



Research paper

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## ANALYSIS OF THE EFFECT OF HALAL CERTIFICATION AND HALAL AWARENESS ON PURCHASE INTENTION FOR MILK TEA CHATIME (CASE STUDY OF MUSLIM CONSUMERS IN THE DKI AREA OF JAKARTA)

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### ARTICLE INFO

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### ABSTRACT

This thesis aims to find out the analysis of the effect of halal certification and halal awareness on the interest in buying milk tea chatime products for Muslim consumers in the DKI Jakarta area. This study uses a descriptive quantitative approach. The sampling technique used non probability sampling and purposive sampling by distributing questionnaires to 120 Muslim consumers in DKI Jakarta who had consumed Milk Tea Franchise Chatime products. This research method uses multiple linear regression analysis with a significance value of  $\alpha = 5\%$  (0.05). This study shows that (1) Halal certification has a positive and significant effect on purchase intention. (2) Halal awareness has a positive and significant effect on purchase intention. (2) Halal awareness has a positive and significant effect on buying interest. Research Findings: Based on the research results, this study shows that (1) Halal certification has a significant positive effect on purchasing interest. (2) Halal awareness has a positive and significant effect on purchasing interest.

### ABSTRAK

Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Teknik pengambilan sampel menggunakan *non-probability sampling* dan *purposive sampling* dengan menyebar kuisioner kepada 120 konsumen muslim DKI Jakarta yang pernah mengkonsumsi produk Milk Tea Franchise Chatime. Metode penelitian ini menggunakan analisis regresi linear berganda dengan nilai signifikansi  $\alpha = 5\%$  (0,05).

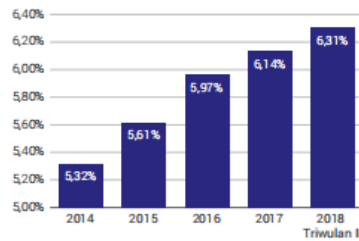
Hasil Temuan: Berdasarkan hasil kaji pada penelitian ini memberikan hasil bahwasanya (1) Sertifikasi Halal berpengaruh positif signifikan terhadap minat beli. (2) Kesadaran Halal berpengaruh positif dan signifikan terhadap minat beli.

## 1 Introduction

Today, Indonesia is the third most populous country in the world, where approximately 80% of the population adheres to Islam. In this regard, the response of Indonesian people's buying interest in the need for halal food and beverages is also very high, considering that the majority of the population is Muslim who must prioritize sharia in choosing good, healthy and halal food for consumption.

Based on the Global Islamic Economy Report 2018-2019 with data on 215 million Muslims, in aggregate Indonesia spent USD 218.8 billion on all sectors of the Islamic economy in 2017. For the amount of halal food consumption itself, Indonesia is the country with the highest level of halal food consumption, which amounted to USD 17 trillion of the total global halal food and beverage expenditure of USD 1.303 trillion in 2017.

On the other hand, data from the Central Statistics Agency (BPS) in 2018 describes that the food processing sector in Indonesia contributed 20.16 percent of Indonesia's total GDP which reached IDR 13,588.8 trillion in 2017. The food and beverage industry is still one of the sectors in the processing industry that is a mainstay.



**Figure 1 Contribution of Food and Beverage Processing Industry to GDP 2014-2018 (%)**

Source: Indonesian Sharia Economic Masterplan 2019-2024 (2019)

From the table above, the amount of contribution of food and beverage processing to GDP revenue began in 2014 at 5.3%, then in 2015 at 5.61%, in 2016 at 5.97%, then in 2017 at 6.14% continued in 2018 in the second quarter of 6.31%. This means that the food and beverage sector is something that should be fully supported by every line of society. In addition, the national food and beverage industry is increasingly competitive because the number and types are increasing. The scope of halal food is also increasingly varied, including meat, poultry, sweets, canned and frozen foods, milk, bread, organic foods, herbal products, and beverages (Indonesia Sharia Economic Masterplan 2019-2024, 2019). One of the things that researchers highlight as an object to be studied later is processed milk products.

Looking at the facts based on data from the Ministry of Industry (Kemenperin), the milk consumption rate of the Indonesian population in 2019 reached around 16.9 kg/capita/year (fresh milk equivalent), this is a significant increase.

In fact, it is still far below other Southeast Asian countries such as Malaysia at 36.2 kg/capita/year, Myanmar at 26.7 kg/capita/year, Thailand at 22.2 kg/capita/year, and the Philippines at 17.8 kg/capita/year. However, on the other hand, based on the Food Balance Sheet (FBS) in the agricultural ministry's milk outlook, it is stated that the demand for milk as a beverage is mostly supported by foreign suppliers/imports at 79.93% and 20.07% domestic milk. From the estimated data in the milk outlook, it shows a positive increase in the growth of livestock production and processing, resulting in domestic consumption per year in Indonesia increasing by 2.98 kg/capita/year, 0.93%, and 4.78% or 11.87 kg/capita/year for imported milk. The Ministry of Industry is boosting growth in the food and beverage industry. This industry is one of the manufacturing sectors that was able to grow positively in the second quarter of 2020. after being heavily pressured by the impact of the Covid-19 pandemic. According to data from the Central Statistics Agency (BPS), in the second quarter of 2020, the food and beverage industry grew by 0.22 percent year-on-year. "The positive growth of the food and beverage industry sector is a momentum that must be maintained and also enhanced so that it can consistently provide significant contributions to the national economy," said the Director General of Agro Industry at the Ministry of Industry (Kemenperin) Abdul Rochim in a written statement. The presentation of the data above shows that Indonesia, in addition to still relying on imported milk raw materials, but on the other hand, milk consumption is still relatively low compared to other countries in the Southeast Asian region. From the facts that have occurred, there are factors that contribute to the low milk consumption in Indonesia. According to Hayati, 2017, the low milk consumption in Indonesia is suspected to be due to low income and purchasing power of the Indonesian people, low levels of knowledge and awareness among the public about the importance of milk for health, a fear of allergies and weight gain due to milk consumption, mindset factors, cultural factors, and so on. Milk consumption per capita in Indonesia is even lower than in Vietnam, which has a lower GDP per capita than Indonesia's GDP per capita. Therefore, it is interesting to study the various causes that influence milk consumption in Indonesia.

In addition to the factors that contribute to the low level of milk consumption mentioned above, people in the 20th century are also becoming more aware of the food or drinks they consume. For example, there is an awareness of the halal status of a product. According to Shaari and Arifin (2010), halal awareness is the level of knowledge that Muslim consumers possess in seeking and consuming halal products in accordance with Islamic law. In Islam, Muslims are instructed to consume only halal food and drinks, and as much as possible, those that are *thayyib* (good and healthy). Conversely, we are prohibited from consuming food and drinks that are forbidden according to Assyamsury, 2011. This is in accordance with the words of the Prophet Muhammad SAW regarding the prohibition of consuming haram food and drinks. The hadith states: "No flesh grows from haram food, except Hell is more suitable for it." (HR. At Tirmidzi). This hadith urges us to consume only halal food, starting from the



years, as it initially only wanted to target young people, but its customers turned out to include a wider age range, such as adults (over 25 years) and families. Therefore, Chatime is now also starting to tap into the adult segment by introducing coffee-based drinks. Chatime is adding cafe-concept store formats, complete with pastries and comfortable seating similar to that of a cafe.

As in late 2019, Chatime launched Chatime Atealier, a more premium store concept that serves drinks made using a nitro machine, resulting in a cold sensation and fresher taste. This modern-looking cafe opened simultaneously in four locations in Jakarta: Cilandak Town Square, Mall Kelapa Gading, Grand Indonesia, and Kota Kasablanka. This new store concept is derived from the meaning of the word 'atelier' in French, which means workshop for artists. Atealier here means a place to create exclusive drinks. In addition to its more modern-elegant ambiance and the staff's more stylish uniforms, the properties used are also different. Using recyclable cups, there is a small hole complete with a red lid, so customers can sip their drinks directly without using a straw. Customers who wish to purchase are also allowed to bring their own tumbler," said Feronia, who is commonly referred to as "Nia."

Focusing on the youth segment, Chatime is active in digital. Chatime launched a mobile application that reaches the Jabodetabek area and is designed to adapt to the lifestyle of the millennial generation that prioritizes something practical. This app helps customers enjoy Chatime without queuing. Chatime also continues to expand and strengthen its customer base through membership programs. There is also a loyalty program called Special Tea Card with more than 1.6 million members. Nia revealed that "We also use this membership program to better understand our customers' characteristics."

According to Nia, "We always maintain the quality of the brand, by ensuring product quality through quality control, supported by SOPs and special systems to keep service excellent. Thus, Chatime is not only a brand that is top of mind, but also a trusted brand."

In a previous study conducted by Napitasari in 2018 titled "Analysis of Consumer Purchase Intention at Halal MUI Certified Restaurants in Special Region of Yogyakarta in 2018," it was found that purchase intention is significantly influenced by halal certification and halal awareness in choosing halal certified restaurants in Yogyakarta. Additionally, a similar study conducted by Anggraeni in 2016 titled "*The Effect of Perception of Halal Labels, Brand Image, and Word of Mouth (EOM) on Repurchase Intention of Products*" showed that the perception of halal labels significantly affects purchase intention. Product repeat. In the research by Elly, Rofikhoh, and Mutmainah in 2015 titled, 'The Influence of Halal Labeling and Consumer Confidence on Consumer Purchase Decisions at KFC Restaurant Madiun Branch.' It is mentioned that the provision of halal labels and consumer confidence affects consumer purchase decisions at KFC Restaurant Madiun Branch, both partially and simultaneously. The halal label variable has a greater influence on consumer purchase decisions at KFC Madiun Branch compared to the consumer confidence variable. Ultimately, this large potential of the Muslim population, if not accompanied by products that clearly demonstrate their halal status, will not be able to meet the demand of the community, especially the demand for halal processed milk products. Therefore, the author is very interested in further reviewing the issues related to the above concerning the research titled. "**Analysis of the Influence of Halal Certification and Halal Awareness on the Purchase Intention of Chatime Milk Tea Products (A Case Study of Muslim Consumers in the DKI Jakarta Region)**". Both the manufacturing and service industries. Currently, Muslim consumers are very sensitive to halal products, therefore business actors must be able to guarantee the halalness of a product.

### **Problem Formulation**

Islam has mandated its followers to always consume products that clearly have a halal status. However, in Indonesia, which is the country with the largest Muslim population in the world, there are still many people who do not understand the essence of the halal logo from LPPOM. MUI serves as the foundation for choosing products that comply with Islamic law based on the authority of certification granted to various products in Indonesia.

Although many processed milk companies now generally include the MUI halal label, consumer interest in these processed milk products is very high. Therefore, the author formulates the problem in this research as follows:

1. Does halal certification have an effect on consumer buying interest in Chatime Milk Tea products?
2. Does halal awareness have an effect on consumer buying interest in Chatime Milk Tea products?
3. Do halal certification and halal awareness have a simultaneous effect on buying interest in Chatime Milk Tea products?

## **2. Literature Review**

### *2.1 Theoretical Framework*

#### *Definition of Purchase Intention*

Purchase Intention is the tendency of consumers to buy something or take actions related to buying and is measured by the likelihood of consumers making a purchase (Assael, 2001). It is assessed through statements of wanting to buy-not wanting to buy, will buy-will not buy, and will repurchase-will not repurchase. An evaluation of business actors is essential to identify and understand what consumers desire and need before deciding and producing a product. Purchase intention is a mental statement from consumers to plan to purchase a certain amount. products with certain brands. Purchase intention for a product is influenced by the value of the product being evaluated. When the perceived benefits outweigh the sacrifices, the desire to buy is higher. Purchase intention is the stage of the respondent's tendency to act before the actual purchase decision is made, according to Kinnear and Taylor, 1995.

The intention to buy is influenced by the value of the product to be evaluated. If the benefits received are greater than the sacrifices made to obtain them, the urge to buy becomes stronger; conversely, if the benefits received are less than the sacrifices, the buyer usually rejects the purchase and turns to other similar products. Purchase intention can create a motivation that continues to be recorded in the mind and becomes a very strong desire, which ultimately, when fulfilling their needs, they will realize what is in their thoughts (Dwiyanti, 2008).

According to Ferdinand (2006:129), buying interest can be identified through the following dimensions as indicators:

- a. Transactional interest: This refers to a person's tendency to buy a product. This means that the consumer has the desire to make a purchase of a particular product they want.
- b. Referential interest: This refers to a person's tendency to refer to a product to others. This means that a consumer who has the interest to buy will encourage those close to them to also make the same product purchase.
- c. Preferential interest: This describes the behavior of a person who has a primary preference for that product. This preference can only be changed if something happens to their preferred product.
- d. Exploratory interest: This is an interest that describes someone's behavior who always has a primary preference for the products they have consumed. This preference can only be replaced if something happens to the preferred product. Islamic law allows for the creation of buying interest, provided that both the seller and the buyer do so willingly (ridha) or that neither party feels coerced by the other.

This is based on the words of Allah SWT in the Qur'an, Surah An-Nisa, verse 29, which means: *"O you who have believed, do not consume one another's wealth unjustly or send it [in bribery] to the rulers in order that [they might aid] you [to] consume a portion of the wealth of the people in sin, while you know [it is unlawful]."*

#### *Definition of Halal awareness*

Halal awareness is the level of understanding of Muslims in knowing issues related to the halal concept. Such knowledge includes understanding which products are permissible to consume and how they are produced. The halal awareness of a product according to Islamic halal standards can be a prerequisite for consumers and producers in consuming and producing food (Shaari and Arifin 2010). According to research by Golnaz et al. 2010, the halal awareness of a product is determined by the positive attitudes of society. A positive attitude is a positive perception of halal awareness. This means that the parties involved in the transaction of the product must take positive actions regarding halal products.

(Khalek et al., 2014) in their research titled 'Young Consumers Attitude toward Halal Food Outlet and JAKIM's Halal Certification in Malaysia' indicates a positive attitude of young Muslims towards halal food outlets and JAKIM's certification. JAKIM is the official institution in Malaysia responsible for halal certification, similar to MUI in Indonesia.

Their concerns, particularly regarding food consumption, are also an important factor in avoiding questionable and uncertain food products (CAP, 2006). This will help Muslim consumers to have a clearer picture that will assist them in making purchasing decisions that should align with their preferences and beliefs. Based on previous research, the researchers also found that a multiracial Muslim in Malaysia is aware of halal food (Golnaz, Zainal, Mad-Nasir & Eddie-Chew, 2009). Therefore, the measurements used by (Golnaz, Zainal, Mad-Nasir & Eddie-Chew, 2009) were applied in measuring the awareness of Muslims.

#### *2.2 Previous Research*

On the first research sample studied by Nugraha, Kholid M, and Aniesa in 2017 with the title "The Influence of Halal Labeling on Purchase Intention (Case Study on Muslim Students Purchasing Halal Logo Samyang Noodles from the Korean Muslim Federation in Malang City)" used simple linear regression analysis methodology. From the analysis results, using a sample of 116 respondents, it was found that the halal labeling

variable significantly influences purchase intention, but its influence is only 13.3%.

On the second research sample, examined by Napitasari in 2018 about "Analysis of Consumer Purchase Intention at MUI Halal Certified Restaurants in the Special Region of Yogyakarta in 2018 (Case Study: Consumers of Waroeng Steak and Shake, Gudeg Yu Djum, Bakso Besteda 74)" which employed *Spearman Rank Correlation* data research methodology. The results of this research indicate that, there is a significant positive relationship between the halal label variable and consumer purchase interest

In the third research sample studied by Setyowati in 2019 on "The Influence of Halal Awareness, Subjective Norms, and Perceived Behavioral Control on the Purchase Intention of Dunkin' Donuts Products in Solo City" using a non-probability sampling methodology. The analysis used multiple linear regression testing, with 75 respondents as a sample based on hypothesis testing results indicating that halal awareness and subjective norms have a negative influence, but not significantly, on purchase intention.

In the fourth study conducted by Aziz and Vui in 2013 entitled "*The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach*," it shows results where the variables of halal awareness, halal certification, marketing promotion, and halal branding have a positive influence on the purchase intention of halal products, while food quality has a negative influence on the buying interest of non-Muslim consumers in Malaysia.

In the fifth study conducted by Retno, Fauzia et al. in 2019, it was stated that halal certification has a significant impact. The t-test results from the halal certification variable (X2) with purchase interest (Y1) showed a t-value of 2.307, while the table t-value ( $\alpha = 0.05$ ) was 1.981. The significance value obtained was  $0.02 < 0.05$  and  $t_{hitung} > t_{tabel}$ , which means  $2.307 > 1.981$ , indicating that there is a significant influence between the halal certification variable (X2) and purchase interest (Y1). The results showed that the Halal Certification variable (X2) significantly affects purchase interest (Y1). It can be concluded that H1 is accepted and H0 is rejected regarding purchase interest in Cadbury chocolate. In the findings, the majority of respondents stated that halal certification and the halal logo are important indicators in selecting Cadbury chocolate by Gen-M (Muslim Generation).

In the sixth research by Khalek et al. in 2014, titled '*Young Consumers Attitude toward Halal Food Outlet and JAKIM's Halal Certification in Malaysia*,' it indicates a positive attitude of Muslim youth towards halal food outlets and JAKIM's certification. JAKIM is the official authority in Malaysia that handles halal certification, similar to MUI in Indonesia.

In the seventh study conducted by Akhyar and Pramesti titled 'The Influence of Religiosity and Halal Certification on Purchase Decisions (Empirical Study on Japanese Food Restaurants in Magelang),' the sampling method used was purposive sampling. The sample size in this study was 100 individuals from various backgrounds and ages. Based on the t-test, it can be concluded that t-count is smaller than t-table ( $1.468 < 1.660$ ) and  $0.145 > 0.05$ . These results indicate that the halal certification variable does not affect purchasing interest, H2 is not supported with a significance value of 0.145.

In the eighth research conducted by Khomariyah in 2017, the thesis on the Influence of Halal Awareness, Islamic Branding, and Product Ingredients on Purchase Interest in Luwak White Koffie Products (A Study on the Community of Putatsewu Village, Jatitengah, Sukodono, Sragen). Based on the t-test, it was found that the calculated t value of 10.553 is greater than the t-table value of 1.660 with a significance value of  $0.000 < 0.05$ . Since the significance level is smaller than 0.05, this indicates that H1 is accepted, which means that halal awareness has a significant influence on purchase interest.

In the ninth study conducted by Bashir, A.M. in 2019 on "*Effect Of Halal Awareness, Halal Logo And Attitude On Foreign Consumers' Purchase Intention*", it was found that, on average, a large number of respondents strongly agreed that they understood the meaning of halal (average score 3.77), and they were aware of the processes involved in halal food production (average score 3.64). Similarly, respondents strongly agreed that they recognized halal certification/logo (average score 3.93). Therefore, these results indicate that respondents have a high level of knowledge about halal logos/certification and halal processes and procedures.

In the tenth study conducted by Anggit and Albari in 2012 on the *Analysis of Muslim Consumer Purchase Intention Towards Products That Do Not Have a Valid Halal Certificate*, the research data was collected through a questionnaire involving 100 respondents who are students from the Faculty of Economics at the Islamic University of Indonesia, selected using judgment sampling techniques with the assumption that the student group is Muslim and can represent Muslim consumers. The process of calculating the influence test used multiple regression with the AMOS program. The results of this study indicate that there is a positive influence of all independent variables on the purchase intention of Muslim consumers.

### 3. Methodology

#### 3.1 Research Method

##### Place and Time of Research

This research was conducted in the DKI Jakarta area. The duration of the research was approximately 4 months from May to August 2020. Type of Research This research is descriptive quantitative research. Quantitative research is a process of finding knowledge that uses numerical data as a tool to analyze information regarding what needs to be understood. (Kasiram (2008: 149)

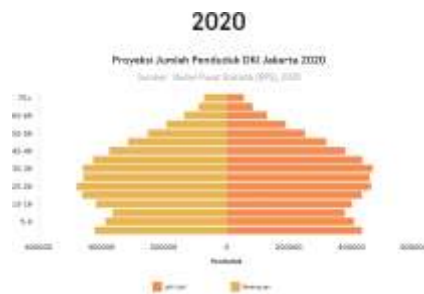
The types and sources of data used in this research are Primary Data and Secondary Data. According to Sugiyono (2017:193), primary data refers to sources that directly provide data to the data collector. Meanwhile, secondary data refers to sources that do not directly provide data to the data collector.

##### Population

According to Sugiyono (2017:117), a population is the area of generalization that consists of: objects/subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions. The population in this research is the Muslim consumer community of Milk Tea Chatime in the DKI Jakarta area.

##### b Sample

In this research, the researcher takes the number from the population of DKI Jakarta with the age criteria of 15-29 years, totaling 2,654,300, and it is found that the market share of the Chatime franchise is 56% with a total market share of 1,512,951 million people. Thus, after being entered into the formula below with a margin of error that the researcher sets at 5%.



**Figure 5 Projection of the Population of DKI Jakarta 2020**  
(Source: BPS 2020)

The determination of the sample size in this study refers to the opinion of Sekaran (2016) in Suhartini et al. (2019) that for research in the social field, a sample size of more than 30 people and less than 500 is suitable for conducting research.

The determination of the sample size in this study uses the Slovin formula as follows:

$$n = N / (1 + (N \times e^2))$$

Where:

N: Population Size (Based on Market Share).

e : error rate.

$$n = (1,512,951 / (1 + (1,512,951 \times 0.0025)))$$

$$n = (1,512,951 / (1 + 15,129.51))$$

$$n = (1,512,951 / 15,130.51)$$

$$n = 99.99 \text{ (rounded to 100 samples)}$$

The sampling method used is non-probability or non-random selection in the form of purposive sampling. Purposive sampling is conducted by taking samples from the population based on criteria determined by the researcher. The criteria used can be based on certain judgments or specific quota allocations (Jogianto H.M, 2010: 74). The researcher uses purposive sampling with the criteria that the respondents are individuals from the DKI Jakarta Community aged 15-29 years, residing in DKI Jakarta.

Data Collection Technique The data collection for this research uses the questionnaire method. The data collection questionnaire is conducted by providing a set of written questions for respondents to answer (Sugiyono, 2012). This method is considered to have advantages as a good data collector. Operational Definition of Variables According to Sugiyono (2018:39), the operational definition of a variable is as follows: "Research variables are attributes or properties or values of individuals, objects, or activities that have certain variations determined by the researcher to be studied and then conclusions drawn". The types of variables in research can be classified into:

a. Independent Variable (Free)

According to Sugiyono (2017:61), an independent variable (free variable) is a variable that influences or causes changes in the dependent variable (bound variable). Thus, this variable explains and affects another variable that is not free. The independent variables in this study are Halal Certification and Halal Awareness, represented by X1 and X2.

b Dependent Variable (bound)

According to Sugiyono (2017:61), the dependent variable or bound variable is the variable that is influenced or is the result of, due to the presence of the independent variable. In this research, the dependent variable is the purchase interest represented by Y.

*Research Instrument*

Research Instrument is a measuring tool used in conducting research. This research uses a questionnaire or survey instrument. The data is sourced from respondents who will later be measured using a Likert scale, which will be used to measure halal certification and halal awareness towards the purchase interest of Milk Tea Chatime products in the DKI Jakarta area.

**Table 2 Operational Instrument of Variables**

No	Variable	Indicator	Instrumen
1.	Purchase Intention	1. Transactional interest (1-2) 2. Referential interest (3-5) 3. Preferential interest (6-8) 4. Exploratory interest (9-11)	1 (a) I bought the Milk Tea Chattime product because it has more menu variants. 1 (b) I am happy with the presence of the Milk Tea Chattime product. 2 (a) I am willing to recommend the Milk Tea Chattime product to others. 2 (b) I will continue to buy Milk Tea Chattime products in other countries that have a halal logo. 2 (c) My family prefers Milk Tea Chattime products. 3 (a) I choose Milk Tea Chattime products to meet my needs for halal processed milk drinks. 3 (b) Milk Tea Chattime products are more appealing to me. 3 (c) I asked for information about Milk Tea Chattime products from people who have consumed them. 4 (a) I am interested in buying Milk Tea Chattime products after receiving information from. teman atau kerabat 4 (b) Saya mencari di internet tentang perkembangan sertifikasi halal pada Franchise Chattime 4 (c) Saya menanyakan pelayan tentang proses pembuatan produk milk tea Chattime
2	Halal Certification	1. Importance of the Halal Logo (1-4) 2. Knowledge About the Halal Logo (5-6) 3. Quality of Halal Products (7-9) 4. Guarantee of Halal Products (10-11) 5. Confidence in Halal-Labeled Products (12-13)	1 (a) I buy products because there is a halal logo on their packaging. 1 (b) I will only buy food or drinks that have been tested for halalness. 1 (c) I have no doubt about consuming Milk Tea Chattime with a halal logo. 1 (d) I will be careful when choosing products with a halal logo. 2 (a) I know the official logo of the MUI institution. 2 (b) I understand the procedures for registering a product to obtain a halal certification license. 3 (a) Halal-labeled products have passed halal testing by the MUI. 3 (b) I believe that halal products are of good quality. 3 (c) I have seen the fact that halal products are good for body health. 4 (a) Halal-labeled products have undergone a series of strict halal tests. 4 (b) I first asked the seller about the halal label that is listed. 5 (a) I avoid consuming food and drinks that contain doubts (uncertainty about their halal status). 5 (b) I am confident with the halal certified Chattime Milk Tea product.

3.	Halal Awareness	reference to halal concepts (1-3) Belief in halal products (4-7) Attitude towards questionable products (8-9) Religious commitment (10-11) Comfort (12-15)	1 (a) Before buying Chattime Milk Tea products, I will review the ingredient mixing process used. 1 (b) I will not buy Chattime Milk Tea products if I am not confident about the ingredient mixing process and the production process. 1 (c) Choosing halal drinks selectively and wisely. 2 (a) I understand what halal means 2 (b) Halal is not just about the milk. 2 (c) I know the meaning of halal toyiban 2 (d) Consuming Chattime milk tea. is a very It is important to me3 (a) I will not consume Milk Tea products that do not have a halal logo certification3 (b) I prefer products that have a clear halal status4 (a) I support all halal products4 (b) The authentic halal logo from MUI reflects the best consumable ingredients5 (a) I feel very comfortable consuming Chattime Milk Tea products5 (b) I prioritize the halal logo because it is safe to consume5 (c) The authentic halal logo from MUI makes consumers comfortable when buying5 (d) I feel safe because of Milk The Chatime tea that I consume is halal and healthy.
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Source : Processed by Researchers 2020

The scale used in this study is a Likert scale with a score range of 1-5 that has been used in previous research and has been tested for validity, with the following index:

**Table 3: Questionnaire Scale Range Table**

Indicator	Positive
very agree	5
Agree	4
Disagree	3
Very disagree	2
strongly disagree	1

Source: Processed by Researcher 2020

### Multiple Linear Regression Analysis

To address the problems in this research, it is necessary to use multiple linear regression analysis. According to Ghazali (2008) in Tilaar et al. (2018), regression analysis is essentially a study of the dependence of the dependent variable on two or more independent variables, with the aim of estimating and/or predicting the population mean or the values of the dependent variable based on the known values of the independent variables.

For this research, data analysis techniques will be used with:

#### 1. Instrument Testa.

##### a. Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if its questions can reveal what is intended to be measured by the questionnaire (Ghazali:52). Valid means that the instrument used can be applied to measure what is to be measured (Ferdinand, 2006). The validity used in this research describes the suitability between a data measurement tool and what is to be measured (Ferdinand, 2006). The basis for making decisions to test the validity of the questionnaire items is if  $r_{count} > r_{table}$ , then the variable is valid.

##### b. Reliability Test

According to Ghazali (2016:37), reliability is actually a tool to measure a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or dependable if a person's responses to the statements are consistent or stable over time (Ghazali, 2016:37). In this research, reliability is assessed using the Cronbach Alpha statistical test. It is said to be reliable if  $Cronbach\ alpha > r_{table}$ .

#### 2. Classical Assumption Test

According to Ghazali (2016:40), this test is performed to determine that the processed data is valid (no deviations), to ensure that the obtained regression equation is linear and can be validly used for forecasting. Therefore, a classical assumption test will be conducted, which includes testing for normality, heteroscedasticity, and multicollinearity.

##### a. Normality Test

The normality test aims to examine whether in the regression model, the disturbance variable or residuals have a normal distribution. The variables in this study are tested using the Kolmogorov-Smirnov test, comparing the Sig.(2-tailed) value with  $\alpha=0.05$ . If the p-value  $> 0.05$ , it can be stated that the data is normally distributed.

##### b. Autocorrelation Test

According to Ghazali (2012) in Tilaar et al. (2018), the autocorrelation test aims to examine whether there

is a correlation between the disturbance errors at period-t and the disturbance errors at period t-1 (previous). The autocorrelation test is conducted using the Durbin Watson test by comparing the calculated Durbin Watson value (d) with the tabulated Durbin Watson value, which consists of the upper limit (du) and the lower limit (dL). The testing criteria are as follows:

1. If  $0 < d < dL$ , then positive autocorrelation occurs.
2. If  $dL < d < du$ , then there is uncertainty whether autocorrelation occurs or not.
3. If  $d - dL < d < 4$ , then negative autocorrelation occurs.
4. If  $4 - du < d < 4 - dL$ , then there is uncertainty whether autocorrelation occurs or not.
5. If  $du < d < 4 - du$ , then there is no positive or negative autocorrelation.

### c. *Multicollinearity Test*

The multicollinearity test aims to examine whether there is a correlation among independent variables in the regression model. A good regression model should not exhibit correlations among independent variables. If independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables that have a correlation value of zero among themselves (Ghazali, 2016:103). The basis for decision-making in the multicollinearity test is as follows:

1. Tolerance value  $\geq 0.10$  means that there is no multicollinearity in the regression model.
2. VIF value  $< 10.0$  means that there is multicollinearity in the regression model.

### d. *Heteroskedasticity Test*

According to (Ghazali 2016:134), the purpose of the heteroskedasticity test is to examine whether there is a variance inequality of the residuals from one observation to another in the regression model. If the variance of the residuals from one observation to another remains constant, it is called homoskedasticity, and if it differs, it is called heteroskedasticity. A good regression model is one that is homoskedastic or does not experience heteroskedasticity. There are several ways to detect the presence or absence of heteroskedasticity, one of which is the Glesjer test. Where the testing results show that the parameter coefficients for all independent variables used in the study indicate a sig value  $> 0.05$ , then heteroskedasticity does not occur.

### 3. *Statistical Testa.*

#### *Partial Regression Coefficient Test (t Test)*

The t Test is used to determine the significance of the constant of each independent variable, whether Halal Certification (X1) and Halal Awareness (X2) truly have a partial (separate) effect on the dependent variable, which is buying interest (Y). The testing criteria with a significance level ( $\alpha$ ) of 0.05 are determined as follows:  
Significance value (sig)

1. If the significance value (sig)  $< 0.05$ , then there is an effect of the independent variable (X) on the dependent variable (Y).
2. If the significance value (sig)  $> 0.05$ , then there is no effect of the independent variable (X) on the dependent variable (Y).

Based on the t-table values:

1. If t count  $<$  t table, it means the independent variable has not been proven to have an effect on the dependent variable.
2. If t count  $>$  t table, it means the independent variable can be proven to have an effect on the dependent variable.

#### *b. Feasibility Test (F Test)*

The F Test is used to determine the effect of independent variables, namely Halal Certification (X1) and Halal Awareness (X2), simultaneously on the dependent variable, which is purchase intention (Y). The criteria for the F test are as follows:

- a) Formulating hypotheses
  1.  $H_0 = 0$ , there is no significant effect of independent variables, namely Halal Certification (X1) and Halal Awareness (X2), simultaneously on the dependent variable, which is purchase intention (Y).
  2.  $H_1 \neq 0$ , there is a significant effect of independent variables, namely Halal Certification (X1) and Halal Awareness (X2), simultaneously on the dependent variable, which is purchase intention (Y).
- b) Determining F count
  1. If F count  $<$  F table, it indicates that all independent variables do not affect the dependent variable.
  2. If F count  $>$  F table, it indicates that all independent variables affect the dependent variable. The decision-making

criteria can use the significance level compared to the alpha level of the test ( $\alpha=5\%$ ), where if significance  $<$  alpha level (0.05), then the decision is to reject  $H_0$  or accept  $H_1$  and vice versa.

*Test of the Coefficient of Determination (R2 Test)*

According to (Ghazali, 2013:97), the coefficient of determination ( $R^2$ ) aims to measure the extent of the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination ranges between 0 and 1. A small coefficient of determination indicates a very limited ability of the independent variables to explain the variation of the dependent variable. A value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. After going through all the analytical techniques mentioned above, the data can be analyzed using the multiple linear regression equation in this study to determine the extent of the influence of the dependent variables, namely Halal Certification ( $X_1$ ) and Halal Awareness ( $X_2$ ) on purchase intention ( $Y$ ). The regression equation is as follows:

*Prerequisite Testing for Analysis*

Multiple linear regression analysis is used to analyze the effects of several independent variables ( $X$ ) in this study, namely halal certification and halal awareness, on one dependent variable ( $Y$ ), which in this study is the collective purchase intention. The multiple linear regression equation.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y: Purchase Interest

a: Constant

$b_1$ : Regression coefficient of Halal Certification

$b_2$ : Regression coefficient of Halal Awareness

$X_1$ : Halal Certification

$X_2$ : Halal Awareness

e: standard error %

*Results And Discussion*

*Overview*

The respondents in this study are Muslim consumers of Chatime milk tea who live in the DKI Jakarta area. The data collection and search process was carried out in July 2020. The selection of respondents was done non-randomly according to the established criteria, which are Muslim consumers of Chatime milk tea aged 15-29 years living in the DKI Jakarta area. The subject of this study is Muslim consumers from DKI Jakarta. Meanwhile, the object of the research is the purchase interest in the Chatime franchise specifically for milk tea purchases. The general overview of the respondents obtained in this study is as follows:

**Table 4 Description of Respondent Samples**

GENDER			WORK		
Gender	Amount	Percentage	Work	Amount	Percentage
Man	62	51,70%	Private Sector Employment	17	14,20%
Woman	58	48,30%	Student	67	55,90%
Total	120	100%	Self Employed	8	7%
AGE			Educator	5	4%
AGE	Amount	Percentage	Freelancer	4	3,30%
15-20	9	7,50%	Police/Army	3	2,40%
21-25	81	67,50%	Civil Servant	4	3,30%
26-29	30	25,00%	Housewife	10	8,30%
Total	120	100,00%	Freshgraduated	2	1,70%
REGION					
Region	Amount	Percentage			
Jakarta Kota	14	12%			
Jakarta Barat	21	17,50%			
Jakarta Timur	21	17,50%			

Jakarta Utara	13	10,80%			
Jakarta Selatan	51	42,50%			
Total	120	100%	Total	120	100,00%

Source: Primary Data, Processed (2020)

Based on the data above, it can be seen that the respondents in this study are dominated by males at 51.7%, while the rest are females. Then, based on age, Muslim consumers aged 21-25 years have the highest dominance at 67.5% or 81 people, followed by those aged 26-29 at 25% or 30 people, and then those aged 15-20 at 7.5% or 9 people. For the residence, those living in South Jakarta consist of 51 people or 42.50% of the total respondents, making it the most numerous, followed by East Jakarta, West Jakarta, Central Jakarta, and North Jakarta. Lastly, an overview of the respondents based on their occupation shows that this study is dominated by students, accounting for 55.90%, followed by private employees at 14.20% of the total respondents, and the rest by other occupations.

#### Results of Testing and Data Analysis

##### Instrument Test Data

The instrument testing in this research was conducted to determine whether this research instrument is valid or not. This questionnaire is used and tested as accurately as possible, and can be justified.

##### Validity Test

The validity test was performed on the variables of Halal Certification, Halal Awareness, and Purchase Intention. The results are evaluated by comparing the calculated *r* value (rhitung) with the critical *r* table value (rtabel), which is sought at a significance level of 0.05 and a sample size (*n*) = 120. For the *degree of freedom* (df) = *n*-2, the rtabel obtained is 0.1793. If *rhitung* > *rtabel*, then it is valid; conversely, if *rhitung* < *rtabel*, then it is not valid.

**Table 5 Results of Validity Test**

Variable	Statement	r count	r table	information
Halal Certification	SH1	0,371	0,1793	valid
	SH2	0,376	0,1793	valid
	SH3	0,248	0,1793	valid
	SH4	0,337	0,1793	valid
	SH5	0,405	0,1793	valid
	SH6	0,408	0,1793	valid
	SH7	0,275	0,1793	valid
	SH8	0,408	0,1793	valid
	SH9	0,491	0,1793	valid
	SH10	0,365	0,1793	valid
	SH11	0,511	0,1793	valid
	SH12	0,464	0,1793	valid
	SH13	0,447	0,1793	valid
Halal Awareness	KH1	0,464	0,1793	valid
	KH2	0,377	0,1793	valid
	KH3	0,34	0,1793	valid
	KH4	0,503	0,1793	valid
	KH5	0,388	0,1793	valid
	KH6	0,506	0,1793	valid
	KH7	0,417	0,1793	valid
	KH8	0,535	0,1793	valid

	KH9	0,397	0,1793	valid
	KH10	0,477	0,1793	valid
	KH11	0,481	0,1793	valid
	KH12	0,462	0,1793	valid
	KH13	0,368	0,1793	valid
	KH14	0,432	0,1793	valid
	KH15	0,392	0,1793	valid
Purchase Intentions	MB1	0,296	0,1793	valid
	MB2	0,322	0,1793	valid
	MB3	0,316	0,1793	valid
	MB4	0,275	0,1793	valid
	MB5	0,333	0,1793	valid
	MB6	0,396	0,1793	valid
	MB7	0,361	0,1793	valid
	MB8	0,391	0,1793	valid
	MB9	0,497	0,1793	valid
	MB10	0,35	0,1793	valid
	MB11	0,36	0,1793	valid

Source: Primary Data, processed (2020)

Based on the data above, the value of all questions for the three variables  $r_{hitung} > r_{tabel}$ , thus it can be said that all these statements are valid. This means that 39 item statements are able to measure the variables of halal certification, halal awareness, and purchase interest.

#### Reliability Testing

Reliability testing is conducted to determine the consistency of respondents' answers to questions measuring the variables of halal certification and halal awareness towards purchase interest. This study uses SPSS for Windows, which provides facilities to measure reliability using the statistical test of Cronbach's Alpha. Each variable is considered reliable if it has a Cronbach's Alpha greater than the  $r_{tabel}$  value.

**Table 6 Reliability Test Results**

Variable	Cronbach's Alpha value	r count	information
Halal Certification	0,539	0,1793	Reliabel
Halal Awareness	0,696	0,1793	Reliabel
Purchase Intentions	0,305	0,1793	Reliabel

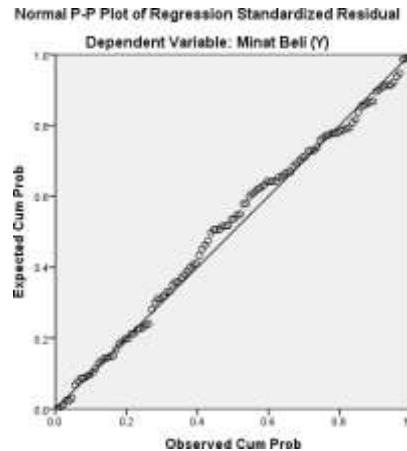
Source: Primary Data, processed (2020)

Based on the data above, it shows that all variables have a Cronbach's Alpha value greater than 0.1793. Therefore, it can be concluded that the indicators used for the variables of halal certification, halal awareness, and purchase intention are deemed valid or reliable as measuring tools.

#### Results of Classical Assumption Test

##### Normality Test

The purpose of normality testing is to examine whether in the regression model, the residual variable has a normal distribution. After conducting a normality test using SPSS for Windows, the results indicate as follows:



**Figure 6 Normality Test Results**

*Source: Primary Data, processed (2020)*

Based on the results of the normality test shown in the image above, it can be stated that the residual variable in this research regression model is normally distributed because the data spreads around the diagonal and follows the direction of the diagonal line.

*One Sample Kolmogorov Smirnov Normality Test.*

The results of the normality data output from the three variables are explained in the table below:

**Table 7 Normality Results (using the One-Sample Kolmogorov-Smirnov Test method)  
One-Sample Kolmogorov-Smirnov Test  
One-Sample Kolmogorov-Smirnov Test**

		Sertifikasi Halal (X1)	Kesadaran Halal (X2)	Minat Beli (Y)
N		120	120	120
Normal	Mean	57.41	65.74	48.28
Parameters <sup>a,b</sup>	Std. Deviation	3.306	4.301	2.679
Most	Absolute	.088	.099	.115
Extreme	Positive	.057	.050	.066
Differences	Negative	-.088	-.099	-.115
Kolmogorov-Smirnov Z		.960	1.084	1.260
Asymp. Sig. (2-tailed)		.315	.191	.084

a. Test distribution is Normal.

b. Calculated from data.

*Source: Primary Data, processed (2020)*

From the results of the data normality output using SPSS in the table above, the significant values (Asymp. Sig 2-tailed) for variable X1 is 0.315, for variable X2 is 0.191, and for variable Y is 0.084, it can be stated that the data is normally distributed because the significant values (Asymp. Sig 2-tailed) for each variable are greater than 0.05, meaning that the data for variables X1, X2, and Y are normally distributed. The normality assumption is fulfilled, and regression analysis techniques can be used.

*Autocorrelation Test*

Referring to the book 'Discovering Statistics Using SPSS' by Andy Field, third edition, which states that autocorrelation normally occurs when the Durbin-Watson value is below 1 or above 3. The purpose of the autocorrelation test is to examine whether there is a correlation between the disturbance errors at time t and the disturbance errors at time t-1 (previously) in the regression model. The autocorrelation test is conducted using the Durbin-Watson test by comparing the computed Durbin-Watson value (d) with the tabulated Durbin-Watson values, which are the upper limit (du) and lower limit (dL). It is known that for this study, which has a sample size (n) = 120 and 2 independent variables, the tabulated Durbin-Watson values are dL = 1.6684 and du = 1.7361. The computed Durbin-Watson value (d) in this study is as follows:

**Table 8 Results of Autocorrelation Test**

**Model Summary<sup>b</sup>**

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.513 <sup>a</sup>	.264	.251	2.318	1.825

a. Predictors: (Constant), Halal Awareness (X2), Halal Certification (X1)

b. Dependent Variable: Purchase Intentions (Y)

Source: Primary Data, processed (2020)

Based on the data above, the results of this autocorrelation test show that there is no positive or negative autocorrelation in this research regression model. This is because it meets the criteria of  $du < d < 4 - du$  or if elaborated becomes  $1.736 < 1.825 < 2.2639$ .

#### Multicollinearity Test

The purpose of the multicollinearity test is to determine whether there is a correlation between independent variables in the regression model. Multicollinearity can be assessed through the Tolerance value and Variance Inflation Factor (VIF). The following are the details:

**Table 9 Results of the Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Sertifikasi Halal (X1)	.813	1.230
Kesadaran Halal (X2)	.813	1.230

Source: Primary Data, processed (2020)

Based on the data above, it can be stated that there is no multicollinearity in this research regression model. This is because it can be seen that all Tolerance values for each variable are  $> 0.10$  and the Variance Inflation Factor (VIF) values for each variable are  $< 10.0$ , according to the basic decision-making provisions in the multicollinearity test.

#### Heteroscedasticity Test

The heteroscedasticity test using the Spearman method aims to test the differences in variance of the residuals from one observation to another. The results of the heteroscedasticity test in this study are as follows:

**Table 10 Results of Heteroscedasticity Test Using Spearman Method Correlations**

		Sertifikasi Halal (X1)	Kesadaran Halal (X2)	Unstandardized Residual
Spearman's rho	Correlation	1.000	.455**	.064
	Coefficient			
	Sig. (2-tailed)	.	.000	.489
	N	120	120	120
	Correlation	.455**	1.000	-.006
	Coefficient			
Unstandardized Residual	Sig. (2-tailed)	.000	.	.952
	N	120	120	120
	Correlation	.064	-.006	1.000
Unstandardized Residual	Coefficient			
	Sig. (2-tailed)	.489	.952	.
	N	120	120	120

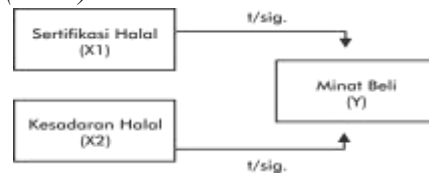
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data, processed (2020)

Based on the table above, all predictors have residual values  $> 0.05$ , indicating that the obtained regression model is free from heteroscedasticity cases. The 2-tailed significance values for  $X_1 = 0.489$  and  $X_2 = 0.952$  are both greater than 0.05. This indicates that the residual variance of this regression model is homogeneous or that the obtained regression model is free from heteroscedasticity cases.

*Statistical Test Results*

*Partial Regression Coefficient Test (T Test)*



**Figure 7 The Relationship of Partial Regression Coefficient Test (T Test)**

*Source: Primary Data, processed (2020)*

The T-test is used to determine the significance of the constant of each independent variable, whether halal certification ( $X_1$ ) and halal awareness ( $X_2$ ) truly have a partial (separate) effect on the dependent variable, which is purchase intention ( $Y$ ). This test is conducted by examining the significance column for each independent variable with a significance level of  $< 0.05$ . The results of the T-test for this study are as follows:

**Table 11 Results of the T Test**

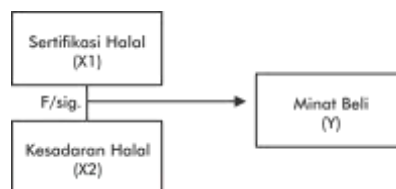
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	21.707	4.126		5.261	.000
1 Sertifikasi Halal ( $X_1$ )	.252	.071	.311	3.535	.001
Kesadaran Halal ( $X_2$ )	.184	.055	.296	3.359	.001

*Source: Primary Data, processed (2020)*

Based on the table above, by observing the rows, columns t and sig, it can be explained as follows:

- 1). The Effect of Halal Certification Variable on Purchase Intention ( $H_1$ ) The halal certification variable ( $X_1$ ) positively and significantly affects the purchase intention for Chatime Milk Tea products in the DKI Jakarta region. This is evident from the significance of halal certification ( $X_1$ ) at  $0.001 < 0.05$ , and the t-table value =  $t(a/2; n-k-1) = t(0.05/2; 120-2-1) = (0.025; 117) = 1.98045$ . This means that the calculated t value is greater than the t-table ( $3.535 > 1.98045$ ) so  $H_0$  is rejected and  $H_1$  is accepted. Thus, the hypothesis stating that there is an influence of certification on purchase intention partially is accepted. This means that halal certification is important and positively influential, but not significantly, on the purchasing interest in Chatime milk tea products.
- 2). The Influence of Halal Awareness Variable on Purchase Intention ( $H_2$ ) The variable of public awareness ( $X_2$ ) has a positive and significant effect on the purchase intention of milk tea consumers at Chatime in the DKI Jakarta area. This is evidenced by the significant halal awareness ( $X_2$ ) of  $0.001 < 0.05$  and the table value of  $t = t(a/2; n-k-1) = t(0.05/2; 118-2-1) = (0.025; 117) = 1.98045$ . This means that the calculated t value is greater. From the table ( $3.359 > 1.98045$ ),  $H_0$  is rejected and  $H_2$  is accepted. Thus, the hypothesis stating that there is an influence of halal awareness ( $X_2$ ) on purchasing interest is accepted. This means that the higher the level of halal awareness, the more it affects the level of purchasing interest in Chatime milk tea products.

*Feasibility Test (F Test)*



**Figure 8 The Relationship of Regression Coefficient Test Simultaneously (F Test)**

Source: Primary Data, processed (2020)

Test F is a test conducted by comparing the significance of the calculated F value > the table F value, thus the formulated model is deemed correct and has an overall effect. by looking at  $F_{table} = f(k; n-k)$ ,  $F = (2; 120-2)$ ,  $F_{table} = (2; 118) = 3.07$  with a significance level of 5%. This is to determine the effect of the independent variables, namely Halal Certification (X1) and Halal Awareness (X2), simultaneously on the dependent variable, namely Purchase Intention (Y). with the hypothesis: 1.  $H_0 = 0$ , there is no significant effect from the independent variables, namely Halal Certification (X1) and Halal Awareness (X2) simultaneously on the dependent variable, namely Purchase Intention (Y). 2.  $H_1 \neq 0$ , there is a significant effect from the independent variables, namely Halal Certification (X1) and Halal Awareness (X2) simultaneously on the dependent variable, namely Purchase Intention (Y). The results of the F test in this study are as follows:

**Table 1 F Test**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	225.072	2	112.536	20.938	.000 <sup>b</sup>
1 Residual	628.853	117	5.375		
Total	853.925	119			

a. Dependent Variable: Minat Beli(Y)

b. Predictors: (Constant), Kesadaran Halal(X2), Sertifikasi Halal(X1)

Source: Primary Data, processed (2020)

Based on the test results in the table above, it can be seen that the calculated F value is 20.938 with a table F value of 3.07, so the calculated F value > table F value or  $20.938 > 3.07$ , and the significance level is  $0.000 < 0.05$ , which means  $H_0$  is rejected and  $H_1$  is accepted. It can be concluded that the halal certification variable (X1) and halal awareness variable (X2) simultaneously have a positive and significant effect on the buying interest of Muslim consumers in the DKI Jakarta area for Chatime milk tea products.

*Coefficient of Determination Test (R2 Test)*

The R2 test is a tool to measure how well the model explains the variation in the dependent variable. The value of the coefficient of determination ranges from zero to one. A small R2 value means that the independent variables have very limited ability to explain variations in the dependent variables. Conversely, if the value is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variables. The results of the R2 test in this study are as follows:

Table 13 Result of Square Test

**Model Summary<sup>b</sup>**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.513 <sup>a</sup>	.264	.251	2.318	1.825

a. Predictors: (Constant), Kesadaran Halal(X2), Sertifikasi Halal(X1)

b. Dependent Variable: Minat Beli(Y)

Source: Primary Data, processed (2020)

Based on the data, it can be seen that the R Square value is 0.264, which means that the variation in the purchase interest variable can only be explained to a limited extent by the independent variables (halal certification and halal awareness), which accounts for 26.4%. Meanwhile, the remaining 73.6% is explained by factors that are not included and studied in this research model.

*Multiple Linear Regression Analysis*

The data analysis used in this research is multiple linear regression. Essentially, it is a study of the dependence of a dependent (response) variable on two or more independent (predictor) variables, with the aim of estimating or predicting the mean population or values of the dependent variable based on the known values of the independent variables. The results of the multiple linear regression analysis in this study are as follows:

**Table 14 Results of Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients
-------	-----------------------------

	B	Std. Error
(Constant)	21.707	4.126
1 Sertifikasi Halal(X1)	.252	.071
Kesadaran Halal(X2)	.184	.055

a. Dependent Variable: Minat Beli(Y)

Source: Primary Data, processed (2020)

Based on the previous explanation that all independent variables affect the dependent variable, which is the buying interest. Therefore, the regression equation formed consists of the independent variables of halal certification and halal awareness. The resulting regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 21,707 + 0,252X_1 + 0,184X_2 + e$$

Where Y is the purchasing interest.

#### 4. Discussion

The purchase intention is a source of profit for every company; with a high purchase intention from consumers, the profit obtained by the company will also increase. Purchase intention itself is the tendency of consumers to purchase a product or service after realizing their needs and obtaining sufficient information. Stimulating consumer purchase intention can be done in various ways, one of which is by implementing the necessary legality strategies such as the registration of halal certification for food or beverage products to instill trust in potential consumers that the products to be consumed comply with Islamic law. Based on the findings of this study, it was found that halal certification and halal awareness have a positive and significant effect on the purchase intention of Muslim consumers for Chatime milk tea products in the DKI Jakarta area.

Quoting from the official website of Bank Indonesia ([www.bi.go.id](http://www.bi.go.id)), based on its research related to the level of literacy of the Indonesian people as a whole, the national Islamic economics literacy index in 2019 reached 16.3% (well literate) on a scale of 100%, reflecting the opportunity for efforts to enhance public understanding of Islamic economics in the country. The Islamic economics literacy index was obtained through the implementation of a national sharia economics literacy survey in 2019 across 13 (thirteen) provinces that represent more than 80% of the Muslim population in Indonesia, involving 3,312 respondents. The survey covered aspects of knowledge about the basic principles of sharia economics, sharia social finance, and halal products/services.

Looking at the factual data in the field for the DKI Jakarta area shows that knowledge and insight regarding the halal certification process from upstream to Downstream has become the main focus in the case of food and beverage businesses, due to the fact that the public or potential consumers, especially Muslims, are generally starting to understand the dangerous consequences of consuming food that is questionable or haram. There is a difference between certification and halal awareness; halal certification is a function inherent to the product, while halal awareness is a positive or negative feeling from potential consumers regarding the decision to perform actions that result in accepting or rejecting. Therefore, from the researcher's perspective, it is felt that certification and halal awareness need to be focused on and campaigned more massively, because by doing so, we also contribute to promoting a halal lifestyle, especially to our fellow Muslim community, so that if the level of literacy is more evenly distributed, the interest in purchasing products guaranteed to be halal will also be high.

##### **The Role of Halal Certification on Purchase Intention**

The analysis of this research shows that the role of halal certification has a positive and significant effect on purchase intention, indicated by the T table value of 3.535 > 1.98045 compared to the calculated T value with a significance of 0.001 < 0.05 (H0 is rejected and H1 is accepted). The regression coefficient indicates a value of 0.252, meaning that the halal certification variable has a positive and significant effect on purchase intention. The halal certification coefficient value of 0.252 indicates that every increase of one unit in the halal certification value will increase purchase intention by 0.252 units.

Based on the results of the multiple linear regression, the regression coefficient values indicate that halal certification has a positive and significant effect on the purchasing interest of Muslim consumers in the DKI Jakarta region for Chatime milk tea products. The results of this study are in line with the research conducted by Retno, Fauzia et al. in 2019 in the field of snacks with Cadbury chocolate products, which also stated that halal certification has a positive and significant effect on purchasing interest.

Additionally, another supporting study conducted by Napitasari in 2018 regarding the analysis of consumer purchasing interest in halal-certified restaurants by MUI in the Special Region of Yogyakarta in 2018 stated that there is a positive relationship between halal labels/halal certification and consumer purchasing interest.

In line with Napitasari's 2018 research by Bashir, A.M. in 2019 on "Effect Of Halal Awareness, Halal Logo

And Attitude On Foreign Consumers' Purchase Intention", it shows that on average, all respondents strongly agreed that they understood the meaning of halal (average score 3.77), and they were aware of the processes involved in producing halal food (average score 3.64). Similarly, the respondents strongly agreed that they recognized halal certification/logo (average score 3.93). Therefore, these results indicate that the respondents have a high level of knowledge about halal logos/certification and halal processes and procedures.

So in this study, the halal certification variable with the indicators listed in the operational variable table above significantly influences the purchasing interest of Muslim consumers in DKI Jakarta for Chatime milk tea products. The existence of a clear and official license makes the Muslim consumer community in the DKI Jakarta area feel safe and comfortable. Thus, it can be concluded that the more the community understands halal certification, the greater the encouragement for consumers to make purchases, resulting in a higher purchasing interest among consumers.

#### ***The Role of Halal Awareness on Purchase Intention***

The analysis results in this study show that the role of halal awareness has a positive effect on purchase intention, indicated by the t value of  $3.359 > 1.98045$  compared to the t table with a significance level of  $0.001 < 0.05$  ( $H_0$  is rejected and  $H_2$  is accepted). The regression coefficient shows a value of 0.184, which means that the halal awareness variable has a positive and significant effect on purchase intention. The halal awareness coefficient of 0.184 indicates that for every one unit increase in consumer awareness level regarding halal values, it will increase the purchase intention by 0.184 units.

Based on the results of multiple linear regression, the regression coefficient value indicates that the halal awareness variable has a positive influence on the buying interest of Muslim consumers in DKI Jakarta for Chatime milk tea products. The results of this study are consistent with the research conducted by Bashir in 2019 on "factors influencing foreign consumer intentions to buy halal food products in South Africa." The factors include halal awareness, halal logos, and attitudes, which are important factors influencing consumer intentions. This study states that all factors have a positive influence, especially the factor of halal awareness.

Another study conducted by Aziz and Vui in 2013 titled "*The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach*" showed results where the variables of halal awareness, halal certification, marketing promotion, and halal branding had a positive influence on the intention to purchase halal products, while food quality had a negative influence on the purchasing intention of non-Muslim consumers in Malaysia. This is in line with the research by Khomariyah in 2017 regarding the Influence of Halal Awareness, Islamic Branding, and Product Ingredients on the Purchase Intention of Luwak White Koffie Products (A Study on the Community of Putatsewu Village, Jatitengah, Sukodono, Sragen). Based on the t-test, it was found that the calculated t value of 10.553 is greater than the t-table value of 1.660 with a significance value of  $0.000 < 0.05$ . Since the significance level is less than 0.05, this indicates that  $H_1$  is accepted, which means that halal awareness has a significant effect on buying interest.

So, in this study, the halal awareness variable with the indicators listed in the table of operational variables above significantly affects the purchase intention of Muslim consumers in DKI Jakarta towards Chatime milk tea products, demonstrating effectiveness in attracting consumers to the value of halal itself. It can be concluded that the more aware the public is of the guaranteed halal values and the advertising of halal values to consumers, the greater the impulse for consumers to make purchases, resulting in a higher purchase intention among consumers.

#### **5. Conclusion**

Based on the results of the research above, it can be concluded into several points as follows:

1. Halal certification has a positive and significant effect on the purchase intention of Muslim consumers in DKI Jakarta for Milk Tea Chatime products.
2. Halal awareness has a positive and significant effect on the purchase intention of Muslim consumers in DKI Jakarta for Milk Tea Chatime products.
3. Halal certification and Halal awareness have a positive and significant simultaneous effect on the purchase intention of Muslim consumers in DKI Jakarta for Milk Tea Chatime products.

#### ***Suggestions***

Based on the research results, the suggestions that can be provided in this study are:

1. The results of this study prove the positive influence of halal certification, therefore Chatime should focus more on branding image through advertising and creating more diverse products to achieve a progressive level of purchase interest that can be felt by everyone. among and include the official halal logo from MUI on each product to maintain the credibility of Chatime products themselves.
2. It is hoped that further researchers can use new variables that influence purchase intention such as price, promotions, loyalty, and others, as well as different research subjects such as Generation Z or using other regions.

### Research Limitations

There are several limitations in this study that affect the final results of the research:

1. The scope of this research is limited, focusing only on Muslim consumers in the DKI Jakarta area.
2. This study is limited to testing 2 independent variables consisting of halal certification and halal awareness, which allows for the possibility of other variables outside the regression model that may also affect the purchase interest in Milk Tea Chatime products.
3. This study is limited to being conducted by distributing questionnaires online and in a closed manner, which may allow respondents' opinions to remain unexpressed.

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