

ANALYSIS OF THE INFLUENCE OF PRODUCT KNOWLEDGE, ATTITUDE AND HALAL CERTIFICATION ON PURCHASE INTENTION IN HALAL FOOD PRODUCTS

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Abstract

This research aims to determine the effect of product knowledge, attitude and halal certification on purchase intention in halal food products at five universities in Batam City. This research uses a quantitative approach, descriptive statistical data analysis techniques and multiple linear regression analysis. The sample in this research amounted to 370 respondents. Data collection techniques in this research using a questionnaire through google form. The population in this research were business management students from five universities in Batam city with a sample of 370 respondents. The results of this research indicate that product knowledge has a positive and significant effect on purchase intention which can be proven by the value of t count > t table that is $3.779 > 1.99647$, attitude has a positive and significant effect on purchase intention with t count $3,527 > t$ table 1.99647 , and halal certification has a positive and significant influence on purchase intention where t count > t table is $3,220 > 1.99647$. In addition, the three independent variables of product knowledge, attitude and halal certification have a positive and significant influence simultaneously on purchase intention where the value of Fcount $46.109 > Ftable$ $2,63$.

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1. INTRODUCTION

Indonesia is a country that has the largest Muslim population in the world today. In 2020, the total population in Indonesia will reach 273.5 million people with a Muslim population counted for 229 million people or reaching 87.2% of the total population in Indonesia (World Population Review).

According to the Global Islamic Report 2017/2018, Indonesia is country with the largest consumer of halal food products in the world with an economic value of US \$ 169.7 billion, followed by Turkey which reached US \$ 121.1 billion (Legowati & Albab, 2019). The phenomenon of the high level of consumption of halal food in Indonesia leads to an increase in consumer demand for halal food products. This is in line with the increasing awareness of

consumers in consuming halal food products. Moreover, with the Muslim population making up the majority of the population, Indonesia has great potential to develop the halal food industry (Nurhayati & Hendar, 2018). The word "halal" comes from Arabic which means allowed or permitted. However, the potential for developing the halal food industry is not optimally utilized in Indonesia, this can be proven by the minimal number of products that already have halal certification. According to Lukmanul Hakim, Director of Lembaga Pengkajian Pangan Obat-Obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI) said that until 2018 the number of products that were declared halal was 688,615 pieces or amounted to only about 10% of products circulating in Indonesia with halal certification with a number of certified

companies. Halal reached 55,626 units (Bisnis.com, 2019).

One of the halal food products that is interesting to study is Morning Bakery's bread and cake products because it is one of the well-known brands of bread and has long been sold in Batam. Morning Bakery is the first restaurant and bakery in the Riau Islands to obtain a halal certificate from LPPOM MUI Riau Islands (Halal MUI Kepri, 2020). Until now, Morning Bakery continues to grow and has many branches in Batam. Based on the researchers' initial observations of several bakeries and cakes in the Batam, it shows that Morning Bakery is still the most frequently visited bakery by consumers.

Several previous studies have discussed consumer purchase intention on halal food products, where there is a high level of knowledge about halal food, a positive attitude towards halal food and halal certification in these products so that it leads to high intentions to buy halal food. Product knowledge is the insight or information that consumers have to consume a product. Consumers consume halal products because they believe that the product is in accordance with their beliefs where the product is of good quality, has benefits and not harmful if consumed. Knowledge of halal products can help consumers understand the product to be purchased and whether the product is guaranteed to be halal (Lazuardy & Asyhari, 2019). Therefore, knowledge of halal products, especially halal food, is also one of the things that consumers consider in buying halal food.

In addition, consumer attitudes can also affect purchase intention because the more positive consumer attitudes towards halal food are, the more positive consumers' purchase intention in halal food will be. Attitude is a person's relatively consistent assessment and tendency to react or respond to attitude objects (Legowati & Albab, 2019). Attitudes related to buying behavior are formed by direct experience of the product, verbal information obtained from others, exposure to advertising in the mass media and various forms of direct marketing. How much a person likes or dislikes behavior can be shown through attitude. Attitude can be said to be a feeling of support and partiality or a feeling of being unsupportive and impartial towards an object of attitude itself. In this research, the researcher intends to analyze whether the attitude shown by a person towards halal food products can affect interest in buying or consuming halal food products.

According to Aziz & Chok (2013), halal certification is a guarantee that states a product can be consumed by Muslims. Therefore, it can be said halal certification is tangible evidence that shows a product has gone through a series of stages that can guarantee the product quality. The Halal-certified products can be proven from the inclusion of the halal logo on the packaging (Legowati & Albab, 2019). For consumers, halal certification in food can provide guarantees, protection and information on halal products so that it will indirectly affect the increasing consumers intention in buying halal food products.

Several previous studies have discussed purchase intention in halal food products. Research from Lazuardy & Ashari (2019) proves that the higher level of product knowledge and attitudes towards halal food, the more interest in buying halal food products in Semarang city will increase. Research from Legowati & Albab (2019) shows that attitude and halal certification have a significant influence on consumers purchase intention in food products at halal-certified restaurants.

Based on the background described above, the researcher are interested in conducting research with the title "Analysis of the Influence of Product Knowledge, Attitude and Halal Certification on Purchase Intention in Halal Food products.

Purchase Intention

According to Assael (2004) states that purchase intention is a behavior that shows the consumer's desire to buy something or take action to buy, this behavior can be measured from the level of possibility of consumers to make a purchase.

Several factors influence consumer purchase intention (Kotler and Keller, 2016), including:

1. The attitude of others, can be interpreted as the extent to which the attitude of others reduces the alternative that a person likes will depend on two things, namely, the intensity of the negative nature of others towards the alternative that is liked by consumers and the motivation of consumers to comply with others wishes.
2. Unanticipated situation factors, where these factors will later change the attitude of consumers in making purchases. Later it depends on the consumer's own thoughts, whether he is confident to decide to buy an item or not.

Consumer purchase intention can be identified through the following indicators (Ferdinand, 2006) in (Rinadi & Santoso, 2018):

1. Transactional interest is a description of someone's behavior who tends to buy a product.
2. Referential Interest that is a description of someone's behavior or actions who tends to always provide product references to others for experience reference in consuming the product.
3. Preferential Interest is a description of the behavior of individuals who have a specialization or main preference for a product.
4. Exploratory Interest which is a description of the behavior of individuals who are always looking for information related to the product they want and looking for other things related to the information used to support a positive assessment of the product.

Product Knowledge

Product knowledge is consumer knowledge that is used to identify product features or characteristics, the impact or benefit consequences of using the product, and also the achievement of consumer value for the product (Peter & Olson, 2014).

According to Peter & Olson (2010) product knowledge is divided into four, that is:

1. Knowledge of product attributes that is knowledge of a product related to physical characteristics or characteristics that can be seen or felt.
2. Knowledge of functional benefits that is impacts that can be directly felt by consumers through physical when consumers use a product or service.
3. Knowledge of psychosocial benefits that is benefits related to feelings and emotions (psychological aspects) as well as social aspects which are consumer perceptions of other people's assessments of the products they consume.
4. Knowledge of the values obtained when consumers consume a product or service, namely knowledge about satisfaction which is related to the benefits and risks that the product can provide to consumers.

Meanwhile, according to Brucks (2008) in research (Manuarang & Mawardi, 2018) product knowledge is divided into three categories, that is:

1. Objective knowledge, that is how much information is contained in the memory of consumers.

2. Subjective knowledge, which is refers to how much consumers know about a product.
3. Experience based-knowledge, which is how much experience consumers have in buying and using a product

The indicators of product knowledge are as follows (Rochmanto & Widiyanto, 2015):

1. Product quality insight
2. Product safety insights
3. Knowing the product ingredients
4. Information retrieval for halal products

Attitude

According to Schiffman and Kanuk (2008), attitudes are actions formed by direct experience with products, verbal information from other consumers, advertisements displayed on mass media or the internet and various other forms of direct marketing. Meanwhile, according to Peter & Olson (2014). Attitude is a relatively consistent assessment and tendency of a person to react or respond to an attitude object (Legowati & Albab, 2019).

It can be concluded that attitude refers to negative or positive consumer views and assessments of a product.

According to Ajzen (2005), there are two factors that can influence the attitudes formation, that is:

1. Behavioral belief which is a person's belief that a behavior will lead to a negative or positive result and consequence.
2. Outcome evaluation, which is a person's assessment or evaluation of the positive or negative consequences he receives from a behavior.

Rochmanto & Widiyanto (2015) explain that the indicators for the attitude variable are as follows:

1. Satisfaction
2. Positive impression
3. Glad to buy
4. Halal perception).

Halal Certification

According to Aziz & Chok (2013), halal certification is a guarantee of the safety of a food product to be consumed by Muslims safely. According to Lada et al., (2009) halal certification on food products is information that in the production process the food has met hygiene and safety standards. In Indonesia, the issuance of halal certification means indicating that a product has passed the halal test carried out by the MUI.

The inclusion of the halal logo on the product packaging is proof that the product has

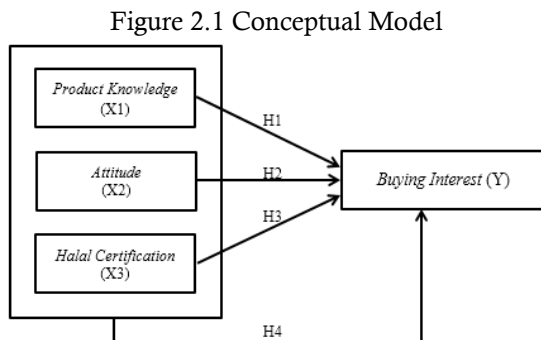
been certified halal. Where from the explanation above it can be concluded that halal certification is a guarantee of the halalness of a product that is based on Islamic law and is marked by the existence of a certification document and a halal logo issued by an authorized institution.

Meanwhile, according to Shaari & Arifin (2010) halal certification can be measured through the following indicators:

1. Halal logo is important in choosing products
2. Choose halal products based on the halal logo on the product
3. Buying halal products without considering the institution
4. No problem with the institution that issued the halal logo
5. Knowing that there is an inauthentic halal logo
6. Know the difference between the original and non-original halal logo
7. Knowing that certain products receive halal certificates from other countries
8. Buy a product if the product has a halal logo from abroad
9. Will be careful in choosing products with halal logos

Conceptual Model

The conceptual model that is used as the basis for determining the hypothesis in this research is as follows:



(Source: Data Processing, 2021)

2. RESEARCH METHODOLOGY

Research Design

This research uses a quantitative approach. Quantitative research is a theory test by measuring research variables expressed in numbers which in processing and analyzing the data require statistical procedures. In this research, the data collection technique used a questionnaire via google form.

Population and Sample

The population used in this research were students majoring in Management from five universities in Batam City, that is Batam State Polytechnic, Batam University, Batam International University, Riau Islands University and Putra Batam University totaling 4984. In determining the sample size taken by using the slovin formula so that the number of samples obtained is 370 respondents. Furthermore, in order to obtain a total of 370 samples that represent the population in the research area, stratified sampling is carried out by calculating the number of students proportionally. As for after calculating the proportional allocation, the number of respondents obtained at each university can be seen in the following table:

Figure 2.1 The Number of Samples per University

No	University	Sample
1	Politeknik Negeri Batam	113
2	Universitas Batam	9
3	Universitas Internasional Batam	92
4	Universitas Riau Kepulauan	44
5	Universitas Putra Batam	112
Total		370

(Source: Data Processing, 2021)

Data Analysis Methode

The data were tested using the SPSS program Version 22 and analyzed using descriptive statistical analysis methods, classical assumption tests, multiple linear regression analysis and hypothesis testing.

a. Descriptive Statistic

Descriptive statistics is a statistical method used to analyze data by describing the data that has been collected as it is by the researcher, without intent to draw conclusions that apply to the public (Sugiyono, 2014:206).

b. Instrument Test

1. Validity Test

The validity test is the level of accuracy or validity between the data that actually occurs in the object under research and the data that the researcher reports (Sugiyono, 2014). The validity test was conducted to determine whether the questionnaire that had been designed as a measuring tool in research could actually carry out its function. In making a decision to test the validity, where if it is known that $r_{count} > r_{table}$, it can be concluded that the statement item is valid.

2. Reliability Test

Reliability test is to show how far the measurement results from the same object will produce the same or consistent data at different times (Sugiyono, 2017: 130). The reliability of a measuring instrument can be seen from if the measuring instrument is used repeatedly it will still give results that are not much different or relatively consistent. The questionnaire is declared reliable or reliable, that is, if the alpha value is greater than 0.60.

Clasic Assumption Test

1. Normality Test

The normality test aims to test whether the residual variable in a regression model has a normal distribution or not (Ghozali, 2016:154). To generate a good regression model, it must have a normal data distribution. The normality test in this research used the Kolmogorov - Smirnov Test statistical test. If the significant value is > 0.05 , it can be said that the residual distribution of the research data is normal.

2. Multicollinearity Test

The multicollinearity test was carried out to testing whether there was a correlation between independent variables in a regression model or not (Ghozali, 2016). The regression model is stated proper if there is no correlation between the independent variables. It can be stated that the regression model is multicollinearity free if the tolerance value is > 0.10 as well as the VIF value is < 10 (Ghozali, 2016: 103).

3. Heteroscedasticity Test

Heteroscedasticity test was conducted with the aim of testing whether or not there was an inequality of variance from the residuals of one observation to another in a regression model (Ghozali, 2016: 134). A proper regression model is one that have no heteroscedasticity. The heteroscedasticity test in this research was carried out through 2 methods, that is scatterplot diagram method and glejser test. In the scatterplot diagram method, the basic decision making is determined by looking at the results of the graph plot between ZPRED and SRESID, which if there is no clear pattern or points disperse below and above number 0 on the Y axis, it means that there are no symptoms of heteroscedasticity (Ghozali, 2016:134). While in the Glejser test, which is done by regressing the absolute value of the residual to the independent variable, the basis for decision making if the probability is > 0.05 then there is no heteroscedasticity.

4. Linierity Test

The linearity test was carried out to determine whether or not a specification of the model used is correct (Ghozali, 2016:159). Good data must have a linear relationship between the dependent variable and the independent variable and can be seen from the significance value, if the significance value is > 0.05 then the conclusion is that the relationship between independent variable and dependent variable is linear.

c. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to predict fluctuations or changes in the state of the dependent variable, when 2 or more independent variables as predictors are raised or manipulated in value (Sugiyono, 2017: 275). The following is the regression model in this research:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Explanation:

Y : Dependen Variable
a : Constanta
b : Regression Coefficient
X1 : Product Knowledge
X2 : Attitude
X3 : Halal Certification

d. Hypothesis Test

1. t Test (partial)

The t-test (partial) essentially shows how much influence between an independent variable individually in explaining the variation of the dependent variable (Ghozali, 2016:97). The test is carried out using the sig level. level 0.05 ($\alpha = 5\%$), where the rejection or acceptance of the hypothesis can be determined based on the criteria if the sig. value shows < 0.05 , the hypothesis is accepted (significant regression coefficient). This means that the independent variable has a significant influence on the dependent variable.

2. F Test (simultaneous)

Simultaneous significant test or F test in essence intend to determine whether all the independent variables contained in the model simultaneously have a significant influence on the dependent variable (Ghozali, 2016: 96). If the significant level is < 0.05 and Fcount is more than Ftable, then there is a simultaneous influence between the independent variables on the dependent.

3. Coefficient of Determination (R²)

The coefficient of determination (R²) is used to measure the extent to which the model can explain the dependent variable (Ghozali 2016:95). The small value of R² means that the independent variables have a very limited ability to explain the dependent variable. Meanwhile, if the R² value is close to 1, it shows that the independent variables can give almost all the information needed to forecast the dependent variable (Ghozali, 2016: 95).

4. RESULT AND DISCUSSION

4.1 Validity Test

Based on the results of validity testing that has been done on all statement items for product knowledge (X1), attitude (X2), halal certification (X3) and buying interest (Y), it can be known that the r count value for all of items in each variable > r table. Therefore, it can be concluded that all statement indicators on variables X1, X2, X3 and Y are valid:

Table 4.1: Validity Test Result

Variabel	Item	r hitung	r tabel	Keterangan
Product Knowledge (X1)	X1.1	0,668	0,1020	Valid
	X1.2	0,678	0,1020	Valid
	X1.3	0,720	0,1020	Valid
	X1.4	0,660	0,1020	Valid
Attitude (X2)	X2.1	0,672	0,1020	Valid
	X2.2	0,626	0,1020	Valid
	X2.3	0,733	0,1020	Valid
Halal certification (X3)	X2.4	0,721	0,1020	Valid
	X3.1	0,505	0,1020	Valid
	X3.2	0,574	0,1020	Valid
	X3.3	0,717	0,1020	Valid
Buying Interest (Y)	X3.4	0,783	0,1020	Valid
	X3.5	0,597	0,1020	Valid
	Y1.1	0,658	0,1020	Valid
	Y1.2	0,563	0,1020	Valid
	Y1.3	0,735	0,1020	Valid
	Y1.4	0,773	0,1020	Valid

(source: SPSS data processing 22, 2021)

4.2 Reliability Test

Based on the reliability tests results that has been done, it can be seen that all statement items in each variable Product Knowledge (X1), Attitude (X2), Halal Certification (X3) and Consumer Buying Interest (Y) have a Cronbach alpha value > 0.60 so it can be concluded that all statement items or indicators are reliable.

Table 4.2: Reability Test Results

Variabel	Cronbach Alpha	Nilai Standar	Status
Product Knowledge (X1)	0,612	0,60	Reliabel
Attitude (X2)	0,628	0,60	Reliabel
Halal certification (X3)	0,644	0,60	Reliabel
Buying Interest (Y)	0,618	0,60	Reliabel

(Source: SPSS data processing 22, 2021)

4.3 Normality Test

Based on the tests that have been carried out, it is known that the variables X1, X2, and Y in this regression model are normally distributed. This is evidenced by a significance value of 0.200 or a sig value > 0.05:

Table 4.3: Results of Normality One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		370
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.34006440
Most Extreme Differences	Absolute	.040
	Positive	.025
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.200 ^{e,d}

a. Test distribution is Normal.

(Source: SPSS data processing 22, 2021)

4.4 Multicollinearity Test

Based on the results of the multicollinearity test in this research, it can be concluded there is no multicollinearity problem where the Product Knowledge (X1) variable with a tolerance value > 0.10 is 0.978 and a VIF value < 10 is 1.022. Then the Attitude variable (X2) with a tolerance value > 0.10 which is 0.322 and a VIF value < 10 which is 3.104. The last variable is Halal Certification (X3) with a tolerance value > 0.10 which is 0.325 and a VIF value < 10 which is 3.080.

The results of the multicollinearity test in this research can be seen in the following table:

Table 4.4: Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Product Knowledge (X1)	.978	1.022
Attitude (X2)	.322	3.104
Sertifikasi Halal (X3)	.325	3.080

(Source: SPSS data processing 22, 2021).

4.5 Heteroscedastisity Test

Based on the tests that have been carried out, there is no heteroscedasticity problem found. It is known that the Product Knowledge (X1), Attitude (X2) and halal certification (X3) variables have a sig value > 0.05. The following

table is the results of the heteroscedasticity test data processing with SPSS version 22.

Table 4.5 Heteroscedasticity Test

Coefficients ^a		
Model		Sig.
1	(Constant)	.616
	Product Knowledge (X1)	.659
	Attitude (X2)	.176
	Sertifikasi Halal (X3)	.759

(Source: SPSS data processing 22, 2021)

4.6 Linierity Test

Based on the linearity test that has been done, it shows that each variable X1, X2, and X3 has a linear relationship to Y. This can be proven by the value of Deviation from Linearity at each variables > 0.05.

The following table is the test result for the linearity test on each variable using SPSS version 22:

1. Product Knowledge * Purchase Intention

Table 4.6 Linierity Test X1 * Y

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Minat Beli (Y) * Product Knowledge (X1)	Between Groups	45.993	7	6.570	2.743	.009
	Linearity	19.215	1	19.215	8.022	.005
	Deviation from Linearity	26.778	6	4.463	1.883	.086
	Within Groups	887.088	382	2.325		
	Total	913.081	389			

(Source: SPSS data processing 22, 2021)

2. Attitude * Purchase Intention

Table 4.7 Linierity Test X2 * Y

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Minat Beli (Y) * Attitude (X2)	Between Groups	205.057	6	34.176	17.522	.000
	Linearity	199.845	1	199.845	102.459	.000
	Deviation from Linearity	5.212	5	1.042	.534	.750
	Within Groups	708.024	383	1.850		
	Total	913.081	389			

(Source: SPSS data processing 22, 2021)

3. Halal Certification * Purchase Intention

Table 4.8 LinierityTest X3 * Y

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Minat Beli (Y) * Sertifikasi Halal (X3)	Between Groups	234.847	9	26.094	13.851	.000
	Linearity	208.257	1	208.257	110.541	.000
	Deviation from Linearity	26.591	8	3.324	1.764	.083
	Within Groups	678.234	360	1.884		
	Total	913.081	369			

(Source: SPSS data processing 22, 2021)

4.7 Multiple Linear Regression Analysis

The results of the multiple linear regression analysis that have been carried out using the SPSS 22 program can be seen in the following table:

Table 4.9 Multiple Linear Regression Analysis Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constat)	3.985	.628		4.292	.000
	Product Knowledge (X1)	.170	.045	.170	3.779	.000
	Attitude (X2)	.272	.077	.277	3.527	.000
	Sertifikasi Halal (X3)	.202	.063	.255	3.220	.001

a. Dependent Variable: Minat Beli (Y)

(Source: SPSS data processing 22, 2021)

So that the regression equation model in this research can be written as follows:

$$Y = 3,985 + 0,170X1 + 0,272X2 + 0,202X3 + e$$

The explanation for the regression model above can be described as follows:

1. The constant value is 3.985 means that if the Product Knowledge (X1), Attitude (X2) and Halal Certification (X3) activities have a value of 0, then Purchase Intention (Y) has a value of 3.985.
2. Product Knowledge (X1) has a regression coefficient of 0.170 and is positive, this means if the independent variable (Product Knowledge) has a fixed value or does not change, an increase in one unit of Purchase Intention will increase by 0.170.
3. Attitude (X2) has a regression coefficient of 0.272 and is positive, this means if the independent variable (Attitude) has a fixed value or does not change, then an increase in one unit of Purchase Intention will increase by 0.272.
4. Halal Certification (X3) has a regression coefficient of 0.202 and is positive, this means if the independent variable (Halal

Certification) has a fixed value or does not change, the increase in one unit of Purchase Intention will increase by 0.202.

4.8 t Test (Partial)

The results of the t-test that have been carried out can be seen in the following table:

Table 4.10 t Test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constat)	3.885	.028		4.292	.000
	Product Knowledge (X1)	.170	.045	.170	3.779	.000
	Attitude (X2)	.272	.077	.277	3.527	.000
	Sertifikasi Halal (X3)	.202	.063	.255	3.220	.001

(Source: SPSS data processing 22, 2021)

Based on the t-test table above, the following hypotheses can be conclude:

1. Product Knowledge (X1)

Based on the t test (partial) has been done, it is obtained that the t-count of Product Knowledge (X1) is 3.779 > 1,96647 and the value of sig. is 0.000 < 0.05. It means that the Product Knowledge (X1) variable has a positive and partially significant influence on the purchase intention variable. Therefore, it can be concluded that H1 from this research which states that "Product Knowledge (X1) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.

2. Attitude (X2)

Based on the t test (partial) has been done, it is obtained that the t-count value of Attitude (X2) is 3.527 > 1,96647 and the value of sig. is 0.000 < 0.05. It means that the Attitude (X2) variable has a positive and partially significant influence on the purchase intention variable. Therefore, it can be concluded that H2 from this research which states that "Attitude (X2) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.

3. Halal certification (X3)

Based on the t test (partial) has been done, it is obtained that the t-count value of Halal Certification (X3) is 3.220 > 1,96647 and the sig. value is 0.001 < 0.05. It means that the Halal Certification variable (X3) has a positive and partially significant influence on the purchase intention variable. Therefore, it can be concluded that H2 from this research which states that "Halal

Certification (X3) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.

4.9 F Test (Simultaneous)

Based on the F test which has been done, the value of F count is 46.109 > the F-table value is 2,63, besides that, if it is seen from the significance value that is 0.000 < 0.05, then H4 is accepted or it can be concluded that the variable product knowledge, attitude and halal certification simultaneously have an influence on the purchase intention variable.

The following table presents the results of F test which has been done using SPSS version 22:

Table 4.11 F test ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	250.441	3	83.480	46.109	.000 ^b
Residual	662.640	366	1.810		
Total	913.081	369			

a. Dependent Variable: Minat Beli (Y)

b. Predictors : (Constant), Sertifikasi Halal (X3), Product Knowledge (X1), Attitude (X2)

(Source: SPSS data processing 22, 2021)

4.10 Coefficient of Determination Test (R²)

From the results of the coefficient of determination using SPSS version 22, the results of data analysis are obtained as shown in Table below:

Table 4.12 Coefficient of Determination test

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 ^a	.274	.268	1.346

a. Predictors: (Constant), Sertifikasi Halal (X3), Product Knowledge (X1), Attitude (X2)

b. Dependent Variable: Minat Beli (Y)

(Source: SPSS data processing 22, 2021)

Based on the table of coefficient determination testing above, it can be seen the coefficient of determination (R²) value in this test is 0.274 or 27.4%. So this means that the effect that can be given by the combination of Product Knowledge, Attitude, and Halal Certification variables on the dependent variable of Purchase Intention is 27.4%. While 72.6% is influenced by other variables that not examined in this research.

5. CONCLUSION

Based on the research results on analysis of the influence of Product Knowledge, Attitude, and Halal Certification in influencing purchase intention in halal food products. So the conclusion of this research is:

1. Product Knowledge has a significant and positive influence on purchase intention in halal food products. This can be proven from the t-count value of Product Knowledge (X1), which is $3.779 > 1,96647$ and a significance value is $0.000 < 0.05$, meaning that there is a significant influence between Product Knowledge and Purchase Intention. Therefore, Hypothesis 1 which states "Product Knowledge (X1) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.
2. Attitude has a significant and positive influence on purchase intention in halal food products. This can be proven from the t-count Attitude (X2), which is $3.527 > 1,96647$ and a significance value is $0.000 < 0.05$, which means that there is a significant influence between Attitude and Purchase Intention. Therefore, Hypothesis 2 which states "Attitude (X2) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.
3. Halal certification has a significant and positive influence on purchase intention in halal food products. This can be proven from the t-count value of Halal Certification (X3) which is $3,220 > 1,96647$ and a significance value is $0.001 < 0.05$, which means that there is a significant influence between Halal Certification and Purchase Intention. Therefore, Hypothesis 3 which states "Halal Certification (X3) has a positive and significant influence on Purchase Intention in halal food products (Y)" is accepted.
4. Based on the F test has been done, Product Knowledge, Attitude and Halal Certification simultaneously have a positive and significant influence on Purchase Intention. This can be seen from the F-count value, which is $46.109 > F\text{-table } 2,63$ and with a significance value of $0.000 < 0.05$, which means that there is a simultaneous positive and significant influence between Product Knowledge, Attitude and Halal Certification on Purchase Intention.

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