

The Determinants Influencing Behavioral Intention in Consuming Halal Food Among Muslim Students of University Wijaya Kusuma Surabaya

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ABSTRACT

The study aimed to understand what influences Muslim students' intention to consume halal food at University Wijaya Kusuma in Surabaya, Indonesia. It considered factors like attitude, subjective norms, perceived behavioral control, religiosity, and government initiatives. Through questionnaires collected from 452 students, the research found that religiosity, subjective norms, and attitude significantly affected students' intentions to consume halal food.

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Introduction

In recent years, the halal industry has become an issue in the world. Indonesia is a country with the largest Muslim population in the world, it is a potential target market for the halal industry (Husaini Hasan, Hafidz, 2023). Indonesian people's consumption of halal products is very large, even including the largest in the world. Recorded in 2017 total consumption Scientific Journal of Islamic Economics,

Halal products in Indonesia amounted to USD 200 billion or more than 36% of total housewifery consumption. This amount is also equivalent to 20% of Indonesia's GDP (Ministry of Finance of the Republic of Indonesia (finacial media 2019). Consumption of this halal product will continue to grow with an average growth of 5.3%. In 2025, it is estimated that the consumption level of Indonesian halal products will reach USD 330.5 billion (Katadata Publication Team 2020). Happen as revealed that the majority of this large total consumption came from imported products (Akbar, 2019).

In terms of exports, the halal industry is very likely to increase the value of Indonesia's exports. The export value that can be generated from the halal industry ranges from USD 5.1 billion to USD 11 billion annually. In 2018, the halal industry has generated USD 7.6 billion. Indonesia has a 3.8% halal export opportunity for halal products globally (Indonesia Halal Lifestyle Center 2019). This figure can be increased again by increasing the quality of exported halal products. Furthermore, competitive pricing is considered important so that our products can compete with products from other countries. (Indonesia Halal Lifestyle Center 2019).

The ethnic diversity of Indonesia shows a large variety of local foods across the country. There are thousands of local foods that have the potential to become a strong focal point for portraying Indonesia as a tourist destination. As for destinations or local Indonesian food, they can be classified based on the six major islands throughout the archipelago, which is from Java.

Java is divided into 3 regions, firstly is West Java, Central Java and East Java. Each region has different local food taste characteristics (S Sucipto2 2021 _ IOP) In the province of East Java, one of the largest cities in Indonesia is Surabaya, it has a distinctive taste of halal food especially salty and spicy food. (Prayudanti_2021_IOP) Many local foods have become culinary icons in Surabaya which are often served to attract local and foreign tourists. However, food that has a distinctive spice taste and halal control point (HCP) of raw materials are rawon (traditional black soup), rujak cingur, and kupang lontong (lontong mussels). (International Conference on Green Agro-industry and Bio economy 2021) These local foods are often served simply by street food vendors. It becomes a tourist attraction because the traditional nature and authenticity show the characteristics of Surabaya. Unfortunately, awareness of manufacturers and consumers of halal and safety traceability is still lacking, especially iconic culinary. (Addina F N, Santoso 2020).

Method

Research philosophy guides how data is gathered and used. It's divided into two paradigms: positivism and interpretivism (Syaiful Anam, 2023). Positivism believes reality can be observed objectively and suits empirical studies. It focuses on quantitative research, verifying theories based on empirical data. Interpretivism, or constructivism, emphasizes understanding reality through researchers' interpretation within its social context. It uses qualitative methods like interviews and observations, deriving meaning from collected data based on participants' perspectives. Both paradigms have their strengths without one being better than the other.

Finding and Discussion

This chapter deliberates the findings of this study based on the interpretation and analysis of the data collected from a total sample size of 425 undergraduate students in University Widyan Khusuma . It is divided into five main sections. The first section discusses the socio demographic profile of the respondents. This includes composition of the respondents' gender, age, ethnicity, programs of study, place of residency, source of formal and informal knowledge acquired on halal. Data is presented using the summary statistics of frequencies and percentages. The second part of the first section discusses the halal certification awareness of the respondents. The last part of this section discusses about the perception of Islamic university student consumers on halal certification. Even though, halal certification is not a variable in this study, exploring the perceptions of consumers on halal certification would enhance the understanding about of halal food consumption. Thus, this section would give more insights of halal certification from the perspective of Islamic university student in . Data is presented using the summary statistics of frequencies and percentages.

The second section of this chapter presents the findings in order to answer the first and second objectives of this study. The first objective is to analyze the determinants influencing the Islamic university student consumers' intention in consuming halal food in Indonesian universities. There are five determinants which are attitude, subjective norms, perceived behavioral control, government initiatives in promoting halal food and religiosity towards behavioral control in consuming halal food. MLR was used to analyze the influence of these five predictors on the behavioral intention in consuming halal food among Islamic university student. The null hypotheses of H1, H2, H3, H4 and H5 would be analysed based on the findings.

Using the MLR statistics, this section determines which are among the five predictors explains the behavioral intention of halal food consumption. In addition, this section analyzes the level of influences of all the five predictors of the behavioral intentions of Islamic university student in consuming halal food. In order to achieve the second objective to produce the model of halal food consumption for Generation Y, the model of halal food consumption among Muslim students university of wijaya kusuma would be proposed, analyzed and discussed,

The third section answered the third objective where it discussed whether the gender variable moderate the relationship between attitude, subjective norms, perceived behavioral control,

government initiatives, religiosity and the behavioral intentions of Islamic university student in consuming halal food. Moderated Multiple Regression (MMR) was used to determine the moderating effect of the gender and halal knowledge acquired at the university between attitude, subjective norms, perceived behavioral control, government initiatives, religiosity and behavioral intention in consuming halal food. The null hypotheses H6, H7, H8, H9, and H10 would be tested based on the findings.

The fourth section answered the fourth objective where it discussed whether the halal knowledge acquired at universities moderate the relationship between attitude, subjective norms, perceived behavioral control, government initiatives, religiosity and the behavioral intentions of Islamic university student in consuming halal food. The Moderated Multiple Regression (MMR) was used to determine the moderating effect of the religiosity between the five determinants and behavioral intention in consuming halal food. The null hypotheses H11, H12, H13, H14 and H15 would be tested based on the findings.

Conclusion

This study analyzed the factors impacting halal food consumption among Muslim students at University Wijaya Kusuma in Surabaya. Five specific objectives were set: Identified and analyzed the role of various factors influencing halal food consumption, Explored how gender moderates determinants and behavioral intention in halal food consumption, Examined the moderating effect of halal knowledge acquired at the university, Proposed a model for determining behavioral intention in halal food consumption, Suggested practical implications for encouraging halal food consumption among Muslim students. Methods included library research and questionnaire-based data collection. The TPB framework was used, considering attitude, subjective norms, and perceived behavioral control as influential predictors. Additional factors - religiosity and government initiatives - were incorporated due to their significance in halal consumption. A self-constructed questionnaire underwent reliability and validity testing. Analysis methods included descriptive, MLR, and MMLR analyses to address the research questions and objectives.

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