

HOW SUBJECTIVE NORM, RELIGIOSITY, AND ATTITUDE AFFECT PURCHASE INTENTION FOR EMINA PRODUCTS IN SURABAYA

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ABSTRACT

This study aims to determine the effect of subjective norms, religiosity, and attitudes on the purchase intention of "Halal" products. The object used in this research is Emina Cosmetic products in Surabaya. Data processing was carried out using Structural Equation Modeling (SEM) with AMOS software version 22 for windows. The data used in this study are primary data obtained from distributing questionnaires. Respondents in this study were 151 respondents who had used Emina products in the last 1 year. The sampling technique for this study was a non-probability sample with a purposive sample. The results of this study indicate that there is a positive and significant influence between subjective norms and attitudes towards purchase intention of Emina products in the "Halal" category. Meanwhile, religiosity has no effect on the purchase intention of Emina products in the "Halal" category.

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1. INTRODUCTION

Halal is an Arabic word with a general meaning permissible, lawful, permissible, acceptable, and approved (Adel et al., 2021) The antonym of halal is haram, which means forbidden (Mannaa, 2020) Halal and haram are Islamic principles related to human relations with Allah, where halal is something that is permitted by Allah to do, use or consume, which means that halal products are products that are permitted by Allah to be consumed and do not result in sin and torment (Nurhayati & Hendar, 2020) Nonetheless, it is difficult for Muslims to judge whether a product is Halal or not at the time of purchase (Iranmanesh et al., 2020) From product standardization to halal certification, various efforts have been made to ensure that the products consumed meet halal requirements (Kasri et al., 2021).

Halal products are an important means for Muslim consumers around the world, so that many things influence consumer purchasing decisions (Jaiyeoba et al., 2020) Especially, in a Muslim-majority country, which raises the intention of some people to choose halal products because they care about products that comply with Islamic law (Barqiah & Marsasi, 2022) Consumer buying behavior towards Halal products is influenced by many factors (Billah et al., 2020) Religiosity as an important factor in shaping consumer decision making in the intention to buy halal products (Khan et al., 2022) This is because consumers need to consider whether the halal product to be purchased is permitted by religion (Ustaahmetoğlu, 2020) Muslim consumers' purchasing decisions for "Halal" products are also influenced by the surrounding environment because if one's friends and family approve of purchasing Halal products, consumers tend to show ethical beliefs regarding purchasing these products (Wang & Chou, 2021) Another important factor is the halal logo on halal products as well as the level of awareness about the attributes of halal products and how these guide consumer attitudes (Billah et al., 2020)

Differences in consumer characteristics in buying, so that it is necessary to analyze important aspects of consumer behavior using Theory of Reasoned Action (TRA) (Effendi et al., 2020) TRA itself is a characteristic of the concept of purchase intention (Troudi & Bouyoucef, 2020) Each individual's different perception of religion is identified using TRA, in which interaction with religion is determined separately for each factor (attitude, subjective norm, and intention) identified in TRA (Jumani & Sukhabot, 2020) In the TRA context, purchase intention suggests the extent to which consumers are ready or willing to buy halal products (Gundala et al., 2022) Islam is not only a religion for Muslims, but also a way of life, knowledge and religiosity is closely related to attitudes of Muslims, so researchers believe that it is important to add to the religiosity and attitudes of Muslims towards halal products (Nghah et al., 2021)

In research conducted by (Garg & Joshi, 2018) aims to investigate the relationship between purchase intentions for "Halal" branded products with religiosity and subjective norms. The results show that

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subjective norms and religiosity do not have a direct influence on Purchase Intention. This research has put forward the concept of "halal" branding from a different perspective. Furthermore, research conducted by (Ajzen, 2015) used the TPB model, subjective norms have a weak influence on Purchase Intention. This study reports that there is difficulty recognizing subjective norms when consumers are unfamiliar with the product or lack clues about a product. Research conducted by (Hasbullah et al., 2016) says that there is a positive relationship between subjective norms and intentions to buy online. This is said because consumers tend to accept behavior carried out by those closest to them or people they trust. Consumers will seek information about a product from people they trust, namely their friends. Their suggestions will make consumers more influenced to use the product according to the recommendations given. Research (Nora & Minarti, 2016) shows that religiosity has a positive and significant effect on purchase intention. This study states that buying behavior tends to surround Muslim culture, norms attitudes, and religious values. The relationship between subjective norm and purchase intention has an insignificant relationship in research (Garg & Joshi, 2018) whereas in research conducted by (Ajzen, 2015) and (Hasbullah et al., 2016) it shows significant results. Then the relationship between religiosity and Purchase Intention did not have a significant effect on the research conducted by Prerna, while the research conducted (Nora & Minarti, 2016) showed significant results. With this difference in results, the gap in this study is to explain the relationship between religiosity and subjective norms on Purchase Intention.

Today's "Halal" branding is not limited to food alone, although to a large extent related to food, the concept of "halal" relates to the whole spectrum of products and services that consumers may purchase (Bhutto et al., 2022) Consumers have more positive attitudes and intentions towards halal food than halal cosmetics, so in this study the focus is more on halal cosmetics, which are different from ordinary cosmetic products, because halal cosmetics may not contain traces of pork by-products and their derivatives, alcohol. and other prohibited substances according to Islamic guidelines (Ishak et al., 2020) Especially for Muslim women, halal cosmetics need to fulfill the nuances of their cultural and religious values (Hwang & Kim, 2021) This study is focused on Emina's halal cosmetics with a demographic market that is at least 19 years old, because Emina's cosmetics are a local halal cosmetic brand that has contributed to popularizing cosmetics in Indonesia, and Emina's targets are teenagers and the prices are relatively cheap for teenagers. Based on the explanation above, the purpose of this research is to examine the existing conditions related to research on the "Halal" brand. As well as finding empirical evidence and testing the effect of subjective norms, religiosity, and attitudes on purchase intention using the theory of reasoned action (TRA).

Subjective norms are individual perceptions of how people who are important to the individual think about what should or should not be done (Widyanto & Sitohang, 2022) Subjective norms can act as a form of social pressure for individuals, where pressure from consumer reference groups can cause individuals to act positively towards certain products, and explained that research on Halal products shows that consumers' Halal purchasing behavior is influenced by subjective norms (Bukhari et al. 2020) Concern and health awareness among consumers, so that the behavior of consuming halal products is significantly and positively influenced by reference groups (important people in a relationship such as family members and close friends) (Lim et al., 2022) Other research that also supports the relationship between subjective norms and purchase intention explains that related to social norms is seeking help from existing customers through word of mouth and making some consumers as ambassadors in promoting halal products in consumers' social circles (Khan et al., 2022) Women who have influence are more active in conveying something, because of their role as influencers (Marsasi & Barqiah, 2023)

H 1 : Subjective norms have a positive effect on purchase intention

The term "religiosity" refers to an individual's perception of how far he or she is committed to religion and how religion influences individual life and behavior in consuming halal products (Kasri et al., 2021) In another study, it was explained that religiosity is divided into two, namely intrinsic religiosity which refers to the basis of religious beliefs, doctrines, and value systems (Sholihin et al., 2022) Second, extrinsic religiosity refers to religious motivations that are driven by personal gain - religion is seen as a vehicle for personal/social utility (eg individuals with high extrinsic religiosity join churches/mosques/temples to establish business or social relationships) (Chowdhury et al. 2022) Religiosity is included in terms of ideology and religious experience (Tegambwage, 2022) Religiosity is mostly expressed in terms of the level or extent to which a person practices his religious views and ideals (Kaur et al., 2022) Consumer beliefs about Islam enable consumers to buy halal products, so that religiosity influences consumer purchase intentions (Alotaibi & Abbas, 2022) Other studies that also support this relationship say that the higher a person's religiosity, consumers may be more likely to identify halal products and avoid haram products (Rizkitysha & Hananto, 2022)

H 2 : Religiosity has a positive effect on Purchase Intention

Attitudes are developed from obligations, knowledge, living standards and beliefs, which shape consumer attitudes towards products and services (Tuhin et al., 2022) Attitude towards the brand is one of the most important elements in the purchase action that will be carried out by consumers, this is based on the fact that a positive attitude of consumers towards certain brands will enable consumers to make purchases of that brand; conversely, the negative attitude of consumers will hinder the purchase action to be taken (Handriana et al., 2020) Consumer attitudes prefer cosmetic products with the halal logo, will have a major influence on behavioral intentions in choosing halal products (Septiarini et al., 2022) Other studies also support that consumer attitudes can affect purchase intentions (Hanafiah & Hamdan, 2020)

H 5 : Attitude has a positive effect on Purchase Intention

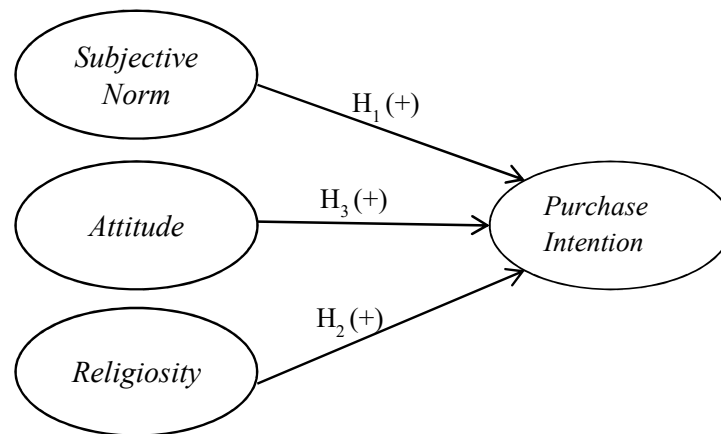


Figure 1. Conceptual Model

2. METHOD

The type of research conducted is basic research, which in this research examines the factors that influence the intention to buy an Emina product. This study is included in the type of causal research, by examining the effect of the independent variables (subjective norms, religiosity, and attitude) on the dependent variable (purchase intention) on Emina products. The approach used in this study is quantitative research because it uses primary data processing to be processed taken from respondents who have used Emina products in the past year in Surabaya and are Muslim, to prove theories about the factors that influence a Muslim in buying Emina products. This research is a replication of previous research. The purpose of this study was to determine the effect of subjective norms, religiosity, and attitudes on the purchase intention of Emina products in the "Halal" category.

Based on the analysis and hypotheses in this study, the variables used in this study are divided into 3 independent variables and 1 dependent variable. Independent variables are variables that are not influenced by other variables, but independent variables will affect other variables. While the dependent variable is a variable that is influenced by other variables, but cannot affect other variables. In this study, the independent variables included are subjective norms, religiosity, and attitude. Meanwhile, the dependent variable in this study is purchase intention.

The data source used in this research is primary data which is directly obtained from respondents who have used Emina products for the past year in Surabaya and are Muslim, through offline media. The data was obtained from distributing questionnaires to 151 respondents to measure the independent variables (subjective norms, religiosity, and attitude) on the dependent variable (purchase intention) for Emina products in the "Halal" category in Surabaya. In this study also asked the profile of respondents such as gender, age educational background, occupation, and income.

The level used for the dependent and independent variables in this study is the interval level, which is a scale that not only arranges objects or alternatives according to their magnitude but also distinguishes these settings within the same interval units (Zikmund et al., 2009) Data collection uses a closed-ended question questionnaire to respondents. The answer choices at the interval level are arranged using a numerical scale with the aim that the respondent gives an assessment of the statement and is measured on a 5-level scale.

The population of this study are consumers who have the intention to buy Emina products in Surabaya. As well as the criteria for respondents who will be examined in this study are respondents who have used Emina products in the last one year who are at least 19 years old and are Muslim and domiciled in Surabaya. The sampling technique used in this study is non-probability sampling, because the probability of a population is not clearly identified and the sample is selected based on subjective judgment (Zikmund et al., 2009) The type of non-probability sampling chosen was purposive sampling. In this type of purposive sampling is a sampling technique to get an appropriate sample (Zikmund et al., 2009).

3. RESULT AND DISCUSSION

The first stage is to test the validity and reliability of 30 respondents using IBM SPSS Statistics 24. The validity test is carried out by looking at the results of the total correlation corrected item / pearson correlation $\geq R_{table}$ with a significant level of 5%, namely 0.361 and seeing that the significance value of the pearson correlation must be smaller than 0.05, then the statement items in the questionnaire are said to be valid. Then the reliability test is assessed from Cronbach's alpha ≥ 0.7 , but if the Cronbach's alpha value is between 0.6 and 0.7 it is still acceptable (Hair et al., 2018) Furthermore, the researcher distributed 185 questionnaires offline, but only 151 questionnaires could be used. After recapitulating the data from all accepted samples and analyzing the suitability of the measurement model and the structural model, hypothesis testing can be carried out.

The measurement model in this study was obtained from data processing using AMOS 22.0 software. Measurement model analysis was carried out using CFA (Confirmatory Factor Analysis) which was applied to all research variables and their indicators. If this measurement model has a Goodness of Fit (GOF) index value, which consists of 5 indices, namely CMIN/DF, RMSEA, GFI, TLI, and CFI. Then the measurement model can be carried out further analysis. The following is the result of Goodness of Fit in this measurement model:

Table 1. Results of the Goodness of Fit Measurement Model Test

No.	Index	Criteria	Results	Information
1	CMIN/DF	CMIN/DF ≤ 3.0	1,458	<i>Good Fit</i>
2	RMSEA	RMSEA ≤ 0.08	0.055	<i>Good Fit</i>
3	GFI	GFI ≥ 0.9	0.919	<i>Good Fit</i>
4	TLI	TLI ≥ 0.9	0.944	<i>Good Fit</i>
5	CFI	CFI ≥ 0.9	0.958	<i>Good Fit</i>

After ensuring that all the Goodness of Fit values comply with the criteria, the next step is to test the validity and reliability of all variables using the AMOS 22.0 software ; to check the validity of the data as a whole, it can be seen through the values of standardized loading (λ) and Average Variance Extracted (AVE). Referring to (Hair et al., 2018) a minimum standardized loading (λ) value of 0.5 or more, and ideally 0.7 or more, has shown good validity. Can use the AVE value to show good validity with a minimum value of 0.5 Then to test reliability by showing the results of Construct Reliability (CR). Referring to (Hair et al., 2018) the value of construct reliability received is between 0.6 and 0.7 or ≥ 0.7 .

The table below shows the results of the standardized loading values, and shows that all indicators have standardized loading values that exceed the value of 0.50 so that they are declared valid and nothing needs to be discarded. Then proceed with calculating the Average Variance Extracted (AVE) for the validity test and calculating the Construct Reliability (CR) for the reliability test by processing the values from standardized loading. The following is a table showing the standardized loading values and the results of the AVE and CR calculations:

Table 2. AVE and CR Calculation Results

Variable	Indicator	std. loading	AVE	CR	Ket.
SN	SN1	0.683	0.468	0.725	Valid and Reliable
	SN2	0.693			Valid and Reliable
	SN3	0.676			Valid and Reliable
RG	RG1	0.762	0.481	0.734	Valid and Reliable
	RG2	0.672			Valid and Reliable
	RG3	0.641			Valid and Reliable
ATT	ATT1	0.656	0.458	0.716	Valid and Reliable
	ATT2	0.747			Valid and Reliable

	ATT3	0.622			Valid and Reliable
	PI1	0.728			Valid and Reliable
PI	PI2	0.708	0.493	0.795	Valid and Reliable
	PI3	0.711			Valid and Reliable
	PI4	0.659			Valid and Reliable

Next is the suitability test of the structural model. The initial step taken was to look at the suitability of the empirical data and the structural model which was measured using the goodness of fit criterion. Goodness of Fit identifies how well the predetermined model produces a covariance matrix between each indicator (Hair et al., 2018) The following is a table showing the results of Goodness of Fit:

Table 3. Structural Model Goodness of Fit Test Results

No.	Index	Criteria	Results	Information
1	CMIN/DF	CMIN/DF \leq 3.0	1,458	Good Fit
2	RMSEA	RMSEA \leq 0.08	0.055	Good Fit
3	GFI	GFI \geq 0.9	0.919	Good Fit
4	TLI	TLI \geq 0.9	0.944	Good Fit
5	CFI	CFI \geq 0.9	0.958	Good Fit

Then testing the hypothesis to see the effect that occurs between variables using AMOS 22.0 software. This stage can be carried out after recapitulating descriptive data from a total sample of 151, followed by analysis of measurement models and structural models that are in accordance with the criteria. At this stage, the standard value provisions used in testing the research hypothesis are carried out using a benchmark of probability, where the P value \leq 0.05 or 5% significant. To see whether a hypothesis is significant or not, you can also see the | value CR | that is equal to \geq 1.96 A hypothesis is supported or accepted if it meets these criteria. In this study, final research pictures and tables will be included to show the results of the structural model, namely the P and CR values that have been processed to find out whether all the hypotheses in this study are supported according to the research hypothesis. The following table shows the results of the structural model:

Table 4. Hypothesis Testing Results

hypothesis	Path	std. Estimates	CR	P	Information
H1(+)	SN \rightarrow PI	0.394	2,243	0.025	H1 Supported
H2(+)	RG \rightarrow PI	-0.083	-0.508	0.611	H2 Not Supported
H3(+)	ATT \rightarrow PI	0.532	2,184	0.029	H3 Supported

Through testing the hypotheses contained in table 4 above, it can be seen that of the 3 research hypotheses. Based on the table above, it can be seen that the 2 hypotheses have a positive and significant effect, namely the subjective norm and attitude variables towards purchase intention. While 1 hypothesis is not positively related, namely the religiosity variable on purchase intention. In the first hypothesis, it shows that the subjective norm has a positive and significant effect on the purchase intention of Emina products in the "Halal" category, which states that the stronger the subjective norm or the stronger the influence of people who are important to the respondent, the higher the purchase intention.

The second hypothesis shows that religiosity has no effect on the purchase intention of Emina products in the "Halal" category. These results are in line with research (Garg & Joshi, 2018) which states that religiosity has no effect on purchase intention. There is no effect of religiosity on purchase intention of Emina products in the "Halal" category, which has been described by several previous researchers. According to research (Putri et al., 2019) because in order to increase and strengthen the level of religiosity and the level of knowledge, a person must go through a long process, until finally being able to form one's "attitude", so that it will indirectly affect daily life. The factors that encourage consumers to buy brands are not religiosity but awareness of product value. The third hypothesis shows that attitude has a positive and significant effect on the purchase intention of Emina products in the "Halal" category. These results support research (Garg & Joshi, 2018) which says that attitudes towards "Halal" products have a significant impact on the intention to buy "Halal" products.

4. CONCLUSION

This research has 3 hypotheses with 2 supported hypotheses and 1 unsupported hypothesis. Two hypotheses are supported, among others: the positive influence of subjective norms and attitudes on purchase intention, while one hypothesis that is not supported is religiosity which does not have a positive effect on purchase intention. The recommendations given are based on the results of research that has been done and addressed to companies with the hope of providing input and suggestions for marketing companies in improving performance.

From the results of the research, it can be seen that subjective norms have a positive and significant effect on purchase intention which is consumer friends who have the greatest influence on consumer purchase intentions, so the advice that can be given is to give friends package promos, where the company provides cosmetic packages that can be used with friends. Another note can also be done by giving a discount or discount, where Emina will give a 10% - 20% discount if you buy a product at a store with friends, terms and conditions apply.

The results of this study also show that attitude has a positive and significant effect on purchase intention, so the recommendation that researchers can give to marketers is to carry out marketing efforts that focus on increasing consumer preferences in using halal products, such as making advertisements that provide persuasive messages about the importance of checking halal for consumers. fellow Muslims and reasons why it is better to use halal products, as well as highlighting that they have been certified "Halal", such as giving a "Halal" logo on each product.

This research is still limited to generalizing geographic characteristics such as the research location area. It is hoped that further research will be able to conduct research in Surabaya and Sidoarjo. As well as the characteristics of the respondents in this study have various educational backgrounds. This study used a small sample of 151 respondents offline and was conducted during the Christmas and New Year holidays, so it could not be maximized in distributing the questionnaires. It is hoped that further research can use more samples, so that the results are more accurate and better, and the distribution can be carried out on weekdays and the distribution can also be carried out in the Emina community in Surabaya.

This study has 1 hypothesis that is not significant, namely religiosity on purchase intention, maybe it can be corrected through the appendix, due to the limitations of religiosity measurements which are still biased so it is recommended to use another appendix source from other similar studies, then in this study do not use the attitude variable as mediation, due to the lack of knowledge of researchers, it is hoped that further research will use the attitude variable as mediation in order to produce supported hypothesis results.

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