CHAPTER V

FINDINGS AND DISCUSSION

This chapter determine and explain concerning the description about the illustration of research object which giving information from the object. This study use primary data with directly questionnaire to respondents, include Indonesian and Thai respondent. The data analysis used in this study is quality data and instrument test, descriptive statistic analysis, and moderated regression analysis.

A. Quality Data and Instrument Test

This chapter presents the statistical result of the conducted analysis in the statistical software program IBM SPSS Statistics 23.0. Before the data is analyzed, the instrument will be analyzed to see validity and reliability. Validity and reliability test do not distinguish between sample data from Indonesia and Thai respondents, because the instruments given to both respondents are the same, so the validity and reliability test are the same.

1. Validity Analysis

A validity analysis was carried out with all data to measure the degree of validity of a research instrument. Correlation product moment method available in SPSS tool was used for this purpose. Following table 5.1 summarize the validity analysis results.

Table 5.1
The Result of Validity Analysis

Variable	Instrument	Sig.	*alpha*	Description
Halal Food Awareness	HA1	0,000	0,05	Valid
	HA2	0,000	0,05	Valid
	HA3	0,000	0,05	Valid
	HA4	0,000	0,05	Valid
	HA5	0,000	0,05	Valid
	HA6	0,000	0,05	Valid
	HA7	0,000	0,05	Valid
Religiosity	R1	0,016	0,05	Valid
	R2	0,000	0,05	Valid
	R3	0,016	0,05	Valid
	R4	0,000	0,05	Valid
	R5	0,000	0,05	Valid
	R6	0,000	0,05	Valid
	R7	0,000	0,05	Valid
	R8	0,000	0,05	Valid
	R9	0,000	0,05	Valid
	R10	0,000	0,05	Valid
	R11	0,000	0,05	Valid
	R12	0,000	0,05	Valid
	R13	0,000	0,05	Valid
	R14	0,000	0,05	Valid
	R15	0,000	0,05	Valid
	R16	0,000	0,05	Valid
	R17	0,000	0,05	Valid
	R18	0,000	0,05	Valid
	R19	0,000	0,05	Valid
	R20	0,000	0,05	Valid
	R21	0,000	0,05	Valid
Purchase Decision	PD1	0,000	0,05	Valid
	PD2	0,000	0,05	Valid
	PD3	0,000	0,05	Valid
	PD4	0,000	0,05	Valid
	PD5	0,000	0,05	Valid
	PD6	0,000	0,05	Valid
	PD7	0,000	0,05	Valid
	PD8	0,000	0,05	Valid

Source: Attachment 2

Based on Table 5.1 above, the result of the validity test can show that all instruments used to measure the variables in this research have significance value

less than 0,05. According to (Ghozali, 2016), that all instruments used in this study are valid.

2. Reliability Test

Reliability is an indication of the internal consistency of the instruments measuring the concepts and helps access the "goodness" of measure (Sekaran & Bougie, 2010). A reliability analysis was carried out with all data to measure the extent to which the indicators are without any bias. The reliability checks the internal consistency of the measures. There are many different types of reliability estimates. One of the most widely used tests is Cronbach's Alpha. Cronbach's alpha method available in SPSS tool was used for this purpose. Following table 5.2 summarizes the reliability analysis results.

Table 5.2
Reliability Analysis

Construct	Cronbach's Alpha
Halal Food Awareness	0,785
Religiosity	0,885
Purchase Decision	0,838

Source: Attachment 2

Based on Table 5.2 above, reliability analysis showed that all variable (halal food awareness, religiosity, and purchase decision) fulfilled the required Cronbach's alpha-level of > 0,6. According to Ghozali (2016), Cronbach's alpha values are above 0.6 which indicates that the internal consistency reliability of the measures used in this study can be considered to be good.

B. Descriptive Analysis

Descriptive analyses used to describe the data that has been collected related to respondents' approval of the research variable

Table 5.3
Summary of the Means of Halal Food Awareness Items

Items		Mean	Description
HA1	*Saya akan memastikan produk makanan telah melalui penyembelihan yang syariah*	4,24	Strongly Agree
HA2	*Saya hanya akan membeli produk jika saya tahu proses penyembelihannya*	3,57	Agree
HA3	*Saya hanya akan membeli produk jika proses penyembelihannya mengikuti aturan Islam*	4,12	Agree
HA4	*Saya akan memilih produk berdasarkan logo halal*	4,6	Strongly Agree
HA5	*Saya menyadari perbedaan antara logo halal yang asli dan palsu*	3,35	Agree
HA6	*Saya mengetahui dengan baik produk apa saja yang termasuk ke dalam makanan halal*	4,12	Agree
HA7	*Setelah saya mengenali logo halal saya akan setia terhadap produk*	4,29	Strongly Agree
Mean Total		4,04	Agree

Source: Attachment 4

Based on Table 5.3 above, descriptive analysis of halal food awareness variable showed that there was agreement from respondents on 7 items about halal food awareness statements. The result showed that all items in halal food awareness variable have agreement on "agree" and "strongly agree", which is 3 items have agreement on "strongly agree" and 4 items have agreement on "agree". It can be concluded, that the respondents' agreement on the halal food awareness statement reached a high value.

The result from Table 5.3 shows that the question about "i will choose a product based on the halal logo" has the largest mean value, which is 4,6. Then the question about "after I recognize the halal logo I will be loyal to the product" has a mean of 4.2 with the Strongly Agree category. The question about "I will make sure the food products have been through sharia slaughter" has a mean value of 4.24 in the strongly agree category. The researcher defined, that halal logo has

big impact on halal food awareness. As stated by Ambali and Bakar (2014) that halal logo is the main factor of awareness of the pruchase of the Halal food products. Ambali and Bakar (2014) also explain that people can be educated through traditional ways of communications (i.e. Newspaper, television, radio) and internet or any other channel of communication to increase their level of halal food awareness.

Table 5.4
Summary of the Means of Religiosity Items

Items		Mean	Description
R1	*Saya percaya hanya ada satu Tuhan yaitu Allah SWT*	4,99	Strongly Agree
R2	*Saya percaya bahwa Muhammad SAW sebagai Nabi terakhir*	4,98	Strongly Agree
R3	*Saya percaya bahwa Al-Quran adalah wahyu dari Allah yang tidak pernah berubah*	4,98	Strongly Agree
R4	*Saya melakukan Shalat lima waktu setiap hari secara rutin*	4,56	Strongly Agree
R5	*Saya melakukan puasa setiap bulan Ramadhan secara rutin*	4,85	Strongly Agree
R6	*Saya membaca Al-Quran setiap hari*	3,87	Strongly Agree
R7	*Saya membayar zakat fitrah pada akhir bulan Ramadhan secara rutin*	4,77	Strongly Agree
R8	*Saya selalu berusaha menghindari kegiatan yang dapat menyakiti orang lain*	4,47	Strongly Agree
R9	*Saya membantu orang lain yang membutuhkan pertolongan*	4,44	Strongly Agree
R10	*Saya selalu berusaha bertindak jujur dan adil kepada setiap orang*	4,47	Strongly Agree
R11	*Saya berusaha untuk tidak mempermalukan orang lain*	4,5	Strongly Agree
R12	*Saya selalu mengikuti ajaran Islam dalam berhubungan dengan lawan jenis*	4,03	Strongly Agree
R13	*Saya selalu berusaha menjauhkan diri untuk tidak mengonsumsi barang yang dilarang oleh ajaran Islam*	4,68	Strongly Agree
R14	*Saya selalu berusaha menghindari perbuatan dosa kecil maupun besar*	4,31	Strongly Agree
R15	*Saya selalu berusaha mengikuti ajaran Islam dalam segala aspek kehidupan*	4,62	Strongly Agree
R16	*Saya memahami pengetahuan dasar dan penting tentang Islam*	4,35	Strongly Agree

Items		Mean	Description
R17	*Saya merasa berdosa melakukan yang dilarang oleh ajaran Islam*	4,71	Strongly Agree
R18	*Saya merasa senang ketika melihat orang lain taat menjalankan ajaran Islam*	4,83	Strongly Agree
R19	*Saya memiliki rasa takut kepada Allah*	4,91	Strongly Agree
R20	*Saya merasa sedih dan tidak puas saat melakukan sesuatu yang bertentangan dalam ajaran Islam*	4,71	Strongly Agree
R21	*Saya berpuasa sunnah secara teratur contohnya : puasa senin dan kamis, puasa daud*	3,54	Strongly Agree
Mean Total		4,55	Strongly Agree

Source: Attachment 4

Based on Table 5.4 above, descriptive analysis of religiosity variable showed that there was agreement from respondents on 21 items about religiosity statements. The result showed that all items in religiosity variable have agreement on strongly agree. It can be concluded, that the respondents' agreement on the religiosity statement reached a high value.

The result from Table 5.4 shows that the question about belief in Allah SWT, the Prophet Muhammad and the Holy Quran has the largest mean value, which is almost perfect close to 5. Indikator of religiosity has measured commitment also plays an important role in people"s lives through shaping their beliefs, knowledge, and attitudes, regardless of their religious orientations. As mentioned by Mukhtar and Butt (2011), it is important to investigate the role of religiosity while investigating Muslim attitude towards Halal product because the greater the intensity of one"s religious affiliation, the higher will be the chances that they will strive to conform with the religious obligations in the consumption world.

Table 5.5
Summary of the Means of Purchase Decision Items

Items		Mean	Description
PD1	*Kualitas dan kehalalan produk menjadi pertimbangan saya dalam membeli produk makanan*	4,6	Strongly Agree
PD2	*Pengetahuan tentang produk makanan menjadi pertimbangan saya dalam membeli produk makanan halal*	4,5	Strongly Agree
PD3	*Logo halal dari MUI memberikan rasa aman dalam mengonsumsi produk makanan*	4,62	Strongly Agree
PD4	*Produk dengan logo halal telah dijamin kualitasnya*	4,2	Strongly Agree
PD5	*Informasi tentang bahan-bahan produk makanan yang lengkap termasuk logo halal yang asli menjadi pertimbangan saya dalam membeli produk makanan*	4,47	Strongly Agree
PD6	*Saya membeli produk makanan bersertifikat halal karena sesuai dengan syariah Islam*	4,59	Strongly Agree
PD7	*Saya akan membeli produk makanan bersertifikat halal lagi di masa depan*	4,69	Strongly Agree
PD8	*Saya akan merekomendasikan orang lain untuk membeli produk makanan bersertifikat halal*	4,49	Strongly Agree
Mean Total		4,52	Strongly Agree

Source: Attachment 4

Based on Table 5.5 above, descriptive analysis of purchase decision variable showed that there was agreement from respondents on 8 items about purchase decision statements. The result showed that all items in purchase decision variable have agreement on strongly agree. It can be concluded, that the respondents' agreement on the purchase decision statement reached a high value.

The result from Table 5.5 shows that the statement about "I will buy halal-certified food products again in the future" has the highest mean value of 4.69. This means that every Muslim in buying food products, will always choose products that are halal with the characteristics of having a halal certificate. a statement about "Halal logo from MUI and MUT gives a sense of security in

consuming food products" has the mean category Strongly Agree. this explains that every product labeled halal can provide confidence that the product can be consumed safely. The statement about product quality and halal is my consideration in buying food products, having the third highest mean value. This shows that Muslim consumers in Muslim-majority countries and Muslim minorities have similarities in considering food products that they will buy. In addition to these other statements, having values in the strongly agree category means that in making a purchasing decision, consumers consider various attributes inherent in the product related to the halal or not of a product.

C. Hypothesis Test

1. Hypothesis 1

The first hypothesis was respondents have a high-level awareness toward halal foods. Following table 5.6 summarizes the results of the first hypothesis.

Table 5.6
Percentage of Responses Related to Awareness Toward Halal Foods

Total Score	Level of Awareness	Frequency	Percentage (%)
29 – 35	Very High	107	53.5
22 – 28	High	78	39.0
15 – 21	Moderate	14	7.0
8 – 14	Low	1	0.5
1 – 7	Very Low	-	0

Source: Attachment 4

Based on table 5.6 above indicates that 53.5% of respondents have a very high level of awareness, followed by 39% of respondent a have high level of awareness, 7% of respondents have a moderate level of awareness and 0,5% of respondents have a low level of awareness. Overwhelmingly more than 90% of

respondents report having a high or very high level of awareness of halal foods. This provides support H1 which indicate that the halal food awareness among respondent in Indonesia and Thailand is significantly high.

2. Hypothesis 2

The second hypothesis of the model requires a test of the expected positive and significant effect of awareness on purchase decision for Muslims living in Indonesia. Table 5.7 present the result of hypothesis 2.

Table 5.7
The Regression Result of Indonesian Respondents

Independent Variable	Standardized Coefficients Beta	t`	Sig	Description
Halal Food Awareness (X)	0,667	10,881	0,000	Positive and Significant

Source: Attachment 5

Based on table 5.7 above, the result of hypothesis 2 test shown, the effect of halal food awareness on purchase decision for Muslims living in Indonesia has positive and significant (t = 10,881, Sig. = 0,000 < 0,05). The result provides strong support for hypothesis 2.

3. Hypothesis 3

The Third hypothesis of the model requires a test of the expected positive and significant effect of awareness on purchase decision for Muslims living in Thailand. Table 5.8 present the result of hypothesis 3.

Table 5.8
The Regression Result of Thai Respondents

Independent Variable	Standardized Coefficients Beta	t`	Sig	Description
Halal Food Awareness (X)	0,562	4,707	0,000	Positive and Significant

Source: Attachment 5

Based on table 5.8 above, the result of hypothesis 3 test shown, the effect of halal food awareness on purchase decision for Muslims living in Thailand has positive and significant (t = 4,707, Sig. = 0,000 < 0,05). The result provides strong support for hypothesis 3.

4. Hypothesis 4

The fourth hypothesis of the model requires a test of religiosity as a moderating variable between halal food awareness and purchase decision. Moderation analysis was used to estimate the paths of causal influence from halal food awareness on the purchase decision, through the proposed moderator religiosity. In order to calculate the effect of moderation variable, Moderating Regression Analysis (MRA) was used. Table 5.9 present the result of hypothesis 4.

Table 5.9
Summary of MRA

Equation (3) : $Yi = \alpha + \beta 1Xi + \beta 2Zi + \beta 3Xi*Zi + \varepsilon$				
Independent Variable	**Standardized Coefficients Beta**	**t`**	**Sig**	**Description**
Halal Food Awareness (X)	0,352	0,693	0,489	Not significant
Religiosity (Z)	0,184	0,791	0,430	
(X*Z)	0,192	0,302	0,763	

Source: Attachment 5

Based on table 5.9 above, the result of hypothesis 4 test is rejected. Religiosity cannot strengthen the influence between halal food awareness and purchase decision (t = 0,302, Sig. = 0,763 > 0,05). The result provides that it does not support hypothesis 4. This result support by the previous study by Machali et al. (2013) which is halal food awareness has no significant effect on purchase decision through religiosity as mediating variable.

D. Discussion

1. Have a high-level awareness of halal foods

The first hypothesis of this research was respondents have a high-level awareness of halal foods for Muslims living in Indonesia and Thailand. Based on descriptive statistical analysis, more than 90% of respondents report having a high or very high level of awareness of halal foods. This provides support for Hypothesis 1 which indicates that the halal food awareness among students in higher education is significantly high.

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 (Nurcahyo & Hudrasyah, 2017). This result supports previous research by (Machali, et al., 2013) which found the halal food awareness among student in Brunei is significantly high. This result also supports previous research by (Ambali & Bakar, 2012) which found awareness and concern about halal food among Muslims are gaining impetus in Shah Alam.

2. **The Effect of Halal Food Awareness on Purchase Decision for Muslim Living in Indonesia**

The second hypothesis of this research was halal foods awareness has a positive and significant impact on purchase decision for Muslims living in Indonesia. The research found that the awareness of Muslim consumers in Muslim-majority countries concerning halal foods was considerably high. This is an encouraging result because previous research such as (Nurcahyo & Hudrasyah, 2017); (Machali, et al., 2013) and (Aziz & Chock, 2013) found that people who are highly religious may not necessarily have a high level of awareness about halal food. The majority of respondents is largely dominated by aged 17 to 23 years and they are can decide their purchases personally, in this case, they realize that they are very cautious related to halal foods. This means that the higher halal food awareness, the more will be their concern to ensure that the food they eat conforms to halal requirements.

3. **The Effect of Halal Food Awareness on Purchase Decision for Muslim Living in Thailand**

The third hypothesis of this research was halal foods awareness has a positive and significant impact on purchase decision for Muslims living in Thailand. This result shows that Indonesian Muslim people living in Thailand have a very positive influence their purchase decision to those foods. Living in Muslim minority countries make customers be aware of a product and then build and intention of purchase. This means that awareness is a key factor for a Muslim living in Muslim minority countries when assessing foods. The result of this study

strengthen the research of (Soesilowati, 2010) which found Muslim respondent consistently put a high priority on the halal issue when they purchase food, buy meat, or select a restaurant. This result also strengthens the research of (Machali, et al., 2013) which found the higher the awareness, the higher the purchase decision.

4. **The Effect of Religiosity as Moderating Variable between Halal Food Awareness and Purchase Decision**

The fourth hypothesis of this research was the higher the degree of religiosity, the stronger the effect of awareness on purchase decision was rejected. Based on the MRA test, the significant value of the MRA is more than 0,05. So, religiosity as a moderating variable cannot support halal food awareness towards the purchase decision.

Based on descriptive statistical analysis, religiosity has a very strong agreement by Indonesian and Thai respondents. This indicates that the respondent has a very high level of religiosity, so that religious life has been deeply embedded in him. The result also agrees with the previous study by (Machali, et al., 2013) which indicates religiosity as a moderating variable has a negative and significant result. Then the result is the higher degree of religiosity, weaken the effect of awareness on the purchase decision. Also, this research has result that does not support the hypothesis.

Religiosity cannot strengthen or weaken the relationship of halal food awareness to purchasing decisions because Muslims in the majority Muslim countries tend to haver regulations that require every mass product sold in

minimarket or supermarket or another channel distribution must have a halal certificate. So that either the person has high or low level religiosity, sitll buy halal food product.