FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION TOWARDS HALAL LOGO ON FOOD PACKAGING IN MELAKA

Siti Hajar Binti Mohtar[1], Mohd. Syaiful Rizal[1], Mohamad Toha[2], Anastasia Lidya Maukar[2]

[1]*Fakulti Pengurusan Teknologi dan Teknousahawan, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia, sitihajar232@gmail.com*
[2]*Department of Industrial Engineering, President University, Jl. Ki Hajar Dewantara, Kota Jababeka, Cikarang Baru, Bekasi 17550 - Indonesia*

ABSTRACT

This research aims to examine the factors influencing Melaka Muslim community in purchase intention towards halal logo on food packaging. Theory of Planned Behaviour is used as theoretical framework and there are three factors in influencing customer purchase intention which are attitude, subjective norm and perceived behavioural control. Questionnaires were distributed to the 170 Muslims respondent which randomly selected in shopping complex or supermarket area in Melaka City. The data was analysed using statistical package, descriptive analysis, Pearson correlation and multiple regression analysis were applied in this research in order to identify relationship and the most important factors. The results indicated that attitude, subjective norm and perceived behavioural control have positive relationship to intention on purchasing food packaging with halal logo. The most important factor that influence consumer purchase intention towards halal logo was attitude and subjective norm.

Keywords: halal logo, attitude, subjective norm, perceived behavioural control, purchase intention.

1. Introduction

Malaysia is one of the countries that has multi ethnic and multi races and multi religions. According to the Department of Statistics Malaysia in 2010, the majority of people in Malaysia are Islam with 61.3%, followed by Buddhism 19.8%, Christianity 9.2%, Hinduism 6.3% and others 3.4%. Melaka is one of the states with the distribution of Islam population exceeding 50% which are 66.1%. Along the increases of this population, many industries are taking an advantage to develop and produce halal food. Parallel with this, halal industries have now expended well beyond in the food sectors and halal is becoming a universal concept.

Halal is something that should be practiced by all Muslims. Halal is divided into work, act, food consuming and others. This research is mainly focus on food consuming by Muslims. According to (Mohamed et al., 2008) halal food is not only about the ingredient that be used, it includes the way of slaughter, cleanliness, preparation and process of making the foods. In this context, it means all aspects in producing the foods need to take seriously.

According to Islamic law, meat that have through the slaughtering process accordance to Syariah is halal to eat but there some of meat which clearly prohibited which state in Quran.

Halal certificate is very important for food industries as the identity to meet the halal requirements (Abdul et al., 2009). All the industries that produce halal's food need to get the certificate in order to encourage and give trustworthy to consumer especially for Muslims. It also was introduced in order to protect the Muslim in choosing halal foods.

The halal logo has been release in order to help Muslims in choosing and selecting the halal foods (Borzooei & Asgari, 2016). Along the growth of halal food industries, halal logo is easy to be used and imitate especially foods which have been import from other countries. Some traders are difficult to check and do not want to go through halal procedure which designated by JAKIM (Jabatan Kemajuan Islam Malaysia). Besides that, some food packaging has the halal logo however the logo does not certify by JAKIM. As an example, a premise which producing sauce, chili sauce and vinegar used a JAKIM halal logo on the products but the logo is fake (Harian Metro, 2004). According to (Shafiq et al., 2015) there are irresponsible industries which is not followed the rule which set by JAKIM in order to get the certification.

Because of that, halal logo has been plagiarized and misused by industries and it has increased many fake halal logo. With increasing the multiple types of halal logo, it's giving a negative impact to community especially for Muslims itself. This problem will affect the customer's trust and the intention to purchase the food also will be influence. In addition, consumer perception toward halal logo is spread and influencing in the society. The intention in purchasing the foods is become more complicated due to the different types of halal logo. Because of that, the intention to purchase food have been influence their decision in choosing the foods. The trustworthy and confident in purchasing foods may disappear.

Thus, this researcher wants to identify the factors that influence Muslim community in Melaka on their purchase intention toward halal logo on food packaging. This research adopted from planned behaviour theory. The reason using this theory because it is more suitable in order to measure the customer perception on purchase intention. In addition, purchase intention also will influence the customer behaviour. Figure 1 below shows the framework of variables. The independent variables are Attitude, Subjective Norm and Perceive Behavioural Control, whereas the dependent variable is Purchase intention towards the halal logo.
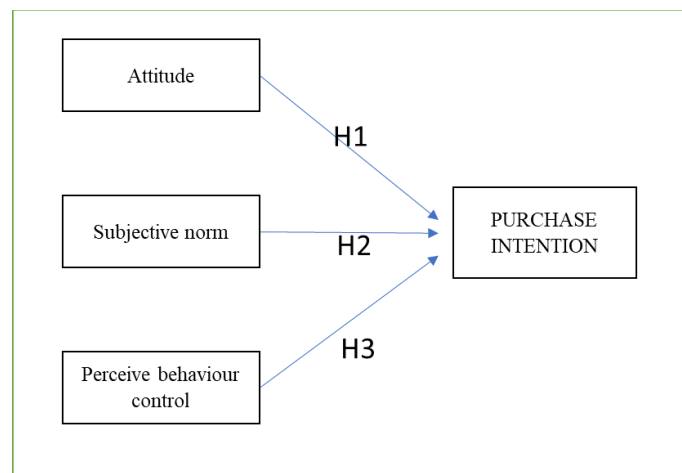

Figure 1: Theoretical framework based on Theory of Planned Behaviour (Ajzen, 1991)

2. Method

This research applied explanatory research also known as causal research. Explanatory research is to 'identify any causal link between the factors or variables refer to the research problem. It is conducted to describe and explain

the nature of certain relationships. Furthermore, this research wants to test the hypothesis which can provide the understanding of the relationship exist between the variables.

The type of research for this study is quantitative research. Quantitative research involves the collecting and converting data into numerical form. It is more efficient to collect data and able to test the hypothesis.

The research location mainly focus on the supermarket or shopping complex around Melaka city only. It is because this place is one of the centre which focus by public to purchase goods.

The strategy used to get the data was using survey. The questionnaires were used in collecting the information and as a tool to collect real data from primary sources. The questionnaires were developed and distributed among 170 respondents. A sampling method on this research used simple random. The respondents were selected among the Muslim community in Melaka.

2.1 Questionnaire Design

The questionnaire in this research was developed to collect data from the respondents. The questions were developed in two version which are Malay and English. Some people understand on the Malay language and some customer more comfortable to read in English version. This is because different people have different level of understanding. So, the respondent can decide which questions are easy to be read.

The questionnaire divided into five sections which are four sections. In the section A, the questions are more to the demographic of the respondent which includes gender, age, occupation, level of education and basic questions about halal for example knowledge and awareness. Section B, which cover about the attitude while section C will cover about the subjective norm. For section D about perceive behavioural control. And lastly, for the section E about customer purchase intention.

Each question was used the five-point Likert scale which are 1 to 5 scale. 1 for strongly disagree, 2 disagree, 3 moderate, 4 agree and 5 strongly agree. Each section except section A have 3 and 4 items only. The content of the questionnaire are adopted from journal by (Mohd Suki et al., 2014) and (Mohd Dali et al., 2007). The contents were changed adapting to accordance to the researcher topic. The questionnaires were distributed to 170 respondents which randomly selected among the Muslim consumer in several shopping complex or supermarket in Melaka City. The questionnaires are shown in Appendix.

2.2 Pilot Testing

Pilot test also called as a pilot study is a small scale trial of a specific element such as questionnaire and survey. Pilot test are conducted before the real questionnaire distribute to the respondents. The reason in testing the questionnaire was to measure the time of respondents answer the questions besides improving the quality of questions and determine whether the questions is acceptable or not. In other words, it is to find out whether the questionnaire works for the respondents or not. According to (Hazzi & Maldaon, 2015), a group size of pilot testing may vary from 5 to 50 respondents. The researcher has conducted the pilot test to 20 respondents and the data collected from pilot test was analysed by using the Statistical Package for the Social Sciences (SPSS).

2.3 Analysis of Data

According to (Kline, 1999), the acceptable value of alpha in reliability analysis is 0.8 in the case of intelligence tests, and the acceptable value of alpha in reliability analysis is 0.7 in the case of ability tests. In this research, the result of reliabilities that under 0.6 is considered to be poor reliability, while in the range of 0.60 to 0.70 it is considered as moderate reliability and 0.7 to 0.80 the result can be acceptable and considered as a good reliability. If the results show range around 0.80 to 0.95, it is considered as a very good reliability. While more than 0.95 considered as high or excellent reliability.

Next, analysis of data use in this research is descriptive statistics. Descriptive statistics are used to describe and summarize the basic features of the data in the research. It provides simple summaries about the sample and the measures. Descriptive statistics also can be identified as the transformation of raw data into a form which can make the researcher easy to understand and interpret data (Zikmund, 2003). Besides, it helps researcher to simplify large amounts of data in a sensible way (William, 2006).

A hypothesis is developed based on the underlying theory. The goal in hypothesis testing is to reject or accept the hypothesis (Gabrenya, 2003). The researcher used multiple regression to test the hypothesis and identify the most important factor for this research.

3. Results and Discussion

After conducted the pilot test, a total of 170 copies of real questionnaire was distribute to respondents around Melaka and all copies was returned on time to the researcher. Thus, in identifying the understanding of questionnaire from respondents are, test of validity and reliability analysis was conducted.

Table 1 and Table 2 show the reliability test for 170 respondents. The table below shows Cronbach alpha for all variable was 0.926. It is considered to be very excellent reliability. The Cronbach alpha for dependent variable which is purchase intention is 0.944 and it also considered as excellent reliability. Two independent variables out of three also considered as excellent reliability which are attitude and subjective norm. The result is 0.823 and 0.925.

Table 1: Reliability Analysis for All Variable

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.895	15

Table 2: Reliability Analysis for Each Variable

Variables	Cronbach's Alpha	N of Items
Purchase Intention	.944	3
Attitude	.823	4
Subjective Norm	.925	4
Perceived Behavioural Control	.641	4

3.1 Demographic Data of Respondents

The following table summarized the demographic data of respondents in terms of their gender, age, occupation and level of education. The data are shown in frequencies and percentage.

Gender and Age of Respondents

The respondents have been classified into five groups of age which are 18-29 years old, 30-40 years old, 41-50 years old, 51-60 years old and above 60. Table 3 below indicates that among 170 respondents, there are 42.9% or 73 respondents aged range around 18-29 involve in fill up the questionnaire. The range of 30-40 years old are 17.6% which equal to 30 respondents. While 32 respondents or 18.8% are 41-50 years old and 13.5% or 23 respondents were aged 51-60. The remaining which are 12 respondents with 7.1% was 61 years old and above.

The Table summarise the variable according to the gender and age as shown in table below. The researcher found that most of male respondents who answered the questionnaire are aged 41-50 with 65.6%. Followed by 18-29 with 20 respondents. While female, a total of 53 respondents were aged range 18-29 with 72.6%.

Table 3: Cross tabulation between Gender and Age

GENDER			AGE					Total
			18-29	30-40	41-50	51-60	Above 60	
MALE	Count		20	17	21	13	6	77
	%		27.4%	56.7%	65.6%	56.5%	50.0%	45.3%
FEMALE	Count		53	13	11	10	6	93
	%		72.6%	43.3%	34.4%	43.5%	50.0%	54.7%
	Total		73	30	32	23	12	170

GENDER		AGE					Total
		18-29	30-40	41-50	51-60	Above 60	
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Occupation

Table 4 shows the frequency number and percentage of occupation. There are four types of occupation which are government and private sectors, students and others. A total of 49 respondents with 28.8% are worked in government sector while in private sector are 22.4% which equal to 38 respondents. Another 32.9% with 56 respondents are still studying. The remaining total are others such as entrepreneurs, self- employed, housewife and unemployed are 27 respondents with 15.9%.

Table 4 Respondent Demographic of Occupation

OCCUPATION		Frequency	Percent
	GOVERNMENT	49	28.8
	PRIVATE	38	22.4
	STUDENT	56	32.9
	OTHERS	27	15.9
	Total	170	100.0

Education Level

Table 5 indicates the respondents educational background which are PhD, masters, degree, diploma or STPM, SPM and others. Respondents that contribute in answering the questionnaire are mostly from degree holder with 44.1% or 75 respondents followed by diploma or STPM which are 47 respondents with 27.6%. For SPM holder, there are 18.2% which equal to 31 respondents. 12 respondents have master level with 7.1%. While PhD holder that contribute in this questionnaire only 3 respondents with 1.8%. And lastly 2 respondents with 1.2% are did not recognized which answering others as their level of education.

Table 5 Respondent Demographic of Education

EDUCATION		Frequency	Percent
	PhD	3	1.8
	MASTERS	12	7.1
	DEGREE	75	44.1
	DIP/STPM	47	27.6
	SPM	31	18.2
	OTHERS	2	1.2
	Total	170	100.0

3.2 Respondents Knowledge on Halal Logo

Not all customers or people knows and have a knowledge about halal logo. The different people will have a different perspective. Table 6 below explain further about the level knowledge of respondents in Melaka City.

For the question 'do you know what halal logo is?', respondent from both genders actually know what halal logo is. 170 respondents answering 'Yes' as their answer. Basically, halal logo already synonym among many customers. They always purchase something like crackers, snacks and others as side dishes for them to eat so they must familiar with halal logo in every packaging. Especially for young people the researcher found a total of 73 respondents aged 18-29 years old recognized what is halal logo.

Table 6: Knowledge on Halal Logo by Age

AGE	Do you know what halal logo is?	Percentage %	Total
	YES		
18-29	73	42.94	73
30-40	30	17.65	30
41-50	32	18.82	32
51-60	23	13.63	23
Above 60	12	7.06	12
Total	170	100	170

Next question is whether they familiar with the real halal logo from JAKIM or not. For the question 'Do you know that there are fakes JAKIM halal logo?', the researcher found that many respondents which are 166 out of 170 respondents are answering 'YES' as their answer. From Table7 and Table 8, the results show a total of 91 respondents with 54.82% are from female which answering 'YES' while male are 45.18% with 75 respondents. So, the female is known more than male. Mostly, in every family which are mother, housewife and daughter always make a purchasing in supermarket. So, female can be classified as more understand and alert about the halal logos. While for education, there are 45.18% of degree holder known that there are fake JAKIM. Mostly, customers are aware on halal logo issues but they do not really concern about this.

Table 7 Knowledge on JAKIM halal logo by Gender

GENDER	Do you know that there are fake JAKIM halal logos?				Total
	YES	%	NO	%	
MALE	75	45.18	2	50	77
FEMALE	91	54.82	2	50	93
Total	166	100	4	100	170

Table 8: Knowledge on JAKIM halal logo by Education

EDUCATION	Do you know that there are fake JAKIM halal logos?				Total
	YES	%	NO	%	
PHD	3	1.81	0	0	3
MASTERS	12	7.23	0	0	12
DEGREE	75	45.18	0	0	75
DIP/STPM	44	26.51	3	75	44
SPM	30	18.07	1	25	31
OTHERS	2	1.20	0	0	2
Total	166	100	4	100	170

Ability to Differentiate the Original Logo

The researcher found that although customers know there are fake JAKIM's halal logo, in fact most of people do not know how to differentiate the real halal logo from JAKIM. Table 9 and Table 10 show 98 respondents which are 38.78% male and 61.22% female answering 'NO' as their answers. While the remaining total of 72 respondents know how to differentiate it, among those female percentage is larger than male. Respondents aged between 18-29 with 47 respondents and 19 respondents aged 30-40 mostly do not know how differentiate it. While the range aged between 41-50 and 51-60 seems know how to differentiate the real logo from JAKIM with the result 18 and 13 respondents answered 'YES'.

Table 9: Ability to differentiate by Gender

GENDER	If yes, are you able to differentiate the original logo?				Total
	YES	%	NO	%	
MALE	30	41.67	38	38.78	77
FEMALE	42	58.33	60	61.22	93
Total	72	100	98	100	170

Table 10: Ability to differentiate by Age

AGE	If yes, are you able to differentiate the original logo?				Total
	YES	%	NO	%	
18-29	26	36.11	47	47.96	73
30-40	11	15.28	19	19.39	30
41-50	18	25.00	14	14.29	32
51-60	13	18.06	10	10.20	23
Above 60	4	5.56	8	8.16	12
Total	72	100	98	100	170

Source Information of Halal Logo

Table 11 below shows female spend much more time than male in using social media. A total of 30 respondents from female which answered the questionnaire mark social media as a medium for them to get an information about halal logo. While male with percentage 52.38% mostly used electronic media such as television or radio and also print media like newspaper as their alternative to get the information. The number of respondents who answered family and friends for male are 3 respondents with 20% and female 12 respondents with 80%.

The researcher found that people nowadays always used social media as their first medium in checking or searching an information. Table 11 shows mostly respondent's aged range 18-29 answered social media. Synonym with the young generation, all the information is easy to get especially through social media such as Facebook, Instagram and others social media. The social media have become as their way or method to find the information. According to statistic by (IYRES, 2017), the internet users in Malaysia are 17.72 million while Facebook users are13.58 million. Mostly, for Gen-Y they will always use social media. According to (Utusan Online, April 2017), the youth spend about 4 hours a day only to browse social media.

Table 11: Source of Information by Gender

GENDER	Where do you get an information about halal logo?										Total
	Social Media	%	Electronic Media	%	Print Media	%	Family & Friend	%	Others	%	
Male	26	46.43	33	52.38	15	44.12	3	20.00	0	0	77
Female	30	53.57	30	47.62	19	55.88	12	80.00	2	100	93
Total	56	100	63	100	34	100	15	100	2	100	170

Table 12: Source of Information by Age

AGE	Where do you get an information about halal logo?										Total
	Social Media	%	Electronic Media	%	Print Media	%	Family & Friend	%	Others	%	
18-29	35	62.50	18	28.57	8	23.53	11	73.33	1	50	73
30-40	11	19.64	16	25.40	1	2.94	1	6.67	1	50	30
41-50	9	16.07	14	22.22	7	20.59	2	13.33	0	0	32
51-60	1	1.79	12	19.05	10	29.41	0	0	0	0	23
60 Above	0	0	3	4.76	8	23.53	1	6.67	0	0	12
Total	56	100	63	100	34	100	15	100	2	100	170

3.3 Descriptive Statistics

Table 13 shows the mean score and standard deviation for four variables used in this research. Mean score is presented based on Likert scale which are 1 to 5. For purchase intention, mostly the respondents rated at 3.28 which mean considered as medium. The respondents tend toward agree nor disagree for the statement under purchase intention. For example, the first statement stated that they will not purchase if there is no halal logo on the packaging. Some of them think that not all foods which do not have halal logo in the packaging cannot be purchase and not kosher. The food that have been process by the small entrepreneur at home for example like potato, banana crisps and others sometimes do not have the halal logo but it still can be purchased. This is because this food has proven to be lawful. Thus, they will purchase the food since the owner and workers are Muslims.

The attitude and perceived behavioural control were rated at 3.77 and 4.13. Both of this variable considered as agree and it was the highest mean among other variables. It shows that majority of respondent have positive attitude and can control their behaviour while purchasing. For attitude, respondents agree that they have to check ingredients before purchasing any foods. They seem to concern with the ingredients used and their purchasing are not based on the taste only but they will check the halal logo first. While perceived behavioural control, the respondents were agreed with the statement 'the stores that always visit put high concern about halal logo.

The mean of subjective norm is almost similar with purchase intention which are 3.03 and it also considered as medium. Respondents tend to agree nor disagree that people around them like family, friends, colleagues, teachers and others will give them some influences in purchasing. People around will influence the respondents by certain thing but not everything.

Table 13: Mean Score for All Variables

Variables	Mean	Std. Deviation
Purchase intention	3.28	1.30
Attitude	3.77	0.98
Subjective Norm	3.03	1.26
Perceived Behavioral Control	4.13	0.54

*1= strongly disagree; 5= strongly agree

Inferential Statistics

According to (William, 2006), inferential statistics attempt to create conclusions that reach beyond the data observed. It also helps to access the strength of the relationship between independent and dependent variables. In this research, the researcher used Pearson correlation coefficient to identify the relationship and multiple regression analysis to identify the strength of hypothesis and reject the null hypothesis.

Correlation between Independent Variable and Dependent Variable

Pearson correlation coefficient also called as a Pearson Product-Moment Correlation Coefficient (PPMCC) is the useful technique or method in every research. According to (Lund, 2013), the purpose used the Pearson correlation coefficient is to measure the strength of a linear relationship between two variables. In other words, it means to measure how well dependent variable and independent variable are related. Thus, the researcher used this method in order to identify the several relationships which are:

1. Whether the customers purchase intention is related to their attitude,
2. Whether the customer purchase intention is related to subjective norms and;
3. Whether the customer purchase intention is related to perceive behavioural control.

From the Table 14 below, the researcher found all variable used in this research relate with customer purchase intention. Attitude and subjective norm show a strong relationship which the *r* equal to 0.882 and 0.858. The last variable which is perceived behavioural control also relate with customer purchase intention with *r* equal to 0.659. But the value is lower than attitude and subjective norm. Thus, the attitude and subjective norm have the most significant relationship among these three independent variables.

Table 14: Correlation Coefficient Analysis

		Attitude	Subjective Norm	Perceived Behavioral Control	Purchase Intention
Attitude	Pearson Correlation	1	.870**	.660**	.882**
	Sig. (2-tailed)		.000	.000	.000
	N	170	170	170	170
Subjective Norm	Pearson Correlation	.870**	1	.645**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	170	170	170	170
Perceived Behavioural Control	Pearson Correlation	.660**	.645**	1	.659**
	Sig. (2-tailed)	.000	.000		.000
	N	170	170	170	170
Purchase Intention	Pearson Correlation	.882**	.858**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	170	170	170	170
**. Correlation is significant at the 0.01 level (2-tailed).					

Hypothesis Testing

According to (Zikmund et al., 2010), if the significant value is greater than 0.05, the Alternative hypothesis has to reject, because there is no significance relationship among independent variables and dependent variables, else the hypothesis is acceptable.

The hypothesis developed as in Table 15 shows the result of coefficient significant for multiple regression. Based on the results, the researcher can decide whether the hypothesis can be accepted or reject. The summary of hypothesis testing from multiple regression are shown as below.

Attitude

There is significant positive effect between attitude and purchase intention. The coefficient significant value is 0.000. The value is less than 0.05, hence the attitude has positive effect with the purchase intention. So, the alternative hypothesis is accepted and H0 was rejected.

Subjective Norm

There is a significant positive effect between subjective norm and purchase intention. The coefficient significant value is 0.000. This value is less than 0.05, thus the subjective norm has significant positive effect with the purchase intention. So, the alternative hypothesis is accepted and H0 is rejected.

Perceived Behavioural Control

There is a significant positive effect between perceived behavioural control and purchase intention. The significant value 0.041. The value is less than 0.05. Thus, the alternative hypothesis is accepted and H0 is rejected.

Table 15: Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.993	1.112		-3.590	.000
	Attitude	.516	.069	.519	7.450	.000
	Subjective Norm	.270	.053	.347	5.065	.000
	Perceived Behavioural Control	.169	.082	.093	2.061	.041
a. Dependent Variable: Purchase Intention						

3.4 Discussion of Research Findings

Based on the results obtained on this research. There are three main objectives as shown below:

The first objective has been achieved. The researcher found that there are several studies have been conducted in measuring the intention of consumer. Thus, the theory of planned behaviour has been developed as a framework in this research. This theory are adapted from (Ajzen, 1991). There are three independent variable includes attitude, subjective norm and perceived behavioural control. For the first variable, attitude is refer to the individual manner or someone behaviour whether positive, negative or neutral toward something (Mohd Suki et al., 2014). Thus, who have a bad or negative attitude will cause the intention to purchase something are disappeared.

While purchase intention is the planning to purchase something and it is the first stage before consumer make a decision to select and buy the foods. As mentioned by (Lin, 2007) it is a process to analyse and predict the consumer behaviour. Thus, the intention will influence consumer decision making.

The second variable is subjective norm. According to (Mohd Suki et al., 2014) it can be defined as the influences by other people around us such as friends and family, teachers or communities. There is strong normative that consumer who are surrounded by people who care and concerned about the halal logo will influence the individual to do the same things.

For the last variables which is perceived behavioural control refer to the level of confident, capability and performing to do something (Ajzen, 1991). In short term, it means who had an experience in purchasing something will repeat and do the same thing with what they had or not.

The second objective is to analyse whether the attitude, subjective norm and perceived behavioural control have a relationship with purchase intention or not. In order to achieve this objective, the researcher have analysed and evaluated the relationship using Pearson correlation coefficient.

The result in Table 16 shows the attitude have significant and positive relationship with the purchase intention which r equal to 0.882 and p equal to 0.000. The respondents have a positive attitude while purchasing which they will think first before purchase. This also partially agree in studies by (Jaafar et al., 2013). Thus, it can be concluded that, this factor has a relationship with purchase intention.

Table 16 Correlation between attitude and purchase intention

		Attitude	Purchase Intention
Attitude	Pearson Correlation	1	.882**
	Sig. (2-tailed)		.000
	N	170	170
Purchase Intention	Pearson Correlation	.882**	1
	Sig. (2-tailed)	.000	
	N	170	170
**. Correlation is significant at the 0.01 level (2-tailed).			

The result in Table 17 shows the subjective norm also have a positive relationship with r equal to 0.858 and p equal to 0.000. (Mohd Suki et al., 2014) proved that consumers have high social influences from family, friends, teachers and other people around them. The important person among them will give the most impact in changing their purchasing.

Table 17 Correlation between subjective norm and purchase intention

		Subjective Norm	Purchase Intention
Subjective Norm	Pearson Correlation	1	.858**
	Sig. (2-tailed)		.000
	N	170	170
Purchase Intention	Pearson Correlation	.858**	1
	Sig. (2-tailed)	.000	
	N	170	170
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 18 shows variable Perceived behavioural control also have a positive relationship with purchase intention. The r equal to 0.659 and p equal to 0.000. Although the value was not high, it also considered that the behavioural control has a relation with purchase intention. This is matched with finding by (Afendi et al., 2014). They agree that the greater impact of behavioural can control consumer in purchasing.

Table 18 Correlation between perceived behavioural control

		Perceived Behavioural Control	Purchase Intention
Perceived Behavioural Control	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	170	170
Purchase Intention	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	170	170
**. Correlation is significant at the 0.01 level (2-tailed).			

Thus, the researcher concludes that, all the results above shows that all variables: attitude, subjective norm and perceived behavioural control have a relation with purchase intention. This parallel with the finding by (Afendi et al., 2014) and (Mohd Suki et al., 2014).

The last objective of this research is to determine the most important or relevant factors that influence the consumer purchase intention. The researcher has used multiple regression, this method can identify which hypothesis will be accept or reject. The results of multiple regression are shown as in Table 15 above.

This research reveals the factor influencing the Melaka Muslim community in purchase intention towards halal logo are determined particularly by their attitude and subjective norm. The results show that positive attitude and social influence such as family and friend towards halal logo is the most important factor. The significant value in multiple regression table above shows the attitude and subjective norm is 0.000 which less than 0.05.

Besides, it also can be proved through Pearson correlation which the value for attitude and subjective norm are the highest. Thus, this is consistence to the study of (Otoum & Nimri, 2015), the researcher agree that the attitude and subjective norm are important factor in influencing customer intention. Those who have high attitude will have greater intention in purchasing and for the subjective norm, this would imply that families, friends and others could have high influence on their intention.

Furthermore, (Syrotyuk et al., 2018) also investigated attitudes about purchasing halal products and revealed that attitudes, subjective norms, and behavioural control all have a role in the intention to purchase halal foods. These findings are in line with previous study by (Syukur & Nimsai, 2018) and (Teng et al., 2018), which found that attitudes had an impact on halal product purchasing interest. Thus, this also is in accordance with the study of (Vizano et al., 2021); (Hasan & Suciarto, 2020), also found that attitudes and subjective norms have a positive effect on buying halal products. While, according to the research of (Maichum et al., 2017); (Bashir et al., 2019); (Abdul Latiff et al., 2019); and (Marmaya et al., 2019), they confirmed that subjective norms have high impact on halal products buying interest.

4. Conclusion and Implications

4.1 Conclusion

This research mainly focuses on identifying the factor that influencing customer purchase intention towards halal logo on food packaging in Melaka. The results of the study showed that the consumers actually known what is halal logo and they seems alert that there is fake halal logo. However, most of the respondents do not know how to differentiate the original logo by JAKIM especially young generation. They are lack of knowledge and seem do not focused about halal logo issues. It is a bit of worrying because as a Muslims they should be concerned this issue. Furthermore, many fake halal logos on the packaging, make it difficult for consumer to distinguish between them.

This study also found that purchase intention something depend on consumer attitude, social influence and behavioral control, these factors are interdependent with purchase intention.

The positive and good attitude will encourage someone to choose food based on the Islamic Shari 'a. Purchase something with halal logo is the right decision to do. As a Muslims, buying food should not be in terms of testiness but they have to check the halal logo on the packaging and the ingredients used. It will show the good attitude from the consumers.

In addition, people around them such as family, friends, neighbors, teachers and others play an important roles where they can influence someone in some things. In term of halal logo, people around can give some useful advice for concerning about food with halal logo. Thus, they can practice it in their family.

Lastly, consumer behavioural control can affect their intention in purchasing. Those who have an experience in the past can control their behaviour in purchasing something. In fact, they are aware on their purchasing. Hence, the intention in purchasing by Melaka Muslims community towards halal logo influence with their attitude, subjective norm and perceived behavioural control.

4.2 Implications

The implications of this study, as the study revealed the status of residents of Melaka towards Halal Logo, researcher suggests that the government which is JAKIM itself have to alert and more effective in giving out the information about halal logo to customers. The results above show that mostly respondents like to use social media as their alternative to find out the information. Thus, JAKIM can used social media as a platform in exposing and

introducing the knowledge about halal logo. Social media is the effective way which can attract customer to learn and gain more knowledge. In addition, the information through social media easy to get with quickly.

JAKIM is encouraged to organize programs and interesting activities to the customers. So, people can be more vulnerable about halal logo. The introduction of halal logo should be disclosed at an early stage especially for young generation. This generations need to be exposed more about halal logo because Gen-Y are not really concern about halal logo.

In addition, JAKIM can introduce the application which can make consumer scan or detect the logo that have been approved by JAKIM itself. Besides, through the application JAKIM can provide some valuable information to consumer. Thus, it can make consumer more concern and have high confident while purchasing.

For future research, the researcher suggests that to conduct in a wide range where not only focusing in Melaka City but have to include other state. In addition, the target respondents should be increase in order to get more information data. Other than that, the races also can be include in demographic profile. Thus, the perception from other races about halal logo may enrich the result.

Varying the technique or method used such using qualitative method where data collected by conducting an interview. Through interview the researcher can get more data and the results of comprehensive understanding of customer can be found deeply. Furthermore, the researcher can gain more knowledge on understanding many perceptions from respondents.

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