



## The influence of product quality on purchase interest with halal awareness as an intervening variable

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### ABSTRACT

The purpose of this study is to find out and analyze the extent to which the influence of product quality on purchasing interest with halal awareness as an intervening variable in "Aak Ramen Yuk". The population in this study is the people of Lubuk Basung, Agam regency with a purposive sampling of 200 respondents. Quantitative analysis techniques with the help of SPSS (Statistical Product and Service Solution) version 20 software in the form of path analysis and Sobel test as mediation tests. The research results obtained show (1) the direct influence of product quality on purchase interest, (2) direct influence of the product quality variable on halal awareness, (3) direct influence of the halal awareness variable on purchase interest, (4) indirect influence of the product quality variable on purchase interest from the results of the Sobel test.

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## INTRODUCTION

The influence of globalization is rapidly entering the business world. Businesses must be more sensitive to the issues currently circulating. There is a lot of competition in the business world today which requires business people to be more creative and innovative. One of them is business in the food and beverage sector, which must always be paid attention to so that the business runs well in the future. Business people not only compete with domestic products but also with foreign products from both halal and non-halal producing countries.

This is the reason that people are more selective in choosing the products they want. Moreover, with the Muslim majority population requiring the consumption and use of halal products. This halal provision is based on Islamic law as a guide for Muslim life, but does not rule out the possibility for non-Muslim communities. The importance of halal products and thayyib is stated in QS Al-Baqarah verse 168 which reads: "O humanity! eat from what is lawful and good on the earth and do not follow Satan's footsteps. He is truly your sown enemy."

The global development currently being felt is the influx of food from non-halal producing countries, such as Japanese restaurants, which are increasingly popular with young people, which is valued for its different and unique presentation (Novianti et al., 2021) so that Japanese food is no longer something foreign. people's ears which have also been adapted to the Indonesian tongue (Akhyar &

Pramesti, 2019). To avoid doubt about what to consume, there should be a product guarantee with a halal label. Media issues that lead opinions about food that is *questionable* (doubtful).

Basically, Japanese food consists of vegetables and sea fish which are actually halal. However, that doesn't mean its halal in its entirety. Japanese food usually uses alcohol (sake or mirin) which is included in the *khamr* (haram) category. Not only that, the use of meat in Japanese cooking must be replaced with local ingredients that can be enjoyed by Muslim consumers (LPPOM.Mui, 2022) . To buy certain products, consumers often look at the quality of the products offered by the business. Product quality is an image in the eyes of consumers when consuming or using a good product. Apart from focusing on product quality by ensuring products are halal and *thayyib*. So the need for halal awareness is a supporting factor choose the product to buy.

Aak Ramen Yuk is the first *Japanese food restaurant* in Lubuk Basung sub-district which was just launched on December 23, 2022 with a varied menu ranging from ramen, sushi, gyoza, donburi, and complete toppings. This *Japanese food restaurant* has been operating for approximately 2 months, but has already received a high rating for the materials used in the product formation process, which consist of raw materials and auxiliary materials. The raw materials and auxiliary materials used are as follows:

**Table 1. Production materials used**

Raw material	Auxiliary materials
Wheat flour	Wasabi
Rice	Tomato sauce
Chicken	Chili sauce
Egg	Nori
Kikkoman Sauce	Vegetables
Oil	Soyu soy sauce

*Source: interview results processed by researchers (2023)*

This is what made the researchers choose Aak Ramen Yuk as the research object. Until now, Aak Ramen Yuk has not received a halal certificate or has not managed to ensure the legality of its products to be offered to consumers. Aak Ramen Yuk uses local ingredients that are adapted to local tastes and uses accompanying ingredients such as Soyu which is a soy sauce imported directly from Japan. Food is declared *thayyib* not only related to the ingredients used but also the entire company's operations which are very important.

So this raises the question: Can product quality influence purchasing interest directly or indirectly through halal awareness? Based on this, the researcher wants to examine the influence of product quality on buying interest with halal awareness as an intervening variable where "Aak Ramen Yuk" is the research object. This research in this way contributes to business actors to develop business to further improve product quality and for future researchers to further add variables that strengthen buying interest by using different methods to be more detailed and clear.

## LITERATURE REVIEW

### Purchase interest

interest is related to the intention to make purchases in the future in the form of opportunities (Assael, 2014) . Purchase interest is a response to consumer behavior or attitudes aimed at the desired object so that consumers desire to make a purchase (Kotler & Armstrong, 2016) . Purchase interest is not only about plans to buy but also a series of processes to use the product (Durianto & Liana, 2004). Which is called the buying process. Purchase interest is influenced by factors such as, product quality which states that there is an effect of product quality on buying interest. (Aziz & Chok, 2013) (Iskandar et al., 2015) (Morano et al., 2018) (Wulandari & Wijaksana, 2021). Factors that influence buying interest, namely halal awareness (Bashir, 2019) (Nor et al., 2022) (Monoarfa et al., 2023).

### **Product quality**

product is anything that can be offered to the market that can be owned, utilized with the aim of fulfilling needs or desires in the form of goods, services, assets, people, places, information or ideas (Kotler & Armstrong, 2017) . Product quality that can support business movements to survive longer in society. Product quality is the ability of a product to carry out its function in terms of durability, reliability, accuracy, ease of operation and repair.

Product quality can influence consumer buying interest (Iskandar et al., 2015) (Pandey et al., 2021) (Wulandari & Wijaksana, 2021) (Swastika et al., 2023) seen from the quality, health, cleanliness, service and contains departure (Morano et al., 2018). products can also be interpreted as customer perceptions that are described by producers through their products. (Utomo & Khasanah, 2018) (Rahman & Sitio, 2020).

### **Halal awareness**

Awareness is the first step in the purchasing process, where consumers are basically inexperienced with the product or service. Halal awareness or halal awareness is the context of Halal which can be understood as the process of adding information to increase awareness about what Muslims can eat, drink and use (Ambali & Bakar, 2014) . Halal awareness is how individuals perceive and understand the concept of halal. This halal awareness is important because there is a process of buying and consuming halal products which avoids hesitation in buying and consuming food and thus there is a principle that makes it firmly fixed in the belief and awareness of halal. (Rahim et al., 2021) (Öztürk, 2022) related to the production process so that the food is allowed to be consumed (Hendradewi et al., 2021) which is where the halal label in the product is not only produced by Muslim producers but there are also those who are engaged in non-Muslims. (Imah, 2020). Awareness is the first step in the buying process, where consumers are basically inexperienced with a product or service. Knowing awareness is the ability to understand, perceive and understand events and objects. (Esa & Mas'ud, 2021) in terms of understanding or knowledge of the issues involved

### **The relationship between product quality and purchase interest**

A quality product is a product suitable for consumption. The higher the quality of the product, the higher the consumer's buying interest. This is the case with Muslim consumers, quality products are products that comply with Islamic law as required to consume products that are halal (permissible) and *thayyiban* (beneficial). Product quality is how to provide products that meet consumer desires, such as guaranteed cleanliness and the hygiene of the products offered so that the products are useful for consumers. So this gives a positive image to products that already have quality towards consumer buying interest (Iskandar et al., 2015) (Fatmawati & Soliha, 2017) (Pandey et al., 2021) (Swastika et al., 2023) .

H1: Direct influence of Product Quality on Purchase Intention

### **The relationship between product quality and halal awareness**

Halal awareness can increase interest in buying if the product purchased is believed to be halal and *thayyib*. However, on the contrary, it will reduce buying interest if the product is believed to contain haram elements or is not permitted in the Islamic religion (Yaakub & Sham, 2021) . One way to know a quality product is a product that is halal and *thayyib* using quality ingredients and a production process that complies with Islamic standards. By knowing the quality ingredients and production processes in producing products, you can increase consumers' halal awareness. In the sense that halal awareness is able to connect product quality with the level of consumer desire to buy halal products.

H2: Direct Influence of Product Quality on Halal Awareness

**The relationship between halal awareness and purchase interest**

With understanding and knowledge about halal, you can know halal standards, the ingredients contained in the product and all aspects related to halal (Safitri et al., 2021) . This halal awareness can provide information about whether a product is quality and *healthy* as can be seen from the halal label printed on the product packaging. The higher a Muslim's understanding, the more positive the Muslim's behavior will be regarding halal issues. This can influence product purchasing decisions, whether they comply with Islamic rules or not. In line with (Aziz & Chok, 2013) (Jannah & Al-Banna, 2021) that halal awareness has a positive effect on consumer buying interest.

H3: Direct Influence of Halal Awareness on Purchase Intention

**Indirect relationship of product quality to purchase interest through halal awareness**

Product quality is how to provide products that meet consumer desires, such as guaranteed cleanliness and the hygiene of the products offered so that the products are useful for consumers. So this gives a positive image to products that already have quality towards consumer buying interest (Fatmawati & Soliha, 2017) (Pandey et al., 2021) (Swastika et al., 2023) . Product quality is how to provide products that meet consumer desires, such as guaranteed cleanliness and the hygiene of the products offered so that the products are useful for consumers. So this gives a positive image to products that already have quality towards consumer buying interest (Fatmawati & Soliha, 2017) (Pandey et al., 2021) (Swastika et al., 2023) .

H4: Indirect Influence of Product Quality on Purchase Interest through Halal Awareness

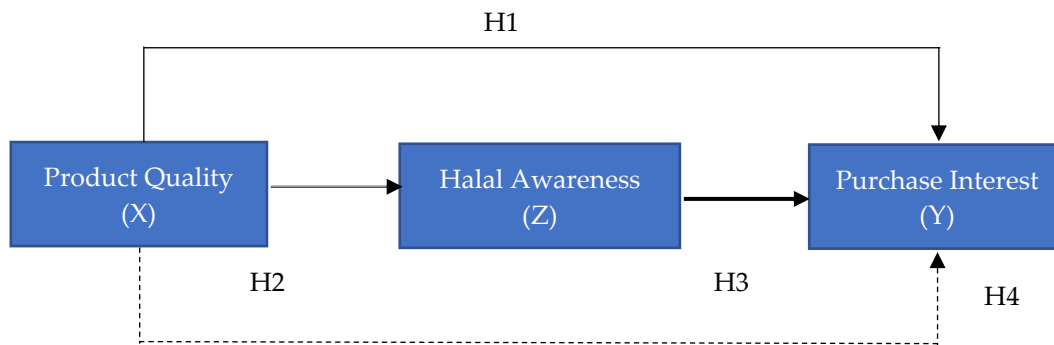


Figure 1. Conceptual Framewrok

**METHOD**

This research method uses a quantitative method with a causal descriptive type of research with data obtained from filling out questionnaires distributed directly as measured by a Likert scale. The population of this study was the people of Lubuk Basung, Agam Regency, with samples taken using a purposive sampling technique who had the criteria of having purchased at Aak Ramen Yuk so that 200 responden were obtained. The variables contained in this research consist of independent (X), dependent (Y) and mediating (Z) variables, namely product quality (X), purchase interest (Y) and halal awareness (Z). The data that has been collected is processed with the help of statistical software SPSS (Statistical Product and Service Solution) version 20.

**Table 2. Operational Variables**

Variable	Operational definition	Indicator	Scale	Source
Product Quality (X)	The capacity or ability of a product to provide results that meet or exceed consumer expectations	<ol style="list-style-type: none"> <li>1. Performance</li> <li>2. Feature</li> <li>3. Reliability</li> <li>4. Suitability</li> <li>5. Durability</li> <li>6. Service</li> <li>7. Aesthetics</li> <li>8. Perception of quality</li> </ol>	Likert	(Iskandar et al., 2015)
Purchase Interest (Y)	Attitudes or behavior related to plans to buy products at Aak Ramen Yuk	<ol style="list-style-type: none"> <li>1. I choose to buy halal products is a good idea</li> <li>2. I think that my friend should choose halal products</li> <li>3. Most of the people closest to me choose halal products</li> <li>4. My family prefers halal products</li> <li>5. I will buy halal products</li> <li>6. I will recommend my friends to buy halal products</li> <li>7. I am interested in buying halal products</li> <li>8. I will recommend halal products to others</li> </ol>	Likert	(Aziz & Chok, 2013)
Halal Awareness (Z)	A Muslim's awareness of the halal concept and even the halal process	<ol style="list-style-type: none"> <li>1. I understand what halal is</li> <li>2. I understand what halal thayyiban is</li> <li>3. I will buy food products if I am confident in the slaughtering process</li> <li>4. The most important slaughtering process follows Islamic rules</li> <li>5. Halal is not just about slaughtering animals</li> <li>6. Eating halal food is important to me</li> </ol>	Likert	(Aziz & Chok, 2013)

## RESULTS AND DISCUSSION

### Respondent characteristics

The characteristics of respondents needed in this research are seen from gender, age, education level and occupation.

**Table 3. Respondent Characteristics**

Characteristics	Category	Frequency (Person)	Percentage
Gender	Man	65	32.5%
	Woman	135	67.5%
Age	17-24	148	74%
	25-32	33	18%
	33-40	7	3.5%
	41-48	7	3.5%
	49-56	2	1%
	SMP	12	6%
	SMA/SMK	145	72.5%
	D1	4	2%
	D3	1	0.5%
	S1	30	15%
	S2	2	1%
	S3	0	-
	Other	6	3%
	Student	135	67.5%
	Self-employed	16	8%
	Civil servants	9	4.5%
Other	40	20%	

Source: Processed primary data, 2023

### Validity test

How to measure validity can be done by correlating the score from the question with the total score of the variable. Criteria for significant level if  $r_{hitung} \geq r_{tabel}$  means it is declared valid. However, on the contrary, if  $r_{hitung} \leq r_{tabel}$  it means it is declared invalid (Ghozali, 2011).

**Table 4. Validity Test**

No. Items	Correlation R count	R Table	Significance Value	Information
X.1	0.645	0,361	0,000	Valid
X.2	0.481	0,361	0.007	Valid
X.3	0.489	0,361	0.006	Valid
X.4	0.812	0,361	0,000	Valid
X.5	0.686	0,361	0,000	Valid
X.6	0.608	0,361	0,000	Valid
X.7	0.880	0,361	0,000	Valid
X.8	0.778	0,361	0,000	Valid
X.9	0.696	0,361	0,000	Valid
X.10	0.653	0,361	0,000	Valid
X.11	0.771	0,361	0,000	Valid
Y.1	0.410	0,361	0.025	Valid
Y.2	0.622	0,361	0,000	Valid
Y.3	0.620	0,361	0,000	Valid
Y.4	0.711	0,361	0,000	Valid
Y.5	0.797	0,361	0,000	Valid
Y.6	0.729	0,361	0,000	Valid

No. Items	Correlation R count	R Table	Significance Value	Information
Y.7	0.723	0,361	0,000	Valid
Y.8	0.674	0,361	0,000	Valid
Z.1	0.766	0,361	0,000	Valid
Z.2	0.522	0,361	0.003	Valid
Z.3	0.784	0,361	0.014	Valid
Z.4	0.442	0,361	0,000	Valid
Z.5	0.640	0,361	0,000	Valid
Z.6	0.482	0,361	0.007	Valid

Source: Processed primary data, 2023

**Reliability test**

Reliability measurement in this research using SPSS software with the *Cronbach Alpha* ( $\alpha$ ) method. A questionnaire can be said to be reliable if the Alpha ( $\alpha$ ) value is > 0.6 (Ghozali, 2011) .

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Information
X	0.888	Reliable
Y	0.823	Reliable
Z	0.678	Reliable

Source: Processed primary data, 2023

**Test path analysis**

This path analysis test aims to test the research hypothesis regarding the influence of product quality (X) on purchasing interest (Y) directly and indirectly through halal awareness (Z) as an intervening variable.

**Table 6. Results of Analysis of Variable X Against Variable Z**

Model		Unstandardized		Standardize		Q	Sig.
		Coefficients		d			
		B	Std. Error	Beta			
1	(Constant)	20,509	1.877			10,928	,000
	Product Quality	.139	.044	.218		3,142	,002
N	: 200						
R Square	: 0.048						
F	: 9.874						
Sig F count	: 0.002						

Source: Processed Primary Data, 2023

The table above can be interpreted from the standardized coefficients of 0.218 which is path analysis. The value of the path analysis can be seen that the influence of product quality on halal awareness is 21.8 %. Meanwhile, based on the R square value ( $r^2$ ) or coefficient of determination to find out how much influence product quality has on halal awareness. The table above shows the R2 value of 0.048 or 4.8 %. The results show that the influence of the product quality variable on halal awareness is 4.8 % and the rest is influenced by other variables. Apart from that, this result is also strengthened by the significant value of 0.002 < 0.05, meaning product quality has a positive and significant effect on halal awareness.

Determine the influence of *product quality* and *halal awareness variables* on purchasing interest variables and to test the hypothesis regarding the influence of *product quality* and *halal awareness* on purchasing interest which can be explained in the following table:

**Table 7. Results of Analysis of Variables X and Z on Variable Y**

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Q
1	(Constant)	8,234	2.462		3,345
	Product Quality	.160	.047	.187	3,392
	Halal Awareness	.792	.074	.591	10.752
					Sig.
					,001
					,001
					,000

Source: Processed primary data, 2023

Based on the table above, the path analysis of purchasing interest variables can be obtained and known as follows:

$$Y = 8,234 + 0.187 + 0.591$$

The table above can be interpreted in terms of standardized coefficients of 0,187 and 0.591, which have a positive effect on product quality and halal awareness variables on purchasing interest. However, product quality on buying interest is smaller than halal awareness on buying interest, namely 18.7% of variable x on buying interest and 59.1% halal awareness on buying interest.

Meanwhile, based on the R square value ( $r^2$ ) or the coefficient of determination to find out how much influence product quality and halal awareness have on buying interest. The table above shows the  $R^2$  value of 0.432 or 43.2%. The results show that the influence of product quality and halal awareness variables on purchasing interest is 43.2% and the rest is influenced by other variables. Even though the coefficient of determination value does not reach 50%, the results are also strengthened by a significant value of  $0.000 < 0.05$ , meaning that product quality and halal awareness have a positive and significant effect on purchasing interest.

**Sobel test**

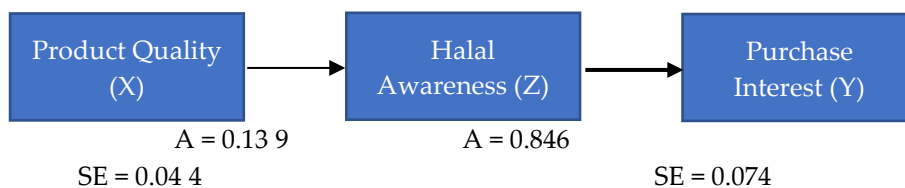
This Sobel test aims to determine whether there is an influence of variables through the mediating variable which acts as a mediator on the target variable. To find out how much the halal awareness variable (Z) can mediate the product quality variable (X) on purchasing interest (Y), a sobel test is carried out. The following are the results of the regression test of the independent variable on the dependent variable, namely X on Z and Z on Y as follows:

**Table 8. Mediation Test Between Variables**

Model	B	Std. Error
X to Z	0.139	0.044
Z to Y	0.846	0.074

Source: Processed primary data, 2023

Based on the table above, the results of the regression test show that the coefficient value of the product quality variable on halal awareness is 0.134 and the standard error is 0.043. Then the regression test of the halal awareness variable on buying interest shows a coefficient value of 0.846 and a standard error of 0.074. The following is a mediation test diagram obtained from the data above as follows:



**Figure 1. Mediator Model**



Based on the picture above, a mediation model is formed from the regression, namely the product quality variable (independent) on halal awareness (intervening). Then the second regression is halal awareness (intervening) on purchase interest (dependent). This forms a path analysis model with halal awareness as the mediator. To obtain Sobel test results, a Sobel test is carried out using [www.danielsoper.com](http://www.danielsoper.com) via calculator sobel  $3.044 > 1.96$ . This proves empirically that there is an influence for the hypothesis when namely the influence of product quality on buying interest (Y) with halal awareness (Z) as an intervening (mediation) variable at Aak Ramen Yuk.

#### **Direct influence of product quality on purchase interest**

The results of research carried out using path analysis show that there is a direct influence on the product variable quality on purchase interest with a significant value of  $0.001 < 0.05$  and standard value coefficient the beta is 0.187, which can be interpreted as that the product quality variable has a positive and significant effect on purchasing interest at Aak Ramen Yuk. The results of this research are also strengthened by research conducted. The results of this research are also strengthened by research conducted (Iskandar et al., 2015) with the title " The Effect Of Service, Product Quality, And Perceived Value On Customer Purchase Intention And Satisfaction" which results shows that product quality influences purchases intention . According to (Pandey et al., 2021) with the title the results of this research show that product quality influences the decision to purchase Adidas shoes. Apart from that, this research is also in line with (Morano et al., 2018) This research shows that product quality is influenced by service, cleanliness and health .

#### **Direct influence of product quality on halal awareness**

Path analysis shows that the product quality variable on halal awareness has a significant effect, obtaining a result of 0.218 or 21.8 % . This shows that directly product quality can be a reference in a person's halal awareness in choosing products that comply with halal standards. This is what makes Aak Ramen Yuk always provide good quality products, namely halal and thayyib. Halal awareness can increase interest in buying if the product purchased is believed to be halal and thayyib. However, on the contrary, it will reduce buying interest if the product is believed to contain haram elements or is not permitted in the Islamic religion (Yaakub & Sham, 2021) .

#### **Direct influence of halal awareness on purchase interest**

The second hypothesis was analyzed using path analysis which showed that the halal awareness variable on purchasing interest was significant, with a result of 0.591 . This shows that it is directly halal Awareness can increase product purchases at Aak Ramen Yuk. These results are similar to research (Jalasi & Ambad, 2021) which states that halal awareness has a significant effect on intention. This research is also similar to research (Nor et al., 2022) which states that halal awareness has a significant effect on interest in buying halal food. So the higher the level of halal awareness, the more selective a person will be in choosing halal and thayyib food.

#### **Indirect influence of product quality on purchase interest through halal awareness**

Based on research results from regression tests which show the coefficient value of product quality on halal awareness is 0.139 and the standard error is 0.044. Furthermore, the halal awareness coefficient value is 0.846 and the standard error is 0.074. This is reinforced by the Sobel test which was carried out and obtained results of  $3.044 > 1.96$  which proves that there is the influence of halal awareness which is able to mediate the product quality variable on purchasing interest. This research is similar to research from Wulandari et al., 2021, where the results show that there is an influence of price and product quality on purchase interest. The higher a Muslim's understanding, the more positive the Muslim's behavior will be regarding halal issues. This can influence product purchasing decisions, whether they comply with Islamic rules or not. In line with (Jannah & Al-Banna, 2021) that halal awareness has a positive effect on consumer purchase interest. Meanwhile, in research (Nurhayati &

Hendar, 2020), halal awareness is able to mediate the relationship between halal products and purchase interest.

## CONCLUSION

Based on the results of research regarding the influence of product quality on purchase interest with halal awareness as an intervening variable in "Aak Ramen Yuk". So conclusions can be drawn from the findings from the processed data as follows:

1. There is a direct influence of the product quality variable on purchase interest at Aak Ramen Yuk. So the higher the quality of the products provided, the more consumers will be able to buy interest at Aak Ramen Yuk.
2. There is a direct influence of the product quality variable on halal awareness at Aak Ramen Yuk. So the higher the quality of the product provided, the more it is based on the halal awareness of a Muslim. This means that the higher the halal awareness, the products provided will be in accordance with Islamic quality.
3. There is a direct influence of the halal awareness variable on purchase interest at Aak Ramen Yuk. So the higher the halal awareness of consumers, the more they will look for halal and thayyib products such as at Aak Ramen Yuk.
4. There is an indirect influence of the product quality variable on purchase interest with halal awareness at Aak Ramen Yuk. The level of product quality at Aak Ramen Yuk can have a significant influence on halal awareness and will increase purchase interest at Aak Ramen Yuk.

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