Muslim-Consumers Behaviour in Willingness to Buy Halal Food in Japan

Inayah Swasti Ratih
Sekolah Tinggi Ekonomi dan Bisnis Islam Badri Mashduqi
Jalan IR Juanda No. 370 Kraksaan, Probolinggo, Indonesia
Email: risetinayah@gmail.com

Alfadhila Khairil Sinatrya
Universitas Airlangga
Jalan Airlangga No. 4-6 Surabaya, Indonesia
Email: aksinatrya495@gmail.com

Muhammad Dzulfaqori Jatnika
Universitas Muhammadiyah Bandung
Jalan Soekarno-Hatta No. 752 Bandung, Indonesia
Email: muhdzulfaqorij@gmail.com

Nur Syamsiyah
Sekolah Tinggi Ekonomi dan Bisnis Islam Badri Mashduqi
Jalan IR Juanda No. 370 Kraksaan, Probolinggo, Indonesia
Email: elnursyamsiyah@gmail.com

Abstract
The purpose of this study is to determine the effect of religiosity, food ingredients, halal label, knowledge, and income on the willingness of Indonesian Muslim consumers in Japan to buy Halal Food Products. The research method used is a quantitative method, using regression analysis tests. The research questionnaire was distributed to respondents who are Indonesian Muslim in Japan. The finding of this research is religiosity and food ingredients have significant influence on consumers’ willingness to buy halal food products. Halal label and knowledge does not have a significant effect on consumers’ willingness to buy halal food products. Income does not strengthen the effect of religiosity on consumers’ willingness to buy halal food products. Income does not strengthen the influence of Halal label on consumers’ willingness to buy halal food products. Income does not strengthen the influence of food ingredients on consumers’ willingness to buy halal food products. That income does not strengthen the

Kata Kunci: Perilaku konsumen, Muslim, Makanan Halal Jepang

Abstrak
Tujuan penelitian ini untuk melihat pengaruh dari religiusitas, bahan makanan, label halal, pengetahuan dan pendapatan terhadap keinginan konsumen muslim Indonesia di Jepang untuk membeli produk makanan halal. Metode penelitian dalam penelitian ini menggunakan metode penelitian kuantitatif dengan analisis regresi. Pengambilan data melalui pengisian kuesioner online oleh Muslim Indonesia di Jepang. Temuan penelitian ini yaitu religiusitas dan bahan makanan memiliki pengaruh signifikan terhadap keinginan konsumen membeli produk makanan halal. Label halal dan pengetahuan tidak memiliki pengaruh signifikan terhadap keinginan konsumen membeli produk halal. Pendapatan tidak memperkuat pengaruh religiusitas, label halal, bahan makanan dan pengetahuan terhadap keinginan konsumen untuk membeli produk halal. Implikasi penelitian ini adalah untuk membantu pengembangan strategi produk makanan halal di Jepang.

Kata Kunci: Perilaku konsumen, Muslim, Makanan Halal Jepang

Abstract
The purpose of this study is to determine the effect of religiosity, food ingredients, halal label, knowledge, and income on the willingness of Indonesian Muslim consumers in Japan to buy Halal Food Products. The research method used is a quantitative method, using regression analysis tests. The research questionnaire was distributed to respondents who are Indonesian Muslim in Japan. The finding of this research is religiosity and food ingredients have significant influence on consumers’ willingness to buy halal food products. Halal label and knowledge does not have a significant effect on consumers’ willingness to buy halal food products. Income does not strengthen the effect of religiosity on consumers’ willingness to buy halal food products. Income does not strengthen the influence of Halal label on consumers’ willingness to buy halal food products. Income does not strengthen the influence of food ingredients on consumers’ willingness to buy halal food products. That income does not strengthen the
In this century, population of Muslims is increasing and is predicted to be the first in the world. *The Future of World Religions: Population Growth Projections, 2010-2050* shows that the Muslim population continues to show positive growth. It is estimated the growth of Muslims in 2050 increase reaches 73% \(^1\). In 2010, the country that had the largest Muslim population was Indonesia, with a total population of 209,120,000 which means 13.1% of the world’s total Muslim population\(^2\). At that time, Muslims in Indonesia reached 87.18% of the total population as much as 237,641,326. This number makes the spread of Indonesian Muslims quite a lot around the world. In 2016, there were 9,000,000 Indonesian who worked overseas as migrant worker. Compared to the year 2011, the number of Muslims from Indonesia in Japan were 19,169, which means that it dominated 21% of the total foreign Muslim population in Japan.

Muslims are minority in Japan. The percentage of the Muslim population in Japan is only 1% of the total population in Japan. Based on the data from 2016, there were currently 120,000 foreign Muslims and 10,000 Japanese Muslims living in Japan. Although most Muslims in Japan live in three major metropolitan areas (Greater Tokyo Area, Chukyo Metropolitan Area, and Kinki Region), Muslim networks have never stopped growing throughout Japan \(^3\). This was followed by the increase of demand for migrant workers since the elderly population in Japan was increasing as the number of workforce was decreasing. However, massive preparations ahead of the summer Olympics in Tokyo, in 2020, needs the large number of workers. Various sectors that need workers are the construction, agriculture and ship building sectors in all over the country. The hotel and retail industry also increasingly need English and other languages skills because tourism continues to increase. Workers in nursing and housing are also very much needed to care group of retirees. According to a November-2018-report, more than 345,000 foreign workers are expected to come to Japan to work in all these sectors in the next five-year \(^4\).

Indonesia does not want to miss this opportunity. The data shows that the number of Indonesian migrant workers in Japan has increased by 21.7% from 2017.

---

\(^1\) PEW Research Center, “The World’s Muslims: Religion, Politics and Society | Pew Research Center,” *Pew Research Center*, 2013, https://www.pewforum.org/2013/04/30/the-worlds-muslims-religion-politics-society-overview/.

\(^2\) PEW Research Center.

\(^3\) Prof Tananda, “Ever Growing Muslim Community in the World and Japan – Waseda University,” Waseda University, 2017, https://www.waseda.jp/top/en/news/53405.

\(^4\) Reiji Yoshida and Sakura Murakami, “More than 345,000 Foreign Workers Predicted to Come to Japan under New Visas: Government,” *The Japan Times*, 2018, https://www.japantimes.co.jp/news/2018/11/14/national/politics-diplomacy/345000-foreign-workers-predicted-come-japan-new-visas-government/#.XPcOn9PYTOQ.
There were 7,427 workers compared to the number of workers in the first quarter of 2018. However, working in a foreign country has many challenges: adjusting to different cultures, lifestyles, and the types of food consumed. The fact shows that the majority of Indonesian migrant workers working in Japan are Muslim. All this time, Indonesian Muslim always check the ingredients of the product browse information about halal products through websites or social media, and see halal label on products before they consume them. Hence, this halal certification/label eases Muslim consumers to choose products. It happened because Japan is considered as the fourth country in the world that Muslims choose as tourism destinations and there will be held 2020 Olympic Oscar. Until now, halal food industry in Japan is continuously developed. However, in developing halal products, the Japanese government needs to know the behavior of Muslim consumers, such as factors influencing the behavior of Muslim consumers. In the found that there is significant relation of religiosity towards consumers behavior and intentions on halal cosmetics whereas there is no significant relation of knowledge towards consumers behavior and decision for halal cosmetics. By contrast, the data shows that there is more significant relation of knowledge and religiosity towards the behavior and intentions of Muslim consumers on halal food products. In this study, the researcher wanted to know the influence of religiosity, knowledge, food ingredients, and halal branding towards the decision to consume halal food products by Muslim consumers in Japan. Also whether salary have influence on the relation of those four factors.

Literature Review

2.1 Background Theory

2.1.1 Theory Reason Action

Consumer behavior is important in the field of production and marketing of a product. states that consumer behavior is actions taken by individuals, groups or organizations related to the decision-making process in obtaining, using economical goods or services that can be affected by the environment. define consumer behavior as behavior aimed at people in planning, buying and using economic goods and services. This consumer behavior must have factors that influence each choice. To explain behavioral factors there is the right theory that is using Theory Reason Action (TRA), according to in his theory (Theory of Reasoned Action) suggests that a person’s behavior is the realization of one’s desire or intention to act. TRA according to is a significant theory for

---

5 T.J Training, “Databook of International Labour Statistics 2018 The Japan Institute for Labour and Training,” 2018.
6 Azmawani Abd Rahman, Ebrahim Asrarhaghighi, and Suhaimi Ab Rahman, “Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention,” Journal of Islamic Marketing 6, no. 1 (2015): 148–63, https://doi.org/10.1108/JIMA-09-2013-0068.
7 Mangkunegara (2002)
8 Winardi & Supawarman (2003)
9 Fishbein (1967)
10 Spears & S.N (2004)
predicting consumer probability, purchase expectations and realistic business use of consumers to purchase different types of products. Other studies recommend TRA in research on halal products. For example, 11 recommended the use of TRA to predict the use of TRA to predict consumer purchasing behavior regarding halal products 12 and 13 expanded TRA in the context of Sharia Credit Cards and 14 used it in cosmetic products. Similarly, this research to expand TRA in the context of halal products.

2.1.2 Religiosity and Willingness Buy Halal Food

Consumer behavior such as behavior is generally influenced by cultural, social, personal, and psychological characteristics. Cultural factors are considered to have the most influence on a person’s desires and behavior. Religion is a key element in the culture of life that influences behavior and buying decisions. Muslims have their own rules in doing consumption. In The Islamic view, consumption behavior should avoid the behavior of isrif and tabzir in using income to meet the needs of life, as signs in the consumption of food should be human in general and Muslims in particular to keep the elements of the halal- an and the thayyiban in consumption as a step to maintain physical and spiritual health.

Consumption behavior in Islamic economy aims to achieve material aspects and spiritual aspects in consumption, both aspects will be achieved by balancing between total utility and marginal utility value in consumption. So that every Muslim will try to maximize the useful value of each item consumed, which will make him better and more optimistic in living life and life. For Muslims to consume halal food both at home and outdoors, easy to get or not easy to get, Muslims must consume halal food because it is a moral obligation in their religion.

There are many studies on the relationship between consumption and Muslim beliefs, some of which are 19, 20, 21 Lada et al (2009), 22. These studies are widely conducted in muslim-majority countries such as Malaysia, Indonesia and various countries in the Middle East. In the study, Islamic religious regulations influenced the attitudes and choices of Muslim consumption. Differences in

11 Mukhtar & Butt (2012)
12 Amin (2013)
13 Ali et al., (2017)
14 Ateeq-ur-Rehman & Shabbir (2010)
15 Assadi (2003)
16 A Bahri S, “Etika Konsumsi Dalam Perspektif Ekonomi Islam,” Jurnal Studi Islamica, 2014, 347–70.
17 Sarwono, “Analisis Perilaku Konsumen Perspektif Ekonomi Islam,” Jurnal Inovasi Pertanian 8, no. 1 (2009).
18 Ali et al., “Factors Affecting Halal Meat Purchase Intention: Evidence from International Muslim Students in China.”
19 Mohani et al (2009)
20 Arifin, Ismail, & Shah (2016)
21 (2009)
22 Awan et al., (2015)
religious affiliation tend to affect lifestyle and choices in life. 23 found that people of different religions had different consumption behaviors in certain situations. So this study wants to show whether there is an influence on the consumption behavior of Muslims from Indonesia who live in Japan, where Muslims themselves are a minority religion in Japan. Hence the hypothesis development:

**H1 Religiosity significantly influences consumers' willingness to buy halal food products.**

2.1.3 Halal Label and Willingness Buy Halal Food

In the last year, halal phenomenon has become an interesting topic to discuss. According to 24 the brand represents the perceptiveness and consumer's feelings towards the product and everything about the product or service that is right for the consumer itself. They also emphasize that brands are not just names and symbols, but more than that. Logically, each brand has thousands of meanings both physically and emotionally about the products that will be purchased by consumers. Therefore, the brand has a strong relationship with consumers in distinguishing each product 25. 26 found that the brand of a product has a positive influence on consumer confidence in buying and consuming halal-labeled foods. In terms of familiarity, it was revealed that the unknown brand reduced the buyer's confidence even though the product had been halal certified by a local religious authority. Thus, brand familiarity determines the potential of products in the halal market 27.

Previous researcher 28 explained the brand of Islam when 1) True Islamic Brand; Halal products are produced in Islamic countries and targeted at Muslims. 2) Traditional Islamic Brand; assumed to be halal products originating from Islamic countries and targeted at Muslims. 3) Inbound Islamic Brand; Halal products originating from Islamic countries but the target production is not for Muslims, 4) Outbound Islamic Brand: halal products that come from non-Muslim countries and are not targeted for Muslims. The results of this category classification show different indications of attitudes, subjective norms, purchasing intentions and behaviors. In line with this research, the types of halal label in Japan are Outbound Islamic Brand and Inbound Islamic Brand, this is because halal products in the market there are produced directly in Japan there are also imported from Islamic countries where consumers are targeted not only Muslims but more non-Muslims because Muslims are a minority in Japan.

Halal label is the legality of halal standardization of a product which every country has its own regulations to rule the provisions of halal label. The product's brand has positive influence on consumer confidence in buying and consuming halal-

---

23 Bailey et al., (1993)
24 Kotler & Amstrong (2004)
25 I Sungkar, “Importance and the Role of Market Intelligence in Penetrating Global Halal Food Market,” in Livestock Asian 2007 Exhibition and Seminar Halal Hub Session, 2007.
26 Golnaz, Zainal, & Mad-Nasir (2012)
27 Jonathan & Liu, (2011)
28 Alserhan (2010)
labeled foods. In terms of familiarity, it is revealed that an unknown brand reduced the consumers’ trust nevertheless the product has halal certification from local religious authority 29, the hypothesis development:

H2 Halal label significantly affects to consumers willingness to buy halal food products.

2.1.4 Food ingredient and Willingness to Buy Halal Food

In general, consumer intentions in buying food are related to not only environment and individual factors but also the ingredients contained in the product 30. In Islam, halal food is not only a matter of haram (not halal to eat or use) ingredients but also the safety and the quality aspects which are closely related to handling, processing, equipment, processing aids, packaging, storage, transportation, distribution and retail 31. Most consumers are aware of what they consume and get relevant information through product label 32. Hence, the hypothesis:

H3 Food ingredients significantly affect to consumers willingness to buy halal food products.

2.1.5 Knowledge and Willingness to Buy Halal Food

Knowledge is also a factor that influences consumer purchasing attitudes and behaviors. Knowledge definitively refers to the skills and skills acquired by a person or group of people through theoretical or practical understanding of a subject. 33 states that knowledge variables are distinguished into two namely: objective knowledge that is accurate information about products stored in the long-term memory of consumers, and subjective knowledge that is people's perception of what and how well they know about a product based on their subjective interpretation. Generally, knowledge refers to facts, feelings or experiences known by a person or group of people; can also be defined as awareness or closeness gained by experience or learning. To be specific, knowledge means skills and skills acquired by a person or group of people through theoretical or practice understanding of the subject 34.

Previous research on knowledge has shown that monitoring of organic foods has a positive influence on attitudes towards foods 353637. But there are

29 Golnaz, Zainal, and Mad-Nasir, “Assessment of Consumers’ Confidence on Halal Labelled Manufactured Food in Malaysia.”
30 Golnaz, Zainal, and Mad-Nasir.
31 A Ardayanti, T Nashril, and A Helmi, “A Study on Halal Food Awareness among Muslim Customers in Klang Valley,” 4th International Conference on Business and Economic Research, 2013.
32 M Wandel, “Food Labeling from a Consumer Perspective,” British Food Journal 99, no. 6 (1997): 212–19.
33 Abd Rahman et al., (2015)
34 (Che Ahmat, N., etc 2011; Sinclair, 2010)
35 Aertsens et al
36 Gracia, 2007
37 Stobbeelaar et al., 2007
several studies\textsuperscript{38} has examined the influence of knowledge about consumer attitudes towards halal food. There is a weak link between halal food knowledge and purchasing decisions. In contrast found that knowledge of halal food has a positive effect on buying intentions for non-Muslim consumers.\textsuperscript{39} Although there is a lot of research on halal knowledge and food, there has not been any research on Muslim consumers as a minority in a country. Thus, the hypothesis:

**H4 Knowledge significantly influences consumers' to purchasing halal food products.**

\subsection*{2.1.6 Income and Willingness to Buy Halal Food}

Highly religious consumers have a tendency towards austerity; they will try to get the cheapest products and services.\textsuperscript{40} 41 42 Consumers who are very religious have a tendency towards saving; they will try to get the cheapest products and services \textsuperscript{43}; \textsuperscript{44}; \textsuperscript{45}. Rodriguez shows \textsuperscript{46} that the level of religiosity has influence on both economy-middle-class and economy-poor-class shopping behavior while there is an uncertain influence on upper-class even though this group is considered to have higher influence. Hence, the hypothesis about the effect of income:

**H5.1 Income moderates the effect of religiosity on consumers' willingness to buy halal products;**
**H5.2 Revenues moderate the influence of Halal labels on consumers' willingness to buy halal products;**
**H5.3 Income moderates the effect of food ingredients on consumers' willingness to buy halal products;**
**H5.4 Income moderates the effect of knowledge on consumers' willingness to buy halal products.**

\section*{Method}

\subsection*{3.1 Data}

This study uses a questionnaire instrument that is distributed online using Google Form. All respondents are required Indonesia Worker in Japan. A total of 60 respondents from a total of 80 respondents who participated in this study were declare valid. The research design used in this study is conclusive

\begin{itemize}
\item\textsuperscript{38} Hamdan, et al (2013)
\item\textsuperscript{39} Abdul Aziz & Chok (2013)
\item\textsuperscript{40} Sood & Nasu (1995)
\item\textsuperscript{41} LaBarbara & Gurhan (1998)
\item\textsuperscript{42} Esso & Dibb (2004)
\item Bailey et al., “The Effects Of Religious Affiliation On Consumer Behavior : A Preliminary Investigation Stable URL : Http://Www.Jstor.Org/Stable/40603988 Linked References Are Available on JSTOR for This Article : The Effects Of Religious Affiliation On Consumer Behavior.”
\item\textsuperscript{43} LaBarbara and Gurhan, “The Role of Materialism, Religiosity and Demographics in Subjective Well-Being.”
\item\textsuperscript{44} Esso and Dibb, “Religious Influences on Shopping Behavior.”
\item\textsuperscript{45} S Mokhlis, “The Effect of Religiosity on Shopping Orientation,” Journal of American Academy of Business 9, no. 1 (2006): 64–74.
\end{itemize}
descriptive because this study has the main objective to describe a phenomenon and examine the relation that occurred by testing certain. The researcher only takes data from one particular sample representing the population. The research questionnaire was distributed to respondents who are Indonesian Muslim in Japan. The total respondents used in this study were 60 respondents. Religiosity was measured using three different studies consists of 5 Likert scale points, which is ranging from 1 (strongly disagree) to 5 (strongly agree), and questions to respondents about their commitment to their religion, their belief and worship behavior (Cronbach Alpha 0.76). Halal label is measured using the five-point Likert scale (Cronbach Alpha 0.76). Food ingredient is measured using 5-point Likert scale (Cronbach Alpha 0.76). Knowledge is measured using 5-point Likert scale, to determine respondents whether they have enough information about halal food in Japan (cronbach's alpha 0.76).

3.2 Model Development

![Figure 1. Research Model](image)

Notes:
X1 = Religiosity;
X2 = Halal Label;
X3 = Food Ingredients;
X4 = Knowledge;
Z = Income;
Y = Willingness to buy halal food

Based on the relationship between variables, the research variables are classified into two groups of variables namely independent and dependent. In this study, the independent variable is religiosity (X1), Halal label (X2), Food ingredients (X3), Knowledge (X4) and variable moderators namely income (Z). As for latent endogenous variables, they are dependent variables that are influenced by

---

47 N Malhotra, “Marketing Research: An Applied Orientation,” in 6th Edition Pearson Education, 2010.
48 Malhotra.
49 Ateeq-ur-Rehman & Shabbir, (2010); Shah Alam & Mohamed Sayuti (2011)
50 Salman & Siddiqui (2011)
51 M Fathi, E., Zailani, S Iranmanesh and K Kanapathy, “Drivers of Consumers’ Willingness to Pay for Halal Logistics,” British Food Journal 118, no. 2 (2016): 464–79.
52 Fathi, E., Zailani, S Iranmanesh and Kanapathy.
53 Waqar Ahmed et al., “Consumer Behaviour towards Willingness to Pay for Halal Products: An Assessment of Demand for Halal Certification in a Muslim Country,” British Food Journal 121, no. 2 (2019): 492–504, https://doi.org/10.1108/BFJ-02-2018-0085.
54 Ahmed et al.
55 Golnaz, Zainal, and Mad-Nasir, “Assessment of Consumers’ Confidence on Halal Labelled Manufactured Food in Malaysia.”
56 Golnaz, Zainal, and Mad-Nasir.
independent variables. In this study, the latent endogenous variable is the willingness to buy halal food products (Y).

3.3 Method

Method of this research were obtained from data analysis with multiple regression analysis for Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4 and Absolute difference analysis for Hypothesis 5 conducted with the help of SPSS 21.0. Hypothetical testing using t test, F test, detergent coefficient (R2), t test aims to test how each variable separately affects its bound variables. While the F test aims to find out if independent variables simultaneously have a significant effect on dependent variables. The detergent coefficient aims to find out how large dependent variables can be explored by independent variables. Regression analysis is used to determine the relationship strength of independent variables to dependent variables. Absolute difference analysis aims to determine the variable moderator strengthens or weakens the relationship between independent variables and dependents.

Result

4.1.1 Validity test and Reliable Test

Validity test results and eligibility tests can be seen in Table 1. Based on Table 1, validity test results state that each indicator in each variable indicates that all variables used in this study have alpha coefficients (α) including cronbach religiosity α = 0.76; halal label cronbach α = 0.76; cronbach food ingredients α = 0.76); cronbach knowledge α = 0.

4.1.2 Multiple Regression Test Effect

The results were obtained from data analysis with multiple regression analysis for Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4 and Absolute difference analysis for Hypothesis 5 conducted with the help of SPSS 21.0. Hypothetical testing using t test, F test, detergent coefficient (R2), t test aims to test how each variable separately affects its bound variables. While the F test aims to find out if independent variables simultaneously have a significant effect on dependent variables. The detergent coefficient aims to find out how large dependent variables can be explored by independent variables. Regression analysis is used to determine the relationship strength of independent variables to dependent variables. Absolute difference analysis aims to determine the variable moderator strengthens or weakens the relationship between independent variables and dependents. Hypothetical test results can be seen in Table 2 and Table 3.

All variables have passed the Validity and Reliability test. All independent and dependent variable indicators have significance <0.05 while reliability test has X1 (0.794), X2 (0.802), X3 (0.933), X4 (0.860) and Y (0.839) which means that all Cronbach's alpha shows reliability. Based on Table 1, the result of Adjusted $R^2$ on overall consumer data are 0.655 or 65.5 It indicates that the variable willingness...
of consumers to buy halal food products can be explained by variables of Halal label, religiosity, food ingredients, and knowledge. However, the calculated F value shown in Table 1 is 29.054 with p = 0.000.

The value of p <0.05 indicates that the variable religiosity, Halal label, food ingredients, knowledge jointly influence the variable willingness of consumers to buy halal food products. There are two accepted hypotheses: Hypothesis 1 and Hypothesis 3 while the results of Hypothesis 2 and Hypothesis 4 show that there is no significant influence, that those hypotheses are not accepted. The result of Hypothesis 5 also shows that there is not significant influence which means that the variable moderation does not moderate the effect of independent variable on dependent variable.

### Table 1 Validity Test and Reliable Test

| Variable | Indicator | Sig | Cronbach alpha |
|----------|-----------|-----|----------------|
| X1       | 0.016     | 0.039 | 0.000 | 0.05 |
| X2       | 0.016     | 0.39  | 0.000 | 0.794 |
| X3       | 0.000     | 0.001 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.001 | 0.033 | 0.000 | 0.000 | 0.933 |
| X4       | 0.000     | 0.000 | 0.000 | 0.002 | 0.017 | 0.001 | 0.000 | 0.018 | 0.000 | 0.001 | 0.000 | 0.860 |
| Y        | 0.000     | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.018 | 0.000 | 0.001 | 0.000 | 0.839 |

Source: Primary Data Analysis (2019)

### Table 2 Multiple Regression Test Effect

| Variable | Standardized Coefficients | Sig | Desc |
|----------|---------------------------|-----|------|
| X1       | 0.292                     | 0.002 | Significant |
| X2       | 0.090                     | 0.348 | Not Significant |
| X3       | 0.667                     | 0.000 | Significant |
| X4       | -0.120                    | 0.255 | Not Significant |

R² = 0.679

F = 29.054 f table 1.95

Dependent Variable: Willingness to buy Halal Food

Source: Primary Data Analysis (2019)

### Table 3 Moderated Regression Test

| Variable | Moderating Var | Coefficients | T Score | Sig |
|----------|----------------|--------------|---------|-----|
| X1       | (Constant)     | 41.845       | 56.401  | 0.000 |
| Zscore (X1) | 2.421         | 5.401        | 0.000   |
| Zscore (X3) | 0.40          | 0.089        | 0.929   |
The Hypothesis 1 (H1) shows that significant value is 0.002 that indicates that the religiosity (X1) has significant influence on consumers’ willingness to buy halal food products. Hypothesis 2 (H2) shows that significance value is 0.348 indicating that Halal label (X2) does not have a significant effect on consumers’ willingness to buy halal food products. Hypothesis 3 (H3) shows that significance value is 0.000 which indicates that food ingredients (X3) has significant effect on consumers’ willingness to buy halal food products. Hypothesis 4 (H4) shows that significance value is 0.255 which indicates that knowledge (X4) does not have significant effect on consumers’ willingness to buy halal food products.

Hypothesis 5.1 (H 5.1) shows that significance value is 0.767 that income does not strengthen the effect of religiosity on consumers’ willingness to buy halal food products. Hypothesis 5.2 (H 5.2) shows that significance value is 0.473 that income does not strengthen the influence of Halal label on consumers’ willingness to buy halal food products. Hypothesis 5.3 (H 5.3) shows that significance value is 0.475 that income does not strengthen the influence of food ingredients on consumers’ willingness to buy halal food products. Hypothesis 5.4 (H 5.4) shows that significance value is 0.351 that income does not strengthen the influence of knowledge on consumers’ willingness to buy halal food products. From those hypothesis test results, the income does not moderate the relation of the four dependent variables independently.

Discussion
Based on the results of the study, there are two hypotheses, namely Hypothesis 1 and Hypothesis 3, while Hypothesis 2 and Hypothesis 4 are not good results or in other words are not directed. Then Hypothesis 5 also has an insignificant direction, meaning that the moderator variable does not moderate the effect of the relationship between exogenous variables on endogenous variables. The first hypothesis shows a significance value of 0.002 indicating that the religiosity variable (X1) has a significant effect on consumers’ willingness to buy halal food products. This finding is in accordance with the research of Ahmed, et al. (2018) where it was found that the religiosity of Muslims in Pakistan affects the
willingness of consumers to buy halal food products. From the results of this study, it can be used as a reference that the religiosity contained in a person can be taken into consideration and affects the level of awareness halal when choosing or consuming products. The better or higher a person's religious belief, the more it will affect consumers in buying halal food products.

Hypothesis 2 shows a significance value of 0.348 indicating that the role of the Halal label (X2) does not have a significant effect on the willingness of consumers to buy halal food products. This is in accordance with the research of 57. This is due to the slow development of halal food products in Japan, especially those labeled halal. From the results of research by 58, it was found that there are 55 shops that sell halal food throughout Japan. All of these stores use halal label on their food products. Then in59 stated that products with the Halal label imported by Japan have two impacts, first some people have a positive evaluation of products with a halal label even though they do not understand the meaning of the Halal label. Second, some people have negative evaluations regarding the Halal label on products because the label design is not attractive. For these two reasons, the Halal label has no impact on Japanese people, so products with the Halal label imported in Japan are sold in a similar way to products without the Halal label. So that Muslim consumers rarely find halal food products on the packaging. Another factor is also because the price of products with a halal label is more expensive than products without a halal label. In a journal that examines consumer attitudes towards halal products in Japan and Malaysia calculates mineral water products with a halal label (Japanese HACCP label) of ¥ 225 and ¥ 186 without the halal label. This causes Muslim consumers to follow the trend of food products with a halal label.60

Hypothesis 3 shows a significance value of 0.000 indicating that the role of food ingredients (X3) has a significant effect on the willingness of consumers to buy halal food products. This finding is in accordance with the research of61 where it was found that food ingredients contained in food products affect the willingness of consumers in Pakistan to buy halal food products. From the results of this study, it can be used as a reference that food ingredients affect the willingness of consumers to buy halal food products. This is because Muslim consumers in Japan must be careful in making consumption decisions, especially for products that have food ingredients that they do not understand halal. In addition, the number of food products that are produced and marketed in Japan still uses ingredients that are prohibited for consumption (haram) by Muslims, such as shakes as an addition to food ingredients or spices such as pork oil and food ingredients made from animals. and the process from slaughtering to processing is not in accordance with Islamic law (not halal).

57 Yukichika, Htay, & Salman, (2017)
58 Yusof & Shutto (2014)
59 Yukichika, Htay, & Salman, (2017)
60 Yukichika, Htay, & Salman, (2017)
61 Ahmed et al., (2018)
Hypothesis 4 shows a significance value of 0.255 indicating that the role of knowledge (X4) does not have a significant effect on consumers’ willingness to buy halal food products. This means that it is not in line with the theory in previous research regarding knowledge showing that knowledge of organic food has a positive effect on attitudes towards foods. However, the results of this study are supported by research conducted which shows that there is a weak relationship between knowledge of halal food and purchasing decisions. From the respondents’ answers, it can be seen that consumers do not have enough knowledge about halal food products in Japan. This is an input for market players and developers of halal food products to continue to market halal products, both sufficient knowledge of the food allowed in Islam, halal certification in Japan, and media that contain information on halal food products.

Hypothesis 5.1 shows a significance value of 0.767, so income does not strengthen the influence of religiosity on consumers’ willingness to buy halal food products. Hypothesis 5.2 shows a significance value of 0.473, so income does not strengthen the influence of the Halal label on the willingness of consumers to buy halal food products. Hypothesis 5.3 shows a significance value of 0.475, so income does not strengthen the effect of foodstuffs on the willingness of consumers to buy halal food products. Hypothesis 5.4 shows a significance value of 0.351, so income does not strengthen the influence of knowledge on consumers’ willingness to buy halal food products. From the four hypothesis test results, the income moderator variable does not moderate the relationship between the four dependent variables and the independent. This is not in line with the research of Sood (1995) which state that very religious consumers have a tendency towards saving; they will try to find the cheapest products and services. This is because the average income for consumers is already above the cost of living needed so they can consume halal food products at a slightly higher price. The average income for respondents was ¥ 190,000, while the cost of living in Japan was around ¥ 100,000. But even so, the marketing strategy for halal products must be adjusted to the purchasing ability of consumers according to the target market’s income.

Conclusion
This research was conducted to determine the behavior of Muslim consumers as a minority in the willingness to buy Halal food products in Japan. There are four variables that are tested directly on the willingness of consumers to buy Halal Food Products in Japan. The religiosity variable (X1) has a significant effect on the willingness of consumers to buy halal food products (Y). Halal logo variable (X2) does not have a significant effect on the willingness of

---

62 Aertsens et al., *The Influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food*; Gracia, “Organic Food Product Purchase Behaviour: A Pilot Study for Urban Consumers in Spanish”; Stobbelaar et al., “Adolescents’ Attitudes towards Organic Food: A Survey of 15 to 16 Year Old School Children.”

63 Hamdan et al., (2013)

64 Esso & Dibb (2004)

65 Sood & Nasu (1995)
consumers to buy halal food products (Y). The food ingredient variable (X3) has a significant effect on the willingness of consumers to buy halal food products (Y). Knowledge variable (X4) does not have a significant effect on the willingness of consumers to buy halal food products (Y). The income variable as a moderating variable does not moderate the relationship between the four variables X on the willingness of consumers to buy halal food products (Y).

This study recommends that producers pay more attention to the importance of including halal label on packaged products, therefore the existing Japanese government halal logo certification agencies must continue to be maximized by increasing the number of products with halal logos. The delivery of information regarding various knowledge of halal food both theoretically and empirically must be continuously improved so that not only Muslim residents who are not in Japan care about and feel the positive impact caused by the consumption of halal products. In addition, this increase in halal products is also in line with the development of halal products in the world, therefore Japan as a developed country should not be left behind by the current trend of the halal industry, one of which is halal food products. The small number of variables and samples used in this study should be used as references to increase the variables and sample size. The next research can be carried out on Muslims living in Japan who come from other nationalities, apart from Indonesia.

References
Abd Rahman, Azmawani, Ebrahim Asrarhaghighi, and Suhaimi Ab Rahman. “Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention.” *Journal of Islamic Marketing* 6, no. 1 (2015): 148–63. https://doi.org/10.1108/JIMA-09-2013-0068.

Abdul Aziz, Y, and N Chok. “The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention among Non-Muslims in Malaysia.” *Malaysia Journal of International Food and Agribusiness Marketing* 25, no. 1 (2013): 1–23.

Aertsens, Joris, Koen Mondelaers, Wim Verbeke, Jeroen Buyssse, and Guido van Huylenbroeck. *The Influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food*. British Food Journal. Vol. 113, 2011. https://doi.org/10.1108/00070701111179988.

Ahmed, W, A Najmi, H. M Faizan, and S Ahmed. “Consumer Behaviour towards Willingness to Pay for Halal Products.” *British Food Journal*, 2018.

Ahmed, Waqar, Arsalan Najmi, Hafiz Muhammad Faizan, and Shaharyar Ahmed. “Consumer Behaviour towards Willingness to Pay for Halal Products: An Assessment of Demand for Halal Certification in a Muslim Country.” *British Food Journal* 121, no. 2 (2019): 492–504. https://doi.org/10.1108/BFJ-02-2018-0085.

Ali, Afzaal, Guo Xiaoling, Mehkar Sherwani, and Adnan Ali. “Factors Affecting Halal Meat Purchase Intention: Evidence from International Muslim Students in China.” *British Food Journal* 119, no. 3 (2017): 527–41. https://doi.org/10.1108/BFJ-10-2016-0455.
Alserhan, B. “Islamic Branding: A Conceptualization of Related Terms.” *Journal of Brand Management* 4, no. 3 (2010): 245–63.

Amin, Hanudin. “Factors Influencing Malaysian Bank Customers to Choose Islamic Credit Cards: Empirical Evidence from the TRA Model.” *Journal of Islamic Marketing* 4, no. 3 (2013): 245–63. https://doi.org/10.1108/JIMA-02-2012-0013.

Ardayanti, A, T Nashril, and A Helmi. “A Study on Halal Food Awareness among Muslim Customers in Klang Valley.” *4th International Conference on Business and Economic Research*, 2013.

Arifin, S, I Ismail, and K Shah. “Religiosity Moderates the Relationship between Egodefensive.” *Journal of Islamic Marketing* 7, no. 01 (2016): 22.

Assadi, Djamchid. “Do Religions Influence Customer Behavior? Confronting Religious Rules And Marketing Concepts.” *ResearchGate* 5, no. August (2003): 2–13. https://www.researchgate.net/publication/242109368.

Ateeq-ur-Rehman, and Muhammad Shahbaz Shabbir. “The Relationship between Religiosity and New Product Adoption.” *Journal of Islamic Marketing* 1, no. 1 (2010): 63–69. https://doi.org/10.1108/17590831011026231.

Awan, Hayat M., Ahmad Nabeel Siddiquei, and Zeeshan Haider. “Factors Affecting Halal Purchase Intention – Evidence from Pakistan’s Halal Food Sector.” *Management Research Review* 38, no. 6 (2015): 640–66. https://doi.org/10.1108/mrr-01-2014-0022.

Bahri S, A. “Etika Konsumsi Dalam Perspektif Ekonomi Islam.” *Jurnal Studi Islamica*, 2014, 347–70.

Bailey, Jessica M, James Sood, Source Journal, No Fall, Jessica M Bailey, and James Sood. “The Effects Of Religious Affiliation On Consumer Behavior : A Preliminary Investigation Stable URL: Http://Www.Jstor.Org/Stable/40603988 Linked References Are Available on JSTOR for This Article : The Effects Of Religious Affiliation On Consumer Behavior.” *Journal of Managerial Issues* 5, no. 3 (1993): 328–52.

Che Ahmat, N., Mohd Radzi, S., Muhammad , R., Abdul Aziz, A., & Ahmad, N. “The Effect of Factors Influencing the Perception of Price Fairness towards Customer Response Behaviors.” *Journal of Global Management* 2, no. 1 (2011): 22.

Esso, N, and S Dibb. “Religious Influences on Shopping Behavior.” *Journal of Marketing Management* 9, no. 1 (2004): 64–74.

Fathi, E., Zailani, S Iranmanesh, M, and K Kanapathy. “Drivers of Consumers’ Willingness to Pay for Halal Logistics.” *British Food Journal* 118, no. 2 (2016): 464–79.

Fishbein, M. *Attitude and The Prediction Behavior*, in Fishbein, M. (Ed). Wiley, New York, NY: Readings in attitude theory and measurement, 1967.

Golnaz, R, A Zainal, and Mad-Nasir. “Assessment of Consumers’ Confidence on Halal Labelled Manufactured Food in Malaysia.” *Social Science & Humanities* 20, no. 1 (2012): 22–42.

Gracia, A. “Organic Food Product Purchase Behaviour: A Pilot Study for Urban Consumers in Spanish.” *Journal of Agricultural Research* 5, no. 4 (2007): 439–
51. Hamdan, Haslenna, Zuraini Mat Issa, Normala Abu, and Kamaruzaman Jusoff. “Purchasing Decisions among Muslim Consumers of Processed Halal Food Products.” *Journal of Food Products Marketing* 19, no. 1 (2013): 54–61. https://doi.org/10.1080/10454446.2013.724365.

Jonathan, A, and J Liu. “The Challenges of Islamic Branding: Navigating Emotions and Halal.” *Journal of Islamic Marketing* 2 (2011): 28–42.

Kotler, P, and G Armstrong. *Principles of Marketing (10th Ed)*. New Jersey: Pearson Prentice Hall, 2004.

LaBarbara, A, and Gurhan. “The Role of Materialism, Religiosity and Demographics in Subjective Well-Being.” *Psychology and Marketing* 14, no. 1 (1998): 71–97.

Lada, S, G Tanakinjal, and A H. “Predicting Intention to Choose Halal Products Using.” *International Journal of Islamic and Middle Eastern Finance and Management* 2, no. 1 (2009): 66–76.

Malhotra, N. “Marketing Research: An Applied Orientation.” In *6th Edition Pearson Education*, 2010.

Mangkunegara, PA. *Perilaku Konsumen*. Bandung: PT. Refika Aditama, 2002.

Mohani, Abdul, Ismail Hashanah, Hashim Haslina, and Johari Juliana. “Consumer Decision Making Process in Shopping for Halal Food in Malaysia.” *China-USA Business Review* 8, no. 9 (2009): 40–48.

Mokhlis, S. “The Effect of Religiosity on Shopping Orientation.” *Journal of American Academy of Business* 9, no. 1 (2006): 64–74.

Mukhtar, Arshia, and Muhammad Mohsin Butt. “Intention to Choose Halal Products: The Role of Religiosity.” *Journal of Islamic Marketing* 3, no. 2 (2012): 108–20. https://doi.org/10.1108/17590831211232519.

PEW Research Center. “The World’s Muslims: Religion, Politics and Society.” *PEW Research Center*, 2013. https://www.pewforum.org/2013/04/30/the-worlds-muslims-religion-politics-society-overview/.

Puruhita, Adhila Ayu, Suyahmo, and Hamdan Tri Atmaja. “Perilaku Sosial Anak-Anak Jalanan Di Kota Semarang.” *Journal of Educational Social Studies* 5, no. 2 (2016): 104–12.

Salman, F, and K Siddiqui. “No Title.” *Journal of Contemporary Research in Business* 3, no. 2 (2011): 639.

Sarwono. “Analisis Perilaku Konsumen Perspektif Ekonomi Islam.” *Jurnal Inovasi Pertanian* 8, no. 1 (2009).

Shah Alam, Syed, and Nazura Mohamed Sayuti. “Applying the Theory of Planned Behavior (TPB) in Halal Food Purchasing.” *International Journal of Commerce and Management* 21, no. 1 (2011): 8–20. https://doi.org/10.1108/105692111111111676.

Sood, J, and Y Nasu. “Religiosity and Nationality: An Explanatory Study of Their Effect on Consumer Behavior in Japan and the United States.” *Journal of Business Research* 34, no. 1 (1995): 1–9.

Spears, N, and S. S.N. “Measuring Attitude toward the Brand and Purchase
Intentions.” *Journal of Current Issues & Research in Advertising* 26, no. 2 (2004): 53–66.

Stobbelaar, D, G Casimir, J Borghuis, I Marks, L Meijer, and S. Zebeda. “Adolescents’ Attitudes towards Organic Food: A Survey of 15 to 16 Year Old School Children.” *International Journal of Consumer Studies* 31, no. 4 (2007): 349–56.

Sungkar, I. “Importance and the Role of Market Intelligence in Penetrating Global Halal Food Market.” In *Livestock Asian 2007 Exhibition and Seminar Halal Hub Session*, 2007.

Tananda, Prof. “Ever Growing Muslim Community in the World and Japan – Waseda University.” Waseda University, 2017. https://www.waseda.jp/top/en/news/53405.

Training, T.J. “Databook of International Labour Statistics 2018 The Japan Institute for Labour and Training,” 2018.

Wandel, M. “Food Labeling from a Consumer Perspective.” *British Food Journal* 99, no. 6 (1997): 212–19.

Winardi, and Supawarman. *Perilaku Konsumen*. Jakarta: PT Bumi Aksara, 2003.

Yoshida, Reiji, and Sakura Murakami. “More than 345,000 Foreign Workers Predicted to Come to Japan under New Visas: Government.” *The Japan Times*, 2018. https://www.japantimes.co.jp/news/2018/11/14/national/politics-diplomacy/345000-foreign-workers-predicted-come-japan-new-visas-government/#.XPcOn9P7TOQ.

Yukichika, K, S N Htay, and A. S Salman. “Non-Muslims’ Acceptance of Imported Products with Halal Logo a Case Study of Malaysia & Japan.” *Journal of Islamic Marketing*, 2017, 191.

Yusof, Shazlinda Md, and Noriyuki Shutto. “The Development of Halal Food Market in Japan: An Exploratory Study.” *Procedia - Social and Behavioral Sciences* 121, no. September 2012 (2014): 253–61. https://doi.org/10.1016/j.sbspro.2014.01.1126.