

# Buying Interest, Attitude, and Maqasid Sharia

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# Buying Interest, Attitude, and Maqasid Sharia

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**Abstract.** This study aimed to analyze the buying interest factors of Samyang products by using attitude as an intervention factor based on maqasid sharia. Data were collected using questionnaires. The type of this study was quantitative using a purposive sampling technique. The applied data analyses were validity, reliability, classic assumption, and statistical tests using path analysis. The results indicated that product knowledge and price had a positive and significant effect on attitude. Meanwhile, halal certification and halal awareness do not affect attitude. Furthermore, the price and attitude had a positive and significant effect on buying interest. Meanwhile, product knowledge, halal certification, and halal awareness do not affect buying interest. Attitude can mediate product knowledge and prices towards the buying interest of Samyang products. Besides, the results of the hypothesis using the F-test showed that the product knowledge, halal certification, halal awareness, price, and attitude simultaneously had a positive effect on buying interest.

**Keywords:** Maqasid Sharia, Product Knowledge, Halal Certification, Halal Awareness, Prices, Attitude, and Buying Interest.

## I. INTRODUCTION

As time goes by, the Muslim population has reached a quarter of the world's population. With a large quantity of Muslims numbered 209.1 million in Indonesian, many Muslims still have not paid attention to and are aware of the principles or rules of Islamic sharia in buying food products. The development of technology and globalization has made various kinds of processed foods questionable, especially whether the food is halal. There are still many haram ingredients that are used as raw or additional ingredients in various kinds of processed foods (MUI, 2019). Therefore, it causes various kinds of processed foods to be shubha meaning that their halal status is unclear or doubtful.

One food product that is still in doubt about its halal status and has become popular among teenagers is the Samyang ramen. Because of the Korean Pop (K-Pop) culture which is currently popular, it has influenced consumers in Indonesia through various cultural products such as films, music, dramas, and foods which are so captivating to Indonesian consumers. Consuming halal and good (thayyib) food products has become an obligation that must be fulfilled by Muslims. Therefore, the government of the Republic of Indonesia made a regulation to protect consumers, i.e. Indonesia's Law No. 33/2014 article 4 concerning halal product guarantees. It states that incoming, circulating, and trading products in Indonesia are required to have halal certification.

The certificate in food products is a form of assurance from the government that the product has been fit to be consumed by Muslims in Indonesian. This certificate also clarifies that the product has been handled with a high level of cleanliness and meets certain safety and nutritional standards (Rezai, 2012).

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ [٢:١٦٨]  
إِنَّمَا يَأْمُرُكُمْ بِالسُّوءِ وَالْفَحْشَاءِ وَأَنْ تَقُولُوا عَلَى اللَّهِ مَا لَا تَعْلَمُونَ [٢:١٦٩]

*"O mankind, eat from whatever is on earth [that is] halal and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy. He [Satan] only orders you to evil and immorality and to say about Allah what you do not know."*

Because of the increasing awareness of the Muslim community in practicing religious values, the products with halal certification will be increasingly prioritized. The concern of Muslims towards halal certification is marked by the increasing understanding regarding the process, packaging, and marketing of the product based on Islamic law (Izzuddin, 2018). Besides, according to Suarjana (2018), the aspect of price is an important component for potential buyers to make a buying decision in a product. The price is part of the final buying decision on a product by charging the consumer for an amount of money which is compensation for the benefits that come from the product received by the consumer. If the price offered is suitable for consumers, then they will take an interest in the item.

Buying interest is individuals' desire to buy and possess goods they like (Kotler & Armstrong, 2008). The interest can be caused by many aspects including from the aspects of individuals, the environment, and the marketing strategy used to attract consumers. In buying interest, it is included in the level of alternative evaluation which is the reaction of consumer considerations on a product that has been by their wishes. There are three processes in the evaluation phase, starting with trust that will build attitudes; furthermore, attitudes will generate buying interest (Engel et al., 1995). An attitude is an act conducted by consumers whether they like it or do not like it (Engel et al., 1994).

Based on the description above, this study was carried out to find out the effect of product knowledge, halal certification, halal awareness, and price towards buying interest and attitude. This study was conducted on active students in the even semester at the Faculty of Economics and Business of UHAMKA.

## **2. THEORETICAL BASIS**

### **1. Theory of Planned Behavior**

The theory of planned behavior (TPB) is a development of the theory of reasoned action which has two reasons and scientific evidence related to a certain behavior, i.e. attitudes and subjective norms towards behavior (Fishbein & Ajzen, 1975). The theory of planned behavior states that attitude and behavior are important factors in predicting an action.

### **2. Maqasid Sharia**

Maqasid sharia is the goal from Allah (the God) and His Messenger in formulating Islamic laws. These goals can be traced in the verses of the Quran and sunnah as a logical reason for the formulation of the law (Effendy, 2009).

### **3. Product Knowledge**

Knowledge is defined as facts, feelings, or experiences from a person or group of people. It can also be defined as awareness or familiarity from experience (Abd Rahmah et al., 2015). Product knowledge is consumers' knowledge related to the characteristics of a product, the consequences of using the product, and the value (or level) of satisfaction that the product will give (Peter & Olson, 1999).

### **4. Halal Certification**

Halal certification is defined as a document issued by an Islamic organization stating that the products have met Islamic guidelines as defined by the certification agency (Riaz & Chaudry, 2003: 55).

### **5. Halal Awareness**

Halal awareness is an understanding of Muslims regarding the concept, processes, and principles of halal status in which they ultimately will prioritize halal food for their consumption (Pambudi, 2018).

### **6. Price**

Price is the most influential component of marketing that can generate opinions through sales. Therefore, companies must be able to price their products properly and

appropriately so that consumers are interested and want to buy the products in which ultimately it can bring benefits for the company (Joshua & Padmalia, 2018).

#### 7. Attitude

Attitude is an expression of consumer feelings about an object whether those consumers like it or not. Therefore, it will raise consumer trust in various attributes and benefits of these objects (Sumarwan, 2011: 166).

#### 8. Buying Interests

Interest is a plan to engage in a specific behavior to achieve a goal. Before consumers are interested in a product, there are many supporting factors in the minds of consumers. Only after that, final interest rises and creates buying interest (Peter & Olson, 1999).

#### 9. Hypotheses

The hypotheses in this study are formulated as follows.

- 1) Product Knowledge ( $X_1$ ) has a significant effect on attitude (Z).
- 2) Halal certification ( $X_2$ ) has a significant effect on attitude (Z).
- 3) Halal awareness ( $X_3$ ) has a significant effect on attitude (Z).
- 4) Price ( $X_4$ ) has a significant effect on attitude (Z).
- 5) Product knowledge ( $X_1$ ) has a significant effect on buying interest (Y).
- 6) Halal certification ( $X_2$ ) has a significant effect on buying interest (Y).
- 7) Halal Awareness ( $X_3$ ) has a significant effect on buying interest (Y).
- 8) Price ( $X_4$ ) has a significant effect on buying interest (Y).
- 9) Attitude (Z) has a significant effect on buying interest (Y).
- 10) Product knowledge ( $X_1$ ) has a significant effect on buying interest (Y) through attitude (Z).
- 11) Halal certification ( $X_2$ ) has a significant effect on buying interest (Y) through attitude (Z).
- 12) Halal awareness ( $X_3$ ) has a significant effect on buying interest (Y) through attitude (Z).
- 13) Price ( $X_4$ ) has a significant effect on buying interest (Y) through attitude (Z).

### III. RESEARCH METHODOLOGY

The applied method in this study was a survey method using explanatory research and a quantitative approach which is suitable for taking data by employing a questionnaire.

The population was active students in the even semester at the Faculty of Economics and Business of UHAMKA, totaling 2,594 students. The number of samples was determined using the Slovin's formula, resulting in 96.289 samples or rounded up to 96 active students in the even semester. In this study, samples were collected using a non-probability sampling technique with a judgment sampling approach. Judgment sampling is a sampling technique using certain considerations (Sugiyono, 2011: 68).

The types of data intended to be obtained in this study were 1) primary data, i.e. data obtained directly from respondents by distributing questionnaires to them, and 2) literature data, i.e. data obtained by using literature study on books, the internet, and others which are components of the literature sources related to this study.

The applied instrument of data collection was a questionnaire developed using a Likert scale. This study employed path analysis which is used to determine simultaneous and individual effects directly and indirectly from independent variables (i.e. product knowledge ( $X_1$ ), halal certification ( $X_2$ ), halal awareness ( $X_3$ ), and price ( $X_4$ )) on the dependent variable (i.e. buying interest (Y)) through the intervening variable (i.e. attitude (Z)). In data analysis, it applied path analysis, initiated by the validity and reliability to determine the level of validity and reliability of the questionnaire. After that, the



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normality test, multicollinearity test, heteroscedasticity test, hypothesis test, and the coefficient of determination ( $R^2$ ) were conducted.

#### IV. RESULTS

##### 1. Validity and Reliability Tests

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The validity test aimed to assess whether the questionnaire is valid or not. This validity test was carried out using the IMB SPSS v.24 application with the bivariate Pearson correlation formula. In the validity test, it is declared valid if  $r_{\text{count}} > r_{\text{table}}$  at a significance value of 5%. Conversely, it is declared invalid if  $r_{\text{count}} < r_{\text{table}}$  at a significance value of 5%. Based on the results of the validity test on the questionnaire, 10 questions regarding product knowledge were valid, 9 questions regarding halal certification were valid, 6 questions regarding halal awareness were valid, 6 questions regarding price were valid, 10 questions regarding buying interest were valid, and 6 questions regarding attitude were valid. Furthermore, it was followed by the reliability test using all valid questions.

The reliability test was conducted using the alpha formula. The significance level was set at 5% ( $\alpha = 0.05$ ). The values of the reliability coefficient were 0.863 for the product knowledge, 0.789 for halal certification, 0.660 for halal awareness, 0.728 for the price, 0.835 for buying interest, and 0.730 for attitude. After having been adjusted for Cronbach's Alpha, the value was greater than 0.60. Therefore, the questionnaire had met a suitable reliability level.

##### 2. Path Analysis

**Table 1**  
**Model 1**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.626	3.310		.850
	Product Knowledge	.151	.061	.229	.015
	Halal Certification	.137	.084	.146	.104
	Halal Awareness	-.097	.134	-.063	.472
	Price	.559	.096	.522	.000
	Attitude				

##### 2 a. Dependent Variable: Attitude

Based on the data on table above, the obtained equation model is as follows.

$$Y = 0.626 + 0.151X_1 + 0.137X_2 + (-0.097)X_3 + 0.559X_4 + e$$

**Table 2**  
**Model 2**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.285	5.27		.95
	Product Knowledge	.147	.100	.129	.14
	Halal Certification	.099	.135	.061	.46
	Halal Awareness	-.185	.214	-.06	.39
	Price	.594	.179	.320	.00
	Attitude	.737	.167	.426	.00

##### a. Dependent Variable: Attitude

$$Y = 0.285 + 0.147X_1 + 0.099X_2 + (-0.185)X_3 + 0.594X_4 + 0.737Z + e$$

Based on Tables 1 & 2 above, it is then tested using the Sobel-test formula as follows.

$$Sp2p3 = \sqrt{P3^2 SP2^2 + P2^2 SP3^2 + SP2^2 SP3^2}$$

Where

P3 : Coefficient of Mediation Variable

P2 : Coefficient of Independent Variable

Sp2 : Standard Error of Independent Variable Coefficient

Sp3 : Standard Error of Mediation Variable Coefficient

- 1) The effect of product knowledge (X<sub>1</sub>) on buying interest mediated by attitude (Z) indicated that  $t_{count} > t_{table}$  ( $2.118 > 1.986$ ) meaning that it has a mediating effect.
- 2) The effect of halal certification (X<sub>2</sub>) on buying interest mediated by attitude (Z) indicated that  $t_{count} > t_{table}$  ( $1.496 < 1.986$ ) meaning that it has no mediating effect.
- 3) The effect of halal awareness (X<sub>3</sub>) on buying interest mediated by attitude (Z) indicated that  $-t_{count} < -t_{table}$  ( $-0.69713 < 1.986$ ) meaning that it has a mediating effect.
- 4) The effect of the price (X<sub>4</sub>) on buying interest mediated by attitude (Z) The effect of mediation aimed at multiplying the coefficient (P2 x P3) for X<sub>4</sub> indicated that  $t_{count} > t_{table}$  ( $3.485 > 1.986$ ) meaning that it has a mediating effect.

### 3. Classic Assumption Test

#### Normality Test

Based on the data obtained, it indicated that the distribution point is around the diagonal line and follows the flow of the diagonal line. Therefore, the regression model in this study has a normality assumption meaning that the disturbing errors are normally distributed.

#### Multicollinearity Test

Based on the results of the multicollinearity test, it indicated that the tolerance value for product knowledge (X<sub>1</sub>), halal certification (X<sub>2</sub>), halal awareness (X<sub>3</sub>), price (X<sub>4</sub>), and attitude (Z) were 0.564, 0.625, 0.670, 0.463, and 0.465 respectively. From these variables, the obtained tolerance value was greater than 0.1 and the VIF values for product knowledge (X<sub>1</sub>), halal certification (X<sub>2</sub>), halal awareness (X<sub>3</sub>), price (X<sub>4</sub>), and attitude (Z) were 1.773, 1.599, 1.494, 2.159, and 2.149 respectively. From these variables, the VIF values were less than 0.1 meaning that there is no multicollinearity symptom.

#### Heteroscedasticity Test

The results of the test showed that the points were randomly scattered above and below 0 (zero) on the Y-axis. Furthermore, the pattern also looked unclear. Therefore, it can be concluded that there is no heteroscedasticity.

### 4. Statistical Tests

#### T-test

**Table 3**  
**The Results of the First T-test**

		Coefficients <sup>a</sup>				
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.626	3.310		.189	.850
	Product Knowledge	.151	.061	.229	2.487	.015
	Halal Certification	.137	.084	.146	1.640	.104
	Halal Awareness	-.097	.134	-.063	-.722	.472
	Price	.559	.096	.522	5.813	.000

**a. Dependent Variable: Attitude**

Based on the table above, it can be concluded as follows.

- 1) The effect of product knowledge (X<sub>1</sub>) on attitude (Z)

Based on the test results, it shows that  $t_{count} > t_{table}$  ( $2.487 > 1.986$ ). Therefore, H<sub>1</sub> is accepted, meaning that product knowledge has a significant effect individually on attitude.

- 2) The effect of halal certification ( $X_2$ ) on attitude ( $Z$ )  
Based on the test results, it showed that  $t_{\text{count}} < t_{\text{table}}$  ( $1.640 < 1.986$ ). Therefore,  $H_2$  is rejected, meaning that halal certification has no significant effect individually on attitude.
- 3) The effect of halal awareness ( $X_3$ ) on attitude ( $Z$ )  
Based on the test results, it showed that  $-t_{\text{count}} > -t_{\text{table}}$  ( $-0.722 > -1.986$ ). Therefore,  $H_3$  is rejected, meaning that halal awareness does not affect individually on attitude.
- 4) The effect of the price ( $X_4$ ) on attitude ( $Z$ )  
Based on the test results, it showed that  $t_{\text{count}} > t_{\text{table}}$  ( $5.813 > 1.986$ ). Therefore,  $H_4$  is accepted, meaning that price has a significant effect individually on attitude.

**Table 4**  
**The Results of the Second T-test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.285	5.27		.054	.95
	Product Knowledge	.147	.100	.129	1.46	.14
	Halal Certification	.099	.135	.061	.730	.46
	Halal Awareness	-.185	.214	-.06	-.86	.39
	Price	.594	.179	.320	3.30	.00
	Attitude	.737	.167	.426	4.41	.00
a. Dependent Variable: Attitude						

Source: SPSS v.24.0 output

Based on the table above, it can be concluded as follows.

1. The effect of product knowledge ( $X_1$ ) on buying interest ( $Y$ )  
Based on the test results, it showed that  $t_{\text{count}} < t_{\text{table}}$  ( $1.469 < 1.986$ ). Therefore,  $H_1$  is rejected, meaning that product knowledge has no significant effect individually on buying interest.
2. The effect of halal certification ( $X_2$ ) on buying interest ( $Y$ )  
Based on the test results, it showed that  $t_{\text{count}} < t_{\text{table}}$  ( $0.730 < 1.986$ ). Therefore,  $H_2$  is rejected, meaning that halal certification has no significant effect individually on buying interest.
3. The effect of halal awareness ( $X_3$ ) on buying interest ( $Y$ )  
Based on the test results, it showed that  $-t_{\text{count}} > -t_{\text{table}}$  ( $-0.863 > -1.986$ ). Therefore,  $H_3$  is rejected, meaning that halal awareness has no significant effect individually on buying interest.
4. The effect of the price ( $X_4$ ) on buying interest ( $Y$ )  
Based on the test results, it showed that  $t_{\text{count}} > t_{\text{table}}$  ( $3.309 > 1.986$ ). Therefore,  $H_4$  is accepted, meaning that price has a significant effect individually on buying interest.
5. The effect of attitude ( $Z$ ) on buying interest ( $Y$ )  
Based on the test results, it showed that  $t_{\text{count}} > t_{\text{table}}$  ( $4.415 > 1.986$ ). Therefore,  $H_5$  is accepted, meaning that attitude has a significant effect individually on buying interest.



## Simultaneous F-test

**Table 5**  
**The Results of F-test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2643.078	5	528.616	28.272	.000 <sup>b</sup>
	Residual	1682.756	90	18.697		
	Total	4325.833	95			
a. Dependent Variable: Buying Interest						
b. Predictors: (Constant), Attitude, Halal Awareness, Halal Certification, Product Knowledge, Price						

Source: SPSS v.24.0 output

Based on the test results, it showed that the F value was significant, i.e.  $0.000 < 0.05$  with a coefficient value of 28.272. Therefore,  $H_{13}$  is accepted meaning that the variables product knowledge, halal certification, halal awareness, price, and attitude simultaneously have a positive effect on buying interest.

### 5. Adjusted R Squared

Based on the test results, the obtained value from an adjusted R squared was 0.589 meaning that the variable of buying interest can be explained by variables of product knowledge, halal certification, halal awareness, price, and attitude by 58.9%. Meanwhile, the remaining 41.1% is explained by other variables not examined in this study, such as promotions, brand images, etc.

### 6. Discussion

Based on the test results, it showed that product knowledge ( $X_1$ ) affects attitude. This result is in line with a study conducted by Sunaryo (2017) which found that product knowledge affects attitude. Furthermore, halal certification in this study does not affect attitude. This result is in line with a study from Sumidah (2018) which found that halal certification does not affect attitude. Halal awareness does not affect attitude. This is contrary to a study conducted by Windisukma & Widiyanto (2017) which found that halal awareness has a positive relationship with attitude. The price variable has a significant effect on attitudes. This finding has a similar result found by Refna et al. (2016) that price has a significant positive effect on attitude. The product knowledge variable has no effect on buying interest. This is in line with a study conducted by Simanjuntak & Dewantara (2015) that there is no effect between product knowledge and buying interest. Halal certification has no effect on buying interest. This is in line with a study conducted by Adi et al. (2015) that halal certification does not have a significant effect on buying interest. Halal awareness has no effect on buying interest. This is not in line with a study conducted by Rohmah (2019) that halal awareness has a significant effect on buying interest for Muslims. Price has an effect on buying interest. This is in line with a study conducted by Adinata & Yasa (2019) that price has an effect on buying interest. Attitude has a significant effect on buying interest. This is in line with a study conducted by Aryadhe et al. (2018) that, between attitude and buying interest, there is a positive effect. Product knowledge towards buying interest through attitude has a mediating effect. This is in line with a study conducted by Rohmatun & Dewi (2017) that product knowledge has an effect on attitude. Therefore, it can be concluded that product knowledge can influence buying interest indirectly through attitude. Halal certification on buying interest through attitude has no mediating effect. This is contrary to a study conducted by Amalia (2019) that halal certification has a significant positive effect on the buying interest of consumers in which attitude serves as an intervening variable. Halal awareness towards buying interest through attitude has no mediating effect. This is not in line with a study



conducted by Windisukma & Widiyanto (2015) that halal awareness has a positive effect on buying interest and attitude. The price variable towards buying interest through attitude has a mediating effect. This is in line with a study conducted by Pangestuti (2018) that attitude has a significant effect on buying interest. Therefore, it can be concluded that price can influence the buying interest of consumers through attitude.

## V. CONCLUSION

From the results of the first T-test, it showed that the variables of product knowledge and price have a significant and positive effect on attitudes. Meanwhile, halal certification and halal awareness have no significant effect on attitude. The result of the second T-test showed that price and attitude have a positive and significant effect on buying interest. Meanwhile, product knowledge, halal certification, and halal awareness have no effect on buying interest. The attitude variable can mediate product knowledge and price on the buying interest of Samyang. In addition, the results of the hypothesis test using the F-statistical test showed that the variables of product knowledge, halal certification, halal awareness, price, and attitude simultaneously have a positive effect on buying interest with a value of  $F_{count} > F_{table}$  ( $28.272 > 3.09$ ) and significant value of  $0.000 < 0.05$ .

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