

Application of The TPB Model in Analysing the Consumption Behavior Intentions of Organic Halal Food

Hermin Istiasih^{1)*}, Elis Irmayanti^{2)*}, Tjetjep Yusuf Afandi³⁾, Bayu Surindra⁴⁾

¹⁾Industrial Engineering Study Program, Faculty of Engineering, Nusantara PGRI University of Kediri, Indonesia

^{2,3,4)}Economics Education Study Program, Faculty of Economics and Business, Nusantara PGRI University of Kediri, Indonesia

*Corresponding Author

Email : hermin@unpkediri.ac.id

Abstract

The current research is mostly focused on behavioural intentions using the TPB (Theory of Planned Behaviour) model with an understanding of attitude factors, subjective norms, and perceived behavioural control (PBC). A behavioural intention is on organic halal food from the theory of planned behaviour and e-WOM as additional factors for consumers in Kediri, East Java. This study further explains the role of price as a moderating variable for the behavioural intention of organic halal food. A total of 195 responses from respondents and using confirmatory factor analysis for validation and the results were analyzed using structural equation modelling. Attitudes, subjective norms and e-WOM were found to be significant predictors of behavioural intentions of organic halal food. The findings show that price positively moderates the relationship between attitudes, subjective norms, e-WOM and behavioural intentions of organic halal food. Perceived behavioural control was found to have a weak influence on behavioural intention of organic halal food and there was a non-significant interaction between price moderation with perceived behavioural control and behavioural intention of organic halal food. This research theoretically contributes to the literature by introducing the moderating role of price. The results show that price interactions increase the effect of most of the predictors. This study provides an understanding of the consumer's perspective on consumer intentions to behave in consuming organic halal food which will help stakeholders, such as marketers, retailers, and producers, to achieve marketing strategies for the development of this organic halal food further.

Keywords: *Behavioural Intention; Theory of Planned Behaviour (TPB); Organic Halal Food*

INTRODUCTION

Food is one of the basic human needs, a source of energy, it also serves social and cultural functions. Food consumption behaviour is very complex and very challenging because of the diverse influences of various disciplines and social sciences. Over the last few decades there have been remarkable changes in food-choice behaviour patterns. When consumers have knowledge about a food or product, most of them will have an intention to buy. Purchase intention is one of the main concepts that have been studied in the marketing literature and purchase intention is the beginning to carry out consumption behaviour. According to (Ajzen, 2015) consumption behaviour is influenced by consumer perceptions and cognitive reactions to a condition or event.

Indonesia is a multiracial country with various ethnicities and religions and the majority of Indonesian people are Muslim, so the issue of halal and haram is very important. The food issue that most Indonesian consumers pay attention to is in addition to halal food and most recently about sustainable food. Both of these issues can raise awareness of food consumption which can influence purchase intention. Sustainable and halal food such as organic halal food has a high demand in the market because people are starting to realize the advantages of consuming organic halal food rather than conventional food. According to R., Oktaviana. et al., (2018), people are starting to care about health, increasingly damaging environmental problems, and halal food as believed by Muslims

It is believed that the change from conventional to organic halal food can help protect and improve the environment and human health (Atalan-Helicke, 2020), while also keeping people more concerned with their healthy lifestyle (Ridzuan et al., 2018). While also keeping people more concerned with their healthy lifestyle (Atalan-Helicke, 2020) also allowed to be consumed by Muslims (R., Oktaviana . et al., 2018). Consumers who prioritize food safety show their intention to buy food products that are environmentally friendly, safe to protect their health and are halal (Purwanto et al., 2021; Iqbal et al., 2021). (3) (Purwanto et al., 2021; Iqbal et al., 2021).

Organic halal food is one of the most relevant goals in this century, this is due to the widespread awareness of children and the environmental impact of the food agriculture sector (Karwacka et al., 2020), as well as the increasing public interest in food health related to nutrient intake (Janssen et al., 2021) and food safety (Golian et al., 2018). Consuming organic halal food has become one of the most popular sustainable and healthy foods that is a choice of consumption among several conventional food alternatives (Atalan-Helicke, 2020).

Organic food needs to meet halal certification where Muslims in Indonesia are currently more sensitive to halal requirements, where everything is allowed or accepted by Muslims (Ariffin et al., 2019). Islamic law for certain foods has halal and haram, especially Islam forbids consuming pork and alcohol. Muslim consumers need to use the guidelines that have been applied in Islamic law (Nafis, 2019). In Indonesia, many previous studies have discussed issues regarding organic food and halal food (Nafis, 2019; Fatmawati, 2020; Hermawan, 2020; Adhitiya & Astuti, 2019; Setyaningrum et al., 2019), however, there are limited studies that discuss the issue of consumer behavior intentions towards organic halal food.

Halal and organic food matter in this research were conducted to identify and address the factors that influence consumer behaviour in organic halal food and the planned behavioural theory model (BTM) was used in this study to have a deeper understanding, especially the problem of the price of organic halal food which tends to be more expensive, but the term 'halal organic' plays an important heuristic indication for a quality food which often pays a premium for quality food, however, consumers often pay a premium price (verbal and electronic) in making purchasing decisions, so it is necessary to further examine the role of WOM to carry out behavioural intentions on organic halal food. Social phenomena also influence consumers of organic halal food through electronic word-of-mouth (E-WOM). E-WOM has an important role more than other sources in influencing consumer perceptions of companies and products (Mehyar et al., 2020) and becomes more promising by involving social media (social media) in sales (Štreimikienė et al., 2021) such as Instagram, Path and Twitter, etc. (Štreimikienė et al., 2021).

TBP has been widely applied to predict and understand human behavior in various different fields (Khibran, 2019; Haro, 2021; Simanjuntak, 2022; Suleman et al., 2021). Many studies have investigated the intention and behavior of food choice to predict consumer buying patterns through intention, but the objectives to be achieved in this research are different because consumption is useful in providing an explanation of halal behavior. This information can be useful for producers, retailers, government or policy makers and other stakeholders in society on the consumption of organic halal food.

Rachbini & Rachbini¹, (2018) found a positive direct attitude, perceived behavioural control and subjective norms determine consumer intentions to purchase halal food behaviour for Muslim consumers in Indonesia. This study found that attitudes, subjective norms, and perceived behavioural control are important factors in influencing the intention of Muslim consumers to buy halal-labeled food, the findings show that Muslim consumers in Indonesia have strong positive attitudes; subjective norms and perceived behavioural control are also

strong. Behavioural control positively affects their intention to buy halal products. This study illustrates that Muslim consumers are more willing to make a considerable effort to obtain halal food. In contrast to the research conducted by Memon et al., (2020) also uses the theory of planned behaviour (TPB) on halal purchase intentions. The results of the study stated that the TPB construct (attitude and perceived behavioural control) had a significant and positive effect on halal purchase intention, but subjective norms did not have a significant positive effect on halal purchase intention.

Research conducted by Sultan et al., Sultan et al., (2020) using TPB with factors such as attitudes, subjective norms, and perceived behavioural control were investigated. In this study, TPB was expanded by adding price as an independent variable. Organic food usually has a higher price, and price is an indicator of quality. Healthy organic food, free of pesticides and processed naturally without added fertilizers. The result of this research is that environmental responsibility can promote environmental care and increase organic consumption behaviour. Environmental responsibility has a positive impact on environmental awareness and also has a different positive effect on organic consumption intentions. Environmental concern positively influences organic consumption intentions and plays a partial mediating role in the relationship between environmental responsibility and organic consumption intentions. Price sensitivity plays a negative moderating role in the relationship between environmental responsibility, environmental concern and organic consumption intentions.

Indonesian consumers, especially the people of Kediri, have not consumed much healthier organic halal food on a large scale due to psychological considerations such as attitudes, subjective norms, perceived behavioral control, affordability of prices and the role of WOM. There is still much that needs to be changed and can be done in terms of food policy for Indonesian consumers. The wrong consumption behavior is often done by Indonesian consumers, because they prefer conventional food which is cheaper, more diverse, more practical which will actually cause various medical problems which if left unchecked can have fatal consequences. Therefore, this study seeks to discuss and explain the existing gaps regarding behavioral intentions on organic halal food in Kediri, East Java, Indonesia.

Theory of Planned Behaviour (TPB)

Intention is a direct antecedent of consumption behaviour (Silva et al., 2019). The consumer's intention to perform a behaviour is considered a major determinant of future behaviour. The TPB model explains that when behaviour is under one's control, intention can predict behaviour significantly (Ajzen, 1991). TPB is a theory that contains three independent conceptual determinants such as: a) attitudes towards behaviour, b) subjective norms and c) perceived behavioral control (PBC), and all lead to the formation of "purchase intentions" which in turn affect consumption behaviour (Latip et al., 2021; Ertz et al., 2016; Aitken et al., 2020).

The current study explores the factors in the TPB model (subjective norms, attitudes, and perceived behavioural control (PBC)). These factors greatly contribute to consumer purchase intentions in relation to organic halal food and TPB has been widely used in predicting consumer purchase intentions (Istiasih & Fiantika, 2021). TPB has joined the retail food market to explain consumer purchase intentions (Haro, 2021; Istiasih & Fiantika, 2021). Its wide application allows it to be a significant model for understanding consumer preferences in the food industry. Therefore, TPB with additional constructions on price and e-WOM, are used to investigate the behavior of consuming organic halal food. Various types of consumer behavior have been successfully predicted using TPB theory (Chang & Lu, 2019; Kapoor & Dwivedi, 2020).

One of the constructs of the TPB model is attitude. Attitude to behave refers to something that is done like or dislike to a certain product (etiawati et al., 2016). The TPB also notes that a person will perform a behavior if he has a positive attitude towards the behavior, the people around him influence him to perform the behavior, and are able to perform the behavior (Bosnjak et al., 2020). Attitudes, subjective norms and perceived behavioral control (PBC) are assumed to explain behavioral intentions for accurate prediction and several conditions must be met (Ali et al., 2020).

Attitude toward behaviour refers to "the degree to which a person has a favourable or unfavourable evaluation concerned". Attitude is a major important predictor of behavioural intention (Ajzen, 1991). According to Wulandari, et al., (2015) dan Rahadjeng & Fiandari, (2020), attitudes affect the assessment of the considered behaviour, which is good or bad and consumers want to do the behaviour. Attitudes towards behaviour or the extent to which consumers feel they have a positive or negative assessment of the purchase of organic halal food are considered to influence consumption behaviour intentions, as well as an increase in consumption of organic halal food as in previous studies (Ariffin et al., 2019; Toong & Khatibi, 2020). This study has the assumption that attitudes greatly affect behavioural intentions on organic halal food and this effect can be tested with the following hypothesis: Hypothesis1 (H1). Attitudes have a significant positive effect on behavioural intentions on organic halal food.

The term subjective norm or motivation is defined as "perceived social pressure to perform or not to perform a behaviour". Subjective norms are the opinions of other people who are considered close or important to that person such as relatives, colleagues, or close friends. The subjective norm of a consumer occurs if he believes that people who are considered important to him agree or disagree with certain behaviour and he will have the intention to perform the same behaviour. (Wan et al., 2017; Sivrikaya & Pekerşen, 2020; Ajzen, 1991).

The perception other people will agree with the consumption decision or not is a perception of social pressure and to be seen by their reference groups where they are engaged in certain behaviours. (Ajzen, 2015; Mathew et al., 2014; Sivrikaya & Pekerşen, 2020). This perception can practically influence someone to buy organic halal food because it has to do with the opinions of others who may have the power to influence certain consumers, and this has a significant effect on behavioral intentions on organic halal food (Ariffin et al., 2019). This study has an understanding of the following hypotheses: Hypothesis2 (H2). Subjective norms have a significant positive effect on behavioral intentions on organic halal food.

According Bosnjak et al., (2020) dan Rachbini & Rachbini1, (2018), perceived behavioral control (PBC) refers to "perceived ease or difficulty in performing a behavior". Consumers who have a higher level of control over themselves have a stronger intention to perform a certain behavior (Ajzen, 1991; Ajzen, 2015). So consumers are strongly influenced by the level of control they feel over an intention to behave. In consuming organic halal food, consumers perceive that higher prices are considered a major obstacle to consumption. Consumers who have the intention to consume organic halal food may be ready to pay a premium price, but they will likely think twice if their finances don't allow it. Therefore a consumer must be able to control his own behavior. The decision to carry out a behavioral intention is a consumer's belief in a product (Toksoy, 2020; Hill et al., 1977). The effect of PBC on behavioral intentions on organic halal food by testing the following hypotheses: Hypothesis3 (H3). The perceived behavioral control has a significant positive effect on behavioral intentions on organic halal food.

e-WOM (electronic Word of mouth)

Information from word of mouth is an important message about the company's products or services in the form of "consumer talk" conveyed to other consumers (Kundu & Rajan, 2017). The quality of products, services, honesty and other things that are felt and experienced by consumers are then conveyed to others. The messages conveyed can be positive or negative depending on what the message feels for a product he receives (Talwar et al., 2021). Currently, consumers prefer information by word of mouth because it is considered accurate in providing information based on personal experience and influencing purchasing decisions (Yasin & Achmad, 2021). Word of mouth can significantly influence consumer behavior.

According to Hamdani & Maulani, (2018) According to Hamdani & Maulani, (2018) that E-WOM greatly influences consumer purchasing decisions. The role of E-WOM is the extent to which E-WOM is useful for consumers and companies in expressing their feelings about the goods or services purchased and these feelings can be positive or negative. Electronic word-of-mouth (eWOM) is also referred to as a medium for exchanging information through communication on the internet with certain contexts and this greatly influences consumer decisions (Kanoria, 2020). Several studies have proven the effect of E-WOM on purchase intention (Zahratu & Hurriyati, 2020). The effect of e-WOM on behavioral intentions on organic halal food by testing the following hypotheses: Hypothesis4 (H4). e-WOM has a significant positive effect on behavioral intentions on organic halal food

Price

From the consumer's point of view, price is defined as "something" sacrificed to get the product" and the price also serves as an extrinsic indication for consumers to determine product quality.(Zhao et al., 2021). Pricing according to a product is the only direct element that affects revenue and indicates the success or failure of the sale of a product or service. This study chose to emphasize this aspect.

Sarma et al., (2020) conducted a study on pricing strategies for organic vegetables based on willingness to pay consumers in Indonesia. Awareness about the dangers of chemicals contained in food has the potential to cause a significant increase in demand for organic food in Indonesia, but demand for organic food is still relatively low. This can be related to relatively high prices, limited product choices, consumer distrust of organic products, satisfaction with conventional foods, or the lack of differences that consumers feel in the taste of organic foods. The results of this study indicate that the variables of age and income have a significant effect on willingness to pay. The highest paying willingness percentages were cabbage, followed by carrots, broccoli, cauliflower, pak choy, and lettuce. The recommended pricing strategy is the default value pricing method.

Price is one of the biggest and significant barriers to buying organic halal food for consumers who are environmentally conscious and want to maintain health. Regular price reductions for organic halal food are very important to encourage respondents and consumers to buy organic halal food. Organic halal food is more expensive than conventional food. This study assumes that price greatly influences behavioural intentions on organic halal food and this effect can be tested with the following hypothesis:

Hypothesis 5a (H5a). Price positively moderates the relationship between attitudes and behavioural intentions on organic halal food, Hypothesis 5b (H5b). Price positively moderates the relationship between subjective norms and behavioural intentions on organic halal food

Hypothesis 5c (H5c). Price positively moderated the relationship between perceived behavioural control and behavioural intentions on organic halal food, Hypothesis 5d (H5d).

Price positively moderates the relationship between e-WOM and behavioural intentions on organic halal food.

RESEARCH METHODS

The output of this research are the factors that need to be considered in the approach to using the theory of planned behaviour (TPB) for organic halal food which can increase the behavioral intention of consumers on organic halal food in Kediri, East Java. Identification of factors that influence the behavioral intention of organic halal food is carried out and research is carried out using quantitative research methods such as a research method to test certain theories through testing the relationship between variables using research instruments (Apuke, 2017). The object of this research is organic halal food consumers who are at least 25 years old and already have their own income and have consumed organic halal food for at least the last one year. A clearly targeted sampling process allows the researcher to have control over who receives the invitation to participate in the study. A total of 195 participants agreed to participate in this study.

This study refers to the TPB framework and adds two variables, price and e-WOM to explore behavioural intentions on organic halal food. The proposed research conceptual framework for verification and analysis is shown in Figure 1:

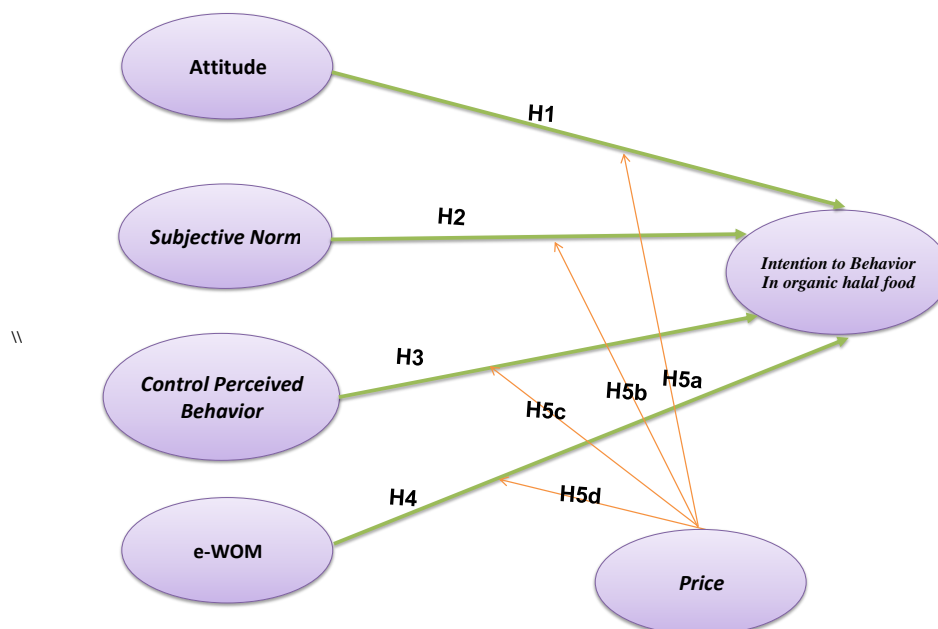


Figure 1. Conceptual framework

RESULT AND DISCUSSION

Analysis and Results

This research analyzes the data by using the statistical package for the social sciences (SPSS) and software analysis of moment structure (AMOS). Another test is used to assess multicollinearity and singularity, in this process the tolerance value and sinflation factor of variance (VIF) are tested. Tolerance is an indicator that shows the magnitude of the variability of an independent variable that is not calculated by other independent variables in the model (Daoud, 2018). Tolerance scores and VIF scores do not deviate from the recommended limit points. Tolerance values ranged between 1.06 and 2.08. A VIF greater than 10 indicates that there is a concern for multicollinearity (Shrestha, 2020). This process is followed by

exploratory and confirmatory factor analysis which is used to verify validity and reliability. In addition, this study tested the convergent and discriminant validity of the latent factors by performing a first-order confirmatory factor analysis (CFA) in AMOS 21. The convergent validity of the composites (which exceeded the accepted limit of 0.6) and the mean variance were explained (which also exceeded the cut-off value of 0.5), as shown in table 1.

Table 1. CFA and Validity Measures

Measured Variables	Factor Loadings	Cronbach Alpha	Construct Reliability (CR)	AVE
Att1	0.72			
Att2	0.85			
Att3	0.79			
Att4	0.88			
Att5	0.82	0.77	0.93	0.55
SN1	0.74			
SN2	0.88			
SN3	0.86			
SN4	0.77	0.83	0.93	0.62
PBC1	0.87	0.79	0.94	0.75
PBC2	0.88			
PBC3	0.86			
e-WOM1	0.70	0.85	0.78	0.54
e-WOM2	0.84			
e-WOM3	0.65			
IB1	0.71	0.88	0.82	0.58
IB2	0.87			
IB3	0.67			
P1	0.88	0.88	0.93	0.79
P2	0.94			
P3	0.86			
P4	0.73			

Att = attitude, SN = subjective norm, PBC = perceived behaviour control, P = price, IB = intention to behavior, and e-WOM = e-WOM

The results of the description of respondents from this study for a demographic sample consisting of 82 (42.1%) were men and 113 (57.9%) were women. Level of education; 41.1% master level, 24.6% bachelor degree, 10.7% diploma and 23.6% basic education as shown in table 2. In the correlation of assessment variables, several variables have little relation to each other as shown by the correlation coefficient which varies from 0.01 to 0.66. The correlation pattern shows a positive relationship between variables, the correlation coefficient indicates that the relationship between the independent variables in particular, is not strong enough to increase the concern of multicollinearity. Appendix B shows that there is no inter-interaction correlation above the 0.8 threshold level. In this study there are four types of absolute-fit indices used to assess model fit, the results of the CFA are as follows: GFI = 0.83 (cut-off: 0.90), RMSEA = 0.06 (cut-off: 0.08), AGFI = 0.80 (cut-off: 0.80), and RMR = 0.04 (cut-off: low value close to zero). This model fit value ensures the validity of each item. For the results of the hypothesis, the research first tested the suitability of the structural model. The fit values for the model are: CFI = 0.87, TLI = 0.89, RMR = 0.05, and RMSEA = 0.04.

Table 2. Socio demographic characteristics of respondents.

Variables	n= 195	
	Frequency	%
Gender		
Male	82	42.1
Female	113	57.9
Education		
Masters	80	41.1
Bachelors	48	24.6
Diploma	21	10,7
Basiceducation	46	23.6
Monthly income		
>5 Juta	85	43.6
3 Juta -5 Juta	89	45.6
<3 Juta	21	10.8
Professional		
Firmemployee	60	30.8
Civilservant	90	46.2
Businessman	45	23

Table 3. Hypothesized direct and moderation effects.

Hypothesis	Statement	Estimate	Significance	Results
H1	Attitude has a significant positive effect on behavioral intentions on organic halal food	0.147	0.000	Supported
H2	Subjective norms have a significant positive effect on behavioral intentions on organic halal food.	0.125	0.010	Supported
H3	The perceived behavioral control has a significant positive effect on behavioral intentions on organic halal food.	0.158	0.335	Supported
H4	e-WOM has a significant positive effect on behavioral intentions on organic halal food.	0.220	0.002	Supported
H5a	Price positively moderates the relationship between attitudes and behavioral intentions on organic halal food	0.182	0.005	Supported
H5b	Price positively moderates the relationship between subjective norms and behavioral intentions on organic halal food	0.119	0.038	Supported
H5c	Price positively moderated the relationship between perceived behavioral control and behavioral intentions on organic halal food	-0.199	0.227	Not Supported
H5d	Price positively moderates the relationship between e-WOM and behavioral intentions on organic halal food	0.228	0.005	Supported

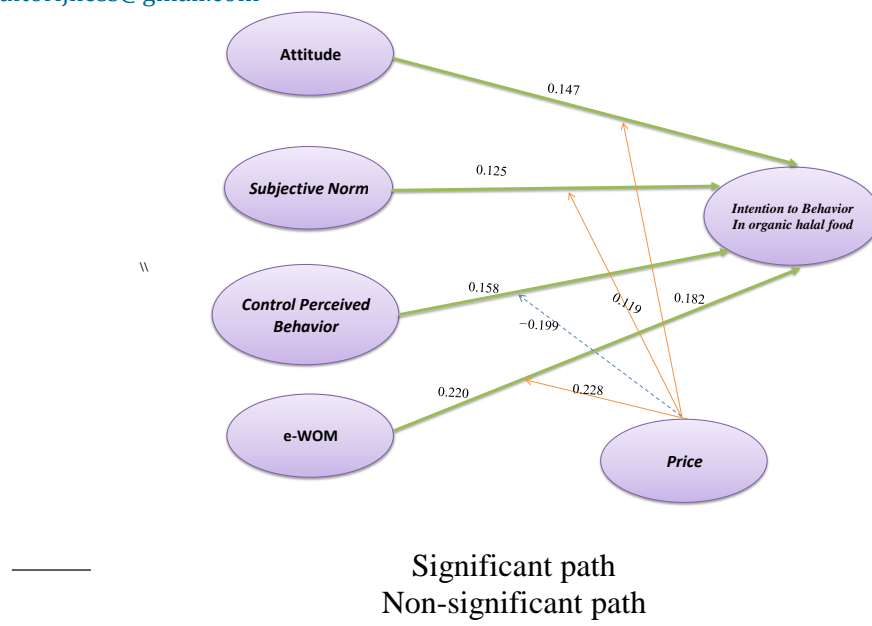


Figure2. Hypothesis model with moderators.

Table 3 and Figure 2 show the direct results and moderating of the attitude variable significantly related to behavioural intentions on organic halal food with an estimated value of 0.147 at a significance level of 0.000 and significantly interacting with behavioural intentions on organic halal food with an estimated value of 0.182. In addition, e-WOM was significantly associated with behavioural intentions on organic food with a significant value of behaviour 220 with an estimated value of 0. Organic halal with an estimated value of 0.228. Subjective norm is also a significant predictor of behavioural intention to eat organic halal with an estimated value of 0.125 at a significance level of 0.010 and significantly interacts with behavioural intentions with an estimated value of 0.119. Lastly, for perceived behavioural control is a non-significant predictor of behavioural intention of organic halal food. The proposed construction shows low coefficient estimates. The lowest value can be caused by other factors that are outside the scope of the current research. The model explained 76% of the variance, which was considered positive.

This study focuses on exploring the factors that influence behavioural intentions in relation to organic halal food in Kediri, East Java. Price is used as a moderating factor and the results of this study provide evidence on the factors that influence behavioural intentions of organic halal food which expands the evidence for consumers in Kediri and provides useful information to stakeholders in the industry. This means that there are challenges for future progress in the demand for organic halal food. Indonesia has shown efforts to certify organic agriculture and many people have promoted organic halal food by word of mouth electronically (e-WOM).

The results show that attitudes, e-WOM, and subjective norms are important factors that influence behavioral intentions in relation to organic halal food. In addition, price has a significant interaction except for the perceived behavioural control factor, but the strength of the relationship between latent variables varies greatly between regions in Indonesia. Findings about attitudes support the findings (Mohd Suki & Mohd Suki, 2015; Yousaf & Xiucheng, 2018), if the attitude of consumers towards organic halal food becomes positive, then the level of behavioural intention of organic halal food among consumers will also increase. The e-

WOM factor in influencing behavioural intentions is in line with research conducted by Yuda Bakti et al., (2020); dan Purnasari & Yuliando, (2015), it means that behavioural intentions in organic halal food are influenced by word of mouth, especially those who convey that they are a public figure or someone who is trusted by the community.

Subjective norms appear significant which implies that consumer desires about organic halal food among consumers can lead to the formation of behavioral intentions as a social norm. This finding is in line with the findings of Haro, (2021); Kartono & Tjahjadi, (2021); dan Palinggi et al., (2021) which implies that consumers' intentions to behave tend to be influenced by other people's perceptions (Huang et al., 2019). Subjective norms can occur if there is detailed information about organic halal food through available social media channels. This channel is easily accessible by consumers even in poor countries because technology has become more sophisticated.

The perceived behavioural control factor in consumer behavioural intentions is not significant in this study, and does not interact with high prices. Thus, high or excessive prices are factors that cannot reduce consumer behavioural intentions if they already intend to carry out consumption behaviour.

The conclusion of this study is that the current research contributes theoretically by introducing the role of price moderator with behavioural intentions on organic halal food, but e-WOM is treated as a direct influence of behavioural intentions and this study uses the TPB model (attitudes, subjective norms and perceived behavioural control) on consumers of Kediri Java. East.

Research Implication

This study shows that consumers in Kediri, East Java, need an aggressive marketing strategy to increase the behavioural intention of organic halal food. A useful strategy could be through the use of food information to convince consumers to only consume certified organic halal food. This initiative can influence behavioural intentions and expand sales of organic halal food, but procedures and information on ethical consumption must be conveyed when conducting campaigns about food to health and pro-environmental attitudes because of universal scientific evidence that organic halal food is healthier and does not harm the environment and is allowed for Muslims in Indonesia.

Organic halal food is considered healthier than conventional food; therefore the only thing that needs to be conveyed in a marketing campaign is how organic halal food is different from conventional production. Marketing campaigns must be delivered with enthusiasm and clear information to consumers because the subjective norm factor is evidence that knowledgeable consumers can easily influence other consumers. Something more important than this research is to suggest that organic halal food may not be affordable for all consumers. Therefore, the role of the government and stakeholders is suggested to be more involved in an effective response strategy to reduce the price of organic halal food by increasing sustainable organic agriculture. This process will only work if the government is ready to encourage and facilitate farmers in the cost of producing organic halal food. Thus, the affordability of children will expand the influence behavioural intentions for lower-class consumers as well.

Limitations Appendix A

		Correlations, Means and Standard deviations								
S/n	Variables	1	2	3	4	5	6	7	8	9
1	Gender									
2	Education	0.003								
3	Income	0.110 *	0.270 **							
4	PBC	-0.036	-0.013	0.056						
5	SNs	-0.007	0.012	0.064	0.240 **					
6	Attitude	-0.024	-0.067	0.099	0.540 **	0.230 **				
7	e-WOM	-0.054	0.051	0.070	0.320 **	0.280 **	0.630 **			
8	Intention to behavior	0.020	-0.029	0.470 *	0.160 **	0.660 **	0.130 *	0.160 **		
9	Price	-0.085	-0.019	0.001	0.470 **	0.240 **	0.450 **	0.650 **	0.130 *	
	Mean	n/a	n/a	1145.714	4.021	2.316	3.754	3.756	3.285	3.562
	Standard Deviation	n/a	n/a	336.651	0.644	0.818	0.585	0.534	0.674	0.787

CONCLUSION

This study offers important implications for stakeholders but with some limitations, especially on behavioural intentions to consume organic halal food, for example, consumers who consume organic halal food only refer to upper middle class consumers based on their income. Future research is recommended to collect data in other areas or on other islands. Income is the only criterion used for middle and upper class stratification. Behavioural intention is assumed that the behavioural intention of organic halal food is built by the factors provided but not fully recognized through this study. The TPB model predicts behavioural intentions accurately but reveals inconsistency of behavioural intentions in real decisions. Therefore, future research should expand with other theories and experimental approaches to obtain significant results.

REFERENCES

- Adhitiya, L., & Astuti, R. D. (2019). The Effect of Consumer Value on Attitude Toward Green Product and Green Consumer Behavior in Organic Food. *IPTEK Journal of Proceedings Series*, 0(5), 193. <https://doi.org/10.12962/j23546026.y2019i5.6299>
- Aitken, R., Watkins, L., Williams, J., & Kean, A. (2020). The positive role of labelling on consumers' perceived behavioural control and intention to purchase organic food. *Journal of Cleaner Production*, 255, 120334. <https://doi.org/10.1016/j.jclepro.2020.120334>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2015). *Consumer attitudes and behavior : the theory of planned behavior applied to food consumption decisions*. January 2015, 121–138. <https://doi.org/10.13128/REA-18003>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, S. (2020). The Moderating Role of Individualism/Collectivism and Materialism: An Application of the Theory of Planned Behavior (TPB) in Halal Food Purchasing. *Journal of Food Products Marketing*, 26(9), 581–599. <https://doi.org/10.1080/10454446.2020.1846148>

- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Ariffin, S. K., Dihanah, N. N., & Wahid, N. A. (2019). *INVESTIGATING THE FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARDS ORGANIC HALAL FOOD Shaizatulaqma Kamalul Ariffin ; Nur Najihah Dihanah ; Nabsiah Abdul Wahid Introduction Recently , organic food has a high demand in the market as people begin to re.* 7(2), 162–188.
- Atalan-Helicke, N. (2020). Sustainable Halal? The Intersection of Halal, Organic and Genetically Engineered Food in Turkey. *Sociology of Islam*, 8(3–4), 343–363. <https://doi.org/10.1163/22131418-08030006>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology*, 16(3), 352–356. <https://doi.org/10.5964/ejop.v16i3.3107>
- Chang, H. H., & Lu, L. C. (2019). Actively Persuading Consumers to Enact Ethical Behaviors in Retailing: The Influence of Relational Benefits and Corporate Associates. *Journal of Business Ethics*, 156(2), 399–416. <https://doi.org/10.1007/s10551-017-3595-2>
- Daoud, J. I. (2018). Multicollinearity and Regression Analysis. *Journal of Physics: Conference Series*, 949(1). <https://doi.org/10.1088/1742-6596/949/1/012009>
- Ertz, M., Karakas, F., & Sarigöllü, E. (2016). Exploring pro-environmental behaviors of consumers: An analysis of contextual factors, attitude, and behaviors. *Journal of Business Research*, 69(10), 3971–3980. <https://doi.org/10.1016/j.jbusres.2016.06.010>
- etiyawati, S. S., Haryanto, B., & Haryono, T. (2016). Whose Choice Is It? The Role of Attitude in Determining Customer's Intention to Use the Courier. *Asian Social Science*, 12(12), 229. <https://doi.org/10.5539/ass.v12n12p229>
- Fatmawati, I. (2020). The Halalan Toyyibah Concept In The Al-Qur'an Perspective And Its Application With Food Products In Indonesia. *International Halal Conference & Exhibition 2019 (Ihce)*, 1(1), 397–405. <http://jurnal.pancabudi.ac.id/index.php/ihce/article/view/752>
- Golian, J., Nagyová, L., Andocsová, A., Zajác, P., & Palkovič, J. (2018). Food safety from consumer perspective: Health safety. *Potravinarstvo Slovak Journal of Food Sciences*, 12(1), 313–322. <https://doi.org/10.5219/917>
- Hamdani, N. A., & Maulani, G. A. F. (2018). The influence of E-WOM on purchase intentions in local culinary business sector. *International Journal of Engineering and Technology(UAE)*, 7(2), 246–250. <https://doi.org/10.14419/ijet.v7i2.29.13325>
- Haro, A. (2021). *UNDERSTANDING TPB MODEL , AVAILABILITY , AND INFORMATION ON.* July 2016.
- Hermawan, A. (2020). Consumer Protection Perception of Halal Food Products in Indonesia. *KnE Social Sciences*, 2020, 235–246. <https://doi.org/10.18502/kss.v4i9.7329>
- Hill, R. J., Fishbein, M., & Ajzen, I. (1977). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. *Contemporary Sociology*, 6(2), 244. <https://doi.org/10.2307/2065853>
- Huang, Z., Pei, X., Xi, J., Othman, B., Ali, S., & Lin, L. (2019). The influence of consumers' perception on perceived value and purchase intention with respect to regional products based on a c-a-b model. *Tekstilec*, 62(3), 219–228. <https://doi.org/10.14502/Tekstilec2019.62.219-228>
- Iqbal, J., Yu, D., Zubair, M., Rasheed, M. I., Khizar, H. M. U., & Imran, M. (2021). Health Consciousness, Food Safety Concern, and Consumer Purchase Intentions Toward Organic

- Food: The Role of Consumer Involvement and Ecological Motives. *SAGE Open*, 11(2). <https://doi.org/10.1177/21582440211015727>
- Istiasih, H., & Fiantika, F. R. (2021). The Online Purchase Intention of Women's Clothes: The Situational Analysis of the COVID-19 Pandemic. *Uijrt.Com*, 03(02), 59–69. <https://uijrt.com/articles/v3/i2/UIJRTV3I20009.pdf>
- Janssen, M., Chang, B. P. I., Hristov, H., Pravst, I., Profeta, A., & Millard, J. (2021). Changes in Food Consumption During the COVID-19 Pandemic: Analysis of Consumer Survey Data From the First Lockdown Period in Denmark, Germany, and Slovenia. *Frontiers in Nutrition*, 8(March), 1–20. <https://doi.org/10.3389/fnut.2021.635859>
- Kanoria, P. (2020). Influence of Electronic Word-of-Mouth (eWOM) on Consumer Decision in Tourism and Hospitality. *Psychology and Education*, 57(9), 4250–4259. www.psychologyandeducation.net
- Kapoor, K. K., & Dwivedi, Y. K. (2020). Sustainable consumption from the consumer's perspective: Antecedents of solar innovation adoption. *Resources, Conservation and Recycling*, 152(May 2019), 104501. <https://doi.org/10.1016/j.resconrec.2019.104501>
- Kartono, R., & Tjahjadi, J. K. (2021). Investigating Factors Affecting Consumers' Intentions to Use Online Food Delivery Services During Coronavirus (COVID-19) Outbreak in Jabodetabek Area. *The Winners*, 22(1), 1–14. <https://doi.org/10.21512/tw.v22i1.6822>
- Karwacka, M., Ciurzyńska, A., Lenart, A., & Janowicz, M. (2020). Sustainable Development in the Agri-Food Sector in Terms of the Carbon Footprint: A Review. *Sustainability (Switzerland)*, 12(16). <https://doi.org/10.3390/su12166463>
- Khibran, M. (2019). An investigation toward purchase intention of halal beef from traditional market: A TPB perspective. *Asian Journal of Islamic Management (AJIM)*, 1(1), 1–12. <https://doi.org/10.20885/ajim.vol1.iss1.art1>
- Kundu, S., & Rajan, C. R. S. (2017). Word of Mouth: A Literature Review. *SSRN Electronic Journal*, June 2018. <https://doi.org/10.2139/ssrn.2973022>
- Latip, M. S. A., Newaz, F. T., Latip, S. N. N. A., May, R. Y. Y., & Rahman, A. E. A. (2021). The Sustainable Purchase Intention in a New Normal of COVID-19: An Empirical Study in Malaysia*. *Journal of Asian Finance*, 8(5), 951–959. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0951>
- Mathew, V. N., Abdullah, A. M. R. binti A., & Ismail, S. N. binti M. (2014). Acceptance on Halal Food among Non-Muslim Consumers. *Procedia - Social and Behavioral Sciences*, 121, 262–271. <https://doi.org/10.1016/j.sbspro.2014.01.1127>
- Mehyar, H., Saeed, M., Al-Ja'afreh, H. B. A., & Al-Adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98(2), 183–193.
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2020). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821–1836. <https://doi.org/10.1108/JIMA-01-2019-0006>
- Mohd Suki, N., & Mohd Suki, N. (2015). Does religion influence consumers' green food consumption? Some insights from Malaysia. *Journal of Consumer Marketing*, 32(7), 551–563. <https://doi.org/10.1108/JCM-02-2014-0877>
- Nafis, M. C. (2019). the Concept of Halal and Thayyib and Its Implementation in Indonesia. *Journal of Halal Product and Research*, 2(1), 1. <https://doi.org/10.20473/jhpr.vol.2-issue.1.1-5>
- Palinggi, R. S., Moedjiono, A. I., Suarayasa, K., Masni, Seweng, A., Amqam, H., Nur, R., & Syam, A. (2021). The effect of balanced counseling strategy family planning against attitude, subjective norm, and intentions on the use of modern contraception behavior in

- the Singgani Public Health Center work area of Palu city. *Gaceta Sanitaria*, 35, S140–S144. <https://doi.org/10.1016/j.gaceta.2021.10.013>
- Purnasari, H., & Yuliando, H. (2015). How Relationship Quality on Customer Commitment Influences Positive e-WOM. *Agriculture and Agricultural Science Procedia*, 3, 149–153. <https://doi.org/10.1016/j.aaspro.2015.01.029>
- Purwanto, A., Haque, M. G., Sunarsih, D., & Asbari, M. (2021). The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers. *Journal of Industrial Engineering & Management Research (JIEMAR)*, 2(3), 42–52. <https://jiemar.org/index.php/jiemar/article/view/144>
- R., Oktaviana Putri, E., & . J. (2018). Intention Toward Halal and Organic Food: Awareness for Natural Content, Religiosity, and Knowledge Context. *KnE Social Sciences*, 3(10), 801–810. <https://doi.org/10.18502/kss.v3i10.3425>
- Rachbini, W., & Rachbini1, W. (2018). *The Relationship of Attitude, Subjective Norm, Perceived Behavioral Control on Halal Food Purchasing Behavior In Jakarta*. 20(2), 1–10. <https://doi.org/10.9790/487X-2002030110>
- Rahadjeng, E. R., & Fiandari, Y. R. (2020). the Effect of Attitude, Subjective Norms and Control of Behavior Towards Intention in Share Investment. *Manajemen Bisnis*, 10(2), 17–25. <https://doi.org/10.22219/jmb.v10i2.13616>
- Ridzuan, A. R. bin, Karim, R. A., Marmaya, N. H., Razak, N. A., Khalid, N. K. N., & Yusof, K. N. M. (2018). Public Awareness towards Healthy Lifestyle. *International Journal of Academic Research in Business and Social Sciences*, 8(10). <https://doi.org/10.6007/ijarbss/v8-i10/4790>
- Sarma, M., Nanere, M., & Trebilcock, P. (2020). Pricing strategies for organic vegetables based on Indonesian consumer willingness to pay. *Management Science Letters*, 10(14), 3253–3264. <https://doi.org/10.5267/j.msl.2020.6.013>
- Setiyaningrum, A., Batu, K. L., & Andriyansah. (2019). What triggers the purchase of green products in Indonesia? *Quality - Access to Success*, 20(172), 136–142.
- Shrestha, N. (2020). Detecting Multicollinearity in Regression Analysis. *American Journal of Applied Mathematics and Statistics*, 8(2), 39–42. <https://doi.org/10.12691/ajams-8-2-1>
- Silva, J., Pinho, J. C., Soares, A., & Sá, E. (2019). Antecedents of online purchase intention and behaviour: Uncovering unobserved heterogeneity. *Journal of Business Economics and Management*, 20(1), 131–148. <https://doi.org/10.3846/jbem.2019.7060>
- Simanjuntak, M. (2022). *Theory of Planned Behavior (TPB) approach: reading intention of food label composition*. July. <https://doi.org/10.14807/ijmp.v>
- Sivrikaya, K. K., & Pekerşen, Y. (2020). The impact of food neophobia and sensation seeking of foreign tourists on the purchase intention of traditional Turkish food. *International Journal of Gastronomy and Food Science*, 21(May). <https://doi.org/10.1016/j.ijgfs.2020.100222>
- Štreimikienė, D., Mikalauskienė, A., Sturienė, U., & Kyriakopoulos, G. L. (2021). The impact of social media on sales promotion in entertainment companies. *E a M: Ekonomie a Management*, 24(2), 189–206. <https://doi.org/10.15240/tul/001/2021-2-012>
- Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1860385>
- Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (2020). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: moderating roles of communication, satisfaction and trust in organic food consumption. *Food Quality and Preference*, 81. <https://doi.org/10.1016/j.foodqual.2019.103838>

- Talwar, M., Talwar, S., Kaur, P., Islam, A. K. M. N., & Dhir, A. (2021). Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory. *Journal of Retailing and Consumer Services*, 63(September), 102396. <https://doi.org/10.1016/j.jretconser.2020.102396>
- Toksoy, N. G. (2020). *The Effect of Consumer Beliefs and Attitudes towards Social Media and Television Advertising on Purchase Intentions: A Comparative Analysis*. 11(21), 164–187.
- Toong, F. W., & Khatibi, A. (2020). *Applying the Theory of Planned Behavior (Tpb) in Green & Halal Chicken Meat Purchasing Behavior*. February, 19–35.
- Wan, C., Shen, G. Q., & Choi, S. (2017). Experiential and instrumental attitudes: Interaction effect of attitude and subjective norm on recycling intention. *Journal of Environmental Psychology*, 50, 69–79. <https://doi.org/10.1016/j.jenvvp.2017.02.006>
- Wulandari, A. . S. A., Rahyuda, I. K., & Yasa, N. N. K. (2015). the Role of Attitude in Mediating Consumer Knowledge Influence Towards the Purchase Intention of Green Product. *Jurnal Dinamika Manajemen*, 6(2), 133–144. <https://doi.org/10.15294/jdm.v6i2.4302>
- Yasin, A. A., & Achmad, G. N. (2021). Influence of Word of Mouth and Product Quality on Purchase Decisions and Repurchasing Interest. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2), 410–419.
- Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68(February), 423–443. <https://doi.org/10.1016/j.tourman.2018.04.006>
- Yuda Bakti, I. G. M., Rakhmawati, T., Sumaedi, S., Widiyanti, T., Yarmen, M., & Astrini, N. J. (2020). Public transport users' WOM: An integration model of the theory of planned behavior, customer satisfaction theory, and personal norm theory. *Transportation Research Procedia*, 48(2018), 3365–3379. <https://doi.org/10.1016/j.trpro.2020.08.117>
- Zahratu, S. ., & Hurriyati, R. (2020). *Electronic Word of Mouth and Purchase Intention on Traveloka*. 117(Gcbme 2018), 33–36. <https://doi.org/10.2991/aebmr.k.200131.008>
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12(December), 1–11. <https://doi.org/10.3389/fpsyg.2021.720151>