

Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research

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ABSTRACT

This paper explores sequential, mixed methodology research aimed at examining and examining the effects on purchasing intent by non-Muslim consumers in Indonesia of halal food perception, halal food quality and halal food safety and halal food knowledges. The first step was quantitative analysis, online sampling and electronic questionnaires were randomly distributed to 340 respondents, while snowball techniques were used. The total number of questionnaire respondents was 340. Data processing and hypothesis that have been tested on the basis of the linear and structural model of structural equation (LISREL) is a qualitative analytical analysis that explores the influence that non-Muslim consumers have on the purchase of Halal food. Data collection using in-depth interviews with 5 (fifths) non-Muslim consumers selected and determined by purposive sample method. Our analysis results showed that halal-food reception has a significant impact on the repetition of purchases. Halal-food quality has a significant effect on buying repetitions. The result of this study could give an insight into the non-Muslim consumers in the halal food industry as one of their objectives and help to know the level of non-Muslim knowledge and perception of halal foods. Halal foods are not a product of this study. The novelty of this work is the new model of the perception of halal food, halal food quality, halal food safety and halal food in Indonesia with the explanatory sequential mixed methods covering the area of one nation. The research is based on a new model of purchasing intentions for non-Muslim consumers in Indonesia Such research can be used as a reference for similar research, and further investigations may be carried out in other countries and adapted and carried out by others or in other regions.

Keywords: Halal Food, Non-Muslim Consumers, Purchase Intention, Purchase Repetition

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INTRODUCTION

Indonesia is the world's fourth largest country with a population of over 260 million people, as well as the country with the largest Muslim population in the world. Islam is the religion of the majority, which includes about 87 percent of the population of Indonesia, making it Indonesia the world's largest Muslim people. The country's Muslim population reaches 87.18%, of which 232.5 million people (*Global Islamic Economy Report 2018-2019*). Indonesia's population is 7% (Protestant), Catholic (3%), Hindu (1.7%), Buddhist (0.70%), Confucian, etc. (0.5%). This is a very large measure of the market share of sharia products and services. According to the same report, in each sub-sector of the halal industry Indonesia is one of the top ten consumers. The Halal Product Rate at Global Scale Indonesia ran first as a Muslim country which consumes a total value of 170,000 billion dollars in halal food. Indonesia is fifth as a Muslim

country with a total value of 10 billion dollars in halal travel consumers. Indonesia has a total value of 10,000,000.

As a Muslim country Indonesia is the 3. country with clothes (modest fashion) consumers, with a total value of 20 billion US dollars. Indonesia is the 6th country in the Muslim market with a total cost of 10 billion US dollars for halal media consumers and Indonesia is the 4th largest country with a total cost of 5.2 billion US dollars for halal pharmaceuticals. In Indonesia, the halal industry has not been maximally implemented. Even though Indonesia is the country with the largest consumer of halal food products in the world with an economic value of US \$ 197 billion, followed by Turkey reaching US \$ 100 billion. Ironically, Indonesia itself is still ranked 10th in the world halal industry market. the first rank is held by Malaysia which is currently developing its halal industry on a massive scale. Then the next rank is the United Arab

Emirates, Bahrain, Saudi Arabia, Pakistan, Oman, Kuwait, Qatar, and Jordan. In fact, if driven well Indonesia has the potential as the first rank in the world halal industrial market, considering that Indonesia is one of the countries with the most Muslim population in the world, with a population of 85.2 percent or as many as 200 million of the total population of Indonesia which reaches 235 million inhabitants. This figure is equivalent to the number of Muslims in six Islamic countries, namely Saudi Arabia, Kuwait, United Arab Emirates, Qatar, Malaysia and Turkey. In addition to the majority Muslim countries, Muslim minority countries such as Thailand, South Korea, Russia, Mexico, Japan and Spain already have halal industrial activities in the country. This is due to the large number of conferences and seminars on the halal-based industry. Seeing the growth of Muslims and the demand for halal products which continues to rise significantly, these countries consider that the halal industry is a promising business opportunity. In fact, Indonesia has been fighting over the target market for halal products because of its large Muslim community.

Indonesia has a large halal industrial market. Potential development of sharia-based and halal-based business sectors has become a lifestyle choice for Muslims and non-Muslims. The global halal industrial market is increasing, along with the Muslim population of around 1.84 billion or 24.4% of the world population. Based on projections of the Global Islamic Economy Report in 2023, the halal food industry will be worth US \$ 1.8 trillion. Meanwhile, the halal tourism industry is estimated to be worth US \$ 274 billion and the halal fashion industry will be valued at US \$ 361 billion. The Potential of the Halal Industry has not been Optimized. Indonesia has the largest Muslim population in the world. Indonesian people were Muslim or 87% of the population of Indonesia. Based on the 2017/2018 Global Islamic Economic Report, Indonesia is currently ranked first in terms of consumers of halal food products, which is US \$ 169.7 billion. However, Indonesia is only ranked 10th in terms of halal food production [2]. From these data, there is great potential for the development of the halal industry in Indonesia, but this potential cannot be utilized optimally.

Bashir *et al* (2019) attitudes and a sense of halal awareness among non-Muslim consumers are very strong compared to those of Muslim consumer. Some research on halal food is carried out While the study focused on halal food consumers, most respondents were non-Muslims, and the majority were Christians. Shah *et al* (2019) halal marketing was founded and used as segmentation strategy. The study focused on halal food consumers. Halal marketing can also more efficiently be used as a positioning strategy. Halal marketing by combining Islamic principles for halal with the marketing marketing strategy offers the paper an opportunity. Halal marketing is thus also suited to attract customers from other religion sectors. Halal supply chain management is based on preventing direct contact with Haram, addressing the risk of contamination and making sure it is consistent with Islamic customers' perception. The product and market characteristics of the supply chain management of supply chains of Halal in particular are significant variables. To measure the perception of Muslim consumers, further empirical research is needed. The principles of the Halal supply chain for various markets (Muslim and non-Muslim countries) are also required to be understood. There is a need for a supply chain model from Halal that can describe and optimise supply chains from Halal. Tieman *et al*

(2013) led Halal to stronger partnerships with suppliers (strategic products and leverage products), and to adopt different strategies to secure supply continuity (bottlenecks). Therefore, in certain industries, conventional categories of commodity may be assigned to halal certified products and services which lead to possible product and supplier policies. Halal requirements also impact the purchasing process and their tactical and operational procurement activities. It is important to extend halal to purchasing for certified companies. Effective alignment of Halal policy, procurement strategy and procurement is required. In three phases, an advertising organisation can advance from seeing compliance with Halal as an opportunity to halal its supply chain to halal. Salindal *et al* (2019) analyses that halal certification significantly influences the innovative efficiency of halal-certified food companies. Second, the innovative performance improvements lead to improved market performance. Third, the relationship between halal certification and market performance is mediated by innovative performance. In terms of innovative performance and market performance, halo-companies and food company non-halal certified have a significant difference. Halo-consuming and halo-companies are not only muslim. Halo-consumers, but also Muslim. megetahui, which is between halal perceptions and halal food purchases. Halalo-certified food companies and nonhalal-certified foods have a significant difference. Mengetahui relationship between the repetition of purchases of halal food and the repetition of halal food, mengetahui relationship between halal food safety and repetition purchases of halal foods, mengetahui relationships between halal food knowledge and the repetition purchase of haal food.

The purpose of this study was to determine the relation between factors influencing non-Muslim consumers' purchase of halal food. Awareness of the relationship between the perception of halal food and the purchase of halal food repeated. AWareness of the relationship between halal food quality and the purchase of halal food repetition, knowledge about the relationship between halal food safety and halal food repetition.

METHOD

This study uses a mixed methodological approach with a sequence of explications conducted between November 2019 and January 2020. A quantitative analysis in the first phase then the analysis in the second phase of qualitative data characterise the sequential explanatory designs (Creswell 2014). This investigation uses sequential, explanatory mixed methods. The first step is a quantitative analysis of the repetition of the purchase of Halali food by Indonesian non-Muslim consumers. The primary collection data is performed using an online survey with 350 respondents selected by the LISRELL sampling method and then analysed Partially Less Square. The next step and second stage are the primary data collection qualitative analysis using in-depth interviews with five (seven) non moslemicsummers selected and determined using a purposeful sampling method. Participants chosen according to criteria who have often purchased halal food.

Quantitative Phase

The first step is a method of surveys and data collection by dissemination questionner, the quantitative stage and the method used in this study. The first step in developing the survey was to establish the survey tool on the basis of

previous studies, as the independent variable was the result of previous studies, X1, X2 and X3. There are five answering options for each question item, namely: strong agreement (SS) score 5; consent (S) score 4; dissent (KS) score 3; no consent (Ts) score 2; and strong disagreement (STS) 1: On-line survey collection takes place via the Google method, and data processing uses the LISRELL

software to be partially less square. 340 non muslim respondents who bought halal foods were involved in this research, snowball sampling was chosen for the interviewee, each respondent helped to distribute surveys to others.

Table 1. Non-Moslem CunsomersRespondent Distribution

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

Respondents of Quantitative Phase is non moslem in the island of Java were 132 consumers consisting of 74 male and 57female consumers, on the island of Sumatra is 12 consumers consisting of 72 male consumers and 50 female consumers, on the island of Kalimantan is 37 consumers consisting of 25male and 12 female consumers, on the island of Sulawesi as many as 32 consumers consist of 19 male and 13 female consumers, on Maluku and Papua as many as 17sonsumers consisting

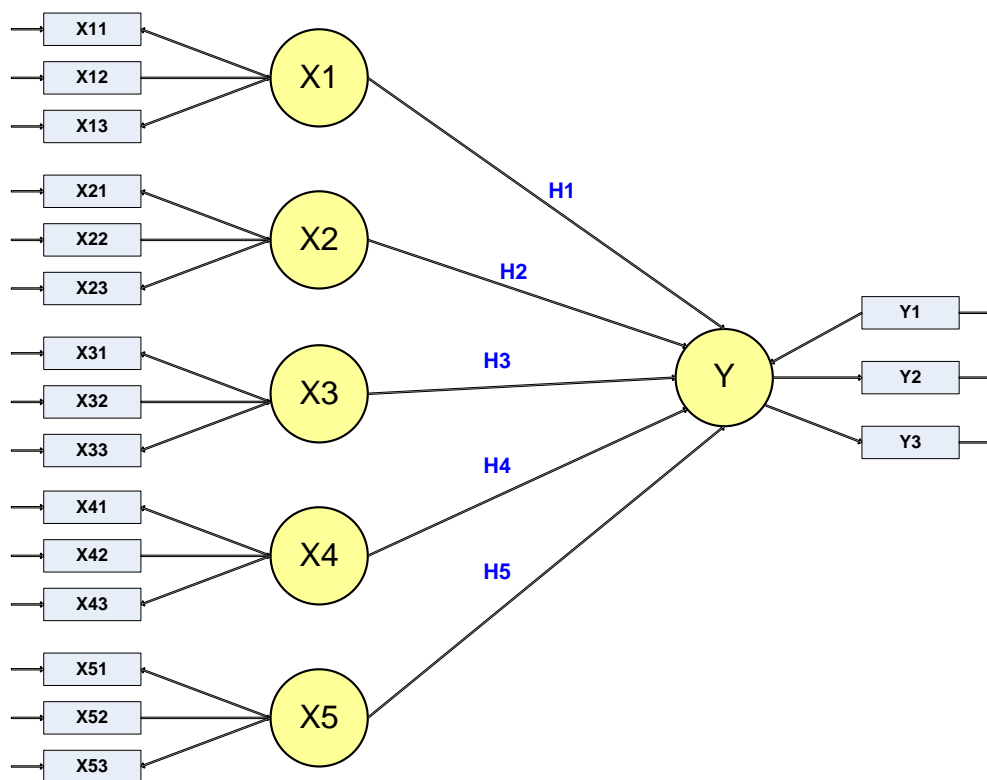
of 10 male and 7female consumers, on the island of Bali Nusa Tenggara is 10 consumers consist of 8 male and 2 female consumers.

Based on the previous research obtained independent and dependent variables Halal Food Perception (X1),Halal Food Quality (X2),Halal Food Safety (X3),Halal Food Knowlegde (x4), Halal Food Purchase Intention (X5) and Halal Food Purchase Repetition (Y). The indicators of variables are determined as following table

Table 1. Dependent and Independent Variables

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

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



Picture 1. Research Framework

The research hypothesis is as follows:

- H1: There is a significant relationship between Halal Food Perception (X1) and Halal Food Purchase Repetition (Y)
- H2: There is a significant relationship between Halal Food Quality (X2) and Halal Food Purchase Repetition (Y)
- H3: There is a significant relationship between Halal Food Safety (X3) and Halal Food Purchase Repetition (Y)
- H4: There is a significant relationship between Halal Food Knowledge (X4) and Halal Food Purchase Repetition (Y)
- H5: There is a significant relationship between Halal Food Knowledge (X5) and Halal Food Purchase Repetition (Y)

Qualitative Phase

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

Table 1. Non-Moslem Participant Distribution

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

There are interview questions based on relevant literature review to get in-depth information about halal food. Three questions that were asked to all participants namely RQ 1 was "how do you think about halal food?". Questions focus on halal food and interviews carried out for about 30 minutes. Participant involvement is voluntary, Participant participation is voluntary and interviewed using in Indonesian, for participants who are outside the island are interviewed by telephone. In this research, participants' names, religion, and other personal information were hidden in the initials, which are pseudonyms to protect

participants' confidentiality. All participants were given initials as R1 to R5 for the current research report. The output of this qualitative phase is determined all of factors or variables halal food purchase repetition among Indonesian Non-Muslim Consumers. According to Creswell (2014) Data validity tests in qualitative research include tests of credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). According to Creswell (2014) Testing the credibility of data or trust in data from qualitative research results can be done by

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

RESULT

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

Quantitative Phase Result

At this quantitative point, the data analysing method was carried out using a Structural Equation Model (SEM) in version 8.71 of the Joreskog and Sorbom Linear Structural Model (LISREL) (2008). The test is performed by examining the value of the load factor (> 0.5) and t count of value (> 1.96) for confirmatory analyzing of the factor (CFA). A factor load amounting to 0.50 or greater is considered sufficiently true as to justify latent constructions (Hair et al, 2010). Sharma (1996) states that 0.40 is the lowest acceptable loading factor. Hair et al (2010) notes the good reliability of buildings if they value the Construct Reliability (CR) value up to 0.70 and the derived value of variance (VR) down to 0.50. Hair et al (2010) adds that the reliability size of the building can be considered strong if the value is more than 0.40. An analytical data was performed by means of the programme LISREL with loading factor values parameters (> 0.5) and the arithmetical t values (> 1.96).

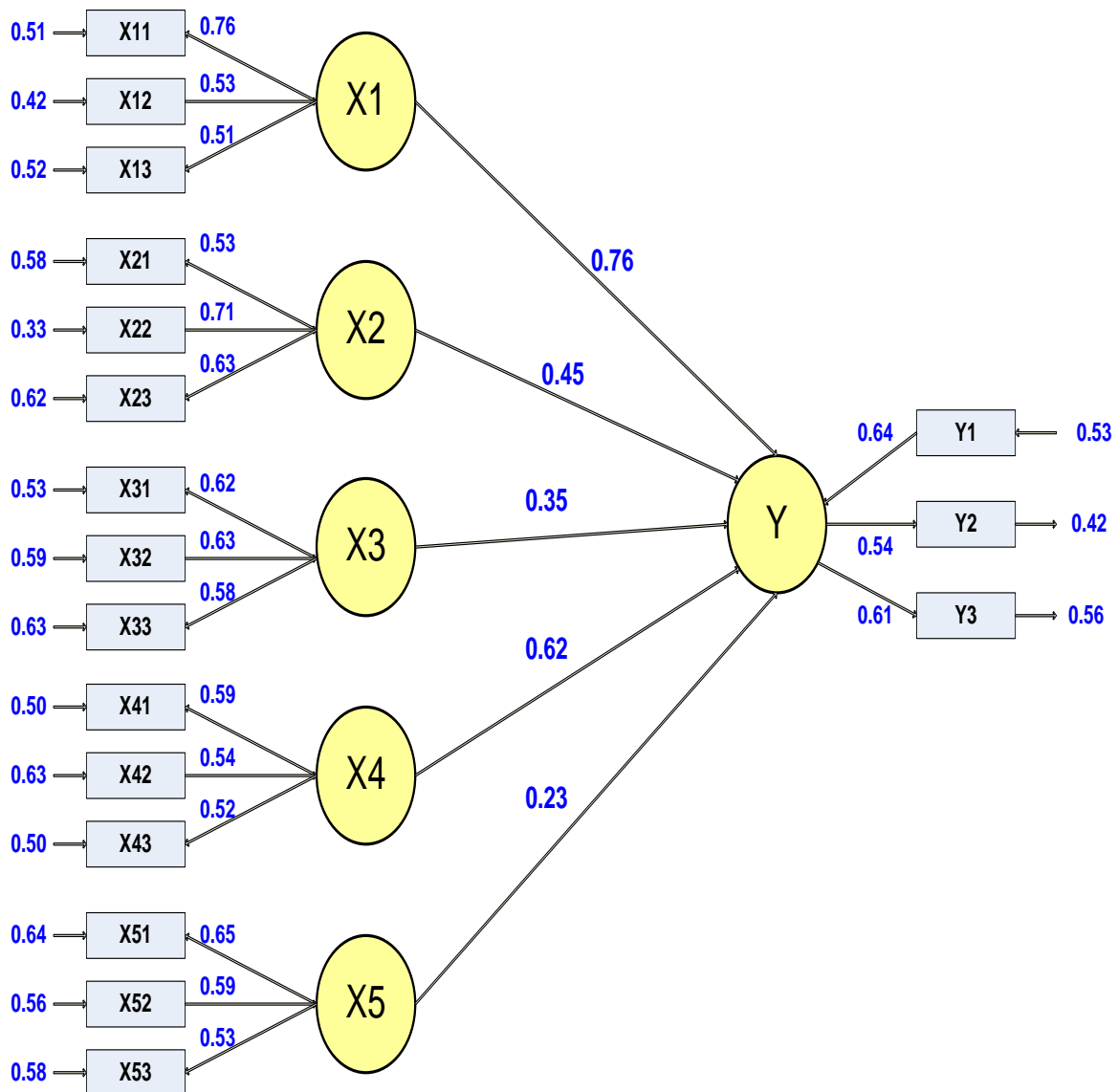


Figure 2. Loading Factor Confirmatory Factor Analysis Halal Food Purchase Repetition

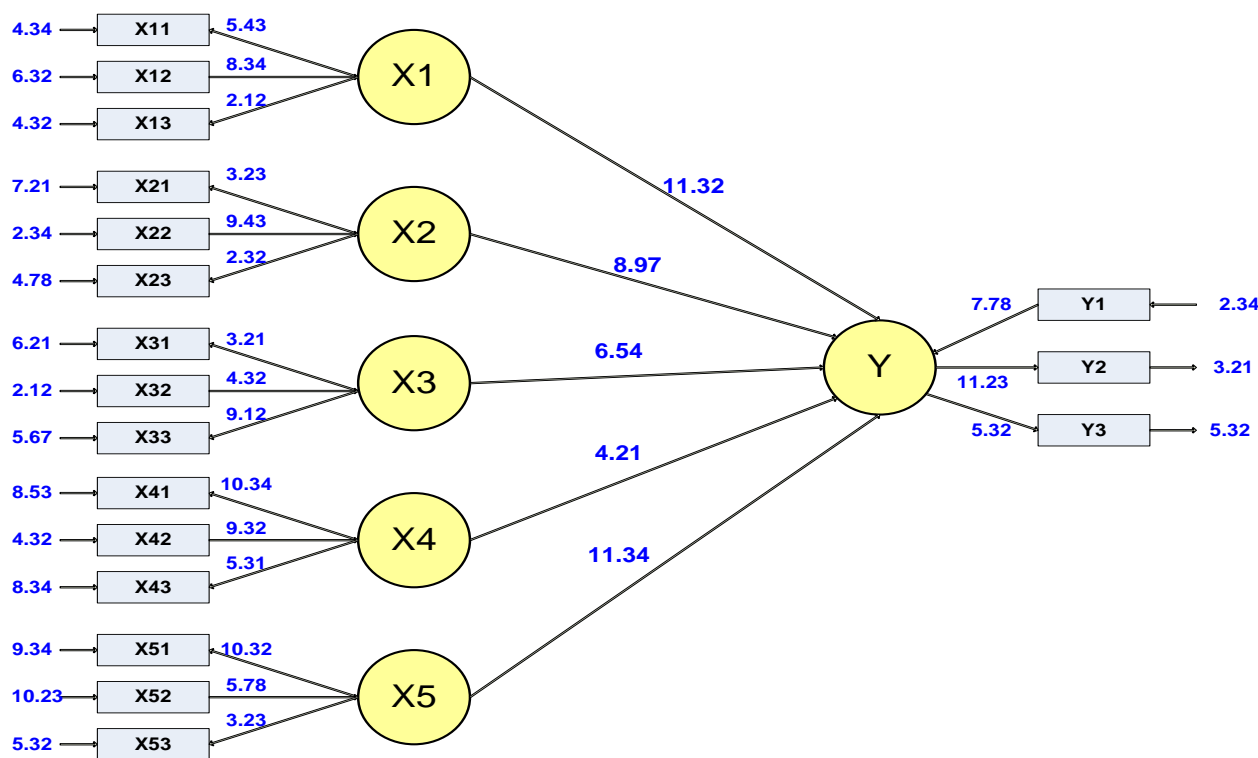


Figure 3. t Value Confirmatory Factor Analysis Halal Food Purchase Repetition

The first level of analysis is carried out from the latent construct of the aspects to the indicators. Based on the results of the analysis above shows that all factors loading values > 0.5 and all values of t count needed to test the

significance of loading factor values greater than 1.96. This means that of the 18 indicators are all valid and significant items. The summary of the results of the analysis can be seen in the following table:

Table 3. Indicators Construct Validity Analysis

No	Indicators	Loading Factor	t-Value	Remark
1	X11	0.76	5.43	Sig & Valid
2	X12	0.53	8.34	Sig & Valid
3	X13	0.51	2.12	Sig & Valid
4	X21	0.53	3.23	Sig & Valid
5	X22	0.71	9.43	Sig & Valid
6	X23	0.63	2.32	Sig & Valid
7	X31	0.62	3.21	Sig & Valid
8	X32	0.63	4.32	Sig & Valid
9	X33	0.58	9.12	Sig & Valid
10	X41	0.59	10.34	Sig & Valid
11	X42	0.54	9.32	Sig & Valid
12	X43	0.52	5.33	Sig & Valid
13	X51	0.65	10.32	Sig & Valid
14	X52	0.59	5.78	Sig & Valid
15	X53	0.53	3.23	Sig & Valid
16	Y1	0.64	7.78	Sig & Valid
17	Y2	0.54	11.23	Sig & Valid
18	Y3	0.61	5.32	Sig & Valid

Figure 3.t-Value Factor Confirmatory Factor Analysis Publication Inhibition

The second level of analysis is carried out from the latent construct to its aspect construct. Based on the test results above shows that the factor loading values are all > 0.5 and all the calculated t values needed to test the significance of

the factor loading values are greater than 1.96. The summary of the results of the analysis can be seen in the following table.

Table 4. Variables Construct Validity Analysis

No	Indicators	Loading Factor	t-Value	Remark
1	X1 -> Y	0.76	11.32	Significant
2	X2 -> Y	0.45	8.97	Significant
3	X3 -> Y	0.35	6.54	Significant
4	X4 -> Y	0.62	4.21	Significant
5	X5 -> Y	0.23	11.34	Significant

These results indicate that 5 variables are valid and significant to measure the latent variables Constraints. The validity results are also supported by the value of Chi Square (r) which produces p value of 105.05 with a p-value of 0.167 (p > 0.05). Based on the formula of construct reliability calculation, the results of CR = 0.93 and VE = 0.56, which means that Constraints have good reliability.

Hair, et al., (2010) state that constructs have good reliability if the value of Construct Reliability (CR) ≥ 0.07 and the Variance Extracted value (VE) ≥ 0.40.

Furthermore, for the suitability of the model (model fit), in general it is good. As for the criteria for the model fit is as in the following table.

Table 5. Model Fit Criteria

No	Index Fit	Value	Value Standard	Remark
1	Chi Square p	105.05	> 0.05	Fit
2	RMSEA	0.042	< 0.080	Fit
3	NFI	0.92	> 0.90	Fit
4	NNFI	0.95	> 0.90	Fit
5	CFI	0.91	> 0.90	Fit
6	IFI	0.92	> 0.90	Fit
7	GFI	0.94	> 0.90	Fit
8	AGFI	0.87	> 0.90	Not Fit

Table 6. Indicators Construct Reliability Analysis

No	Indicators	Loading Factor	Error	CR	VE
1	X11	0.76	0.51	0.93	0.56
2	X12	0.53	0.42		
3	X13	0.51	0.52		
4	X21	0.53	0.58		
5	X22	0.71	0.33		
6	X23	0.63	0.62		
7	X31	0.62	0.53		
8	X32	0.63	0.59		
9	X33	0.58	0.63		
10	X41	0.59	0.50		
11	X42	0.54	0.63		
12	X43	0.52	0.50		
13	X51	0.65	0.64		
14	X52	0.59	0.56		
15	X53	0.53	0.58		
16	Y1	0.64	0.64		
17	Y2	0.54	0.54		
18	Y3	0.61	0.61		

Based on the analysis results it is known that 7 out of 8 index fit states that the model is fit. These results indicate that the Constraints (Y) variable model is fit with empirical data. Based on the results of the analysis of the construct validity and the construct reliability then all aspects and items that make up the Constraints (Y) are valid and reliable. The equation model for the relationship between dependent variable and independent variable is obtained as follows:

Y = 0.76X1 + 0.45 X2 + 0.35 X3 + 0.62 X4 + 0. 23 X5 and R square is 0.96.

The R square is 0.96 mean the independent variable Halal Food Perception (X1),Halal Food Quality (X2),Halal Food

Safety (X3),Halal Food Knowlegde (x4), Halal Food Purchase Intention (X5) affects the dependent variable Halal Food Purchase Repetition (Y)by 96% while 4% is influenced by other factors.

Qualitative Phase Result

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

Halal Food Perception (X1),

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

- R1: "... I bought halal food because it's good, guaranteed and good quality ..."
 - R2: "... I think halal food should be consumed by all Muslim and non-Muslim consumers ..."
 - R5: "... Buying halal food is more guaranteed, better than non-halal food ..."
- Halal Food Quality (X2),

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

- R1 "... I think halal food has better quality ..."
- R3 "... In my opinion the quality of halal food is more guaranteed than non-halal food ..."
- R4 "... Halal food is produced hygienically so that it is of good quality ..."
- R5: "... All halal food is very high quality, there is quality guarantee ..."

Halal Food Safety (X3),

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

- R1 "... I think halal food is safer because it is produced in a clean process ..."
- R2 "... I think halal food is made from good ingredients so it's safe for consumption ..."
- R3 "... Halal food is safe because it is produced in a hygienic

and clean process ..."

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

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

Halal Food Knowledge (X4),

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

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

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

R5 "... Halal food not contaminated with pork and alcohol ..."

Halal Food Purchase Intention (X5)

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

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

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

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

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

Table 7. Data Reduction of Participants Answers

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

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

Credibility Test

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

Triangulation of Time

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

Transferability

In order to understand the results of this qualitative research so that it is possible to apply the results of the research elsewhere, interviews were conducted with 3 others non muslim consumers namely initial S1, S2 and S3. S1 "... I bought halal food because it's good, guaranteed and good quality ..."

S2: "... I think halal food should be consumed by all Muslim and non-Muslim consumers ..."

S3: "... Buying halal food is more guaranteed, better than non-halal food ..."

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

DISCUSSION

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

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

A loading factor value of 0.76 and a value of t of 11.32 was achieved between the independent variable expectations of the halal food and the repetition of the purchase of halal food in order to conclude that halal food perception had a positive and important impact on the purchase repetitions of halal foods. The same findings are obtained by a quantitative method of research carried out by [Rezai et al. \(2012\)](#). Non-Muslim consumers are aware of the existence

of Halal Food, of socio-environmental factors, such as mixing with Muslims in society, and of the presence of Halal Food advertised. [Tiemann \(2011\)](#) Halal prevents direct communication with Haram, takes the risk of contamination into account and ensures that it is reliably considered to be Muslim eating individuals. The Halal Concept is also concerned with food safety concerns and environmental friendliness. According to [Ashraf *et al.* \(2019\)](#), there are four factors that affect halal food purchase, namely trustworthiness, attitudes, normative structure and automaticity. According to [Kawata *et al.* \(2018\)](#), the halal logo has no effect on the buying behaviour of non-Muslim citizens. Halal goods with a certificate logo are accepted in shops to promote Muslim international visits. According to [Jumani *et al.* \(2019\)](#) the results indicate that Muslims adhere rigorously to the halal logo and are permitted in the market. The effect of the subjective standards of their families and societies is greater, as Muslims influence their intentions. Halal interpretation has a relation according to [Ishak *et al.* \(2016\)](#) with the purchasing decision of the respondents. Therefore, it underlines that the medium of halal interpretation interferes with the relationship between multiple independent variables and buy-in decisions. Independent variables such as the name of the manufacturer, product label, physical and packaging product and countries of origin are regarded as important international information to communicate messages concerning the halal of certain food items. Also important is the correlation of the four variables with halal perception. Food practises, as they are affected by sales campaigns and commitments and consumers are willing to spend significant time and money on the acquisition of Halal Food.

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

The relationship between the indie variable's halal food perception and halal repetition has been achieved by a loading factor value of 0,45 and a t-value of 8,97, so that a positive and important effect on halal food repetition is concluded. These results are close to those of research carried out using a quantitative approach by [Jaiyeoba *et al.* \(2019\)](#) that halal certification labelling and halal brand consistency are the most significant elements in customer purchasing decision making. According to [Ayyub *et al.* \(2015\)](#), the majority of non-Muslims have a positive view of Halal goods and services as far as q. Quality, awareness of Halal, aculturation and animal welfare concerns were the themes that resulted from these interviews. The Halal goods have become a market attraction according to [Hassan *et al.* \(2019\)](#) as they discuss protection and the climate. According to [Wilkins *et al.* \(2019\)](#) consumer cosmopolitanism and non-Muslim religious identity were positive linked in assessing halal products and consumer ethnocentrism and domestic identification were negative in connection with halal product judgement. This is a critical factor in an explosive certification market. There was a clear correlation between product judgement and a desire to eat halal food. Jumani *et al.* 2019 state that Muslims strictly follow the halal logo and have a positive attitude in choosing halal logo items. Their subjective norms affect their families and their society since they are Muslims who influence their intentions. [Awan *et al.* \(2019\)](#) study that Halal Marketing and Branding influences customers

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

In relation to the relationship between independent variables Halal food safety and Halal food repetition the loading factor value of 0.35 and the t value of 6.54 was obtained in such a way that a positive and important impact on halal food repetition could be inferred. These findings are close to the research results by [Bashir *et al.* \(2019\)](#) non-Muslim consumers in Cape Town with a quantitative approach that has a positive understanding of halal foods, its benefits and the manufacturing processes involved in its production. The analysis also found that halal is not only a trade name in the world market. Halal has therefore many dimensions; in particular, it is a symbol of health and hygiene for non-Muslim consumers. Halal is considered a symbol of faith, relaxed and healthy as far as psychological aspects are concerned. Consumers are calm when eating food items with a halal label. [Asnawi *et al.* \(2018\)](#) interpret behavioural regulation and religiosity as a relevant prediction for their intent in multinational chain restaurants to consume halal products. Surprisingly, attitudes towards halal goods and subjective standards do not have a major impact on their purpose.

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

The relationship between Halal food knowledge and repetition of purchases of Halal food independent variables obtained a loading factor of 0.62 and a value of t of 4.51 to the effect that Halal Food knowledge positively impacts repetition in Halal Food purchasing. Such results follow the results obtained by [Muhammed *et al.* \(2019\)](#) of quantitative research that shows that the significance of HALALICATION has the greatest impact on the behaviour of consumer choice particularly in buying halal-certified food. Further, in view of their effect on the consumer decision making process, both epistemically and emotional values were statistically important. According to [Azam *et al.* \(2016\)](#), halal understanding, and ingredients of the product have greatly affected Muslims in their plans to purchase halal packaged food from non-Muslim suppliers. The conclusions demonstrate that the religious conviction, exhibition and certification / logo are possible sources of Muslim knowledge on halal food from non-Muslim producers. The presence of Halal food in Malaysia is known to non-Moslem customers, according to [Rezai *et al.* \(2012\)](#). Socio-environmental factors, including social blending with Muslims and the presence of declared Halal food, have a big effect on the perception of Halal values by Non-Muslims. The results also indicate that non-Muslims recognise that the concepts of Halal also concern questions of food protection and environmental friendliness. The opinions of non-Muslims regarding halal food items, subjective norms, and behavioural regulation are, according to [Haque *et al.* \(2015\)](#), affected by Halal foodstuffs.

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

In order to infer that the halal food intention has a positive influence on the halal food repeat acquisition, the relation between independent variables halal food intention and halal food re-completion obtained loading factor of 0.23 and a t-value of 11.34. These findings are close to the results of research carried out by [Ayyub *et al.* \(2015\)](#) in a quantitative way, with a majority of non-Muslims having positive perceptions as to quality of Halal goods and services. Quality, awareness of Halal, aculturation and animal welfare concerns were the themes that resulted from these interviews. The purpose of eating halal meat

among Muslims is focused on the positive personal attitude of Sherwani et al (2018), motives for compliance with the opinions of key individuals and institutions and perceived control over consuming halalmeat. The awareness of halal feed is high and the impact of awareness on buying decisions is positive and important in Abdullah et al (2019). In Shahid et al. (2018), religiosity and the awareness of halal products are an influencer on individuals buying halal products along with the certification of halal and the education level of Muslim consumers. Khan et all (2019) r They find that religiosity acts like a moderating variable in the relationships between awareness of purchases and purchasing decisions. Empirical evidence indicates that people who see themselves as distinct Muslims, namely that they

believe they have a definite self-identity, a higher degree of behavioural discipline, religious engagement and deep incentive to obey the Shariah teaching on the purchase of halal goods, end up buying Halal-endorsed products. The results of this study are expected to enable marketers in Halal Fast Food to better strategise their marketing campaigns to maintain the Muslim consumer base. Based on the quantitative study , the findings were obtained by all participants and all responses from all five participants summarised that the halal food perception is three parties, the standard of halal food is four parties and the protection of halal food is five participants, and that half-food awareness is three participants, and the purpose of halal food purchase is three participants.

Table 8. Quantitative and Qualitaive Results Comparison

Correlation	Quantitative	Qualitative
(H1) There is a significant relationship between Halal Food Perception and Halal Food Purchase Repetition	The relationship between independent variables halal food perception and halal food purchase repetition obtained loading factor value of 0.76 and t-value of 11.32 so that it can be concluded that the halal food perception has a positive and significant effect on halal food purchase repetiton	There were three participants R1, R2, R3 who gave some opinions that halal foodperception influence halal food purchase repetition. R1: "... I bought halal food because it's good, guaranteed and good quality...". R2: "... I think halal food should be consumed by all Muslim and non-Muslim consumers...". R5:"... Buying halal food is more guaranteed, better than non-halal food ..."
(H2) There is a significant relationship between Halal Food Quality and Halal Food Purchase Repetition	The relationship between independent variables halal food perception and halal food purchase repetition obtained loading factor value of 0.45 and t-value of 8.97 so that it can be concluded that the halal food quality has a positive and significant effect on halal food purchase repetiton	There were four participants R1, R2, R3, R4 who gave some opinions that halal food quality influence halal food purchase repetition. R1 "... I think halal food has better quality.". R3 "... In my opinion the quality of halal food is more guaranteed than non-halal food ...". R4 "... Halal food is produced hygienically so that it is of good quality ...". R5: "... All halal food is very high quality, there is quality guarantee ..."
(H3) There is a significant relationship between Halal Food Safety and Halal Food Purchase Repetition	The relationship between independent variables halal food safety and halal food purchase repetition obtained loading factor value of 0.35 and t-value of 6.54 so that it can be concluded that the halal food safety has a positive and significant effect on halal food purchase repetiton	There were four participants who gave some opinions that halal food safety influence halal food purchase repetition R1 "... I think halal food is safer because it is produced in a clean process ...". R2 "... I think halal food is made from good ingredients so it's safe for consumption ...". R3 "... Halal food is safe because it is produced in a hygienic and clean process ...". R4 "... Halal food is safe because it does not contain alcohol ...". R5 "... I choose to consume halal food because it is clean and safe guaranteed ..."
(H4) There is a significant relationship between Halal Food Knowledge and Halal Food Purchase Repetition	The relationship between independent variables halal food knowledge and halal food purchase repetition obtained loading factor value of 0.62 and t-value of 4.51 so that it can be concluded that the halal food knowledge has a positive and	There were three participants who gave some opinions that halal food knowledge influence halal food purchase repetition. R2 "... I think halal food is good not only for Muslims but also for non-Muslims ..."R4 "... halal is very good, the production process is good and uses good raw materials

	significant effect on halal food purchase repetiton	..."R5 "... <i>Halal food not contaminated with pork andalcohol ...</i> "
(H5) There is a significant relationship between Halal Food Intention and Halal Food Purchase Repetition	The relationship between independent variables halal food intention and halal food purchase repetition obtained loading factor value of 0.23 and t-value of 11.34 so that it can be concluded that the halal food intention has a positive and significant effect on halal food purchase repetiton	There were three participants who gave some opinions that halal food intention influence halal food purchase repetition R2 "... <i>I have the intention to buy halal food because it is clean, good and hygienic ...</i> "R4 "... <i>I recommend my family toconsume halal food ...</i> ". R5 "... <i>I want to buy halal food because it's guaranteed quality and safety ...</i> "

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

CONCLUSION

The results of this study show that a correlation between independent variables of halal perception of halal food and halal food purchases is repeated. The relation between independent variables halal-food perception and halal-food repetition purchase could be concluded that halal-food quality has a positive and important impact on the replication of halal-food purchase. It could be concluded, however, that the quality of halal-food purchases is positive and substantive. It can be concluded that the relationship between the independent variable's halal food safety and halal food purchase repetition has a significant, positive impact on repeated purchases of halallal food. The relationship between the knowledge of the independent variable's halal food and the repeating buying of halal food can be found that the knowledge of halal food has a positive and important impact on the buying of halal food repetitions. The relationship between independent variables halal food intention and halal food repetition can be inferred that the halal food intention has a positive and significant impact on the purchasing of halal food repetitive. Based on the study results and the sequential method of explanatory information and data from the above-mentioned table, the quantitative method is obtained The first study of this research is the Halal Food purchases intention and repetition in Indonesia with the Explanatory Sequence Mixed Methods in the area of a region . In addition, qualitatary methods are used to improve the findings of quantitative methods. This study will be a new benchmark for a similar research subject and subsequent research will take place in other countries. It creates a new pattern of factors which will affect the repeat of the purchasing of halal food by non-Muslim consumers. It can be another guide and a new reference for further study. This research. Some recommendations made recommendations for the implementation of a Halal Guarantee management framework for all consumers in Indonesia to eat halal food. The study has many restrictions, namely that there are only 5 non-Muslim consumers participating in qualitative analyses and only 340 respondents responding in quantitative analytical analyses. The number of participants and number of respondents can increase in

further analysis. For more studies, this research may be carried out with various participants and respondents in other countries or other areas.

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