analysis of respondents' frequency shown that overall average value of halal awareness is more than 4.00, means that respondent has a good awareness of any beverage franchise products and get a positive attitude. Judging from the items with the highest average that understand Islamic law about halal and haram for a product. This shown that above 80%, which is an accumulation of consumers who agree and strongly agree on the awareness of halal products is very important.

The Effect Between Religious Belief and Purchase Intention Through Halal Awareness as Mediation

Based on the results of descriptive data analysis, religious belief has a significant influence on halal awareness with a t-statistic value of $2.333 > 1.96$. A good level of one's religious beliefs, so level on consumer awareness of halal products also good as well. Furthermore, halal awareness has a significant influence on purchase intention which is equal to $4.799 > 1.96$. This shown that a higher level of consumer awareness, more positive impact from consumer's purchase intention to the franchise beverage product.

The Effect Between Halal Logo and Purchase Intention Through Halal Awareness as Mediation

Based on the results, halal logo has a significant influence on halal awareness with a t-statistic value of $2.810 > 1.96$. Furthermore, halal awareness has a significant influence on purchase intention which is equal to $4.799 > 1.96$. This shown a higher consumer awareness, more positive impact about the consumer's purchase intention and franchise beverage product. The direct relationship test also stated that halal logo has a significant influence to purchase intention with t-statistic value of $2.158 > 1.96$. This indicated that the halal logo has a positive impact on consumer purchase intentions on franchise beverage products.

The findings informed that halal logo is able to provide a positive attitude. Various information obtained include quality assurance and a sense of security in consuming franchise beverage products. Likewise, when halal awareness mediates the relationship between halal logos and purchase intention. Partial mediation means that awareness can increase consumers' positive attitudes towards purchase intentions with a significance value of t-statistics $4.799 > 2.158$.

The Effect Between Halal Product Knowledge and Purchase Intention Through Halal Awareness as Mediation

Based on the results, halal product knowledge has a significant influence to halal awareness with a t-statistic value of $6.860 > 1.96$. A knowledge of halal products possessed by consumers is able to significantly influence to halal awareness. Furthermore, halal awareness has a significant influence to purchase intention, which is equal to $4.799 > 1.96$. It was shown that a higher consumer awareness, also increase a positive consumer's attitude towards purchase intention with franchise beverage product. Then, halal product knowledge significantly influences to the purchase intention with t-statistic value that is $3.327 > 1.96$.

The findings in this study informed that consumers' knowledge of buying intentions makes consumers more careful in determining many products to be consumed. Halal awareness is also an influence in mediating because many consumers have a good awareness with importance of halal products, an understanding of halal raw materials and other information regarding halal products.

THEORY IMPLICATION

In a theoretical perspective, this research refers to develop of marketing concepts related to the influence of religious belief, halal logos, halal product knowledge, and halal awareness of purchase intentions. This research is to find out more deeply many attitudes for consumers in the context of intention and to buy product with phenomenon of franchise products. In this case, a business model phenomenon with the concept of take away and dine in for franchise products.

This research is an extension of previous research which also examines the intention of consumers to buy any halal products and contributes to the development of consumer behavior research about consuming halal products. Various studies on consumer behavior only focus on one product. There is still little empirical evidence from research that focuses its studies on halal products. By integrating the determinant variables of consumer intentions in buying halal products to Muslim consumers, marketers will obtain information about marketing halal products to consumers.

PRACTICE IMPLICATION

Religious belief has a significant effect on purchase intention. There are respondents who have the lowest value, such as consuming halal food and drinks because it is healthier. Because franchise drinks are products that are not only produced domestically, but there are also certain raw materials that must be imported. The implication is managerial franchise needs to pay attention to the raw materials used by ingredients imported from abroad.

Halal logo has a significant effect on consumer purchase intentions. It has been explained previously that halal logo has a significant effect to product purchase intentions, but the results were proved that there is a respondent's answer has a lowest value, such as checking composition if there is no halal logo on the product packaging. Because there are some products that do not include any composition and logo on the product packaging, so consumers are confused about choosing for products. Therefore, it was important for the managerial to improve product packaging, because of consumers get information that suits their needs.

Halal product knowledge has a significant effect on purchase intention. Judging from the results of the research description that there are respondents that have sufficient knowledge about food and beverage products are prohibited by Islam. There are still some consumers who do not have enough knowledge about products are forbidden by Islam for consumption, because of the lack for information obtained by consumers. The implication for franchise can provided information with consumer needs.

Halal awareness has a significant effect on consumer purchase intentions. There are respondents who have the lowest value is knowing that processed foods and beverages made from illegitimate ingredients make those foods and drinks unclean. Although 70% of the 189 respondents agreed and strongly agreed, there were also some respondents who disagreed because there were some food and beverage ingredients that consumers considered doubtful and some Muslim consumers still consumed these foods / drinks. Therefore, ways are needed, so consumers have awareness related to food and beverages consumed. Moreover, franchise can increase consumer awareness by holding seminars on halal products.

RESEARCH LIMITATION

This research was utilized by WhatsApp in distributing questionnaires. Weaknesses in this study of the distribution of questionnaire delivery and environment that is less diverse. The majority of many questionnaires were filled out by students. This research is limited to one object, such beverage franchise products. Generalization of results still needs further consideration. This research study has a limited sample only in Malang. It was expected to have a more comprehensive sample in various cities in Indonesia.

CONCLUSION

Religious beliefs held by consumers are actually able to increase consumers' positive attitudes. Understanding halal logos on franchise products can form positive consumer attitudes. This shown that a franchise beverage has a big impact for the majority of Indonesian people. Product knowledge can shape for positive attitude from consumers awareness. A franchise beverage has provided a sense of security in consume it. Awareness has successfully provided a role in the relationship between religious beliefs and consumer purchase intentions for franchise beverage products. Awareness can be a facilitator in increase and positive impact to consumer attitudes. Awareness successfully mediates in the relationship of halal product knowledge and product purchase intentions. Awareness also affect to the positive attitude of consumers intention to buy franchise beverage products.

SUGGESTION

Based on data collected on respondents' answers about religious belief in consuming halal food and drinks, there are 2.1% who disagree. Therefore, it has expected to be further investigated to answer consumers needs off. Based on the results of data analysis stated that halal logo has a significant positive influence to consumer purchase intentions. However, there are 7.4% stated that they disagree. Therefore, it is hoped that further research will concern to some consumer's interest in the real halal logo.

Based on the results, it was stated that halal product knowledge does not have a significant negative effect on consumer purchase intentions and halal awareness, so also cannot mediate it. Because 4.2% is an accumulation for strongly disagree and disagree.

However, this research can be further tested because along with a rapid development of trends does not rule out the possibility of knowledge owned by consumers will further influence to consumer purchase intentions in the future.

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