

THE INFLUENCE OF HALAL AWARENESS, HALAL CERTIFICATION, AND PERSONAL SOCIETAL PERCEPTION TOWARD PURCHASE INTENTION: A STUDY OF INSTANT NOODLE CONSUMPTION OF COLLEGE STUDENT IN BANDUNG

Agung Nurcahyo and Herry Hudrasyah
School of Business and Management
Institut Teknologi Bandung, Indonesia
agung.nurcahyo@sbm-itb.ac.id

Abstract.

Background: Indonesia as a country with high muslim population in the world. Furthermore, Indonesia at a second position of Top fifteen world instant noodle demand in 2015. This research aims to examine relationship of factors affecting Halal product purchase intention, case on instant noodle consumption of college student muslim in Bandung. Three factors affecting purchase intention that has been tested are Halal awareness, Halal certification and personal societal perception. **Methods:** The data used was obtained through online survey with 108 valid respondents. Sampling technique was used purposive method. Respondent must be muslim, student college in Bandung with range age 18-years old who ever consume instant noodle. Multiple linear regression analysis was applied to determine the interrelation of different variables in purchase intention. As the requirements to use it, the data gathered was test by Classic Assumption Test before hand. **Results:** The Results shows that there are significant relationship between two independent variables (Halal certification and personal societal perception) toward dependent variable (purchase intention toward Halal product). **Conclusion:** In this research, Halal awareness has not significant relationship toward purchase intention. This study is important to the product.

Keywords: Halal awareness, Halal certification, personal societal perception, purchase intention, instant noodle

Introduction

The size of the Muslim population in Indonesia is a potential market for Halal products (Fatkhurohmah, 2015). A Muslim in the consumption of goods or services must not only put forward the use value of goods or services, but also consider the benefits of consuming goods or services. In Islam, there is a command consume Halal food and the prohibition of eating Haram foods. Orders regarding eating Halal food contained in the Qur'an Surat Al Baqarah: 168 which means "O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy (MUI, 2011: 941).

According to MUI (*Majelis Ulama Indonesia*), nowadays society in consuming food products that less attention to Halal label. The condition of most of Indonesian people who not respect about Halal and Haram in the food tends to be indifferent to consume a wide variety of products on the market. This condition are apprehensive, considering that Indonesia is a country with a majority of the population of Muslim, even the world, but apparently the Halal status of food is not important to consumed. Manufacturer that produce the product has low control to ensured that they product are Halal. It can be seen from the many outstanding products have not been Halal certified. In Indonesia

there institution that manage of Halal certification named LPPOM-MUI. LPPOM-MUI on Friday (02/28/2014) released data of Halal certified products circulating in Indonesia. This time of the products listed in the Food and Drug Supervisory Agency (BPOM) as many as 175,157 products, approximately 103,382 new products (59.01%) have been certified halal by MUI. For five years, LPPOM MUI Halal certificate has been issued as many as 13,136 (8.43%) of the number of products 155,774 circulated in Indonesia. From that data, of course there are many products circulating in Indonesia that have not been MUI Halal certified. MUI Halal certified products that are dominated by products from Indonesia, as much as 71%. Following China 17% Asia 4%, ASEAN 4%, 3% Europe, Australia 1%. From these data it appears that manufacturers in Indonesia have not been so aware of the importance of ensuring halal products in their production.

Halal certification has an increasingly important role in the growing global demand for halal products (LPPOM MUI). Moreover, Indonesia as a Muslim majority country, providing halal products becomes a liability. Thus the market opportunities for halal food both very open and spacious and promising, so this should be used as a business opportunity for the Indonesian people. Based on Global demand of instant noodle, Indonesia at the second position after Korea. This is of course also be related to a manufacturing company, to be able to increase they production and sales. But if we know a lot of instant noodle products imports also caused extensive development and attractiveness of purchase is also high. Given that Indonesian society is a society with high consumptive habit, where the desire to be able to get a product is very high. It is also affected by the influence of the trend. Instant noodles are many in consumption because it has many distinctive flavors, and also because of its practical way of presentation and the majority of instant noodles sold at economical prices. Practical life habits are indeed many do by any individual who has a lot of busyness. That's because they do not have much time to rest even to seek or serve food. In this study, the researcher will carry out research toward college student that they usually living with practically habit. Other than that did they had noticed halal label to buy the product.

Literature Review

Purchase Intention

Purchase Intention is the tendency of consumers to buy something or take any action in relation with buying and is measured by the likelihood that consumers do purchasing (Assael, 2001). Measured with the statement-not buy want to buy, will buy-not will buy, will do repeat buying-will not do to buy again. Intention is a situation where a person is willing to perform the behavior and is considered as direct behavior (Ajzen, 1985). Based on Theory of Planned Behavior (Ajzen, 1991), behavior deals with the attitudes TPB, subjective norms, and perceived behavioral control. These elements are used in an attempt to understand the intention of people to participate directly or indirectly in a number of activities such as a willingness to argue and willingness to give something (Hrubes, Ajzen & Daigle, 2001).

Consumer Decision Making Process



Figure 1. Consumer Decision Making Process
Model of consumer decision making (Clow & Baack, 2013)

Problem Recognition Need is the most important factor which leads to buying of products and services. Need infact is the catalyst which triggers the buying decision of individuals. An individual who buys cold drink or a bottle of mineral water identifies his/her need as thirst. However in such cases steps such as information search and evaluation of alternatives are generally missing. These

two steps are important when an individual purchases expensive products/services such as laptop, cars, mobile phones and so on.

Information Search When an individual recognizes his need for a particular product/service he tries to gather as much information as he can. An individual can acquire information through any of the following sources:

- Personal Sources - He might discuss his need with his friends, family members, co workers and other acquaintances.
- Commercial sources - Advertisements, sales people (in Tim's case it was the store manager), Packaging of a particular product in many cases prompt individuals to buy the same, Displays (Props, Mannequins etc)
- Public sources - Newspaper, Radio, Magazine
- Experiential sources - Individual's own experience, prior handling of a particular product.

Alternative Evaluation The next step is to evaluate the various alternatives available in the market. An individual after gathering relevant information tries to choose the best option available as per his need, taste and pocket.

Purchase Decision After going through all the above stages, customer finally purchases the product.

Post Purchase Evaluation The purchase of the product is followed by post purchase evaluation. Post purchase evaluation refers to a customer's analysis whether the product was useful to him or not, whether the product fulfilled his need or not.

2.3 Halal Awareness

Halal Awareness is the level of understanding of Muslims in knowing the issues related to the concept of Halal. Such knowledge includes understanding what is lawful and how the production process of a product according to Islamic halal standards Shaari and Arifin (2010) and Ahmad, Abaidah, John (2013). According to Golnaz et al. (2010), based on their study the Halal awareness product determined by a positive attitude. The positive attitude is the favorable perception of Halal Awareness.

2.4 Halal Certification

Halal certification is a guarantee of security for Muslims to be able to consume a food product according to the teachings of Muslim. Halal certification also signifies the quality, cleanliness, and hygiene products. The products are certified Halal can be proved with the Halal logo on the product packaging. This product is proven to pass the test of Halal by the MUI. Halal product which prove to have been through a series of processes and tested that proved not to contain impure and is allowed to be consumed. Variable measurement Halal Certification refers to the work Shaari and Arifin (2010). Research Institute for Food Drugs and Cosmetics *Majelis Ulama Indonesia* or abbreviated LPPOM MUI is an institution whose task is to examine, assess, analyze and decide whether the products both food and derivatives, pharmaceuticals and cosmetics are safe for consumption both in terms of health and on the side of Islam that is halal, or permissible and good for consumption for Muslims, especially in Indonesia, besides giving recommendations, formulate rules and guidance to the public. This institution was founded on the decision of the *Majelis Ulama Indonesia* (MUI) based on decree *Nomor 018/MUI1989, on 26 Jumadil Awal 1409 Hijriah or January, 6 1989*. With the Halal label listed on the packaging of the product, it will directly impact for consumers, especially the Muslim community to use these products. The emergence of a sense of safety and comfort in consuming the product will improve the confidence and interest in purchasing.

2.5 Personal Societal Perception

According to Philip Kotler (1993) perception is the process for how people select, organize, and interpret input - input information to create a picture of the overall meaning. Perception can be defined as a process of categorization and interpretation to be selective. The factors that influence the perception a person is, a person's characteristics in the perception and situational factors. A highly subjective standard may have a stronger effect on the purpose of purchase Halal foods if the topic previously analyzed. Lee and Green (1991) found that the subjective standard is important for the purpose of behavior forecaster in the Philippines, while the attitude was found to outperform

the impact of the subjective standard in the United States. One study even though focusing on organic food products (Tarkiainen and Sundqvist, 2011), while the halal food products have been completely ignored. Studies (Mukhtar and Butt, 2012) also found that subjective norm seems to be the strongest of all predictors to select halal products. a similar study (Pepper et al., 2010) have found a subjective norm became the most influential predictor of purchase intention.

Proposed Theoretical Framework

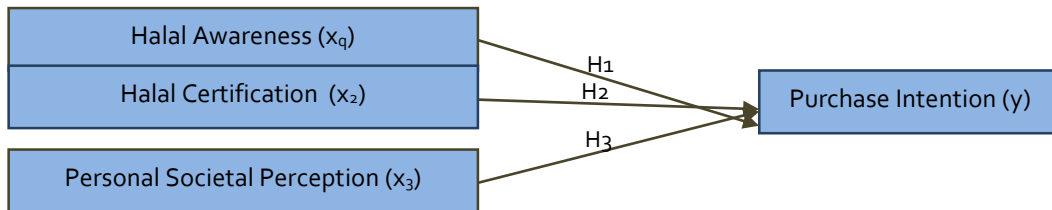


Figure 2. Proposed theoretical framework

Conceptual framework has been adopted from previous research that is Ishak, Awang, Hussain, Ramli, Sum, Saad & Manaf, (2016). Previous research used Halal awareness, Halal certification, Halal marketing, subjective norms and personal societal perception as independent variables. But in this research, the research just adopt three independent variables there is Halal awareness, Halal certification, and personal societal perception. The hypothesis as follow ;

- H₁ : There is significant relationship of Halal Awareness toward purchase intention.
- H₂ : There is significant relationship of Halal Certification toward purchase intention.
- H₃ : There is significant relationship of Personal Societal Perception toward purchase intention.

Methods

Research Design

The researcher has designed the flow of the research from the beginning until the research done. It has been considered with many aspects and also the limitation of this research. The first step is identifying the research objective based on the problem of this case. Second, the researcher did a literature review to have knowledge of the theoretical foundation. By getting now the theoretical foundation, the researcher can make a list of important variables that required to be measured in this research. Then, the researcher has to determine the methodology that wants to be used on this research. The researcher will use quantitative data obtained through a questionnaire that will be distributed to existing college student customer of instant noodle. Afterward, the collected data need to be tested to check the validity and reliability of each variable. Last, the researcher will make the data analysis result.

Sampling and population

The target population of this research is the customer of Instant Noodle. With qualification that respondents are college students with age 18-23 years old. The researcher calculates the population based on the data from BPS Kota Bandung 2015. Total college students in Bandung is ± 365,865 persons. From population the researcher get 100 respondents to analyze. Respondents are college student muslim in Bandung with range age 18o23 years old.

Data collection method

The questionnaire contained two sections: the first section about consumers' demographics and the second section about Halal perception. Data was distributed with online survey and using purposive sampling technique.

Instrument

Table 1. Variables instrument

Variable	No. of item	Source
HA: Halal Awareness	9	Haider, 2015, Waskito 2015
HC : Halal Certifictaion	8	Haider, 2015, Waskito 2015
PC : Personal Societal Perception	6	Haider, 2015
PI : Purcahse Intention	3	Waskito, 2015

The Likert scale was used in the questionnaire 1(strongly disagree)–5(strongly agree). Questionnaire has been collected 108 valid respondents.

Data Analysis

The data that will be analyzed with description statistics in SPSS 22, they are factors affecting Halal purchase intention. Where the descriptive analysis was used to produce frequency analysis for respondent’s demographic profile. Meanwhile the researcher use linear regression to analyze the relationship between three main independent variables, Halal awareness; Halal certification; and personal societal perception toward purchase intention.

Validity and Reliability Analysis

Validity can be described as the degree to which the test conducted measures what it is supposed to (Hair, Black, Babin, & Anderson, 2007). In this research, the validity analysis is performed by using Bivariate Pearson or Pearson Product Moment Correlations. This is done by correlating each item questionnaire scores with the total score. Items with a high significance of correlation with the total score indicated that the items are valid. On validity test, the decision is made by seeing two things, first is the value of significance and second is by comparing the value of rxy table with the r product moment. The score is valid when the significance value obtained by the Sig. (2-tailed) is lower than 0.05. Then the rxy must be higher than the r table product moment so it can be concluded valid.

Table 2. Validity statistics

No	Variable	Label	Pearson	Validity
1	Halal Awareness	HA1	0.810	Valid
		HA2	0.811	Valid
		HA3	0.767	Valid
		HA4	0.810	Valid
		HA5	0.832	Valid
		HA6	0.811	Valid
		HA7	0.774	Valid
		HA8	0.771	Valid
		HA9	0.796	Valid
2	Halal Certification	HC1	0.796	Valid
		HC2	0.781	Valid
		HC3	0.740	Valid
		HC4	0.803	Valid
		HC5	0.872	Valid
		HC6	0.863	Valid
		HC7	0.766	Valid
		HC8	0.734	Valid
3	Personal Societal Perception	PC1	0.780	Valid
		PC2	0.794	Valid

		PC3	0.818	Valid
		PC4	0.779	Valid
		PC5	0.795	Valid
		PC6	0.756	Valid
4	Purchase Intention	PI1	0.937	Valid
		PI2	0.932	Valid
		PI3	0.868	Valid

Table 3. Reliability using cronbach alpha

Dependent Variable		
Purchase Intention	0.899	Reliable
Independent Variable		
Halal Awareness	0.928	Reliable
Halal Certification	0.915	Reliable
Personal Societal Perception	0.875	Reliable

From table above, the data are valid and reliable to analyze. Halal Awareness has the strongest reliability with the alpha value of 0.928 while Personal Social Perception has the lowest alpha value among all the independent variable with 0.875. On the other hand, the purchase intention as the dependent variable has the alpha value of 0.899.

Results and Discussion

Classic Assumption Test

Table 4. Multicollienarity Test Analysis

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleran ce	VIF
1	(Constant)	3.482E-15	.062		.000	1.000		
	Halal Awareness	.131	.105	.131	1.241	.217	.346	2.889
	Halal Certification	.361	.142	.361	2.550	.012	.191	5.232
	Personal Societal Perception	.322	.119	.322	2.713	.008	.272	3.683

a. Dependent Variable: Purchase Intention

This means that the model do not have multicollinearity problem and can be used on multiple regression analysis.

Table 5. Heteroscedaticity Test Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.452	.042		10.635	.000
	Halal Awareness	-.043	.073	-.098	-.586	.559
	Halal Certification	.037	.098	.085	.379	.705
	Personal Societal Perception	-.006	.082	-.014	-.074	.941

Based on Table 4.95 the obtained value of Significance are 0.559, 0.705, and 0.941 which is higher than 0.05. So it can be concluded that there is no heteroscedasticity problem.

Table 6. Normality Test Analysis

		Unstandardized Residual
N		108
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.62814987
Most Extreme Differences	Absolute	.081
	Positive	.051
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.080 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on Table 4.6, Value Asymp. Sig (2 tailed) = 0,80. It means the data is normally distributed because value of Asymp. Sig is more higher than 0.05.

Table 7. Autocorrelation Test Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.605	.590	.64023078	2.027

a. Predictors: (Constant), Halal Awareness, Halal Certification, Personal Societal Perception

b. Dependent Variable: Purchase Intention

Durbin Watson's score = 2.027 located between dU and 4-dU (1.72087 - 2.27913), there's not Autocorrelation.

Linear Regression

Table 8. Coefficient of Determinant Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.667	.658	.58491593

a. Predictors: (Constant), Halal Awareness, Halal Certification, Personal Societal Perception

According to Table 4.11, it is indicated from the value of R Square = 0.658 that 65.8 percent of the variation in the customer purchase intention can be explained by the predictors' variations (Halal Awareness, Halal Certification and Personal Societal Perception) Meanwhile, 34.2 percent can be explained by other factors excludes from the factors in this research.

Table 9. Table of ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.419	3	23.806	69.583	.000 ^b
	Residual	35.581	104	.342		
	Total	107.000	107			

b. Predictors: (Constant), Halal Awareness, Halal Certification, Personal Societal Perception

Based on Table 4 the significant value of the test is $0.00 < 0.05$ which means that at least one of the predictors can be used to model the purchase intention of Halal Instant Noodle. The regression model shows that Halal Awareness, Halal Certification, and Personal Societal perception has a significant influence on modeling the intention of purchase intention towards Halal Instant Noodle.

Table 10. Table of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	-7.760E-17	.056		
Halal Awareness	.107	.100	.107	1.062	.290
Halal Certification	.513	.132	.513	3.900	.000
Personal Societal Perception	.237	.112	.237	2.116	.037

a. Dependent Variable: Purchase intention

From Table 4.13 formed the multiple regression equation described below:

$$PI = -7.760E-15 + 0.107 (HA) + 0.513 (HC) + 0.237 (PC)$$

Where PI = Purchase intention toward Halal Instant Noodle

HA = Halal Awareness

HC = Halal Certification

PC = Personal Societal Perception

Table 11. Summary of the result for hypothesis testing

Hypothesis	Unstandardized Coefficient Beta	t-value	Significant Level	Result
H1: There is significant relationship of Halal Awareness toward purchase intention.	.107	1.062	.290	Not Supported
H2: There is significant relationship of Halal Certification toward purchase intention.	.513	3.900	.000	Supported
H3: There is significant relationship of Halal Personal Societal Perception toward purchase intention.	.237	2.116	.037	Supported

Based on this empirical findings are quite supportive of the conceptual framework to explore factors contributing towards the Halal purchase intention. The analysis of the items constituting different aspects of Halal product purchase intention shows that there are two crucial constructs, i.e. Halal Certification and Personal Societal Perception.

Conclusions

H₁: There is significant relationship of Halal Awareness toward Purchase Intention.

From the finding of this research, it is not found that the relationship between Halal Awareness affecting purchase intention towards Halal product. The value of unstandardized coefficient beta is 0.107 with t-value 1.062 and significant level 0.290 which means that the hypothesis is not accepted.

H₂: There is significant relationship of Halal Certification toward Purchase Intention.

From the finding of this research, it is found that the relationship between Halal Certification affecting purchase intention towards Halal product. The value of unstandardized coefficient beta is 0.513 with t-value 3.900 and significant level 0.000 which means that the hypothesis is accepted.

H₃: There is significant relationship of Halal Personal Societal Perception toward Purchase Intention.

From the finding of this research, it is found that the relationship between Halal Personal Societal Perception affecting purchase intention towards Halal product. The value of unstandardized coefficient beta is 0.237 with t-value 2.116 and significant level 0.037 which means that the hypothesis is accepted. Based on previous research by Awan, Siddiquei, and Haider, (2015), their research result showed that Halal awareness is not affecting to purchase intention of Halal products.

References

- Ahmad, N. (2011) Intention to Purchase Halal Products Among Consumers [Online] Available. Retrieved January 2017
http://www.etd.uum.my/2790/1/Nur_Haslizatul_Liza_Ahmad.pdf
- Ahmad, Abaidah, & Yahya. (2013). A Study on Halal food Awareness among muslim customers in Klang valley. In: 4th International Conference on Business and Economic Research Proceeding, Bandung.
- Ajzen, I. (1985). From intentions to actions: A Theory of Planned Behavior. In J. Kuhl & J. Beckman (Eds.), Action-control: From Cognition to Behavior (pp. 11-39).
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Alamgir, M., Shamsuddoha, M., Nedelea, A. and Nasir, T. (2010). Influence of brand name on consumer decision making process-an empirical study on car buyers, *Fascicle of the Faculty of Economics and Public Administration*, Vol. 10 No. 2, pp. 142-153.

- Alam, S.S. & Sayuti, N.M. (2011). Applying the Theory of Planned Behavior (TPB) in Halal Food Purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.
- Anderson, J. R. (2010). *Cognitive Psychology and Its Implications: Seventh Edition*. New York: Worth Publishing
- Assael, H., (2001). *Consumer Behavior 6th Edition*. New York: Thomson Learning.
- Aziz, Y., Chok (2013), The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach, *Journal of International Food and Agribusiness Marketing*, 25:1-23
- Aziz, Y.A, Vui, C.N, (2012), The Role of Halal Awareness and Halal Certification in Influencing Non-Muslim's Purchase Intention. *3rd International Conference on Business and Economic Research, Bandung, Indonesia*, paper 1822.
- Awan, Siddiquei, and Haider. (2015). Factors Affecting Halal Purchase Intention – Evidence from Pakistan's Halal Food Sector ", *Management Research Review*, Vol. 38 Iss 6 pp. 640 – 660
- Borzooei, M & Asgarim, M. (2016). Discovering perceptions of Muslim consumers toward the ICRIC Halal logo, *Journal of Islamic Accounting and Business Research*, Vol. 7 Iss 4 pp. 304 - 317
- Chakravarti, Laha and Roy. (1967). *Handbook of Methods of Applied Statistics, Volume I*. John Willey and Sons, pp.392-394
- Choy. (2011), "Enhancing the quality of instant noodles: The impact of low protein and wheat flour, ingredients and processing conditions".
- Fu, B. X. (2008). Asian noodles: History, classification, raw materials, and processing *Food Research International*, 41(9), 888-902.
- Fishbein, M., and Ajzen, I. (2005). Theory-based behavior change interventions: Comments on Hobbis and Sutton. *Journal of Health Psychology*, 10, 27-31.
- Golnaz, R., Zainalabidin, M., Mad Nasir, S., & Eddie Chiew, F. C. (2010). Non-muslim's awareness of Halal principles and related food products in Malaysia, *International Food Research Journal*, 17, 667-674.
- George, D & Marrely., (2003). *SPSS for windows Step by Step*. Boston: Allyn & Bacon
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS. Cetakan Keempat*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hrubes, D., Ajzen, I., & Daigle, J. (2001). Predicting hunting intentions and behavior: An application of the theory of planned behavior. *Leisure Sciences*, 23, 165-178.
- Ishak, S., Awang, A., Hussain, R., Ramli, R., Saad & Manaf (2016). A study on the mediating role of halal perception: determinants and consequence reflections, *Journal of Islamic Marketing*, Vol. 7 Iss 3 pp. 288 – 302
- Jonathan A.J. Wilson, Jonathan Liu, (2011), The Challenges of Islamic Branding: Navigating Emotions and Halal, *Journal of Islamic Marketing*(2), 28 – 42
- Indonesiana tempo, Retrieved January 2017 from <https://indonesiana.tempo.co/read/29922/2015/01/22/kadirsst/konsumsi-mie-instan-masyarakat-indonesia-mencengangkan>
- Kotler, P., (2003). *Marketing Principles: Analysis, Planning, Implementation, and Controlling*. Jakarta: Erlangga
- Kotler, P. and Armstrong, G. (2006), *Marketing: An Introduction*, 11th edition, Prentice-Hall, Upper Saddle River, N.J.
- Lada, S., Geoffrey, H.T. and Hanudin, A. (2010), Predicting intention to choose Halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 3 No. 4, pp. 66-76.
- Leahy, R., (2011) . Relationships in fast moving consumer goods markets: The consumers' perspective; *European Journal of Marketing*, Vol. 45 Iss: 4, pp.651 672
- LPPOM MUI. (2012). *Tentang Pengkajian LPPOM MUI*. Retrieved December 2016, from Lembaga Pengkajian Pangan, Obat-obatan dan Kosmetika http://www.halalmui.org/mui14/index.php/main/go_to_section/2/31/page/1
- Mahdi Borzooei Maryam Asgari , (2016), Discovering perceptions of Muslim consumers toward the

- ICRIC Halal logo, *Journal of Islamic Accounting and Business Research*, Vol. 7 Iss 4 pp. 304 – 317
- Mukhtar & Butt. (2012). Intention to choose Halal products: the role of religiosity", *Journal of Islamic Marketing*, Vol. 3 Iss 2 pp. 108 - 120
- MUI. (n.d). *Halal MUI*. Retrieved January 2017, from Halal MUI:
http://www.halalmui.org/mui14/index.php/main/go_to_section/57/1364/page1
- Peters, T. (1999), *The Brand You*, Alfred A. Knopf; New York, NY.
- Shaari, J & Arifin M., (2010). Dimension of Halal Purchase Intention; A Preliminary Study, *International Review of Business Research Papers* Vol 6. Number 4. September 2010. Pp. 444 – 456
- Sekaran, U. (2003). *Research method for business: A skill building approach*, 4th edition John Wiley & Sons
- Stanton & J. William., (2004). *Marketing Principles*; 282, Erlangga, Jakarta.
- Waskito. (2015). *Pengaruh Sertifikasi Halal, Kesadaran Halal, dan Bahan Makanan terhadap Minat Beli Produk Makanan Halal: Studi pada Mahasiswa Muslim di Yogyakarta*. Retrieved December 2016,
<http://uny.ac.id>