THE EFFECT OF HALAL CERTIFICATION AND VETERINARY CONTROL NUMBER (NKV) ON THE PURCHASE INTENTION OF BEEF PRODUCTS IN DEPOK CITY FOR NON-MUSLIM CONSUMERS

Abdul Azis[*][1], Lukman M. Baga[**], Yudha Heryawan Asnawi[*]

[*]School of Business, IPB University
SB IPB Building, Jl. Pajajaran, Bogor, Indonesia 16151, Indonesia
[**]The Center of Islamic Business and Economic Studies (CIBEST), IPB University
Jl. Raya Pajajaran Bogor, CIBEST Building, IPB Campus Baranangsiang, Indonesia

Abstract: Starting in 2019 and 2020, the government began to make it mandatory to implement halal and NKV certification. The guarantee of food safety for beef products is not only halal certificates but also a Veterinary Control Number (NKV). Responds from non-Muslim consumers on the purchase intention of meat products with halal and NKV certificates are supporting factors in convincing sellers or producers to carry out the certification process. Therefore, this study aims to identify and analyze the influence of several factors, such as awareness, the role of certification, health reasons, and the parts of the halal marketing mix (product, price, promotion, and place). This research was conducted on 124 non-Muslim respondents selected by purposive sampling. Data were collected online and analyzed using PLS (Partial Least Square). The results show that awareness, the role of certification, health reasons, and the halal marketing mix (product, price, promotion, and place) affect the purchase intention of non-Muslims towards beef. There needs to be a role from various parties regarding information about halal and hygienic products. For example, sellers can inform consumers that the products they sell have been confirmed halal and the cleanliness of their products if an outbreak infects livestock at a certain time. Each group of respondents has differences in terms of factors influencing purchasing interest due to beliefs and habits.

Keywords: beef, halal certification, food safety, purchase intention

Abstrak: *Mulai tahun 2019 dan 2020, pemerintah mulai mewajibkan untuk menerapkan sertifikasi halal dan NKV. Jaminan keamanan pangan untuk produk daging sapi tidak hanya berupa sertifikat halal, tetapi juga Nomor Kontrol Veteriner (NKV). Respon konsumen non muslim terhadap minat beli produk daging bersertifikat halal dan NKV menjadi faktor pendukung dalam meyakinkan penjual atau produsen untuk melakukan proses sertifikasi. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh dari beberapa faktor seperti kesadaran, peran sertifikasi, alasan kesehatan, dan bagian dari bauran pemasaran halal (produk, harga, promosi, dan tempat). Penelitian ini dilakukan terhadap 124 responden non-Muslim yang dipilih secara purposive sampling. Data dikumpulkan secara online dan dianalisis menggunakan PLS (Partial Least Square). Hasil penelitian menunjukkan bahwa kesadaran, peran sertifikasi, alasan kesehatan, dan bauran pemasaran halal (produk, harga, promosi, dan tempat) berpengaruh terhadap niat beli masyarakat non-Muslim terhadap daging sapi. Perlu adanya peran dari berbagai pihak terkait informasi tentang produk halal dan higienis. Misalnya, penjual dapat menginformasikan kepada konsumen bahwa produk yang dijualnya telah dipastikan kehalalannya dan kebersihan produknya jika suatu terjadi wabah Masing-masing kelompok responden memiliki perbedaan dalam hal yang mempengaruhi minat beli yang disebabkan karena keyakinan dan kebiasaan.*

Kata kunci: *daging, sertifikasi halal, jaminan keamanan pangan, minat beli*

[1]Corresponding author:
  Email: azis363@gmail.com

INTRODUCTION

The halal aspect is one of the important elements in choosing products for Muslims. Halal is the main requirement for Muslims' consumption activities and lifestyle (Jamari et al. 2015). Halal products are not only for Muslims to enjoy because halal products represent not only the requirements of religion or belief but also aspects of hygiene, health, and better taste (Aziz and Chok, 2013). Many manufacturers are starting to look at and realize how to produce halal products. New Zealand and Australia are examples of countries that have certified their meat products and are being followed by other countries.

Food products of animal origin, such as beef, must have halal and NKV certificates to create Halal, Safe, Whole, and Healthy products. Halal and NKV certification provide consumers security and comfort and is expected to increase product competitiveness and selling value. Bonne and Verbeke (2008) state that a halal label can increase the selling value of a product by increasing the willingness to pay for the product. This is because the halal label compensates for the lack of consumer knowledge regarding halal criteria, thus facilitating decision-making (Aziz and Chok, 2013).

The government has required products derived from animals to have certificates, but the availability of certified meat is still not widely found in the market. Responds from non-Muslim consumers on the purchase intention of meat products with halal and NKV certificates are supporting factors in convincing sellers or producers to carry out the certification process. Consumer purchase intention will be seen from several factors, such as awareness, the role of certificates, health reasons, products, prices, promotions, and places. This is the background of research on the influence of halal and NKV certificates on food products of livestock origin, namely beef, from a non-Muslim perspective.

Halal as a symbol has increased in the Muslim world and non-Muslim countries (Bashir, 2019). Ambali and Bakar (2013) provide an example for Muslim consumers, halal food and beverages mean that the product has fulfilled the requirements set by Sharia law as well as safety and hygiene issues, while for non-Muslim consumers, consumption of halal products represents cleanliness, quality, and safety. In their research, Aziz and Chok (2013) stated that halal awareness positively influences purchase intention for halal products. In contrast to the

research results by Awan et al. (2015), which stated that halal awareness does not significantly affect interest. In their research, Khalek et al. (2014) stated that Muslim youth in Malaysia have a positive attitude towards food outlets with Halal labels and JAKIM certification. Bonne and Verbeke (2008) mentioned that a halal label on a product had increased the willingness to pay Muslim consumers in Belgium. The consumers studied were willing to pay a high price of 13% above average. In their research, Aziz and Chok (2013) stated that halal certification significantly positively affects the purchase intention of halal products.

The concept of halal is not only a religious motive that determines consumers' awareness of the products they will consume but also health reasons related to religious identity and the level of acculturation in whatever we consume (Bonne et al. 2007). Ambali and Bakar (2014) assert that many diseases are caused by poor nutrition and the unhealthy state of what is consumed daily. As people become more health conscious, their consumption changes to healthy and hygienic food (Rezai et al. 2010).

Starting on 17 October 2019, the government enacted the JPH Law through the Halal Product Guarantee Agency (BPJPH) under the auspices of the Ministry of Religious Affairs as an institution that guarantees the halalness of products that enter, circulate, and are traded in Indonesia. In addition to halal certification, in 2020, the Ministry of Agriculture issued MOA No. 11, which regulates the obligation of Veterinary Control Number (NKV) certification for food and non-food products of animal origin. NKV certification is a food safety assurance system in hygiene-sanitation in food business units of animal origin. Although the government has made it mandatory to carry out halal and NKV certification, beef products with halal and NKV labels are rarely found.

Meat consumption, as well as consumer behavior and attitude towards meat, have been heavily visited as research subjects for many years (Hisham et al. 2022). This study aims to analyze the characteristics of beef product consumers and the factors that influence non-Muslim consumers' purchase intention in halal and NKV-certified beef. The results of this study are expected to provide benefits to business actors and stakeholders as input material and be able to provide information on the condition of non-Muslim consumer demand for certified beef products so that it becomes a description of current conditions.

METHODS

This research was conducted in Depok City, which was chosen because Depok City is one of the cities where the majority of the population is Muslim, but there are still many meat sellers in traditional markets who sell their products without using Halal and NKV labels. Data were collected by filling out questionnaires distributed online to non-Muslim people living in Depok City as respondents. The sampling technique used a non-probability sampling method, purposive sampling, and a non-random sample selection with certain considerations to answer research problems. Determination of the number of respondents is based on Gay et al. (2006), which states that conducting a correlation study requires at least 30 respondents to establish a relationship. In this study, 124 samples of non-Muslim consumer respondents were taken.

Variable indicators on the questionnaire are measured using a Likert scale. The Likert scale consists of five levels with a rating of 1 to 5. This research data and Partial Least Square (PLS) SEM were analyzed descriptively. Partial least square (PLS) analysis is a multivariate statistical technique comparing multiple dependent and independent variables (Abdillah and Hartono, 2015). The framework of factors influencing non-Muslims' purchase intentions in Halal and NKV-certified beef products is presented in Figure 1.

Hypothesis:
H1: There is an influence between halal and hygienic awareness on the purchase intention of certified beef.
H2: There is an influence between the role of certification on the purchase intention of certified beef
H3: There is an influence between health reasons on the purchase intention of certified beef

H4: There is an influence between product quality reasons on the purchase intention of certified beef
H5: There is an influence between product price and purchase intention of certified beef
H6: There is an influence between product promotion on the purchase intention of certified beef
H7: There is an influence between product place and purchase intention of certified beef

Seven exogenous latent variables and one endogenous latent variable are used for the community section. The exogenous latent variables used are halal and hygienic awareness, the role of Halal and NKV certificates/labels, health reasons, and four marketing mix attributes (product, price, promotion, place). In addition, the seven variables are thought to affect purchase intention, an endogenous latent variable. Each latent variable is reflected by indicator variables, as described in Table 1.

RESULTS

The characteristics of the respondents in this study include gender, age, education, occupation, income, purchasing frequency, and purchasing location. These details are presented in Table 2.

SEM analysis was conducted to test the influence of variables Awareness of halal products (X1), Role of halal certification/label (X2), Health reasons (X3), Product (X4), Price (X5), Promotion (X6), and Place (X7) on the Purchase intention of non-Muslim consumers for halal meat (Y).

Table 3 shows that the reliability value for all variables is greater than 0.7, using the Cronbach Alpha criterion and composite reliability, so it can be concluded that the variables used are reliable. Furthermore, the AVE for all variables is above 0.5, so the result is valid.
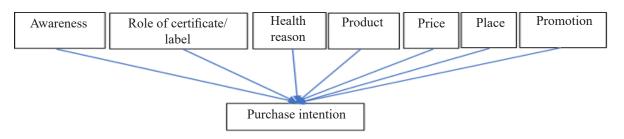

Figure 1. Research framework

Table 1. Research variables and indicators

Latent Variables	Codes	Indicators Variables	References
Awareness of Halal and hygienic products	HH1	Understand the concept of halal and hygiene	Ambali and Bakar (2013); Aziz and Chok (2013); Ambali and Bakar (2014); Awan et al. (2015)
	HH2	Consume halal and hygienic products based on beliefs.	
	HH3	Only consume products that are halal and hygienic.	
	HH4	Feel calm if consuming halal and hygienic products.	
	HH5	Feel important to consume halal and hygienic products.	
	HH6	Care about the latest issues about halal products.	
	HH7	Halal and hygienic aspects are the main considerations in choosing food products.	
The role of Halal and NKV certificates/ labels	PL1	Ensure Halal and NKV certificates/labels before purchasing products	Ambali and Bakar (2013); Aziz and Chok (2013); Ambali and Bakar (2014); Awan et al. (2015)
	PL2	Only consume products that have Halal and NKV certificates/logos.	
	PL3	Halal and NKV certificates/labels are more important than product information.	
	PL4	Know the form of Halal and NKV labels.	
	PL5	Halal and NKV certificates/labels guarantee that the product does not have haram content.	
	PL6	Halal and NKV certificates/labels guarantee that the product does not have harmful ingredients.	
Health Reasons	AK1	Consume Halal and hygienic products for health reasons	Ambali and Bakar (2013); Hussain et al. (2016)
	AK2	Halal and hygienic meat products are a guarantee of safety for health.	
	AK3	Have the perception that Halal and NKV-certified products are cleaner	
	AK4	Have the perception that Halal and NKV-certified products are safer	
	AK5	Products that have Halal and NKV certificates are very hygienic.	
Product	P1	Products that are Halal and NKV-certified are of good quality	Aziz and Chok (2013); Awan et al. (2015)
	P2	Halal and NKV-certified products have a more attractive appearance.	
	P3	Products that are Halal and NKV-certified have good benefits.	
	P4	Halal and NKV-certified products include information on the packaging.	
	P5	The price of Halal and NKV-certified products is more affordable.	
Price	H1	The price of Halal and NKV-certified products is competitive with products without certificates.	Aziz and Chok (2013); Awan et al. (2015)
	H2	Choose Halal and NKV-certified products even though prices are higher.	
	H3	Buy Halal and NKV-certified products when there is a promo.	
	H4	Buy Halal and NKV-certified products if there is a price discount.	
Promotion	PR1	Buy Halal and NKV-certified products based on invitations	Awan et al. (2015)
	PR2	Halal and NKV-certified products are sold in a clean place.	
	PR3	Halal and NKV-certified products use clean equipment.	
Place	T1	Halal and NKV-certified products have a clean environment	Awan et al. (2015)
	T2	Interested in buying Halal and NKV-certified products	
	T3	Willing to pay more for Halal and NKV-certified products	
Purchase Intention	MB1	Make repeat purchases of Halal and NKV-certified products	Aziz and Chok (2013); Awan et al. (2015); Hussain et al. (2016)
	MB2	Always recommend Halal and NKV-certified products.	
	MB3	Choosing halal and hygienic products is a good idea.	
	MB4	The family prefers halal and hygienic products.	
	MB5	Ensure Halal and NKV certificates/labels before purchasing products.	
	MB6	Only consume products that have Halal and NKV certificates/logos.	

Tabel 2. Respondent profile

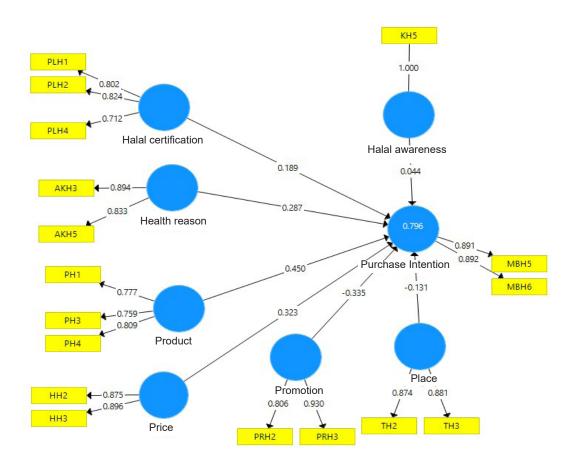|	Category	Persentage %		Category	Persentage %
Gender	Male	48		Government Employee	11
	Female	52		Private Sector Employee	33
Age (Year)	17 – 23	2	Income	< Rp1,500,000	4
	24 – 30	35		Rp1,500,000 – Rp3,500,000	35
	31 – 40	35		Rp3,500,000 – Rp5,500,000	38
	41 – 50	23		Rp5,500,000 – Rp7,000,000	21
	51-60	4		> Rp7,000,000	2
	>60	-	Frequency of meat purchase	1 week 1x	8
Last Education	Not educated	-		2 week 1x	24
	Elementary School	2			
	Junior High School	6		3 week 1x	15
	Senior High School	24		1 month 1x	26
	Diploma	15		1 month > 1x	27
	Bachelor's degree	44	Where do you usually buy meat?	Traditional Market Store	55
	Master's degree	10		Store outside Traditional Market	0
	Doctorate	-			
Occupation	Student	6			
	Unemployment	5		Supermarket	43
	BUMN Employee	16		Other	2
	Freelance	3			
	Entrepreneur	26			

Figure 2. Results of SEM analysis of Halal certification

Indicator Contribution to Latent Variables

The variable of awareness of halal products shows that the indicator feels that consuming halal products is important and contributes quite a lot, namely 100%. Furthermore, the indicator only consumes meat with a halal certificate/logo c, contributing 2.4% to the latent variable of the ro role Indicators of halal-certified meat products include information on the packaging contributes 80.9% to the latent variable of the product. Indicators continue to choose halal-certified products even though higher prices contribute 89.6% to the latent variable price. Indicators of buying halal-certified meat products contribute 93% to the latent variable price. The indicator of halal-certified products having a clean environment contributes 88.1% to the latent variable price. The indicator that prefers halal products over other products contributes 89.2% to the latent variable of purchase intention.

The Effect of Halal Certification on Non-Muslim Consumer Purchase Intention

Based on the results of SEM analysis, the R-squared value of the halal certification purchase intention variable is 0.796, so it can be said that the independent variable of 79.6% can explain the halal certification purchase intention variable. In comparison, 20.4% is explained by other factors outside the model. Furthermore, the results of hypothesis testing using the SEM structural model are presented in Table 4.

Hypothesis one states to test the effect of halal product awareness (X1) on non-Muslim consumer purchase intention. The p-value of 0.007 is smaller than alpha (0.05), and the t-value (2.633) is greater than the t-table (1.96), so the decision to accept H1 is obtained, meaning that awareness of halal products affects the purchase intention of non-Muslim consumers. This hypothesis is under previous research by Aziz and Chok (2013), which stated that awareness of halal products positively affects the purchase intention of non-Muslim people in Malaysia. The concept of Islamic branding is widely used by producers from non-Muslim countries when making products to be consumed or used by Muslim and non-Muslim consumers.

Table 3. Reliability and validity values

Variables	Cronbach's alpha	Composite reliability	Average Variance Extracted (AVE)
Halal Product Awareness	1	1	1
Halal Certification	0.78	0.824	0.61
Health Reasons	0.765	0.855	0.747
Products	0.782	0.825	0.611
Price	0.726	0.879	0.784
Promotion	0.796	0.862	0.758
Place	0.702	0.87	0.77
Purchasing intention to buy food with Halal Certification	0.741	0.885	0.794

Table 4. Hypothesis test results

Path	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	P-Values	Conclusion
Halal Product Awareness → Purchase Intention	0.044	0.05	2.633	0.007	Accept H1
Halal certification → Purchase Intention	0.189	0.193	2.567	0.008	Accept H2
Health Reasons → Purchase Intention	0.287	0.281	2.967	0.003	Accept H3
Product → Purchase Intention	0.45	0.456	4.578	0.000	Accept H4
Price → Purchase Intention	0.323	0.303	3.201	0.001	Accept H5
Promotion → Purchase Intention	0.335	0.314	3.839	0.000	Accept H6
Place → Purchase Intention	0.131	0.136	2.254	0.010	Accept H7

Hypothesis two revealed the role of halal certification/labeling (X2) on the purchase intention of non-Muslim consumers. The p-value of 0.008 is smaller than the p-table (0.05), and the t-value (2.567) is greater than the t-table (1.96), so the decision to accept H2 is obtained, meaning that the role of halal certification/labeling affects the purchase intention of non-Muslim consumers. This hypothesis follows previous research by Ibrahim and Adinugraha (2020), which states a relationship between the perception of halal labels and the purchase intention of food products, positively affecting non-Muslim consumers.

Hypothesis three states to test health reasons (X3) on the purchase intention of non-Muslim consumers. The p-value of 0.003 is smaller than the p-table (0.05), and the t-value (2.967) is greater than the t-table (1.96), so the decision to accept H3 is obtained, meaning that health reasons affect the purchase intention of non-Muslim consumers. Products that are halal certified have guaranteed safety so that they can have a positive effect on health. This hypothesis is by research conducted by Chong et al. (2022), which states that food safety has a positive relationship with the purchase intention of non-Muslim people in Malaysia. Through health awareness, consumers will be wiser in choosing good products.

Hypothesis four revealed that testing products (X4) on the purchase intention of non-Muslim consumers. The p-value of 0 is smaller than the p-table (0.05), and the t-value (4.578) is greater than the t-table (1.96), so the decision to accept H4 is obtained, meaning that the product affects the purchase intention of non-Muslim consumers. This hypothesis follows research by Chong et al. (2022) and Mathew et al. (2014), which state that product quality positively affects the purchase intention of non-Muslim consumers in Malaysia.

Hypothesis five showed the effect of price (X5) on the purchase intention of non-Muslim consumers. The p-value of 0.001 is smaller than the p-table (0.05), and the t-value (3.201) is greater than the t-table (1.96), so the decision to accept H5 is obtained, meaning that price affects the purchase intention of non-Muslim consumers. This hypothesis is by previous research by Chong et al. (2022) states that price has a positive relationship with non-Muslim consumers' purchase intention and are willing to pay more for halal products. Hypothesis six revealed the promotion (X6) on the purchase intention of non-Muslim consumers. The p-value of 0 is smaller than the p-table (0.05), and the t-value (3.839) is greater than the t-table (1.96), so the decision to accept H6 is obtained, meaning that promotion affects the purchase intention of non-Muslim consumers. This hypothesis is by previous research by Aziz and Chok (2013), which states that promotion has a positive and significant influence on the purchase intention of non-Muslim consumers.

Hypothesis seven addressed the effect of place (X7) on the purchase intention of non-Muslim consumers. As a result, the p-value of 0.01 is smaller than the p-table (0.05), and the t-value (2.254) is greater than the t-table (1.96), so the decision to accept H7 is obtained, meaning that place affects the purchase intention of non-Muslim consumers. This hypothesis follows previous research by Arin and Wiyono (2021), which concluded that location positively and significantly influences consumer purchase intention. This is because a strategic location makes it easy for consumers to access, and a clean place provides comfort.

SEM analysis was conducted to test the influence of variables Awareness of hygienic products (X1), Role of NKV certification/label (X2), Health reasons (X3), Product (X4), Price (X5), Promotion (X6), and Place (X7) on the Purchase intention of non-Muslim consumers (Y1). The data was processed using structural equation modeling with the Partial Least Square (SEM-PLS) estimation method as shown in Figure 3.

Reliability and Validity

Table 5 shows that the reliability value for all variables is greater than 0.7, using the Cronbach alpha criterion and composite reliability, so it can be concluded that the variables used are reliable. In addition, the AVE value for all variables is greater than 0.5, which indicates that, on average, the information contained in each indicator can be reflected through each variable greater than 50%.
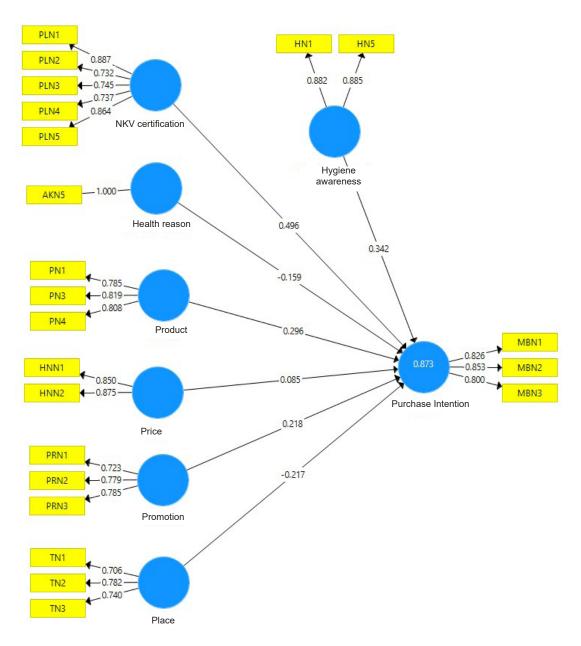
Figure 3. Results of SEM analysis of NKV certification

Table 5. Reliability and validity values

Variables	Cronbach's alpha	Composite reliability	Average Variance Extracted (AVE)
Hygienic Product Awareness	0.72	0.877	0.781
NKV Certification	0.853	0.896	0.733
Health Reasons	1	1	1
Products	0.732	0.846	0.747
Price	0.757	0.853	0.744
Promotion	0.745	0.806	0.781
Place	0.794	0.787	0.753
Purchase Intention NKV Certification	0.768	0.866	0.784

Indicator Contribution to Latent Variables

The indicator feels that consuming hygienic products is important and contributes 88.5% to the latent awareness variable of halal products. The indicator always ensures that the meat I buy has an NKV certificate/label contributing a considerable 88.7% to the latent variable of the role of halal certification/label. The indicator of consuming hygienic meat products for health reasons contributes 100% to the latent variable of health reasons. The indicator that NKV-certified meat products have good benefits contributes r, namely 81.9% to the product latent variable. The indicator that the price of NKV-certified meat products is competitive with uncertified products contributes 87.5% to the latent variable price. Furthermore, the indicator of buying NKV-certified meat products based on invitations contributed 78.5% to the latent variable price. The indicator of NKV-certified products using clean equipment contributed 78.2% to the latent variable price. Finally, the indicator of willingness to pay more for NKV-certified products contributed 85.3% to the latent variable of purchase intention.

The Effect of NKV Certification on Non-Muslim Consumer Purchase Intention

Based on the results of SEM analysis, the R-Square value of the halal certification purchase intention variable is 0.873, so it can be said that the independent variables can explain the NKV certification purchase intention variable by 87.3%, while other factors outside the model explained 12.7%. The structural model that connects exogenous latent variables with endogenous latent variables to answer the seven research hypotheses is presented in Table 6.

Hypothesis one tested the effect of awareness of hygienic products (X1) on the purchase intention of non-Muslim consumers. Based on Table 5, the p-value of 0 is smaller than alpha (0.05), and the t-value (4.313) is greater than the t-table (1.96), so the decision to accept H1 is obtained, meaning that awareness of hygienic products affects the purchase intention of non-Muslim consumers. Shim et al. (2021) state that a product's hygiene can positively affect consumer purchase intention. To ensure the safety of animal products circulating in the community, the government has required every business actor who sells animal products to have a veterinary control number (NKV) certification.

Hypothesis two addressed the role of NKV certification/labeling (X2) on the purchase intention of non-Muslim consumers. The p-value of 0 is smaller than the p-table (0.05), and the t-value (4.516) is greater than the t-table (1.96), so the decision to accept H2 is obtained, meaning that the role of NKV certification/labeling affects the purchase intention of non-Muslim consumers. Ishardini et al. (2022) stated that there is a relationship between the perception of label use and product purchase intention, which positively affects consumers and has the greatest influence on purchase intention.

Hypothesis three tests health reasons (X3) on the purchase intention of non-Muslim consumers. The p-value of 0.009 is smaller than the p-table (0.05), and the t-value (2.7) is greater than the t-table (1.96), so the decision to accept H3 is obtained, meaning that Health Reasons affect the purchase intention of non-Muslim consumers. Shim et al. (2021) state that health positively affects the purchase intention of religious consumers.

Table 6. Hypothesis test results

Path	Original Sample (O)	Sample Mean (M)	T Statistics (|O/STDEV|)	P-Values	Conclusion
Hygienic Product Awareness → Purchase Intention	0.342	0.339	4.313	0.000	Accept H1
NKV Certification→ Purchase Intention	0.496	0.518	4.516	0.000	Accept H2
Health reasons → Purchase Intention	0.159	0.17	2.7	0.009	Accept H3
Product → Purchase Intention	0.296	0.272	3.099	0.002	Accept H4
Price → Purchase Intention	0.085	0.073	2.871	0.004	Accept H5
Promotion → Purchase Intention Certification	0.218	0.229	2.087	0.037	Accept H6
Place → Purchase Intention	0.217	0.203	2.353	0.019	Accept H7

Hypothesis four states that testing products (X4) on the purchase intention of non-Muslim consumers. The p-value of 0.02 is smaller than the p-table (0.05), and the t-value (3.099) is greater than the t-table (1.96), so the decision to accept H4 is obtained, meaning that the product affects the purchase intention of non-Muslim consumers. This research has never been done, but this research is close to research conducted by Poluan and Karuntu (2022), which states that products positively influence consumer purchase intention.

Hypothesis five tests the effect of price (X5) on non-Muslim consumer purchase intention. The p-value of 0.004 is smaller than the p-table (0.05), and the t-value (2.871) is greater than the t-table (1.96), so the decision to accept H5 is obtained, meaning that price affects non-Muslim consumers' purchase intention. Poluan and Karuntu (2022) state that price positively and significantly affects consumer purchase intention.

Hypothesis six tests the effect of promotion (X6) on non-Muslim consumer purchase intention. The p-value of 0.037 is smaller than alpha (0.05), and the t-value (2.087) is greater than the t-table (1.96), so the decision to accept H6 is obtained, meaning that promotion affects the purchase intention of non-Muslim consumers. This research has never been done, but this research is close to the research conducted by Nugroho and Simamora (2021), which states that promotion has a positive and significant effect on consumer purchase intention.

Hypothesis seven tests the effect of place (X7) on the purchase intention of non-Muslim consumers. The p-value of 0.019 is smaller than the p-table (0.05), and the t-value (2.353) is greater than the t-table (1.96), so the decision to accept H7 is obtained, meaning that place affects the purchase intention of non-Muslim consumers. This research has never been done, but this research is close to the research conducted by Nurfadilah et al. (2022), which states that location has a positive and significant influence on consumer purchase intention. To get high consumer purchase intention, the business location factor is important. A strategic location makes its attraction for potential customers. Most non-Muslim respondents stated that NKV-certified products are sold in a clean place, and the indicator with the greatest influence on purchase intention is NKV-certified products using clean equipment.

Managerial Implications

Sellers can inform consumers that the products they are selling have been verified for halal certification and product cleanliness, especially during times when there is an outbreak affecting livestock. Sellers can provide information about the supply chain of the products, detailing how they reach the consumers. Producers or sellers should also ensure that the locations, places, and equipment used in the production and sale of meat products are guaranteed to be clean, providing a comfortable shopping experience for consumers. Sellers and market managers should collaborate in maintaining market cleanliness. Proper handling and management will create a pleasant atmosphere for both consumers and sellers. Relevant institutions need to cooperate to enhance motivation and provide information to the public about the importance of halal and hygienic certification. Additionally, collaborating with influencers to create content about halal and hygienic products can be beneficial.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of this study indicate that the role of awareness, certificates/labels, health reasons, and halal marketing (product, price, promotion, and place) significantly influence the purchase intention of non-Muslim consumers. There needs to be a role from various parties regarding information about halal and hygienic products. The existence of certification and labeling on the product can provide suggestions that the product to be purchased is better and safer. For producers or sellers, providing certification or labeling on their products can be used to ensure that the products they sell are safe from contamination.

Recommendations

Future research is recommended to carry out the influence of halal certification and NKV of livestock products on purchase intention in the millennial community and can make comparisons in the community for Muslim majority and minority areas. The object of further research is expected to be more specific and add data collection methods such as direct interviews with stakeholders and respondents.

REFERENCES

Abdillah W, Hartono J. 2015. *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi Offset

Ambali AR, Bakar AN. 2013. Ḥalāl Food and Products in Malaysia: people's awareness and policy implications. *Intellectual Discourse* 21 (1): 7-32.

Ambali AR, Bakar AN. 2014. People's awareness of halal foods and products: potential issues for policy-makers. *Procedia - Social and Behavioral Sciences* 121:3–25. https://doi.org/10.1016/j.sbspro.2014.01.1104

Arin I, Wiyono. 2021. Analisis Lokasi, Keberagaman Produk, Harga dan Perilaku Konsumen dengan Minat sebagai moderasi terhadap Kepuasan Konsumen Muslim. *Jurnal Ekonomi dan Ekonomi Syariah* 4(2): 1096-1103. https://doi.org/10.36778/jesya.v4i2.387

Awan HM, Siddiquei AN, Haider Z. 2015. Factors affecting halal purchase intention - evidence from pakistan's halal food sector. *Management Research Review* 38(6): 640-660. https://doi.org/10.1108/MRR-01-2014-0022

Aziz YA, Chok NV. 2013. The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-muslims in malaysia: a structural equation modelling approach. *Journal of International Food & Agribusiness Marketing* 25(1): 1-23. https://doi.org/10.1080/08974438.2013.723997

Bashir AM. 2019. Effect of halal awareness, halal logo and attitude on foreign consumers purchase intention. *British Food Journal* 121(9): 1998-2005. https://doi.org/10.1108/BFJ-01-2019-0011

Bonne K, Verbeke W. 2008. Muslim consumer trust in halal meat status and control in Belgium. *Meat Science* 79(1):113–123. https://doi.org/10.1016/j.meatsci.2007.08.007

Bonne K, Vermeir I, Bergeaud-Blackler F, Verbeke W. 2007. Determinants of halal meat consumption in France. *British Food Journal* 100(5): 367-86. https://doi.org/10.1108/0070700710746786

Chong SC, Yeow CC, Low CW, Mah PY, Tung DT. 2022. Non-Muslim Malaysians' purchase intention towards halal products. *Journal of Islamic Marketing* 13(8): 1751-1762. https://doi.org/10.1108/JIMA-10-2020-0326

Gay LR, Miils GE, Airasian P. 2006. *Educational Research Analysis and Applications 8th Edition*. New Jersey: Pearson Prentice Hall.

Hisham ADB, Suhaimi NAM, Arumugam N, Nor NM, Indrawan D. 2022. Consumer perception of charolais mixed breed (lembu sado) meat consumption in Terengganu, Malaysia. *Jurnal Manajemen & Agribisnis* 19(3): 461-470. https://doi.org/10.17358/jma.19.3.461

Hussain I, Rahman SU, Zaheer A, Saleem S. 2016. *Integrating Factors Influencing Consumers Halal Products Purchase: Application of Theory of Reasoned Action*. *Journal of International Food & Agribusiness Marketing* 28(1): 35-58. https://doi.org/10.1080/08974438.2015.1006973

Ibrahim F, Adinugraha HH. 2020. Persepsi konsumen non-muslim terhadap keputusan pembelian produk minuman halal. *Li Falah-Jurnal Studi Ekonomi dan Bisnis Islam* 5(1):150-170. https://doi.org/10.31332/lifalah.v5i1.1692

Ishardini C, Darwanto, Junaedi D, Salistia F. 2022. Minat beli masyarakat nonmuslim terhadap produk makanan halal. *Reslaj: Religion Education Social Laa Roiba Journal* 4(1): 14-35. https://doi.org/10.47467/reslaj.v4i1.402

Jamari M, Samingin S, Sundram V. 2015. Muslim's purchase intention towards non-muslim's halal packaged food manufacturer. *Social Science Research Network* 130:145–154. https://doi.org/10.1016/j.sbspro.2014.04.018

Khalek AA. 2014. Young consumers attitude towards halal food outlets and jakim's halal certification in Malaysia. *Procedia - Social and Behavioral Sciences* 121: 26 – 34.https://doi.org/10.1016/j.sbspro.2014.01.1105

Mathew VN, Raudah AM, Nurazizah S. 2014. Acceptance on halal food among non-muslim consumers. *Procedia - Social and Behavioral Sciences* 121 (2014): 262 – 271. https://doi.org/10.1016/j.sbspro.2014.01.1127

Nurfadilah H, Rudiman S, Yusuf. 2022. Pengaruh bauran pemasaran terhadap minat beli kembali

pada Sorai Steamboat and Grill Bandung. *MBR (Management and Business Review)* 6(1): 11-21. https://doi.org/10.21067/mbr.v6i1.6651

Poluan JG, Karuntu MM. 2022. Pengaruh harga, kualitas produk dan layanan terhadap minat beli sapi potong selama masa pandemi covid-19 di Pasar Beriman Kota Tomohon Provinsi Sulawesi Utara. *Jurnal EMBA* 10(1): 1075-1088.

Rezai G, Mohammed, Abidin Z, Shamsudin, Nasir M, Chiew, Chong EF. 2010. Non muslims' awareness of halal principles and related food products in Malaysia. *Malaysia: International Food Research Journal* 17: 667-674.

Shim J, Moon J, Song M, Lee WS. 2021. Antecedents of purchase intention at starbucks in the context of covid-19 pandemic. *Sustainability* 13(4): 1-14. https://doi.org/10.3390/su13041758