

## SUPPLY CHAIN AND PURCHASING BEHAVIOR OF HALAL CHICKEN MEAT

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**ABSTRACT** - The segment of Muslim consumers in Indonesia currently has a high sense of concern for the halal goods and services they consume. This consumer segment, in addition to wanting high-quality products, also demands that the products they consume comply with the rules set by Islamic law. This segment has a tendency to be able to recommend to other parties the products they perceive are halal, they even want to pay a more expensive price if there are no alternative products of the kind they perceive halal. Instead, they can provide incorrect information which results in a viral effect and leads to encouragement to boycott the consumption of goods and services. This study aimed to examine the effect of halal supply chain knowledge on Muslim and non-Muslim consumers on the motivation and purchasing behavior of halal chicken meat. The halal supply chain knowledge tested includes halal feed dimensions, halal slaughtering processes, halal storage and logistics, and halal packaging and logistics. The research was conducted with a quantitative approach through multivariate multiple regression statistical tests. The population in the study was all consumers of halal chicken meat in Klaten, Indonesia. Sampling determined using purposive technique as many as 102 respondents. The final stage of the study found the findings of the four antecedent variables, three supply chain knowledge variables in the form of halal slaughter process, halal storage and logistics and halal labeling packing had a significant influence on purchasing motivation. Halal slaughter process had the highest influence on consumers because the halal perception that is most familiar to them is the slaughter process. One variable had no significant influence in the form of halal feed. In the motivation variable, the findings of this dimension had a significant influence on behavior.

**Keywords:** Supply Chain Knowledge, Motivation, Behavior, Halal Chicken Meat

**ABSTRAK – Rantai Pasok dan Perilaku Pembelian Daging Ayam Halal.** Segmen konsumen muslim di Indonesia saat ini memiliki rasa kepedulian yang tinggi terhadap kehalalan barang dan jasa yang mereka konsumsi. Segmen konsumen ini selain menginginkan produk yang berkualitas juga menuntut produk yang mereka konsumsi mematuhi aturan-aturan yang ditetapkan oleh syariat Islam. Segmen ini memiliki kecenderungan bisa merekomendasikan ke pihak lain produk yang mereka persepsikan halal, bahkan mereka mau membayar dengan harga yang lebih mahal jika tidak terdapat alternatif produk sejenis yang mereka persepsikan halal. Sebaliknya, mereka dapat memberikan informasi yang tidak benar yang mengakibatkan efek viral dan berujung anjuran memboikot konsumsi barang dan jasa tersebut. Penelitian ini bertujuan menguji pengaruh pengetahuan rantai pasok halal pada konsumen muslim dan non-muslim terhadap motivasi dan perilaku pembelian daging ayam halal. Pengetahuan rantai pasok halal yang diuji meliputi dimensi halal pakan, halal proses penyembelihan, halal penyimpanan dan logistic, serta halal pengepakan dan logistik. Penelitian dilakukan dengan pendekatan kuantitatif melalui uji statistik multivariat regresi berganda. Populasi dalam penelitian adalah seluruh konsumen daging ayam halal di Klaten, Indonesia. Pengambilan sampel menggunakan purposive sampling sebanyak 102 responden. Tahap akhir penelitian diperoleh temuan dari empat variabel antedeced, tiga variabel pengetahuan rantai pasok berupa halal proses penyembelihan, halal penyimpanan dan logistik, serta halal pengepakan labelling berpengaruh signifikan terhadap motivasi pembelian. Halal proses penyembelihan memiliki pengaruh paling tinggi pada konsumen karena persepsi halal yang paling familiar bagi mereka adalah kegiatan proses penyembelihan. Satu variabel tidak berpengaruh signifikan berupa halal pakan. Pada variabel motivasi diperoleh temuan dimensi ini berpengaruh signifikan terhadap perilaku.

**Kata Kunci:** Pengetahuan Rantai Pasok, Motivasi, Perilaku, Daging Ayam Halal

## INTRODUCTION

The market opportunity for halal products is increasing. This happens because of the increase in population and the increasing purchasing power of the Muslim population in the world. In 2012 there were 1.8 billion Muslim population in the world. The number is expected to increase 35% in 2030 by 2.2 billion and has a portion of 26.4% of the total population of the entire world (Fleishman-Hillard Majlis, 2012). Data on consumption by the world in 2012 for food and beverages amounted to US \$ 5,466 million, while for Muslim communities amounted to US \$ 1,088 million. In other words, Muslim consumers account for 16.6% of global F & B exports and are expected to increase to 17.4% of global F & B exports in 2018 (Tieman, Che Ghazali, & van der Vorst, 2013). Indonesia with the largest Muslim population in the world of approximately 205 million people is a large potential market for various halal labeled goods and services producers.

Even though Indonesia is the country with the largest Muslim population in the world, the top countries that develop the halal industry are actually carried out by Thailand while the Muslim population is only 4.6 million from 68 million or 7% of the total population. Thailand is currently working to develop a halal science center. With technology, Thailand can develop products that are halal, good, and safe for consumption. Halal industry is in fact purely a matter of business and does not have to be related to religious affairs (Hasan, 2017). Australia is ambitious to be a country that controls halal meat supply throughout the world. Singapore, Japan and South Korea, which are countries with Muslim minorities, are now competing to encourage halal industries and services.

Muslim consumers have different levels of compliance with the Shari'a depending on the level of religiosity. They will have a positive attitude towards products that use a halal approach in the marketing process (Salehudin & Mukhlis, 2012). These products use halal appeal as one of the attractions and distinctive identities of similar products that are competitors (Ab Talib, Ai Chin, & Fischer, 2017; Hidayat & Siradj, 2016; Khalek, 2014), even some brands or the name of the shop with Arabic names (Aribowo, 2017; Rios, Riquelme, & Abdelaziz, 2014; Kamri, Ramlan, & Ibrahim, 2014). Halal is an Arabic term which means 'permitted' or 'may'. The Ministry of Religious Affairs has established five halal policy steps to ensure halal food, medicine, and cosmetics products as a single business activity from input to



output (Salehudin & Mukhlis, 2012). These five things include halal material (substance), the process of production, storage, distribution and in terms of presentation or display.

Halal logistics is the process of managing procurement, movement, storage, material handling, livestock and intermediate goods supply both food and non-food along with information related to flow, documentation through company organizations and supply chains that adhere to the general principles of the Shari'a which avoid contamination, avoid mistakes and guarantees the expectations of Muslim customers (Tieman, van der Vorst, & Che Ghazali, 2012; Ibrahim & Kamri, 2013). The main points that can be related to the development of halal logistics include: (a) halal supply chain in the activities of production, processing and packaging, warehousing, transportation, storage, terminals and sealing; (b) halal value chain in halal entrepreneurship activities, halal industry and SMEs and export promotion; (c) holistic halal logistics includes supporting activities, in this case, Islamic finance (Rosdaniah, 2017).

Some elements can be used as a distinction between conventional supply chain concepts and halal product supply chain concepts (Table 1). The halal product supply chain is more stringent in maintaining product circulation, from production to distribution.

Table 1. Differences between Conventional and Halal Supply Chains

Elements	Conventional supply chain	Halal supply chain
Definition	Involves the coordination of production, inventory, location, and transportation between the participants in the supply chain, with the aim to achieve the best responsiveness and efficiency in the market presented	Covers everything from the preparation and enforcement of halal ingredients to be manufactured and delivering the final product to the customer, according to Syariah law
Objective	Minimize cost, maximize profit	Preserves the integrity of halal food and to ensure the food is halal and toyyib
Cross-contamination occurrence	Possibilities of cross-contamination exists	Avoids direct contact with haram goods, manages the risk of cross-contamination between halal and haram goods, ensures supply chain management is in line with



		Muslim consumers' perception (Tieman, 2011)
Segregation needs	Mixing of halal and non-halal cargo	Segregation of halal products from non-halal products; requires dedicated halal facilities

Source: adapted from Bahrudin et al. (2011)

In the recent era products and services have been developed that have used halal appeal (Ibrahim & Kamri, 2017), such as: halal supply chain, tourism and hospitality (sharia hotels and halal restaurants), financial services (sharia banking), health (thibbun nabawi), beauty (cosmetics and salons Muslimah), general education (Integrated Islamic School), real estate (Shariah housing), and toiletries products (Muslim shampoo). Of course, products that use the halal appeal must maintain their consistency in using a halal approach to avoid dissonance and loss of consumer trust (Salehudin & Mukhlish, 2012).

The conclusion that can be drawn is that halal marketing, especially halal supply chain activities, is an important concept for marketers who want to do business in a country with a majority of Muslim population like Indonesia. Meanwhile, the risk arising from marketers who fail to respect the rights and needs of Muslim consumers to obtain goods and services in accordance with what is regulated by the Shari'a, is the potential loss of sales, market share, brand loyalty, and consumer loyalty.

## LITERATURE REVIEW

In the consumer there is a thought to switch brands because of various factors, some are caused by emotional factors and or rational factors (Gupta & Ogden, 2009). This needs to be understood in order to know what variables can be a stimulus so that consumers of conventional food products can switch to halal food products. The intention to switch is considered relevant to be studied in this research because, in behavioral theory, the intention is a conative element. Therefore, this study will theoretically examine the process of switching products from conventional food products to consumer knowledge-based food products in the halal supply chain.

The study of product switching intention has been investigated by using the planned behavior theory model (Thapa, 2012) and with the technology acceptance model (Chen & Chao, 2011). The difference in research design used is a factor that causes the diversity of models. This was identified from



several previous studies that emphasized the design of the research with survey methods (Endah, 2014; Gerrard & Barton Cunningham, 2004; Kusumawardhini, Rahayu, Hati, & Daryanti, 2016; Thapa, 2012; Yusoff et al., 2015). There are several variables in the previous research that shape a person's attitude so as to cause consumers to have the intention to switch in the form of product attributes (Rimal & Fletcher, 2000; Thapa, 2012), intrinsic and extrinsic variables (Awogbemi, Oloda, & Osama, 2010), the inconvenience that causes intention to switch (Grace & O'Cass, 2003), and motivational intervening variables to elaborate information (Chiu, 2012).

Endah (2014)'s research conducted in Indonesia found that the variables of consumer attitudes toward halal cosmetics, subjective norms, and perceived behavioral control influence the intention to purchase halal cosmetic products with subjective norms also influence attitudes besides influence the intention. Yusoff et al. (2015) reported that in Malaysia it was found that knowledge of halal food supply chain dimensions had a significant and insignificant effect on the motivation to purchase halal food products. However, this research stops at the dimension of motivation so that there is a research gap to be examined by adding whether motivation influences behavior. Therefore, this research will combine the model by measuring the attributes of knowledge of halal food supply chain dimensions whether it affects the motivation to purchase halal chicken meat and whether motivation affects the purchasing behavior. Thus, this research aims to examine the halal food supply chain knowledge to have a significant effect on motivation and behavior to purchase halal chicken meat products.

## **METHODOLOGY**

The increasing motivation of consumers to purchase halal chicken meat is influenced by the increase in four-dimensional activities of the halal supply chain antecedents in the form of: halal feed, halal slaughter, halal storage and logistics, and halal packing and labeling (Yusoff et al., 2015). The novelty of this research by adding the consequent dimension of the model in the form of increased motivation will immediately increase the purchasing behavior of halal chicken meat (Figure 1).



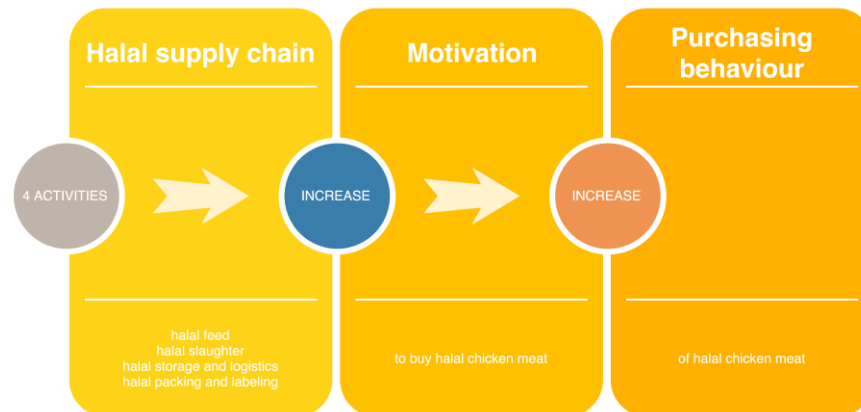


Figure 1. Research Framework

Source: Adapted from Yusoff et al. (2015)

The item data needs in the questionnaire are halal animal feed dimensions: feed is clean from haram elements, chemicals, cleanliness of elements that damage materials, physical facilities, and infrastructure for the manufacture of pollutant-free feed, feed certification (Yusoff et al., 2015). Halal dimension of the slaughtering process: the condition of living and healthy chickens, capable actors, sharp and clean knives and tools, reading rituals in the slaughter process, blood flow, supervision (Yusoff et al., 2015). Halal storage and logistics dimensions: warehouse, transportation, logistics, separation of logistics transportation (Yusoff et al., 2015). Dimensions of packaging and labeling: packing materials, information on ingredients, brand labels (Yusoff et al., 2015). Intention: desire to choose, planning, intention to consume (Shah Alam & Mohamed Sayuti, 2011). Behavior: Actual purchase, decision, support, and loyalty (Shah Alam & Mohamed Sayuti, 2011a).

After the item data needs were identified, depth-interview and measurement of model results were conducted by distributing questionnaires to the final consumers of halal chicken meat PT “SJL” in Klaten which had an understanding of knowledge related to halal supply chain as many as 102 respondents by purposive sampling. The number of respondents taken at least one hundred people according to Green (1991) with the formula  $N > 50 + 8p$ . N is the number of respondents with p number of independent variables in the multivariate regression equation. Of the four independent research variables, the number of 102 respondents is enough to do research in the later stages.

Furthermore, a correlation test on correlation regression between halal chicken supply chain knowledge dimensions had a significant influence on



motivation to make purchases and motivation will influence behavior. The test tool was used the IBM SPSS Statistics version 23 program.

## RESULT AND DISCUSSION

From the field activities, information was obtained that PT SJL was one of the halal chicken meat suppliers in Klaten City who had obtained halal certification from BPOM RI with the number 12320002520915. The company is committed to continuing to maintain the production process in halal way in the entire production chain. The halal supply chain is from a live chicken supplier. The slaughtering process is carried out carefully according to the rules of the Shari'a.

The retail chain that was passed was given to the chicken contractor which was then thrown into the traditional market, local supermarkets that sell halal chicken meat, a group of halal fried chicken counter sellers and a number of restaurants and hotels in Klaten which are committed to processing chicken meat dishes that have been certified halal. The respondents studied were the final consumers of chicken meat products that have dimensional knowledge of the supply chain of halal chicken meat produced by the PT SJL.

The primary data findings in research related to demographic profile include respondent's gender, age, religion, education, income, and job. The demographic profile distribution of 102 respondents is described in Table 2.

Table 2. Profile of Respondent's Demographic

Item	Frequency	Percentage
<b>Gender</b>		
Male	40	40
Female	62	60
Total	102	100
<b>Age</b>		
17—35	65	64
36—50	20	20
51—65	12	11
>65	5	5
Total	102	100
<b>Religion</b>		
Muslim	76	75



Non-Muslim	26	25
Total	102	100

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**Education**

Ungraduated from High School	10	9
High School graduated	66	65
Undergraduate	25	25
Postgraduate	1	1
Total	102	100

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**Income**

< 1.500.000	42	41
1.501.000—5.000.000	28	27
5.001.000—10.000.000	22	21
> 10.000.000	10	11
Total	102	100

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**Job**

Student	50	49
Government Employee	25	24
Private Employee	15	15
Entrepreneur	12	12
Total	102	100

Source: Research primary data

From the primary data obtained the majority of respondents were female. This means that women are more autonomous to carry out chicken meat purchase transactions. This is consistent with the research conducted (Mickelson, 2014) in the United States, which claims that women have a large role in purchasing meat daily needs. The majority age of millennials means that this market is a segment with the majority spending income on consumption activities, especially food. This finding is in accordance with research results (Hasanudin & Purwandi, 2017) which examined the emergence of millennial urban generation in Indonesia, they are familiar with high technology, like to socialize with colleagues, peer groups and spend income on food consumption, health supplements, and lifestyle-related urban activities. The majority of the data obtained from high school graduated according to the demographic characteristics of education in Klaten District where the gross enrollment rate of the population educated from elementary to high school has the largest number (Triyono, 2015). In terms of monthly income below 5 million rupiahs according to the age of the respondents were student and they were young productive workers. The majority job from data obtained was





student which is relevant to the characteristics of data obtained previously from the age of young respondents.

### Validity and Reliability Tests

The test results of the validity and reliability of each item of the research questionnaire are presented in Table 3 below.

Table 3. Validity and Reliability Tests

Variable	Empirical Indicators	Corrected item-total correlation	Cronbach Alpha
Halal feed	Clean from pig derivatives	0.473	0.690
	Clean from chemical elements, antibiotics and damaging ingredients	0.541	
	Physical infrastructure for making feed is free from pollutants	0.618	
	Halal food label certification	0.364	
Halal slaughter process	Chickens are alive and well	0.471	0.912
	Capable, mature, and has healthy body and soul of slaughterer	0.640	
	The knife is sharp and clean	0.446	
	Rituals during slaughter	0.368	
	Blood flows regularly out of the chicken's body	0.435	
Halal storage and logistic	Supervision in the slaughter process	0.477	0.757
	There is a storehouse of halal meat products	0.423	
	Transportation means only for halal meat	0.356	
	Halal logistics system from wholesalers, retailers	0.648	
Halal packing and labelling	Halal and non-halal transportation and logistics are separated	0.527	0.840
	The packing material is clean of material that endangers the product	0.551	
	Packing, wrap provides halal ingredients and certification information	0.618	
Motivation to purchase halal chicken meat	There is no display of brand image labels that are contrary to the Shari'a	0.561	0.845
	Will choose to purchase halal chicken meat	0.444	
	Planning to purchase meat and halal supply chains	0.759	
	Trying hard to choose chicken meat	0.532	



	that fits the halal supply chain		
	Intention to consume halal chicken meat increases the sense of faith	0.496	
	Has made a real purchase of chicken meat according to the halal supply chain	0.699	
Behavior to purchase halal chicken meat	Decided to purchase chicken meat that is truly halal	0.647	0.733
	Support and loyal to purchase chicken meat that applies halal supply chain	0.588	

Source: Research primary data

From the validity test through the Corrected item-total correlation test, the items presented from the questionnaire were valid because it is greater than t table (0.195) and Cronbach Alpha reliability test obtained values above 0.6 so that the questionnaire items were declared feasible to be tested in the next stage.

### Multiple Regression Test

Regression test used to measure the effect of halal supply chain knowledge as an independent variable influences the dependent variable in the form of consuming motivation. R square value of 0.694 means that 70% of the dependent variable (motivation for consumption of halal chicken meat) can be predicted from a combination of all independent variables. The quantification results of the R square values are in Table 4 below.

Table 4. R-Square Test

Multiple correlation coefficient (R)	R-square (R2)	AdjustedR-square	Std.error of estimate
0.834	0.694	0.691	0.493

Source: research primary data

From the regression test found three dimensions in the form of halal packing and labeling, halal slaughter and halal storage and logistics play an important role in influencing purchasing motivation (Table 4). Dimensions that have the most significant influence on purchase motivation were halal slaughter (B = 0.471, p = 0.000) halal packing and labeling (B = 0.162, p = 0.010) and halal storage and logistics (B = 0.112, p = 0.14). However, from the results of the research, it was found that halal feed findings did not significantly influence



the motivation to purchase halal chicken meat. The results of multiple regression test quantification are shown in Table 5.

Table 5. Multiple Regression

Variable	Unstandardized coefficient B	Standardized coefficient B	Sig value or p-value
(Constant)	-.802		0.021
Halal Feed	.041	.222	.531
Halal Slaughter	.542	.471	.000
Halal storage and logistics	1.42	.112	.014
Halal packing and labelling	.281	.162	.010

F value = 11.058 sig F = 0.003 independent variable of motivation to purchase  
Source: research primary data

Regression test then measured the influence of purchase motivation as an independent variable in influencing the purchasing behavior of halal chicken meat. The R square value obtained was 0.523 which means that 52% of the variable (purchasing behavior of halal chicken meat consumption) can be predicted from motivation. The results of quantification of R square values are in Table 6.

Table 6. R-Square Test

Multiple correlation coefficient (R)	R-square (R2)	AdjustedR-square	Std.error of estimate
0.767	0.523	0.511	1.291

Source: Research Primary Data

The regression test found that dimension of purchase motivation play an important role to influence the purchasing behavior of halal chicken meat with a value of B = 0.162, p = 0.10. Regression tests are shown in Table 7.

Table 7. Multiple Regression

Variable	Unstandardized coefficient B	Standardized coefficient B	Sig value or p-value
(Constant)	-17.929		.000
Motivasi	1.198	.162	.010

F value = 16.169 sig F = 0.000 independent variable of purchasing behavior

Source: research primary data

The research results found that a platform or foundation for future research where supply chain knowledge related to slaughter, storage and logistics,



packing and labeling is a good predictor of the emergence of the motivation to purchase halal chicken meat. This finding is in line with research conducted by Awan et al. (2015) in Pakistan where consumers will provide higher intentions on halal marketing, in which there is halal certification on product packaging. Ngah et al. (2015) suggested that the ability of companies to adopt halal business practices, corporate awareness of increasing halal knowledge on storage, motivates to adopt at the level of practice. Consumers will appreciate companies that implement more halal practices, especially in storage. Tieman et al. (2013) reported that Muslim consumers in Malaysia desperately need a clear separation at the level of logistics and retailing of halal products. In this research, there is a finding that consumers are willing to pay a higher price if they are provided with a clear system to separate halal and haram products

This research found that the perception of consumers of chicken meat in Klaten has the highest concept of halal knowledge in the dimensions of the slaughter process. This is in line with a research conducted by Yusof et al. (2011) in Malaysia that the dimensions of slaughter and storage are more a major aspect of halal knowledge than other aspects. Halal feed has not become a major element for consumers. The results of this research are different from the findings of Yusoff et al. (2015) who reported that halal feed had a significant effect on purchase intention. The results of this research are in line with the events of April to July 2018 when a research phenomenon occurred in Klaten City and comprehensively in all cities in Indonesia when the commodity prices of broilers and laying hens experienced a very high increase. The incident was caused by the scarcity of supply triggered by rising seasonal demand, rising exchange rates that triggered an increase in imported feed, weather conditions that affect chicken reproduction, and the regulation by the Ministry of Health of Indonesia in early January 2018 that prohibited antibiotics from feed (Fauziah, 2018). Prohibition of giving antibiotics to feed producers is considered by breeders will result in a significant decrease in the quantity and productivity of broilers and laying hens. The danger of antibiotic use in livestock has been discussed at the International One Health Congress held by the FAO food agency in Canada June 22—25, 2016. Where the use of haphazard antibiotics is one of the causes of antimicrobial resistance in humans (FAO, 2016). For consumers, the increasing quantity of broilers and the number of eggs in line with declining prices and increasing purchasing power are preferred over long-term benefits of health value by eliminating the use of antibiotics in chicken feed.



Motivation dimension had a significant influence on the purchase of halal chicken meat in line with the findings of previous research by Endah (2014) and Shah Alam & Mohamed Sayuti (2011b) that the dimensions of motivation will influence purchasing behavior. Changes in the economic environment, global economic issues, food technology automation, and radical changes in consumer attitudes related to consumption changes in the halal food supply chain dimension motivate the food industry to implement the latest production techniques and different marketing approaches to stimulate increased consumption of halal goods and services production than goods and conventional services (Lada, Tanakinjal, & Amin, 2009). This study plays a role in mapping the position of halal food supply chain development in Indonesia related to an overview of the antecedent and consequent effects of the motivation to consume halal chicken meat. This research opens a gap for further research related to the ineffectiveness of the influence of the halal feed on purchasing motivation.

## **CONCLUSIONS**

Consumers currently have higher knowledge than in the past because of the increasing literacy in information technology and social media. Halal food producers need a deeper focus to improve product quality and quantity. Efforts to improve quality must be a critical point in supply chain activities. The process of activities from obtaining raw materials to packing to storing halal food until the goods are in the hands of consumers needs to be continuously monitored to comply with the applicable sharia rules.

The population of Muslim communities in Indonesia is a majority and has the prospect of increasing purchasing power in the future. The issue of halal goods and services is a major dimension for Muslim consumers to consume according to their beliefs. This research produced findings that the process of halal supply chain knowledge will produce a significant influence on consumption motivation and purchasing behavior. However, to produce a more perfect perspective regarding supply chain management research, more complete exploration is needed regarding halal feed dimensions, halal slaughter, halal storage and logistics, halal packing and labeling, halal retail; in the dimension of why and how each dimension will play a more dominant role in purchasing motivation. Furthermore, the researcher can parse in depth each of the dimensioners related to the construction of latent variables that can be examined in different halal goods and services industries.



This research is an initial construction as a further research effort that standard halal dimension knowledge can be implemented in supply chain science. Applying research activities to consumer responses in the Klaten area is a major consideration because the city is in an area that has bright prospects in the future. Klaten is in Joglosemar's economic growth triangle, an economic corridor in the cities of Jogjakarta, Solo, and Semarang that have impressive economic growth in the future.

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