



SEKOLAH TINGGI ILMU EKONOMI IPWI JAKARTA

TERAKREDITASI INSTITUSI "B" BAN PT NO.4052/SK/BAN-PT/AKRED/PT/X/2017

PROGRAM S1 (MANAJEMEN)

PROGRAM S2 (MAGISTER MANAJEMEN)

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KONTRAK KOMPETISI PENELITIAN DOSEN STIE IPWIJA TAHUN 2021 Nomor : 069 /KS-IPWIJA/III/2021

Pada hari ini Senin tanggal Delapan Maret Tahun Dua Ribu Dua Puluh Satu, kami yang bertandatangan di bawah ini :

1. **Dr. Suyanto, SE., MM., M.Ak., Ak., CA** : Selaku Ketua Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta (STIE IPWIJA) dalam hal ini bertindak untuk dan atas nama STIE IPWIJA, selanjutnya disebut sebagai **PIHAK PERTAMA**.
2. **Dr. Slamet Ahmadi, M.M.** : Dosen Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta, dalam hal ini bertindak sebagai pengusul dan Pelaksana kompetisi Penelitian Dosen Internal STIE IPWIJA untuk selanjutnya disebut **PIHAK KEDUA**.

PIHAK PERTAMA dan **PIHAK KEDUA**, secara bersama-sama sepakat mengikatkan diri dalam suatu Kontrak Kompetisi Penelitian Dosen STIE IPWIJA Tahun Anggaran 2021 dengan ketentuan dan syarat-syarat sebagai berikut:

Pasal 1

Ruang Lingkup Kontrak

PIHAK PERTAMA memberi pekerjaan kepada **PIHAK KEDUA** dan **PIHAK KEDUA** menerima pekerjaan tersebut dari **PIHAK PERTAMA**, untuk melaksanakan dan menyelesaikan Kontrak Kompetisi Penelitian Dosen internal STIE IPWIJA Tahun Anggaran 2020 dengan judul **Dampak Komitmen Religiusitas Sebagai Variabel Moderasi Pengaruh Logo Halal Terhadap Kesiediaan Membayar Makanan**

Pasal 2

Dana Penelitian

- (1) Besarnya dana untuk melaksanakan penelitian dengan judul sebagaimana dimaksud pada Pasal 1 adalah sebesar **Rp. 40.000.000,- (Empat Puluh Juta Rupiah)**.
- (2) Dana Penelitian sebagaimana dimaksud pada ayat (1) dibebankan pada Yayasan IPWIJA.



Pasal 3

Tata Cara Pembayaran Dana Penelitian

PIHAK PERTAMA akan membayarkan Dana Penelitian kepada **PIHAK KEDUA** secara bertahap dengan ketentuan sebagai berikut:

- a. Pembayaran Tahap Pertama sebesar 50% dari total dana penelitian yaitu sebesar **Rp. 20.000.000,- (Dua Puluh Juta Rupiah)**, yang akan dibayarkan oleh **PIHAK PERTAMA** kepada **PIHAK KEDUA** setelah **PIHAK KEDUA** telah melengkapi proposal penelitian yang memuat judul penelitian, pendekatan dan metode penelitian yang digunakan, dan tujuan penelitian berupa luaran yang akan dicapai.
- b. Pembayaran Tahap Kedua sebesar **Rp. 20.000.000,- (Dua Puluh Juta Rupiah)**, dibayarkan oleh **PIHAK PERTAMA** kepada **PIHAK KEDUA** setelah **PIHAK KEDUA** membuat laporan akhir dan submit pada Jurnal Internasional Bereputasi.

Pasal 4.

Jangka Waktu

Jangka waktu pelaksanaan penelitian sebagaimana dimaksud dalam Pasal 1 sampai selesai 100%, adalah terhitung sejak **8 Maret 2021** dan berakhir pada **31 Desember 2021**

Pasal 5

Target Luaran

- (1) **PIHAK KEDUA** berkewajiban untuk mencapai target luaran wajib penelitian berupa artikel yang terbit di Jurnal Internasional Bereputasi
- (2) **PIHAK KEDUA** berkewajiban untuk melaporkan perkembangan pencapaian target luaran sebagaimana dimaksud pada ayat (1) kepada **PIHAK PERTAMA**.

Pasal 6

Hak dan Kewajiban Para Pihak

(1) Hak dan Kewajiban **PIHAK PERTAMA**:

- a. **PIHAK PERTAMA** berhak untuk mendapatkan dari **PIHAK KEDUA** luaran penelitian sebagaimana dimaksud dalam Pasal 5.
- b. **PIHAK PERTAMA** berkewajiban untuk memberikan dana penelitian kepada **PIHAK KEDUA** dengan jumlah sebagaimana dimaksud dalam Pasal 2 ayat (1) dan dengan tata cara pembayaran sebagaimana dimaksud dalam Pasal 3.

(2) Hak dan Kewajiban **PIHAK KEDUA**:

- a. **PIHAK KEDUA** berhak menerima dana penelitian dari **PIHAK PERTAMA** dengan jumlah sebagaimana dimaksud dalam Pasal 3
- b. **PIHAK KEDUA** berkewajiban menyerahkan kepada **PIHAK PERTAMA** luaran Kompetisi Penelitian Internal Dosen STIE IPWIJA dengan judul **Dampak Komitmen Religiusitas Sebagai Variabel Moderasi Pengaruh Logo Halal Terhadap Kesiediaan Membayar Makanan**



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Pasal 7

Laporan Pelaksanaan Penelitian

- c. **PIHAK KEDUA** berkewajiban untuk menyampaikan kepada **PIHAK PERTAMA** berupa laporan hasil penelitian.

Jakarta, 8 Maret 2021



PIHAK PERTAMA

Dr. Suyanto, SE., MM., M.Ak., Ak., CA
NIDN. 0320016601



PIHAK KEDUA

Dr. Slamet Ahmadi, M.M.
NIDN. 0323096501



Mengetahui,
Ketua Yayasan,

Dr. Sri Lestari Prasilowati, M.A

**LAPORAN KOMPETISI PENELITIAN
DOSEN STIE IPWIJA**

**Dampak Komitmen Religiusitas Sebagai Variabel Moderasi Pengaruh Logo Halal
Terhadap Kesiediaan Membayar Makanan**



**Peneliti:
Dr. Slamet Ahmadi, MM
Atika Nur Aini, SE**

**SEKOLAH TINGGI ILMU EKONOMI IPWI JAKARTA
JAKARTA
2021**

LAPORAN
KOMPETISI PENELITIAN DOSEN STIE IPWIJA

- 1. Judul Penelitian** : Dampak Komitmen Religiusitas Sebagai Variabel Moderasi Pengaruh Logo Halal Terhadap Kesiediaan Membayar Makanan
- 2. Peneliti:**
- a. Peneliti 1:
- Nama Lengkap : Dr. Slamet Ahmadi, MM
Status : Dosen Tetap
Jabatan Fungsional : Lektor Kepala
NIDN : 0323096501
Univ./Inst/Akademi/Sekolah : STIE IPWIJA
Bidang Ilmu yang diteliti : Manajemen
- b. Peneliti 2:
- Nama Lengkap : Atika Nur Aini, SE.
Status : Mahasiswa
Bidang Ilmu yang diteliti : Manajemen
2. Jumlah Tim Penelitian : 2 orang
3. Lokasi Penelitian : Jakarta
4. Jangka waktu Penelitian : Maret 2021 -Desember 2021
5. Biaya : Institusi
6. Besaran : Rp 40.000.000

Jakarta, 31 Desember 2021



Ir. Besar Agung Martono. MM., DBA

Ketua Tim Peneliti.



Dr. Slamet Ahmadi.,MM



Dr. Sri Lestari Prasilowati, M.A.

Dampak Komitmen Religiusitas Sebagai Variabel Moderasi Pengaruh Logo Halal Terhadap Kesiediaan Membayar Makanan

Abstrak

Indonesia adalah negara yang memiliki potensi pasar besar dalam industri makanan halal, sehingga menarik negara lain untuk masuk mengembangkan bisnis di Indonesia, termasuk makanan ringan asal Taiwan, khususnya Shihlin Taiwan Street Snacks. Perkembangan Shihlin di Indonesia merupakan hal yang perlu disoroti konsumen, karena berkaitan dengan isu tidak halal di beberapa titik kritis, seperti rantai pasokan, mulai dari pengadaan bahan baku (termasuk proses pemotongan hewan), penyimpanan, hingga pendistribusian. Tujuan penelitian ini untuk menguji dan menganalisis pengaruh halal logo, food quality, price consciousness yang dimoderasi oleh religious commitment. Penelitian ini menggunakan sumber data sekunder dan data primer untuk memperoleh informasi berdasarkan pertanyaan terstruktur (structure question). Sedangkan data primer, metode pengumpulan datanya adalah survei dengan penyebaran kuesioner secara online melalui media google form, dalam pengambilan data primer. Penelitian ini menggunakan aplikasi Warp-PLS 7.0. Hasil penelitian pengaruh langsung terhadap willingness to pay diterima, selanjutnya peran religious commitment sebagai variabel moderasi pada hipotesis kelima ditolak, hipotesis keenam diterima dan hipotesis ketujuh ditolak. Hal ini dapat dijelaskan jika peran religious commitment hanya mampu membuktikan jika dapat memperkuat hubungan pengaruh food quality terhadap willingness to pay.

Keyword: Halal food, religious commitment, willingness to pay

Pendahuluan

Halal berasal dari bahasa arab yang diartikan boleh atau diizinkan (Ahmed, 2018) konsep tersebut dituangkan dalam Al-Quran yang digunakan untuk menggambarkan objek maupun tindakan. Sebaliknya, haram merupakan segala sesuatu yang dilarang atau melanggar hukum karena bertentangan dengan kehendak Allah. Produk halal sendiri tersebar di beberapa industri, diantaranya adalah industri fahion, kosmetik, perawatan kesehatan serta makanan. Namun, sensitifitas halal akan cenderung meningkat apabila menyangkut hal-hal yang berkaitan dengan makanan. Umat Islam telah diperintahkan oleh Allah untuk hanya mengkonsumsi makanan yang diklasifikasikan halal. Dasar perintah ini tertuang dalam Al-Quran yang berbunyi “Hai sekalian manusia, makanlah yang halal lagi baik (thoyyib) dari apa yang terdapat di bumi, dan janganlah kamu mengikuti langkah-langkah syaitan karena sesungguhnya syaitan merupakan musuh yang nyata bagimu” (Quran 2:168) dan “Hai orang-orang yang beriman, makanlah di antara makanan yang baik-baik yang Kami berikan kepadamu, dan bersyukurlah kepada Allah, jika kamu benar-benar hanya menyembah kepada-Nya” (Qur’an, 2:172). Berdasarkan ayat-ayat tersebut maka dapat dikatakan bahwa Muslim bukan hanya diwajibkan untuk mengkonsumsi makanan halal, namun juga thoyyib. Saat ini, konsep halal bukan hanya kewajiban atau tuntutan namun, telah berkembang menjadi way of life bagi konsumen Muslim (Kamaruddin et al., 2012) Berdasarkan data State of the Global Islamic Economy Report 2019/2020, investasi global pada ekonomi Islam

pada tahun 2018/2019 telah mencapai \$1.2 miliar atau mengalami pertumbuhan sebesar 399% dengan persentase investasi terbesar pada industri makanan halal.

Melihat fenomena global yang terjadi, pasar makanan dan minuman halal menjadi peluang baik bagi unit bisnis maupun pemerintah. Bagi unit bisnis, pada umumnya dapat menghasilkan pendapatan lebih dari \$1 miliar pertahun melalui perdagangan makanan halal (Zailani & Kanapathy, 2016). Sedangkan bagi pemerintah, seperti halnya Organization of the Islamic Cooperation (OIC) yang merupakan organisasi kerja sama Islam dengan 58 negara anggota termasuk Indonesia, berhasil meningkatkan gross domestic product (GDP) sebesar 1% pada tahun 2018 melalui perdagangan produk halal (Zailani & Kanapathy, 2016). Adapun peluang ini tidak hanya dimanfaatkan oleh negara-negara Muslim, tetapi juga negara-negara non Muslim. Produsen makanan dan minuman dari negara non Muslim telah menunjukkan perhatian dan minat partisipasinya dalam menyikapi gaya hidup dan konsumsi Islam di Indonesia merupakan negara yang memiliki jumlah penduduk Muslim terbesar di dunia dengan persentase 87.18% dari 232.5 juta jiwa total penduduk (Zailani & Kanapathy, 2016). Di samping itu, Indonesia merupakan konsumen halal terbesar dengan total pengeluaran mencapai \$173 miliar. Hal tersebut mengindikasikan bahwa Indonesia adalah negara yang memiliki potensi pasar besar dalam hal industri halal, sehingga menarik bisnis luar negeri untuk turut mengembangkan bisnisnya di Indonesia, termasuk bisnis yang berasal dari negara Taiwan.

Salah satu perusahaan asal Taiwan yang melakukan penetrasi ke pasar Indonesia adalah Shihlin Taiwan Street Snacks. Shihlin masuk ke Indonesia dengan strategi lisensi oleh PT Jaya Wira Jerindo melalui franchise dari Singapura pada tahun 2008. Shihlin mengalami perkembangan setiap tahunnya, hal ini dapat dilihat dari total cabang yang dimiliki. Hingga Januari 2020, total cabang Shihlin telah mencapai 135 yang tersebar di beberapa pulau di Indonesia antara lain, di pulau Jawa, Bali, Sumatra, dan Kalimantan. Perkembangan Shihlin di Indonesia terus meningkat seiring dengan peningkatan konsumsi dan kegemaran masyarakat Indonesia terhadap makanan berbasis daging ayam (Badan Pusat Statistik, 2018).

Rumusan masalah penelitian ini melihat bagaimana perkembangan Shihlin asal Taiwan merupakan hal yang perlu disoroti oleh konsumen Indonesia, mengingat mayoritas penduduk Indonesia memeluk agama Islam. Hal ini dilatarbelakangi oleh isu tidak halal dalam beberapa titik kritis rantai pasokan produk, mulai dari pengadaan bahan baku termasuk proses pemotongan hewan, penyimpanan, hingga pendistribusian. Untuk dapat dikonsumsi oleh Muslim, Shihlin harus memperhatikan rantai pasokan halal dengan tujuan memperluas integrasi halal sesuai dengan hukum Syariah (Aini & Safira, 2021). dan apabila hal tersebut tidak dilakukan, maka makanan dapat terkontaminasi dan dikategorikan sebagai makanan non halal yang dilarang untuk dikonsumsi. Sedangkan tujuan dari penelitian ini menguji dan menganalisis pengaruh halal logo, *food quality concerned dan price consciousness* terhadap *willingness to pay* yang dimoderasi oleh *religion commitment*.

Kajian Pustaka

Kesediaan Membayar Makanan

Willingness to pay atau kesediaan membayar adalah harga maksimum yang rela konsumen bayarkan untuk membeli suatu barang atau jasa tertentu (Gao, 2014). Selain berkaitan dengan preferensi dan tingkat kesediaan dalam proses penilaian harga, willingness to pay juga berkaitan dengan variabel lain yang dapat mempengaruhi pengambilan keputusan seseorang antara lain, tingkat kepuasan konsumen, kesetiaan, dan budaya (Wu et al., 2015). Menurut (Kimenju et al., 2005) dengan memahami variabel atau faktor-faktor willingness to pay tersebut, maka produsen dapat mengoptimalkan volume dan margin penjualan dengan penyesuaian harga yang tepat. Singkatnya, mengetahui serta memahami faktor-faktor yang mempengaruhi willingness to pay merupakan peluang bagi produsen dan pemasar untuk meningkatkan intensi pembelian dan meningkatkan kualitas.

Logo Halal

Aturan terkait makanan halal merupakan hal penting yang harus diperhatikan oleh konsumen Muslim. Namun, berbagai jenis dan variasi makanan dan produk yang ditawarkan di pasar cenderung membuat konsumen tidak memahami hukum kehalalannya. Menurut Kamaruddin et al. (2012) cara termudah bagi konsumen Muslim untuk memastikan bahwa makanan dikategorikan halal adalah dengan memperhatikan sertifikasi dan halal logo yang tertera pada produk. Halal logo adalah bentuk informasi dan jaminan yang menjelaskan bahwa bahan-bahan yang terkandung pada produk hingga proses produksi telah sesuai dengan ketentuan hukum Islam (Moghavvemi, 2018). Oleh karena itu, penerbitan halal logo melalui proses sertifikasi bertujuan agar konsumen dapat memastikan dan membeli produk makanan yang tepat. Di samping itu, penelitian (Mccluskey & Loureiro, 2003) menemukan bahwa halal logo memiliki pengaruh positif terhadap willingness to pay konsumen Muslim terhadap makanan bersertifikat halal di Malaysia. Berdasarkan Undang-Undang Nomor 33 Tahun 2014, otoritas yang mengatur proses sertifikasi dan penerbitan halal logo di Indonesia bukan lagi Majelis Ulama Indonesia (MUI) melainkan Badan Penyelenggara Jaminan Produk Halal (BPJPH) di bawah koordinasi Kementerian Agama Republik Indonesia. Sehingga, Badan Penyelenggara Jaminan Produk Halal (BPJPH) memiliki tugas dan kewenangan untuk mengatur registrasi halal, sertifikasi halal, verifikasi halal, melakukan pembinaan dan pengawasan produk halal, serta bekerjasama dengan kementerian atau lembaga terkait, MUI, dan Lembaga Penjamin Halal (LPH). Sedangkan peran MUI adalah melakukan penetapan kehalalan produk melalui sidang fatwa halal, setelah Lembaga Penjamin Halal (LPH) melakukan pemeriksaan atas kehalalan produk.

Food Quality

Food quality adalah kinerja makanan dalam memenuhi kebutuhan dan keinginan konsumen yang dapat mempengaruhi konsumen itu sendiri dalam menilai suatu makanan, studi yang dilakukan oleh (Chiappa, 2015) menekankan bahwa indikator food quality mencakup tingkat kesegaran, variasi produk, rasa, dan elemen kesehatan yang terkandung di dalamnya. Namun, kebutuhan fisiologis yang digambarkan dengan indikator-indikator tersebut tidak cukup untuk menjelaskan food quality halal sebagai kebutuhan psikologis. Studi terkait masalah kesehatan konsumen yang

dilakukan oleh (Groote et al., 2011) menjelaskan bahwa mayoritas responden memiliki perspektif yang baik pada food quality halal. Dalam konteks makanan halal, halalness pada makanan memiliki pengaruh positif terhadap kesediaan konsumen untuk membeli makanan. Hasil penelitian (Mccluskey & Loureiro, 2003) juga menemukan bahwa food quality memiliki pengaruh positif terhadap willingness to pay konsumen Muslim pada makanan bersertifikat halal di Malaysia.

Price consciousness

Price consciousness adalah tingkat kecenderungan konsumen dalam memilih produk dengan harga yang paling rendah (Kimenju et al., 2005), ketika memiliki price consciousness yang tinggi, konsumen akan cenderung lebih hati-hati terhadap penawaran yang bersifat kompetitif atau akan cenderung lebih sensitive terhadap harga. Dengan kata lain, willingness to pay konsumen dipengaruhi oleh sensitivitas dalam beberapa indikator, salah satunya ketetapan harga. Hal tersebut dapat terjadi karena konsumen dengan price consciousness yang tinggi memiliki informasi lebih banyak terkait harga terendah produk tertentu dibandingkan dengan konsumen dengan price consciousness yang rendah (Megehee, 2012), tahapan sertifikasi halal sebagai integritas pada suatu produk memerlukan biaya tambahan yang berpotensi menyebabkan adanya kenaikan harga. Hal ini erat kaitannya dengan dua peran harga yang berbeda, yaitu positive dan negative role of price yang dikemukakan oleh (Barber et al., 2015). Positive role of price merupakan kondisi ketika harga menjadi sebuah acuan yang dapat merepresentasikan kualitas dan nilai dari suatu produk, sedangkan negative role of price merupakan kondisi ketika harga menjadi batasan bagi konsumen dan dapat menurunkan tingkat probabilitas konsumen dalam pembelian produk (Elsitasari, 2021).

Religiusitas adalah tingkat komitmen seseorang pada agamanya dan bagaimana penganut mencerminkan agamanya melalui sikap dan perilaku (Study & Study, 2001). Religiusitas terdiri atas dua dimensi, yakni dimensi internal dan eksternal. Dimensi internal terdiri dari religious identity, values, dan beliefs, sedangkan dimensi eksternal mengacu pada afiliasi agama, pengabdian, serta keanggotaan dalam komunitas keagamaan (Moghavvemi, 2018). Hal tersebut akan mempengaruhi sikap, nilai serta perilaku konsumen dalam proses pengambilan keputusan dalam mengkonsumsi makanan. Dorongan seorang Muslim dalam mengkonsumsi makanan halal juga dilatarbelakangi oleh aturan yang telah ditetapkan dalam agama Islam. Pengaruh aturan agama dan nilai-nilai spiritual terhadap perilaku konsumen merupakan bagian dari sifat dasar manusia (Barber et al., 2015). Dengan demikian, persepsi religiusitas merupakan hal yang perlu diperharikan karena termasuk dalam aspek penting yang akan mempengaruhi Tindakan seseorang.

Hipotesis

Penelitian sebelumnya menemukan bahwa halal logo memiliki pengaruh positif terhadap willingness to pay makanan bersertifikat halal (Ahmed, 2018). Penelitian (Kamaruddin et al., 2012) menemukan bahwa halal logo memiliki pengaruh positif terhadap willingness to pay konsumen Muslim terhadap makanan bersertifikat halal di Malaysia. Dengan demikian, hipotesis pada penelitian ini adalah:

H1: Halal logo berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

Food Quality

Penelitian sebelumnya menemukan bahwa food quality memiliki pengaruh positif terhadap willingness to pay makanan bersertifikat halal (Ahmed, 2018). Penelitian (Aini & Safira, 2021) menemukan bahwa food quality memiliki pengaruh positif terhadap willingness to pay konsumen Muslim terhadap makanan bersertifikat halal di Malaysia.

H2: Food quality berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

Price Consciousness

Willingness to pay dipengaruhi oleh sensitivitas konsumen, salah satunya dari ketetapan harga (Hosseini et al., 2019). Penelitian sebelumnya menemukan bahwa price consciousness memiliki pengaruh negatif terhadap pembelian impulsive (Krystallis & Chrysochoidis, 2005). Di samping itu, penelitian Ahmad et al. (2013) terkait dengan studi kelayakan halal pada konsumen Muslim di Klang Valley Malaysia, menjelaskan bahwa harga merupakan faktor penting yang memiliki pengaruh positif terhadap willingness to pay konsumen dalam pembelian makanan. Dengan demikian, hipotesis pada penelitian ini adalah:

H3: Price consciousness berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

Komitmen Religiusitas

Penelitian sebelumnya menemukan bahwa religious commitment memiliki pengaruh positif terhadap willingness to pay makanan bersertifikat (Elsitasari, 2021; Moghavvemi, 2018; Study & Study, 2001) menemukan bahwa religious commitment memiliki pengaruh positif terhadap willingness to pay konsumen Muslim terhadap makanan bersertifikat halal di Malaysia. Dengan demikian, hipotesis pada penelitian ini adalah :

H4: Religious commitment berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

H5: Religious commitment berpengaruh positif memoderasi halal logo terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

H6: Religious commitment berpengaruh positif memoderasi food quality terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

H7: Religious commitment berpengaruh positif memoderasi price consciousness terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia

Metodologi Penelitian

Desain Penelitian

Desain penelitian ini, termasuk conclusive research yang bertujuan untuk menguji hipotesis yang telah disusun, serta mengukur dan melihat hubungan antar variabel. Dasar klasifikasi conclusive research dilatarbelakangi oleh karakteristik penelitian yang terstruktur, pengambilan sampel dengan metode survei, dan analisis data secara kuantitatif. Adapun pada penelitian ini, peneliti menerapkan descriptive research untuk dapat menggambarkan dan menjelaskan sesuatu yang berhubungan dengan karakteristik atau fungsi suatu pasar. Selanjutnya, berdasarkan waktu pengambilan data, penelitian ini dikategorikan sebagai cross sectional design, yakni pengumpulan data dari suatu sampel dilakukan hanya satu kali dalam satu periode dengan tipe single-cross sectional design atau hanya membutuhkan satu sampel responden dari target populasi dengan teknik survei dalam menjawab rumusan masalah untuk mencapai tujuan penelitian (Malhotra et al 2017).

Metode pengumpulan data

Penelitian ini menggunakan sumber data sekunder dan data primer untuk memperoleh informasi berdasarkan pertanyaan terstruktur (structure question). Data sekunder penelitian bersumber dari jurnal, buku, website, undang-undang dan fatwa, serta report. Sedangkan data primer, metode pengumpulan datanya adalah survei dengan penyebaran kuesioner secara online melalui media google form, dalam pengambilan data primer, tiap-tiap responden melengkapi sendiri kuesioner online yang diberikan tanpa adanya bantuan langsung dari peneliti (self administrated questionnaire).

Variabel operasional

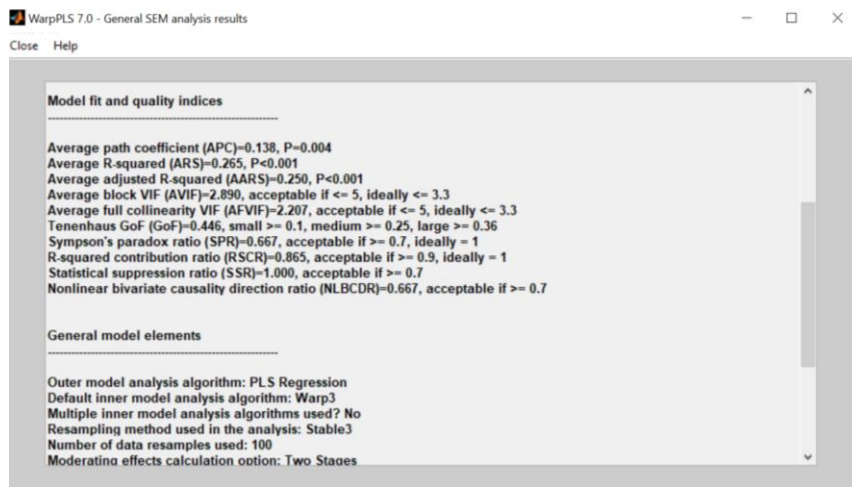
Peneliti menggunakan indikator pertanyaan yang diadopsi dari penelitian Hosseini et al. (2019) untuk masing-masing variabel dan mengambil beberapa indikator pertanyaan penelitian lainnya yang memiliki indikator variabel yang sama. Pada penelitian ini terdapat delapan variabel yang digunakan, antara lain halal logo, food quality, price conciousness, religious commitment, dan willingness to pay. Adapun total indikator dari lima variabel adalah 27 indikator pertanyaan.

Metode analisis data

Structural Equation Modeling (SEM) adalah metode analisis data multivariate yang dapat menjelaskan secara bersamaan hubungan antar variabel (Hair et al, 2017). Adapun penelitian ini menggunakan aplikasi WARP-PLS 7.0 karena tidak membutuhkan asumsi normal terkait dengan distribusi data serta adanya keterbatasan pada jumlah sampel penelitian dan yang ingin dilihat adalah pengaruh antar variabel.

Hasil dan Pembahasan

Evaluasi Model Struktural (*Goodness of fit*)



Sumber: hasil olah data pada Warp-PLS 7.0

Dari hasil *output general result* di atas dapat dilihat model mempunyai fit yang baik, dimana P-value untuk *Average Path Coefficient* (APC), *Average R-squared* (ARS) dan *Average Adjusted R-squared* (AARS) <0.001 dengan nilai APC 0.138, nilai ARS 0.295 dan nilai AARS 0.250. begitu juga dengan nilai *Average block VIF*(AVIF) dan *Average full collinearity VIF*(AFVIF), yang dihasilkan yaitu <3.3 yang berarti bahwa tidak ada masalah multikolinieritas antar indikator dan antar variabel eksogen. GoF yang dihasilkan yaitu $0.446 > 0.36$ yang berarti fit model sangat baik. Untuk *indeks Sympton's paradox* (SPR), *R-squared contribution ratio* (RSCR) dan *statistical suppression ratio* (SSR), menghasilkan nilai sama dengan 1, yang berarti tidak ada problem kausalitas didalam model. Sedangkan untuk indeks *nonlinier bivariate causality direction ratio* (NLBCDR) menghasilkan nilai $0.5 < 0.7$ artinya hubungan kausalitas non-linier dalam model mungkin perlu dibalik (*reversed*).

Pengujian Model Penelitian

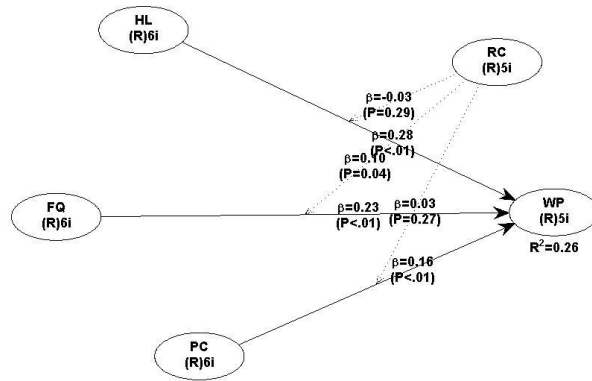
Full Model

Path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.275	0.160	0.230			-0.031	0.098	0.034
RC*HL								
RC*FQ								
RC*PC								

P values								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	<0.001	0.002	<0.001			0.292	0.043	0.275
RC*HL								
RC*FQ								
RC*PC								

Sumber: hasil olah data pada Warp-PLS 7.0

Berdasarkan hasil output path coefficient dan p-value di atas dapat dilihat bahwa variabel halal logo (HL) berpengaruh langsung dan signifikan terhadap variabel willingness to pay (WP) dengan p-value yang dihasilkan <0.001 dan nilai path coefficient 0.275. selanjutnya variabel food quality (FQ) berpengaruh langsung dan signifikan terhadap willingness to pay (WP) dengan nilai p-value <0.001 dan nilai path coefficient 0.230. Lebih lanjut variabel price consciousness (PC) juga berpengaruh langsung dan signifikan terhadap willingness to pay (WP) dengan nilai p-value 0.002 dan path coefficient 0.160. Interaksi antar variabel moderator religious commitment (RC) dengan variabel halal logo (HL) tidak berpengaruh terhadap willingness to pay (WP) dengan nilai p-value 0.292 dan path coefficient -0.031, hal yang sama juga dengan variabel price consciousness (PC) tidak ada interaksi religious commitment (RC) sebagai mediator terhadap willing to pay (WP) dengan nilai p-value 0.275 dan path coefficient 0.034. Namun pada variabel food quality (FQ) yang dimediator oleh religious commitment (RC) interaksi terhadap willingness to pay (WP) berpengaruh dan signifikan dengan nilai p-value 0.043 dan nilai path coefficient 0.098.



Gambar 1. Pengujian full model

Pengujian Standar Error

Standard errors for path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.055	0.056	0.056			0.057	0.057	0.057
RC*HL								
RC*FQ								
RC*PC								

Effect sizes for path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.139	0.050	0.114			0.012	0.039	0.010
RC*HL								
RC*FQ								
RC*PC								

Sumber: hasil olah data pada Warp-PLS 7.0

Berdasarkan hasil output standard errors dan effect size for path coefficient di atas didapat nilai standar error untuk variabel halal logo (HL), food quality (FQ), price consciousness terhadap willing to pay (WP), masing-masing 0.055, 0.056, 0.056, dan nilai standar error untuk variabel halal logo (HL), food quality (FQ) dan price consciousness (PC) dengan mediator religious commitment (RC) terhadap willing to pay (WP) yaitu, 0.057, 0.057, 0.057. Selanjutnya untuk effect size variabel halal logo (HL), food quality (FQ), price consciousness terhadap willingness to pay (WP), 0.139, 0.114, 0.050. Nilai effect size untuk variabel halal food (HL), food quality (FQ) dan price consciousness (PC) dengan mediator religious commitment (RC) terhadap willingness to pay (WP) yaitu, 0.012, 0.010, 0.039, yang artinya masuk kategori menengah atau moderate dengan syarat nilai effect size < 0.35.

Pengujian Faktor Loading

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC	Type (as defined)	SE	P value
PC01	-0.185	(0.787)	-0.141	0.121	0.125	0.348	-0.355	0.037	Reflective	0.051	<+0.001
PC02	-0.137	(0.780)	-0.201	0.063	0.224	0.532	-0.552	0.087	Reflective	0.051	<+0.001
PC03	-0.073	(0.710)	0.002	-0.092	0.325	0.596	-0.580	0.134	Reflective	0.052	<+0.001
PC04	0.104	(0.673)	0.024	0.096	-0.173	-0.286	0.259	0.025	Reflective	0.052	<+0.001
PC05	0.114	(0.628)	0.204	-0.138	-0.197	-0.742	0.795	-0.211	Reflective	0.052	<+0.001
PC06	0.264	(0.616)	0.199	-0.092	-0.428	-0.733	0.726	-0.123	Reflective	0.052	<+0.001
FCQ01	0.076	0.128	(0.707)	0.000	-0.123	0.009	0.138	0.147	Reflective	0.052	<+0.001
FCQ02	0.012	0.093	(0.738)	0.196	-0.007	0.065	-0.561	0.011	Reflective	0.051	<+0.001
FCQ03	-0.010	0.072	(0.706)	0.263	0.060	-0.288	-0.222	0.053	Reflective	0.052	<+0.001
FCQ04	0.010	-0.037	(0.771)	0.163	-0.115	1.010	-0.760	-0.071	Reflective	0.051	<+0.001
FCQ05	-0.091	-0.154	(0.675)	-0.304	0.124	-0.228	0.563	-0.035	Reflective	0.052	<+0.001
FCQ06	-0.003	-0.120	(0.643)	-0.390	0.086	-0.740	1.056	-0.111	Reflective	0.052	<+0.001
RC01	0.015	-0.003	0.051	(0.869)	-0.053	0.010	-0.125	0.014	Reflective	0.050	<+0.001
RC02	-0.145	0.043	0.002	(0.852)	-0.013	-0.075	0.305	-0.065	Reflective	0.051	<+0.001
RC03	0.025	0.007	-0.012	(0.908)	0.010	-0.140	0.113	0.009	Reflective	0.050	<+0.001
RC04	-0.006	0.000	-0.030	(0.856)	-0.018	-0.163	-0.141	0.028	Reflective	0.050	<+0.001
RC05	0.119	-0.053	-0.012	(0.782)	0.080	0.412	-0.171	0.013	Reflective	0.051	<+0.001
WP01	-0.092	0.045	0.307	-0.031	(0.624)	-0.289	0.371	0.025	Reflective	0.052	<+0.001
WP02	0.112	-0.054	-0.098	-0.117	(0.845)	0.223	-0.216	0.054	Reflective	0.051	<+0.001
WP03	-0.006	-0.011	-0.043	-0.011	(0.936)	-0.203	0.180	0.005	Reflective	0.050	<+0.001
WP04	-0.050	0.003	0.021	0.067	(0.922)	0.101	-0.072	-0.051	Reflective	0.050	<+0.001
WP05	0.017	0.027	-0.097	0.074	(0.907)	0.097	-0.166	-0.021	Reflective	0.050	<+0.001
RC*HL	0.000	0.000	0.000	0.000	0.000	(1.000)	0.000	0.000	Reflective	0.049	<+0.001
RC*FQ	0.000	0.000	0.000	0.000	0.000	0.000	(1.000)	0.000	Reflective	0.049	<+0.001
RC*PC	0.000	0.000	0.000	0.000	0.000	0.000	0.000	(1.000)	Reflective	0.049	<+0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators.

Sumber: hasil olah data pada Warp-PLS 7.0

Berdasarkan hasil output di atas dapat dilihat bahwa *factor loading* yang dihasilkan semua item/indicator konstruk sangat baik yaitu >0.70, yang berarti memenuhi kriteria *indicator reliability*.

Statistik Deskriptif

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
R-squared					0.265			
Adj. R-squared					0.250			
Composite reliab.	0.884	0.853	0.857	0.931	0.930	1.000	1.000	1.000
Cronbach's alpha	0.841	0.792	0.800	0.907	0.903	1.000	1.000	1.000
Av. var. extrac.	0.590	0.493	0.501	0.730	0.731	1.000	1.000	1.000
Full collin. VIF	2.197	1.193	2.048	2.288	1.536	3.660	3.559	1.172
Q-squared					0.345			
Min	-4.888	-4.232	-3.228	-4.486	-3.608	-1.156	-1.806	-3.966
Max	0.960	1.353	1.114	0.925	1.422	9.565	7.893	6.505
Median	0.249	0.012	0.213	0.347	0.165	-0.163	-0.202	-0.117
Mode	0.960	1.353	1.114	0.925	1.422	0.110	0.285	1.020
Skewness	-1.438	-0.581	-0.966	-1.555	-0.551	6.740	4.897	1.421
Exc. kurtosis	2.861	0.304	0.634	3.123	0.044	52.622	29.896	9.132
Unimodal-RS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Normal-JB	No	No	No	No	No	No	No	No
Normal-RJB	No	No	No	No	No	No	No	No
Histogram	View	View	View	View	View	View	View	View

Notes: Unimodal-RS = Rohatgi-Szekely test of unimodality; Unimodal-KMV = Klaassen-Mokveld-van Es test of unimodality; Normal-JB = Jarque-Bera test of normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see corresponding histogram.

Sumber: hasil olah data pada Warp-PLS 7.0

Berdasarkan hasil output di atas diperoleh nilai Adjusted R-square sebesar 0.250 yang memiliki arti bahwa pengaruh variabel halal food terhadap willing to pay adalah 25,0% dan sisanya 75% dipengaruhi oleh variabel lain di luar model penelitian ini. Dapat dilihat pula bahwa nilai-nilai AVE untuk setiap konstruk sangat baik yaitu >0.5 sehingga telah memenuhi kriteria validitas konvergen. Begitu juga dengan nilai composite reliability yang dihasilkan setiap konstruk juga sangat baik yaitu >0.7 sehingga memenuhi reliabilitas internal. Nilai full collinearity VIF untuk setiap konstruk juga sangat baik yaitu <3.3 sehingga tidak terdapat problem collinearity di dalam model. Nilai Q-Squared yang dihasilkan variabel willingness to pay $0.345 > 0$, yang berarti bahwa model mempunyai *predictive relevance*.

Correlation among latent variables

Correlations among I.v.s. with sq. rts. of AVEs

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL (0.748)	0.210	0.572	0.667	0.500	-0.531	-0.472	-0.168	
PC	0.210 (0.702)	0.371	0.196	0.269	-0.085	-0.110	0.034	
FQ	0.572	0.371 (0.708)	0.567	0.493	-0.379	-0.474	-0.173	
RC	0.667	0.196	0.567 (0.854)	0.502	-0.570	-0.529	-0.213	
WP	0.500	0.269	0.493 (0.855)	0.502	0.353	-0.345	-0.132	
RC*HL	-0.531	-0.085	-0.379	-0.570	-0.353 (1.000)	0.824	0.339	
RC*FQ	-0.472	-0.110	-0.474	-0.529	-0.345	0.824 (1.000)	0.369	
RC*PC	-0.168	0.034	-0.173	-0.213	-0.132	0.339	0.369 (1.000)	

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL	1.000	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	0.004
PC	<0.001	1.000	<0.001	<0.001	<0.001	0.140	0.058	0.562
FQ	<0.001	<0.001	1.000	<0.001	<0.001	<0.001	<0.001	0.003
RC	<0.001	<0.001	<0.001	1.000	<0.001	<0.001	<0.001	<0.001
WP	<0.001	<0.001	<0.001	<0.001	1.000	<0.001	<0.001	0.023
RC*HL	<0.001	0.140	<0.001	<0.001	<0.001	1.000	<0.001	<0.001
RC*FQ	<0.001	0.058	<0.001	<0.001	<0.001	<0.001	1.000	<0.001
RC*PC	0.004	0.562	0.003	<0.001	0.023	<0.001	<0.001	1.000

Sumber: hasil olah data pada Warp-PLS 7.0

Berdasarkan hasil output diatas garis diagonal pada correlation *among latent variable* di atas menunjukkan bahwa validitas diskriminasi untuk semua konstruk sangat baik, dengan nilai square of AVE yang dihasilkan $>$ korelasi antar konstruk laten.

Pembahasan

Berdasarkan hasil olah data hipotesis pertama yaitu halal logo berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia, maka hipotesis ini diterima, hasil ini menjelaskan bahwa dengan adanya halal logo yang telah dimiliki dan digunakan pada produk Shihlin dapat meningkatkan willingness to pay. Selanjutnya hipotesis kedua yaitu Food quality memiliki pengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia diterima. Hasil ini menjelaskan bahwa ketika food quality concerned konsumen tinggi maka semakin meningkatkan willingness to pay. Hipotesis ketiga Price consciousness berpengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia diterima. Hasil ini menjelaskan bahwa konsumen tetap bersedia membayar meskipun dengan harga yang lebih mahal untuk mendapatkan produk Shihlin yang sudah tersertifikasi halal dan dengan tingkat kesediaan tertentu. Religious commitment memiliki pengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia. Hasil ini menjelaskan bahwa ketika religious commitment konsumen tinggi maka semakin meningkatkan willingness to pay. Hipotesis keempat religious commitment memiliki pengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia. Hasil ini menjelaskan bahwa ketika religious commitment konsumen tinggi maka semakin meningkatkan willingness to pay.

Selanjutnya peran religious commitment sebagai mediator atau variabel moderasi pada hipotesis kelima ditolak, dimana halal logo tidak berhasil membuktikan jika peran religious commitment dapat memperkuat hubungan terhadap willingness to pay. Hipotesis keenam diterima yang artinya pengaruh food quality terhadap willingness to pay berhasil membuktikan jika religious commitment memperkuat hubungan diantara keduanya. Hipotesis ketujuh ditolak, artinya peran religious commitment memperlemah hubungan price consciousness terhadap willingness to pay.

Kesimpulan

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis faktor-faktor yang mempengaruhi willingness to pay konsumen Muslim pada Shihlin di Indonesia melalui religious commitment sebagai variabel moderasi. Adapun penelitian dilakukan dengan melihat pengaruh dari halal logo, price consciousness, food quality, dan religious commitment terhadap willingness to pay. Penelitian ini menggunakan sumber data sekunder dan data primer untuk memperoleh informasi berdasarkan pertanyaan terstruktur (structure question). Sedangkan data primer, metode pengumpulan datanya adalah survei dengan penyebaran kuesioner secara online melalui media google form, dalam pengambilan data primer. Berdasarkan hasil olah data menggunakan aplikasi Warp-PLS 7.0 maka pengaruh langsung yaitu hipotesis pertama, kedua, ketiga dan keempat terbukti berpengaruh langsung dan signifikan. Selanjutnya peran religious commitment sebagai variabel moderasi pada hipotesis keenam ditolak, namun hipotesis keenam religious commitment berhasil membuktikan bahwa perannya sebagai moderasi adalah memperkuat hubungan pengaruh food quality terhadap willingness to pay sebesar empat persen. Hipotesis ketujuh ditolak, dimana religious commitment berperan memperlemah hubungan pengaruh price consciousness terhadap willingness to pay.

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The Impact of Religious Commitment as a Moderating Variable the Effect of Halal Logo on Wellingnes to Pay

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Abstract

Indonesia is a country that has a large market potential in the halal food industry, thus attracting other countries to enter developing business in Indonesia, including snacks from Taiwan, especially Shihlin Taiwan Street Snacks. The development of Shihlin in Indonesia is something that needs to be highlighted by consumers, because it relates to non-halal issues at several critical points, such as the supply chain, starting from the procurement of raw materials (including the slaughtering process), storage, to distribution. The purpose of this study is to examine and analyze the effect of halal logo, food quality, price consciousness which is moderated by religious commitment. This study uses secondary data sources and primary data to obtain information based on structured questions. While the primary data, the data collection method is a survey by distributing online questionnaires through the google form media, in collecting primary data. This research uses the Warp-PLS 7.0 application. The results of the study that the direct influence on willingness to pay were accepted, then the role of religious commitment as a moderating variable in the fifth hypothesis was rejected, the sixth hypothesis was accepted and the seventh hypothesis was rejected. This can be explained if the role of religious commitment is only able to prove if it can strengthen the relationship of the influence of food quality on willingness to pay.

Keyword: Halal food, religious commitment, wellingnes to pay

Introduction

Halal comes from Arabic which means allowed or permitted (Ahmed, 2018) the concept is stated in the Al-Quran which is used to describe objects and actions. On the other hand, haram is anything that is prohibited or violates the law because it is contrary to the will of Allah. Halal products are spread across several industries, including the fashion, cosmetics, health care and food industries. However, halal sensitivity will tend to increase when it comes to matters related to food. Muslims have been ordered by Allah to only consume foods that are classified as halal. The basis of this command is contained in the Qur'an which reads "O people, eat what is lawful and good (thoyyib) from what is on earth, and do not follow the steps of Satan, because Satan is a real enemy for you" (Quran 2 :168) and "O you who believe, eat of the good food We have given you, and give thanks to Allah, if you truly worship Him" (Qur'an, 2:172). Based on these verses, it can be said that Muslims are not only required to consume halal food, but also thoyyib. Currently, the concept of halal is not only an obligation or a demand, but has developed into a way of life for Muslim consumers (Kamaruddin et al., 2012) Based on State of the Global Islamic Economy Report 2019/2020 data, global investment in the Islamic economy in 2018 /2019 has reached \$1.2 billion

or experienced a growth of 399% with the largest percentage of investment in the halal food industry.

Seeing the global phenomenon that is happening, the halal food and beverage market is an opportunity for both business units and the government. For business units, in general, they can generate revenues of more than \$1 billion per year through the halal food trade (Zailani & Kanapathy, 2016). Meanwhile, for the government, such as the Organization of the Islamic Cooperation (OIC), which is an organization of Islamic cooperation with 58 member countries including Indonesia, succeeded in increasing gross domestic product (GDP) by 1% in 2018 through the trade of halal products (Zailani & Kanapathy, 2016). This opportunity is not only used by Muslim countries, but also non-Muslim countries. Food and beverage producers from non-Muslim countries have shown concern and interest in their participation in addressing the lifestyle and consumption of Islam in Indonesia, which is a country that has the largest Muslim population in the world with a percentage of 87.18% of the 232.5 million total population (Zailani & Kanapathy, 2016). In addition, Indonesia is the largest halal consumer with a total expenditure of \$173 billion. This indicates that Indonesia is a country that has a large market potential in terms of the halal industry, thus attracting foreign businesses to participate in developing their business in Indonesia, including businesses originating from Taiwan.

One of the companies from Taiwan that has penetrated the Indonesian market is Shihlin Taiwan Street Snacks. Shihlin entered Indonesia with a licensing strategy by PT Jaya Wira Jerindo through a franchise from Singapore in 2008. Shihlin has grown every year, this can be seen from the total branches owned. As of January 2020, the total number of Shihlin branches has reached 135 spread across several islands in Indonesia, including Java, Bali, Sumatra and Kalimantan. The development of Shihlin in Indonesia continues to increase along with the increase in consumption and the Indonesian people's fondness for chicken-based foods (Central Bureau of Statistics, 2018).

This research problem formulation looks at how the development of Shihlin from Taiwan is something that needs to be highlighted by Indonesian consumers, considering that the majority of the Indonesian population embraces Islam. This is motivated by non-halal issues in several critical points of the product supply chain, starting from the procurement of raw materials including the process of slaughtering animals, storage, to distribution. To be consumed by Muslims, Shihlin must pay attention to the halal supply chain with the aim of expanding the integration of halal in accordance with Sharia law (Aini & Safira, 2021). and if this is not done, the food can be contaminated and categorized as non-halal food which is prohibited for consumption. While the purpose of this study is to examine and analyze the effect of halal logo, food quality concerned and price consciousness on willingness to pay which is moderated by religion commitment.

Literature Review

Willingness to pay

Willingness to pay or is the maximum price that consumers are willing to pay to buy a certain good or service (Gao, 2014). In addition to relating to preferences and levels of willingness in the price assessment process, willingness to pay is also related to other variables that can influence a person's decision making, among others, the level of consumer satisfaction, loyalty, and culture

(Wu et al., 2015). According to (Kimenju et al., 2005) by understanding the variables or factors of willingness to pay, producers can optimize sales volume and margins with appropriate price adjustments. In short, knowing and understanding the factors that influence willingness to pay is an opportunity for producers and marketers to increase purchase intention and improve quality.

Halal Food

Rules related to halal food are important things that must be considered by Muslim consumers. However, the various types and variations of food and products offered in the market tend to make consumers not understand the law of halal. According to Kamaruddin et al. (2012) the easiest way for Muslim consumers to ensure that food is categorized as halal is to pay attention to the certification and halal logo printed on the product. The halal logo is a form of information and guarantee that explains that the ingredients contained in the product to the production process are in accordance with the provisions of Islamic law (Moghavvemi, 2018). Therefore, the issuance of a halal logo through a certification process aims to ensure that consumers can ensure and buy the right food products. In addition, research (Mccluskey & Loureiro, 2003) found that halal logos have a positive influence on Muslim consumers' willingness to pay for halal-certified food in Malaysia. Based on Law Number 33 of 2014, the authority that regulates the certification process and issuance of halal logos in Indonesia is no longer the Indonesian Ulema Council (MUI) but the Halal Product Guarantee Agency (BPJPH) under the coordination of the Ministry of Religion of the Republic of Indonesia. Thus, the Halal Product Assurance Agency (BPJPH) has the task and authority to regulate halal registration, halal certification, halal verification, conduct guidance and supervision of halal products, as well as cooperate with related ministries or institutions, MUI, and the Halal Guarantee Agency (LPH). Meanwhile, the role of MUI is to determine the halalness of the product through a halal fatwa trial, after the Halal Guarantee Agency (LPH) conducts an inspection of the halalness of the product.

Food Quality

Rules related to halal food are important things that must be considered by Muslim consumers. However, the various types and variations of food and products offered in the market tend to make consumers not understand the law of halal. According to Kamaruddin et al. (2012) the easiest way for Muslim consumers to ensure that food is categorized as halal is to pay attention to the certification and halal logo printed on the product. The halal logo is a form of information and guarantee that explains that the ingredients contained in the product to the production process are in accordance with the provisions of Islamic law (Moghavvemi, 2018). Therefore, the issuance of a halal logo through a certification process aims to ensure that consumers can ensure and buy the right food products. In addition, research (Mccluskey & Loureiro, 2003) found that halal logos have a positive influence on Muslim consumers' willingness to pay for halal-certified food in Malaysia. Based on Law Number 33 of 2014, the authority that regulates the certification process and issuance of halal logos in Indonesia is no longer the Indonesian Ulema Council (MUI) but the Halal Product Guarantee Agency (BPJPH) under the coordination of the Ministry of Religion of the Republic of Indonesia. Thus, the Halal Product Assurance Agency (BPJPH) has the task and authority to regulate halal registration, halal certification, halal verification, conduct guidance and supervision of halal products, as well as cooperate with related ministries or institutions, MUI, and

the Halal Guarantee Agency (LPH). Meanwhile, the role of MUI is to determine the halalness of the product through a halal fatwa trial, after the Halal Guarantee Agency (LPH) conducts an inspection of the halalness of the product.

Price consciousness

Price consciousness is the level of consumer tendency in choosing products with the lowest prices (Kimenju et al., 2005), when they have high price consciousness, consumers will tend to be more careful about competitive offers or will tend to be more sensitive to price. In other words, consumers' willingness to pay is influenced by sensitivity in several indicators, one of which is price determination. This can happen because consumers with high price consciousness have more information related to the lowest price of certain products compared to consumers with low price consciousness (Megehee, 2012), the stage of halal certification as integrity in a product requires additional costs that have the potential to cause an increase price. This is closely related to the two different roles of price, namely the positive and negative roles of price proposed by (Barber et al., 2015). Positive role of price is a condition when price becomes a reference that can represent the quality and value of a product, while negative role of price is a condition when price becomes a limitation for consumers and can reduce the probability level of consumers in purchasing products (Elsitasari, 2021).

Religiosity is a person's level of commitment to his religion and how adherents reflect their religion through attitudes and behavior (Study & Study, 2001). Religiosity consists of two dimensions, namely internal and external dimensions. The internal dimension consists of religious identity, values, and beliefs, while the external dimension refers to religious affiliation, devotion, and membership in religious communities (Moghavvemi, 2018). This will affect the attitudes, values and behavior of consumers in the decision-making process in consuming food. The encouragement of a Muslim to consume halal food is also motivated by the rules that have been set in Islam. The influence of religious rules and spiritual values on consumer behavior is part of human nature (Barber et al., 2015). Thus, the perception of religiosity is something that needs to be taken into account because it is included in an important aspect that will affect one's actions.

Hypothesis

Previous research found that halal logos have a positive influence on willingness to pay for halal-certified food (Ahmed, 2018). Research (Kamaruddin et al., 2012) found that halal logos have a positive influence on Muslim consumers' willingness to pay for halal-certified food in Malaysia. Thus, the hypotheses in this study are:

H1: Halal logo has a positive effect on Muslim consumers' willingness to pay for Shihlin products in Indonesia

Food Quality

Previous research found that food quality has a positive influence on willingness to pay for halal-certified food (Ahmed, 2018). Research (Aini & Safira, 2021) found that food quality has a positive influence on Muslim consumers' willingness to pay for halal-certified food in Malaysia.

H2: Food quality has a positive effect on the willingness to pay of Muslim consumers for Shihlin products in Indonesia

Price Consciousness

Willingness to pay is influenced by consumer sensitivity, one of which is price determination (Hosseini et al., 2019). Previous research found that price consciousness has a negative effect on impulse buying (Krystallis & Chrysochoidis, 2005). In addition, research by Ahmad et al. (2013) related to a halal feasibility study on Muslim consumers in Klang Valley Malaysia, explaining that price is an important factor that has a positive influence on consumers' willingness to pay in purchasing food. Thus, the hypotheses in this study are:

H3: Price consciousness has a positive effect on the willingness to pay of Muslim consumers on Shihlin products in Indonesia

Religious Commitment

Previous research found that religious commitment has a positive influence on the willingness to pay for certified food (Elsitasari, 2021; Moghavvemi, 2018; Study & Study, 2001) finding that religious commitment has a positive influence on the willingness to pay of Muslim consumers for halal-certified food in Malaysia. Thus, the hypotheses in this study are:

H4: Religious commitment has a positive effect on the willingness to pay of Muslim consumers on Shihlin products in Indonesia

H5: Religious commitment has a positive effect on moderating halal logos on Muslim consumers' willingness to pay for Shihlin products in Indonesia

H6: Religious commitment has a positive effect on moderating food quality on Muslim consumers' willingness to pay for Shihlin products in Indonesia

H7: Religious commitment has a positive effect on moderating price consciousness on the willingness to pay of Muslim consumers on Shihlin products in Indonesia

Methods

Research design

This research design includes conclusive research which aims to test the hypotheses that have been prepared, as well as measure and see the relationship between variables. The basis for the classification of conclusive research is based on the characteristics of structured research, sampling using survey methods, and quantitative data analysis. As for this research, the researcher applies descriptive research to be able to describe and explain something related to the characteristics or functions of a market. Furthermore, based on the time of data collection, this research is categorized as a cross sectional design, namely data collection from a sample is carried out only once in a period with a single-cross sectional design type or only requires one sample of respondents from the target population with survey techniques in answering the formulation. problems to achieve research objectives (Malhotra et al 2017).

Method of collecting data

This study uses secondary data sources and primary data to obtain information based on structured questions. Secondary research data comes from journals, books, websites, laws and fatwas, as well as reports. While the primary data, the data collection method is a survey by distributing online questionnaires through the google form media, in primary data collection, each respondent completes an online questionnaire that is given without any direct assistance from the researcher (self-administrated questionare).

Operational variables

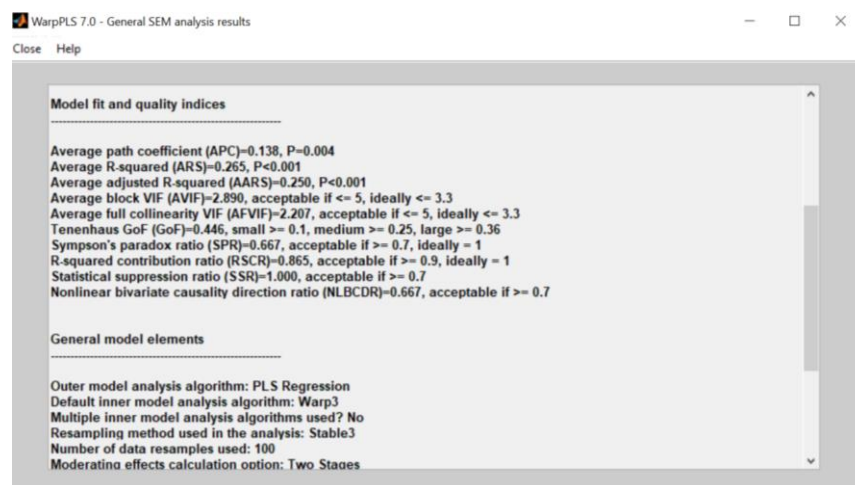
The researcher uses question indicators adopted from the research of Hosseini et al. (2019) for each variable and take several other research question indicators that have the same variable indicators. In this study, there were eight variables used, including halal logo, food quality, price consciousness, religious commitment, and willingness to pay. The total indicators of the five variables are 27 question indicators.

Data analysis method

Structural Equation Modeling (SEM) is a multivariate data analysis method that can simultaneously explain the relationship between variables (Hair et al, 2017). This research uses the WARP-PLS 7.0 application because it does not require normal assumptions related to the distribution of data and there are limitations in the number of research samples and what we want to see is the influence between variables.

Results and Discussion

Structural Model Evaluation (Goodness of fit)



Source: results of data processing on Warp-PLS 7.0

From the general output results above, it can be seen that the model has a good fit, where the P-value for the Average Path Coefficient (APC), Average R-squared (ARS) and Average Adjusted R-squared (AARS) <0.001 with an APC value of 0.138, ARS value is 0.295 and ARS value is 0.250. as well as the value of Average block VIF (AVIF) and Average full collinearity VIF

(AFVIF), the resulting value is <3.3 , which means that there is no multicollinearity problem between indicators and between exogenous variables. The resulting GoF is $0.446 > 0.36$ which means the fit of the model is very good. For the Symson's paradox index (SPR), R-squared contribution ratio (RSCR) and statistical suppression ratio (SSR), the value is equal to 1, which means that there is no causality problem in the model. Meanwhile, the nonlinear bivariate causality direction ratio (NLBCDR) index produces a value of $0.5 < 0.7$, meaning that the non-linear causality relationship in the model may need to be reversed.

Research Model Testing

Full Model

Path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.275	0.160	0.230			-0.031	0.098	0.034
RC*HL								
RC*FQ								
RC*PC								

P values								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	<0.001	0.002	<0.001			0.292	0.043	0.275
RC*HL								
RC*FQ								
RC*PC								

Source: data processing results on Warp-PLS 7.0

Based on the output path coefficient and p-value above, it can be seen that the halal logo (HL) variable has a direct and significant effect on the willingness to pay (WP) variable with the resulting p-value <0.001 and the path coefficient value of 0.275. Furthermore, the food quality (FQ) variable has a direct and significant effect on willingness to pay (WP) with a p-value <0.001 and a path coefficient value of 0.230. Furthermore, the variable price consciousness (PC) also has a direct and significant effect on willingness to pay (WP) with a p-value of 0.002 and a path coefficient of 0.160. The interaction between the moderator variable religious commitment (RC) and the variable halal logo (HL) has no effect on willingness to pay (WP) with a p-value of 0.292 and a path coefficient of -0.031, the same thing also applies to the non-existent price consciousness (PC) variable. the interaction of religious commitment (RC) as a mediator on willing to pay (WP) with a p-value of 0.275 and a path coefficient of 0.034. However, the food quality (FQ) variable which is mediated by religious commitment (RC) interaction on willingness to pay (WP) is influential and significant with a p-value of 0.043 and a path coefficient value of 0.098.

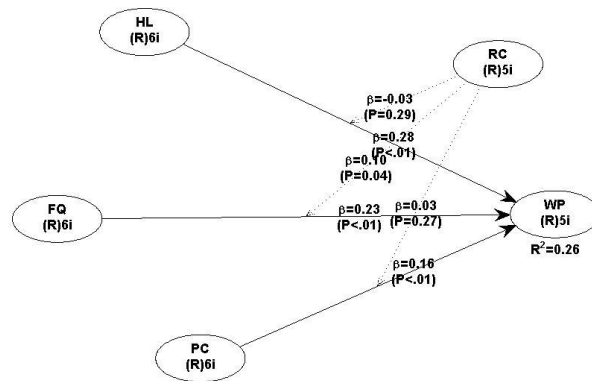


Figure 1. Full model test

Standard Testing Error

Standard errors for path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.055	0.056	0.056			0.057	0.057	0.057
RC*HL								
RC*FQ								
RC*PC								

Effect sizes for path coefficients								
	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL								
PC								
FQ								
RC								
WP	0.139	0.050	0.114			0.012	0.039	0.010
RC*HL								
RC*FQ								
RC*PC								

Source: results of data processing on Warp-PLS 7.0

Based on the output standard errors and effect size for path coefficient above, the standard error values for the variables halal logo (HL), food quality (FQ), price consciousness towards willing to pay (WP), are 0.055, 0.056, 0.056, respectively. and the standard error values for the variables halal logo (HL), food quality (FQ) and price consciousness (PC) with the mediator religious commitment (RC) on willing to pay (WP), namely, 0.057, 0.057, 0.057. Furthermore, for the effect size variable halal logo (HL), food quality (FQ), price consciousness on willingness to pay (WP),

0.139, 0.114, 0.050. The effect size values for the variables of halal food (HL), food quality (FQ) and price consciousness (PC) with a mediator of religious commitment (RC) on willingness to pay (WP) are 0.012, 0.010, 0.039, which means they are in the medium or low category. moderate with the condition that the effect size value is < 0.35 .

Loading Factor Test

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC	Type (as defined)	SE	P value
PC01	-0.185	(0.787)	-0.141	0.121	0.125	0.348	-0.355	0.037	Reflective	0.051	<0.001
PC02	-0.137	(0.780)	-0.201	0.063	0.224	0.632	-0.552	0.087	Reflective	0.051	<0.001
PC03	-0.073	(0.710)	0.002	-0.092	0.325	0.596	-0.580	0.134	Reflective	0.052	<0.001
PC04	0.104	(0.673)	0.024	0.096	-0.173	-0.286	0.259	0.025	Reflective	0.052	<0.001
PC05	0.114	(0.628)	0.204	-0.138	-0.197	-0.742	0.795	-0.211	Reflective	0.052	<0.001
PC06	0.264	(0.616)	0.199	-0.092	-0.428	-0.733	0.726	-0.123	Reflective	0.052	<0.001
FQC01	0.076	0.128	(0.707)	0.000	-0.123	0.009	0.138	0.147	Reflective	0.052	<0.001
FQC02	0.012	0.093	(0.738)	0.196	-0.007	0.095	-0.561	0.011	Reflective	0.051	<0.001
FQC03	-0.010	0.072	(0.706)	0.263	0.060	-0.288	-0.222	0.053	Reflective	0.052	<0.001
FQC04	0.010	-0.037	(0.771)	0.163	-0.115	1.010	-0.760	-0.071	Reflective	0.051	<0.001
FQC05	-0.091	-0.154	(0.675)	-0.304	0.124	-0.228	0.563	-0.035	Reflective	0.052	<0.001
FQC06	-0.003	-0.120	(0.643)	-0.390	0.086	-0.740	1.056	-0.111	Reflective	0.052	<0.001
RC01	0.015	-0.003	0.051	(0.869)	-0.053	0.010	-0.125	0.014	Reflective	0.050	<0.001
RC02	-0.145	0.043	0.002	(0.852)	-0.013	-0.075	0.305	-0.065	Reflective	0.051	<0.001
RC03	0.025	0.007	-0.012	(0.908)	0.010	-0.140	0.113	0.009	Reflective	0.050	<0.001
RC04	-0.006	0.000	-0.030	(0.856)	-0.018	-0.163	-0.141	0.028	Reflective	0.050	<0.001
RC05	0.119	-0.053	-0.012	(0.782)	0.080	0.412	-0.171	0.013	Reflective	0.051	<0.001
WP01	-0.092	0.045	0.307	-0.031	(0.624)	-0.289	0.371	0.025	Reflective	0.052	<0.001
WP02	0.112	-0.054	-0.098	-0.117	(0.845)	0.223	-0.216	0.054	Reflective	0.051	<0.001
WP03	-0.006	-0.011	-0.043	-0.011	(0.936)	-0.203	0.180	0.005	Reflective	0.050	<0.001
WP04	-0.050	0.003	0.021	0.067	(0.922)	0.101	-0.072	-0.051	Reflective	0.050	<0.001
WP05	0.017	0.027	-0.097	0.074	(0.907)	0.097	-0.166	-0.021	Reflective	0.050	<0.001
RC*HL	0.000	0.000	0.000	0.000	0.000	(1.000)	0.000	0.000	Reflective	0.049	<0.001
RC*FQ	0.000	0.000	0.000	0.000	0.000	0.000	(1.000)	0.000	Reflective	0.049	<0.001
RC*PC	0.000	0.000	0.000	0.000	0.000	0.000	0.000	(1.000)	Reflective	0.049	<0.001

Notes: Loadings are unrotated and cross-loadings are oblique-rotated. SEs and P values are for loadings. P values < 0.05 are desirable for reflective indicators.

Source: results of data processing on Warp-PLS 7.0

Based on the output results above, it can be seen that the factor loading produced by all items/construct indicators is very good, namely > 0.70 , which means that it meets the criteria for reliability indicators.

Descriptive statistics

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
R-squared					0.265			
Adj. R-squared					0.250			
Composite reliab.	0.884	0.853	0.857	0.931	0.930	1.000	1.000	1.000
Cronbach's alpha	0.841	0.792	0.800	0.907	0.903	1.000	1.000	1.000
Avg. var. extrac.	0.560	0.493	0.501	0.730	0.731	1.000	1.000	1.000
Full collin. VIF	2.197	1.193	2.048	2.288	2.288	1.536	3.660	3.559
Q-squared					0.345			
Min	-4.888	-4.232	-3.228	-4.486	-3.608	-1.156	-1.806	-3.966
Max	0.960	1.353	1.114	0.925	1.422	9.565	7.893	6.505
Median	0.249	0.012	0.213	0.347	0.165	-0.163	-0.202	-0.117
Mode	0.960	1.353	1.114	0.925	1.422	0.110	0.285	1.020
Skewness	-1.438	-0.581	-0.966	-1.555	-0.551	6.740	4.897	1.421
Exc. kurtosis	2.861	0.304	0.634	3.123	0.044	52.622	29.896	9.132
Unimodal-RS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Unimodal-KMV	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Normal-JB	No	No	No	No	No	No	No	No
Normal-RJB	No	No	No	No	No	No	No	No
Histogram	View	View	View	View	View	View	View	View

Notes: Unimodal-RS = Rohatgi-Székely test of unimodality; Unimodal-KMV = Klassen-Mokveld-van Es test of unimodality; Normal-JB = Jarque-Bera test of normality; Normal-RJB = robust Jarque-Bera test of normality; click on "View" cell to see corresponding histogram.

Source: results of data processing on Warp-PLS 7.0

Based on the output above, the Adjusted R-square value is 0.250, which means that the effect of the halal food variable on willing to pay is 25.0% and the remaining 75% is influenced by other

variables outside this research model. It can also be seen that the AVE values for each construct are very good, namely > 0.5 so that they have met the convergent validity criteria. Likewise, the composite reliability value produced by each construct is also very good, namely > 0.7 so that it meets internal reliability. The value of full collinearity VIF for each construct is also very good, namely < 3.3 so that there is no collinearity problem in the model. The Q-Squared value generated by the willingness to pay variable is $0.345 > 0$, which means that the model has predictive relevance.

Correlation Among Latent Variables

Correlations among l.v.s. with sq. rts. of AVEs

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL	(0.748)	0.210	0.572	0.667	0.500	-0.531	-0.472	-0.168
PC	0.210	(0.702)	0.371	0.196	0.269	-0.085	-0.110	0.034
FQ	0.572	0.371	(0.708)	0.567	0.493	-0.379	-0.474	-0.173
RC	0.667	0.196	0.567	(0.854)	0.502	-0.570	-0.529	-0.213
WP	0.500	0.269	0.493	0.502	(0.855)	-0.353	-0.345	-0.132
RC*HL	-0.531	-0.085	-0.379	-0.570	-0.353	(1.000)	0.824	0.339
RC*FQ	-0.472	-0.110	-0.474	-0.529	-0.345	0.824	(1.000)	0.369
RC*PC	-0.168	0.034	-0.173	-0.213	-0.132	0.339	0.369	(1.000)

Note: Square roots of average variances extracted (AVEs) shown on diagonal.

P values for correlations

	HL	PC	FQ	RC	WP	RC*HL	RC*FQ	RC*PC
HL	1.000	<0.001	<0.001	<0.001	<0.001	<0.001	<0.001	0.004
PC	<0.001	1.000	<0.001	<0.001	<0.001	0.140	0.058	0.562
FQ	<0.001	<0.001	1.000	<0.001	<0.001	<0.001	<0.001	0.003
RC	<0.001	<0.001	<0.001	1.000	<0.001	<0.001	<0.001	<0.001
WP	<0.001	<0.001	<0.001	<0.001	1.000	<0.001	<0.001	0.023
RC*HL	<0.001	0.140	<0.001	<0.001	<0.001	1.000	<0.001	<0.001
RC*FQ	<0.001	0.058	<0.001	<0.001	<0.001	<0.001	1.000	<0.001
RC*PC	0.004	0.562	0.003	<0.001	0.023	<0.001	<0.001	1.000

Source: results of data processing on Warp-PLS 7.0

Based on the output results above the diagonal line on the correlation among latent variables above, it shows that the validity of discrimination for all constructs is very good, with the resulting square of AVE value $>$ correlation between latent constructs.

Discussion

Based on the results of the first hypothesis data processing, namely the halal logo has a positive effect on the willingness to pay of Muslim consumers on Shihlin products in Indonesia, then this hypothesis is accepted, these results explain that the presence of a halal logo that has been owned and used on Shihlin products can increase willingness to pay. Furthermore, the second hypothesis that food quality has a positive influence on the willingness to pay of Muslim consumers on Shihlin products in Indonesia is accepted. These results explain that when the consumer's food quality concern is high, it will increase their willingness to pay. The third hypothesis that Price consciousness has a positive effect on the willingness to pay of Muslim consumers on Shihlin products in Indonesia is accepted. These results explain that consumers are still willing to pay even though at a higher price to get Shihlin products that have been certified halal and with a certain level of willingness. Religious commitment has a positive influence on the willingness to pay of Muslim consumers on Shihlin products in Indonesia. These results explain that when the consumer's religious commitment is high, it will increase their willingness to pay. The fourth hypothesis is that religious commitment has a positive influence on the willingness to pay of Muslim consumers for Shihlin products in Indonesia. These results explain that when the consumer's religious commitment is high, it will increase their willingness to pay.

Furthermore, the role of religious commitment as a mediator or moderating variable in the fifth hypothesis is rejected, where the halal logo does not prove that the role of religious commitment can strengthen the relationship with willingness to pay. The sixth hypothesis is accepted, which means that the influence of food quality on willingness to pay has succeeded in proving that religious commitment strengthens the relationship between the two. The seventh hypothesis is rejected, meaning that the role of religious commitment weakens the relationship of price consciousness to willingness to pay.

Conclusion

The purpose of this study was to examine and analyze the factors that influence the willingness to pay of Muslim consumers at Shihlin in Indonesia through religious commitment as a moderating variable. The research was conducted by looking at the influence of the halal logo, price consciousness, food quality, and religious commitment on willingness to pay. This study uses secondary data sources and primary data to obtain information based on structured questions. While the primary data, the data collection method is a survey by distributing online questionnaires through the google form media, in collecting primary data. Based on the results of data processing using the Warp-PLS 7.0 application, the direct effect of the first, second, third and fourth hypotheses proved to have a direct and significant effect. Furthermore, the role of religious commitment as a moderating variable in the sixth hypothesis was rejected, but the sixth hypothesis of religious commitment succeeded in proving that its role as moderation was to strengthen the relationship between food quality and willingness to pay by four percent. The seventh hypothesis is rejected, where religious commitment plays a role in weakening the relationship between the influence of price consciousness on willingness to pay.

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