

# The Relationship of Attitude, Subjective Norm, Perceived Behavioral Control on Halal Food Purchasing Behavior in Jakarta

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**Abstract :** Indonesia is most populous Muslim-majority country and its the world's 14th-largest country in terms of land area and world's 7th-largest country in terms of combined sea and land area. Nevertheless, based on Thomson Reuters data of 2016, the score of Islamic economic indicators Indonesia is ranked 10th, while Malaysia is ranked first. This research is implemented TPB theory with the aim of expanding some previous research in term of examining halal food purchasing behavior in muslim-consumers. Data are collected via questionnaires with purposive sampling technique. This research uses structural equation model (SEM) analysis to identify the impact of three independent variables on halal food purchasing behavior. The result shows that there is a positive relationship between attitude and purchase intention. Attitude is an important factor in influencing consumer intention in purchasing Halal products. Secondly, subjective norms is important in influencing consumers' purchase intention, especially in Indonesian context. Furthermore, this study also reveals that perceived behavioral control has a significant correlation on intention and satisfaction, because in collectivistic cultures like Muslim culture, people tend to perceive themselves as interdependent with their group and tend to strive for in group rather than personal goals. Last but not least, there is a positive relationship or impact of purchase intention on satisfaction. This research contributes to gain a new insight of understanding halal food purchasing behavior in Indonesia and provide some data for managerial/ entrepreneurship practitioners to make a decision. One of the limitations is this study only covered Halal consumers in Indonesia, especially in Jakarta City. Despite its limited sample, the findings from this study can be used to better understand the purchasing behavior which related to purchasing and level of satisfaction of Halal products.

**Keywords:** Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Satisfaction, Halal Food

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## I. Introduction

According to Alam and Sayuti, (2011), there are altogether more than two billion Muslim populations in the world spreading over 112 countries, across diverse regions such as Organization of Islamic Conference Nations (1.4 billion), Asia (805 million), Africa (300 million), Middle East (210 million), Europe (18 million), and Malaysia (16 million) (Omar et al., 2012).Indonesia is the world's 14th-largest country in terms of land area and world's 7th-largest country in terms of combined sea and land area. It has an estimated population of over 261 million people and is the world's fourth most populous country. The world's most populous island, Java, contains more than half of the country's population (Wikipedia, 2017). Indonesia is most populous Muslim-majority country and here are 10 countries in the world with the largest Muslim population, in a note on Muslimpro, (2017):

**Table 1** The Largest Muslim Population in The World (in Million)

No	Country	Year
		2016
1	Indonesia	222
2	Pakistan	195
3	India	183
4	Bangladesh	149
5	Egypt	82
6	Turkey	79
7	Iran	78
8	Nigeria	74
9	Algeria	40
10	Sudan	39

Source: Muslimpro, (2017)

Today, the halal logo on products is no longer just purely a religious issue. It is becoming a global symbol for quality assurance and lifestyle choice in the realm of business and trade (Islam Online, 2005). Halal is an Arabic term meaning 'permissible'. In English, it most frequently refers to thing that is permissible according to Islamic law (Omar et. al., 2012). The halal certificate or logo not only guarantees Muslims what they consume or use is according to the Islamic laws but also encourages manufacturers to meet the halal standards (Ariff, 2009). Thus, halal certificate can play an important role to assure consumers that the product has got the necessary conditions of halal product (Omar et al., 2012). In the Arabic language, it refers to anything that is permissible under Islam (Kamali, 2003). It is usually used to describe something that a Muslim is permitted to engage in, e.g. eat, drink or use. The opposite of halal is haram, which is Arabic for unlawful or prohibited. Accordingly, Halal products are those that are Shariah compliant, i.e. do not involve the use of haram (prohibited) ingredients, exploitation of labor or environment, and are not harmful or intended for harmful use. The realm of halal may extend to all consumables such as toiletries, pharmaceuticals, cosmetics, etc. In addition, it encompasses a wide range of industry sub-sectors with elements of religious, political and financial dimension in it (Omar et al., 2012). Muslim consumers are very similar to any other consumer segments, demanding healthy and quality products, which must also conform to Shariah requirements (Al-Harran & Low, 2008). The expanding halal products market represents a significant opportunity for international products companies, not only in Muslim countries but also in Western markets with significant and growing Muslim populations among whom halal observance is on the increase (Hanzaee and Ramezani, 2011). The global halal market is estimated to be worth US\$580 billion a year. According to the Halal Journal, (2008), the current estimated value of the total halal market is US\$150 billion a year, but this has the potential to rise to US\$500 billion by 2010, driven by the increasing value and diversity of the consumer market, combined with strong demographic trends across the world (Anne-Birte, 2007). Extra levels of quality certification have attracted an unprecedented demand for Muslim and non-Muslim consumers (Patton, 2008). Recently, Muslim consumers are very similar to any other consumer segments, demanding healthy and quality products, which must also conform to Shariah requirements (Al-Harran & Low, 2008). The halal certificate or logo not only guarantees Muslims what they consume or use is according to the Islamic laws but also encourages manufacturers to meet the halal standards (Ariff, 2009). Thus, halal certificate can play an important role to assure consumers that the product has got the necessary conditions of halal product (Omar et al., 2012).

The muslim consumers have become more conscious and sensitive towards Halal requirements. Muslim consumers are looking for specific products tailored to meet their religious and community needs (Afendi et al., 2014). They have begun questioning and avoiding goods which were not certified as halal and which do not have the halal sign (Sadek, 2001). However, Al-Harran and Low, (2008) stated that if the consumers are unable to locate the Halal sign, they would read its ingredients, to seek for the halal-ness of the products to be consumed. Halal can be linked to religious fervor; and beliefs that is cleaner, healthier, and tastier (Afendi et al., 2014). Mainstream supermarkets started to embrace and reach out to this growing community which unequivocally defines itself by faith (Afendi et al., 2014). Hence, retailers tend to understand the needs of the Muslim consumers are changing and they are committed to meet these evolving demands. That is the ultimate aim of organization which is to understand and meet with the Muslim consumer lifestyles and purchasing behavior can help a company in gaining a better understanding and planning on doing business in order to obtain a critical strategic advantage (Suwanvijit & Promsaad, 2009). In that sense, the researchers chose to conduct a study on Muslim consumers' purchase intention of Halal products, as people usually do what they intend to do. It is important to understand the factors that affect consumers' purchase intention as it lead to a success of a company, which is agreed by Liaw, (2008), as consumers' purchase intention increased, they will likely to share their experiences with people nearby, which known as word-of-mouth, and will give others their suggestions as well as recommendations. Thus, it will be able to influence other potential consumers to purchase the products, to be more specific, the Halal products, which are seek by Muslim consumers in abiding a set of Halal dietary laws, or prescriptions for advancement of their well being (Afendi et al., 2014). Therefore, by understanding consumers' purchase intention, supermarkets, hypermarkets and retailers will be able to meet the actual consumers' needs and wants which will lead to satisfaction among consumers (Espejel, Fandos, and Flavián, 2008). It is known that the satisfied consumers will likely to repeat their purchase, or in other words repatronage the supermarket, which is one of the company's goals, to make profits in the long-run and to be at a competitive advantage compared to its rivals. At this rate, the researcher will look in deep into some factors which are attitude, subjective norms and perceived behavioral control and the way it influences purchase intention among Muslim consumers (Afendi et al., 2014). Looking to the scenario, allows researcher to examine the consumers' Halal products purchase intention, as well as applying the Theory of Planned to the study. Theoretically, this study is important because of its contribution towards an insight on how consumers are becoming more conscious about Halal issues. Moreover, it gives an extra value to this study because it is a research in Indonesian context. The findings from this research hoped to provide insights for academics, university, students and even to those manufacturers and marketers. This study is vital for consumers as they

will become more conscious about their purchase intention of Halal products, along with the intention to seek the pleasure of God by obeying His orders and enjoying the goods and bounties created for human kind, especially the Muslims. Therefore, it is very important for the consumers to know the products that they bought and consumed are in which categories, whether it falls under Halal, Haram, Mashbooh, Makrooh, or others categories, as classified by Shaari and Mohd Arifin, (2010).

## **II. Literature Review**

**The Theory of Planned Behavior.** TPB is an important social cognitive model that aims to explain variance in consumer behavior (Ajzen, 1991) and has been proven to be successful in doing so in many studies (Liao, et al., 2007; Kaiser 2006). While the TPB can be considered as the most influential theory in health psychology (Zemore and Ajzen, 2014), it has also been validated in the context of pro environmental behavior (Whitmarsh and O'Neill, 2010). TPB has also been used to study safety related behaviors e.g. helmet use among motorcyclists (Ali, et. al., 2011), and occupational health-related behavior (Colemont and Van den Broucke, 2008). There are numerous theories addressing human behavior. One of the most widely researched models predicting behavioral intentions is Theory of Planned Behavior (TPB). It was developed based on the extension of the Theory of Reasoned Action (TRA) (Fishbein and Ajzen 1975). The TRA is a social-psychological model which claims that a person's actual behavior in performing certain action is directly guided, as a central factor, by his or her own behavioral intention, which in turns is jointly determined by subjective norms and attitude towards the behavior (Fishbein and Ajzen, 1975). In addition, previous studies have shown that TPB provides an excellent framework for identifying predictors of intention to purchase automobile related technologies e.g. autonomous (Kelkel, 2015), environmentally friendly vehicles (Afroz et al., 2015; Emsenhuber 2012; Moons & De Pelsmacker 2012), and determinants of Halal purchase intention (Afendi et al., 2014). Ajzen, (1991) revealed that TPB is suitable to explain any behavior which requires planning, such as entrepreneurship. In this research, the author is more focus on halal food retailers in South Jakarta. It aims to examine whether the TPB theory has a positive impact or vice versa.

**Attitude and purchase intention.** Attitude is the evaluation of performing a particular behavior involving the attitude object, such as buying the product (Blackwell et al., 2006). Alam and Sayuti, (2011) found that there is a significant and positive relationship between attitude and intentions to purchase Halal products. Their study results show that TPB model could explain 29.1 percent of the variance in the intentions to purchase Halal products. Attitude is considered as an important element in influencing consumer intention in purchasing Halal products because those with high positive attitudes appeared to have greater intentions to intent to purchase Halal products. This finding strengthen Ajzen (1991), statement which is he has stated that attitude can be described as an important element in predicting and describing human behavior. The intention of Halal products purchasing preceded the process before actual purchase. Intention reflects future behavior. Attitude is postulated to have a direct relationship with intention behavior (Afendi et al., 2014).

**Subjective norm and purchase intention.** Subjective norms refer to perceived social pressure from other persons on whether or not to perform the specific behavior (Ajzen, 1991). A study by Karijin et. al., (2007), cited in Afendi et. al., (2014) on attitude towards Halal meat purchasing in France found that attitude, social norm, and perceived control significance for intention to consume Halal meat. Chang, (1998), Shimp and Kavas, (1984), and Vallerand et al., (1992) have found evidence that there is a causal path between subjective norms and intention. Lada et al. (2009) supported that subjective norms are also significant to influence intention. In their findings, subjective norms have been shown to be most influential driver of intention to choose Halal products. Subjective norm in Malaysia do plays an important role where family members, friends and colleague are individual strong referent point (Afendi et. al., 2014). Empirical studies have shown that social influence from family and friends has an effect on purchasing intentions (Kelkel 2015; Moons & De Pelsmacker 2012). Kassim, et al., (2016) also highlighted the importance of mass media and external communication in influencing intention towards a product, which can be considered as part of social norms. Moons & De Pelsmacker, (2012) have also included this element into their study which can be considered for Halal food as well. Different consumers have different beliefs about Halal products, where attitudes and subjective norm plays an important role to perform intention (Lada, et. al., 2009). Subjective norm is the perceived social pressure that influences consumers' decisions to purchase Halal food (Alam & Sayuti, 2011).

**Perceived Behavioral Control and purchase intention.** Perceived behavioral control refers to the factors that may impede the performance of the behavior (Ajzen, 1991) which can be categorized into two components. The first part is self-efficacy which can be defined as an individual's self confidence in his or her ability to perform a behavior. The second part, on the other hand, termed as facilitating condition, refers to availability of resources needed to engage in a behavior (Tan and Teo, 2000). Alam and Sayuti, (2011) in their research have found that

perceived behavior control is not a critical predictor on behavioral intention of buying Halal food in Malaysia. On the contrary, cited in Afendi et. al., (2014), the finding by Kim and Chung, (2011) found that perceived behavior control are still a significant predictor that influence intention. The study also confirm that perceived behavior control has a positive relationship which means that the greater impact of control in explaining variability in behavior is not unusual. It is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the performing of the behavior. The more the control and individuals feels about making Halal products purchases, the more likely he or she well be to do so (Afendi et al., 2014). The perception about how difficult it is to perform the given behavior is subject to affordability and availability of that particular product (Ajzen, 1991). Ajzen, (1991) have stated that perceived behavior control is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the performing of the behavior.

**Perceived behavioral control and satisfaction.** Perceived behavioral control plays an important part in the theory of planned behavior. In fact, the theory of planned behavior differs from the theory of reasoned action in its addition of perceived behavioral control (Ajzen, 1991). Importantly, perceived behavioral control differs greatly from Rotter's (1966) concept of perceived locus of control. Consistent with an emphasis on factors that are directly linked to a particular behavior, perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. Whereas locus of control is a generalized expectancy that remains stable across situations and forms of action, perceived behavioral control can, and usually does, vary across situations and actions. The theory of planned behavior places the construct of self-efficacy belief or perceived behavioral control within a more general framework of the relations among beliefs, attitudes, intentions, and behavior. The second reason for expecting a direct link between perceived behavioral control and behavioral achievement is that perceived behavioral control can often be used as a substitute for a measure of actual control. The theory of planned behavior traces attitudes, subjective norms, and perceived behavioral control to an underlying foundation of beliefs about the behavior. (Ajzen, 1991).

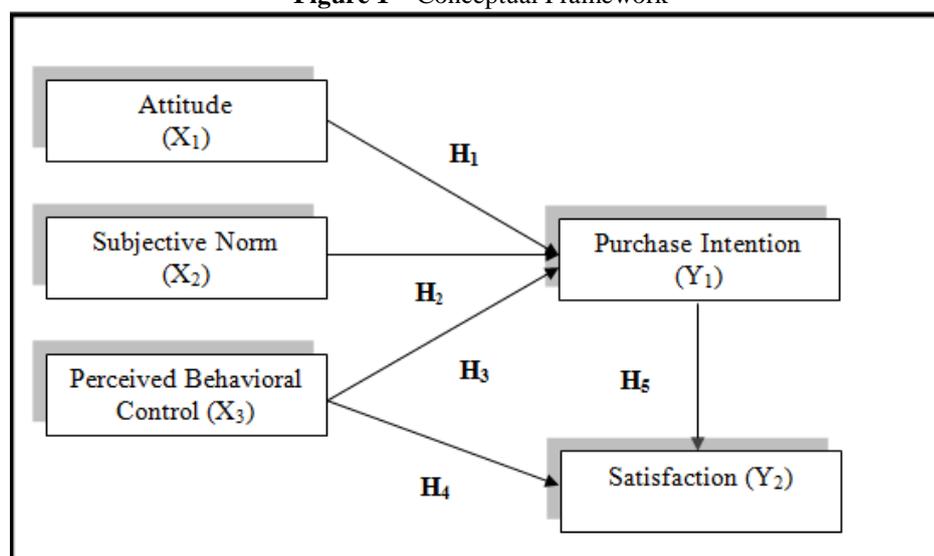
**Purchase intention and satisfaction.** Previous study was to determine the effect of Perceived Risk and Customer Satisfaction against Purchase Intention and Intention to Revisit the Gramedia Online Surabaya (Julianto, 2009), or in other words to know the effect of Perceived Risk and Customer Satisfaction on Purchase Intention, and Intention to Revisit. Julianto revealed that Customer Satisfaction variable is significant to Purchase Intention and positively influences because the t value is 4.56. According to Bloemer et, al., (1998) in Julianto (2009) stated that customer satisfaction will affect the purchase intentions. Consumer satisfaction connects the quality of service and purchase intentions. Higher consumer satisfaction will encourage intention to make product purchases. Thus it can be concluded that the intention to make a purchase of the product is determined from the satisfaction felt by consumers. In literature satisfaction is described in many ways; it rotates among the few areas which describes all the components of satisfaction, like an outcome or response from a customer, the response of expectations, or a response after the use of the product many times (Giese and Cote, 2002). Purchase intentions are significantly focused by the consumer's attitude rather than the other tools like demographics or factors of economy (Ferrell and McIntosh 1992). Theory of Planned Behavior (TPB) was proposed by (Ajzen 1991) which was the extension of its own work in 1975 presented Theory of Reasoned Action (TRA). In TRA it was proposed that behavior comes out by an individual's intention and that comes out of the attitude and subjective norms, both are the function of beliefs (i.e. social influences). In literature, there is so much focus on purchase intention and behavior of consumer (Sherrel, Bloch, and Ridway, 1986), literature said that consumer intention directly effect by the values, and indirectly by the consumers attitudes, intentions and purchase behavior (Woodside and Pitts, 1984), purchase intentions can be seen by the attitude of the consumer not by any other factor (Zey-Ferrell and McIntosh, 1992), as discussed in the TPB that indicate the inner of ourselves and the past behavior (Ajzen, 1991) is one of the best way to understand the behavior and psyche of human being. This model describes the human behavior, but the decisions taken at once are due to the factors like attitude, norms which influence it. The term customer satisfaction has been conceptualized in various ways along the different related situation (Gon, Woo, and Soojin, 2007). Arshad, (2014) revealed that there is a positive relationship or impact of purchase intention on satisfaction.

Based on the above explanation, it was proposed that:

- H1: There is a positive relationship between attitude and purchase intention of Halal foods.
- H2: There is a positive relationship between subjective norm and purchase intention of Halal foods.
- H3: There is a positive relationship between perceived behavioral control and purchase intention of Halal foods.
- H4: There is a positive relationship between perceived behavioral control and satisfaction of Halal foods.
- H5: There is a positive relationship between purchase intention and satisfaction of Halal foods.

Conceptual Framework. Based on the above description of the theory, the developed framework in this study as follows:.

Figure 1 – Conceptual Framework



### III. Methods

**Data collection procedures.** The data used in this study is the primary data, ie data collected directly by the researcher to answer the problem or research objectives. Non-probability sampling method with sampling technique, namely Purposive Sampling. Purposive Sampling Technique is a sampling technique in which the sample is selected based on certain considerations or criteria (Sekaran, 2003). The data collected are samples from selected populations based on several criteria, ie muslim, and consumed halal foods in the past month. Total samples are 100 respondents. This research uses an observational research design with cross sectional model approach. Data that relates to the independent variable and the dependent variable or the resultant variable, will be collected in the same time (Notoatmodjo, 2007).

**Profile of respondents.** From the result of data processing related to the characteristics or profile of the respondents, it is found that the majority of respondents are moslem (100%), aged 36-45 years (41%), female (63%), and have bachelor degree (81%).

### IV. Result And Discussion

**Evaluation of sample adequacy.** To answer the research question about the relationship between variables are used structural equation model. In this case model testing will use the software assistance, SmartPLS v 3.0M. SmartPLS uses the Partial Least Square (PLS) approach. PLS is one of the alternative methods of model estimation to manage Structural Equation Modeling (SEM). The sample size plays an important role in estimating and interpreting research results. According to Hair et al., (2010), the results of statistical tests (statistical tests) are very sensitive to the size of the sample size. The exact size of sample size in most scientific studies ranged from 30 to 500 respondents (Sekaran, 2003). Researcher spread the questionnaire as the instrument of this study and took a sample of 100 people to represent the existing population.

Table 2 Validity and Reliability Test Results

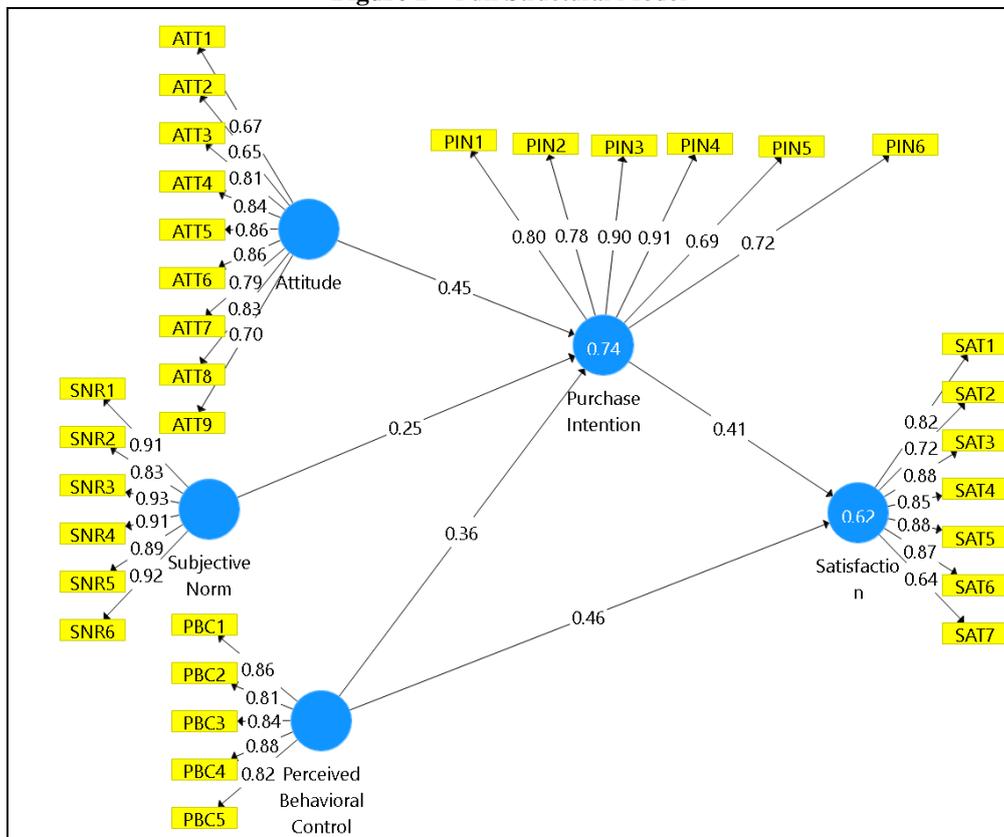
Indicator	Scale	Factor Loading	Cronbach Alpha
	<b>Attitude</b>		0.919
ATT1	Consuming halal food is important to me	0.668	
ATT2	I am sure to consume halal food rather than non halal	0.646	
ATT3	I'm sure halal food is clean	0.808	
ATT4	I'm sure halal food is cleaner than non halal	0.838	
ATT5	I'm sure halal food is safe	0.857	

ATT6	I'm sure halal food is safer than non-halal	0.864	
ATT7	Consuming halal food will make the body more healthy	0.789	
ATT8	Consuming halal food will make the body healthier than consuming non-halal	0.828	
ATT9	Consuming halal food will have a positive impact on individual behavior	0.702	
	<b>Subjective Norm</b>		0.951
SNR1	I'm sure the closest people (family & friends) will choose to eat at halal-labeled restaurant	0.911	
SNR2	People can influence me to visit restaurants that are labeled halal	0.828	
SNR3	The closest people (family & friends) prefer a halal-labeled restaurant than a restaurant without a halal label	0.926	
SNR4	The closest people (family & friends) will argue I should choose a restaurant labeled halal	0.910	
SNR5	The closest people (family & friends) think the restaurant labeled halal is more important than the famous restaurant but not yet labeled halal	0.892	
SNR6	My family will emphasize to me the importance of choosing a hala-labeled restaurant	0.915	
	<b>Perceived Behavioral Control</b>		0.899
PBC1	I will always be able to find a restaurant labeled halal	0.859	
PBC2	There are many choices of halal-labeled restaurants in this mall	0.810	
PBC3	Prices at halal labeled restaurants are affordable and reasonable	0.845	
PBC4	It's easy to find halal-labeled restaurants in Indonesia	0.879	
PBC5	It's easy to find a halal-labeled restaurant in this mall	0.817	
	<b>Purchase Intention</b>		0.888
PIN1	I will not eat if I do not find a restaurant labeled halal	0.798	
PIN2	I will not visit a restaurant where halal is still in doubt	0.784	
PIN3	I will only eat at restaurants that are labeled halal	0.902	
PIN4	I will make sure in advance whether the restaurant has been labeled halal or not before deciding to choose a restaurant	0.906	
PIN5	Halal lifestyle has become a worldwide trend	0.694	
PIN6	The atmosphere of halal-labeled restaurants is very convenient	0.719	
	<b>Satisfaction</b>		0.912
SAT1	The taste of food at this halal restaurant is as I expected	0.819	
SAT2	The service at this halal restaurant is really good	0.717	
SAT3	If this restaurant has a new menu, of course I will come to try it	0.878	
SAT4	I have to try other menus in this restaurant	0.854	
SAT5	Later I will eat again at this restaurant	0.877	
SAT6	I will never be bored to eat at this restaurant	0.868	
SAT7	I would recommend to others to eat at this halal restaurant	0.644	

**Validity and Reliability Test Result.** Cronbach's Alpha at each constructs > 0.70, this means that all constructs in this study reliable or the answers of the respondents are consistent. In addition, to determine whether the measuring tool is valid or not, the researcher did another way by looking at the value of each factor loading at each indicator. It can be seen in the table above that shows all the measuring tools in this study has a factor loading value > 0.60.

**Evaluation of model conformance.** The data in this study were analyzed by using Structural Equation Model (SEM) with Smart-PLS statistical software. The figure below presents a complete analysis of data using SEM.

**Figure 2 – Full Structural Model**



Results of hypothesis testing. The results of hypothesis testing in this study as follows:

**Table 3 Hypothesis Testing Results**

Hypothesis	P Values	Significance
H1 Attitude (X) -> Purchase Intention (Y)	0.000	Significant
H2 Subjective Norm (X) -> Purchase Intention (Y)	0.014	Significant
H3 Perceived Behavioral Control (X) -> Purchase Intention (Y)	0.000	Significant
H4 Perceived Behavioral Control (X) -> Satisfaction (Y)	0.000	Significant
H5 Purchase Intention -> Satisfaction (Y)	0.000	Significant

Table 3 shows that based on data analysis using PLS software, there are no rejected hypotheses and all hypotheses are accepted. This study attempts to seek a new insight and also referring to the previous studies in the context of halal foods in different location. Theory of Planned Behavior is used as a main concept with the aim of extending previous research examining halal food purchasing behavior. One of the reasons is because in Jakarta as a capital city of Indonesia, there has been an increase in consumer demand for halal products, has encouraged increased investment and trade in the industry, not only local companies, but also multinational companies (Industry, 2017). And from an industry perspective, the culinary sector is ranked one with 41.69% contribution to creative economy of GDP in Indonesia (Bekraf, 2017).

The relationship between attitude and purchase intention is highly significant at the p value of 0.000 (< 0.05) and its positive correlation. Therefore, the result supported Hypothesis 1 which predicted that attitude has a relationship with purchase intention among consumers towards Halal products. And also we can say that consumers with high positive attitudes appeared to have greater intentions to intent to purchase Halal products or vice versa. The result shows that there is a positive relationship between attitude and purchase intention. Attitude is an important factor in influencing consumer intention in purchasing Halal products because those with high positive attitudes appeared to have greater intentions to intent to purchase Halal products. Social pressure may compensate for high favorable attitudes in building intentions to purchase Halal products in such culture (Afendi et. al., 2014). Attitude is the individual's positive or negative feelings about performing a

behavior (Ajzen, 1991). Several past studies have found that attitude has significant direct relationship with purchase intention (Baker, et. al., 2007; Kim and Forsythe, 2010; Kim and Park, 2005; Yoo and Norton, 2007).

The result of reveals that subjective norms is also highly significant at the p value of 0.014 ( $< 0.05$ ) and has a positive relationship between subjective norms and purchase intention. This means that Hypothesis 2 which predicted the significant relationship or impact of subjective norms on purchase intention is positively related accepted. Well, this means subjective norms is important in influencing consumers' purchase intention, especially in Indonesian context. The result shows that there is also a positive relationship between subjective norms and purchase intention. Consistent to the research by Karijin et. al., (2007), cited in Afendi et. al., (2014) that found subjective norm was positively and significantly related to purchase intention. This study also confirms Ajzen, (1991) theory where subjective norm is an individual's perception of whether people important to the individual think the behavior should be performed. Several past studies have found that subjective norm has a positive significant effect on purchase intention (Wen, 2008; Laohapensang, 2009).

Hypothesis 3 that predicted perceived behavioral control is positively related to purchase intention supported by the results of significant test. The correlation between perceived behavioral control and intention to purchase is highly significant at the p value of 0.00 and its positive correlation. This is because control could directly affect behavior by increasing effort to goal achievement. The result shows that there is a positive relationship between perceived behavioral control and purchase intention. In collectivistic cultures such as the Muslim culture, people tend to perceive themselves as interdependent with their group and tend to strive for in group rather than personal goals (Karijin et al., 2007) cited in Afendi et. al., (2014). This is matched with the findings of this research that subjective norms important in influencing consumers' purchase intention, especially Indonesian consumers as collectivistic country. The relationship is a positive relationship which means that the greater impact of control in explaining variability in behavior is not unusual. Eagly and Chaiken, (1993) and Bonne and Verbeke, (2006) summary studies concerning various behavioral criteria have reported similar findings.

The relationship between perceived behavioral control and satisfaction is highly significant at the p value of 0.000 ( $< 0.05$ ) and its positive correlation. So that, the significant test result supported Hypothesis 4 which predicted that perceived behavioral control has a positive relationship with satisfaction. This results fully supported The theory of planned behavior that traces attitudes, subjective norms, and perceived behavioral control to an underlying foundation of beliefs about the behavior (Ajzen, 1991). Perceived behavioral control plays an important part in the theory of planned behavior. The theory itself differs from the theory of reasoned action in its addition of perceived behavioral control (Ajzen, 1991). Consistent with an emphasis on factors that are directly linked to a particular behavior, perceived behavioral control refers to people's perception of the ease or difficulty of performing the behavior of interest. Whereas locus of control is a generalized expectancy that remains stable across situations and forms of action, perceived behavioral control can, and usually does, vary across situations and actions (Ajzen, 1991). The significant test reveals that purchase intention is highly significant at the p value of 0.000 ( $< 0.05$ ) and it indicates that purchase intention has a positive relationship on satisfaction. This means that Hypothesis 5 which predicted the significant relationship or impact of purchase intention on satisfaction is positively related accepted. This result is supporting Arshad, (2014) research which revealed that there is a positive relationship or impact of purchase intention on satisfaction. Purchase intentions are significantly focused by the consumer's attitude rather than the other tools like demographics or factors of economy (Ferrell and McIntosh, 1992). Theory of Planned Behavior (TPB) was proposed by (Ajzen, 1991) which was the extension of its own work in 1975 presented Theory of Reasoned Action (TRA).

## **V. Conclusion**

In TRA it was proposed that behavior comes out by an individual's intention and that comes out of the attitude and subjective norms, both are the function of beliefs (i.e. social influences). As discussed in the TPB that indicate the inner of ourselves and the past behavior (Ajzen, 1991) is one of the best way to understand the behavior and psyche of human being. This model describes the human behavior, but the decisions taken at once are due to the factors like attitude, norms which influence it. The term customer satisfaction has been conceptualized in various ways along the different related situation (Gon, Woo, and Soojin, 2007). However, they are some limitations related to this research. One of the limitations is this study only covered Halal consumers in Indonesia, especially in Jakarta City. Thus, it is suggested that the future research can be done in other developing countries, so that the future researcher will a new insight of Halal products. Higher number of responses will allow for more robust statistical analyses. Despite its limited sample, the findings from this study can be used to better understand the purchasing behavior related to purchasing and level of satisfaction of Halal products.

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