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Analysis of consumer behavior factors on willingness to buy chicken meat with halal labels at traditional markets in Jember area

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ABSTRACT

Chicken meat is one of the most popular staple foods, but the halal aspect is the main requirement. In traditional markets, chicken is sold without a halal label. This research aimed to analyze the consumer behavior factors on willingness to buy halal chicken meat at traditional markets in Jember Region. This study hypothesizes that consumer behavior factors affect the behavior of willingness to buy chicken meat with a halal label in traditional markets. This study uses survey data from distributing questionnaires to 110 respondents. Multivariate statistical methods do the hypothesis testing technique with SEM Model. The data processing results show that behavioral control and religious commitment variables significantly influence behavior toward buying chicken meat with the halal label. Suggestions based on research results: first, raising awareness about consuming halal-labeled chicken meat is necessary to increase a person's knowledge. Second, it is required to increase the role of the community and the government, both internally and externally, in educating a person's behavior toward consuming chicken meat labeled halal.

Keywords: consumer behavior; halal label; structural equation modeling

INTRODUCTION

Indonesia is a country with a sizeable muslim population. In 2017, it was noted that Indonesia had more than 200 million muslims. This number reached 87 percent of the total population of Indonesia. Islamic values will have a considerable role in people's lives. The values prevailing in society are one of the primary sources influencing buying behavior (Alqudsi, 2014).

Islamic values cover complex matters from ritual worship procedures to non-ritual, such as socializing, buying and selling, accounts payable, how to dress, and fasting food choices (Ambali & Bakar, 2014; Razzaq et al., 2016). One crucial element that becomes the basis of

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consideration for muslim consumers in choosing a product is halalness (Alqudsi, 2014).

In Indonesia, chicken meat is one of the products whose demand is influenced by halal issues. This issue is more common in beef. Indonesia's halal law applies not only to processed products sold in supermarkets and modern shops but also to fresh products circulating in traditional markets, which will significantly affect the traders. It is because producers or traders must pass the halal certification process that costs money. This cost will undoubtedly increase the price of the product. The implications of rising prices for halal product certification must be considered carefully. However, the government's effort is considered less than optimal in preparation for implementing this law such as the lack of socialization among parties in the traditional market (Alfikri et al., 2019).

The above conditions are the background for research on consumer demand for halal chicken meat in Jember Area. The state of consumer demand is reflected in the willingness to pay for a halal product. Therefore, it is necessary to know consumer responses to the issue of "halal labels on chicken meat."

According to the research results by Ambali dan Bakar (2014), this consumer response can be examined through consumer awareness because this concept can provide an overview of public acceptance (household consumers) of something new. Ambali and Bakar (2014) also revealed that by knowing the factors that influence or become a source of consumer awareness, stakeholders (government) could have better material in socializing and disseminating information.

METHODOLOGY

The type of research used is explanatory research which aims to analyze the relationship between one variable and another or explain the causal relationship between variables through hypothesis. The study was begun with the determination of the research area intentionally (purposive method) in the city area of Jember with the consideration of many traditional markets. With the survey method, an investigation was carried out to obtain factual information from the symptoms in the field. Data was collected from the answers of respondents who were the object of research by providing questionnaires.

The study used primary and secondary data. Preliminary data were obtained through questionnaires distributed to 120 respondents to get the primary data in this study: attitudes, subjective norms, behavioral control, knowledge, and religious commitment to purchasing chicken meat with a halal label.

The distribution of the questionnaire was carried out on the research sample. Secondary data was obtained from other agencies/institutions to increase understanding related to this research.

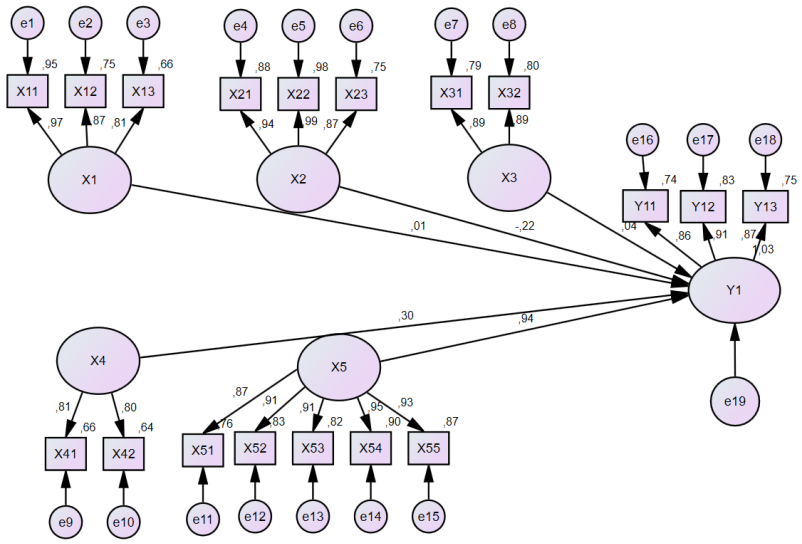
Convenience sampling and snowball sampling were used because of the ease, the availability, and the convenience of selection. This study has six latent variables and 18 observed variables **(Table 1)**. Data collection to see the relationship between latent variables was carried out using a Likert scale questionnaire where (1) for "Strongly Disagree" to (5) "Strongly Agree". Meanwhile, for demographic questions, multiple-choice were used. This study's question indicators or measurement variables were adapted from several sources. According to Zuhdi et al. (2016), the minimum number of samples required is the number of question items multiplied by five. Thus, the minimum number of respondents needed in this study is 110 (22 questions x 5), and it is planned that 110 will be distributed.

Structural Equation Modeling (SEM) uses this study's data analysis method for hypothesis testing. The main advantage of SEM is its ability to estimate parameters in the path model while correcting for bias effects from random measurement errors. Unlike traditional multivariate analysis procedures (such as regression or path analysis), which cannot estimate or correct measurement error, SEM explicitly estimates the variance of the error (Huda et al., 2018). AMOS is one of the most popular multivariate statistical methods that provide an alternative methodology for testing theory on non-experimental data and is an efficient exploration tool.

Regression or path analysis assumes that the independent variable is entirely free from error. Using both methods when there is an error in the independent variable, which means ignoring the error, will result in severe inaccuracies in the estimation results, especially if the error is substantial. Problems like this can be avoided when the research use SEM (Huda et al., 2018).

Table 1.
Descriptive of Research Variables

Latent Variable			Observed Variable
Exogenous			
Knowledge	1	X_{11}	Respondents know the existence of chicken meat labeled halal-certified by MUI.
	2	X_{12}	Respondents know how to buy chicken meat labeled halal-certified by MUI.
	3	X_{13}	Respondents know the benefits of purchasing chicken meat labeled halal-certified by MUI.
Attitude	4	X_{21}	Respondents want to buy chicken meat labeled halal-certified by MUI as part of the implementation of muamalah.
	5	X_{22}	Respondents want to buy chicken meat labeled halal-certified by MUI to increase their good deeds.
	6	X_{23}	Respondents realized that purchasing chicken meat labeled halal-certified by MUI is part of helping other people's trading businesses.
Subjective Norms/Intentions	7	X_{31}	Respondents want to use halal chicken because MUI is a trusted institution for determining halal products.
	8	X_{32}	Respondents buy MUI-certified halal chicken because they want to get the blessing of God.
Behavior Control	9	X_{41}	Respondents want to buy chicken meat labeled halal-certified by MUI because they know the benefits.
	10	X_{42}	Respondents want to buy MUI-certified halal chicken meat because of advice from their parents, friends, and ustadz (teachers).
Religious Commitment	11	X_{51}	Respondents firmly believe buying chicken meat labeled halal-certified by MUI will provide safe food.
	12	X_{52}	Respondents firmly believe that buying chicken meat labeled halal-certified by MUI is part of increasing diversity.
	13	X_{53}	Respondents firmly believe that buying MUI-certified halal-labeled chicken meat will increase their peace of mind.
	14	X_{54}	Respondents firmly believe that buying MUI-certified halal-labeled chicken meat will add to the perfection of life.
	15	X_{55}	Respondents firmly believe that buying chicken meat labeled halal-certified by MUI is part of applying religious knowledge obtained from books and ustadz (teachers).
Behavior	16	Y_{11}	Respondents firmly believe in buying chicken meat labeled halal-certified by MUI because the product certified by the MUI fatwa makes life easier.
	17	Y_{12}	Respondents firmly believe in buying chicken meat labeled halal-certified by MUI because the product benefits the general public.
	18	Y_{13}	Respondents firmly believe in buying MUI-certified halal labeled chicken meat because the process of cooking is simple.



Picture 1. Research Hypothesis Model

RESULTS AND DISCUSSION

Statistical descriptions of research data in the form of reports are presented to provide an overview of the data distribution. The data distribution results used descriptive statistical methods such as the average and the standard deviation distribution. The comprehensive research results helped to conclude a description of field conditions.

This study formulates seven variables, namely intentions (Z), behavior (Y), knowledge (X1), attitudes (X2), subjective norms (X3), behavioral control (X4), and religious commitment (X5) to 110 respondents. Each variable was measured through a questionnaire based on the Likert scale method and ordinal data. Descriptive statistical data are presented sequentially based on respondents' perceptions in **Table 2 – 7**.

In **Table 1**, the study results show that the standard deviation of the knowledge variable is acceptable, with a standard deviation value of not more than 3. In the knowledge variable, the indicator "Respondent knows the existence of chicken meat labeled halal certified by MUI" has an average score of 4,44. The average value of these scores indicates that in this study, the respondents have high knowledge related to knowledge of halal-labeled chicken meat.

The knowledge indicator represented by the statement "Respondents know the benefits of purchasing chicken meat labeled halal certified by MUI" has a sizeable average score of 4.5, even the highest average score in the knowledge variable. Purchasing knowledge indicator with the statement "Respondents know how to buy chicken meat labeled halal-certified by MUI"

has an average score of 3.99. These results indicate that in this study, the respondents have a high level of knowledge about purchasing halal-labeled chicken meat.

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Table 2.
Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
Knowledge		
Respondents know the existence of chicken meat labeled halal-certified by MUI.	4.055	0.917
Respondents know how to buy chicken meat labeled halal-certified by MUI.	3.918	1.059
Respondents know the benefits of purchasing chicken meat labeled halal-certified by MUI.	4.182	0.890
Attitude		
Respondents want to buy chicken meat labeled halal-certified by MUI as part of the implementation of muamalah.	4.100	0.995
Respondents want to buy chicken meat labeled halal-certified by MUI to increase their good deeds.	4.118	1.011
Respondents realized that purchasing chicken meat labeled halal-certified by MUI is part of helping other people's trading businesses.	3.973	1.053
Subjective Norms		
Respondents want to use halal chicken meat because MUI is a trusted institution for determining halal products.	4.000	1.032
Respondents buy MUI-certified halal chicken meat because they want to get the blessing of God.	4.273	1.031
Behavior Control		
Respondents want to buy chicken meat labeled halal-certified by MUI because they know the benefits.	4.045	1.017
Respondents want to buy MUI-certified halal chicken meat because of advice from their parents, friends, and ustadz (teachers/lecturers).	3.873	1.050
Religious Commitment		
Respondents firmly believe buying chicken meat labeled halal-certified by MUI will provide safe food.	4.209	0.868
Respondents firmly believe that buying chicken meat labeled halal-certified by MUI is part of increasing diversity.	4.000	0.929
Respondents firmly believe that buying MUI-certified halal-labeled chicken meat will increase their peace of mind.	4.082	0.959
Respondents firmly believe that buying MUI-certified halal-labeled chicken meat will add to the perfection of life.	4.018	0.908
Respondents firmly believe that buying chicken meat labeled halal-certified by MUI is part of applying religious knowledge obtained from books and ustadz (teachers/lectures).	4.009	0.924
Behavior		
Respondents firmly believe in buying chicken meat labeled halal-certified by MUI because the product certified by the MUI fatwa makes life easier.	4.136	0.903
Respondents firmly believe in buying chicken meat labeled halal-certified by MUI because the product benefits the general public.	4.118	0.916
Respondents firmly believe in buying MUI-certified halal labeled chicken meat because the process of cooking is simple.	3.936	0.921

The results of this study also indicate that the respondents have a reasonably high level of knowledge regarding purchasing halal chicken meat. The three items mentioned above have an average score above 3.00. The description of respondents' perceptions in this study regarding respondents' level of knowledge on halal-labeled chicken meat showed a significant average score or an enormous value

Table 2 shows the study results that the standard deviation of the knowledge variable is acceptable, where the standard deviation value is not more than 3. The product knowledge indicator, represented by the statement "Respondents know the existence of chicken meat labeled halal-certified by MUI," has an average score of 4.055. This value explains that the respondents know halal chicken meat. The association between spirituality and halal food purchasing behavior became indirectly significant through image, trust, and intermediary roles. Consumers who prefer halal-labeled foods have improved shopping activity due to their image, trust, and contentment (Muflih & Juliana, 2021).

The knowledge indicator with the statement "Respondents know how to buy chicken meat labeled halal certified by MUI" has an average score of 3.918. This value indicates that the respondent knows how to buy halal chicken meat. Although religious rules still impact a segment of the market, the bulk of halal-certified chicken traders

in traditional markets is drawn to cleanliness and animal welfare features. Government and businesses need to develop marketing strategies and development of local halal food items in light of the ever-changing new market trend (Yang, 2019)

The knowledge indicator with the statement "Respondents know the benefits of purchasing chicken meat labeled halal-certified by MUI" has an average score of 4.182, even the highest score in the knowledge variable. The results showed that the respondents knew the benefits of buying halal chicken meat. Many studies about "halal" branding are concerned about the ingredients. Abdul et al. (2009) also show a link between respondents' religion and attitudes toward the halal logo and ingredients. The three items above have an average score above 3.00. Respondent's perception of the level of knowledge shows a significant average score. The average score above 3.00 explains that respondents already know enough about halal chicken

meat, how to buy halal chicken meat, and the benefits of consuming halal chicken meat.

The attitude variable has an average score above 3. Attitude indicators with the statement "Respondents want to buy chicken meat labeled halal-certified by MUI as part of the implementation of muamalah" indicate that respondents do this attitude because of morality toward God. The average score is relatively high at 4.100. According to the hypothesis, according to Prastiwi (2018), brand perceived quality is linked to halal brand image, halal brand satisfaction, and halal brand trust. According to the hypothesis, brand perceived quality is linked to brand purchase intention and halal brand loyalty.

The next indicator with the statement "Respondents want to buy chicken meat labeled halal certified by MUI to increase good deeds," scored 4.118. These results show that the attitude toward buying halal chicken is based on personal motivation with good morals. Based on Arsil et al. (2018), a higher sense of personal security is listed as one of the primary personal values. It is interpreted as a desire for a "better future" and to "go to paradise." Tradition, compassion, and achievement are some of the other person's values.

The indicator with the statement "Respondents are aware that purchasing chicken meat labeled halal-certified by MUI is part of helping other people's trading businesses" scored 3.973. It shows that good morals towards fellow human beings are one of the motivations for muslim consumers to buy halal-labeled chicken meat (Alfikri et al., 2019).

The subjective norms variables have an average score above 4 for all indicators. The indicator of the statement "Respondents want to use halal chicken meat because MUI is a trusted institution for determining halal products" has a score of 4.000. This indicator shows that trust in official institutions is one of the motivations for muslim consumers to buy halal-labeled chicken meat. Based on Muflih & Juliana (2021), the link between spirituality and halal food purchasing behavior became indirect due to the intermediary functions of image, trust, and contentment. As a result of their image, trust, and contentment, consumers who prefer halal-labeled items have increased their shopping activity.

The next indicator with the statement "Respondents buy MUI-certified halal chicken because they want to get the blessing of sustenance from God," scored 4.273. This indicator shows that consumer confidence in official institutions based on faith will encourage muslim consumers to

buy chicken meat labeled halal. According to Arsil et al. (2018), one of the vital personal values is a greater sense of personal security, which means a yearning for a "better future" and to "go to paradise." Other personal values include tradition, compassion, and achievement.

The behavior control variables have an average score above 3 for all indicators. The indicator from the statement "Respondents want to buy chicken meat labeled halal certified by MUI because they know the benefits" has a score of 4.045. This indicator shows awareness of the benefits of halal chicken meat based on trust in official institutions such as the MUI to encourage muslim consumers to buy halal chicken meat (Alqudsi, 2014).

The next indicator, "Respondents want to buy halal chicken meat certified by MUI because of advice from parents, friends, and ustadz (teachers/lecturers)," scored 3.873. This indicator shows that the advice from the closest and most trusted people, such as parents, friends, and ustadz (teachers/lecturers), can be one of the motivations for muslim consumers to buy halal chicken.

The religious commitment variables have an average score above 3 for all indicators. The indicator from the statement "Respondents strongly believe that buying chicken meat labeled halal certified by MUI that will provide safe food" has a score of 4.209. This indicator score is the highest on the religious commitment variable. This indicator shows that the faith of muslim consumers in the future based on Islam is one of the strong drivers for consumers to buy halal chicken. Based on Iranmanesh et al. (2020), attitude and religious self-identity were found to have a beneficial impact on certified halal food. Religious commitment has a beneficial effect on attitude and religious self-identity and has a positive moderating effect on the connection between perceived behavioral control and willingness to pay.

The next indicator with the statement "Respondents strongly believe that buying chicken meat labeled halal certified by MUI will increase peace of mind" has a 4.082. This indicator shows that the motivation to get peace of life as a sense of comfort in the heart is one of the driving forces for muslim consumers to buy halal chicken meat. The other three indicators in the religious commitment variable have a reasonably high score, indicating that having a good knowledge and faith in muslim consumers will encourage them to buy halal chicken.

The behavior variables indicate that "Respondents strongly believe in buying halal-labeled chicken meat certified by MUI because the product follows the

MUI fatwa that makes life easier," which is 4.136. This indicator shows that the confidence of muslim consumers in consuming halal chicken meat through the guaranteed halal quality of chicken meat will affect a better life expectancy. According to Wahyuni et al. (2019), food safety impacts human health. In contrast, halal impacts on Islamic regions that can manage the risk associated with food safety and halal considerations.

The next indicator, "Respondents strongly believe in buying MUI certified halal chicken because the product provides great benefits for the general public," scored 4.118. This indicator shows awareness of muslim consumers' benefits from consuming halal chicken meat.

Then the indicator with the statement "Respondents strongly believe in buying MUI certified halal chicken because the process of cooking is simple" scored the lowest on the behavior variable, 3.936. It shows that the simple processing of chicken meat is one of the considerations for consumers to choose chicken meat that most consumers are homemakers.

1. SEM Analysis

Estimation Stage

Structural equation modeling (SEM) is a multivariate technique for testing and evaluating multivariate causal linkages increasingly used in scientific research. It was instrumental in testing and creating structural hypotheses with indirect and direct causal effects. SEM is distinct from other modeling tools in that it examines both direct and indirect impacts on pre-established causal linkages. (Fan et al., 2016).

In this research, the estimation method is Maximum Likelihood (ML). By the provisions for using the method, the amount of information used is between 100 to 200. This method is very popularly used in SEM research and the AMOS application. The weakness of this procedure is that it is "susceptible" and creates goodness of fit indicator that is not good if the data used is extensive (400 - 500). The dimensions of the illustration in this research are 110, which matches the Maximum Likelihood requirement. The following requirement is that the data used must be multivariate.

According to Curran in Ghozali dan Fuad (2008), if the skewness value is less than two and the kurtosis value is less than 7, the data is expected. Meanwhile, if the skewness value ranges from 2 to 3 and the kurtosis value ranges from 7 to 21, the data distribution is moderately non-normal. The data distribution is included in the abnormal (extremely non-normal) category if it has a skewness value more significant than three

and a kurtosis value greater than 21.

The following table 3 shows this study's normal distribution of the data. Table 8 shows that the p-value for skewness is mostly less than 0.05, and eight indicators have a p-value skewness of more than 0.05. While the p-value <0.05 for the kurtosis value is the variable X23, X41, Z1, and Z3, the data that are not normally distributed are not very significant, so the data in this study tend to have a normal distribution. So the estimation method used is Maximum Likelihood (ML). Model specification, identification, parameter estimation, model assessment, and model change are the five logical phases in SEM. Model identification determines whether the model is over-identified, under-identified, or just-identified. Model evaluation evaluates the model's performance, using quantitative indices to determine the overall goodness of fit. Validation is the process of enhancing the model's reliability and stability. (Fan et al., 2016; Hussain et al., 2018).

Table 3.
Normality Test

Variable	Skewness	Critical Ratio	Kurtosis	Critical Ratio
X11	0.96	-2.226	-0.275	-0.594
X12	-.954	-4.083	.575	1.231
X13	-1.069	-4.575	1.251	2.677
X21	-1.268	-5.428	1.542	3.301
X22	-1.201	-5.140	1.244	2.663
X23	-.845	-3.617	.256	.548
X31	-1.058	-4.529	.989	2.118
X32	-1.624	-6.953	2.365	5.063
X41	-1.089	-4.664	.963	2.062
X42	-.747	-3.198	.124	.266
X51	-1.092	-4.674	1.463	3.133
X52	-.829	-3.548	.859	1.839
X53	-.979	-4.190	.891	1.908
X54	-.699	-2.995	.397	.850
X55	-.720	-3.082	.348	.745
Y11	-1.021	-4.371	1.081	2.315
Y12	-.955	-4.087	.826	1.768
Y13	-.369	-1.579	-.550	-1.178

Overall Model Fit Test

The model's suitability can be checked by testing the model's overall fit with the data. **Table 4** lists the model fit measures used to test the model comprehensively. Based on the comprehensive model test results, 7 of the 12 model fit measures give poor results, so the hypothesized model is not good enough. It needs to be restructured to become a reasonable and appropriate model.

Table 4.

Overall Model Fit Test Results

GOF Standard	Target-Compatibility Rate	Estimation Result	Match Rate
Normed Chi-Square	The lowest limit: 0.1 The highest limit : 2.0; 3.0; 5.0	Cmin/df=7.996	Good fit
RMSEA	<= 0.08 (good fit)	RMSEA = 0.253	Good fit
P (close fit)	RMSEA < 0.05 (close fit)	P = 0.000 < 0.05	
ECVI	ECVI < ECVI for Saturated and Independence	ECVI = 10.949 ECVI for Saturated dan Indepence = 30.688	Good fit
AIC	AIC < AIC for Saturated and Independence	AIC = 1193.447 AIC for Saturated and Independence = 3344.918	Good fit
CAIC	CAIC < CAIC for Saturated and Independence	CAIC = 1300.761 CAIC for Saturated and Independence = 4044.309	Good fit
NFI	NFI >= 0.90 (good fit) 0.80 <= NFI <= 0.90 (marginal fit)	NFI = 0.617	Not fit
CFI	CFI >= 0.90 (good fit) 0.80 <= CFI <= 0.90 (marginal fit)	CFI = 0.647	Not fit
IFI	IFI >= 0.90 (good fit) 0.80 <= IFI <= 0.90 (marginal fit)	IFI = 0.648	Not fit

Description

GOF : Goodness of Fit
RMSEA : Root Mean Square Error of Approximation
P : Score of Probability
ECVI : Expected Cross Validation Index
AIC : Akaike's Information Criteria
CAIC : Consistent Akaike's Information Criterion
NFI : Normed Fit Index
CFI : Comparative Fit Index
IFI : Incremental Fit Index

Measurement Model Fit Test

After the model fit test and the data were comprehensively adjusted, the measurement model fit test was carried out. At this stage, testing is carried out on each construct by testing the validity and reliability of the measurement model. The validity test is done by evaluating the factor load value. A variable is considered to have good validity to the construct if the standard factor load is >= 0.7 or >= 0.5. Table 10 provides estimates of the factor loading of each variable.

Based on **Table 5**, most of the estimation results of all variables have values above 0.5. Only four variables have values below 0.5. These results indicate that all variables in this study reflect significant research variables. From the estimation results in **table 10**, the reliability test can be

calculated in **table 11**. The reliability test was carried out with the Construct Reliability or CR measure and the Variant Extract or VE measure.

Table 5.
Parameter Estimation of Measurement Model

Parameter			Estimation
Behavior	<---	Subjective Norm	0.041
Behavior	<---	Attitude	-0.220
Behavior	<---	Knowledge	0.011
Behavior	<---	Behavior Control	0.297
Behavior	<---	Religious Commitment	0.943
X11	<---	Knowledge	0.974
X12	<---	Knowledge	0.867
X13	<---	Knowledge	0.814
X21	<---	Attitude	0.939
X22	<---	Attitude	0.990
X23	<---	Attitude	0.866
X31	<---	Subjective Norm	0.889
X32	<---	Subjective Norm	0.893
X41	<---	Behavior Control	0.814
X42	<---	Behavior Control	0.798
X51	<---	Religious Commitment	0.873
X52	<---	Religious Commitment	0.909
X53	<---	Religious Commitment	0.905
X54	<---	Religious Commitment	0.948
X55	<---	Religious Commitment	0.934
Y11	<---	Behavior	0.863
Y12	<---	Behavior	0.913
Y13	<---	Behavior	0.865

Table 6.
Measurement Model Reliability

Variable	CR >= 0.7	VE >= 0.5	Description
X1	0.937	0.775	Good Reliability
X2	0.972	0.847	Good Reliability
X3	0.941	0.779	Good Reliability
X4	0.857	0.689	Good Reliability
X5	0.974	0.843	Good Reliability
Y1	0.960	0.814	Good Reliability

Table 7.
Evaluation of the Structural Model Coefficient

Parameter			Estimation	SE.	CR.	P
Behavior	<---	Subjective Norm	.035	.063	.559	.576
Behavior	<---	Attitude	-.176	.062	-2.827	.005
Behavior	<---	Knowledge	.009	.040	.234	.815
Behavior	<---	Behavior Control	.282	.085	3.321	***
Behavior	<---	Religious Commitment	.879	.068	13.010	***

Note: *** indicates a minimal number (less than 0.001)

able 6 shows the reliability value of the measurement model based on the CR and VE values, indicating that all measurement models are reliable for measuring all aspects of the study. It can be seen from the CR values and VE values that all variables have a CR value of more than 0.7 and a VE value of more than 0.5, so this model is considered capable of measuring all research variables.

Structural Model Analysis

This stage evaluates the coefficients that show the causal relationship or influence between the constructs. The evaluation of the structural model is considered hypothesis testing. The causality relationship between constructs is statistically significant at the P-value. In table 12, there is a significant relationship between the two parameters, while the other three are not significant

The relationship between behavioral control variables and religious commitment variables on behavioral variables has the same result, which is very significant. The influence of the behavioral control variable on the behavioral variable has a positive influence. It shows that consumers are aware of the benefits of halal chicken meat, which will encourage them to buy it. Then, advice from parents, friends, and ustadz (teachers/lecturers) encourage consumers to buy chicken labeled as halal. Attitude control also has a significant effect on willingness to pay, meaning that more individuals want to buy halal products so that individuals will be willing to pay for halal products even at higher prices (Ahmed et al., 2019; Nurhayati & Hendar, 2020; Putri & Firmansyah, 2021).

The religious commitment variable has a positive influence on the behavioral variable. It shows that there is a positive relationship to the behavior of consuming halal chicken from factors of religious commitment, such as awareness of seeking safety, increasing diversity, increasing peace of mind, increasing the perfection of life and the application of religious knowledge. Religious commitment also affects willingness to pay, meaning that the higher the individual's religiosity, the individual will pay for halal products even though at a higher price (Ahmed et al., 2019; Khibran, 2019; Putri & Firmansyah, 2021).

The relationship between the attitude and behavior variables in buying halal-labeled chicken has significant results because it is less than 5% (0.05). The attitude factors are awareness to carry out muamalah, awareness to increase good needs, and awareness to help other people's trading business. These factors positively influence consumer behavior to buy chicken meat labeled halal. This behavior of willingness to buy halal-labeled chicken will have a significant effect on the demand for halal certification. The more individuals willing to pay for a halal product even though it is more expensive will increase the demand for halal certification of halal-based products and services (Nawawi, 2018).

Recommendations that can be conveyed from this research, namely for the community, are expected to be an additional insight and

knowledge about the factors that affect the willingness to pay for chicken meat labeled halal. The public can add insight that halal is not only seen from the ingredients contained in a product but everything in supply management, such as halal logistics and self-evaluation in buying a halal product (Varinli et al., 2016).

For companies, halal standards for chicken meat with halal labels need to be applied to ensure the halal quality of meat, which can be started with logistics operations, production processes, storage, and distribution. It can be a good opportunity for the halal industry in the future, meeting demand and ensuring product quality, especially for muslim consumers (Memon et al., 2020; Yulia Sari et al., 2020).

Based on Adnani et al. (2021), another problem is that packaged food products are not required to include a halal label issued by the MUI, and there are no firm sanctions for business actors who do not include a halal label on their food products. The critical role of the government is significant in increasing consumer awareness so that the demand for certification of halal-based products and services can increase. The government is expected to be able to evaluate regulations with firm sanctions for business actors who do not include a halal label on their food products to ensure halal products with better halal certification (Syafirah et al., 2017). This research will provide insight and become reference material for further research. This study only uses a sample of muslims without an age limit in Jember Area. It makes the distribution of respondents too narrow, so research is needed in other cities.

CONCLUSION

The behavioral control, religious commitment, and attitude variables have the most significant mutually influencing relationship than other variables. Suggestions based on research results: first, raising awareness about buying halal-labeled chicken meat is necessary to increase person's knowledge. Second, it is necessary to increase the role of the community both internally and externally in educating a person's attitude toward consuming halal-labeled chicken meat. Consuming halal-labeled chicken meat can become a culture and the first step to awareness of consuming other halal products.

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