

## FORMING HALAL TO BRAND? FACTORS AFFECTING CONSUMER'S INTENTION TO BUY HALAL BRANDS

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### ABSTRAK/ABSTRACT

*Around the world, many consumers (e.g. Muslim consumers) look for halal brands. The benefits of halal products affect consumer attitudes and behavior in terms of intention to buy halal products and willingness to pay for halal products (Azizi and Chok, 2013). The purpose of this study is to see the factors that influence consumer intention to buy halal brands. It was carried out by determining the branding instrument (brand image, perceived brand quality, brand satisfaction, brand loyalty, and brand loyalty) on the research questionnaire to explain the purchasing behavior of halal brands. Novelty: Indonesia and Malaysia are countries which are potential for not only halal food market, but also as a producer. However, the opportunity as a producer has not been fully utilized. Research Methods: This research used explanatory survey method, data were collected by means of an online questionnaire from sample of 52 respondents consisting of 47 Indonesian respondents (Bandung, Subang, Jakarta, Cianjur, Semarang, Yogyakarta and Majalengka Regent) and 5 Malaysian respondents (students of KUIS, Selangor) and analyzed using SPSS 22. Finding/Results: The research shows that brand image, brand perceived quality, brand satisfaction, brand trust, and brand loyalty have positive effect on brand purchase intention.*

## INTRODUCTION

Brand is defined as a marketing tool that helps differentiate one product from another to meet the needs of the same customers (Aaker, 1996). It gives warranty the promise of trustworthy performance for consumers (Batey, 2009), and add value to the product and give meaning to consumption. Thus, brands provide a basis on which consumers can identify and bond with a product (Weilbacher, 1995) to present personal stories about their lives and identities and

to position themselves in relation to culture, society, and other people (Heding, Knudsen, & Bjerre, 2009). Around the world, many consumers (e.g. Muslim consumers) are looking for halal brands that fully adhere to some of their definite values, habits and practices.

Halal means that you can eat something and use it (according to religious rules) (Syamsyuri, complete dictionary of modern Indonesian, p. 252). It means cases or actions that is allowed, required, permitted, or justified by Islamic law. Meanwhile, haram is a case or action



that must not or is not allowed by Islamic law (Imam Masykoer). Halal products refer to products that meet the syar'i requirements that prevent prohibition, both in terms of their substance and other than their substance (Burhanuddin, 251/2, 2011).

At present, halal is no longer purely a religious issue, but also enters the business and trade chain (Borzooei and Asgari, 252/3, 2013). Halal can be a differentiating factor and by seeking, highlighting and communicating halal certification may expand the world market (Rajagopa et al, 2011). The benefits of halal products affect consumer attitudes and behavior in terms of intention to buy halal products and willingness to pay for halal products (Azizi and Chok, 2013). The potential for sharia economic development is mainly supported by the awareness of the Muslim community towards the consumption of halal goods and services. The 2018 Halal Economy and Strategy Roadmap states that the total consumption of Indonesian halal goods and services in 2017 is around US \$ 218.8 billion. This number is estimated to continue to grow by an average of 5.3 percent and reach US \$ 330.5 billion in 2025 (katadata.co.id, 2020).

Muslims are a community of believers that are spread throughout the world. More than fifty countries have a Muslim majority population especially in South and Southeast Asia (huda, learn religion 2018).

Table 1 Countries with the biggest Muslims Population (2017)

COUNTRY	NO. OF MUSLIMS
Indonesia	209,1 million
Pakistan	176,2 million
India	167,4 million
Bangladesh	134,4 million
Nigeria	77,3 million
Egypt	77 million
Iran	73,6 million
Turkey	71,3 million

COUNTRY	NO. OF MUSLIMS
Sudan	39 million
Algeria	34,7 million
Morocco	31,9 million
Iraq	31,2 million

Source: Learn Religion

Indonesia is the country with the most Muslims in Southeast Asia. There are 87.2 percent of Indonesians who embrace Islam (tempo.co, 2019). Malaysia takes the third place. Islam is the dominant religion in Malaysia, and is the official religion of the country. About 60% of Malaysians are Muslims (Islam-history, 2018).

Indonesia has succeeded in being ranked one in the world in the development of Islamic finance, with a score of 81.93. Based on the 2019 Global Islamic Finance Report, Indonesia managed to move up five ranks and shifted Malaysia, which filled the position for the last three years. Referring to data from the State of the Global Islamic Report in 2018, Indonesia is the country with the most expenditure on halal food worth US \$ 170 billion. The consumption of halal goods and services in 2017 is around US \$ 218.8 billion. This number is estimated to continue to grow by an average of 5.3 percent and reach US \$ 330.5 billion in 2025 (katadata.co.id, 2020). The potential for sharia economic development is mainly supported by the awareness of the Indonesian Muslim community towards the consumption of halal goods and services.

Indonesia has the potential to become the center of the world's sharia economy. Indonesia's readiness can be seen from the existence of halal certification, concern for Muslim-friendly products, however it has not been able to capture the market potential of the halal industry as it positions as a producer of halal goods was still below Australia and Singapore, which are non-Muslim countries. (katadata.co.id, 2020). Meanwhile, throughout 2018, 7,426 applications for Malaysian halal certification were received. And as many as 78,232 food and beverage products, 2,128 cosmetic products, 1,418

pharmaceutical products and 2,808 used goods have been certified halal this year (2018). Slaughterhouses are no exception, with 242 slaughter houses that have received halal certification (Republika, 2018). Indonesia and Malaysia are countries which are potential for not only halal food market, but also as a producer. However, the opportunity as a producer has not been fully utilized (katadata.co.id, 2020).

Based on the previous background, the formulation of the problems in this study which will be discussed are as follows:

1. How does Brand Image of a halal brand relate to the customer's Brand Perceived Quality, brand satisfaction, brand trust, brand loyalty, and brand purchase intention?
2. How does the brand perceived quality of a halal brand relate to the customer's brand satisfaction and the brand purchase intention of a customer?
3. How does brand satisfaction on a halal brand relate to customers' brand trust and brand purchase intention?
4. How does brand trust consumer towards halal brand relate to customers' brand loyalty and brand purchase intention?
5. How is the brand loyalty of the customer towards the halal brand related to the brand purchase intention of the customer?

## LITERATURE REVIEW AND HYPOTHESES

### Brand

Brand is the use of names, logos, trademarks, and slogans to differentiate companies and individuals from each other in terms of what they offer (Riana, 2008). Islamic branding is part of the "branding" concept. The formal definition of "branding is a name, term, sign, symbol, or other feature, which identifies one seller's goods or services as different from another seller" (O'Guin, Allen, & Semenik, 2014). Therefore, a halal logo is a "name, term,

sign, symbol, or other feature" (p.21) that identifies an Islamic brand as being different from other brands. It represents the product aspect of Islamic branding.

### Brand Image

According to Tjiptono (2015: 49) brand image is a description of associations and consumer beliefs in certain brands. Brand image is the observation and belief held by consumers, as reflected in associations or in consumers' memories.

### Perceived Brand Quality

Setyaji (2008) perceived quality is the customer's perception of the overall quality or superiority of a product in relation to what the customer expects. Perceived quality describes the overall response of consumers to the strengths and weaknesses of a brand. This response is the perception of communication from other customers who have bought the product and the consumers themselves about the quality or superiority of the brand.

According to the American Society for Quality Control in Kotler and Keller (2009: 143), it is stated that quality is the whole of the features and characteristics of a product or service that has a function in satisfying needs and wants. So that the perception of quality is the overall features and characteristics of a product that are perceived by consumers in this case including reliability, accuracy, ease of operation and repair or other attributes required by a product.

### Brand Satisfaction

Brand satisfaction is a customer response to the actual quality of a product and the expectations the previous customer wants after the customer has consumed it (Kusuma, 2014). Cleopatra (2015) explains that brand satisfaction is the result of a subjective evaluation of a brand when consuming it once or continuously. According to Ercis, Unal, Candan, & Yildirimi (2012), brand

satisfaction is measured by 3 indicators, namely equity, namely satisfaction with the product, value, namely satisfaction with the brand, and quality, namely pleasure in the product.

### **Brand Trust**

Brand trust is defined as "the average consumer's willingness to rely on the brand's ability to perform its functions" (Chaudhuri & Holbrook 2001: 82). Lee, Park, and Cho (2011) believe that consumer trust in a brand means trust in the function of the product and service, and further, trust is the trust that customers have in the brand's ability to continue to provide its true function.

### **Brand Loyalty**

Oliver (1999: 34) defines loyalty as "a firmly held commitment to repurchasing or protecting back a preferred product or service consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral shifts.

### **Halal**

The word halal comes from Arabic which means "to let go" and "not to be bound", etymologically halal is defined as things that can and can be done because they are free or not bound by the provisions that prohibit them (Girindra, 2008). Halal products refer to products that meet the syar'i requirements that prevent prohibition, both in terms of substance and non-substance (Burhanuddin, 2011).

### **Purchase Intention**

Purchase intention is something related to consumer's plan to buy a certain product and how many units of the product are needed in a certain period (Howard, 1994). Purchase intention is a behavior that occurs when consumers are stimulated by external factors and then becomes a purchasing decision based on personal characteristics and the consumer's decision-making process (Kotler, 2012).

## **HYPOTHESIS**

Previous research has provided evidence about the role of brand image, as a specific influence, on the perception of product or service quality in either quantitative research (Ahmed, Johnson, Ling, Fang, & Hui, 2006; Bloemer, de Rayter, & Petter, 1998; Cretu & Brodie, 2007) and qualitative studies (Browan, Easingwood, & Murphy, 2001).

H1: The brand image of a halal brand is positively related to the brand perceived quality

Studies in marketing claim that brand image is beneficial for increasing brand consumer satisfaction in product and service categories (Aaker, 1991; Chien-Hi, 2011; Tu, Wang, & Chang, 2012). According to this argument, it is expected that a good brand image will increase consumer brand satisfaction (Ali, Ali & Sherwani, 2017).

H2: The brand image of a halal brand has a positive relationship with customer brand satisfaction.

Flavian, Guinaliu, and Torres (2005) state that image has a positive value in influencing consumer confidence because it can reduce the perceived risk perceived by consumers and at the same time increase the likelihood of buying at the time of the transaction. The results of the study support that there is a positive relationship between brand image and brand trust (Cretu & Brodie, 2007; Flavian et al., 2005) (Ali, Ali & Sherwani, 2017).

H3: The brand image of a halal brand is positively related to brand trust.

In the study of Tu, Wang, and Chang, (2012), the relationship between company brand image and brand loyalty was examined in the Starbuck coffee sample in the Taipei region of Taiwan and reported a significant positive relationship. In addition, many other studies have suggested that brand image has a positive influence on consumer loyalty (Ogba &

Tan, 2009; Sweeney & Swait, 2008) (Ali, Ali & Sherwani, 2017).

H4: The brand image of a halal brand has a positive relationship with brand loyalty.

Referring to del Rio's previous research, Vazquez, and Iglesias (2001) and Keller (1993) in the context of brand equity research, the findings indicate that the preferred product brand image has a positive influence on consumer purchase intentions. Moreover, past studies (Dodds et al., 1991; Lee & Tan, 2003) confirm the positive direct effect of the superiority of product brand image on consumer purchase intentions (Ali, Ali & Sherwani, 2017).

H5: The brand image of a halal brand has a positive relationship with brand purchase intention.

Several studies in marketing have examined the relationship between quality, satisfaction, and consumer purchasing behavior and found a positive relationship between perceived quality and customer satisfaction (Darsono & Junaedi, 2006; Taylor, Sharland, Cronin, & Bullard, 1993) and purchase intention (Tsiotsou, 2006; Zeithaml et al., 1996) (Ali, Ali & Sherwani, 2017).

H6: Perceived brand quality of a halal brand is positively related to brand satisfaction

H7: Perceived brand quality of a halal brand is positive related to brand purchase intention.

Previous studies have determined that satisfaction is a good predictor of consumer trust (Chen & Chang, 2013; Kang & Hur, 2012). The results of other studies indicate that satisfaction is a good predictor of purchasing behavior (McQuitty, Finn, & Wiley, 2000; Zeithaml et al., 1996) and has a direct impact on repurchase intention (Ha & Perks, 2005) (Ali, Ali & Sherwani, 2017).

H8: Brand satisfaction with a halal brand is positively related to brand trust.

H9: Brand satisfaction with halal brands is positively related to brand purchase intention.

Empirical findings from previous studies (Chaudhuri & Holbrook, 2001; Flavian, Guinaliu, & Gurrea, 2006) examining the relationship between trust and loyalty have reported that trust is a major determinant of brand loyalty. Likewise, enough research has established the role of trust in developing purchasing behavior including purchase intention (Chen & Chang, 2013; Kang & Hur, 2012) (Ali, Ali & Sherwani, 2017).

H10: Brand trust in halal brands has a positive relationship with brand loyalty.

H11: Brand trust in halal brands has a positive relationship with brand purchase intention.

In the past, researchers have found that brand loyalty is an important antecedent of consumer purchase intentions (Hennig-Thurau et al., 2002; Mittal, Ross, & Baldasare, 1998), (Ali, Ali & Sherwani, 2017).

H12: Brand loyalty to halal brands is positively related to brand purchase intention.

## FRAMEWORK

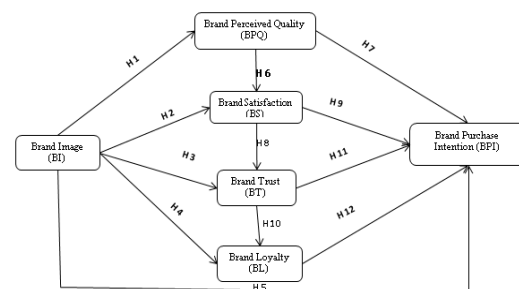


Figure 1 research framework

## RESEARCH METHOD

This research used explanatory survey method, the data was collected from questioner surveyed via Google forms to the respondents. The observation unit is halal brand product namely clothes, food, drink, cosmetics, and health. The unit

of analysis in this research is consumers who have or intend to buy products with halal brands domiciled in Indonesia and Malaysia, which are taken randomly as many as 52 respondents. The questionnaire was designed based on several measurement items for the constructs and processed using SPSS 22. Purchase Intention was measured using a two-item scale adapted from the study of Summers, Belleau, and Xu (2006). The measurement of brand image, brand satisfaction, were adapted from (chen, 2010; kang & hur, 2012; mourad & ahmed, 2012). To measure brand perceived quality, four items were taken from the study by Pappu dan Quester (2006). In addition, the items used to measure brand loyalty were taken from the study by (Chaudhuri & Holbrook, 2001; Kang & Hur, 2012). All items were measured on a five-point Likert scale ranging from strongly disagrees to strongly agree.

**DATA AND ANALYSIS**

From the data collected it shows result as followed;

Table 2 Brand Image and Band Perceived Quality

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	3.563	2.007		1.775	.082
Brand Image	.848	.081	.828	10.441	.000

a. Dependent Variable: Brand Perceived Quality

Source: processed data (2020)

From the t test, it can be seen that the brand image has a t-count value of 10.441 > t-table 1.67591, the brand image sig value of 0.000 < 0.05 probability. This means that brand image has a positive and significant effect on brand perceived quality and H-1 is accepted.

Table 3 Brand Image and Brand Satisfaction

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	.518	1.503		.345	.732
Brand Image	.732	.061	.862	12.043	.000

a. Dependent Variable: Brand Satisfaction

Source: processed data (2020)

From the table above, it can be seen that the brand image has a t-count value of 12.043 > t-table 1.67591, the sig value of 0.000 < 0.05 probability, it can be said that H-2 is accepted. This means that brand image has a positive and significant effect on brand satisfaction.

Table 4 Brand Image and Brand Trust

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	5.834	2.791		2.091	.042
Brand Image	.767	.113	.693	6.793	.000

a. Dependent Variable: Brand Trust

Source: processed data (2020)

From table 4 it can be seen that the brand image has a t-count value of 6.793 > t-table 1.67591, the sig brand image value of 0.000 < 0.05 probability, it can be said that H-3 is accepted. This means that brand image has a positive and significant effect on brand trust.

Table 5 Brand Image and Brand Loyalty Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.467	3.210		2.015	.049
Brand Image	.697	.130	.604	5.364	.000

a. Dependent Variable: Brand Loyalty  
Source: processed data (2020)

From table 7 it can be seen that the brand image has a t-count value of 5.364 > t-table 1.67591, the sig brand image value of 0.000 < 0.05 probability, it can be said that brand image has a positive and significant effect on brand loyalty. This means that H-4 is accepted.

Table 6 Brand Image and Brand Purchase Intention Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.631	1.671		.378	.707
Brand Image	.448	.068	.684	6.628	.000

Dependent Variable: Brand Purchase Intention  
Source: processed data (2020)

The brand image has a t-count value of 6.628 > t-table 1.67591, the sig brand image value of 0.000 < 0.05 probability, it can be said that brand image has a positive and significant effect on brand purchase intention. This means that H-5 is accepted.

Table 7 Brand Perceived Quality and Brand Satisfaction Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.228	2.039		2.073	.043
Brand Perceived Quality	.585	.083	.706	7.046	.000

a. Dependent Variable: Brand Satisfaction  
Source: processed data (2020)

Brand Perceived Quality has a t-count value of 7.046 > t-table 1.67591, the perceived brand sig value is 0.000 > 0.05 probability, it can be said that H-6 is accepted. This means that the perceived quality variable has a positive & significant effect on brand satisfaction.

Table 8 Brand Perceived Quality and Brand Purchase Intention Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.451	1.405		-.321	.750
Brand Perceived Quality	.496	.057	.775	8.661	.000

a. Dependent Variable: Brand Purchase Intention  
Source: processed data (2020)

Brand Perceived Quality has a t-count value of 8.661 > t-table 1.67591, the perceived brand sig value is 0.000 > 0.05

probability, it can be said that H-7 is accepted. This means that the perceived quality variable has a positive & significant effect on brand purchase intention.

Table 9 Brand Satisfaction and Brand Trust

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	6.781	2.307		2.939	.005
Brand Satisfaction	.967	.124	.742	7.818	.000

a. Dependent Variable: Brand Trust  
Source: processed data (2020)

Brand satisfaction has a positive & significant effect on brand trust and H-8 is accepted as the t-count value of 7.818 > t table 1.67591, the sig value is 0.000 < 0.05.

Table 10 Brand Satisfaction and Brand Purchase Intention

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	2.193	1.526		1.437	.157
Brand Satisfaction	.510	.082	.661	6.237	.000

a. Dependent Variable: Brand Purchase Intention  
Source: processed data (2020)

Brand satisfaction has a t-count value of 6.237 > t table 1.67591, the sig value is 0.000 < 0.05. It means brand satisfaction has a positive & significant

effect on brand purchase intention and H-9 is accepted.

Table 11 Brand Trust and Brand Loyalty

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	5.011	2.530		1.980	.053
Brand Trust	.752	.102	.723	7.395	.000

a. Dependent Variable: Brand Loyalty  
Source: processed data (2020)

Brand trust has a t-count value of 7.395 > t table 1.67591, the sig value is 0.000 < 0.05. It means brand trust has a positive & significant effect on brand loyalty and H-10 is accepted.

Table 12 Brand Trust and Brand Purchase Intention

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	.550	1.354		.406	.686
Brand Trust	.449	.054	.759	8.250	.000

a. Dependent Variable: Brand Purchase Intention  
Source: processed data (2020)

From table 12 it shows that brand trust has a t-count value of 8.250 > t table 1.67591 and the sig value is 0.000 < 0.05. It means brand trust has a positive &

significant effect on brand purchase intention and H-11 is accepted.

Table 13 Brand Loyalty and Brand Purchase Intention Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.475	1.396		1.773	.082
Brand Loyalty	.389	.059	.684	6.623	.000

a. Dependent Variable: Brand Purchase Intention

Source: processed data (2020)

From table 13 it can be seen that brand loyalty has a t-count value of 6.623 > t table 1.67591 and the sig value is 0.000 < 0.05. It indicates that H-11 is accepted meaning that brand loyalty has a positive & significant effect on brand purchase intention.

## CONCLUSIONS

From this study, it is discovered that the brand instrument like, brand image, perceived quality, satisfaction, trust, and loyalty play an important role in halal purchase intention. It is observed that brand perceived quality is more likely to be gained based on the brand image of a product, whereas brand image has positive correlation with brand satisfaction. So, providing more quality will increase the chances of product purchasing trend. It is also found that brand trust is gained from brands satisfaction. It means customers care about how a halal product should be satisfying, having high quality and can be trusted. It can be concluded that it is important to gain customers trust by giving the best quality and satisfying products to increase purchase intention.

## IMPLICATION/LIMITATION AND SUGGESTIONS

In future, researchers can further validate this model by taking responses from other groups of people, as we have considered only Indonesian and Malaysian for the survey. The researchers can extend this study in future by considering roles of brand engagement in halal products purchase intention.

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