THE EFFECT OF SUBJECTIVE NORMS AND ATTITUDES TOWARDS PURCHASING DECISIONS THROUGH CONSUMER INTEREST IN CONSUMABLE HALAL PRODUCT
(Consumer Case Study in The City of Makassar)

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Abstract.
The purposes of this study are to measure (1) the effect of Subjective norms to purchase decision, (2) the effect of Attitudes to purchase decision, (3) the effect of Consumer Interest in relation between Subjective Norms and Attitude toward Purchasing Decision. Population in this research are Muslims who lived in Makassar city with 156 samples as respondents. Path Analysis use as statistical tools to test hypothesis. Result shows that subjective norms and attitudes significantly affect purchasing decisions and also through consumer interest significantly affect purchasing decisions in consumable halal product.

Keywords: Subjective Norms, Attitude, Purchasing Decision, Halal Product

INTRODUCTION
There are significant numbers of marketing strategy that have been becoming the most essential aspect in business, one of them is product development and promotion that efficiently fit in the target market. By having so, the producent should know the point of view the consumers take in a product. From the company perspective, consumer’s feedback regarding a product they invent is very substantial. This feedback will affect the buying interest of consumer. Interest is an internal factor inside consumer’s mind that influence the consumer behaviour, interest also is a form of concrete thought from the reflection of the buyer's plan to buy a certain number of units from a number of brands available in a certain period of time (Schiffman and Kanuk, 2000). In the process of purchasing, the buying interest of consumers is related with the motive they have in order to apply or buy certain products. This purchasing motive is totally different from every consumer.

Knowing the consumer needs and desires before inventing a product is highly critical. One of many ways in order to get satisfied consumer regarding their fulfilled needs and desires is having to acknowledge the consumer behaviour. It is because consumer behaviour helps us to study how consumer behaves in terms of using or consuming a product. One of the ways to know the purchasing behaviour from consumer is to learn attitude and subjective Norms.

This research is referring to direct measurement of attitude that refers to an evaluative assessment about the pros and cons of doing an action, while subjective Norms refers to the perception of social pressure of doing an action, and behavioural control is a perception related to the high confidence of an individual to take an action (Fishbein and Ajzen, 2005). The basic theory used in this research is based on Theory of Planned Behaviour (TPB), this theory has
been widely used to assess the intention of buying, consuming and accepting halal food product (Nazahah and Sutina 2012, Syed and Nazura, 2011).

Based on Theory of Planned Behaviour used as a foundation in assessing consumer buying interest, some researchers have agreed that interest is a measure that shows individual believe to buy halal food product. As such, a Muslim consumer has interest in purchasing halal food product that are presented in product structure points (Azis and Vui, 2012 ; Grewal, et al, 1998, Jin and Suh, 2005). This direct measurement gives a guideline to predict the human social behaviour. Besides, this research also agrees that the TPB conceptualisation covered by Ajzen implies causality between those four variables, trust, attitude, interest, and behaviour.

LITERATURE REVIEW

Reasoned action theory explains about comparison of behavioural component integration in a structure that has been designed to predict a better behaviour. The variables that exist in the theory of reasoned action are attitude, subjective Norms, interest, and behaviour (Ajzen, 1988). Peter and Olson (2005) stated that the outcome of the choosing process which has reason gives a desire to engage in the chosen behaviour. Behaviour intention can be used as the best measurement of real behaviour, and states that the behaviour is intentional, so it is complicated enough to be determined by a person's desire to express the behaviour.

Interest is individual tendency when he is trying to use a specific attitude. Interest can be measured by subjective Norms and attitude that affect individual’s interest in taking action, while subjective Norms is influenced by trust and motivation whether he wants other people involved or not. Therefore, trust, evaluation, and motivation will affect interest by themselves. Interest to reuse will shape behaviour to use a product or service if the consumer has a positive attitude towards the product and service (Ajzen and Fishbein, 1980). The behaviour and situation faced determine how important the attitude, subjective Norms, and behavioural control in terms of predicting interest (Ajzen, 1991).

Interest becomes a very significant variable in order to predict behavioural changes, and also shows that the behaviour is often related with motivation. Interest is determined by the individual’s attitude (beliefs and values regarding the effect of a behaviour), subjective Norms (beliefs about what other people think about what someone will do or how social pressure is generally), behavioural control felt by those individuals (individual’s behaviour on their control ability or self-efficacy to take action) which sometimes depends on type of relation and situation (Ajzen, 1991). Therefore, the information is really important to help the form of positive attitude towards behaviour and decrease the pressure of subjective Norms or opinions that support the behaviour. Behavioural control can help affecting the behaviour when people are actually having the ability to do that behaviour (self-efficacy). The full control of opportunities, resources, and skills needed is the very critical part of the behavioural change process.

BUYING INTEREST

The psychological factor that affects individual to purchase consists of four factors, which are; motivation (someone’s drive to act in order to fulfil his needs, so it can decrease the tension he has), perception (the individual process of choosing, organizing, and interpreting the inputs to create a meaningful abstraction), knowledge (the learning that covers changes in someone’s behaviour that emerges from experience), and the beliefs and convictions that a person can obtain through acting and learning (Kotler dan Armstrong, 2008).

Purchase intention is a consumer’s tendency to buy or take actions related to purchasing, and it can be measured by the level of likelihood of consumers to buy (Assael, 2001). The measurement used is ‘wanting to buy or not wanting to buy, willing or not willing
to buy, willing to rebuy-or not willing to rebuy statement. Intention is a condition where an individual is ready to take action and it is considered as direct action (Ajzen, 1985)

BUYING DECISION
Buying decision is an action taken by the individual which is directly involved in decision making to purchase a product offered by the seller (Cakramalinda, Jusni, & Munir, 2019). Kotler and Armstrong (2001) suggested that buying decision is stage of decision-making processes where the consumers are truly purchasing the product.

There are three on going activities in a process of buying decision by the consumer;
   a. Consumer routine in doing the purchase
   b. The quality of the decision-making individual’s took
   c. Commitment or loyalty of consumers who are used to buying with competing products.

There are five stages in the process of decision-making by Kotler (2000) which are introduction of needs, information gathering, alternative evaluation, purchase decision, post-purchase. The basic concept of decision by Hahn (2002) covered four elements, such:
   a. Ground state is a group of events that affect decision
   b. Opportunity related to the ground state
   c. A group of events done by the decision maker
   d. A group of benefits and costs for a combination of the basic decision.

RESEARCH METHOD
DESIGN
Arikunto (2002) stated that in conducting research, there are two widely used methods when it comes to data analysis, those are quantitative and qualitative methods. The quantitative research is based on statistical calculation as the basic of analysis, while qualitative research results the descriptive data which forms as written words or verbal spoken from people or observed behaviour. The method used in this research is quantitative approach, even though in the data analysis, descriptive data will still be used.

In terms of how data is gathered, this research is categorized as a survey. The survey research is a research done directly to the subject or object without any treatment. In this case, the researcher is not controlling the respondents’ condition, so the research is natural (Sugiyono, 2010)

SAMPLE AND POPULATION
This research’s sampling technique is nonprobability sampling where the sampling is not account for all the population who have the same chance to be chosen randomly as a sample, and the method used is convenience sampling (Ghozali, 2013). This method is suitable for being used in this research because the number of Muslim consumers is really huge in the province of South Sulawesi.

According to Santoso (2004), with a number of latent variables (constructs) of up to five, and each construct is determined by three or more indicators, a sample size of 100-150 is considered adequate. This corresponds to Ghozali (2013) who stated that in terms of sampling in data analysis, the research’s sample needs to be six times more than the numbers of parameter that will be predicted. This research uses 26 indicators for all the variables; therefore the number of the sample is meeting the requirements, which is 26 x 6 = 156 Muslim respondents who lived in Makassar City.

RESULTS
VALIDITY AND RELIABILITY TEST
Validity test was conducted based on item analysis; this correlates the score of every item with variable score (the results of the sum of all questions item scores). Correlation technique used is Pearson Correlation, counted with the help of SPSS program version 23.0. Validity testing in this study was conducted on 30 respondents with a real level of 0.05 or 5%. The item was declared valid if the value of $r_{\text{count}} > r_{\text{table}}$ or $\text{sig} \leq 0.05$. The validity test results based on calculations using SPSS for Windows 23.0 can be seen in table 5.1:

**Table 5.1. Validity Test Result**

| Variable | Indicator | $r_{\text{count}}$ | Sig | $r_{\text{table}}$ | Information |
|----------|-----------|---------------------|-----|---------------------|-------------|
| Subjective Norms (X₁) | X₁.1 | 0.807 | 0.000 | 0.3061 | Valid |
| | X₁.2 | 0.832 | 0.000 | 0.3061 | Valid |
| | X₁.3 | 0.888 | 0.000 | 0.3061 | Valid |
| | X₁.4 | 0.790 | 0.000 | 0.3061 | Valid |
| | X₁.5 | 0.496 | 0.005 | 0.3061 | Valid |
| | X₁.6 | 0.744 | 0.000 | 0.3061 | Valid |
| | X₁.7 | 0.807 | 0.000 | 0.3061 | Valid |
| | X₁.8 | 0.832 | 0.000 | 0.3061 | Valid |
| Attitude (X₂) | X₂.1 | 0.881 | 0.000 | 0.3061 | Valid |
| | X₂.2 | 0.913 | 0.000 | 0.3061 | Valid |
| | X₂.3 | 0.903 | 0.000 | 0.3061 | Valid |
| | X₂.4 | 0.853 | 0.000 | 0.3061 | Valid |
| | X₂.5 | 0.921 | 0.000 | 0.3061 | Valid |
| | X₂.6 | 0.898 | 0.000 | 0.3061 | Valid |
| Buying Interest (Y₁) | Y₁.1 | 0.850 | 0.000 | 0.3061 | Valid |
| | Y₁.2 | 0.903 | 0.000 | 0.3061 | Valid |
| | Y₁.3 | 0.825 | 0.000 | 0.3061 | Valid |
| | Y₁.4 | 0.843 | 0.000 | 0.3061 | Valid |
| | Y₁.5 | 0.811 | 0.000 | 0.3061 | Valid |
| | Y₁.6 | 0.724 | 0.000 | 0.3061 | Valid |
| | Y₁.7 | 0.850 | 0.000 | 0.3061 | Valid |
| | Y₁.8 | 0.903 | 0.000 | 0.3061 | Valid |
| Buying Decision (Y₂) | Y₂.1 | 0.922 | 0.000 | 0.3061 | Valid |
| | Y₂.2 | 0.915 | 0.000 | 0.3061 | Valid |
| | Y₂.3 | 0.847 | 0.000 | 0.3061 | Valid |
| | Y₂.4 | 0.845 | 0.000 | 0.3061 | Valid |
| | Y₂.5 | 0.868 | 0.000 | 0.3061 | Valid |
| | Y₂.6 | 0.859 | 0.000 | 0.3061 | Valid |
| | Y₂.7 | 0.922 | 0.000 | 0.3061 | Valid |
| | Y₂.8 | 0.915 | 0.000 | 0.3061 | Valid |
| | Y₂.9 | 0.847 | 0.000 | 0.3061 | Valid |
| | Y₂.10 | 0.845 | 0.000 | 0.3061 | Valid |

Source: Primer Data processed, 2019

Table 5.1 indicated that all the $r_{\text{count}}$ value from all questionnaire items of research variable, which are Subjective Norms, attitude, buying interest and buying decision showed a bigger $r_{\text{table}}$ value or $\text{sig} \leq 0.05$. Thus, all the questionnaire from all the variables, subjective Norms, attitude, buying interest, and buying decision are valid to be used for further research.
Reliability test aimed to know the consistency and stability of an item from time to time. The higher reliability coefficient is, the more reliable the answer the researcher gets. Reliability testing in this research was conducted by calculating the value of Cronbach’s Alpha Coefficient that was bigger than 0.6, so the answer of the respondents in this questionnaire as an instrument declared reliable. If the value of Cronbach’s Alpha Coefficient is smaller than 0.6, so the answer of the respondents in this questionnaire as an instruments declared unreliable. The results of reliability test can be seen in Table 5.2:

| Variables             | Alpha Cronbach | Information |
|-----------------------|----------------|-------------|
| Subjective Norms (X₁) | 0.905          | Reliable    |
| Attitude (X₂)         | 0.948          | Reliable    |
| Buying Interest (Y₁)  | 0.939          | Reliable    |
| Buying Decision (Y₂)  | 0.967          | Reliable    |

Source: Primer Data processed, 2019

According to the table above, the value of Alpha Cronbach of all the research variables; subjective norms, attitude, buying interest, dan buying decision, showed a bigger value than 0.6. Therefore, the questionnaire of all variables can be declared reliable, and ready to be used for this research purpose.

FIRST STAGE OF REGRESSION TEST

Table 5.12 Individual Influence Test (t-Test) (Buying Interest)

| Model        | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|--------------|-----------------------------|---------------------------|-------|------|
| 1 (Constant) | B                            | Std. Error                | Beta  | t    | Sig. |
|              | 5.335                       | .299                      |       | 17.815 | .000 |
| Subjective Norms | .413                      | .087                      | .350  | 4.765 | .000 |
| Attitude     | .225                        | .058                      | .287  | 3.909 | .000 |

a. Dependent Variable: BuyingInterest

The table above showed multiple regression model for buying interest toward all the influence factors, namely Subjective Norms and attitude.

**Buying Interest = 0.350X₁ +0.287X₂**

The equation above tells that:

a. Coefficient of subjective Norms (b₁)

Subjective Norms has a positive effect on buying interest of halal product consumer, with 0.350 as the regression coefficient which means that if the assumptions of other variables are fixed then the magnitude of the influence of the subjective Norms on consumer buying Interest on halal products will be 0.350. With the positive influence of subjective Norms on buying interest that showed direct relationship, meaning that the higher subjective Norms is, the buying interest on halal product will also be higher.

b. Coefficient of attitude (b₂)

Attitude also has a positive effect on buying interest of halal product consumer, with 0.287 as the regression coefficient which means that if the assumption of other variables is fixed then the magnitude of attitude on consumer buying interest on halal food...
products will be 0.287. with the positive influence of attitude on buying interest that showed direct relationship, meaning that the higher attitude is, the buying interest on halal product will also be higher.

1. The influence of subjective Norms towards buying interest
Based on the score of $t_{\text{table}}$ that is equal to 1.6554, dan $t_{\text{count}}$ is equal to 4.765. This shows that the score of $t_{\text{count}} > t_{\text{table}}$ or in other words $4.765 > 1.6554$. According to calculation result of table 5.12 above, it can be seen that the p-value of the t-test results obtained from the Subjective Norms variable is 0.000. Since the p value score is less than significant level which is $\alpha=5\%$ or (0.000<0.05), so then the $H_0$ is rejected; which means that there is a partial influence of subjective Norms on buying interest.

2. The influence of attitude towards buying interest
Based on the calculation results shown in Table 5.12 above, the p-value of the t-test results obtained from the attitude variable is 0.000. Since the p value is less than the significant level $\alpha = 5\%$ or (0.000 <0.05), then $H_0$ is rejected; which means that there is a partial influence of attitude towards buying interest.

3. The influence of subjective Norms and attitude towards buying interest
The coefficient of multiple determination (Adjusted $R^2$) is 0.267. These results can be interpreted that 26.7% of the amount of Purchase Interest is influenced by the two independent variables consisting of subjective Norms and attitudes. While the remaining 73.3% is influenced by other variables not included in the research model.

**THE SECOND STAGE OF REGRESSION TEST**

| Model       | Unstandardized Coefficients | Standardized Coefficients | t   | Sig. |
|-------------|-----------------------------|---------------------------|-----|------|
|             | B                          | Std. Error                | Beta|      |
| 1 (Constant)| 3.743                      | .414                      | 9.047| .000 |
| SubjectiveNorms | .379                      | .073                      | .326 | 5.177| .000 |
| Attitude    | .007                       | .048                      | .009 | .147 | .883 |
| BuyingInterest | .518                      | .064                      | .524 | 8.124| .000 |

a. Dependent Variable: BuyingDesicion

According to the table 5.15 multiple regression models for buying decisions on factors that improve the subjective Norms, attitudes and buying interest.

**Buying Decision = 0.326X1 + 0.009X2 + 0.524Y1**

This equation shows that:

a. Subjective Norms Coefficient
Subjective Norms variable has a positive influence towards Consumer Buying Decisions on halal products, with a regression coefficient of 0.326 which means that if the assumptions of other variables are fixed then the magnitude of the effect of the Subjective Norms towards Consumer Buying Decisions on halal products will be 0.326. With this positive influence, it means that there is a direct relationship between Subjective Norms towards Consumer Buying Decisions on halal products, which
means that higher Subjective Norms of consumers will cause Consumer Buying Decisions on halal products to rise.

b. Attitude Coefficient
The attitude variable has a positive influence towards Consumer Buying Decisions on halal products, with a regression coefficient of 0.009 which means that if the assumptions of other variables are fixed then the magnitude of the effect of Attitude towards Consumer Buying Decisions on halal products will be 0.009. With this positive influence, it means that there is a direct relationship between Attitudes towards Consumer Buying Decisions on halal products, which means that the higher the attitude of consumers will cause Consumer Purchase Decisions on halal products to rise.

c. Buying Interest Coefficient
The Buying Interest variable has a positive influence towards Consumer buying decisions on halal products, with a regression coefficient of 0.524 which means that if the assumptions of other variables are fixed then the magnitude of the influence of Buying Interest on Consumer Purchasing Decisions on halal products will be 0.524. With this positive influence, it means that there is a direct relationship between buying Interest on Consumer Purchase Decisions on halal products, which means that the higher the Buying Interest of Consumer will cause the Consumer Purchase Decision on halal products to rise.

1. The Influence of Subjective Norms towards Buying Decision
The p-value score of subjective Norms variable’s t-test is 0.000. Since the score of p-value is less than the significant level α=5% or (0.000>0.05), therefore H₀ is rejected: which means that there is a partial influence of subjective Norms towards buying decision.

2. The influence of subjective Norms towards Buying Decision
The p-value score of attitude variable’s t-test is 0.883. Since the score of p-value is greater than the significant level α=5% or (0.883>0.05), therefore H₀ is accepted; which means that there is a partial influence of attitude towards buying decision.

3. The influence of Buying Interest towards Buying Decision
The p-value score of buying interest variable’s t-test is 0.000. Since the score of p-value is less than the significant level α=5% or (0.000>0.05), therefore H₀ is rejected; which means that there is a partial influence of buying interest towards buying decision.

4. Subjective Norms, Attitude, and Buying Interest towards Buying Decision
The magnitude of the multiple determination coefficient (Adjusted R²) is 0.533. This result can be interpreted that 53.3% of the magnitude of the buying decision is influenced by the three independent variables consisting of Subjective Norms, Attitudes and buying interests. While the remaining 46.7% is influenced by other variables not included in the research model.

CLASSIC ASSUMPTION TEST
The One Sample Kolmogorov Smirnov test indicates that all the variables in this research significantly have greater probability score than 0.05. Meaning that all the variables used in this research have Normal data distribution.
Multicollinearity calculation results show that the tolerance value is greater than 0.1 or VIF value is less than 10. This can be concluded that the equation of the regression model does not contain multicollinearity problems which means there is no significant correlation between the independent variables, so it is feasible to be used for further analysis.
in accordance with the rules of the heteroscedasticity test, that if the calculation results in a significance level of> 0.05 then H₀ is accepted, meaning that there is no heteroscedasticity.
Conversely, if the calculation results in a significance level of <0.05 then $H_0$ rejects, meaning heteroscedasticity occurs (Ghozali, 2005). The calculation results show that the price of the significance level of each variable is greater than 0.05 then $H_0$ is accepted, meaning that there is no heteroscedasticity.

**PATH ANALYSIS**

Based on the results of the path analysis that there is an influence between Subjective Norms on Consumer Buying Decisions of Halal Products in Makassar City through Purchase Interest, and there is an influence between Attitudes towards Buying Decisions of Halal Product Consumers in Makassar City through Buying Interest.

**DISCUSSION**

The discussion of the results of the study is intended to analyse the Effect of Subjective Norms and Attitudes Towards Buying Decisions Through Consumer Interest in Buying Halal Consumable Products in Makassar city. This was done by distributing questionnaires as many as 156. The results showed that there was a significant influence between Subjective Norms Against Purchase Interest with a statistical significance value of 0.000. This is in accordance with the theory of Lee (2009) who states that the influence of subjective Norms is the main predictor in purchasing decisions where the influence of subjective Norms is able to suggest, process and reinforce an act or consumer buying behaviour. And also, the results of the study indicate that there is a significant influence between Attitudes Toward Buying Interest partially with a statistical significance value of 0.000. Kotler and Armstrong (2007) suggest that attitude is a consistent evaluation, feeling, and tendency for someone's likes or dislikes of objects or ideas.

Setiadi (2010) states that a purchasing decision is something related to the consumer's plan to purchase a particular product, as well as how many units of the product are needed in a certain time period. This is consistent with the results of the study which showed that there was a significant influence between Subjective Norms on Buying Decisions partially with a statistical significance value of 0.000. While it differed from the results of previous studies the influence of attitude did not significantly influence buying decisions due to the statistical significance value of 0.883. This is contrary to the research hypothesis. While the purchase interest variable on purchasing decisions indicates that there is a significant influence between Purchase Interest Against Purchasing Decisions partially with a statistical significance value of 0.000.

**CONCLUSION DAN RECOMMENDATION**
Based on the results of the analysis and discussion on "The Effect of Subjective Norms and Attitudes Towards Buying Decisions Through Consumer Interest in Buying Halal Consumable Products in Makassar City", the following conclusions can be drawn:

1. There is a significant influence Subjective Norms on Buying Interest partially with a statistical significance value of 0.000.
2. There is a significant influence on Attitude Toward Buying Interest partially with a statistical significance value of 0.000.
3. There is a significant influence of Subjective Norms Toward Buying Decisions partially with a statistical significance value of 0.000.
4. There is no significant effect of Attitude Toward Buying Decision partially with a statistical significance value of 0.883.
5. There is a significant influence of Buying Interest Toward Buying Decisions partially with a statistical significance value of 0.000.

As suggestions for further research, researchers are expected to be able to do the following:

1. The results of this study indicate that subjective Norms and consumer attitudes influence consumer buying interest in halal products, therefore both variables need to be considered by the company. By innovating and providing information about halal content and information about halal certification so consumers can choose halal products. As well as giving preference to the public regarding the importance of halal products compared to other products.
2. The results of this study need to be noted by academics, that "theory of planned behaviour" can cover individual's way of thinking in determining interest in deciding on purchasing a product so that there is a need to expand the theory in order to consumers can have a fundamental reason in making decisions regarding choosing a product, especially making a decision to buy Halal product based on consumer buying interest.

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