

THE INFLUENCE OF PRODUCT KNOWLEDGE, RELIGIUSITY, HALAL AWARENESS OF PURCHASING DECISIONS ON HALAL PRODUCTS WITH ATTITUDE AS A MEDIATION VARIABLE

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Article Info	Abstract
<p>Article History</p> <p>Received: 28 December 2021</p> <p>Accepted: 30 December 2021</p> <p>Published: 31 December 2021</p>	<p><i>The rapid economic development has an impact on the emergence of new companies that ultimately increase competition between companies. Including in the growing and expanding halal industry. In business competition in the halal industry, companies can not only focus on halal products, but also need to understand other factors that can influence consumer behavior towards halal products. This study aims to determine the influence of product knowledge, religiosity, halal awareness of purchasing decisions with attitudes as mediation variables. This study was conducted on Muslim communities in Surakarta region aged 15 years and above, and the sample was 100 respondents. The determination of samples was purposive sampling techniques and data collection methods by surveying using questionnaires with google form. This research used path analysis, and for data processing was conducted with IBM SPSS Statistics 25. The results of this research show that product knowledge, religiosity, halal awareness have a significant influence on attitudes. In addition, attitudes also have a significant influence on purchasing decisions. However, the attitude is not able to mediate religiosity and halal awareness of purchasing decisions.</i></p> <p>Keywords: Product Knowledge, Religiosity, Halal Awareness, Attitude, Purchasing Decision</p>

INTRODUCTION

Islam is a religion believed by most people in Indonesia. According to the Pew Research Center, the total Muslim population in Indonesia reaches 229.6 million. From year to year, Indonesia has always experienced an increase in population. With the increasing population, the consumption pattern of the community will also increase, especially in food products. Meanwhile, the consumption pattern of the Muslim community is bound by religious rules that oblige to

consume halal products. In Indonesia, food products traded must have a distribution permit and also halal certification.

Along with the increase of Muslim population in various countries in the world, this will also certainly have an impact on the Islamic economy, especially the halal industry in the global market. Citing data from the Global Islamic Economy Report (GIER) of 2020/2021, the report estimates that Muslims spent \$2.2 trillion in 2019 in 6 sectors encompassing food, fashion, media and recreation, pharmaceuticals, cosmetics and travel (State of Global Islamic Economy Report, 2020/2021)

In understanding people's consumption behavior, there are various ways done by producers, one of which is through purchasing decisions (Fathoni, 2020). Purchasing decisions are the decision-making processes of consumers who actually buy a product. Purchase decisions are based on objective judgments or emotional impulses (E. Rachmawati et al., 2020). Product purchase decisions may be influenced by several factors. For example, factors of needs and desires. Consumers will buy if the product meets their needs or wants. In addition, according to Rachmawati, Kana and Anggraini, (2020) purchasing decisions are also influenced by other factors including halal knowledge, halal awareness and halal labels. Before deciding to purchase a product, consumers need to consider various aspects, including decisions about the type of product, product form, product quality, brand, seller, time of purchase and how to pay for it (Imamuddin, 2017).

The Muslims' behavior in consuming halal food is actually very dependent on how they have relevant knowledge about what halal is (Ambali & Bakar, 2014). Product knowledge is one of the factors influencing consumer attitudes and behavior when buying a product. Definition of Knowledge refers to individuals who understand practically as well as theoretically of the object or product (Ambali & Bakar, 2014; Cavorzin & Rennes-beaulieu, 2015). In addition, religiosity or the level of consumer confidence in their religion also influences in determining consumer attitudes when making choices in making product purchases. According to Cavorzin and Rennes-beaulieu, (2015) it reveals that individual adherence to religious teachings is a critical aspect that can affect the consumption actions of a Muslim consumer towards halal products. Meanwhile, religiosity can be defined as the extent to which individuals can be committed to their religion and reflect their attitudes and behavior (Cavorzin & Rennes-beaulieu, 2015).

Someone who is very strict or obedient will generally act more mature and reliable. Individuals who are obedient to their religion utilize product information through halal labels and avoid things that are not certain (Rossanty & Nasution, 2016). This is because the halalness of a product is mandatory for Muslim consumers. Consumers with a high level of religiosity have the

belief that everything used and done in the world will be accounted for before Allah SWT. (Ambali & Bakar, 2014).

One of the fields of the halal industry is the food and beverage sector. The culinary field that is in great demand by the public is fast food. Consumption patterns or people's diverse and rapidly changing tastes have given rise to the idea of providing economical and practical food; fast food. Many economic actors or owners of capital in the fast-food industry take advantage of this business opportunity. Companies engaged in the fast-food restaurant sector are PT. Fast Food Indonesia, Tbk. with the trademark of Kentucky Fried Chicken (KFC). Apart from being a leading fast-food restaurant, KFC is also a fast-food restaurant that has been certified halal.

LITERATURE REVIEW

Purchasing Decision

The purchasing decision is the decision-making step when the consumer actually buys the product. Purchase decisions are based on objective judgments or emotional impulses. The decision to purchase a product can be influenced by various factors. (Rossanty & Nasution, 2016) states that the purchasing decision is the consumer decides to buy the preferred product, but there are two factors revealed; buying intentions or deciding to buy. According to Nurohman and Qurniawati (2019) the dynamic cycle of purchasing is determined by character, age, salary and lifestyle. Several indicators in making purchasing decisions are as follows: (Sunanto & Widodo, 2021) Stability in a product is measured by the habit of buying the product, giving recommendations to others and making repeat purchases. Purchasing decisions by prospective consumers pass through several stages including the need identification stage, the information search stage, the alternative evaluation stage, the purchase decision, and finally the behavioral stage after the purchase.

Product Knowledge

Knowledge is something obtained through learning or through experience. Knowledge refers to the facts that exist. To be more specific, knowledge implies abilities and skills acquired by a person or group of people with a theoretical or practical understanding of the subject (Rusniati & Rahmawati, 2019). Product knowledge is knowledge based on one's memory or knowledge in the consumers' minds. Product knowledge is a collection of information or data related to products known by consumers. Product knowledge incorporates a specific product classification, quality or attribute. The consumers' product knowledge affects their attitudes towards these products (Mahardika, 2019). According to Huda, Hulmansyah and Rini, (2018), there are three indicators in product knowledge including:

1. Knowledge of product characteristics is specific information identified with the physical characteristics of the product.
2. Knowledge of product utility is specific information identified with the benefits or advantages of the product both efficiently (functionally) and psychologically.
3. Knowledge of satisfaction is information related to the benefits and risks provided by the product to consumers.

Religiosity

Religiosity is a commitment or belief in one's religion. This means that religion has a role in individual attitudes and behavior when making choices in purchasing products (Sahputra & Nurlatifah, 2020; Souiden & Rani, 2015). A person with inherent religious beliefs believes that religion is the main focus or goal of life. Compared to extrinsic religious, these people pay more attention to morality, discipline and responsibility. Religiosity refers to the level / degree of religious values, beliefs and religious activities of a person in everyday life. Rizkitysha and Hananto (2020), and Nurohman and Qurniawati (2019) argue that there are five dimensions in religiosity encompassing ideological, ritual, intellectual, consequential, and experimental

Halal Awareness

For Muslims, awareness of buying and consuming halal products is very important (Karimah & Darwanto, 2021). One of the factors that influence Muslim consumers in the decision-making process is halal awareness. As stated by Nurohman and Qurniawati, (2019), Rizkitysha and Hananto, (2020), and Ambali & Bakar, (2014), awareness may be the main factor determining the decision-making process. Factors and sources influencing the level of consumer awareness of halal products include the following:

1. Religious Beliefs

Religion is a belief system or belief held by humans. Religion regulates certain behaviors, including consumption behavior. In Islam, it is clear about halal food and drink, and the products allowed and prohibited for consumption. Thus, this indicates that religion and belief are sources of public awareness of consumptive behavior.

2. Role of Halal Certification (Logo/Label)

In a country with a majority Muslim population like Indonesia, the halal concept is an absolute key in the consumption sector. Manufacturers and marketers are indirectly required to use halal certification and logos as a way to present information and convince consumers that the products being traded are halal and in accordance with sharia.

3. Information Exposure

In the era of sophisticated digital technology, it is easier for producers to provide information related to their products to consumers, while consumers are easier to receive information and put their trust in producers for the information received. There are various media that can be used to make people aware about halal in this modern era of technological progress through television, social media and other communication channels

4. Health Reasons

Not only religion determines public awareness of halal products for consumption, but also health issues related to whatever we consume on a daily basis. The word “Halal” urges manufacturers to ensure full commitment to producing, serving food and products that are clean, safe for consumers. It can be concluded that health reasons are another source of information that can be used to find out what they consume consistently.

5. Attitudes

To measure the attitude variable, it uses a measurement scale, namely by liking the object that shows consumer satisfaction with the product, and trust in the product (Rohmatun & Dewi, 2017). In other words, consumer attitudes are based on their beliefs and knowledge about certain goods, which are the result of the integration of information and ultimately influence individuals to behave in certain ways.

Attitude is a consumer's positive or negative feelings whose results can be seen from a certain perspective. The more positive or confident the consumer's attitude towards halal products (cosmetics), the more consumers who actually buy halal products (cosmetics) (Rohmatun & Dewi, 2017). Attitudes have three components including cognitive, affective, and conative (Ambali & Bakar, 2014; Nurohman & Qurniawati, 2019; Vristiyana, 2019): 1). Cognitive component, which describes understanding and views on attitudes. The cognitive component is also related to individual thoughts, and the things that consumers believe are related to brand beliefs, 2). The affective component is a component that identifies a person's feelings and affection for a product to make an evaluation of the product, 3). The conative component is the individual's tendency to take actions related to the product or brand. It is also the actions or decisions taken by consumers in deciding to buy a product or not.

RESEARCH HYPOTHESIS

The Effect of Knowledge on Attitude

Based on research by Aufi (2021) proves that the knowledge variable about halal food has a positive influence on attitudes towards halal food. Meanwhile, according to the research by

Nurohman & Qurniawati, (2019) knowledge has a significant influence on the attitudes of Indonesian Muslim youth towards halal cosmetic products.

H1 : Knowledge of halal products has a significant influence on consumer attitudes to consume halal food and beverage products

The Effect of Religiosity on Attitudes

According to Rohmatun & Dewi reseach (2017), it shows that there is a significant positive relationship between religiosity and attitude. This proves that the more religious or the deeper a person's belief in his religion, it will affect a person's attitude to make purchases of food/beverage products. The research of Ibnunas & Harjawati, (2021) also reveals that religious belief (religiosity) is the most significant aspect that contributes to the purchase intention of halal products.

H2: Religiosity has a significant effect on consumer attitudes to consume halal food and beverage products

The Effect of Halal Awareness on Attitude

Based on research by Ambali & Bakar, (2014), it proves that halal awareness has a significant effect on attitudes. This means that high consumer awareness of the halalness of a product will form a positive consumer attitude towards the product.

H3: Halal awareness has a significant effect on consumer attitudes to consume halal food and beverage products in fast food restaurants

The Effect of Knowledge on Purchasing Decisions

According to the research of Huda, Hulmansyah and Rini, (2018) it reveals that there is a significant influence of the knowledge variable on purchasing decisions. This statement is also supported by Mahardika, (2019) that partially halal knowledge has a positive and significant influence on purchasing decisions for halal food/beverage products. This shows that if consumers have knowledge about halal products, consumers will be more mature in deciding to buy food/beverage products.

H4 : Knowledge of halal products has a significant influence on purchasing decisions for halal food and beverage products

The Effect of Religiosity on Purchasing Decisions

According to Aufi, (2021) this shows that religiosity affects consumers in making decisions to purchase halal food. Religiosity is also found to have a significant effect on the choice of decision variables in the research conducted by (Imamuddin, 2017). Another study conducted by Nurohman & Qurniawati, (2019) it shows that the dimension of religiosity has a positive effect on rituals in deciding to buy halal food products. The facts prove that other aspects of religiosity that have an impact on purchasing decisions for halal food products are empirical and rational.

Individuals who have a higher understanding and knowledge of Islam, then every decision making, especially the purchase of food products will consider the teachings of their religion.

H5: Religiosity has a significant influence on purchasing decisions for halal food and beverage products at KFC fast food restaurants.

The Effect of Halal Awareness on Purchase Decisions

Based on research conducted by Ambali & Bakar, (2014) it is found that halal awareness partially or not completely influences purchasing decisions. In line with this research, according to Zahro & Sampeliling (2021) it shows that consumers are very aware of halal food, and this has a positive influence on their decision to buy food. According to research by Rimayanti & Noor, (2020), it reveals that the results of the study, namely consumer attitudes have a significant influence on purchasing decisions.

H6: Halal awareness has a significant effect on purchasing decisions for halal food/beverage products.

H7: Attitude has a significant influence on purchasing decisions for halal food/beverage products.

The Effect of Knowledge, Religiosity, Halal Awareness on Halal Products through Attitude

Based on research conducted by Mahardika (2019), the attitude of a Muslim consumer towards halal products can be a mediating variable in influencing one's purchase goals. If attitudes can have a mediating effect on purchase objectives, then knowledge can also have an influence on purchasing decisions through attitudes. Based on research conducted by Aufi (2021), there is an indirect influence of the religiosity variable on purchase intention through attitude. These results prove that attitude plays a significant role in increasing purchase intention. If the purchase intention increases, the consumer's purchase decision also increases. Based on research conducted by Izzuddin (2018), it shows that attitude functions as mediation in the influence of halal awareness on repurchase interest. So, attitude is also mediation between halal awareness and purchasing decisions.

H8: Knowledge of halal products has an influence on purchasing decisions for halal food and beverage products with attitudes towards halal products as a mediating variable.

H9: Religiosity has an influence on purchasing decisions of halal food and beverage products with attitudes towards halal products as a mediating variable.

H10: Halal awareness has an influence on purchasing decisions for halal food and beverage products with attitudes towards halal products as a mediating variable.

METHOD

Population, Sample and Sampling Technique

The population research was the Muslim community living in Surakarta. The sample selected and used in this study were Muslim communities living in Surakarta who were 15 years old and over and have purchased food/beverages at KFC fast food restaurants. Because someone over the age of 15 years can independently determine behavior in purchasing decisions. This study used a sample of 100 respondents. The technique used to take samples was non-probability sampling. The sampling technique was purposive sampling to search samples based on certain criteria (considerations) determined from members of the population. The criteria used in this study were the following:

1. The Muslim community living in the Surakarta
2. Aged 15 years and over
3. Ever purchased food/beverage at KFC

Variable Operational Definition

Table 1. *Operational Definition*

Variable	Description	Indicator
<i>Product Knowledge</i>	Knowledge is something that can be understood which is obtained through learning and experience. Knowledge refers to the facts, feelings or experiences of a person or group of people. Knowledge is important for consumers to decide in purchasing products, especially halal products.	Subjective Knowledge Objective Knowledge Knowledge of product attributes Knowledge of product benefits. Knowledge of product satisfaction (Ambali & Bakar, 2014; Rohmatun & Dewi, 2017)
Religiosity	Religiosity is a commitment or belief in one's religion. This indicates that religion has a role in individual attitudes and behavior when making choices in making product purchases	Intrinsic Extrinsic Ideological Dimension Ritual Dimension Intellectual Dimension Consequential Dimension Experimental Dimension (Sahputra & Nurlatifah, 2020; Souiden & Rani, 2015).
Halal Awareness	Awareness in the context of halal means having a special interest in or experience of something and/or being informed about what is happening at the moment with regards to halal products such as food, drink. Subjectively, awareness is a relative concept in which a person is aware of problems or issues related to halal aspects.	Understanding of halal products Getting good information about halal products Understanding of products that have been labeled halal Religious beliefs The role of halal certification (logo/label) Information Exposure Health reasons (Ambali & Bakar, 2014)

Attitude	Attitude is an expression of feeling, reflecting feelings of pleasure or displeasure towards an object.	Cognitive component Affective component Conative component Loving the product Trusting the product (Ambali & Bakar, 2014; Mahardika, 2019; Nurohman & Qurniawati, 2019; Vristiyana, 2019)
Purchase Decision	Purchasing decisions are stages in the decision-making process where consumers actually make a purchase of a product. The decision to buy arises because of an objective assessment or emotional impulse.	Personal factors Psychological factors Social factors Stability in a product Habits in buying products Provide recommendations to others Repurchase (Mahardika, 2019; Rohmatun & Dewi, 2017)

Data Analysis

Data analysis in this study is intended to test the research hypotheses that have been proposed. This research used the IBM SPSS Statistics 25 application by using data analysis techniques in the form of path analysis which was an extension of multiple linear analysis, and test direct or indirect relationships between predetermined variables.

RESULTS AND DISCUSSION

Characteristics of respondents by gender, age, place of residence and income

Based on the tabulation of all respondent data, an overview of respondents based on age is obtained in table 2 below:

Table 2. Characteristics of Respondents

Description	Total	Percentage
Gender		
Male	46	46%
Female	54	54%
Total	100	100%
Age		
15-20 years	12	12%
21-25 years	70	70%
26-30 years	15	15%
>30 years	3	3%
Total	100	100%
Place of Residence		
Banjarsari	31	31%
Jebres	23	23%
Laweyan	19	19%

Pasar Kliwon	17	17%
Serengan	9	9%
Total	100	100%
Occupation		
Students	7	7%
University Students	41	41%
Private Sector Employee	31	31%
Civil Servant	1	1%
Entrepreneur	10	10%
Others	10	10%
Total	100	100%
Income		
< Rp. 500.000	33	33%
Rp. 500.000 – Rp. 1.000.000	19	19%
Rp. 1.000.000 – Rp. 3.000.000	31	31%
Rp. 3.000.000 – Rp. 5.000.000	13	13%
> Rp. 5.000.000	4	4%
Total	100	100%

Source: Processed Data

Based on the table above, the characteristic of respondents according to age is ranging from 15 years to over 30 years of age. There were 100 respondents in this study, with the number of respondents aged 15-20 years are 12 respondents, respondents aged 21-25 years are 70 respondents, while respondents aged 26-30 years are 15 respondents, and respondents aged over 30 years are 3 respondents. So, it can be concluded that the majority of respondents in this study are those aged 21-25 years with a percentage of 70%.

There were 100 respondents in this study, with the number of respondents living in District Banjarsari are 31 respondents, District Jebres are 23 respondents, while District Laweyan are 19 respondents, District Pasar Kliwon are 17 respondents, and 9 respondents living in Serengan District. The table above shows that the majority of respondents in this study are respondents who living in District Banjarsari with a percentage of 31%. In this study there were 100 respondents consisting of 7 students, 41 university students, 31 private employees, 1 civil servant, 10 entrepreneurs and 10 respondents with other jobs such as housewives, fresh graduates, freelance sales, contract workers and some are unemployed. From the table above, it can be concluded that the majority of respondents in this study are students with a percentage of 41%. Characteristics of respondents based on income; there are 33 respondents with an income of less than Rp. 500,000. A total of 19 respondents have an income of Rp.500,000 – Rp.1.000.000, 31 respondents have an

income of Rp. 1.000.000 – Rp. 3,000,000, while respondents who have an income of Rp. 3,000,000 – Rp. 5,000,000 are 13 respondents, and respondents who have income above Rp. 5,000,000 are 4 respondents. So, it can be concluded that the majority of respondents in this study are respondents who have an income of less than Rp. 500,000 with a percentage of 33%.

Validity and Reliability Test

Table 3. Validity and Reliability Test

Variable	Statement	r count	Cronbach's Alpha	Description
Purchasing Decisions	KP1	0,676	0,690	Valid
	KP2	0,695		Valid
	KP3	0,777		Valid
	KP4	0,732		Valid
Product Knowledge	P1	0,711	0,728	Valid
	P2	0,734		Valid
	P3	0,775		Valid
	P4	0,749		Valid
Religiosity	R1	0,788	0,842	Valid
	R2	0,722		Valid
	R3	0,824		Valid
	R4	0,816		Valid
	R5	0,791		Valid
Halal Awareness	KH1	0,697	0,789	Valid
	KH2	0,830		Valid
	KH3	0,873		Valid
	KH4	0,728		Valid
Attitude on Halal Product	S1	0,739	0,740	Valid
	S2	0,838		Valid
	S3	0,845		Valid

Source: Processed Data

In the validity test, it is investigated by comparing r count and r table. If the r table is seen from a significance level of 0.05 with the number of data (n) a total of 100, $df = n-2$, then an r table of 0.1966 is obtained. According to the table above, it proves that all r counts on each variable are greater than r tables ($r \text{ count} > r \text{ table}$), it shows that all the statements used can be said to be valid. And for the reliability test based on the table above, it proves that the variables used are reliable. This is indicated by the Cronbach Alpha value greater than 0.60. That is, the answers of the respondents are consistent with the statements of the questionnaire on each variable.

Classic Assumption Test

Based on the normality test above, it can be seen that equation I and equation II have a significance value of more than 0.05, meaning that the data in this study are normally distributed. As for the multicollinearity test, it can be seen through the value of Variance Inflation Factors (VIF). The test criteria are if the VIF value is < 10 , then there is no multicollinearity. From the

multicollinearity test table above, it can be seen that each variable in equation I and equation II shows that the VIF value is 10, so it can be concluded that there is no multicollinearity in this research model.

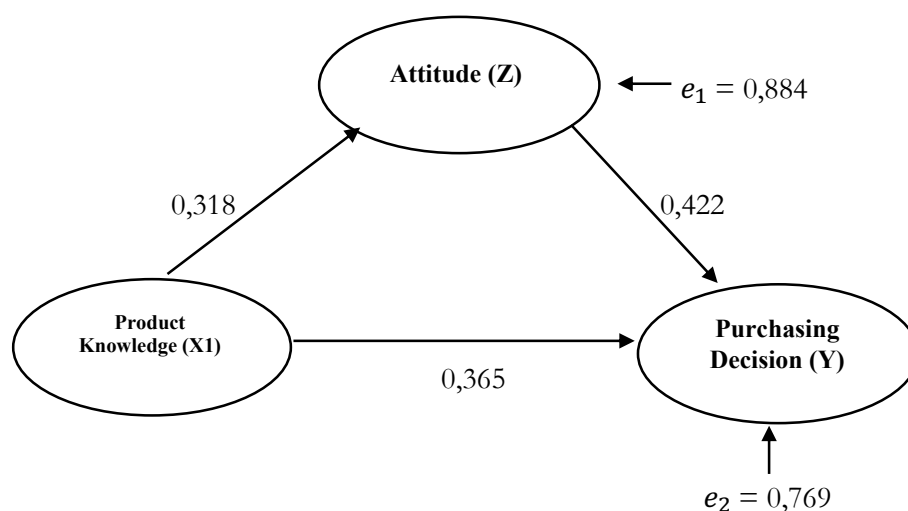
One way to identify the occurrence of heteroscedasticity is using the glejser test. If the significance level is above 0.05 (5%), it can be indicated that there is no heteroscedasticity. From the table of heteroscedasticity test results above, it can be seen that each variable in equation I and equation II shows a significance value of more than 0.05. So, it can be concluded that there are no symptoms of heteroscedasticity in equation I and II.

Path Analysis

This analysis aims to determine the direct or indirect effect of the independent variables on the dependent variable through the mediating variable. The path analysis used in this study aims to determine the direct or indirect effect of product knowledge, religiosity, halal awareness on purchasing decisions through attitude as a mediating variable.

1. Analysis of the Influence of Product Knowledge on Purchasing Decisions through Attitudes

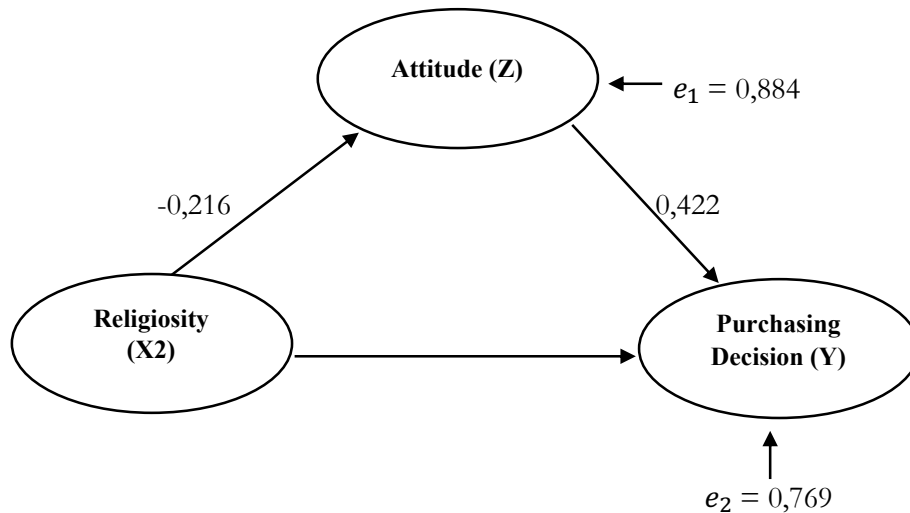
Figure 1. Structure of Influence of X1,Y, and Z



Based on the results of the above calculations, it can be revealed that the direct influence value is 0.365 and the indirect effect is 0.499. That is, the value of the indirect effect is greater than the value of the direct influence ($0.499 > 0.365$). Besides, it also shows that knowledge indirectly has a significant influence on purchasing decisions through attitudes.

2. Analysis of the Influence of Religiosity on Purchasing Decisions through Attitudes

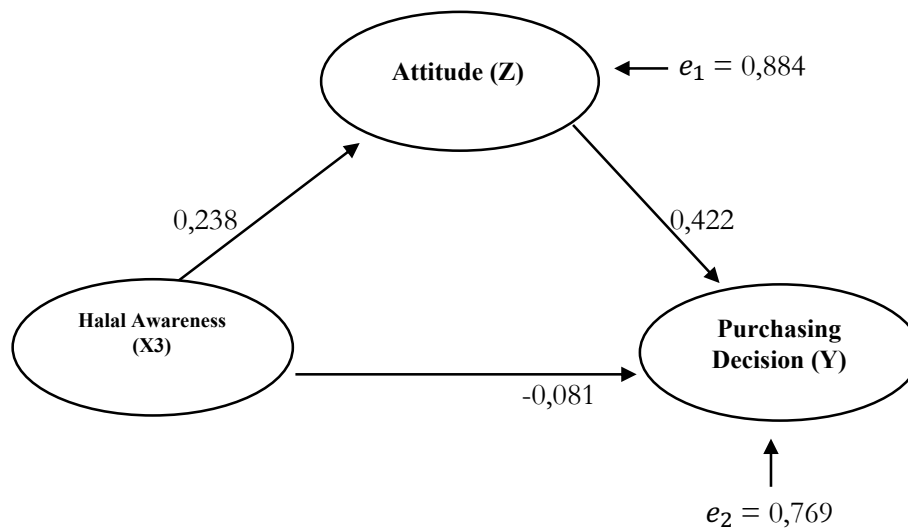
Figure 2. Structure of Influence of X2,Y, and Z



From the picture above, it can be seen that the direct influence given by religiosity to purchasing decisions is -0.089. Meanwhile, the indirect effect of religiosity through attitudes towards purchasing decisions is the result of multiplication (x) between the beta value of religiosity on attitudes and the beta value of attitudes towards purchasing decisions, namely $-0.216 \times 0.422 = -0.091$. Therefore, the influence given by religiosity to purchasing decisions is entirely the sum of the direct influence values with the indirect influence values, namely $-0.089 + (-0.091) = -0.18$. Based on the results of the above calculations, it can be seen that the direct influence value is -0.089 and the indirect effect is -0.18. This means that the value of the indirect effect is greater than the value of the direct influence ($-0.180 > -0.089$).

3. Analysis of the Influence of Halal Awareness on Purchase Decisions through Attitude

Figure 1. Structure of Influence of X3,Y, and Z



From the picture above, it can be seen that the direct effect given by halal awareness on purchasing decisions is -0.081. Meanwhile, the indirect effect of the halal awareness variable

through attitudes towards purchasing decisions is the result of multiplication (x) between the beta value of halal awareness on attitudes and the beta value of attitudes towards purchasing decisions, namely $0.238 \times 0.422 = 0.100$. Therefore, the effect given by halal awareness on purchasing decisions is entirely the sum of the direct influence value with the indirect influence value, namely $-0.081 + 0.100 = 0.019$. According to the results of the above calculations, it can be seen that the direct influence value is -0.081 and the indirect effect is 0.019 . This means that the value of the indirect effect is greater than the value of the direct influence ($0.019 > -0.081$). These results indicate that halal awareness indirectly has a significant influence on purchasing decisions through attitudes.

Table 4. Multiple Regression Results

No.	Variable	Direct Effect (Standardized Coefficients)	Unstandardized Coefficients beta	Std. Error	Conclusion
1.	Product Knowledge → Attitude	0,318	0,259	0,079	Significant
2.	Religiosity → Attitude	-0,216	-0,142	0,061	Significant
3.	Halal Awareness → Attitude	0,238	0,208	0,087	Significant
4.	Product Knowledge → Purchasing Decision	0,365	0,322	0,079	Significant
5.	Religiosity → Purchasing Decision	-0,089	-0,063	0,060	Significant
6.	Halal Awareness → Purchasing Decision	-0,081	-0,076	0,085	Significant
7.	Attitude → Purchasing Decision	0,422	0,457	0,097	Significant

Source: Processed Data (2020)

DISCUSSION

Product knowledge on attitudes has t value of 3.290. This value proves that the value of t count $>$ t table ($3,290 > 1,660$). The value of sig. product knowledge variable on attitude produces a value of 0.001 or less than 0.05 ($0.001 < 0.05$). Based on these results, it can be concluded that H_0 is rejected and H_a is accepted or in other words product knowledge has a positive and significant effect on attitudes. Based on these results, it can be explained that the higher a person's knowledge about a product, the more it will affect consumer attitudes towards purchasing halal products. So, it can be concluded that the more a consumer understands about product knowledge about product attributes such as price, brand, packaging, quality and labels on food/beverages in fast food restaurants, it will affect consumer attitudes towards these products. The results in this study are in line with previous research conducted by Huda, Hulmansyah and Rini, (2018) and Nurohman & Qurniawati, (2019) claiming that knowledge has a significant influence on consumer attitudes.

Religiosity to attitude has t value of -2,318. This value indicates that the value of t count < t table ($-2.318 < 1.660$). And the value of sig. the religiosity variable on attitude resulted in a value of 0.023 or less than 0.05 ($0.023 < 0.05$). Based on these results, it can be concluded that H0 is rejected and Ha is accepted, or in other words, religiosity has a negative but significant effect on attitudes. Based on these results, it can be explained that the higher the level of one's religiosity, the more it will affect consumer attitudes towards halal products such as food/beverage products in fast food restaurants. The results in this study are in line with previous research conducted by Nurohman & Qurniawati, (2019) and Imamuddin, (2017) revealing that religiosity affects consumer attitudes.

Halal awareness of attitude has a t-count value of 2.393. This value indicates that the value of t count > t table ($2.393 > 1.660$). The value of sig. Halal awareness variable towards attitude produces a value of 0.019 or greater than 0.05 ($0.019 < 0.05$). From these results, it can be concluded that H0 is rejected and Ha is accepted or in other words halal awareness has a positive and significant effect on attitudes. Based on these results, it can be explained that the higher a person's level of awareness about the halalness of a product, it will form a positive consumer attitude towards the product, including food/beverages in fast food restaurants. The results in this study are in line with previous research conducted by Septiani & Ridlwan (2020) stating that halal awareness has a significant influence on consumer attitudes.

Product knowledge on purchasing decisions has t value of 4.095. This value indicates that the value of t count > t table ($4.095 > 1.660$). And the value of sig. knowledge variable on purchasing decisions produces a value of 0.000 or less than 0.05 ($0.000 < 0.05$). Based on these results, it can be concluded that Ha is rejected and H0 is accepted or in other words knowledge has a positive and significant effect on purchasing decisions. Based on these results, it can be explained that the higher a person's knowledge about a product, the more it will influence consumer purchasing decisions for halal products. So, it can be concluded that the more a consumer knows about product attributes such as price, brand, packaging, quality and labels on food/beverages in fast food restaurants, it will affect consumer purchasing decisions for these products. The results in this study are in line with previous research conducted by (Imamuddin, 2017) stating that knowledge has a significant effect on consumer purchasing decisions.

The religiosity of purchasing decisions has t value of -1.061. This value indicates that the value of t count < t table ($-1.061 < 1.660$). The value of sig. religiosity variable on purchasing decisions produces a value of 0.291 or greater than 0.05 ($0.291 > 0.05$). Based on these results, it can be concluded that H0 is accepted and Ha is rejected or in other words religiosity has no positive and significant effect on purchasing decisions.

Halal awareness of purchasing decisions has t value of -0.903. This value indicates that the value of t count $>$ t table ($-0.903 < 1.660$). And the value of sig. Halal awareness variable on purchasing decisions produces a value of 0.369 or greater than 0.05 ($0.369 > 0.05$). These results indicate that H_0 is accepted and H_a is rejected, or in other words halal awareness has no positive and significant effect on purchasing decisions. Based on these results, it can be explained that the higher a person's level of halal awareness about a product, then it does not affect consumer purchasing decisions for food/beverage products at fast food restaurants. So, it can be concluded that the more a consumer understands and is aware of the halalness of a product, such as the presence of a halal label on a product does not affect consumer purchasing decisions for the product. This is because a Muslim who makes a purchase at a fast-food restaurant does not always pay attention to the presence of a halal label, some of them believe that what they buy and consume is halal. The results in this study are in line with previous research conducted by Ambali & Bakar, (2014) and Rimayanti & Noor, (2020) revealing that halal awareness does not have a significant influence on purchasing decisions.

Attitude towards purchasing decisions has t value of 4.733. This value indicates that the value of t count $<$ t table ($4.733 > 1.660$). And the sig value of the attitude variable towards purchasing decisions resulted in a value of 0.000 or less than 0.05 ($0.000 < 0.05$). Thus, it can be concluded that H_a is rejected and H_0 is accepted or in other words attitude has a positive and significant effect on purchasing decisions. Based on these results, it can be explained that the more positive a person's attitude towards a product is, then it will also indicate the higher a person's decision to (Ambali & Bakar, 2014; Mahardika, 2019; Nurohman & Qurniawati, 2019; Vristiyana, 2019) saying that consumer attitudes have a significant influence on purchasing decisions

CONCLUSION AND SUGGESTION

This study aims to determine the effect of knowledge, religiosity, and halal awareness on purchasing decisions of food/beverage products with attitude as a mediating variable in Muslim communities in Surakarta who have purchased food/beverages at KFC fast food restaurants. The results of this study indicate that product knowledge, religiosity, halal awareness have a significant influence on attitudes. And attitude also has a significant influence on purchasing decisions. However, attitudes fail to mediate religiosity and halal awareness of purchasing decisions

Further researchers are expected to be able to expand the scope of research, such as area, sample, or other variables that can influence consumer purchasing decisions, thus giving different results. The role of product knowledge has the most dominant value in determining consumer attitudes and consumer purchasing decisions. Meanwhile, the role that has the lowest influence on

attitudes and purchasing decisions is religiosity. Thus, it is necessary for consumers to pay more attention to the product halalness a, because consumers who are Muslim must of course be more observant about product information, including the product halalness to be consumed.

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