

## ***A Product Attribute Influencing Halal Product Purchase Decisions: A Field Study In Bogor***

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### **KEYWORDS**

*Quality, Price, Purchasing Decision*

### **ABSTRACT**

*Every consumer, especially Muslim consumers, demands that a product be halal. Whether it's food, medicine, or consumer products. However, the application of Islamic teachings in laws and regulations governing the provision of halal guarantees on food creates a challenge in the regulation governing the provision of halal labels on food. Due to the lack of tenacity in existing rules and regulations governing the use of halal labeling on food, haram food products continue to circulate in Indonesia. Halal products are the most important to Muslim consumers. We investigated Muslims' attitudes toward halal products in the Bogor area. This study involved 155 respondents who consume halal products. Data for this study was gathered by using an interview as the primary data collection method, through a personality-administered questionnaire. The respondents are Muslim consumers who only purchase and consume halal products. The regression approach was used in this study, which aimed to connect cause-effect linkages through each variable, primarily to investigate the impact of product qualities on purchase decisions. The results reveal that the quality of Halal products obtained is encouraging for responders in Bogor. This leads to our research finding that the halal product is of such high quality that consumers desire to buy it. Meanwhile, according to the findings on perceived price, consumers do not consider or object to the prices supplied by halal items, despite that generally pricing is one of attributes for consumer's purchasing decision.*

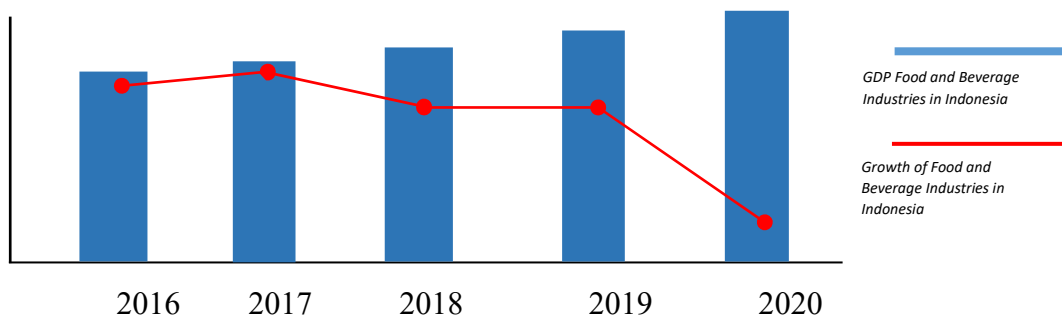
## **INTRODUCTION**

The halalness of a product is a need for all consumers, particularly Muslim consumers. Whether it be a food product, medicines or other consumer items. Along with the enormous number of Muslims consumers in Indonesia, which totals 204.8 million people, the Indonesian market has the most Muslim consumers. As a result, the assurance of halal products becomes critical agenda to the country. According to the Preamble to the Constitution Republic of Indonesia Year 1945 (UUD 1945), the State is obligated to safeguard all Indonesian people and to achieve common prosperity (Charity, 2017). Halal food is an interesting issue to research and debate. This is due to the rapid development of food technology, especially in the processed food agroindustry, which results in a wide range of components used in food processing. The development of the use of these ingredients is driven by the need for ingredients with certain desired properties at low prices. The issue therefore becomes the large number of food ingredients, both primary raw materials and additions, for which it is impossible to identify the halal origin. The clarity of information on a food product is critical so that people know if the product they are consuming is halal or whether the legal rules are unclear (Mardesci, 2013).

The majority of Muslim nations are in Asia, and they are wealthy in natural resources such as oil, gas, agriculture, and food. Malaysia, Indonesia, and Thailand, all developing nations with a growing halal business, have the potential to become halal hubs. Halal certification is a thorough

investigation of a product, the outcome of which is decided in the form of an MUI fatwa. Halal certification aims to provide certainty of the halalness of a product in the form of a halal certificate, so that it can reassure the mind that consumes it. In addition, for producers, halal certification can prevent confusion about the halal status of the products produced. Halal certificate is written legal evidence that states the halalness of a product issued by the MUI based on a fatwa stipulated by the MUI Fatwa Commission (Girindra 2008). The institution authorized to carry out halal certification in Indonesia is LPPOM MUI. Certification and inclusion of the halal mark is voluntary (no requirement). However, this need to be done considering that the halalness of a product for consumption by Muslims is obligatory. Meanwhile, the halalness of a product can guarantee that the product is processed properly and is safe for consumption for anyone. For producers themselves, halal-certified products can open up broad export opportunities because their products have a competitive advantage compared to other food industries.

The Demand of Halal product until 2020 is highly increased since pandemic, throughout 2020, the performance of the food and beverage industry experienced a growth of 1.58 percent. Although still showed positive performance and better than some of the other industry sectors that experienced negative performance, but the growth of the food and beverage industry in 2020 was smaller than the growth of the food and beverage industry in 2019 and earlier. Based on the data below, the growth of food and beverage industries in Indonesia has dropping into the critical situation.

**Table 1. Graphic of Food and Beverage Demand in Indonesia**

Source: <https://www.dataindustri.com/product/data-percepat-industri-food-and-beverage/>

Consumers have their own way of buying products that packaged, that they can see the selected product is the right decision. In choosing a product, Muslim must be careful about information on product marketing that provides important information for consumers. Information that must be on the food packaging is a clear product name. Currently, the awareness of consuming halal food does not only come from Muslims but also non-Muslims because they think it is safer to buy halal products. In addition, the focus on the shelf life and freshness required for food is the reason why the halal food industry is so attractive. These conditions increase the emergence and growth of the halal food market with wide acceptance among non-Muslim consumers who regard halal food as safe, hygienic, quality and healthy product. The guarantee of halalness is depend on the beginning until final qualification before distribute to final consumers (Nurrachmi, 2017).

For Muslim consumers, the halal guarantee of a product/service is a very important thing. Because consuming halal food is an absolute religious commandment because for Muslims. Islam does not only focus on material aspects, and also does not only focus on aspects of body development, but Islam also pays attention to something that affects morals, soul (personality) and behaviour (). The halalness of a product is the main consideration for Muslim

consumers to consume it. Muslims of course will feel reassured if the manufacturer's product really has a halal guarantee. In article 4 letter (a) of Law Number 8 of 1999 concerning Consumer Protection (UUPK) it is stated that "consumer rights" are the rights to comfort, security, and safety in consuming goods and or services". This article shows that every consumer, including Muslim consumers who make up the majority of consumers in Indonesia, has the right to obtain safe and halal goods for consumption. One of the safe meanings for Muslim consumers is that the goods do not conflict with the rules of their religion, in the sense of being halal. The problem is, not all Muslims have sufficient knowledge to know whether the food and goods to be consumed are truly halal. Consumers have also been protected by article 4 letter (c) UUPK as well it is stated that "consumers have the right to correct, clear, honest information regarding the conditions and guarantees of goods or services" However, the application of Islamic teachings in the laws and regulations regarding the provision of halal guarantees on food products, there are problems that arise in the regulation regarding the provision of halal labels on food. This is due to the lack of firmness of the existing laws and regulations in regulating the application of halal labels on food so that there are still haram food products circulating in Indonesia. Halal

product is most important to Muslim consumers; we investigated the perception of Muslims toward halal product in Bogor area.

## **LITERATURE**

### **Halal**

In recent years, the topic of Islam has had wide coverage in the business literature. Halal is one of the most important concepts of Islamic studies for business literature. Halal is conceptualized as things that are permissible and lawful for Muslims. Some authors (Wilson, 2014; Wilson and Liu, 2010) covers this concept with "haram" meaning forbidden and / or prohibited under Islamic law. Therefore, as in the classic definition, kosher, in Islamic teaching, means what God has allowed for Muslims in the Qur'an (Wilson, 2014). In general, kosher products are items that do not contain pork, alcohol, blood, or additives of animal origin, and its production is isolated from the materials considered; unclean according to Islamic law, even the cleaning of this product. As halal is an important requirement for the Islamic religion (Alserhan, 2010), it plays an important role towards the consumption and buying behavior of Muslims (Rajagopal et al., 2011). In Islam, it is considered unprofitable to bring food or cosmetics that are halal, meaning it is permissible according to Islamic law, in addition to haram (prohibited) items such as pork or alcoholic products (Halaljournal, 2016).

Halalness a product become a mandatory requirement for every consumer, especially Muslim consumers. Be it products in the form of food, medicine or other consumer goods. As the magnitude of the quantity of Muslim consumers in Indonesia that amounted to 204.8 million inhabitants of Indonesia, the Indonesian market itself become Muslim consumer market is very large.

Therefore, the guarantee of halal products is an important thing to get the attention of the state. As stated in the Preamble of the Constitution of the Republic of Indonesia Year 1945 (UUD 1945) that the State's obligation to protect the pride of Indonesia and the country of Indonesia and realize common prosperity Positive response to the issue of halal mainly related to food, pharmaceuticals, and the Indonesian government with the publication of several laws has carried out cosmetics. However, these regulations are made by partial, inconsistent, overlapping impressed, and not systemic so technically cannot be a strong legal framework and specifically bind to the question of halal products to manufacturers (businesses) as well as a guarantee to the consumer. This has resulted in no guarantee of legal certainty governing halal products, while the need to ensure halal products is inevitable and urgent, especially in relation to consumer protection and the global trade arena.

### **Perceived Quality**

According to Zeithaml (1988), refers to the perceived quality of excellence or superiority consumer's judgement global product or service. Anderson et al. (1994) emphasized that the perceived quality can be considered as the company's current performance evaluation from the perspective of consumers, and such actions are likely to affect their attitudes and behavioural intentions are positive in relation to suppliers. In fact, perceived quality is an abstract construct that presents a difference in relation to the quality of the product or service objective. In the case of objective quality, it is possible to measure the observed characteristics, due to the number of defects, durability or price (Garvin, 1983). On the other hand, perceived quality is more related to abstract judgments from consumers than to concrete attributes of products or services (Zeithaml, 1988).

Meaning the perception of quality is regarded as a very important study for all researchers and marketing managers. Being an important role to make a difference from your competitors with quality products and services between brands and customers. There is a relationship between the perceived value and satisfaction recommended by Cronin and Hult (2000). Perceived quality is defined as consumer perceptions of all components of the product or service, including tangible and intangible value. It also includes the performance, features, reliability, compatibility, durability, serviceability and aesthetics, etc. Perceived quality is a bridge between business organizations and customers in a service interaction. For example, when a business organization creates a quality service or product is good, they will feel happy consumers; then they continue to buy back their services or products (Lican & Marliana, 2017).

Perceived Quality is another dimension of brand value, which is very important for consumers to choose goods and services to buy (Aaker 1991). It is important to note that product quality is an important corporate resource for achieving competitive advantage (Aaker 1989). Perceived Quality is defined by Zeithaml (1988) as a consumer's assessment (perception) of the superiority of a product as a whole. Compared to his successor. From this understanding, it is known that Perceived quality is the ability of a product to be accepted in providing satisfaction when compared to available alternatives. High Perceived Quality shows that consumers have found differences and advantages of products with similar products after going through a long period. Zeithaml stated that perceived quality is a component of brand value because perceived high quality will encourage consumers to prefer a brand to competitors.

### **Perceived Price**

Perceived price can be defined as customer's subjective perception of what is given up or sacrificed to acquire the product (Zeithaml, 1988). According to Zeithaml (1988), customers do not always remember or know the actual price of a product, but rather they subjectively encode the prices as "expensive" or "cheap". Thus, it suggests that the customer's perception of price may be different from the objective price. Classic economic definition of price paid to obtain a product is often limited to the monetary unit's only (Korda & Snoj, 2007; Agarwal & Teas, 2001; Oh, 1999). However, this concept of price is too simplistic because the customer's overall assessment of what is sacrificed can be influenced by many other factors (Korda & Snoj, 2007). Thus, investigating the other factors causing the customer to sacrifice something in acquiring the product is important. Scholars argue that the sacrifice made by customers is not only the nominal monetary price, but also include all other non-monetary costs made during product acquisition and its use (Zeithaml, 1988; Snoj, Pisnik, & Mumel, 2004).

The non-monetary sacrifices include search time cost, physical effort or energy, and learning costs (Zeithaml, 1988; Rivière, 2014). When customers cannot find the product on the shelf, travel to get the product, make an effort to assemble durable products, and spend a good time to prepare packaged, sacrifices have been made. Non-monetary sacrifices are very important as they increase the subjective evaluation in the perception of price (Zeithaml, 1988). Non-monetary sacrifices may play a more important role than the monetary sacrifice (Wang, Lo, Chi, & Yang, 2004). Thus, this research Also will include the non-monetary aspect of sacrifice in investigating perceived price.

## **METHODOLOGY**

This type of research uses a comparative causal research method. This type examines the possibility of cause-and-effect relationships. Causal comparative design is a research design that seeks to find the relationship between the dependent and independent variables after the action has occurred (Joseph, 2020). The process of various quantitative research methods such as casual comparison is to observe the effect by looking for causal factors. Involving research activities starting from identifying the effect of one variable on another variable, then looking for possible causal variables. In addition, the support of the regression method through the process of various quantitative research methods such as casual comparison is to observe the effect by looking for the causal factors.

Involving research activities starting from identifying the effect of one variable on another variable, then looking for possible causal variables (Retnawati, 2017). In this study, the causative factor is Muslim consumers who are influenced by perceived quality and price (perceived quality and price) of Halal products (food and beverages). As for the consequences, it is Muslims who have made a decision in purchasing after going through the perceived stage of perception.

The implementation takes less than half a year to involve 155 respondents who actually consume Halal products located in Bogor, with a population growth of 4,867,370 Muslims (BPS, 2020). Using interview data and distributing questionnaires for this study were collected using primary data collection methods through personality questionnaires after which the data was processed using SPSS ver software. 23. The sample of this research is Muslim consumers who always buy and consume halal products. Then, they will ask the restaurant located in Bogor Kota (more than one restaurant) to apply for

permission to collect data. After the customer arrives, they will be asked to work with the team for research. This step will be carried out in order to establish a relationship between the parties. The second step is a data collection process that consists of two parts, one for the socioeconomic and demographic characteristics of the respondents, and the other for occupation and income level. The second part consists of a questionnaire instrument. This instrument is used for various purposes such as analysing various factors that influence research. The thesis questionnaire will measure all proposed hypotheses. Therefore it is very important, because it will determine the research as a whole and the relationship between the variables. The questionnaire is divided into two parts and contains direct questions.

Modified items for the purchase of Halal products. Measures of perceived quality (seven items), perceived price (six items), consumer attitudes (six items), and purchase decisions (four items) were measured. All questions use a six-point Likert scale where 1 indicates “strongly disagree”, 2 indicates “disagree”, 3 indicates “agree”, 4 indicates “strongly agree”, so that regression analysis was used to analyse the data. The Likert scale design was designed in four options because to avoid biased results. There is a list for all the questionnaires all the questions that have been used from previous studies that have been done previously.

## **RESULTS**

### **Descriptive**

This study found the result of descriptive from 155 respondent. We found that 47.1 percent is male respondents and the rest of it is female respondents. The female respondents did gave more contribution for this study. From their age-range, 19 to 20th



Table 4.2 is the image of respondent's perception towards Halal product's price. We found that affordable price is highly indicated as a strong price. These results show how respondents perceived the price of Halal product. Halal product price is variate depend on

the qualification. The weakest respond has found at the cheaper option on Halal product price. We indicated Halal products are variety in price section, hence, this is recommend for specific investigation of price in future time.

**Table 4.3. Consumer's Attitude Descriptive Result**

Item	Strongly Disagree		Disagree		Agree		Strongly Agree		Mean	Std. Deviation
	N	(%)	N	(%)	N	(%)	N	(%)		
The Willingness	-	-	9	5.8	90	58.1	56	36.1	3.30	.574
Knowledge level of popularity	-	-	3	1.9	82	52.9	70	45.2	3.43	.535
Knowledge level of reputation	-	-	1	.6	76	49.0	78	50.3	3.50	.514
The usefulness	-	-	1	.6	76	49.0	78	50.3	3.50	.514
Happiness of the needs	-	-	4	2.6	65	41.9	86	55.5	3.53	.550
Reliability			1	.6	67	43.2	87	56.1	3.55	.511
Total Mean									3.46	

We found a good result regarding consumer attitudes towards halal products. Identified that consumers are very happy to consume Halal products because of their daily needs. Moreover, the level of knowledge about the reputation of the product makes consumers to consume and increase the sense of need. These results prove that

Muslim consumers not only carry out some of the obligations in Islam, but at the same time; Muslims also need Halal products for reasons of great need in their lives. This result is part of the support for research that has been carried out previously, hence, gets answers from accurate results.



**Table 4.4 Purchase Decision Descriptive Results**

Items	Strongly Disagree		Disagree		Agree		Strongly Agree		Mean	Std. Deviation
	N	(%)	N	(%)	N	(%)	N	(%)		
No options for buying	-	-	2	1.3	69	44.5	84	54.2	3.53	.526
The information of products	-	-	2	1.3	74	47.7	79	51.0	3.50	.527
The repurchase Intention	-	-	4	2.6	99	63.9	52	33.5	3.31	.517
Reason to buy	-	-	5	3.2	87	56.1	63	40.6	3.37	5.48
Total Mean									3.42	

The results show that Muslims buy this product based on their willingness and the actual choice in consuming food and beverages. Based on the answers above, Muslims tend to think that there is no other choice but to choose Halal products. This is based on the rules that have been taught in Islam to carry out their obligations. These results serve as a small-scale example to support information on Muslim perceptions.

#### **Validity and Reliability**

Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measure something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure. Reliability and validity are closely related, but they mean different things. A measurement can be reliable without being valid. However, if a measurement is valid, it is usually also reliable.

We identified all the results related to the validity test with 155 respondents; is above the R table, which is 0.159. As for the results of the validity test in the Perceived Quality Variable of .734, this score has successfully passed this test. Then the score of the price variable has

been obtained .668, this result makes the price variable valid. Then the calculated result of R is .814 and the result of the validity of the purchase decision is .812. The validity test in this study produced good numbers in carrying out the next process. Furthermore, the results of Cronbach Alpha from each variable are perceived quality (.859); Perceived Price (.788); Consumer Attitude (.898) and Purchase Decision (.828). These results have passed sufficient reliability of .700. It means that all reliability results have a strong level of accuracy in conducting research. These results support to carry out a continuous process.

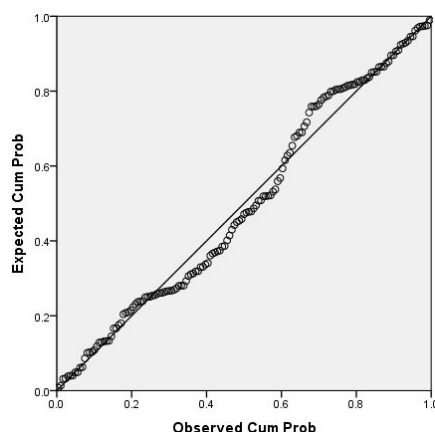
#### **Normality**

Normality test is useful for determining the data that has been collected is normally distributed or taken from a normal population. The classical method of testing the normality of a data is not so complicated. Based on the empirical experience of several statisticians, the data with more than 30 numbers ( $n > 30$ ), can be assumed to be normally distributed. Commonly referred to as a large sample. However, to provide certainty, whether the data is normally distributed or not, the normality test should be used. Because data that is more

than 30 can be ascertained to be normally distributed, and vice versa. One-sample KS test is the test used in this study. it has been found and identified that Asymp.sig is 0.10; This shows that the distribution

that has been carried out in this study shows the results of a normal distribution. In addition, the P-plot also supports this result.

**Figure 4.1 Normal P-P Plot of Regression Standardized Residual**



**Hypothesis tests**

Partial (individual) testing is carried out by performing a t-test, looking for t-count that will be compared with the t-table. T-test is used to determine the quality of the regression significance between each independent variable (X) whether there is an effect on the dependent variable (Y). This study uses

Perceived Quality (X1); Perceived Price (X2); Purchase Decision (Y) and Consumer Attitude (Z) as mediating variables. Partial testing was carried out on the X1-Z and X2-Z relationship and continued with the X1-Y relationship; and X2-Y. The results of the T test for the relationship between X and Z are as follows.

**Table 4.5 Hypothesis Test with Consumer’s Attitude**

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Perceived Quality	.27	.071	.298	3.854	.000
Perceived Price	.11	.083	.105	1.358	.176

The results of the T test from the table above that we can identify are the T value of perceived quality is 3,854; while the T value of the Perceived Price is 1.358. Then we also get a T table of 1,980; value df = 152. T-test results can be identified by calculating the first variable (perceived quality) is 3,854 > 1,980; sig 0.00 > 0.05. it can be concluded

that hypothesis 1 (H1) in this study can be accepted with the meaning that there is a significant relationship between perceived quality and consumer attitudes partially. While the T value for the perceived price (X2) is 1.358; it can be concluded through the t test that 1.358 < 1.980; sig .176 > 0.05 which makes the hypothesis (H2) unacceptable. Therefore,

there is no significant relationship attitudes partially.  
between perceived price and consumer

**Table 4.6 Hypothesis Test with Purchase Decision**

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Perceived Quality	.026	.050	.043	.533	.595
Perceived Price	.063	.058	.089	1.089	.278

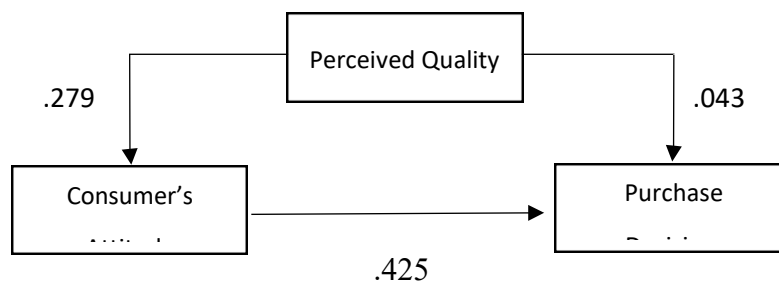
T test results from table above with dependent variable is purchase decision, that we identified the value of T in perceived quality was .533; meanwhile, T value in perceived price was 1.089. This mean, the result identified calculating the first variable (perceived quality) is  $.533 < 1.980$ ; sig  $.595 < 0.05$ . it can be concluded that hypothesis 3 (H3) in this study is rejected with the meaning that there is a significant relationship between perceived quality and purchasing decisions. While the T value for the perceived price (X2) is 1.089; it can be concluded through the T test that  $1,089 < 1,980$ ; sig.  $278 > 0.05$  which makes Hypothesis (H4) unacceptable. Hence, the absence of a significant relationship between perceived price with purchase decisions in this study. Lastly, the partial

relationship between consumer's attitudes toward purchase decision given in T value 6.168. This is great value of describe how Muslim attitude is high toward Halal product especially in purchase decision. This mean, we found our hypothesis 5 (H5) is accepted by the significant relationship between consumer's attitude and purchase decision of Halal product.

**Mediation**

Mediation analysis in this study will be investigation the level of mediation of consumers' attitude toward independent variable and purchase decision. The concept of this analysis was to estimate the level of mediation towards these relationships, hence, the result shows below.

**Figure 4.3 Mediation Model I**



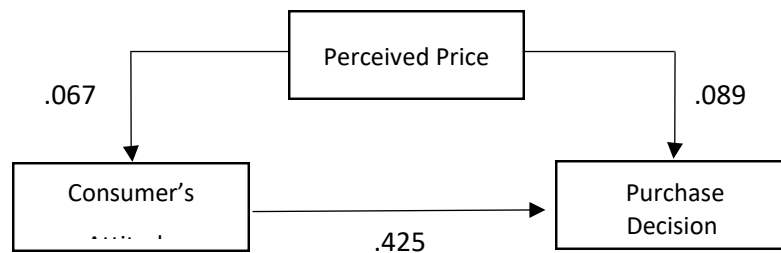
It is known that the direct effect given by X1 to Z is .279. While the indirect effect of X1 through Z on Y is  $.043 \times .425 = .011$ , then the total effect given by X1 to Z is the direct effect plus

the indirect effect:  $.279 + .011 = .290$ . Based on the calculation results, the direct effect gives a value of .279 and the indirect effect gives a value of .290. It can be concluded that the indirect effect is

greater than the direct effect; this shows that the Z variable indirectly mediates the

relationship between X1 and Y. Means, Hypothesis 6 is accepted

**Figure 4.4 Mediation Model II**



The direct effect given by X2 to Z is .067. While the indirect effect of X2 through Z on Y is  $.067 \times .425 = .028$ , then the total effect given by X2 to Y is the direct effect plus the indirect effect:  $.067 + .028 = .095$ . Based on the calculation results, the direct effect gives a value of .067 and the indirect effect gives a value of .028. It can be concluded that the indirect effect is greater than the direct effect; this shows that the Z variable indirectly mediates the relationship between X2 and Y. Means, Hypothesis 7 is accepted.

## DISCUSSION

We have discussed various considerations through the results obtained. The results obtained are the quality of Halal products that are promising for respondents in Bogor. Based on the statement from Retnawati (2017) which states that quantitative study must look for causal factors of a phenomenon. In this study, the causes by a consumer's perception of quality and price. The results we found, an attitude of Muslim customers which is reflected in the perceived quality and price is very strong. We can logically say that Muslims are very positive about the quality of Halal products, meaning that the response is quite impressive. This makes our research answer that there is absolute quality in Halal products. Meanwhile, from the results we found on the perceived price, consumers not too

concerned or fixated on the prices offered by halal products, even though price is the part of mandatory attributes of product. In addition, we found an obstacle from the findings, namely when they want to buy Halal products, simply the perceived Quality and Price are not the main cause of purchase.

The results of this study can be recommending for business owners of Halal products. It is very important for marketers and Halal business owners to pay more attention to their attitudes as Muslims who have a very strong response to Halal products. Furthermore, it is more recommended for future research to examine the extent of price thinking regarding halal products. mediating variables that create support in each relationship. From this it can also be concluded that there is a strong attitude of consumers as Muslims who are always not far from carrying out their obligations in carrying out daily life based on applicable Islamic principles.

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