The Influence of Attitude and Subjective Norms on the Decision to Purchase MCD Products After the Issuance of the Fact that They are Haram by the Indonesian Ulama Council

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ABSTRACT

Investigation After the issuance of the MUI fatwa on the Law of Support for the Palestinian Struggle, a social phenomenon emerged in which there was a widespread refusal to buy Israeli products. One of the reasons was the refusal to accept MCD products. The fatwa issued by the MUI did not explicitly mention specific brands that would be subject to boycott. Recently, there has been a growing trend of consumers boycotting MCD restaurants because of their Israeli origins. This investigation will use a quantitative methodology. The characteristics examined in this study are attitudes, subjective norms, purchase intentions, and actual purchase behavior. The main purpose of this study is to analyze the impact of one variable on another. In this study, we examine attitudes and subjective norms as separate variables. In this context, the dependent variable refers to the variable that indicates the consumer's decision to make a purchase. Purchase intentions are associated with the intervening variables in this scenario. The location of the study refers to the specific site or entity where the study was conducted. The term "population" refers to a group of people who have certain qualities as defined by the researcher conducting the study (Sugiyono, 2018). This study focuses on a sample population of adolescents domiciled in Tegal City, with an uncertain total number. Sampling techniques involve selecting a small portion of the population for the purpose of sampling.
INTRODUCTION

For Muslims, the process of consuming food is not only determined by its taste and nutritional content, but also includes considerations such as deliciousness, health, and nutrition. However, it is important to comply with halal and virtue standards. Nutrition is a basic human need. Consumption of food and beverages provides many benefits. The resilience and nutrition of mankind on earth have been ensured by God, who has also provided food and beverages for their well-being. However, Allah has given clear guidelines to Muslims regarding the use of food and beverages, with a special emphasis on consuming only halal and nutritious foods.

The Halal Product Assurance Agency (BPJPH) in Indonesia is responsible for centrally ensuring the halal status of packaged food and beverages, regardless of whether the food and beverages are imported or produced locally. This agency, which was established by the government based on Law Number 33 of 2014, is responsible for ensuring that halal products meet the required standards. Halal certification aims to ensure that the general public can consume and utilize halal products with confidence, while increasing added value for companies engaged in the manufacturing and distribution of halal products. The government established BPJPH as a step to protect consumers, especially Muslims, in obtaining and consuming packaged food and beverages.

Personal attitudes are influenced by a person's perspective on the attitudes they have. According to Syahrul et al. (2021), an individual's attitude is influenced by three main factors: personality traits, personal values, and the individual's current emotional state. Individuals accept an attitude when they consider it a beneficial action and realize its significance to other important things, thus motivating them to consider participating in it.

Subjective norms are formed based on an individual's personal understanding of ideas that they previously considered normal or socially acceptable. The normative perspective is shaped by four main factors: personal educational achievement, age or gender, ethnicity, and religious affiliation. This study was conducted by Syahrul et al. in 2021. Subjective norms influence the individual decision-making process by creating social pressure. A real example of this pressure is when a mother wants to buy a gift for her child. The mother's decision to buy a toy will cause internal tension that comes from her personal beliefs and principles. On the other hand, if the mother decides not to buy a toy, there will be external pressure from the family. Acquisition is the end result of an individual's tendency to acquire a particular product or service. Purchasing decisions are influenced by a positive relationship between personal attitudes, subjective norms, and interests (Arianto & Giovanni, 2020). This relationship can be concluded from the habit of consuming bottled drinking water. After the issuance of the MUI fatwa on the Law of Support for the Palestinian Struggle, a social phenomenon emerged in which Israeli goods were widely rejected. One of the reasons was the refusal to accept MCD products. The fatwa issued by the MUI did not explicitly mention specific brands that would be boycotted. Lately, more and more people refuse to visit MCD restaurants because of their Israeli origins.
Based on the background of the problem, the author is interested in conducting a study entitled "THE INFLUENCE OF ATTITUDE AND SUBJECTIVE NORMS ON THE DECISION TO PURCHASE MCD PRODUCTS AFTER THE MUI HARAM FACT ISSUED".

LITERATURE REVIEW

Attitude

Attitude is related to consumers' affective reactions, which can be positive or negative, towards a product after their assessment of the product. The more things that are evaluated, the more attitudes will be produced. Attitudes have various functions, such as adaptation, self-protection, embodiment of values, and acquisition of knowledge (Kapantouw & Mandey, 2015). Aryadhe et al. (2018) define attitude as an emotional response or effect that an individual has towards a particular item, which includes the evaluative aspect of whether the object is considered good or bad. This emotional response is caused by various types of stimuli or certain stimuli.

According to Waani et al (2022), attitude indicators are:
1. Cognitive Component
2. Affective Component
3. Conative Component
2. Subjective Norm

Subjective norms, as explained by Dwiyanti & Jati (2019), relate to the extent to which consumers tend to adjust to other people's perspectives regarding the intended activity. If the client perceives himself as having the freedom to make his own choices and is susceptible to the influence of others, he will consider the opinions of others regarding his behavior appropriate, thus creating a tendency to buy a product.

Normative norms, as defined by Anggelina & Japarianto (2019), relate to an individual's conception of society's expectations of others, which serve as a driving force for them to conform to those standards.

Subjective norms, as explained by Dwiyanti & Jati (2019), refer to an individual's perception or understanding of the opinions held by others. This perception then influences the individual's tendency to engage or not engage in a particular action being considered. Subjective norms, as explained by Pradnyana & Sukawati (2016), relate to an individual's personal perspective or beliefs regarding the social expectations expected of a particular action that they may choose to do or not do. Because of its subjective nature, this dimension is generally known as subjective norms.

Subjective norm indicators according to Anggelina & Japarianto (2019):
1. Normative beliefs
2. Compliance motivation
3. Purchase decisions

Mita et al. (2021) emphasized that purchasing decisions involve problem-solving procedures that include identifying needs and preferences, gathering information, evaluating various alternatives, making a purchase, and reflecting on post-purchase behavior.
Purchase choices, as defined by Hutri & Yuliviona (2022), refer to the consumer's process of identifying difficulties, obtaining information about a particular brand or product, evaluating the effectiveness of available alternatives in solving problems, and finally making a decision to purchase. This purchase decision uses the following indicators (Ryswaldi & Pujani, 2020):
1. Problem Recognition
2. Information Search
3. Validation of Alternatives
4. Purchase Decision
5. Post-purchase Behavior

**METHODOLOGY**

This study will use quantitative methodology. The characteristics examined in this study are attitudes, subjective norms, purchase intentions, and actual purchase behavior. The main purpose of this study is to analyze the impact of one variable on another. In this study, we examine attitudes and subjective norms as separate variables. The dependent variable in this context refers to the variable that indicates the consumer's purchase decision. The intervening variable in this scenario is related to the intention to make a purchase. The location of the study refers to the specific location or entity where the study is conducted. The term "population" refers to a group of individuals or entities that have certain qualities as defined by the researcher conducting the study (Sugiyono, 2018). This study focuses on a sample of the adolescent population living in Tegal City, with an uncertain total number. Sampling techniques involve selecting a small portion of the population to be used as a representative sample. In order to obtain accurate conclusions about the entire population, the sample must accurately reflect the population as a whole. Otherwise, the conclusions drawn will be based on false assumptions (Sugiyono, 2018). This study uses a non-probability sampling technique known as purposive sampling to collect data, using a study sample methodology that considers pre-determined criteria. Utilizing multiple regression analysis for data analysis.

**RESULTS**

1. Overview of Research Object
   a. Overview of Respondents

This study examines the impact of attitudes and subjective norms on purchasing decisions for MCd goods after the determination of its haram by the Indonesian Ulema Council. This study used a sample of 96 respondents. To collect data on individual responses to the variables of attitude, subjective norms, and purchasing decisions, the dependent variable is the purchasing decision, and the independent factors are attitudes and subjective norms, along with the possible answers available. Based on the data collected through the distribution of questionnaires, we found that the majority of respondents who purchased MCd goods in Tegal City were male, which was 52.1% of the total sample. This can be attributed to several causes, including male taste preferences or more attractive product packaging designed for them, marketing strategies that specifically target the male market, and higher drinking water use by men in their
environment. Furthermore, local social and cultural factors may influence purchasing patterns, where mineral water consumption may be more commonly associated with activities or lifestyles common among males in the Tegal community. Based on the age data provided, it appears that the majority of individuals who purchase MCd goods in Tegal City are under the age of 22. Specifically, this age group includes 61 consumers, representing 63.5% of the total sample. Among consumers surveyed in Tegal City, the majority of those who purchase MCd goods are individuals under the age of 22, accounting for 63.5% of the total sample of 61 consumers. The younger generation appears to have a greater tendency to consume mineral water due to their preference for practical and easy-to-carry beverages that can support their active and busy lifestyles. Furthermore, the prevalence of young individuals purchasing MCd products in Tegal City may be associated with various variables, including youth trends, lifestyles, and consumption habits influenced by social and technical advances. Based on the education data provided, the majority of respondents who purchased MCd products in Tegal City had a high school education, specifically covering 61.5% of the total sample. This can be attributed to a variety of variables, including the level of product adoption and broader marketing efforts targeting teenagers or individuals with a secondary education background, who are often significant consumer markets for items such as bottled water. Furthermore, social and cultural factors can influence consumption patterns, where those with higher education may show greater acceptance of things that are considered contemporary or in line with prevailing trends. These factors likely contribute to the prevalence of individuals with a high school education consuming MCd goods in Tegal City.

2. Data Analysis
   a. Instrument Test
      1). Validity test
          Validity test is used to determine the validity of the questionnaire. A questionnaire is considered valid if the questions it contains are able to produce information that is in accordance with the measurement objectives of the questionnaire (Ghozali, 2016). The results of the validity test show a statistically significant value, namely r count> r table = 0.202.
      2) Reliability test
          Reliability is a metric used to assess the consistency and dependence of the questionnaire as a variable indicator. The reliability test carried out using SPSS will produce Cronbach Alpha. If Cronbach Alpha has a value greater than 0.7, then it indicates that the data is reliable or has reliability. The results of the reliability test calculation show that the respondents' answers show a high level of consistency, as evidenced by the Cronbach alpha value exceeding 0.7. Based on these results, the answers can be said to be reliable.
3. Classical Assumption Test  
a. Normality Test A good regression model is one that has a normal or near-normal residual distribution. From the results of data processing, a significant value of 0.064 > 0.05 indicates that the normality assumption is met, which means that the residuals are normally distributed.  
b. Heteroscedasticity Test The test results show that the significant value for each variable is > 0.05, which indicates that there is no heteroscedasticity in the data.  
c. Multicollinearity Test The test results show that the VIF value of all independent variables is less than 10. This means that the variables in the study do not experience multicollinearity in the regression model.  

4. Multiple Regression Analysis  

The regression analysis can be seen in the following table:  

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.798</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.302</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>0.697</td>
</tr>
</tbody>
</table>

Table 1. Regression Coefficient  

Source: Primary Data Processed 2024  

Based on the test results, the following equation is obtained:  

\[ Y = 3.798 + 0.302X_1 + 0.697X_2 \]  

1. The constant of regression model 2 is 3.798, which means that if there is no influence from the attitude, subjective norm, and purchase interest variables, the purchase decision value is 3.798.  
2. The regression coefficient \( X_1 \) for the attitude variable is 0.302 (positive) with a significance value of 0.044, which means that if the attitude value increases, the purchase decision value will also increase.  
3. The regression coefficient \( X_2 \) for the subjective norm variable is 0.697 (positive) with a significance value of 0.001, which means that if the subjective norm value increases, the purchase decision value will increase.  

4. Hypothesis Testing  
The hypothesis test used is the individual significance test (t test), which aims to test whether the independent variables in the regression equation have a significant effect on the dependent variables individually.
Based on the table above, it can be concluded:

1. **Hypothesis testing 1 (H1):** Attitude has a positive and significant effect on purchasing decisions. Based on the table above, the calculated t value is greater than the t table, which is $2.037 > 1.984$, so $H1$ is accepted with a significance value of $0.044 < 0.05$ (significant). This shows that attitude has a positive and significant effect on purchasing decisions.

2. **Hypothesis testing 2 (H2):** Subjective norms have a positive and significant effect on purchasing decisions. Based on the table above, the calculated t value is greater than the t table, which is $3.584 > 1.984$, so $H2$ is accepted with a significance value of $0.001 < 0.05$ (significant). This shows that subjective norms have a positive and significant effect on purchasing decisions.

3. **Coefficient of Determination**

The following is a table of the results of the Coefficient of Determination test:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.751</td>
<td>.564</td>
<td>.549</td>
<td>1.96065</td>
</tr>
</tbody>
</table>

The test results show an Adjusted R square value of 0.751, this means that changes in purchasing decision variables of 75.1% can be explained by the variables of attitude, subjective norms, and purchasing interest, while the remaining 24.9% is explained by other variables.

1. **F Test**

The F test is used to test the regression model on the acceptance of the sig <0.05 model. The results of the F test can be seen in table 4.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>456.828</td>
<td>3</td>
<td>152.276</td>
<td>39.612</td>
<td>0.001</td>
</tr>
<tr>
<td>Residual</td>
<td>353.662</td>
<td>92</td>
<td>3.844</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>810.490</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processed in 2024
The F test result is $39.612 > F_{table} 2.76$ with sig. $0.000 < 0.05$. These results indicate that the regression model of 2 attitudes, subjective norms, and purchase interest simultaneously influences purchasing decisions.

**DISCUSSION**

A. Influence of Attitude on Purchasing Decisions

The results of the study show that attitude has a positive and significant influence on consumer purchasing decisions for MCd products in Tegal City. Analysis of respondent responses indicates that the attitude index value is 4.23, indicating that the attitude towards MCd products in Tegal City is in the very high category. This means that after the haram fatwa regarding Israeli products, consumers are very convinced that buying MCd products is unwise, are very committed not to buying MCd products, and are very sure that MCd products are Israeli products. Research by Susanto (2021) also shows that attitude has a significant and positive influence on purchasing interest.

b. The Influence of Subjective Norms on Purchasing Decisions

The results of the study indicate that subjective norms have a positive and significant effect on consumer purchasing decisions for MCd products in Tegal City. Analysis of respondent responses shows that the subjective norm index value is 4.03, which indicates that the subjective norms of MCd in Tegal City are high. This means that after the haram fatwa regarding Israeli products, consumers think that boycotting MCd products as Israeli products is the best step and agree to participate in the boycott of Israeli products. These results indicate that higher subjective norms can have a positive impact on purchasing decisions, motivating consumers to choose these products. This emphasizes the importance of companies maintaining and improving subjective norms as a strategy to increase sales and customer satisfaction. However, the results of this study contradict the research of Amin and Suji'ah (2023) which found that the subjective norms felt by respondents had a positive impact on their purchasing choices.

**CONCLUSIONS**

Based on the research above, it can be concluded that:

1. Attitude has a positive and significant effect on purchasing decisions: Attitude also has a positive and significant effect on purchasing decisions for MCd products in Tegal City.
2. Subjective norms have a positive and significant effect on purchasing decisions: High subjective norms have a positive and significant effect on purchasing decisions for MCd products in Tegal City.
RECOMMENDATIONS

Based on the explanations in the previous chapters, it is recommended to MCd product sales management in Tegal City to:
1. The company can strengthen the branding campaign to increase positive attitudes towards MCd products in Tegal City, with a focus on the features, benefits, and values that are emphasized.
2. Providing clear and comprehensive information about MCd products can help consumers in forming a positive attitude towards the product and support purchasing decisions.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of The Influence of Attitude and Subjective Norms on the Decision to Purchase Products in order to improve this research and add insight to readers.

REFERENCES


