



INVESTIGATING MUSLIM CONSUMER BEHAVIOR IN PURCHASING HABBAT AL SAUDA (NIGELLA SATIVA)

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ABSTRACT

The use of alternative herbal medicines has attracted large attention from scholars and practitioners. In this context, this study attempts to propose the factor behind the behavior of Muslim consumers in relation to the consumption of religious-based medical drugs of habbat al sauda. This study attempts to examine the effects of subjective norms and individual perceptions of products on purchasing interests. The use of subjective norm and individual perceptions variables are necessary, because the use of religion-based products is usually influenced by the mental attitude of individuals to practice their religious teachings. This study uses mediating variables of product trust, consumer description that the product is qualified. This mediating variable is intended to test whether consumers are rational, by looking at the standard and legality of drugs, in the use of herbal products of habbat al sauda. This study finds that product perceptions, subjective spiritual norms are less able to increase consumer purchasing interest to habbat al sauda products. Moreover, the variable of product trust is not able to increase consumer purchasing interest, nor strengthen the relationship between product perceptions, subjective spiritual norms are less able to increase consumer purchasing interest.

Key words: product perceptions, subjective spiritual norms, product trust, muslim consumers, purchasing interest, habbat al sauda.

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1. INTRODUCTION

The recognition of World Health Organizations (WHO) on self-medication prior to the medical treatment has implications for the proliferation of pharmacies, health stores, signaling many medicines for health, as well as pointing out that people are increasingly concerned about health. Indonesian society is familiar with traditional medicine case of herbs, having lived for generations as an intellectual property rights of local communities (Mead, 1996), serving to maintain health and treat diseases that famous all over Indonesia (Torri, 2013).

Shaharudin et al. (2011), Andriyansah & Aryanto (2017), Andriyansah & Zahra, (2017). revealed that consumers are looking for a variety of information just to increase their understanding. Saleem et al. (2015) state that the perception and consumer satisfaction are two variables that significantly affect consumer purchase interest. Aqsa and Kartini (2015) reveal that perception of quality has an influence on purchasing interest.

Moon et al. (2009) state that subjective norm of consumers and environmental awareness do not affect purchase intentions of consumers. Differently, by using regression to analyze consumer behavior on cosmetic products, Nikdavoodi (2013) found that subjective norm directly influences the interest of purchasing the product. Tahir et al. (2015) also reveal that subjective norms influence the purchasing interest even the decision to purchase.

Current innovation in cosmetic market ranging from the type of drugs to the sales strategy, has diverted consumer attention to purchase traditional medicine. Moon et al. (2008) state that the negative influence of consumer purchase interest from the point of innovation, revealing that developed product are not essentially able to affect consumers to purchase. Tang et al., (2011) argue that innovation has positive effect on consumer purchase intention.

Moreover, recent development in pharmaceutical industry leads to development of both chemical drugs (pharmaceuticals) and herbs (phytomedicines). These require the legality of the drugs marketed (Cuzzolin et al., 2006; Ameh et al., 2011). The existence of self-care products, such as alternative medicine and herbal medicine, is caused by the fact that they do not require a medical prescription and are manufactured, distributed and sold to consumers directly for use on their own initiative. Responsible self-medication can be used to prevent and treat the symptoms and diseases that do not need a medical consultation or supervision (WHO, 2000)

In muslim communities, there are habbat al sauda (nigella sativa), one medicine that achieve high popularity as it mentioned in religious texts. This make habbat al sauda be considered to have benefits in term of following religious teaching as well as a profound historical significance. Habbat al sauda, as other traditional herb medicine, is meant to handle mild symptomatic disease that affects many people do extensive handling by the patient. This practice is known as self-medication. Such treatment can be widely recognized with respect to health care has been successfully integrated into many health care systems around the world.

Moreover, the use of alternative herbal medicines by consumers, in this context is habbat al sauda, can lead to two important alternatives. First, consumers consume them because it is based entirely on religious factor. Second, consumers consume them because of the standardized quality of the drug. In this context, this study attempts to propose one important

question, what is the behavior of consumers in relation to the consumption of religious-based medical drugs?. This will lead to another question, “do quality factors also influence consumer buying interest?,” This study attempts to examine the effects of subjective norms and individual perceptions of products on purchasing interests. The use of subjective norm and individual perceptions variables are necessary, because the use of religion-based products is usually influenced by the mental attitude of individuals to practice their religious teachings. This study uses mediating variables of product trust, consumer description that the product is qualified. This mediating variable is intended to test whether consumers are rational, by looking at the standard and legality of drugs, in the use of herbal products of habbat al sauda.

2. LITERATURE REVIEW

2.1. Perception of Product

Diako et al. (2010) state that each individual consumer has a different view of a product on the grounds or arguments supporting the position of their needs. Hur et al. (2012) emphasize on factors of the emotional value and experience reference of consumer group in using the product. For instance, pricing is considered is able to affect the perception of consumers in using product. Although consumer may not realize that they are being affected (Furnham and Boo 2011), the pricing strategy actually can be a competitive advantage that is able to change the perception and behavior of consumers (Ahmetoglu et al. 2014). Cheron et al. (2012) showed that advertising has a positive role in the consumer's perception to products. In the context of habbat al sauda, experiments conducted by Cho Ping et al. (2014), Osman et al. (2014) clarify that *nigella sativa*, proved to be able to cure some diseases. In this matter, consumer perceptions are influenced by health factor, quality, price, sustainable food and safety (Thio, 2012). Furthermore, the Muslims are very sensitive in consuming particular product with regard to the belief that such products are guaranteed halal consumption (Shah Alam and Mohamed Sayuti, 2011; Soesilowati 2011).

2.2. Subjective Spiritual Norm

For the survival of the company, the company should focus on the behavior and attitude of consumers to be loyal (Ganiyu et al., 2012). Basically, every consumer has a unique character to choose products that are difficult to generalize even if she or he is in a community (Pande & Soodan, 2015). Stock et al. (2015) examine the subjective norm in food industry. Zini et al. (2015) state that motivation to consume products can come from a healthy behavior obligation to follow religious teachings, spiritual norms and social support. Nelson et al. (2009) state that there are different means between religiosity and spirituality. Religiosity is usually described as one behavior to direct behavior in accordance with religious teachings, while spirituality refers to individual attempts to understand and find the purpose and meaning of life. De la Haye et al. (2010) state that in order to measure the subjective norm, consumers were asked to indicate what they believe and how they behave to follow something that is considered important.

2.3. Product Trust

Clemmer (1990) states that a product can be called qualified if it can show the performance. Bitner et al. (1990) state that the quality of the product can be rated two main aspects, namely core products and services products. The company's reputation shaped by customer satisfaction based on performance of quality of the product (Schmitt & Pfeifer, 2009). In certain cases, quality variations are planned to meet consumer purchase interest (Brueckner and Luo, 2013).

2.4. Purchase Interest

Under certain conditions, consumers are at the intersection to choose and decide to purchase the product (Dai et al., 2014; Fatimah et al., 2017). Customers perceptions of risk can affect purchase intentions. Purchase intention is also based on previous experience or economic factor (Wang et al.,2012). Ferdinand (2002) identify repurchase interest through the some indicators. First, transactional interest, defined as the tendency of a person to conduct transactions on the product that has been consumed. Second is, referential interest, the tendency of a person to provide a reference what she or he has bought with the purpose of other consumers to purchase it. Third is preferential interest, described as a person's behavior that always has a primary preference for a product that has been consumed. This preference can only be changed if something happens with its preferred product. Fourth, explorative interest is personal behavior in searching for information about the products that is interested in and seeking information to support the positive characteristics of the products subscribed. Afroz et al. (2015) confirms that the consumer purchase interest is a good response from divulging the price changes, and other forms of product attribute that is considered able to affect behavior.

3. RESEARCH METHOD

3.1. Research Design and Instruments

To measure some of variables analyzed, researchers developed a questionnaire that would be answered by respondents. Each variable consists of several questions as indicators of the variables with the answer ranges from 1 (strongly disagree) to 10 (strongly agree).

Table 1 Research Variables and Indicators

Variables	Indicator
<i>Perception of Product</i>	
Perception 1	make the soul calm
Perception 2	helpful for health
Perception 3	special sale muslim place
Perception 4	marked with halal certificate
<i>Subjective Spiritual Norm</i>	
Norm 1	following the religious edict (<i>fatwa</i>)
Norm 2	a muslim's aesthetics
Norm 3	a form of worship
Norm 4	halal drugs
Norm 5	only for muslims
<i>Product Trust</i>	
Trust 1	clear composition
Trust 2	clear specifications
Trust 3	good reputation
Trust 4	selected raw materials
<i>Consumer Purchase Interest</i>	
Interest 1	searching for information
Interest 2	looking to another drug store
Interest 3	Clear preference
Interest 4	purchasing only habbat al sauda

In the analysis, this study used structural equation modeling (SEM) with AMOS16. The structural equation modeling was used in this study because SEM can enable the testing of a series of complex relationships. Hypotheses proposed in this research are as many as five, as follows:

Table 2 Hypotheses

No	Hypothesis	Alleged Argument
1	H1	There are positive influences of consumer perception of habbat al sauda on consumer purchase interest
2	H2	There are positive influences of consumer perception of habbat al sauda on product trust
3	H3	There are positive influences of spiritual subjective norms on product trust
4	H4	There are positive influences of spiritual subjective normson consumer purchase interest
5	H5	There are positive influences ofproduct trust on consumer purchase interest

The concept of research model can be described as follows:

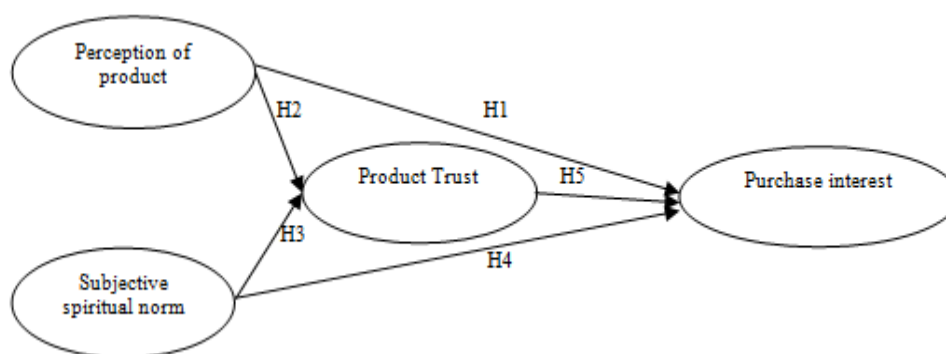


Figure 1 Conceptual Model

3.2. Sample

This study was conducted in Belitung Regency, Indonesia with the argument that the majority of the population is Muslim. There are 3 spots quesiser of Tanjungpendam Beach, Pusat Perbelanjaan (shopping center)and Gedung Nasional. This study used non-probability sampling technique that is purposive sampling or sampling with certain criteria. The sampling technique was used because the population number is unknown. The criteria used to determine the sample was the age of respondents is more that 30 years. Widodo (2014) states that the analysis using SEM can at least 100 respondents as sample. Accordingly, the sample of this study as many as 300 respondents. Of the 300 questionnaires distributed, only 62 questionnaires were declared error because of partial answers, in which respondents only answered 40 – 55 per cent of the list of questions asked. Thus, the total questionnaire available for further processing as many as 238 questionnaires (response rate 79.3 per cent).

4. RESULTS AND DISCUSSIONS

The evaluation of conformity model with absolut fit measures and incremental fit measures was conducted to ensure to what extent the model hypothesized is in accordance with the sample data. The results of data processing shows that the model of goodness of fit. Chi-square (χ^2) is a measure of the most fundamental measurement demonstrating the conformity of the model as a whole.The criteria is the small chi-square value producesthe large probability (p), indicating that the input matrix of covariance between production and observations actually did not differ significantly (Ghozali, 2008).

4.1. Absolute Fit Measures

Absolute fit measures used some indicators, including Chi-square value, Chi-Square / Degree of Freedom (CMIN / DF), Goodness of Fit Index (GFI) and Root Mean Square Error of Approximation (RMSEA). Chi-square value in this study was 111.944 (> the value of chi-square table with df (108; 0.05) amounted to 1.659). The value of CMIN / DF in this study is 1.037 or no larger than the recommended maximum value of 2. The value of GFI is 0.944 (greater than the minimum value of 0.90). The value of RMSEA is 0.012 or less than the recommended maximum value of 0.08.

4.2. Incremental Fit Measures

Incremental fit measures used Adjusted Goodness of Fit Index (AGFI), Tucker Lewis Index (TLI), and CFI. The value of AGFI in this study is 0.921, greater than the recommended minimum value of 0.90. The value of is 0.975, categorized as fit, because it is close to 1 (one).

Table 3 Goodness of Fit

<i>Absolut Fit Measures</i>			
Chi Square	Expected small (P Value> 0.05)	111.944 (P = 0.378)	Good Fit
Significance Probability CMIN / DF	≥ 2.00	1 .037	Good Fit
GFI	≥ 0.90	0.944	Good Fit
RMSEA	≤ 0.08	0.0 12	Good Fit
<i>Incremental Fit Measures</i>			
AGFI	≥ 0.90	0.921	Good Fit
TLI	≥ 0.95	0, 975	Good Fit
CFI	≥ 0.95	0.980	Good Fit

Source: Primary Data Processed, 2015

5. HYPOTHESIS TESTING

The criteria of the acceptance of hypothesis is by looking at the value of significance of the estimated value, the critical ratio, and the probability.

Table 4 Regression Weight of Structural Equation Modeling

Hypothesis		Estimate	S.E	C.R	p
Product Trust	← Subjective Norm	.590	.433	1.363	.173
ProductTrust	← Perception of Product	.146	.162	.903	.367
Purchase Intention	← Product Trust	-.106	1.934	-.055	.956
Purchase Intention	← Perception of Product	.131	.314	.416	.678
Purchase Intention	← Subjective Norm	.348	1.145	.304	.761

Source: Primary Data Processed, 2015

Statistical tests of hypotheses one, stating there are positive effect og product perception on consumer purchase interest, indicates that the value of the parameter estimates of 0.131, the value of the standard error of 0.314 and the value of the critical ratio of 0.416 with a probability value of 0.678. By using alpha (α) = 0,05, it can be concluded that the this

hypothesis which states that the perception of habbatus sauda has positive effect on purchasing interest is unacceptable.

Statistical tests of hypotheses two shows the value of the parameter estimates of 0.146, S.E of 0.162 and C.R of 0.903 with a probability value 0.367. Using the alpha (α) = 0,05 level, it can be concluded that the second hypothesis which states that the perception of product of habbat al sauda positively affects the quality of the product is not supported.

Hypothesis three state that subjective spiritual norms have a positive effect on product quality trust. Statistical tests of the hypothesis indicates that the value of the parameter estimates 0.590, the value of the standard error 0.433 and the value of the critical ratio 1.363 with a probability value of 0.173, or larger than the level of significance. Thus, hypothesis 3 is not accepted.

Statistical tests of hypotheses four indicates that the value of the parameter estimates 0.348, the value of the standard error of 1.145 and the value of the critical ratio of 0.304 with a probability value of 0.761. By using the significance level (α) = 0.05, it can be concluded that the hypothesis four which states that the subjective spiritual norm has a positive effect on consumer purchase interest is unacceptable.

Statistical tests of hypotheses five stating that quality trust has a positive effect on purchasing interest is not supported, indicated by the value of the parameter estimate -.106, the standard error value 1.934 and the value of the critical ratio -.055 with a probability value of 0.956 or larger that the significance level (α) 0.05.

6. CONCLUSIONS

This study finds that product perceptions, subjective spiritual norms are less able to increase consumer purchasing interest to habbat al sauda products. Moreover, the variable of product trust is not able to increase consumer purchasing interest, nor strengthen the relationship between product perceptions, subjective spiritual norms are less able to increase consumer purchasing interest. The results of this study needs more improvement. Future research should take the consideration of these variables in other research objects.

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