

## WHY DO CONSUMERS PURCHASE IMPORTED HALAL MEAT PRODUCTS?

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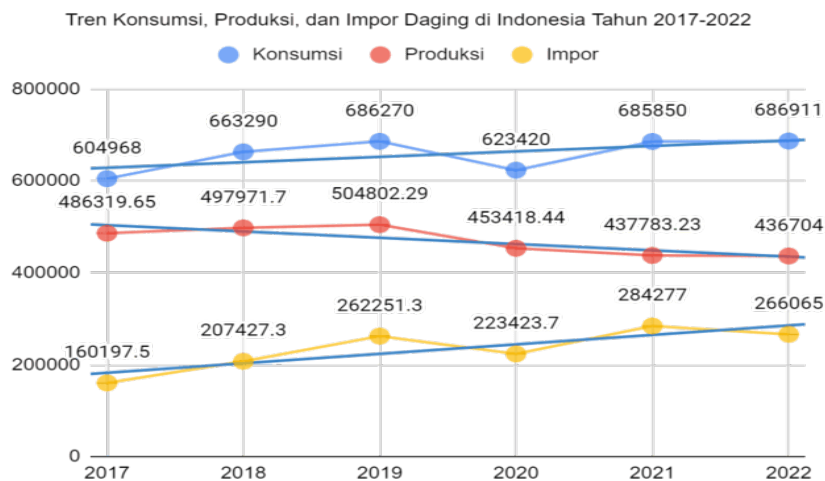
**Abstract:** Halal meat is important in Indonesia, not only because of the Muslim consumer's demand but also because of the low domestic production. Therefore, this study aims to determine the factors that influence the intention to purchase imported halal meat from Muslim consumers in Indonesia. To answer the inquiry, it employed a quantitative research method and adopted the Theory of Planned Behavior and Push-Pull Mooring Theory. Primary data was obtained from 913 Indonesian Muslim respondents and analyzed using Covariance-Based Structural Equation Modeling (CB-SEM). The results showed that nutritional content, behavioural control, and attitudes significantly and positively affect the intention of purchasing imported halal meat products. Meanwhile, the price variable significantly negatively affects the purchase intention. The religiosity variable, which acts as a mediating variable, significantly positively affects attitudes to buying imported halal meat products. Meanwhile, the variables of subjective norms, sensory attractiveness, and halal awareness are not significant in this study. The results are expected to provide insights for halal meat importers, halal industry players, the government and other stakeholders in Indonesia and globally.

**Keywords:** Halal meat; Halal food; Theory of planned behavior; Push-pull mooring theory; Covariance-Based Struktural Eqation Modelling (CB-SEM)

### 1. Introduction

In the past few decades, the demand for meat increased, especially in developing countries. The increase happens not only because meat is a food that provides an important source of protein for the human body (Weele et al., 2019) but also due to increased community welfare, land change, dietary adjustments, population growth, and democratization (Hasiner & Yu, 2016). The rapid increase in demand for meat has undoubtedly affected the livestock sector, which encourages the industry and the government to take immediate action to overcome this (Katare et al., 2020). Furthermore, if there were shortages of local production, imports were usually done to meet the demand (Hati et al., 2020).

Figure 1 shows Indonesia's consumption, production, and demand for imported beef. The data shows a significant upward trend from 2017-2019 for consumption trends. In terms of production trends, there was a decrease from 2021. Thus, the data shows that the decline in beef production was certainly not in line with the high demand. As such, frozen meat can be imported to meet the high demand (Hati et al., 2020). Furthermore, Indonesia experienced a significant increase in meat imports from 2017 to 2021, reaching 284 thousand tons. In this respect, Australia is the largest meat importer country for Indonesia (Kusnandar, 2018). Throughout 2017-2020 Australia exported 413 thousand tons of meat to Indonesia, followed by India and the United States with 295 thousand tons and 69 thousand tons, respectively.



**Figure 1.** Data on Indonesian Meat Consumption, Production and Import for 2017-2022

Source: outlook daging sapi 2020 (setjen pertanian); databoks; BPS, Author's Own

The significant influx of meat imports into Indonesia has drawn considerable attention to halal products. This is due to Indonesia being a predominantly Muslim country, where the assurance of halal-certified consumer goods holds great importance. While mandatory halal provisions for meat imports are not explicitly stated in the Minister of Trade regulation (Permendag) Number 29/2019, the mandatory halal regulation is still enforced through recommendation requirements as stated by the 2014 JPH (Halal Product Guarantee) Law. According to the Ministry of Agriculture (Kementan) recommendations, import recommendations will only be granted with halal certification (Siregar, 2019). So, according to the Indonesian Ulema Council (MUI), frozen beef sold by the government through the Logistics Affairs Agency (Bulog) must be gone through inspection and be confirmed to be halal (Sihombing, 2017).

Literature shows that several factors can influence a person's intention to purchase a halal food product, including imported halal meat. These factors are attitude (Hati et al., 2020; Vizano et al., 2021; Bashir, 2019; Afendi et al., 2014; Lada et al., 2009), subjective norms (Vizano, 2021; Lada et al., 2009; Afendi et al., 2014), perceived behavioural control (Vizano et al., 2021; Janet & Islam, 2019), price (Hati et al., 2020), sensory appeal (Hati et al., 2020), nutrition content (Hati et al., 2020), religiosity (Akbari et al., 2017; Awan, 2015; Amalia et al., 2020), and halal awareness (Bashir, 2019; Vizano et al., 2021).

Most of the above literature was developed using *the Theory of Planned Behavior* or *TPB framework*, in which most studies found that the intention to purchase halal products is linked

to increasing positive attitudes, strong subjective norms and a higher level of behavioural control (Hati et al., 2020; Ali et al., 2017; Vizano et al., 2021; Amalia et al., 2020). Additionally, studies have revealed other frameworks that can explain this intention, such as the Push-pull mooring (PPM) theory. This theory connects the intention to purchase halal products with push factors (e.g., price) and pull factors (e.g., sensory attractiveness and nutritional content). However, research focusing on applying the PPM theory to imported halal meat products remains relatively low. In addition, some previous research (Vizano et al., 2021; Bashir, 2019; Awan, 2015; Akbari et al., 2017; Amalia et al., 2020) has not explicitly chosen what halal food research object was chosen. As such, studies are needed to fill in the research gap.

With the perspective above, this study aims to determine the factors that influence the intention to purchase imported halal meat from Muslim consumers in Indonesia. To achieve the objective, the study employed a quantitative research method. It also adopted the framework from the Theory of Planned Behavior and Push-Pull Mooring Theory. In its operationalization, primary data was obtained from 913 Indonesian Muslim respondents and analyzed using Covariance-Based Structural Equation Modeling (CB-SEM). The results are expected to provide insights for halal industry players, government and other stakeholders of the halal industry in Indonesia and globally.

To proceed, this study is structured as follows. Section one introduces the study, while section two briefly reviews relevant concepts and literature. Section three explains the research methods adopted in the study. Section four discusses the findings and analysis. The final section concludes the study.

## **2. Literature Review**

### **2.1. The Concept of Consumer Behavior in an Islamic Perspective**

In the context of consumption priorities, Muslim scholars add three axioms to complement the axioms in conventional economics (Hasan & Lehar, 2011). The first axiom is to divide consumption priorities into three levels, namely *daruriyyat* (primary), *hajjiyat* (secondary), and *tahsniyat* (tertiary). A rational Muslim consumer will prioritize primary needs or *daruriyat* above other needs. The second and third axioms are consuming goods that are halal and oriented towards *maslahah* or mutual benefit (Hasan & Lehar, 2011). The consumption of halal goods is not only a clear directive from Allah SWT but also beneficial for individuals. This is due to its ability to safeguard individuals from detrimental consequences, both in material and social aspects.

### **2.2. Theory of Planned Behavior (TPB)**

TPB or theory of *planned* behavior is a psychological theory that has a focus on understanding and predicting human behavior that is filled with elements of complexity by explaining the factors that drive a consumer's intentions that can have an impact on a behavior (Ajzen, 1991). TPB is a continuation *theory of the Theory of Reasoned Action* (TRA) that has been compiled by Fishbein & Ajzen (1975). According to the Theory of Reasoned Action, intention plays a pivotal role in determining an individual's behavior. Intention is influenced by two main factors: attitude, which refers to an individual's positive or negative feelings towards performing a particular behavior, and subjective norms, which represent the social pressures exerted by individuals' closest social circles. Additionally, Azjen (1991) introduced a third factor, namely Perceived Behavioral Control (PBC), which assesses the level of difficulty an individual perceives in performing a specific behavior based on their own sense of control.

### **2.3. Push-Pull Mooring Theory (PPM)**

The PPM migration framework was first proposed as a human migration concept (Moon, 1995). Where the concept is used to define the migration of people from one neighborhood to another (Bansal, Taylor, & James, 2005). Essentially, the Push-Pull-Mooring (PPM) framework elucidates how human behavior can be influenced by three key factors: push, pull, and mooring. The push factor entails negative stimuli that prompt consumers to transition from antecedents to alternatives. On the other hand, the pull factor represents positive stimuli that attract consumers towards alternatives, enticing them to shift from antecedents. Lastly, mooring acts as a barrier to the movement of consumer intentions, hindering their transition from antecedents to alternatives.

## 2.4. Hypothesis Development

*Attitude toward behavior* is a tendency to behavior that is liked or disliked by someone towards an object (Bashir, 2019). More specifically, according to Leone (1995) attitude is an assessment of the implementation of certain behaviors that are known to have a direct relationship with intentions and behaviors. Then, intention or purchase intention is defined as decision making, which describes the motive on the purchase of a particular brand (Shah, et al., 2012). Elbeck and Mandernach (2008) describe purchase intentions as expectations related to the attitude or *attitude* of a consumer. This is proven in research that states that attitude has a positive and significant influence on the intention to purchase halal food products (Vizano et al, 2021; Bashir, 2019; Afendi et al, 2014; Lada et al, 2009). Therefore, the hypothesis in this study is formulated as follows:

*H1: Attitude has a positive effect on the intention to purchase imported halal meat products.*

*Subjective norms* can be determined by the presence of beliefs and the desire to follow something or the motivation to obey something (Vizano, Khamaludin, & Fahlevi, 2021). According to Miller (2002), *subjective norms* mean the views of others regarding behavior and consumer motivation to agree with these views. *Subjective Norms* are a person's sensitivity in carrying out a behavior that then leads to pressure that is felt and influences consumer interests and decisions to buy halal food (Teo & Lee, 2010; Alam & Sayuti, 2011). This is proven in research which states that *subjective norms* have a positive and significant influence on the purchase intention of halal food products (Vizano, 2021; Lada et al, 2009; Afendi et al, 2014). Therefore, the hypothesis in this study is formulated as follows:

*H2: Subjective Norms have a positive effect on the purchase intention of halal imported meat products*

*Perceived Behavioral Control* is the amount by which a person has a feeling of being capable in terms of achieving a particular behavior. It is determined by one's beliefs regarding the influence of situational and internal factors that enable the achievement of behavior (Ajzen, 1991). According to Kim and Chung (2011) *Perceived Behavioral Control* causes a significant difference between the intention and action of a behavior. So that higher control will lead to increased behavioral intentions. PBC or *Perceived Behavioral Control* is a statistically significant for purchase intentions (Kim & Chung, 2011). Moreover, according to Khalek (2012) PBC is defined as the availability and ability to buy halal food. Therefore the more control from around who has the assumption to buy halal food, the more likely it is to have a purchase intention. This is in line with several previous research (see among others: Vizano et al, 2021; Janet & Islam, 2019). Therefore, the hypothesis in this study is formulated as follows:

*H3: Perceived Behavior has a positive effect on the purchase intention of halal imported meat products*

Price is a variable that has a significant influence on consumer attitudes and interests (Rosa-Diaz, 2004). In Aboah and Lees' (2020) research, it was found that price is a factor that shapes a person's attitude towards meat products, although there are several levels of importance depending on the type of meat. Then price perception has also been observed to be able as a key element that influences customer purchase intent (Munnukka, 2008). Previous research conducted by Font i Furnols et al (2011) and Realini et al (2013) proved that price is an important factor in influencing meat purchase intentions. In addition, research by Hati et al (2020) also shows that price perception significantly affects a consumer's attitude towards frozen meat which then continues to the intention to buy frozen meat. Therefore, the hypothesis in this study is formulated as follows:

*H4: Price negatively affects the purchase intention of halal imported meat products*

Food is good for humans not only because of its production conditions but its attraction to the senses, such as taste (Marian, 2014). However, these perceptions often get differences between consumers. Research conducted on consumers in Europe shows that consumers have difficulty in assessing the quality of meat, so consumers become dissatisfied (Grunert, Bredahl, & Brunsø, 2004). The sensory appeal of food itself is divided into three main components: smell, taste, and oral stimulation (Soputan, 2004). The sensory appeal of meat is also related to several other indicators such as visual appearance and perception in the mouth or texture and taste (Font-i-Furnols & Guerrero, 2014). In the context of imported meat, research conducted by Gunawan (2013) proves that in terms of sensory appeal (texture and taste), imported meat has a better texture and taste compared to local meat. So in this study the sensory attraction factor is used as a pull factor or pull factor that is appropriate in the theory of *push-pull mooring*. Previous research conducted by Hati et al (2020) showed that Sensory Appeal significantly affects a consumer's attitude towards frozen meat which then proceeds to the intention to buy frozen meat. Therefore, the hypothesis in this study is formulated as follows:

*H5: Sensory Appeal Has a Positive Effect on The Purchase Intention of Halal Imported Meat Products*

Food products have several attributes that can affect consumer perception (Marian, 2014). These attributes can include price, attractiveness, and nutritional content (Mukul, Afrin, & Hassan, 2013). Nutritional content is closely related to health. Health itself is an important aspect that motivates consumers to buy food, including meat (Munekata, 2020). In the context of imported meat, research conducted by Janarko et al (2020) proves that the nutritional content of imported meat is better than local meat. So that in this study the nutritional content factor is used as a pull factor that is appropriate in the theory of *push-pull mooring*. Previous research has found that nutrition is the most prominent aspect because it is the main reason consumers choose certain foods (Padel & Foster, 2005). In the study of Hati et al (2020) also showed that nutritional content has a positive influence on the intention to purchase frozen meat. Therefore, the hypothesis in this study is formulated as follows:

*H6: Nutrition Content has a positive effect on the purchase intention of imported halal meat products*

Awareness is an important part in determining the intention of a consumer in choosing a particular product (Aziz & Chok, 2013). Consciousness is the attempt to perceive, feel and be the basis of events and objects (Hasibuan, Nasution, & Anggraini, 2017) and have an influence on purchase intention. *Awareness* represents the first step in purchasing a product, where consumers who are not familiar with the product will become familiar with it. In other words, *awareness* is knowledge and understanding of a particular subject or situation (Randolph, 2003). Halal

*awareness* itself is knowledge about the concept of halal (Budiarti, Wijayanti, & Evelina, 2019). Previous research conducted by Bashir (2019) and Vizano et al., (2021) showed that halal awareness significantly affects the intention to buy food products for consumers. Meanwhile, the research of Hasibuan et al. (2017) and Awan (2015) stated a proof that halal awareness does not have a significant influence on consumer purchase intentions on halal products. Therefore, the hypothesis in this study is formulated as follows:

*H7: Halal Awareness has a positive effect on the intention to purchase imported halal meat products*

Overall, religiosity was found to have an influence on one's beliefs, knowledge, attitudes, likes and dislikes, as well as one's feelings about consumption (Farrag & Hassan, 2015). Research by Abd Rahman et al (2015) found the same thing, where there is a positive and significant influence of religiosity on attitudes. In addition, the study also found a significant influence of attitudes towards purchase intentions. The study also showed that there was a significantly greater positive influence of attitudes towards the intention to buy halal food compared to halal cosmetics. In addition, Garg and Joshi's (2018) research also found a significant and positive influence of religiosity on attitudes, but no influence of religiosity on purchase intentions. So the study showed a full mediating effect on the relationship of buying attitudes and intentions. In the study, Amalia et al (2020) also showed that religiosity significantly affects attitudes and shows a partial mediating effect on the relationship between attitudes and purchasing intentions. Therefore, the hypothesis in this study is formulated as follows:

*H8: Religiositas (Religiosity) berpengaruh positif terhadap sikap dalam membeli produk daging impor halal*

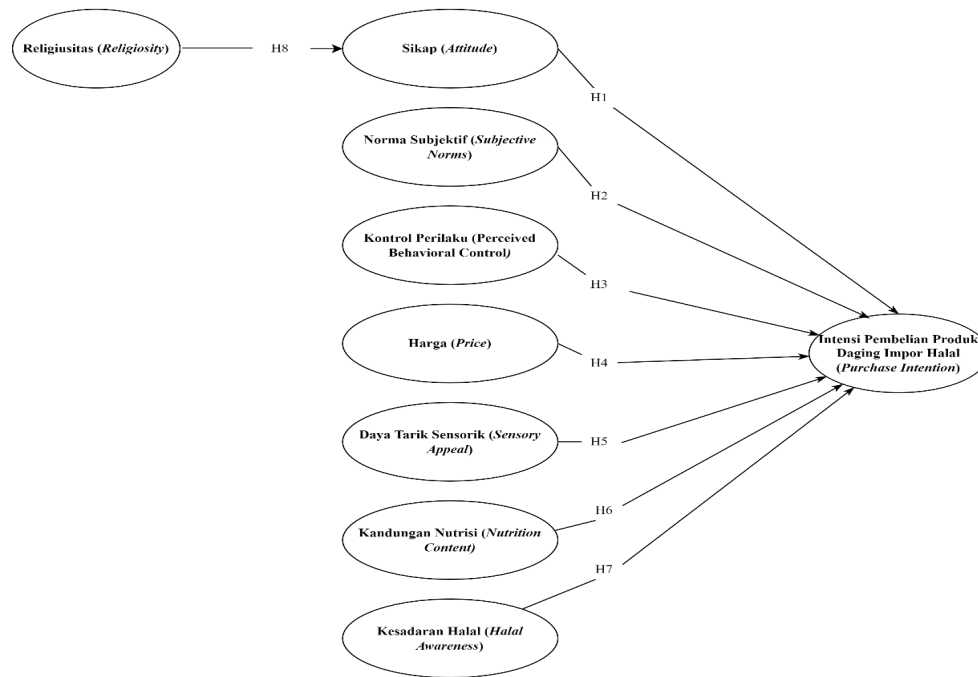
### **3. Research Methods**

Quantitative methods were used in this study. Quantitative research is a research methodology to quantify data and apply a certain analytical approach (Malholtra & Birks, 2008). Research design is a procedure in the framework in the process of collecting, processing, and analyzing data to answer problem formulations in achieving research objectives (Cooper & Schindler, 2014). In this study, *conclusive research* design will also be used which intends to test a specific hypothesis and examine the relationship between variables (Malholtra & Birks, 2008).

Then, this study will use primary data obtained directly from respondents through questionnaires distributed *online*. The beginning of the questionnaire contains an introduction, the second part contains filter questions, the third part contains core questions related to attitude, *subjective norms*, perceived *behavior control*, price, *sensory appeal*, *nutrition content*, religiosity), *halal awareness*, and *purchase intention* of imported halal meat products. The last section contains questions related to the socio-demographics of respondents. Furthermore, a Likert scale of 1-5 ranging from "strongly disagree" to "strongly agree" was used in the study.

The sampling technique used in this study is *non-probability sampling* with a type of *purposive sampling*, where this technique does not use a selection procedure, but is based on the personal choice of the researcher (Malholtra & Birks, 2008). The criteria for respondents in this study are at least 18 years old, a Muslim, domiciled in Indonesia and have purchased halal imported meat (raw / unprocessed) at least once in the last 3 months. According to Hair, Black, Babin, & Anderson (2019), the minimum number of samples owned by a study is at least 10 times the total variable indicators. This study used 34 question indicators and if multiplied by ten then the minimum number of samples obtained was 340 samples.

Furthermore, the collected data will be processed using the *Structural Equation Modeling* (SEM) method because this method is considered appropriate to test latent variables (variables that cannot be measured directly so that they use certain indicators, such as one's attitude or feelings) in answering the research objectives. According to Hair, Black, Babin, & Anderson (2019), *Structural Equation Modeling* (SEM) is a statistical technique that allows researchers to simultaneously test a series of interrelated dependency relationships between indicators and latent variables as well as relationships between several latent variables. In SEM, a test was carried out on two models, namely measurement and structural models (Malhotra, Nunan, & Birks, 2017). Furthermore, Figure 2 shows the model of this study.



**Figure 2. Research Model**

Source: Author's Own

## 4. Results and Analysis

### 4.1. Characteristics of Respondents

This study involved a total of 913 respondents, as indicated in Table 1, which presents the characteristics of the respondents. The data reveals that the study was predominantly comprised of female participants, accounting for 78.9% of the total. Furthermore, the majority of respondents were residents of Jakarta, constituting 36% of the sample. Among the respondents, the age group of 18-27 years was most prevalent, comprising 60% of the total. In terms of educational attainment, the majority of participants had completed their education up to the level of High School or its equivalent, accounting for 58%. Additionally, married individuals represented the largest proportion of respondents, constituting 50%. Moreover, a considerable portion of the participants, specifically 36%, were engaged in student-related occupations. In terms of average monthly expenditure, the majority of respondents fell within the range of Rp 1,000,000 to Rp 4,999,999,

accounting for 55%. Lastly, the primary choice for purchasing meat among the respondents was supermarkets/hypermarkets, which constituted 52% of the total.

**Table 1. Characteristics of Respondents**

Category		Aggregate Amount
Gender	Male	193 (21.1%)
	Female	720 (78.9%)
Domicile	Jakarta	331 (36%)
	Bekasi	124 (14%)
	Bandung	81 (9%)
	Tangerang	80 (8%)
	Others	224 (33%)
Age	18-27	549 (60%)
	28-37	265 (29%)
	38-47	59 (6%)
	48-57	35 (4%)
	≥58	5 (1%)
Recent Education	Elementary-Junior High School / equivalent	67 (6%)
	High school/equivalent	531 (58%)
	Diploma (D1/D2/D3/D4)	75 (8%)
	S1	220 (24%)
	S2	20 (2%)
Marital Status	Single	445 (49%)
	Married	453 (50%)
	Divorce	15 (1%)
Occupation	Student	325 (36%)
	Housewives	266 (29%)
	Private Employees	148 (16%)
	Self employed	108 (12%)
	Civil Servants	38 (4%)
	Other	28 (3%)
Monthly Income	< Rp1.000.000	216 (24%)
	Rp1.000.000-Rp4.999.999	503 (55%)
	>Rp10.000.000	194 (21%)
Shopping Place	Supermarket/Hypermarket	473 (52%)
	Pasar Tradisional	286 (31%)
	Minimarket (Alfamart, Indomaret, Prima, dll)	120 (13%)
	Lainnya	34 (4%)

Source: Author's Own

#### 4.2. Descriptive Statistics

The descriptive statistical results for each latent variable in this study showed that the variables of attitude, behavioral control, price, nut content, religiosity, and halal awareness had an average value



close to and more than four. This indicates that most respondents expressed positive responses to each construct measured in the study. On the other hand, the variables of subjective norm, sensory attractiveness, and purchase intention still have an average value below four.

#### 4.3. Measurement Model Analysis

Based on the results of the initial validity test, overall, the indicator is valid because it has an SLF value of  $\geq 0.5$  and a *t-value* of  $\geq 1.645$ . In addition, an indicator can be said to be valid if it has a loading factor value  $\geq 1.645$  and a *standardized loading factors* value between 0.3 to 0.4 is still valid (Hair, Black, Babin, & Anderson, 2010). Based on the table, it can also be seen that all variables have passed the reliability test and are considered reliable because they have a CR value of  $\geq 0.7$  and VE  $\geq 0.5$ . Then, based on the results of the *goodness of fit* test on the measurement model, more than one *absolute fit index* and one *incremental fit index* were found to be *good fit* in this measurement model so that it can be said that the model is fit enough.

**Table 2. Validity and Reliability of Measurement Models**

Latent Variables	Indicator	SLF	T-Value	Interpretation	Error	CR	VE	Interpretation
<i>Attitude</i>	AT1	0.85	31.77	Valid	0.27	0.90	0.65	Reliable
	AT2	0.87	32.68	Valid	0.24			
	AT3	0.91	35.04	Valid	0.18			
	AT4	0.74	25.57	Valid	0.45			
	AT5	0.65	21.56	Valid	0.58			
<i>Subjective Norms</i>	SN1	0.84	30.49	Valid	0.29	0.80	0.53	Reliable
	SN2	0.76	26.17	Valid	0.42			
	SN3	0.88	32.40	Valid	0.23			
	SN4	0.30	8.62	Valid	0.91			
<i>Perceived Behavioral Contro</i>	PBC1	0.88	32.27	Valid	0.23	0.85	0.59	Reliable
	PBC2	0.88	32.69	Valid	0.22			
	PBC3	0.74	25.16	Valid	0.45			
	PBC4	0.53	16.39	Valid	0.72			
<i>Price</i>	H1	0.80	27.44	Valid	0.37	0.81	0.59	Reliable
	H2	0.69	22.65	Valid	0.52			
	H3	0.82	28.74	Valid	0.32			
<i>Sensory Appeal</i>	DTS1	0.31	9.30	Valid	0.90	0.79	0.59	Reliable
	DTS2	0.88	30.51	Valid	0.23			
	DTS3	0.96	34.24	Valid	0.09			
<i>Nutrition Content</i>	KN1	0.30	7.69	Valid	0.93	0.76	0.56	Reliable
	KN2	0.88	33.01	Valid	0.23			
	KN3	0.92	35.45	Valid	0.16			
<i>Religiosity</i>	RE1	0.84	30.94	Valid	0.27	0.90	0.66	Reliable
	RE2	0.87	32.88	Valid	0.24			
	RE3	0.89	34.19	Valid	0.18			
	RE4	0.84	30.70	Valid	0.45			
	RE5	0.66	22.13	Valid	0.58			
<i>Halal Awareness</i>	HA1	0.62	19.74	Valid	0.61	0.84	0.58	Reliable
	HA2	0.75	25.19	Valid	0.44			

	HA3	0.85	30.54	Valid	0.27			
	HA4	0.80	27.99	Valid	0.35			
<i>Purchase Intention</i>	PI1	0.87	32.54	Valid	0.25	0.92	0.81	Reliable
	PI2	0.92	35.77	Valid	0.16			
	PI3	0.91	35.17	Valid	0.16			

Source: Author's Own

#### 4.4. Structural Model Analysis

Based on the results of the *goodness of fit* test on the structural model, more than one *absolute fit index* and one *incremental fit index* were found on the structural model that was *good fit* so that it can be said that the research model was quite fit. Figure 3 shows the SLF and *t-values* (which are inside parentheses) on an aggregate structural model.

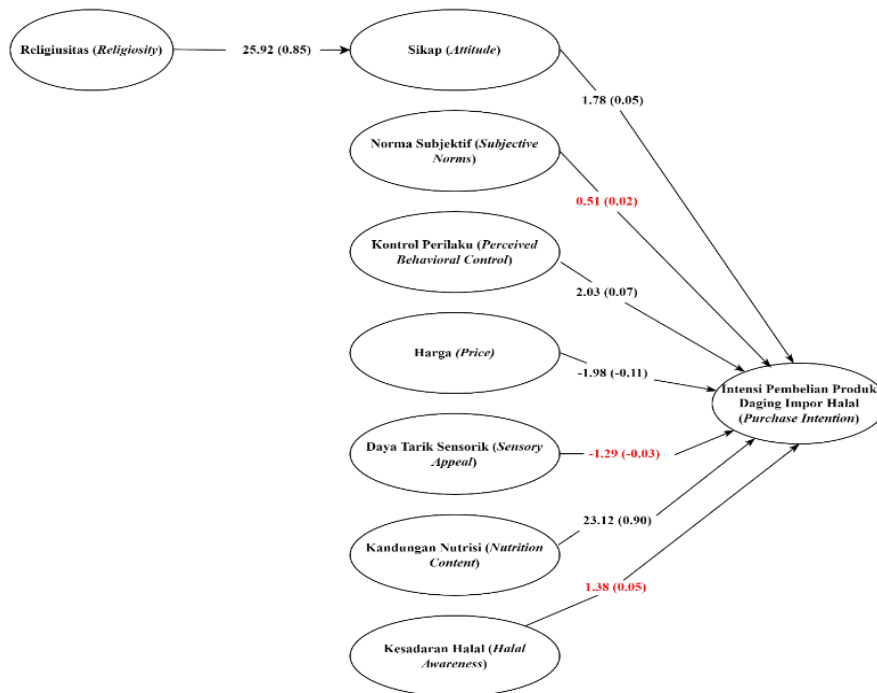


Figure 3. SLF and *T-Value* in Structural Models

Source: Author's Own

Based on the figure, it can be seen that the variables of attitude, behavioral control, price, and nutritional content have a *t-value* above 1.645 which means that it significantly affects the purchase intention of imported halal meat products. Then, the variable of religiosity has a *t-value* above 1.645 which means it significantly affects attitudes in buying imported halal meat products. Meanwhile, the variables of subjective norms, sensory appeal, and halal awareness have a *t-value* below 1.645 which means that they do not significantly affect the purchase intention of imported halal meat products.

Furthermore, based on the value of the coefficient of determination ( $R^2$ ), it is known that the variable intention to purchase halal imported meat products is explained by attitude variables, subjective norms, behavioral control, halal awareness, price, sensory attractiveness, and nutritional content of 85%. Meanwhile, the remaining 15% is another factor that is not included in the research

model. Then the attitude variable was explained by the religiosity variable of 73%. Meanwhile, the remaining 27% is another factor that is not included in the research model.

**Table 3. Summary of Research Model Analysis Results**

Hypothesis	Variable Path	SLF	<i>t-value</i>	Conclusion
1	AT→PI	0.05	1.78	Significant
2	SN→PI	0.02	0.51	Insignificant
3	PBC→PI	0.07	2.03	Significant
4	H→PI	-0.11	-1.98	Significant
5	DTS→PI	-0.03	-1.29	Insignificant
6	KN→PI	0.90	23.12	Significant
7	HA→PI	0.05	1.38	Insignificant
8	RE→AT	0.85	25.92	Significant

Source: Author's Own

In summary, the results of the analysis of the aggregate research model can be seen in table 3 which shows that there are five variables that significantly affect the purchase intention of halal imported meat products and three variables that do not significantly affect the purchase intention of halal imported meat products.

#### 4.5. Analysis of Hypothesis Testing Results

Based on the estimated results, it was found that the attitude variable had a positive and significant effect on the variable intention to purchase halal imported meat products. The results of this study also support several previous studies that found that attitudes significantly positively influenced the purchase intention of halal food products (Bashir, 2019; Amalia et al, 2020; Vizano et al, 2021). This finding implies that the better consumers' attitudes towards halal food, the interest in buying halal food products will increase as well.

Then, it was found that the subjective norm variable did not have a positive and significant effect on the variable of purchase intention of halal imported meat products. This finding is different from previous research which stated that subjective norms significantly influence the purchase intention of halal food products (Vizano et al, 2021; Amalia et al, 2020; Lada et al, 2009; Afendi et al, 2014). However, these results are in line with several other research results that found that subjective norms did not significantly influence the purchase intention of halal food products (Iranmanesh et al, 2020). According to Iranmanesh (2020) only attitudes influence consumers to buy halal food, while subjective norms have no effect. In the context of halal imported meat in Indonesia, subjective norms do not affect the intention of a consumer because this type of consumption is the consumption of staple foods and is a type of goods that is not influenced by lifestyle or *lifestyle*. Like the type of clothing or *fashion* items that quickly affect a person's intention to buy them because of the great influence of the "social reference" figure.

Furthermore, behavioral control variables were found to have a positive and significant effect on the variable of purchasing intentions of halal imported meat products. The results of this study also support several findings of previous studies that found that behavioral control significantly positively influenced the purchase intention of halal food products (Vizano et al, 2021; Amalia et al, 2020; Khalek, 2012). The findings in this study can be interpreted that a Muslim

consumer can have a purchase intention on halal food when he has the confidence to be able to realize the purchase of halal food (behavioral control).

Price variables have also proven to have a negative and significant effect on the variable intention of purchasing imported halal meat products. These results support several previous studies that found that price significantly influenced the purchase intention of halal food products (Hati et al, 2020; Lee and Yun, 2015; du Plessis and du Rand, 2012; Charlebois et al, 2016). In accordance with consumption theory, this implies that the higher the price of meat, the lower the interest of consumers to buy meat, and vice versa.

Then, the sensory attractiveness variable was not shown to have a positive and significant effect with the variable intention to purchase halal imported meat products. These results are not aligned with some previous study results (Hati et al, 2020; Lee and Yun, 2015). The measurements on this variable are comparative or comparison, namely between imported meat and local meat. So this proves that the negative and insignificant influence on sensory attractiveness variables does have implications for consumers who perceive that sensory attraction factors between imported meat and local meat are not much different.

The variable nutritional content is proven to have a positive and significant effect on the variable intention to purchase imported halal meat products. This supports several previous studies such as Hung et al (2016) which examined consumer attitudes and purchasing intentions towards processed meat with additional natural compounds and nitrites in Belgium, the Netherlands, Italy, and Germany which proved that nutritional content has a significant influence on consumer buying interest in processed meat with additional natural compounds and nitrites. In addition, Lee and Yun (2015) also stated that nutritional content is a variable that can influence consumer purchase intent. Research by Padel and Foster (2005) also found that the nutritional aspect is the most prominent aspect because it is the main reason consumers choose certain foods. Related to the latest conditions, where the emergence of the Covid-19 pandemic has made people more concerned about health, including the consumption of healthy and nutritious foods. This is found in several related studies. Research by Amaliyah et al (2021) shows that consumers' diets during the Covid-19 pandemic have become more regular (morning, afternoon, and night). In addition, they become more concerned about nutritional content by eating a nutritionally balanced diet. This is because consumers understand the importance of maintaining body immunity during a pandemic like today.

In this study, the variable of halal awareness was found not to have a positive and significant effect on the variable of purchase intention of imported halal meat products. This result differs from several previous studies that found that halal awareness positively influenced the purchase intention of halal food products (Bashir, 2019; Aziz and Chock, 2013; Hamdan et al, 2013). However, this result is in line with several studies that show that halal awareness does not significantly affect the purchase intention of imported halal meat products (Awan, 2015; Nurcahyo & Hudrasyah, 2017). Thus, it can be concluded that in the context of this study, halal awareness has not been able to have a significant impact on purchases of imported meat products. Higher halal awareness will not have a definite impact on purchasing intentions.

The variable of religiosity was found to have a positive and significant effect on the variable attitude in buying imported halal meat products. This result is in line with previous studies that found that religiosity positively influences attitudes in buying halal food products (Amalia et al, 2020; Muchtar & Butt, 2012). Research by Amalia et al (2020) found that religiosity can affect the attitude of a millennial Muslim towards halal food which then continues to the intention of purchasing halal food. Religiosity can give a strong encouragement to a Muslim to always behave harmoniously towards the values and norms possessed by Islamic teachings. While Muchtar and Butt (2012) in their research to investigate the role of inter- and intra-personal religiosity to predict

a Muslim's attitude towards halal products and their buying intentions, found that intra-personal religiosity influences attitudes towards halal products.

## 5. Conclusions and Recommendations

This study aims to determine the factors influencing the intention to purchase imported halal meat from Muslim consumers in Indonesia. To achieve the objective, it employed a quantitative research method. It also adopted the framework from the Theory of Planned Behavior and Push-Pull Mooring Theory. In its operationalization, primary data was obtained from 913 Indonesian Muslim respondents. The data was then analyzed using Covariance-Based Structural Equation Modeling (CB-SEM).

The estimation results show that the variables significantly affecting the purchase intention of halal imported meat products are attitude, perceived behavioural control, price, and nutritional content. Additionally, the religiosity variable affects attitudes toward buying imported halal meat products. Meanwhile, variables of subjective norms, sensory appeal, and halal awareness were found to be insignificant in this study.

The study's findings could have some practical implications. Firstly, halal meat importers can develop effective marketing strategies based on the results. For example, since attitude is highly significant in this study, they can design marketing media that enforce positive perceptions of halal meat. Secondly, local farmers should focus on producing meat with superior nutritional content, as this health aspect is considered the most influential factor affecting Muslim consumers' intention to buy imported halal meat. Finally, the government can take steps towards making locally sourced meat more affordable, as price also plays a crucial role in consumers' decision to purchase imported meat.

Despite the results above, this study also has several limitations, such as in terms of respondents who primarily reside in Java Island of Indonesia. Additionally, the factors included in the models could also be extended. Future studies could improve these.

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