

The effect of attitude, subjective normal and behavioral control on the intention to purchase intentions of processed noodles managed by non-muslim chinese ethnics in the city of Lhokseumawe

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Abstract

This study examined and analyzed the influence of attitudes, subjective norms, and behavioral control on the intention to purchase processed noodle foods managed by non-Muslim Chinese ethnicities in Lhokseumawe City. The research sample was 100 respondents who were consumers of Kak Acuh/Lisa Restaurant, Budi Resto & Caffe, Mamamia, and Kota Intan. The dependent variable used was purchase intention, and the independent variables were Attitude, Subjective Norm, and Behavioral Control. This study used multiple linear regression analysis tools. Hypothesis testing using the f-test found that Attitude, Subjective Norm, and Behavioral Control significantly influence Purchase Intention. Meanwhile, the t-test partially stated that Attitude, Subjective Norm, and Behavioral Control positively and significantly Purchase Intention.

Keywords: purchase intention; attitude; subjective norm; behavioral control

Introduction

The food business is one of the businesses that is currently growing rapidly and has considerable potential for growth. There have been many business actors who have made a profit from this culinary business. Food is a primary need that supports human physical activity. Food can help humans get energy, help the growth of the body and brain. Without food, humans will find it difficult to carry out their daily activities. We can find various types of food in the market, from sweet foods to sour foods, all packaged and presented in attractive forms. It is undeniable that the presentation and appearance of a food plays an important role in the marketing of a food product, both ready-to-eat food and packaged food. So that some say humans eat with the eyes not with the mouth. Islamic teachings cover all aspects of life, including the issue of eating. Therefore, for Muslims, food is not only related to the fulfillment of physical needs, it is also related to spirituality, faith and worship as well as self-identity, even behavior. As a Muslim we are required to eat halal food, starting from the ingredients as well as the cooking process. The number of adherents of Islam also continues to grow along with the increasing population and technological advances which also contribute to the development of Islam distribute news and information about Muslims to people who still embrace other religions.

Table 1. Indonesian Resident

Information	Amount	Presentation
Indonesian people	237,641,326	100%
Indonesian Muslim population	207.176.162	87.18%

Based on table 1 Indonesia is a country with a large Muslim majority population. The number of adherents of Islam in Indonesia is around 207 million of the total population of Indonesia (bps.go.id, 2010). As the fact that the majority of Indonesia's population is Muslim, the religion of Islam is very influential on the developing culture. The initial formation of culture in the community, one of which comes from religious guidance. Including the pattern of consumerization among the people of Indonesia is strongly influenced by Islam. Nevertheless, the existence of non-Muslim residents in Indonesia is still recognized. Marked by the emergence of tolerance between religious communities. Aceh is one of the provinces in Indonesia where the majority of the people are Muslims, of course the food sold in the Aceh area must also meet the things allowed by the government. Islam. However, there are still many restaurants in Aceh that are not labeled as halal, especially those whose owners are non-Muslims. This happened in one of the big cities in Aceh, namely Lhokseumawe City, Lhokseumawe itself is one of the big cities in Aceh with a population of 171,163 consisting of various religions, the majority of which are followers of Islam (bps.go.id, 2010).

Table 2. Residents of Lhokseumawe City

Information	Amount	Percentage
Lhokseumawe residents	171.163	100%
LhokseumaweMuslim population	169,631	99.10%

Source: BPS, 2010 population census

Although the majority of the population in Lhokseumawe City is Muslim not all food vendors in Lhokseumawe are Muslims. And it's a shame that the place is not yet labeled as halal, but the people of Lhokseumawe City still buy food at the restaurant. What's more, what are often found are places to eat that are processed by non-Muslim religious entrepreneurs. The large number of Muslims does not automatically have the awareness to consume foods made by Muslims , especially noodles. Values and practice of religious teachings, to a certain extent, are built through individual learning and socialization in life, namely through formal and informal education. The experience of religious education is also able to determine the level of consumer awareness to side with halal products. Analyzing consumer behavior towards halal products and formulating the right market strategy for entrepreneurs is important. (www.majalahgontor.net). Luthfi Sagusta Putra, Ridwan Nurdin. Application of Theory of Planned Behavior in Purchasing Halal Food in the Community in Banda Aceh City (2007). Simultaneous testing (F-Test) of Attitude, Subjective Norm, and Perceived Behavioral Control variables have a significant effect on the Purchase Intention of Halal Food. Partial testing (T-test) in this study showed that all independent variables had a positive and significant effect on the dependent variable. Based on the coefficient of determination obtained, it can be explained that the Attitude, Subjective Norm, and Perceived Behavioral Control variables contribute to the proportion of the Halal Food Purchase Intention variable of 66.8%. While the rest, which is 33.2%, is explained by other factors outside the variables used as indicators in the research variables.

Dwinta Andryani, Kurniawati. The Influence of Attitude, Subjective Norm, Perceived Behavioral Control of Non-Muslim Customers on Intention to Purchase (2015) Based on the results of the study, it can be concluded that there is a positive influence of attitude on the desire to buy, this shows that the positive attitude generated by the customer becomes a positive factor in the desire to buy. non-Muslim customers to buy a halal food product. There is a positive effect of subjective norm on the desire to buy, this shows that positive thinking about halal food products produced by customers becomes a positive factor on the desire of non-Muslim customers to buy. There is a positive effect of perceived behavioral control on the desire to buy this shows the positive impact generated by halal food on customers is a positive factor on the desire of non-Muslim customers to buy. Yuli Setiawan, Retno Setyorini the influence of attitudes, subjective norms and *perceived behavior control (PBC)* on the intention to buy food products labeled halal in the Cipeujeuh village community, Bandung district (2015) the conclusion that can be drawn from this study is that there is a significant overall effect of attitude, subjective norms and *perceived behavioral control (PBC)* on the intention to buy food products labeled halal in the people of Cipeujeuh

Village, Bandung Regency. Muslim consumer behavior in food consumption is very varied. Although religion is recognized as the main guide and controller in one's behavior, including food consumption behavior, many other factors also influence it. There are still few studies on the behavior of Muslim consumers in Indonesia towards halal food. so that knowledge about halal food is needed to be a reference for the development of halal product businesses. (Jusmaliani, 2010). The attitude of consumers to tend to choose to eat at non- Muslim places is certainly one of the interesting aspects that is happening at this time, given that existing norms and behavioral control also influence a person's purchase intention. By looking at the phenomenon mentioned above, the author is interested in discussing it comprehensively in the form of a thesis and is interested in taking the title "**The Influence of Attitudes, Subjective Norms, and Behavioral Controls on Intentions to Buy Non-Muslim Food in Lhokseumawe City**".

Literature Review

Theoretical basis

Attitude

Soekidjo Notoadmojo, (2007) Attitude is a reaction or response of someone who is still closed to a stimulus or object. Sumarwan (2003:136) states that attitude is an expression of consumer feelings about an object whether it is liked or not, and attitudes can also describe consumer confidence in various attributes and benefits of the object. Attitude (*attitude*) of consumers is the most important factor that will influence consumer decisions, the concept of attitude is closely related to the concept of belief (*belief*) and behavior (*behavior*). Mowen and Minor (2001) the right definition in describing attitudes is as stated by LL Thurstone who defines attitude as an affection or feeling for or towards a stimulus. The use of the word attitude to refer to a general affective or evaluative reaction is common among researchers of consumer behavior today. Attitude stems from feelings of liking or disliking associated with a person's tendency to respond to something or an object. Attitude is also an expression of the values or view of life that is owned by a person. An attitude can be formed so that the desired behavior or action occurs, Soekidjo Notoatmodjo (2007) explains that the attitude has 3 main components, namely:

1. Beliefs (beliefs), ideas, and concepts towards an object.
2. Emotional life or evaluation of an object.
3. Tendency to act (tend to behave)

The following are indicators of attitude:

- a) Receiving (receiving) Receiving can also be interpreted that a person or subject wants and pays attention to the given stimulus (object).
- b) Responding: Responding is defined as giving an answer or response to a statement or object at hand.
- c) Appreciating (valuing) Appreciating is defined as the subject or person giving a positive value to the object or stimulus. In the sense of discussing it with others and even inviting or influencing others to respond.
- d) Responsible (responsible) The highest attitude of action is to be responsible for what he has believed. This is the last stage of attitude.

Subjective Norms

Taylor and Todd, (2010) Subjective norm is a person's perception or view of the beliefs of others that will affect the intention to perform or not to perform the behavior under consideration. Subjective norms are individual beliefs about the expectations of people around them who are influential, both individuals and groups to perform or not to perform a certain behavior. To understand a person's intentions, it is also necessary to measure the subjective norms that influence his intention to act. Subjective norms are assessing consumers' feelings about how relevant other people who are their role models, such as family, classmates, will approve or disapprove of certain actions they will take (Suprapti, 2010). Ajzen (2008) subjective norm is the extent to which a person has the motivation to follow people's views of the behavior he will do (*normative belief*). If the individual feels it is his personal right to determine what he will do, it is not

determined by others around him, then he will ignore people's views about the behavior he will do.

Subjective Norm Indicators

Taylor and Todd, (2010) state that subjective norms can be measured by the following indicators:

- a. People's suggestions
- b. Suggestion for next of kin
- c. Friend's suggestion

Behavior Control

Huque and Shariff, (2014) Behavioral control is the ease with which a person can do something or get the desired object. Sumarwan (2011) consumer behavior control is the activity of individuals who are directly involved in obtaining or using goods and services, including the decision-making process in the preparation and determination of activities. Kotler (2008) states that intention is related to the control of consumer behavior, in this case it is necessary to pay attention to the marketing concept where the key to realizing organizational goals lies in the organization's ability to create, deliver and communicate customer value to its *target* market more effectively than competitors.

Behavior Control Indicators

In this study the behavioral control measurement dimensions were measured by the following indicators (Huque and Shariff, 2014):

- a. Access resources

In this case the context of resources can be in the form of money, technology, time, and so on that makes a consumer decide to make a purchase.

- b. Opportunity

Opportunity is the self-confidence generated in a consumer that he is able and has the opportunity to make a purchase.

Purchase Intention

According to Sciffman and Kanuk (2007), buying interest is a model of a person's attitude towards the object of goods that is very suitable in measuring attitudes towards certain groups of products, services, or brands. Intention is when a customer gets a positive response to past actions, from which there will be reinforcement, having positive thoughts on what he received allows individuals to make a purchase (Sutisna, 2008). Peter and Olson (2005) state that customers make purchases because of an impulse and buying behavior that can foster a loyalty to what they feel is appropriate for them. So it can be concluded that purchase intention is a tendency to make a purchase, after obtaining a positive response to past actions.

Research Methods

Population and Sample

Population is the totality of all objects or individuals that have certain, clear and complete characteristics to be studied (Iqbal, 2001). The population in this study are Muslim consumers who are eating or making purchases at Lisa/Kak Acuh's restaurants, Budi Resto & Caffé, Mamamia and Kota Intan. The sample is part of the population that is taken in certain ways that also represent certain, clear, complete characteristics that are considered representative of the population (Iqbal 2001). The sampling technique used in this study is *accidental sampling*, because the sampling of members of the population is done by selecting anyone who happens to be in the location of this study.

Data collection technique

Data collection is the most important stage in determining the success of the research. Data collection in this study was carried out using:

Observation

Observation is the process of collecting data by making direct observations on the object of research. This is done to support the results of the questionnaire. Observations were made through direct field visits by looking at the research location directly.

Interview

Sugiyono (2018), interviews are used as a data collection technique if you want to conduct a preliminary study to find problems that must be researched. Researchers conducted interviews to obtain information directly from shop owners, in order to complete the data needed in this study.

Questionnaire

Sugiyono (2018) a questionnaire is a data collection technique that is carried out by giving a set of written questions to respondents to answer. The researcher gave a set of written questions, which were distributed directly by the researcher to the respondents who had eaten at Lisa's, Warung Bu Budi and Mamamia's restaurants, which were in the Lhokseumawe City area, then the respondents were asked to fill out a questionnaire on the answer sheet provided, then the answer sheet was given. the questionnaires were collected again for further tabulation using the SPSS software program, the length of time used by respondents in returning the questionnaires varied.

Data Analysis Results

Multiple Regression Analysis

Table 3 . Multiple Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,883	1.447		1991	.049
Attitude	.603	.116	.435	5.196	.000
Subjective Norms	.307	.088	.286	3,481	.001
Behavior control	.459	.155	.217	2,959	.004

R = 0.768

R Square = 0.589

Adjusted R Square = 0.577

F = 45.939

Sig. F = 0.000

Primary data source, processed 2021.

Based on the results of the analysis of the regression model in table 1, a systematic equation can be drawn up as follows:

Coefficient of Determination Test Results

The coefficient of determination (R^2) is the coefficient used to explain the effect of the independent variables on the dependent variable. The coefficient of determination (R^2) is expressed as a percentage, the value R^2 ranges from $0 < R^2 < 1$. Based on table 9 it can be seen that the value of R^2 is 0.589 or 58.9% This means that transaction security, attitudes, subjective norms and control of shopping behavior explain the purchase intention of 58.9%, the rest is influenced by factors that are not examined by 41.1 %

Correlation Coefficient Test Results

The correlation coefficient (R) is a number that can be used as an indication to find out how big the correlation is between the independent variable (X) and the dependent variable (Y). Based on table 9, it can be seen that the value of R is 0.768 or 76, 8%, this means that the relationship between variable X and variable Y in this study has a strong influence.

DISCUSSION

Influence of Attitude on Purchase Intention

Based on the results of hypothesis testing in this study, it was found that attitude had a significant effect on purchase intention. The results of this study are also the same as the results of research by Muhammad Rizqi Arfadli (2018) which states that attitude has a significant effect on purchase intentions on smartphone products.

The Influence of Subjective Norms on Purchase Intention

Based on the results of hypothesis testing in in this study found that subjective norms have a significant effect on intention buy. The results of this study are also the same as Trisdayana Aryadhe, Alit Suryani, and Ida Bagus Sudiksa (2018) which state that subjective norms have a significant effect on intention to buy Honda Scoopy motorcycles in Denpasar City.

The Effect of Behavioral Control on Purchase Intention

Based on the results of hypothesis testing in in this study found that behavioral control had a significant effect on intention The results of this study are the same as the research conducted by Ekawati Labibah Handayani Rois (2018) which states that behavioral control has a positive effect on the purchase intention of halal-labelled snack products in Muslim students of the Faculty of Economics, UNY.

Conclusion

1. Attitude has a positive and significant effect on purchase intention noodle-processed food managed by ethnic Chinese non- Muslims in the city of Lhokseumawe.
2. Subjective norms have a positive and significant effect on the intention to buy processed noodle foods managed by non- Muslim Chinese ethnic groups in the city of Lhokseumawe.
3. Behavioral control has a positive and significant effect on the intention to buy processed noodle foods managed by non- Muslim Chinese ethnic groups in the city of Lhokseumawe.

Suggestion

After the research has been conducted, some suggestions can be put forward as follows:

1. Behavioral control is the variable that has the lowest value among other variables based on the t-test, this proves that not everyone feels facilitated by the activity of buying processed noodle foods managed by non-Muslim ethnic groups, so it is hoped that in the future the restaurant can provide more convenience for consumers, such as adding a list of locations in google maps, reducing food prices, and also increasing operating hours.
- 2 In the attitude variable, there is an indicator responding to the question I like eating here because it tastes different from the others and has the lowest average value among other indicators, this indicates that the place to eat serves a taste that is not much different from other restaurants, so it is hoped that sellers can look back on market interest related to the taste of food, such as providing new menus related to processed noodle foods which will only be available at the restaurant, which later becomes the hallmark of their restaurant.
3. In the Subjective Norm variable, there is an indicator of close family suggestions with the question I feel my closest family recommends eating noodles here, this indicator is an indicator that has the lowest average value among the indicators contained in the subjective norm, this indicates that the family is less influential towards purchases, so it is advisable for sellers to provide more services for families, such as providing special family food packages, or special services for those who bring their families.
4. In behavioral control variables, the resource access indicator with the question I feel I have the resources to buy food here is an indicator that has the lowest average value among other indicators, so it is hoped that sellers can better see the consumer market, such as making price reductions/adjustments food in accordance with the existing market, increase operational time, and provide a location on google map so that consumers can feel more facilitated.

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