CHAPTER IV

GENERAL DESCRIPTION

A. General Overview of Research Object

This chapter determines and explains concerning the description about the illustration of research object which giving information from the object. This study uses primary data with directly questionnaire to respondents. The respondent in this research is Muslims had consumed food in several places in Yogyakarta and Indonesian Muslim who were in Thailand. This method is used to streamline the time and finance of the researcher.

The sample in this research consisted of Indonesian and Thai respondents. From 200 respondents obtained, including 150 Indonesian respondents and 50 Thai respondents. Indonesian respondents were obtained from Muslim consumers in Yogyakarta. For Thai respondents, they are Indonesians who live in Thailand, many of them are Muslim students or lecturers who are currently continuing their studies in Thailand. This sampling is to see a comparison of the effect of Halal Food Awareness on Purchasing Decision on the halal food product in predominantly Muslim countries (Indonesia) and Muslim minority countries (Thailand).

Indonesia as a Muslim majority country provides policies on products that are sold massively through the procedures of the Indonesian Ulema Council (MUI) to obtain a Halal Certificate. This certainly helps consumers to a buy food product that is in accordance with Islamic provisions (halal). Meanwhile, in Muslim minority countries such as Thailand, food products that are sold are

mix product both halal products and non-halal products. Therefore, the attitude of consumers in Muslim-majority countries and Muslim minority countries will be different.

B. Demographic Characteristics of Respondents

Demographic characteristic of the respondents obtained from questionnaires was divided into Indonesian and Thai respondents. The result of demographic characteristics was analyzed and presented in the following details.

1. Gender

Respondents in this research consisted of 200 people, including 150 Indonesian respondents and 50 Thai respondents. Table 4.1 and 4.2 shows the frequency distribution by gender.

Table 4.1

Demographic Background of Indonesian Respondents Classified by Gender

Gender	Frequency	Percentage (%)
Male	60	40
Female	90	60
Total	150	100

Source: Attachment 3

The result from Table 4.1 shows that the major of Indonesian respondents in this group are female (90 respondents) who accounted for 60% of the total respondents. The rest are 60 male respondents who accounted for 40% of the total respondents.

Table 4.2

Demographic Background of Thai Respondents Classified by Gender

Gender	Frequency	Percentage (%)
Male	22	44
Female	28	56
Total	50	100

Source: Attachment 3

The result from Table 4.2 shows that the major of Thai respondents in this group are female (28 respondents) who accounted for 56% of the total respondents. The rest are 22 male respondents who accounted for 44% of the total respondents.

The comparison between male and female respondents in this research for both Indonesian and Thai respondents was not too different. The proportion of male and female is not too far, so even though the majority are female respondents, male respondents are also still quite a lot.

2. **Age**

Age was divided into 5 ranges, including range 1 (17-23 years), range 2 (24-30 years), range 3 (31-37 years), range 4 (38-44 years), and range 5 (45-51 years). Table 4.3 and 4.4 shows the frequency distribution by age.

Table 4.3

Demographic Background of Indonesian Respondents Classified by Age

Age	Frequency	Percentage (%)
17-23 years	88	69.7
24-30 years	52	34.7
31-37 years	7	4.7
38-44 years	1	0.7
45-51 years	2	1.3
Total	150	100

Source: Attachment 3

The result from table 4.3 reveals that the majority of the Indonesian respondents are aged between 17-23 years (69.7%), followed by 24-30 years (34.3%), 31-37 years (4.7%), 45-51 years (1.3%) and 37-44 years (0.7%) respectively.

Table 4.4

Demographic Background of Thai Respondents Classified by Age

Age	Frequency	Percentage (%)
17-23 years	10	20
24-30 years	33	66
31-37 years	4	8
38-44 years	1	2
45-51 years	2	4
Total	50	100

Source: Attachment 3

The result from table 4.4 reveals that the majority of the Thai respondents are aged between 24-30 years (66%), followed by 17-23 years (20%), 31-37 years (8%), 45-51 years (5%) and 37-44 years (2%) respectively.

The age difference of the majority of respondents in Indonesia and Thailand is indicated because Indonesian respondents are respondents who are still studying at undergraduate level, so Indonesian respondents are mostly aged between 17 to 23 years. But the majority of Thai respondents are people who are continuing to study at postgraduate, so the age of Thai respondents is older than Indonesian respondents.

3. **Educational Background**

Educational background was divided into 5 ranges, including range 1 (high school), range 2 (Diploma), range 3 (bachelor's degree), range 4 (master's degree)

and range 5 (Doctorate). Table 4.5 and 4.6 shows the frequency distribution by educational background.

Table 4.5
Demographic Background of Indonesian Respondents Classified by
Educational Background

Educational Background	Frequency	Percentage (%)
High School	55	36.7
Diploma	10	6.7
Bachelor's Degree	72	48
Master's Degree	11	7.3
Doctorate	2	1.3
Total	150	100

Source: Attachment 3

The result from Table 4.5 indicates that the majority of the Indonesian respondents held a bachelor's degree (48%), followed by high school (36.7%), master's degree (7.3%), Diploma (6,7%) and Doctorate (1.3%) respectively.

Table 4.6

Demographic Background of Thai Respondents Classified by Educational

Background

Educational Background	Frequency	Percentage (%)
High School	-	0
Diploma	-	0
Bachelor's Degree	20	40
Master's Degree	25	50
Doctorate	5	10
Total	50	100

Source: Attachment 3

The result from Table 4.6 indicates that the majority of the Thai respondents held a master's degree (50%), followed by bachelor's degree (40%), and Doctorate (10%) respectively.

As previously explained, the majority of respondents in Indonesia are undergraduate students, so their later education is mostly High School, while Thai respondents are postgraduate students, as long as the majority of the latter education is bachelor's degree.

4. Income

Current income was divided into 5 ranges, including range 1 (Rp 1.000.000 or less), range 2 (Rp 1.000.000 – Rp 1.999.999), range 3 (Rp 2.000.000 – Rp 2.999.999), range 4 (Rp 3.000.000 – 3.999.999), and range 5 (more than Rp 4.000.000). Table 4.7 and 4.8 shows the frequency distribution by income.

Table 4.7

Demographic Background of Indonesian Respondents Classified by Income

Income	Frequency	Percentage (%)
Rp 1.000.000 or less	39	26.0
Rp 1.000.000 – Rp 1.999.999	32	21.3
Rp 2.000.000 – Rp 2.999.999	26	17.3
Rp 3.000.000 – 4.000.000	22	14.7
more than Rp 4.000.000	31	20.7
Total	150	100.0

Source: Attachment 3

The result from Table 4.7 shows that the majority of Indonesian respondents have income in the range Rp 1.000.000 or less (26%), followed by income in the range Rp 1.000.000 – Rp 1.999.999 (21.3%), income more than Rp 4.000.000 (20.7%), income in the range Rp 2.000.000 – Rp 2.999.999(17.3%), and income in the range Rp 3.000.000 – 3.999.999(14.7%).

Table 4.8

Demographic Background of Thai Respondents Classified by Income

Income	Frequency	Percentage (%)
Rp 1.000.000 or less	3	6
Rp 1.000.000 – Rp 1.999.999	4	8
Rp 2.000.000 – Rp 2.999.999	4	8
Rp 3.000.000 – 4.000.000	10	20
more than Rp 4.000.000	29	58
Total	50	100

Source: Attachment 3

The result from Table 4.8 shows that the majority of Thai respondents have income more than Rp 4.000.000 (58%), followed by income in the range Rp 3.000.000 – 3.999.999 (20%), income in the range Rp 1.000.000 – Rp 1.999.999 (8%), income in the range Rp 2.000.000 – Rp 2.999.999 (8%), and income in the range Rp 1.000.000 or less (6%).