

## CONSUMER BEHAVIOR ON THE PERSPECTIVE OF HALAL FOOD IN SUZUYA SUPERSTORE MEDAN

Nur'ain Harahap<sup>1</sup>, M. Yasir Nasution<sup>2</sup>, Azhari Akmal Tarigan<sup>3</sup>

**Abstract.** This paper aims at understanding costumers' behavior and subjective norms in consuming halal food at Suzuya Superstore, Medan. This is quantitative research, with 50 respondents consisting of Suzuya Superstore Medan costumers. They were chosen through an accidental sampling approach. Partially, this research shows that the variable of behavior ( $X_1$ ) and subjective norms ( $X_2$ ) positively influence the behavior ( $X_1$ ), where the value  $t_{count} > t_{table}$  ( $5.828 > 1,677$ ) with the significant level of  $0,000 < 0,05$ . This means that ( $X_1$ ) significantly influence on the costumers' perspectives on halal products ( $Y$ ) at Suzuya Superstore Medan. Subjective Norms ( $X_2$ ) has a value of  $t_{count} > t_{table}$  ( $4,495 > 1,677$ ) with the significant level of  $0,000 < 0,05$ . This means that the subjective norm ( $X_2$ ) significantly influences the costumers' perspectives on halal products at Suzuya Superstore Medan. In conclusion, behaviors and subjective norms simultaneously influence the halal product consumption behavior among the costumers of Suzuya Superstore Medan.

**Keywords:** Consumers Behavior, Attitude, Subjective Norms, Halal Products

**Abstrak.** Penelitian ini dilakukan dengan tujuan untuk mengetahui sikap dan norma subjektif konsumen dalam mengkonsumsi makanan halal terhadap produk halal di Suzuya Superstore Medan. Jenis penelitian ini adalah deskriptif kuantitatif. Dalam penelitian ini menggunakan sampel 50 responden yaitu konsumen Suzuya Superstore Medan diambil secara Accidental sampling yaitu sampel secara kebetulan bertemu. Secara parsial hasil penelitian menunjukkan bahwa variabel sikap ( $X_1$ ) dan norma subjektif ( $X_2$ ) berpengaruh positif sikap ( $X_1$ ) dimana memiliki nilai  $t_{hitung} > t_{tabel}$  ( $5.828 > 1,677$ ) dengan tingkat signifikan  $0,000 < 0,05$ , artinya sikap ( $X_1$ ) berpengaruh signifikan terhadap perilaku konsumen perspektif produk halal ( $Y$ ) di Suzuya Superstore Medan. Normasubjektif ( $X_2$ ) memiliki nilai  $t_{hitung} > t_{tabel}$  ( $4,495 > 1,677$ ) dengan tingkat signifikan  $0,000 < 0,05$ , artinya normasubjektif ( $X_2$ ) berpengaruh signifikan terhadap perilaku konsumen perspektif produk halal di Suzuya Superstore Medan. Secara Simultan, hasil penelitian menunjukkan bahwa nilai  $F_{hitung} > F_{tabel}$  ( $53,372 > 3,20$ ) dan nilai signifikan  $0,000 < 0,05$ . Kriteria  $F_{hitung} > F_{tabel}$  dan signifikan

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<sup>1</sup> Universitas Muslim Nusantara Al-Washliyah, Sumatera Utara, Indonesia

<sup>2,3</sup> Universitas Islam Negeri Sumatera Utara, Indonesia

Email: <sup>1</sup> nurainharahap@umnaw.ac.id, <sup>2</sup> nasution\_my@yahoo.com, <sup>3</sup> azhariakmaltarigan@uinsu.ac.id

*<0,05. Maka Ha diterima, artinya terdapat pengaruh yang signifikan antara sikap dan normasubjektif secara simultan terhadap perilaku konsumen produk halal di Suzuya Superstore Medan. Berdasarkan nilai R Square sebesar 0,694 atau sama dengan 69,4%. Berarti model analisis yang digunakan mampu menjelaskan Sikap dan Normasubjektif terhadap perilaku konsumen perspektif produk halal sebesar 69,4% sedangkan sisanya 30,6% dipengaruhi oleh faktor lain yang tidak diteliti.*

**Kata Kunci:** *Perilaku Konsumen, Sikap, Norma Subjektif, Perspektif Produk Halal*

## Introduction

Human needs develop according to the development era. Humans are never satisfied and have a variety of desires that require producers to make products that can satisfy consumers. The desires of consumers are always different, and increased competition requires producers to create innovative products to have the high selling value. The changes of consumption desire to meet the needs haven't been suitable for sharia consumption. Consumer behavior must comply with Islamic sharia, which will give worldly and afterlife satisfaction.

Consumer behavior must comply with Islamic Shariah, which will give worldly satisfaction by not prejudice the satisfaction of the hereafter. Sharia consumption is very concerned about the object and its use, whether it has fulfilled the Maqasid Sharia elements. But it's not just the object and its use, but also the marketing aspects of the product for consumption purposes. Consumer behavior is a process of activities series when someone deals with the search, purchase selection, use, products evaluation and services to meet the needs and desires. So consumer behavior is consumers decision in purchasing decisions. Halal food products are synonymous with healthy food because they are friendly with Islamic maqasid, and motivate to be healthy in the world and the hereafter.

Halal product knowledge can directly influence attitudes, such as in consuming halal products. Don't follow people's lifestyles. Concerning halal products, Maqasid Sharia has meaning from the mufrad perspective, namely maqasad. Maqasid term means the purpose/secret of Allah SWT. In every shariah law is benefit of the Ummah. In actual rules, the Shari'a aims to realize the prosperity of humans in the world towards the hereafter.

In general, Maqasid Sharia means the idea in Islamic law to achieve certain goals. Demanding for halal food products hasn't become a necessity for the community, so producers also make limited supplies. Economists see the effect of availability on the desire to buy halal products, where consumers will easily change over other products if the product is not available in the market. The price of halal food products is often higher compared to

non-halal food, even though the price of halal products is higher. Of course, the high prices can affect consumers.

Pardomuan Siregar (2014) shows that the high prices reduce the possibility of consumers to buy products, it causes the consumers change over other brands. However some studies show that prices don't have a role in the demand for halal products because those who buy halal products are those who have a high income.

Other studies show that prices directly influence the purchase of halal products among people with lower incomes. This research was conducted because of the researchers concern in seeing the development of halal products which got little attention from the public. The public still doesn't care about halal and haram products. To understand this condition, it is necessary to research the consumer's reason to buy halal products. This research also moves from wrong statements that say many companies go bankrupt because of production problems. It happened because more companies don't understand consumers behavior.

In the halal perspective, a consumer must have in-depth knowledge of products. They will buy products as they wish. This is a crucial element to influence consumer behavior. A consumer can buy halal products based on attitudes and subjective norms. This is a significant factor in deciding to buy a halal food product, both of these significantly affect human behavior in making decisions to buy or not buy goods.

Subjective Norm (Subjective Norm) is a person's perception of an object influenced by social factors in deciding to buy halal food. This subjective norm is a considerable influence on one's attitude in making decisions to buy halal food products. Consumer behavior must pay attention to Islamic sharia. Islamic Sharia, another factor to influence consumer behavior is the attitude. This factor is also fundamental to one's behavior between subjective norms and attitudes and it obtains a good consumer behavior in deciding to buy a halal product.

## **Literature Review**

### **Halal Products**

The Food, Drug and Cosmetics Assessment Institute of the Indonesian Ulama Council (LPPOM-MUI) states that Halal product must fulfill the halal requirements to Islamic sharia. And according to the JPH Law, halal product is the product declared halal by Islamic law and the guarantee of halal products is legal certainty about the halal status of a product as evidenced by halal certification. (Najiatun, 2019) Halal product refers to shar'i products that prevent tampering, both in terms of their substances and non-substances (Juliana Kristi \*, 2018). Halal label has an essential role to make consumers easily recognize

the quality of products, especially for Muslim consumers. This has improved the image of product cleanliness and purity (Samad, 2019).

### **Halal Food Products**

In the Quran, it is mentioned about Halal and Haram Food Products which are guidelines for Muslims in consuming them, namely:

1. Thayyib's food  
The word Thayyib means delicious, good, healthy, appealing, and most of all. In the context of food, thayyib means clean food in terms of its substance or expiration (damaged) or mixed with unclean objects.
2. The characteristics of halal food products are:
  - a. Halal substances. Halal food is halal for consumption.
  - b. Halal how to get it. To get halal products can also be seen from how to get it.
  - c. How to process it. How to process a product is also one of the characteristics of the halal or haram food.
  - d. How to present to save. The next characteristic is seen from the way it presents how the product transported until the goods are consumed.

Halal food is seen from the process of cutting, storing, serving, preparing, health and hygiene. Halal food is also required to consume good food (Thoyib). Good food (Thoyib) is like unexpired food, and it does not contain clothes, coloring, etc. Consuming halal products is a mutlaq activity and is not negotiable. Surah Al-Maidah verse 88 says: "And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers" (Al Maidah: 88) (Huda, 2018).

Maqashid Sharia in halal food consists of five points in addharuriyatul khamsah perspective, they are religion, soul, reason, descent, and property. Halal food is closely related to Hifdu al-din (guarding/preserving religion). It has been required by the Quran. Anyone who carries out these obligations means that he has practiced religious doctrine in his life. The second shariah maqashid, guarding the soul is related to the hygienic and halal food content and tayyib. In general, this food does not endanger for lives like khamr. It has been banned because it is scientifically proven to damage the brain and other organs.

Halal food is also in the next shariah maqasid, which is to preserve reason, offspring and wealth (Ramlah, 2018). According to experts, among the influence of food on the body have physical and spiritual advantages as follows: Affects the body and intellect, the nature and behavior, the development of offspring, the acceptance or rejection of acts of worship and prayer, and safety in the afterlife, halal consume is compulsory worship. (Ramlah, 2018)

## **Consumer Behavior**

Behavior is the expression of someone who is actualized by actions on an object. In general, humans have two kinds of behavior, namely, ethical behavior and bad behavior. Consumer Behavior is the process and activity when someone deals with the search, selection, purchase, and evaluation of products and services to meet their needs and desires. Consumer behavior is consumer who makes decision to purchase. Edwin, Mustafa, et al. (2007) Consumer behavior theory studies how humans choose the various choices they face by utilizing their resources.

Schiffman and Kanuk in Suprpti (2010) mention that consumer behavior is defined as the behavior exhibited by consumers in searching for, buying, using, evaluating and disposing of products and services that are expected to meet their needs. (Rika Yulita Amalia, 2018). Hendri, Anto (2003) In Islam, consumer behavior must think of his relationship with God (hablu minallah) and humans (hablu mina an nas) human behavior becomes a benchmark in living his daily life, and everything is regulated in Islam. Therefore the behavior of Islamic consumers is a human activity related to the activity of buying and using products and services by observing the principles of Islamic teachings and is useful for the benefit of the people.

## **Theory of Reasoned Action (TRA)**

Theory of Reasoned Action (TRA) was developed by Fishbein and Ajzen (Taylor and Todd, 1995). Theory of Reasoned Action (TRA) is a model for predicting interests and behavior. This model includes the prediction of interests and behavior from subjective attitudes and norms. TRA explains the relationship of intentions or intentions with behavior that is entirely within the control of individuals (volitional behavior), the underlying assumption of TRA is that each individual is aware in deciding to do or not perform a behavior if the individual wants it.

In the field of marketing, TRA is applied to explain that consumer's purchase behavior determined by its intention to make purchases, as well as subjective attitudes and norms that influence behavior intention (Tsai et al., 2010). Theory of Reasoned Action (TRA) (Ajzen, 2011) suggests that subjective norm is one's perceptions of the beliefs of others that will influence interest in considering doing or not.

### **1) Attitude**

Fishbein & Ajzen (1980) states that attitude is the overall someone feeling toward something like or dislike. At the same time, Allport (1935) defines attitudes as mental and nervous states of readiness, which are organized through experience, causing dynamic

influences that direct individual responses to all objects and related situations. These definitions emphasize the eternal nature of attitudes and they are close to individual behavior.

Some sociologists (for example, Fuson, 1942) and psychologists (for example, Campbell, 1950) define attitudes only in terms of the probability that someone will show certain behaviors in certain situations. Suprapti (2010) states that attitude is an expression and feelings of someone likes or dislikes towards an object. A person's attitude is the result of an evaluation that illustrates how someone likes or dislikes an object. By knowing and studying the results of the evaluation, we can guess how much someone's purchasing power.

Kazemi (2013) attitude is a general feeling of society about the desire or behavior to do something. According to Wang (2010), attitude is customer recognition and evaluation of telecommunications services after they use the services. Suprapti (2010: 135), attitude is an expression of a person's feelings that reflects his likes or dislikes towards an object. (Ni Putu Ratih Astarini Dewi, 2016)

## **2) Subjective Norms**

Subjective norms involve the social pressure felt by a person from the majority of people who are important to him in his environment, who considers whether he should or not carry out such behavior (Ajzen & Fishbein, 1980). Fishbein and Ajzen state that the perceived pressure was related to the expectations of one's family or friends, or the community. In this research subjective norm is used in the sense of consumer perception that his family expect or want he lives in healthy life by buying and using herbal cosmetics (Tsai et al., 2010). Fitzmaurice (2005) consumers want to do specific actions if they feel that by doing so, they will get acceptance (such as praise, appreciation) from people who are close in their lives, where family members and friends close included in it.

The ability of beauty advisors in marketing studies based on communication theory refers to the nature of the resource element (Harmon & Coney, 1982). These resources have knowledge, experience, or skills regarding a specific subject (Lagace et al., 1991). Following this definition in this study, beauty advisor expertise can be interpreted as someone who appears with expertise because beauty advisors have sufficient knowledge of products/services, skills and abilities and attractive appearance (Hill & Neeley, 1988).

According to Azjen and Driver in Munandar (2014), Subjective norms are one's feelings or predictions of people expectations in his life regarding whether certain behaviors are done or not. Subjective norms are individual beliefs about the expectations of people around who influence (significant other) both individuals and groups to display certain behaviors or not. (Ni Putu Ratih Astarini Dewi, 2016)

## Method

This research was conducted at Suzuya Superstores, which is located on Jalan Brigjend Katamso No. 710 Kampung Baru Medan. Type of this research was a quantitative descriptive study by using all consumers as population at Suzuya Superstore Kampung Baru Medan. The numbers of consumers are unknown and the sample used was accidental sampling. According to Martono (2016), accidental sampling is based on coincidence, i.e. anyone who accidentally meets a researcher can be used as a sample if it is suitable as data sources.

This study took 50 people as sample by conducting interviews and distributing questionnaires as a method of data collection. In the management of data, researchers used software SPSS 22.0. To determine the effect of independent variables and dependent variables used the formula of multiple linear regression analysis as follows (Sarwono, 2006).

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

## Research Result

### Classic Assumption Test

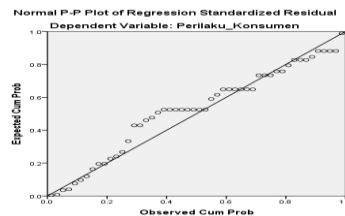


Figure: Normality Test Source

Source: Data Processed by Researcher using SPSS 22,0 (2019)

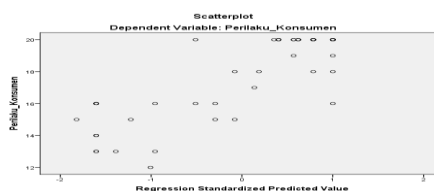
Based on the PP plot data above, it is concluded that the data used indicate normal data. The analysis of the curve shows the points spread around diagonal line, and the spread follows the direction of the diagonal line. It can be concluded that the data is normally distributed.

### Multicholinerity Test

Model	(Constant)	Collinearity Statistics	
		Tolerance	VIF
1	Sikap	.752	1.330
	Norma_subjektif	.752	1.330

**Source:** Data Processed by Researchers using SPSS 22.0 (019)

Based on the table above it can be seen that the variable (independent variable) has a VIF number of  $1.330 < 10$  and a tolerance value of  $0.752 > 0.10$ . Then it can be concluded that the absence of multicollinearity symptoms is in each the independent variables.



**Picture Heteroskedasticity Test**

In this picture, it can be seen that the points spread randomly and both above and below the number 0 on the Y-axis. It can be concluded that there was no heteroscedasticity in the regression model in this study.

### Multiple Linear Regression Test

The distribution of questionnaires/questionnaires with a sample of 50 respondents concluded that multiple regression analysis obtained the following equation:

$$Y = -8,326 + 0.827X_1 + 0.468X_2 + e$$

A constant value of  $= -8,326$  means that if the independent variable (attitude and subjective norm) is equal to zero, then consumer behavior consuming halal products will increase by  $-8,326$ . Regression coefficient  $X_1$  of  $0.827$  means that if the consumer attitude variable increases by 1 (one-unit) it will raise the consumer's perspective of the halal product perspective by  $0.827$  (assuming other factors remain).



The coefficient  $X_2$  of 0.468 means that if the consumer subjective norm variable increases by 1 (one-unit) it will increase the consumer behavior of consuming halal products by 0.468 (assuming other factors remain). From description above, it can be concluded that attitude and subjective norms influence the consumer behavior perspective of halal products.

### Hypothesis Testing

#### T-test

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-8.326	2.533		-3.287	.002
Behavior	.827	.142	.542	5.828	.000
Norma_subjektif	.468	.104	.418	4.495	.000

Source: Data Processed by Researchers

Based on the Coefficients table above it can be seen that Attitude ( $X_1$ ) has a value of  $t_{count} > t_{table}$  ( $5,828 > 1,677$ ) with a significant level of  $0,000 < 0,05$ . It means that Attitude ( $X_1$ ) has a significant effect on the consumer behavior from the perspective of halal products (Y) in Suzuya Superstore Medan.

Norma Subjective ( $X_2$ ) has  $t_{count} > t_{table}$  ( $4.495 > 1.677$ ) with a significant level of  $0.000 < 0.05$ . It means that the subjective norm ( $X_2$ ) has a significant effect on consumer behavior from the perspective of halal products at Suzuya Superstore Medan.

### Test F

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	230.243	2	115.121	53.372	.000 <sup>b</sup>
	Residual	101.377	47	2.157		
	Total	331.620	49			
a. Dependent Variable: Consumer_Behavior						
b. Predictors: (Constant), Norma_subjektif, Behavior						

**Source:** Data Processed by Researchers

The table above shows that the value of  $F_{count} > F_{table}$  ( $53.372 > 3.20$ ) and significant value of  $0.000 < 0.05$ . Criteria  $F_{count} > F_{table}$  and significant  $< 0.05$ . Then  $H_a$  is accepted. It means that there is a significant influence between attitude and subjective norms simultaneously on consumer behavior of halal products in Suzuya Superstore Medan.

### Determination Coefficient Test (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.833 <sup>a</sup>	.694	.681	1.469
a. Predictors: (Constant), Norma_subjektif, Sikap				

**Source:** Data Processed Researchers

Based on the calculation results in the table above, it can be seen the value of R Square of 0.694 or equal to 69.4%. It means that the analysis model used can explain the Attitude and Subjective Norms of the consumer behavior perspective of halal products by 69.4%. In comparison, the remaining 30.6% is influenced by other factors.

## Discussion

Based on the research results, it can be obtained that to find out the attitudes and subjective norms of consumers in consuming halal products at Suzuya Superstore Medan related to the level of the problem is the most important concept in behaving towards what will be consumed. Consumer behavior in purchasing halal products at Suzuya Medan Superstores shows behavior by Islamic values. It is in Maqasid Sharia which is not in conflict with the dharuriyah, hajiyat and tahsiniyat masses, namely protecting religion, soul, reason, descent, and property.

In this research, masalah dharuriyah, hajiyat and tahsiniyat can be seen that consumers prioritize their religion by maintaining and confident in consuming halal products. The consumers protect their souls and minds by promoting health, and protect their offspring by confidently consuming halal products. This ways will be suitable for their families and themselves, because of consumer knowledge about the benefits of the product to be consumed.

Subjective norms indicate that consumers in purchasing halal products at Suzuya Superstore Medan motivate the consumers to consume halal products by sharia maqasid and based on their needs, namely dharuriyat, hajiyat and tahsiniyat. So they don't follow the lifestyle of others to consume halal products but rather religious orders. And the application of Islamic morals even though paying a higher price to buy halal products because of the suitability of the price is associated with the benefits.

These variables affect consumer behavior. They can be seen from the results of the questionnaires/questionnaires distribution 50 respondents as sample. That attitudes affect the consumer behavior perspective of halal products. The findings are in line with the opinion of Miller (2005) that attitudes are a group of beliefs about certain behaviors weighed with the evaluation of trust.

The findings are also in line with Sparks and Shepherd (1992) as well as Ajzen and Fishbein (1975), i.e. the influence and relationship of consumer attitudes toward consumer behavior. The findings also correspond to Ramadhani that the attitude stems from the belief in behavior (behavioral beliefs).

Variable attitudes and subjective norms towards consumer behavior in this study corroborate the results of previous research, i.e. the findings of Afsari et al. (2017) showed that the subjective attitude and norms are simultaneously influential to the behavior of halal-labelled snack consumers.

The findings of Nurul Huda et, al (2018), i.e. the subjective norm variable have positive and significant influence on the behavior variables consume halal products. This research is also in line with the findings of Kurniawati and Sumatji (2018) "Attitudes and subjective norms influence the behavior of consumers in consuming halal food". Indirectly the results of this research also corroborate Natsoulas' statement (1999), he says that conscious attitude is common knowledge, internal beliefs, and recognizing actions.

Based on the results, the study can also conclude that the subjective norms also affect consumer behavior and these findings reinforce the theory of Planned Behavior and the TRA theory (The Theory of Reasoned Action) expressed by Azjen and Fishbein (1975). They state whenever a person's attitude does one thing but relevant norms suggest we have to do something else, both factors affect consumer behavior in common between the value of attitude and the subjective norm.

## **Conclusion**

Based on the results of research and discussion, it can be concluded that partially the results of the study indicate that the attitude variable ( $X_1$ ) and subjective norm ( $X_2$ ) have a positive effect on attitude ( $X_1$ ) which has a value of  $t_{count} > t_{table}$  ( $5.828 > 1.677$ ) with a significant level of  $0.000 < 0.05$ . It means that Attitude ( $X_1$ ) has a significant effect on consumer behavior perspective of halal products (Y) in Suzuya Superstore Medan.

Subjective norm ( $X_2$ ) has a value of  $t_{arithmetic} > t_{table}$  ( $4.495 > 1.677$ ) with a significant level of  $0.000 < 0.05$ . It means that subjective norm ( $X_2$ ) has a significant effect on consumer behavior perspective of halal products at Suzuya Superstore Medan. Simultaneously it shows that the value  $F_{count} > F_{table}$  ( $53.372 > 3.20$ ). Significant value is  $0.000 < 0.05$ . Criteria  $F_{count} > F_{table}$  and significant  $< 0.05$ .  $H_0$  is accepted, it means that there is a significant influence between attitudes and subjective norms simultaneously on consumer behavior of halal products at Suzuya Superstore Medan.

Based on the value of R Square of 0.694 or equal to 69.4%, it means that the analysis model used can explain the attitudes and subjective norms of the consumer behavior perspective of halal products by 69.4%. In comparison, the remaining 30.6% is influenced by other factors not examined. Consumer behavior is assumed to have been formed from knowledge and belief by adopting the Theory of Reasoned Action (TRA) model that attitudes are the whole feeling of a person's feelings for behavior. Subjective norms (subjective norms) is a person's perception or view of the beliefs of others that would affect interest in considering doing or not doing the behavior.

## Suggestion

Based on the conclusions obtained, the researcher advises the next researcher with the similarity of variables, tries to use different methods as a comparison and uses more variables that might affect consumer behavior from the perspective of halal products and it can provide better research results.

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