
Investigating Awareness & Knowledge, Halal Logo and Religiosity Affecting Decision and Lifestyle to Consume Halal Culinary; Case Study of Three Indonesian Regions in Japanese Restaurant

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Abstract

Japanese restaurants in DKI Jakarta, West Java, Banten Provinces are growing rapidly, preferred by many Indonesians, in line with the existence of halal assurance rules and regulations in Indonesia under the law of UU No.33 Tahun 2014 and the government regulations of PP No.31 Tahun 2019 which provide guaranteed halal certainty for products and services. There are two types of Japanese restaurants in Indonesia, the one which is certified with the MUI halal logo and the other one which doesn't. The purpose of this research is to know whether there are some influences to the consumer awareness and knowledge, MUI halal logo, and religiosity to its buying decision at Japanese restaurants in three provinces mentioned, and to become lifestyle. Design/Research Methods SEM PLS approach is used to determine the samples carried in the test, and elaborate them with descriptive and verification approaches, through explanatory survey to describe the causal relationship between variables. Research results shows that the people of three provinces mentioned, their decision to buy at Japanese restaurants has an obvious significant influence by its religiosity aspect, as well as on the MUI halal logo. Whereas, awareness and knowledge variable have the least result and in-significant influence to the decision to buy that influence the lifestyle. Discussion: It is an urgent situation in Indonesia to speed up the Indonesia halal assurance information dissemination, especially when the law of UU.No.33 Tahun 2014 on 17 October 2019 and PP No.31 Tahun 2019 have been officially enacted, and legal sanctions will soon be implemented.

Keywords: Knowledge and Awareness, Religiosity, MUI Halal Logo, Decision to Buy, Lifestyle

Abstrak

Restoran Jepang di DKI Jakarta, Jawa Barat, Provinsi Banten berkembang pesat, lebih disukai oleh banyak orang Indonesia, sejalan dengan adanya aturan dan peraturan jaminan halal di Indonesia di bawah hukum UU No.33 Tahun 2014 dan peraturan pemerintah PP No .31 Tahun 2019 yang memberikan jaminan kepastian halal untuk produk dan layanan. Ada dua jenis restoran Jepang di Indonesia, satu yang disertifikasi dengan logo halal MUI dan yang lainnya tidak. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada beberapa pengaruh terhadap kesadaran dan pengetahuan konsumen, logo halal MUI, dan religiusitas terhadap keputusan pembeliannya di restoran Jepang di tiga provinsi yang disebutkan, dan menjadi gaya hidup. Desain / Metode Penelitian Pendekatan SEM PLS digunakan untuk menentukan sampel yang dilakukan dalam tes, dan menguraikannya dengan pendekatan deskriptif dan verifikasi, melalui survei penjelas untuk menggambarkan hubungan kausal antara variabel. Hasil penelitian menunjukkan bahwa orang-orang dari tiga provinsi yang disebutkan, untuk keputusan mereka untuk membeli di restoran Jepang memiliki pengaruh yang jelas signifikan oleh aspek religiusitasnya, serta pada logo halal MUI. Sedangkan variabel kesadaran dan pengetahuan memiliki pengaruh paling kecil dan tidak signifikan terhadap keputusan untuk membeli yang mempengaruhi gaya hidup. Diskusi: Ini adalah situasi yang mendesak di Indonesia untuk mempercepat penyebaran informasi jaminan halal Indonesia, terutama ketika undang-undang UU.No.33 Tahun 2014 pada 17 Oktober 2019 dan PP No.31 Tahun 2019 telah secara resmi diberlakukan, dan sanksi hukum akan segera diimplementasikan.

Kata Kunci: Pengetahuan dan Kesadaran, Religiusitas, Logo Halal MUI, Keputusan Membeli, Gaya Hidup.

1. Introduction

As a state agreement on the basis of a non-Islamic constitution, since 2014 Indonesia has finally been present to provide halal guarantees to Muslims under Law No. 33 of 2014 concerning Halal Assurance System, and following Govern-

ment Regulation No. 31 of 2019 concerning Halal Assurance System. Before the birth of these laws and regulations, halal product guarantees by halal producers were only voluntary. However, starting from October 17, 2019 due to the enactment of these laws and regulations, the halal guarantee sys-

tem in Indonesia has become mandatory. In the web 4.0 era, when smartphones and communication-based applications grew and were embedded in people's daily lives and changed their lifestyles, acculturation processes in various parts of the world also took place quickly including in Indonesia, as well as the Japanese culinary industry in Indonesia.

The emotional bond between Indonesia and Japan is very related. As a foreign country with a very small Muslim population, Japan is considered a non-Muslim country that values Islam through Japanese halal production in Japan and abroad including Indonesia. Furthermore, in 2020 the Japan Olympic Games will be held in Japan, and as a country that highly values Islam, Japan is more than ready to give a big welcome and many services for Muslim athletes and their contingents.

According to data from LPPOM MUI (2019) it was stated that in early 2019, there were only 59 restaurants in Indonesia that already had MUI Halal Certification and showed their logo to their markets. Some of them are a group of Japanese halal restaurants in Indonesia who are shown the trend of their compliance to overcome the guarantee of halal products through MUI. Japanese cuisine is one of the most popular dishes among Indonesians, especially in large provinces such as DKI Jakarta, Banten and West Java. From shopping centers to street vendors, it is not difficult to find Japanese cuisine and restaurants, even though Japanese restaurants that already have halal certificates from MUI, until 2018, there are only 5 restaurants. They are: (1) Hokben; (2) Yoshinoya; (3) Marugame Udon; (4) Sukiya; and (5) Tom Sushi. Increase in 2019 with: (1) Sushi Tei, and many others. At present several new Japanese restaurants in Indonesia will come to have halal certification from MUI.

This research has an urgency for many stakeholders, be it policy makers, business people especially Japanese halal culinary, and of course for the breadth of science and technology growth and development. Specifically, this research aims to monitor:

The rapid development of Japanese restaurants that have become halal in Indonesia, specifically in three provinces: DKI Jakarta, Banten and West Java; related to how far the level of acceptance of the Indonesian Muslim market towards halal Japanese culinary. From the research conducted, it is expected to contribute conceptually, namely testing the model to get information:

What is the strongest variable that determines the preference for Japanese hala culinary in Indonesia, especially in three provinces: DKI Jakarta, Banten and West Java, so that it can be an additional attraction for Japanese culinary business investment into Indonesia; and

What is the weakest variable that is a challenge

for state policy makers, to then make a breakthrough acceleration in order to optimize the acceptance of halal products in Indonesia (especially related to halal Japanese culinary) to be undoubtedly sustainable.

2. Theoretical Framework and Hypothesis Development

In the realm of Management science, especially when we want to understand or read the direction of market tastes, we must understand what are the driving factors that drive the growing desire of the market. Among the approaches that can be used to read the level of consumer buying interest is Theory of Planned Behavior (TPB). TPB is a development of Theory of Reasoned Action (TRA) which was coined by Fishbein and Ajzen (in Taylor and Todd, 1995). TRA describes human behavior related to consumer attitudes and subjective norms, while TPB variables are added to perception of control behavior on consumer behavior (Lada, et al., 2009). Subjective norms are social pressure on individuals to do or not do certain behaviors for them, or motivation to obey the views of others (referrals) or references that are considered important (Bonne, et al., 2007).

TPB explained that a person's behavior is determined by his interest in behaving. Interest in behavior is influenced by: (1) attitude; (2) subjective norms; and (3) perception of behavioral control. Attitude is a positive or negative evaluation of someone to conduct a behavior. Meanwhile, according to Soesilowati (2010), perception of behavior control (perception of control behavior) is a perception of the ability to control a behavior. A person's understanding to follow the rules of his religion is the perception that will control his behavior. Interest, is the individual's conscious plan to make an effort to buy a product (Chi et al., 2011).

On the other hand, Aziz and Chok (2012) also mentioned halal awareness and halal certification for the intention to buy halal food. Where Hasan, S.H (2011) mentions the relationship between knowledge and lifestyle, he supports the statement of Fieldhouse (1995) that food ideology as a body of trust relating to food and its consumption in certain cultures or ethnic groups.

In this case the moral values of Islam inherited from the Prophet Muhammad SAW from generation to generation, supported by Foster (1962) who observed that culture is not a collection of habits or habits that are randomly carried out by consumers; usually move from generation to generation. Culture is a system of categories, rules, and plans that are studied for how people live their lives that form a complete design for life (Klukhohn, 1946; Foster 1962; McCort and Malhotra, 1993; Neal et al., 2006; Schiffman and Kanuk, 2002, Schwartz, 1994). While simultaneously, S Santoso, et al.

(2009) describes a series that is intended as a system, which is a set of elements that are interconnected, interconnected, mutually cooperating, towards the same goal.

Several previous studies have shown that Religion can influence consumers' attitudes and behavior in general (Assadi 2003, Bonne et al. 2007, Delener 1994, Pettinger et al., 2004); especially on food purchasing decisions and eating habits (Bonne et al., 2007). Delener (1994) states that religiosity is one of the most important cultural aspects that influence consumer behavior. The research results of Jusmaliani and Hanny Nasution (2008) explain the influence of aspects of religiosity on the interest to buy halal products, and buying behavior is not merely a function of taste and price, but also consider religion (religion).

While consumer behavior related to the awareness of consuming halal products is still constrained by the lack of knowledge of the importance of halal certification in the decision to buy a product (Yuhanis and Nyen, 2012). Research by Tiara Khoerunnisa, (2016) states that there is a significant influence on the behavior of consumers who are aware of the halal logo on buying decisions. While the results of research by Soesilowati (2007) state that the understanding and implementation of Islamic law in consumption behavior is reflected in the behavior of consumption and is influenced by the learning process, both through socialization and the formal education system as well as information obtained.

So from some of the references of previous researchers, the model was tried in the framework of thinking about variables, and the hypotheses were:

- H1 : Awareness and Education have positive and significant effect on Japanese Halal Culinary Decision to Buy ;
 H2 : MUI Halal Logo (Brand) has positive and significant effect on Japanese Halal Culinary Decision to Buy;
 H3 : Religiosity has a positive and significant effect on Japanese Halal Culinary Decision to Buy;
 H4 : Decision to Buy Japanese Halal Cuisine has a positive and significant on effect Lifestyle

This hypothesis was investigated against a sample of people who live in three provinces in Indonesia, namely DKI Jakarta, Banten and West Java.

3. Research Method

This research uses primary data. Primary data is research data obtained directly from the original source (Sekaran, 2015). The unit of analysis of this study was all respondents who bought food in a Japanese restaurant bearing the halal logo in Jakarta. Data collection is done by survey method through a questionnaire sent to respondents. Before sending to respondents, the questionnaire was pre-tested first. The purpose of this pretest is to ensure that the sentence in the questionnaire can be understood correctly by the respondent. After the pretest, the questionnaire is sent directly to the company where the respondent works, through the help of a contact person and also by e-mail. The questionnaire sent, accompanied by a cover letter containing instructions for filling in and explaining the purpose of the study. To enhance the response rate, souvenirs for respondents were included in the questionnaire.

The sample selection method is the purposive sampling method which is a sampling method based on certain criteria (Sekaran, 2015). The criteria for selecting respondents' samples are those who are adults so they can give their own opinions, and have ever bought or eaten at a Japanese restaurant with a Halal logo in Jakarta. The size of the sample is determined based on the number of respondents who returned the list of questions.

The period of this research is a period of time from distribution to the collection of questionnaires from respondents. For data collection from the questionnaire in this study conducted during the period from April 10 to September 10 2019.

4. Result, Discussion, and Managerial Implication

Respondent Profile

A total of 170 respondents participated in this study from 250 questionnaires distributed, all respondents were Indonesian (residents) and Mus-

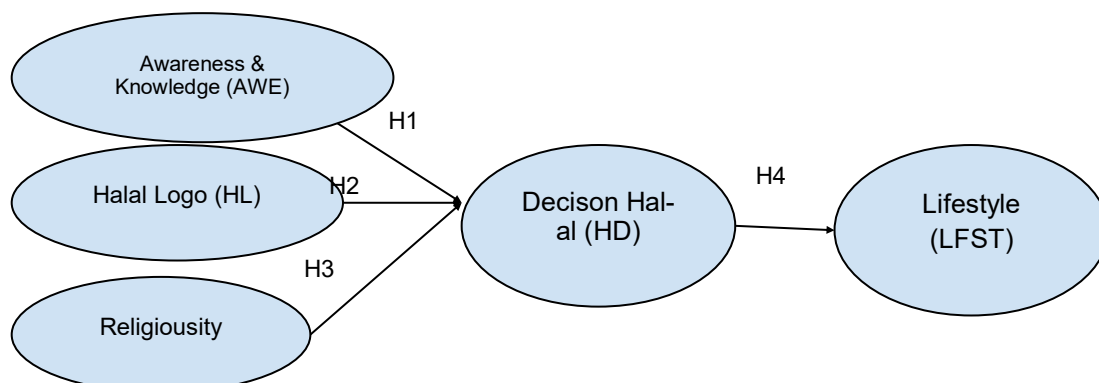


Table 1. Hypothesis Results

Hypothesis	Loadings	T-Value	Result
H1: AWE → HD	0.162	1.741	Not supported
H2: HL → HD	0.349	4.398	Supported
H3: RLG → HD	0.385	4.452	Supported
H4: HD → LFST	0.753	12.950	Supported

Source: Processed by authors

lims. The largest respondents came from West Java Province (55.9%), followed by DKI Jakarta (30.0%) and Banten Province (14.1%). There were slightly more female respondents (55.3%) than men (44.7%). A percentage of 34.71% of respondents were between age 20 to 25 and 24.7% were within the 26-29 age group. The majority came from the middle (40.49%) and upper income level (23.53%).

Outer Result

The outer result indicates each indicator’s reliability and validity. The result of PLS shows that the indicators were valid and reliable . Cut off for the reliability is 0.7 and all of the indicators from variable, Awareness & Knowledge (AWE), Halal Logo (HL) , Religiosity (RLG), Decision Halal (HD) and Lifestyle (LFST) were above the cut off value , thus showing reliability of the indicators to measure each variable. The validity is measured by the average variance extracted (AVE) and construct validity in which both measure satisfactory results for all the variables.

Inner Result

The inner model results were examined by the loading value and T-value to show significance of each path that represents the hypothesis. The result is depicted in table 1.

Result shows that from four hypotheses investigated, three hypotheses are supported by the data and one hypothesis is not supported.

Therefore, it can be concluded that :

Awareness and Education is not proved to have a positive and significant effect on Japanese Halal Culinary Decision to Buy. It inferred that increase or decrease in awareness and education is not followed or has nothing to do with the decision to consume Halal Japanese Restaurant.

MUI Halal Logo (Brand) on the other hand, has positive and significant effect on Japanese Halal Culinary Decision to Buy. Thus increase in the appearance of the logo will result in the increase decision to consume halal food / restaurant.

Interestingly, Religiosity has a positive and significant effect on Japanese Halal Culinary Decision to Buy. Therefore, the level of religiosity increases

the decision to consume Halal restaurant decision.

Lastly, Decision to Buy Japanese Halal Cuisine has a positive and significant effect on Lifestyle. In the long run, each decision accumulates to a halal lifestyle of the respondent.

5. Conclusion, Suggestion, and Limitations

Based on the findings in this study, of course it has implications for the practical world or in other words has managerial implications in the industrial world and halal lifestyles, to be able to continue to improve and develop matters relating to the satisfaction and loyalty of halal customers.

First, stakeholders, especially government management, must pay more attention to aspects of awareness and knowledge in the Indonesian Muslim community. Awareness and knowledge aspects are proven to have a reciprocal effect, although the results of the study indicate that the conditions obtained in the field are still very low, the information dissemination activities must be improved to make it more sustainable.

Second, to increase halal economic transactions, more volunteers are needed in Indonesian halal T. cadres of various ages, genders, and educational backgrounds, therefore the speed of information dissemination can be a continuous acceleration, because halal is for everyone. This includes the ease of obtaining halal products that have passed the halal test from halal auditors and received MUI halal certification. In order to get a better understanding of the importance of consuming halal products systematically and is easily understood by consumers.

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