PERCEPTION OF HALAL VALUES, RELIGIOUS BELIEFS, AND ATTITUDES TOWARDS THE INTENTION TO PURCHASE PESANTREN PRODUCTS

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ABSTRACT

This study aims to analyze halal perceived values and religious beliefs in influencing the intention to purchase *pesantren* products which are mediated by consumer attitudes. This study uses 100 respondents from consumers who live on the island of Java and have purchased *pesantren* products. Then the data were analyzed using a quantitative approach, with the partial least squares (PLS) analysis technique using Smart PLS 4 software. This study shows that halal perceived values and religious beliefs predicts consumer intentions to purchase *pesantren* products. This study also confirms that consumer attitudes influence the halal *perceived* values and religious beliefs on consumer intentions to purchase *pesantren* products. This research provides important insights about the concept of consumer halal beliefs that influence their decision to purchase *pesantren* products. In addition, *Pesantren* Business Unit actors must consider the new lifestyle adopted by consumers, where currently consumers tend to have an awareness of the halalness of goods or services in considering and evaluating a particular item before making a purchase.

Keywords: Halal Value; Religious Belief; Halal Product; Pesantren

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INTRODUCTION

Based on the Global Islamic Economy Report, the halal industry has enormous growth potential, which will significantly contribute to economic growth (Pratama et al., 2023). The increasing demand for halal food (Ag Majid et al., 2021) is an emerging market opportunity for business actors, especially Pesantren business units. Director of Diniyah Education and Pesantrens, Waryono Abdul Ghafur, stated that Pesantren is a potential institution that can participate in marketing products to the global Halal market (Khoeron, 2022). The results of mapping carried out by the Research and Development Center for Religion and Religious Education in 2020 and 2021 show that 90.48 percent of the 11,868 Pesantrens already have business units; only 9.52 percent of Pesantrens do not yet have a business unit, and even 2.58 percent of these Pesantrens have 3-5 types of business (Basri, 2021). The Ministry of Religion (Kemenag) noted that the number of Pesantrens throughout Indonesia has reached around 30,494 Pesantrens. With the large number of Pesantrens and their potential, opportunities for Pesantrens are wide open to become exporters of halal products in the world, making Indonesia the world's halal center (OPOP JATIM, 2021).

Over the past decade, numerous studies have delved into Pesantren's business units, including their management (Azizah, 2016), (Prasetyo, 2017), (Triyawan et al., 2019), (Cahyo, 2021), (Hamzah et al., 2022), (Ladiva, 2023), and their role in the economy (Lugina et al., 2018), (Maya Silvana & Lubis, 2021), among others. However, as (Zaki et al., 2022) point out, research on the economics of Pesantrens remains limited, with the majority of discussions still centered on the educational model aspect. (Hudaefi & Heryani, 2019) also suggests the need for more research to expand the scope of studies related to

Pesantrens, particularly in the field of Pesantren economics.

This research will contribute to the literature on consumer behavioral intentions towards halal products. Research on consumer behavioral intentions towards halal products has been widely studied, such as (Handriana et al., 2020) (Abd Rahman et al., 2015) and (Septiarini et al., 2022) on halal cosmetics, (Kasri et al., 2021) and (Widyanto & Sitohang, 2022) on halal pharmaceutical products, (Marmaya et al., 2019) and (Bashir, 2019) Halal Food.

Researchers have identified Pesantren products as unique, making them potentially more reliable in contributing to the halal products market. This research will specifically focus on consumer behavior regarding intentions to purchase Pesantren products. As noted earlier, much of the existing Pesantren research relies on qualitative methods, whereas this study adopts a quantitative approach, incorporating variables such as perceptions of halal values and religious beliefs to understand their influence on intentions to purchase Pesantren products.

MATERIAL AND METHODS

Theory of reasoned action (TRA) dan Theory of planned behavior (TPB)

According to the "Theory of Reasoned Action" (TRA) by Ajzen and Fishbein (1980) in (Handriana et al., 2020), intention is the pivotal factor that bridges a person's attitudes and behavior. This is because voluntary behavior is governed by intention (Troudi & Bouyoucef, 2020). The TRA is designed to elucidate the decision-making process by comprehending the relationship between attitudes, intentions, and behavior. A person's intention to carry out an action is also influenced by two key factors, namely personal attitudes and subjective norms. Personal attitudes, which can be gauged by belief patterns and behavioral

performance evaluations, and subjective norms, which are a person's perception influenced by social factors such as family, friends, community, and public views, play a significant role in shaping consumer behavior towards Pesantren products (Tung et al., 2020).

Meanwhile, according to the "Theory of planned behavior" (TPB), the intention to carry out behavior is influenced by behavioral beliefs from three determinants, namely attitude, perceived behavioral control, and subjective norms (Marmaya et al., 2019). In this research, attitude evaluates respondents' likes or dislikes regarding purchasing Pesantren products. Apart from that, attitudes are also characterized by a religion-based evaluation of the importance of consuming halal food for Muslims and that Pesantren products are products that are believed to be halal and tayyib. TRA and TPB have been widely recognized in many studies, especially those focusing on intentions (Marmaya et al., 2019). In this research, the purchase intention variable is defined as the respondent's intention to purchase Pesantren products.

Halal Perceived Value

Perceived value is a complex concept, and the literature has no consensus about its definition and characteristics (Sánchez-Fernández & Iniesta-Bonillo, 2007). Perceived value, according to (Akkaya, 2021), is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Customer perceived value is a core concept in business because better value will increase customer loyalty, better strategic positioning, and, ultimately, higher market share (Zhang et al., 2021).

Halal products are not merely a marketing strategy, but an integral part of a Muslim's ethical and belief system (Miftahuddin et al., 2022). This unique aspect of halal products allows companies to differentiate their offerings from competitors by developing halal

marketing strategies, thereby fostering trust in the business environment. In our research, we define the Halal perceived value variable as the respondent's perception of the unique halal value of Pesantren products, further highlighting the distinctiveness of our study.

Trust, a significant predictor of purchasing behavior, was identified in research by (Abd Rahman et al., 2015). (Randeree, 2019) further established that consumer trust and confidence in the halal supply chain are influenced by the product's origin. As (Sayogo, 2018) and (Ashraf, 2019) suggest, consumer attitudes towards purchasing halal food are largely shaped by trust. This underscores the pivotal role of trust in the context of halal products, a key focus of our research.

Research conducted by (Handi et al., 2018) states that perceived value positively influences a person's confidence. Apart from that, previous research conducted by (Miftahuddin et al., 2022) shows that Halal perceived value influences a person's confidence in their consumption. Therefore, building the perceived value of halal products will increase consumer attitudes and trust and influence consumers' desire to buy them. Therefore, circulating HPV will reduce the perceived risk of Muslim consumers and, at the same time, increase consumer confidence and possible purchase intentions.

Religious Beliefs

Religiosity is the extent to which an individual holds and practices belief in the values and ideals of a particular religion (Suhartanto et al., 2022). Religious belief is also called religiosity, which is defined as the extent to which people follow religious practices, values , and beliefs and their implementation in everyday life (Handriana et al., 2020). Alternatively, it can also be defined as the extent to which an individual is committed to his religion and how it is reflected in their attitudes and behavior (Kasri et al., 2021). Thus,

religiosity is the extent to which a person obeys and adheres to his religion.

Research conducted by (Aziz et al., 2019) and (Widyanto & Sitohang, 2022) shows that religiosity and attitudes have a positive relationship, where religious beliefs can influence consumer behavior by influencing their evaluation of product information, choice of products and services, and their consumption patterns. (Handriana et al., 2020) Their research shows that the higher the religious belief, the better the consumer's attitude toward halal products.

Attitude Toward the Product

Consumer attitude, a key concept in consumer behavior, refers to the consumer's overall evaluation of a product. It is influenced by the consumer's perception of a product and can predict consumer behavior toward the product (WU et al., 2020). In the context of halal products, attitudes are of particular importance. According to (Pratama et al., 2023), when formulating marketing strategies to foster a positive attitude toward the products or services offered, marketers must consider the factors that consumers value. Attitudes can be categorized into two types: general attitudes towards physical objects and attitudes towards specific behaviors. (Kasri et al., 2021) found that respondents' attitudes towards consuming halal products were determined by their positive views of the benefits of halal products. This is a significant finding, considering that halal products are expected to be not only halal, clean, and suitable for consumption but also healthy for the body and mind of Muslims. In this study, the attitude variable is defined as the respondent's level of liking for Pesantren products, providing a clear understanding of the concept of 'attitude' in the context of consumer behavior and halal products.

El-Bassiouny (2016) explains that religious Muslim consumers will have different purchasing intention patterns and will tend to consume halal-certified products and services. Widyanto and Sitohang (2022) state that attitude characterizes an individual's intentions towards a particular product. Apart from that, previous research (Abd Rahman et al., 2015), (Bashir, 2019), (Handriana et al., 2020), (Widyanto & Sitohang, 2022), (Pratama et al., 2023) also stated that attitudes greatly influence purchase intention for Halal products. Apart from that (Kasri et al., 2021) also said there is a positive and significant influence of attitude on the intention to consume halal products.

This research proposes the following hypothesis:

1	halal perceinved values have a positive effect on consumer attitudes
2	Religious beliefs have a positive effect on consumer attitudes
3	Consumer attitudes have a positive effect on intentions to purchase Pesantren products
4	Attitude mediates the relationship between halal perceived value and intention to purchase Pesantren products
5	Attitude mediates the relationship between religious beliefs and intention to purchase Pesantren products

Research Methods

This research is a quantitative study that will test the influence of exogenous variables, namely Halal Perceived Values and Religious Beliefs, on the endogenous variables of Attitude and Purchase Intention. These four variables were measured using a modified Likert scale in the form of a 4-point Likert scale, ranging from "1" (Strongly Disagree) to "4" (Strongly Agree), and eliminating the "neutral" answer. This is done because neutral answers often give rise to a tendency for respondents to answer in the middle and do not show a tendency to answer agree or disagree, resulting in

reduced information capture from respondents (Ratnasari et al., 2022).

The population used in this research is consumers on the island of Java, which is based on data obtained from (One Data from the Ministry of Religion of the Republic of Indonesia, 2022) where the island of Java has the largest number of Pesantrens in Indonesia and is considered more advanced. The number of Pesantrens in each province can be detailed as follows: West Java has 9,310 Pesantrens, Banten has 5,344 Pesantrens, Central Java has 3,927 Pesantrens, DI Yogyakarta has 337 Pesantrens, and East Java has 5,121 Pesantrens, which when added up is 24,039 of the total. The number of Pesantrens in Indonesia is 30,494, or around 79% of Pesantrens on the island of Java.

Sampling in this research was carried out using a purposive sampling technique which was based on determined criteria, namely consumers who had purchased Pesantren products such as (Packaged Drinking Water, Snacks, Processed Bread, Coffee Products, Honey, Processed Meat, etc.) during the last three years and aged over 18 years. The research was conducted for one month using questionnaires to respondents online via the Google Form application, distributed via social media.

The number of samples used in this research was 100, and the following classification was used (Table 1). The data collected by researchers was analyzed using partial least squares (PLS) analysis techniques using Smart PLS 4 software.

RESULTS AND DISCUSSION

Measurement Model

Test the measurement model, namely testing the validity and reliability of the construct of each indicator (Haryono, 2016). The validity test in this research uses convergent and discriminant validity, where, according to

(Hair et al., 2019), convergent validity is the extent to which the convergent construct can explain the item variance. The metric used to evaluate the convergent validity of the construct is the Average Variance Extracted (AVE) for all items in each construct. An acceptable AVE of 0.50 or higher indicates that the construct explains at least 50 percent of its item variance (Hair et al., 2019). Discriminant validity is the extent to which a construct is empirically different from other constructs in the structural model (Hair et al., 2019), which in this study uses cross-loading.

Table 1. Result of Composite Reability, Loading Factors dan AVE

Latent Variables	Measurement Items	Loadings Factors	Composite Reability	AVE
Halal Perceived Value	HPV 2	0.784	0.796	0.566
	HPV 3	0.726		
	HPV 4	0.744		
Religious Belief	RB 1	0.833	0.819	0.532
	RB 2	0.664		
	RB 3	0.719		
	RB 4	0.691		
Attitude Toward Product	ATP 1	0.626	0.838	0.512
	ATP 2	0.662		
	ATP 3	0.637		
	ATP 4	0.779		
	ATP 5	0.827		
Intention to Purchase	IP 1	0.789	0.911	0.719
	IP 2	0.862		
	IP 3	0.898		
	IP 4	0.839		

Reliability testing in this research was carried out by looking at the composite reliability values. Based on Table 1 above, the composite reliability values for all variables in this research were > 0.70. This shows that all variables in this research have met composite reliability and have high-reliability values. Furthermore, based on the AVE value in Table 1, which is higher than 0.50, it indicates acceptable convergent validity or shows that the construct explains more than 50% of the item variance. Apart from that, it can also be seen from Table 1 above that all question indicators from the variables have loading factor values above

0.6, which means that the convergent validity of all variables has been fulfilled.

Table 2. Loadings and Cross-Loadings

	ATP	HPV	IP	RB
ATP 1	0.626	0.387	0.261	0.656
ATP 2	0.662	0.435	0.454	0.411
ATP 3	0.637	0.261	0.375	0.274
ATP 4	0.799	0.403	0.512	0.509
ATP 5	0.827	0.312	0.581	0.421
HPV 2	0.412	0.784	0.315	0.541
HPV 3	0.367	0.726	0.140	0.301
HPV 4	0.365	0.744	0.264	0.281
IP 1	0.504	0.190	0.789	0.415
IP 2	0.569	0.305	0.862	0.346
IP 3	0.506	0.284	0.898	0.333
IP 4	0.513	0.307	0.839	0.347
RB 1	0.525	0.566	0.415	0.833
RB 2	0.414	0.345	0.139	0.664
RB 3	0.510	0.286	0.401	0.719
RB 4	0.423	0.256	0.244	0.691

Based on table 2, it can be seen that the loading value of the indicators of one construct is greater than the cross loading value of other construct indicators, which indicates that the discriminant validity of each indicator for the variable has been fulfilled.

Structural Model

The Structural model test aims to see the correlation between the measured constructs (Haryono, 2016). Researchers conducted the R-Square Test to see how much influence exogenous variables have on endogenous variables. Table 3 shows the R-square value of the ATP variable of 0.462, which means that 46.2% of the ATP variable is influenced by religious belief and halal perceived value. The remaining 53.8% is influenced by other variables that have not been defined or are outside the model. Furthermore, the R-square value of the IP variable is 0.383, which means that 38.3% of the IP variable is influenced by attitude toward the product, and the remaining 61.7% is influenced by other variables that have not been defined or are outside the model.

Table 3. Result of R-Square Test

Variabels	R-Square
Attitude Toward Product	0,462
Intention to Puchase	0,383

Furthermore, table 4 also contains the results of the Inner VIF in this study. According to (Hair et al., 2017), In the context of PLS-SEM, a tolerance value of 0.20 or lower and a VIF value of 5 and higher each indicates potential collinearity problems and an indicator VIF level of 5 indicates that 80% of the variance is due to the remaining formative indicators are related to the same construct. Based on Table 4 below, it can be seen that if the inner VIF value is <5, there is no multicollinearity, and the parameter estimates in SEM PLS in this study are robust or unbiased.

Table 4. Inner VIF Result

Variabel	ATP	IP
HPV	1.344	
RB	1.344	
ATP		1.000
IP		

The last, we carried out hypothesis testing by calculating the statistical significance of the path coefficient. A bootstrap procedure was used to evaluate the significance of path coefficients. Thus, 5 hypotheses are supported, as shown in Table 5. Specifically, HPV positively influences ATP (H1), RB positively influences ATP (H2) and ATP positively influences IP (H3), and ATP mediates HPV and RB against IP (H4 and H5).

Table 5. Structural Estimation

Hipotesis	Hubungan	β	t	p	Keterangan
Direct Effect					
H1	HPV -> ATP	0.243	2.398	0.017	Significant
H2	RB-> ATP	0.523	5.709	0.000	Significant
H3	ATP -> IP	0.619	9.551	0.000	Significant
Indirect Effect					
H4	HPV->ATP->IP	0.151	2.269	0.023	Significant
H5	RB->ATP->IP	0.324	4.473	0.000	Significant

Note: Significant Level 0.05

Discussion

Based on the results of data processing shown in Table 5 above, this research shows that the Halal Perceived Value has a significant positive effect on consumer attitudes towards Pesantren products (H1) with a t-statistics value of 2.398 and a p-value of 0.017. This means that the higher Halal Perceived Value of a product, the more it will be a benchmark for consumer attitudes towards halal Pesantren products. Meanwhile, consuming halal food for a Muslim is an obligation, so building a perception of the halal value of a product will increase consumers' positive attitudes towards Pesantren products. This study also confirms previous findings that Halal Perceived Value influences consumer attitudes towards products (Pratama et al., 2023; Miftahuddin et al., 2022).

Furthermore, this research shows that religious beliefs have a significant influence on attitudes towards products (H2) with a t-statistics value of 5,709 and a p-value of 0.000. Religious belief is the main way of life for Muslims, including the belief in consuming halal food, so that the higher a person's level of faith, the consumer's attitude towards liking Pesantren products can also increase. This study also confirms previous findings that religious beliefs influence the tendency towards consumer attitudes towards a product (Aziz et al., 2019), (Kasri et al., 2021) and (Widyanto & Sitohang, 2022).

H3 shows a significant influence between attitude and purchase intention with a t-statistics value of 9.551 and a p-value of 0.000, which means that consumers' high positive attitudes towards products make consumers have the intention to purchase Pesantren products. This research is consistent with research from (Handriana et al., 2020), (Abd Rahman et al., 2015), (Bashir, 2019)(Pratama et al., 2023) and (Kasri et al., 2021) that attitudes influence positive towards intention, and (El-Bassiouny, 2016) where religious Muslim consumers have different purchasing intention patterns and will tend to consume halal products and services.

Furthermore, the mediating effect of attitudes towards halal products and services between Halal Perceived Value and intention to purchase (H4) is significant with a t-statistics value of 2,269 and a p-value of 0.023, which means that building the perceived positive value of the product will increase consumers' positive attitudes. and influence consumers' desire to buy it. Previously, it was mentioned that Pesantren products have unique qualities that can be relied upon as halal products, where the product has a halal perception in the eyes of the public, even though consumers have confidence in the value of the product, when buying Pesantren products, consumers will still consider their positive attitude towards the product. [This research is in line with (Miftahuddin et al., 2022) where Halal perceived value influences consumer attitudes. Which builds the perceived value of halal products, will increase customer trust, and influence consumers' desire to buy them. Therefore, circulating HPV will reduce the perceived risk of Muslim consumers and, at the same time, increase consumer confidence and likely purchase intentions.

Lastly, the mediating effect of attitudes towards halal products and services between religious belief and intention to purchase (H5) is significant with a t-statistics value of 4.473 and a p-value of 0.000, which means that belief in one's religion will increase consumer attitudes towards Pesantren products, and influence consumers' desire to buy it. This research also strengthens previous research (Amalia et al., 2020) where religiosity will provide a strong encouragement for Muslims to always act in line with Islamic values and norms. As H2 explains that religiosity can influence attitudes, this strengthens research (El-Bassiouny, 2016) because religious values will be included in the belief system of

daily consumption. While religiosity can determine purchasing intentions, this is reinforced by previous research where buying halal food is a means of expressing and upholding their religious feelings (Amalia et al., 2020).

CONCLUSION AND IMPLICATION

Based on the analysis and discussion, it can be concluded that halal perceived value and religious beliefs influence consumer attitudes towards Pesantren products. In addition, attitude variables play a mediating role in the relationship between halal perceived value and religious beliefs on purchase intentions. Pesantren Business Unit actors must consider the new lifestyle adopted by consumers, where currently, consumers tend to be aware of the halalness of goods or services when considering and evaluating a particular item before making a purchase. Consumers' positive attitudes will have a big influence in determining purchasing decisions for certain products or services.

This research has several important implications, especially for Pesantren business units: the importance of halal product certification to increase the perception of the halal value of Pesantren products as a halal industry, which can increase consumers' positive attitudes towards products and influence their intention to purchase Pesantren products in the future.

However, these results are difficult to generalize due to the limitations of the sample used, and future research should provide a more adequate sample. Apart from that, this research does not include the Halal Logo variable because there are still many Pesantren products that have not been certified halal by the Halal Product Guarantee Agency (BPJPH), so for future research, you can consider using this variable and several other variables such as halal awareness and brand image.

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