

## FACTORS AFFECTING THE YOUNG MUSLIM GENERATION IN PURCHASING IMPORTED PRODUCTS

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### Article Information

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### ABSTRACT

The decision to purchase a product is based on various factors that influence it. This research aims to analyse the factors influencing the decision to buy imported products by Generation Z Muslims in West Nusa Tenggara. This research is quantitative research with an associative approach. Sample collection in the study used non-probability sampling with a purposive sampling approach. This research uses the smart-PLS analysis tool. The results of the research show that the halal label has a negative but insignificant effect on the decision to purchase imported products by Muslim generation Z, brand image has a positive and significant effect on the decision to buy imported products by Muslim generation Z, and religiosity has a positive but insignificant effect on the decision to buy imported products by Muslim generation Z. Meanwhile, the policy implication that can be implemented is that providers of imported products must pay attention to the brand image of these foods which can attract Muslim Generation Z consumers in West Nusa Tenggara.

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## 1. INTRODUCTION

The contribution of the food and beverage industry in Indonesia is relatively high. Based on data from the Central Statistics Agency (BPS), in 2022, the food and beverage industry will contribute 1.23 quadrillion rupiah or 6.32 percent of the total national economy of 19.59 quadrillion ([katadata.co.id](http://katadata.co.id)). According to Market Insight Statistics, 55 percent of the Indonesian population who consume snacks are the millennial generation, and Generation Z. Generation Z is a generation that tends to like new things (Giovandhi & Adelina, 2023; Prakash et al., 2019). Generation Z is born between 1995-2009 (Hodgson, 2018; Lu, 2021; Oliveira & Barros Neto, 2022). Generation Z is

a generation that is familiar with the internet ((Lu, 2021; Oliveira & Barros Neto, 2022) and actively uses social media (Dilshani et al., 2022; Pratikto & Kristanty, 2018; Wübbelt & Tirrel, 2022). So, every new thing that goes viral is quickly acquired by them. Likewise, food and drinks originating abroad (D'Arpizio et al., 2017), especially from Korea and Japan, are very popular with Generation Z.

West Nusa Tenggara (NTB) Province is rapidly developing in the food and beverage industry. This can be seen from the large number of imported and packaged foods circulating and the establishment of several restaurants serving

food and drinks with foreign labels. The circulation of imported food in NTB is inseparable from NTB's status as a world-class tourist destination and at the request of consumers who want and enjoy foreign food without needing to visit that country.

Knowing about consumer decisions to consume imported food and drinks is very important; this aims to determine consumer needs, especially those related to Muslim consumers. They are very selective in consuming imported food and beverages. Factors that influence a Muslim consumer in deciding to buy imported food and drinks include the halal label (Rahmaniar et al., 2017; Usman et al., 2022), lifestyle (Bannor et al., 2022), image brand (Končar et al., 2019; Stone et al., 2021), revenue (Li et al., 2016), and price (Dwiarta & Ardiansyah, 2021; Sukartini et al., 2023; Usman et al., 2022).

The halal label is a logo or brand as a sign of halal guarantee in Arabic or other writing (Musthofa & Burhanudin, 2021; Permadi, 2022; Yalçın, 2017). The Indonesian Ulema Council issues the halal logo after going through a series of checks (Krisharyanto et al., 2019; Ningtyas & Harefa, 2022). The halal label on imported food provides information that Muslims can consume the food. A halal brand makes it easier for Muslims to choose foods that can be consumed (halal) and those that cannot (haram). Research on the influence of halal labels on food purchasing decisions (Anisya et al., 2020; Cahaya & Soimaturrohman, 2021; Fadila et al., 2020; Hidayat, 2023; Maulana et al., 2021; Pujiastuti et al., 2022) states that the halal label has a positive and significant effect on purchasing decisions. Meanwhile, several other studies (Ramadhani, 2021; Wati et al., 2022) state that halal labels negatively and significantly affect buying decisions.

Apart from the halal label, a factor that influences consumer purchasing decisions is the

brand image. Brand image is a representation or image related to the image and is formed from experience and information about the product (Budiyanto, 2019). Brand image is essential in making consumers interested in using a product. If the brand image attached to a product is good, then the outcome will always be sought after by consumers, but if the product has a bad brand image, no matter how good and attractive the product is, consumers will avoid buying it. Several studies state that brand image has a positive and significant influence on consumer purchasing decisions (Adirinekso et al., 2021; Fintahiasari et al., 2022; Istikhomah & Marwati, 2021; Steven et al., 2021; Suleman & Prasetyo, 2022). On the other hand, brand image has a negative and significant influence on purchasing decisions ((Adirinekso et al., 2021; Fitriana et al., 2023; Rahayu et al., 2023; Tupti et al., 2021)

Another factor that influences consumers in making purchasing decisions is religiosity. Religiosity is religious appreciation or belief implemented in everyday life (Cahyani & Syarifah, 2020; Suyono, 2022). Religiosity is essential in protecting Muslims from consuming food which requires them to consume halal food and avoid haram food. Muslim consumers with a high level of religiosity will certainly choose food that is suitable to be eaten (halal) and food that cannot be eaten (haram). Several studies state that religiosity positively and significantly affects purchasing decisions (Esa & Mas'ud, 2021; Usman et al., 2022). Meanwhile, on the other hand, religiosity does not involve buying decisions (Achmad & Fikriyah, 2021; Jauharin Abdullah & Puspita, 2022; Rosyada, 2022; Syah & Olivia, 2022).

Based on the description above, inconsistencies exist between one study and another. This research also focuses on the Muslim Generation Z in West Nusa Tenggara. This research is expected to contribute to science

and to imported food entrepreneurs in providing services to consumers.

## 2. METHODOLOGY

This research is quantitative research with an associative approach. Associative quantitative analysis asks about the relationship between two or more variables (Sugiyono, 2013). The relationship used in this research is causal, a relationship that occurs due to cause and effect, consisting of independent variables that influence the dependent variable (Sugiyono, 2013). The population in this study is the entire Z generation in West Nusa Tenggara, whose numbers are unknown, so the sample used a non-probability sampling method with a purposive sampling approach. The purposive sampling technique is a sampling technique that is based on specific considerations or criteria (Sugiyono, 2017). The sample criteria in the study were (1) born between 1995-2009; (2) a Muslim (Islamic religion); (3) having consumed imported food;

and (4) residing in West Nusa Tenggara. Because the population is unknown, the sample size was determined using the Cochran formula (Sugiyono, 2017) with a sample size of 150 people. The variables in this research are halal labels, brand image, and religiosity as independent variables and purchasing decisions as the dependent variable. Data collection uses questionnaires or questionnaires with a Likert scale. The data analysis technique in this research uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). In this test, three stages are carried out: the Outer Model and Inner Model tests.

## 3. RESULTS AND DISCUSSION

### Respondent's Identity

The identity of the respondents explains the distribution of 150 respondents based on gender, education, domicile, occupation, income, and age. A description of the respondent's identity is presented in Table 1.

**Table 1. Respondents Identity**

Information	Respondent's	
	Total	Percentage
<b>Gender</b>		
Male	49	32,67
Female	101	67,33
<b>Total</b>	<b>150</b>	<b>150</b>
<b>Education</b>		
Senior High School	38	25,33
Bachelor	110	73,33
Masters	2	1,33
<b>Total</b>	<b>150</b>	<b>150</b>
<b>Origin</b>		
Bima Regency	9	6,00
Dompu Regency	1	0,67
West Lombok Regency	12	8,00
Central Lombok Regency	19	12,67
East Lombok Regency	36	24,00
North Lombok Regency	2	1,33
Sumbawa Regency	9	6,00
West Sumbawa Regency	6	4,00
Bima City	3	2,00
Mataram City	53	35,33
<b>Total</b>	<b>150</b>	<b>150</b>

<b>Occupation</b>		
Contract Employees	2	1,33
Permanent Employees	2	1,33
Student	146	97,33
<b>Total</b>	<b>150</b>	<b>150</b>
<b>Income</b>		
More than IDR. 7.500.000.	2	1,33
IDR. 2.500.000. – IDR. 5.000.000	1	0,67
IDR. 1.000.000. – IDR. 2.500.000	14	9,33
Less than IDR. 1.000.000.	133	88,67
<b>Total</b>	<b>150</b>	<b>150</b>
<b>Age</b>		
17 - 19	77	51,33
20 - 22	66	44,00
23 - 25	6	4,00
26 - 28	1	0,67
<b>Total</b>	<b>150</b>	<b>150</b>

Source: *Primary Data (Processed)*

Based on Table 1 above, the age of respondents is dominated by 101 women, or 67.33 percent, and 49 men, or 32.67 percent. Meanwhile, the respondents' education level was dominated by 110 undergraduate students or 77.33 percent; the rest came from SMA/MA and Masters. Apart from that, respondents came from all regions in West Nusa Tenggara, predominantly from Mataram city at 35.33 percent, and at least 0.67 percent from Dompu district. For work, the majority are still students, with 146 people. The respondent's income is more than the IDR. 7,500,000,- for two people, income between IDR. 2,500,000. – IDR. 5,000,000,- per person, income between IDR. 1,000,000. – IDR. Two million five hundred thousand for fourteen people, and income below IDR. 1,000,000- as many as 133 people. Meanwhile, for age, the highest was between 17-19, as much as 51.33 percent, and the lowest was 0.67 percent.

### Descriptive Statistics

Based on the identification of variables explained in this research, the following is a description of the data from each research variable, namely halal label, brand image,

religiosity, and purchasing decisions described in Table 2.

**Table 2. Descriptive Statistics**

<b>Construct</b>	<b>Average</b>	<b>Category</b>
Halal Label	4.58	Strongly Agree
Brand Image	3.60	Agree
Religiosity	4.70	Strongly Agree
Purchase Decision	3.45	Agree

#### Note:

- Interval =  $\frac{\text{High Score} - \text{Lowest Score}}{\text{Total Score}}$   
Interval =  $(5-1)/5 = 0,8$
- Criteria for the average response of respondents:  
 $1,00 < \alpha < 1,79$  : Strongly Disagree;  
 $1,80 < \alpha < 2,59$  : Disagree;  
 $2,60 < \alpha < 3,39$  : Simply Agree;  
 $3,40 < \alpha < 4,19$  : Agree;  
 $4,20 < \alpha < 5,00$ : Strongly Agree

Source: *Primary Data (Processed)*

Based on Table 2 above, respondents strongly agree with the importance of the halal label and religiosity in choosing imported food. Meanwhile, regarding brand image, respondents, on average, agreed on the significance of the brand image of an imported food product.

**Outer Model Test**

The Outer Model test uses three criteria: convergent validity, discriminant validity, and composite reliability. Using measurement model evaluation, the validity and reliability of measurements are linked to specific research constructs. PLS-SEM 3.0 considers nonlinearity when determining the relationship coefficients between related variables. The extent to which indicator values are positively related to the underlying latent variable is known as convergent validity (Hair, Hult, Ringle, and Sarstedt (2017); this value indicates sufficient convergent validity, indicating that the concurrent validity of a single latent variable can cover more than half of the average indicator variation. Sholihin and Ratmono (2013) explained that in some circumstances, the prerequisite for a factor loading of 0.70 is often not achieved, especially for new designs. Therefore, the loading factor between 0.40 to 0.70 still has to be maintained.

Next, indicators with factor loading <0.40 were removed. Indicators with values in the range of 0.40 to 0.70 are deleted if the hand can increase the composite and reliability of the

AVE (Average Variance Extracted). The AVE cutoff value is 0.50, and the composite reliability is 0.50.

In the evaluation of the measurement model, there are invalid indicators (loading factor < 0.4 and below 0.7, which can increase the AVE value) in the halal label (LH) indicator in LH1, LH3, and LH8, brand image (CM) indicator in CM1, and purchasing decision indicators in KP3 and KP6, so these indicators are discarded. Because the outer loading value of each hand corresponds to the concurrent validity value, namely factor loading > 0.4 and AVE value > 0.5, it can be said that all indicators are declared valid.

Composite reliability (CR) of more than 0.7 is acceptable using convergent validity as above and discriminant reality to categorize the

**Tabel 3. Outer Loading Test**

construct as valid overall. The indicators of halal labels, brand image, religiosity, and purchasing decisions already have cross-loading values above 0.7. The following are the results of data processing presented in Table 3:

Latent variable	Loading Faktor	P-Value
<b>Halal Label (Composite Reability = 0,855; AVE = 0,504)</b>		
LB2	0,511	<0,000
LB4	0,581	<0,000
LB5	0,784	<0,000
LB6	0,840	<0,000
LB7	0,859	<0,000
LB9	0,609	<0,000
<b>Brand Image (Composite reability = 0,896; AVE = 0,520)</b>		
CM2	0,704	<0,000
CM3	0,677	<0,000
CM4	0,751	<0,000
CM5	0,716	<0,000
CM6	0,770	<0,000
CM7	0,654	<0,000
CM8	0,741	<0,000
CM9	0,747	<0,000
<b>Religiosity (Composite reability = 0,951; AVE = 0,569)</b>		
R1	0,553	<0,000
R2	0,556	<0,000

R3	0,683	<0,000
R4	0,652	<0,000
R5	0,728	<0,000
R6	0,643	<0,000
R7	0,847	<0,000
R8	0,820	<0,000
R9	0,811	<0,000
R10	0,773	<0,000
R11	0,815	<0,000
R12	0,764	<0,000
R13	0,867	<0,000
R14	0,855	<0,000
R15	0,840	<0,000

**Purchase Decision (Composite Reability = 0,928; AVE = 0,501)**

KP1	0,624	<0,000
KP2	0,665	<0,000
KP4	0,660	<0,000
KP5	0,629	<0,000
KP7	0,717	<0,000
KP8	0,702	<0,000
KP9	0,605	<0,000
KP10	0,729	<0,000
KP11	0,704	<0,000
KP12	0,801	<0,000
KP13	0,800	<0,000
KP14	0,770	<0,000
KP15	0,758	<0,000

Source: *Output SmartPLS (Processed)*

**Discriminant Validity**

Discriminant validity determines how much a concept is measured and differentiates it from other measurements theoretically and differently (Prasetyo & Jannah, 2005). It can be seen by looking at the loading of the latent construct, which will predict the indicator better than other constructs. If the correlation of the construct with the primary measurement (each hand) is greater than the size of the different constructs, then discriminant validity is met. Based on Table 4 below, all constructs or variables meet discriminant reality.

**Table 4: Diskriminant Validity**

<b>Brand Image</b>	<b>Purchase Decision</b>	<b>Halal Label</b>	<b>Religiosity</b>
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Brand Image	0,721			
Purchase Decision	0,678	0,708		
Halal Label	0,308	0,231	0,710	
Religiosity	0,149	0,147	0,605	0,754

Source: *Output SmartPLS (Processed)*

**Inner Model Test**

The Inner Model Test includes the coefficient of determination test (R<sup>2</sup>) and hypothesis testing. In hypothesis testing, parameters are used using p-values to decide whether the hypothesis is accepted or rejected, with a significance level of 0.05. The R<sup>2</sup> test and hypothesis test are presented in Table 5 below

**Table 5. Inner Model Test**

Panel	Coefficient Value	P-Values	Information
Halal Label-> Purchase Decision	-0,007	0,926	Insignificant
Brand Image -> Purchase Decision	0,672	0,000	Significant
Religiosity -> Purchase Decision	0,051	0,567	Insignificant
<b>Adjusted R-square</b>	<b>0,451</b>		

Source: *Output SmartPLS (Processed)*

Based on the table above, the coefficient of determination test uses an adjusted R-squared value of 0.451. This shows that the ability of the independent variables (halal label, brand image, and religiosity) to explain the influence on purchasing decisions is 45.10 percent. In comparison, 54.90 percent is explained by other variables not included in the model.

It was also based on Table 5, the hypothesis, which states that the influence of the halal label on purchasing decisions shows a p-value of 0.926. This value is greater than 0.05 ( $0.926 > 0.05$ ) with a coefficient of -0.007. This indicates that the halal label has a negative but not significant effect on the decision to purchase imported products by the Muslim generation Z. Meanwhile, this hypothesis states that the influence of brand image on buying decisions shows a p-value of 0.000; this value is smaller than 0.05 ( $0.000 < 0.05$ ) with a coefficient value of 0.672. This indicates that brand image positively and significantly influences Muslim Generation Z's decision to purchase imported products.

Meanwhile, the hypothesis, which states that the influence of religiosity on purchasing decisions, shows a p-value of 0.567; this value is greater than 0.05 ( $0.567 > 0.05$ ) with a coefficient value of 0.051. This shows that religiosity has a positive but insignificant effect on Muslim Generation Z's decision to purchase imported products.

## Discussion

### 1. The Influence of the Halal Label on the Decision to Purchase Imported Food by Muslim Generation Z.

Based on the hypothesis test described above, the halal label has a negative but not significant effect on the decision to purchase imported products by the Muslim generation Z. This shows that the Muslim generation Z in West Nusa Tenggara (NTB) already believes that imported food entering Indonesia, Moreover, in NTB, which is known for its high level of religious understanding, every product that enters NTB has been tested for halal, moreover there is a halal label attached to the product. The results of this study are in line with research by Aspan et al. (2017), Ratnawati & Anwar (2022), Rosyada (2022), and Sa'diah et al. (2022) who state that the halal label does not affect purchasing decisions.

### 2. The Influence of Brand Image on the Decision to Purchase Imported Food by Muslim Generation Z.

Based on the inner model test description, brand image has a positive and significant effect on the decision to purchase imported products by the Muslim generation Z. This shows that the brand image of a product is very important before entering the international market. The existence of products originating from abroad, especially from Japan and Korea, is very popular with Generation Z. On average, they like products from these two countries, so this generation widely purchases them. Muslim Z. The results of this research are in line with the analysis of Asnawati et al. (2022), Bosnjak & Rudolph (2008), Fakhira et al. (2022), and Steven et al. (2021), which states that brand image has a positive and significant effect on purchasing decisions.

### 3. The Influence of Religiosity on the Decision to Purchase Imported Food by Muslim Generation Z.

Based on the hypothesis test above, religiosity has a positive but insignificant effect on the decision to purchase imported products by the Muslim generation Z. This indicates that the Muslim generation Z in West Nusa Tenggara

already believes in the halal level of imported products. They think that all products circulating and sold freely are guaranteed to be halal so that there is no doubt in the Muslim generation Z to consume them. The research results which state that religiosity has a positive but not significant effect on purchasing decisions are in line with research results from Achmad & Fikriyah (2021), Jauharin Abdillah & Puspita (2022), Rosyada (2022), and Sa'diah et al. (2022).

#### 4. CONCLUSION

Based on the discussion above, it can be concluded that the halal label has a negative but not significant effect on the decision to purchase imported products by the Muslim generation Z; the brand image has a positive and significant effect on the decision to buy imported products by the Muslim generation Z, and religiosity has a positive but not significant effect on the decision. Purchase of imported products by Muslim Generation Z. Meanwhile, the policy implication that can be implemented is that providers of imported products must pay attention to the brand image of these foods, which can attract Muslim Generation Z consumers in West Nusa Tenggara.

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