

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1. Systematic Analysis and Discussion

The results of this research aimed to determine the influence of attitude behavior, subjective norm, and perceived control behavior toward the purchasing intention on *halal* beef in Yogyakarta traditional market and to investigate the self-identity (religiosity) that moderated the attitude behavior and subjective norm in influencing the purchasing intention. The analysis used in this research was instrument test (validity and reliability), descriptive analysis (characteristics of respondents and respondents' assessment on research variables) and multiple linear regression and moderation analysis.

4.1.1. Validity and Reliability Test

Validity test is aimed to measure the extent to which the accuracy of a measuring function of its instrument. The technique used to test the validity is *Pearson Product Moment* Correlation. Criteria testing were done by looking at the p-value or sig as the results of SPSS data calculation. The item of question was declared invalid if sig (p-value) ≤ 0.05 . The validity of the test results was shown in Table 4.1

Table 4.1

Result of Validity Test

Variable	Item	r count	r table
Attitude	X _{1.1}	0.952	0.314

Variable	Item	r count	r table
Attitude	X _{1,2}	0.950	0.314
Perceived Control behavior	X _{3,1}	0.911	0.314
	X _{3,2}	0.929	0.314
	X _{3,3}	0.942	0.314
	X _{3,4}	0.937	0.314

Source: Primary data processed, 2015

Based on the data calculation, it showed that the value of r count was larger than r table. It can be concluded that all the questions and the data was valid. Thus, the data in the research could be declared eligible for analysis.

The formula used in the reliability test was Cronbach Alpha formula. The research instruments such as questionnaires were stated reliable if $\alpha > 0.60$ testing of the questionnaire (Ghozali, 2005). The results of the calculation of figures could be seen in the following table:

Table 4.2

Result of Reliability Test

Variable	<i>Alpha Cronbach</i>	Critical Value	Conclusion
Attitude behavior	0.894	0.6	Reliable
Perceived control behavior	0.947	0.6	Reliable

Source: Primary data processed, 2015

Based on the result of reliability test calculation above, it can be seen that the value of Cronbach Alpha coefficients on the entire variable was greater than 0.6. With reference to the opinions expressed by Ghozali (2005) all the questions the data in the research variables is reliable. Therefore, the items in these research variables can be used.

4.2. Descriptive analysis

Descriptive analysis is a description or explanation of the characteristics of respondents. It was done by creating tables, classifying, and analyzing the data based on the results of the questionnaire which was obtained from respondents by using data tabulation. Descriptive analysis includes data interpretation from the demographic, attitude behavior, subjective norm, perceived control behavior, self-identity (religiosity), and purchasing intention.

4.2.1. Gender

The gender of respondent in this research was shown in table 4.3:

Table 4.3

Gender of the Respondents

Gender	Respondent	Percentage
Male	41	37.3%
female	69	62.7%
Total	110	100.0%

Source: Primary data processed, 2015

From Table 4.3 it could be seen that mostly the gender was female with the amount of 62.7%, or 69 people, and the remaining 37.3% were men. This showed that the majority of respondents who shopped beef in traditional markets were women.

4.2.2. Age

The Age of Respondents in this research could be seen in table 4.4:

Table 4.4
Age of Respondents

Age	Respondent	Percentage
< 20	9	8.2%
20 - 30	17	15.5%
31 - 40	48	43.6%
41 - 50	36	32.7%
Total	110	100.0%

Source: Primary data processed, 2015

Based on Table 4.4 it could be seen that the respondents aged between 31-40 were 43.6%, between 41-50 years were 32.7%, between 20-30 years were 15.5%, and less than 20 years were 8.2%. This shows that the majority of respondents who buy beef in traditional markets were aged between 31-40 years old respondents. It means that the respondents were an adult and were still productive.

4.2.3. Respondents occupation

The occupation of respondents in this research could be seen in table 4.5:

Table 4.5

Occupation of respondent

Occupation	Respondent	Percentage
Civil servant	25	22.7%
Private employee	31	28.2%
Entrepreneur	15	13.6%
Student	12	10.9%
others	27	24.5%
Total	110	100.0%

Source: Primary data processed, 2015

Based on Table 4,5 it could be seen that the of respondents who worked as private employees were 28.2%, the respondents who worked as civil servants were 22.7%, the respondent who worked as entrepreneur were 13.6%, the respondent who are students were 10.9% and respondent with other occupations were 24.5 %. This showed that the majority of respondents who buy beef from traditional market in Yogyakarta were private employees.

4.2.4. Respondent Earnings

The earning of respondents in this research could be seen in table 4.6:

Table 4.6

Earning of respondent

Earnings	Respondent	Percentage
< Rp 500,000	10	9.1%
Rp 500,000 – Rp 1,000,000	6	5.5%
Rp 1,000,000 – Rp 2,000,000	38	34.5%
Rp 2,000,000 – Rp 3,000,000	56	50.9%
Total	110	100.0%

Source: Primary data processed, 2015

Based on Table 4.6 it could be seen that the respondent earnings between Rp 2,000,000 – Rp 3,000,000 were 50.9%, less than Rp 5,00,000 were 9.1%, between Rp 500,000 – Rp 1,000,000 were 5.5%, and respondent with the earning of Rp 1,000,000 – Rp 2,000,000 were 34.5%. This showed that the majority of respondents who buy beef at a traditional market in Yogyakarta has a middle-class income, with the range of earning of Rp 2,000,000 – Rp 3,000,000.

4.2.5. Marital Status

The Marital status of respondent in this research could be seen in table 4.7:

Table 4.7

Marital status of Respondent

Status	Respondent	Percentage
Married	82	74.5%
Single	28	25.5%
Total	110	100.0%

Source: Primary data processed, 2015

Based on Table 4.7 it could be seen that the majority of respondents who had married status were 74.5%, and single status were 24.5% . This showed that the majority of respondents who buy beef in traditional markets are married

4.3. Description of Consumer Perceptions on Variables and Research Attributes

This analysis described the respondents' assessment of the variables and attributes of the research, which were consisted of attitude behavior, subjective norm, perceive behavioral control, purchasing intention and self-identity (religiosity). The attributes of the research variables were measured with the lowest score of 1 (strongly disagree), and the highest score is 5 (strongly agree). Therefore, in determining the criteria of consumers' assessment of research variables, the interval is as follows:

The lowest score for perception: 1

The highest score for perception: 5

$$\text{Interval} = \frac{5 - 1}{5} = 0.80$$

Therefore the interval scale of perception obtained is as follows:

1.00 – 1.79	=	Very Bad
1.80 – 2.59	=	Bad
2.60 – 3.39	=	Fair
3.40 – 4.19	=	Good
4.20 – 5.00	=	Very good

4.3.1. Attitude Behavior (X₁)

The result of descriptive analysis toward attitude behavior could be seen in the Table 4.8:

Table 4.8

Attitude Behavior

No. Item	Attitude Behavior Indicator	Mean	Category
1	<i>Halal</i> beef is important for me	3.29	Fair
2	<i>Halal</i> beef is my personal choices	3.45	Good
Total Average		3.37	Fair

Source: Primary data processed, 2015

Based on the result of the descriptive analysis as seen in Table 4.8, the total average was 3.37, which was categorized as “fair” (2.60-3.39). The highest perception was the indicator of item “*Halal* beef is my personal choice” with an average of 3.45 and the lowest perception was the indicator of “*Halal* beef is important for me” with average score of 3.29, which was categorized as “fair”. This means that the respondents’ perception was categorized as “Fair” because the interval of attitude behavior was 2.61 to 3.40. This was because the *halal* beef was important for consumers and buying *halal* beef was their own choice.

4.3.2. Subjective Norm (X₂)

The result of descriptive analysis toward subjective norm variable could be seen in table 4.9:

Table 4.9

Subjective norm

No. Item	Subjective norm Indicator	Mean	Category
1	To what extent do you take the encouragement to eat <i>halal</i> beef of the following people or institutions into consideration? (Partner, family, friends, religious authorities, children and the community)	3.71	Good
Total Average		3.71	Good

Source: Primary data processed, 2015

Based on the results of the descriptive analysis as seen in Table 4.9 the total average of subjective norm was 3,71 which was categorized as “Good” (3.41-4.20). This was because the role of people around the respondents could influence or encourage someone in buying *halal* beef.

4.3.3. Perceived Control Behavior (X₃)

The result of descriptive analysis toward perceived control behavior variable could be seen in Table 4.10:

Table 4.10
Perceived Control Behavior

No. Item	Perceived Control Behavior Indicator	Mean	Category
1	It is easy to find <i>halal</i> beef in Yogyakarta	3.28	Fair
2	<i>Halal</i> beef are available	3.35	Fair
3	There is sufficient information available on <i>halal</i> beef	3.37	Fair
4	I always have the chance to eat <i>halal</i> beef from the traditional market	3.42	Good
Total Average		3.36	Fair

Source: Primary data processed, 2015

Based on the result of the descriptive analysis as seen in Table 4.10 the total average was 3.36 which was categorized as “Fair”. The highest perception occurred in item number 4, “I always have the chance to eat *halal* beef from traditional markets” with the average of 3.42 in “Good” category. The lowest perception occurred in item “it is easy to find *halal* beef in Yogyakarta” with the average of 3.28 in “Fair” category. This means that the respondent had given enough perception for the variable of perceived control behavior because it was categorized as “Fair” with the interval of 3.41 to 4.20. This was because it was easy to find *halal* beef in Yogyakarta and there was adequate information about the availability of *halal* beef in the traditional market.

4.3.4. Self-Identity (Religiosity) (Z)

The result of descriptive analysis toward self-identity (religiosity) variable could be seen in Table 4.11:

Table 4.11

Self-identity (Religiosity)

No. Item	Self-Identity Indicator	Mean	Category
1	I consider myself a Muslim	2.95	Fair
Total average		2.95	Fair

Source: Primary data processed, 2015

Based on the result of the descriptive analysis as seen in Table 4.11, the total average for self-identity (religiosity) was 2.95 which were categorized as “Fair”. This means that the consumer has given enough perception to the variable of self-identity (religiosity) which had the interval of 2.61 to 3.40. This was because the consumer considered himself a Muslim.

4.3.6. Purchasing Intention (Y)

The result of descriptive analysis toward purchasing intention variable could be seen in table 4.12:

Table 4.12

Purchase intention

No. Item	Purchase Intention Indicator	Mean	Category
1	How many times do you intend to eat <i>halal</i> beef in the next seven days? including today	6.77	Good
Total average		6.77	Good

Source: Primary data processed, 2015

Based on the result of the descriptive analysis as seen in table 4.12 the total average of purchasing intention variable was 6.77 which was categorized as “Very Good” and had the median of (4.5). This showed that consumers intended to eat *halal* beef in the next seven days, including today.

4.4. The Analysis of TPB toward Purchasing Intention, which was Moderated by Self-identity (Religiosity)

Analysis model of moderated linear regression was used to determine the influence of attitude, subjective norm, and perceived control behavior toward the purchasing intention, which was moderated by self-identity (religiosity) on buying *halal* beef in Yogyakarta traditional market.

4.4.1. The Result of the Analysis of Multiple Linear Regression and Moderation

The following is the equation of multiple linear regression model and moderation:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4(X_1*Z) + b_5(X_2*Z) + e$$

The result of analysis of multiple linear regression and moderation could be seen in table 4.13:

Table 4.13

Result of the Analysis of Multiple Linear Regression and Moderation

Variable	Coefficient Regression (B)	T _{count}	Sig t	Result
(Constant)	3.326			
X1	0.385	5.764	0.000	Supported
X2	0.178	2.404	0.018	Supported
X3	0.301	4.382	0.000	Supported
Z	-0.081	-1.010	0.315	Not Supported
X1.Z	0.024	1.996	0.049	Supported
X2.Z	0.036	2.501	0.014	Supported
Adj.R Square = 0.697				

Multiple R	= 0.845
Fcount	= 42.812
Signif F	= 0.000

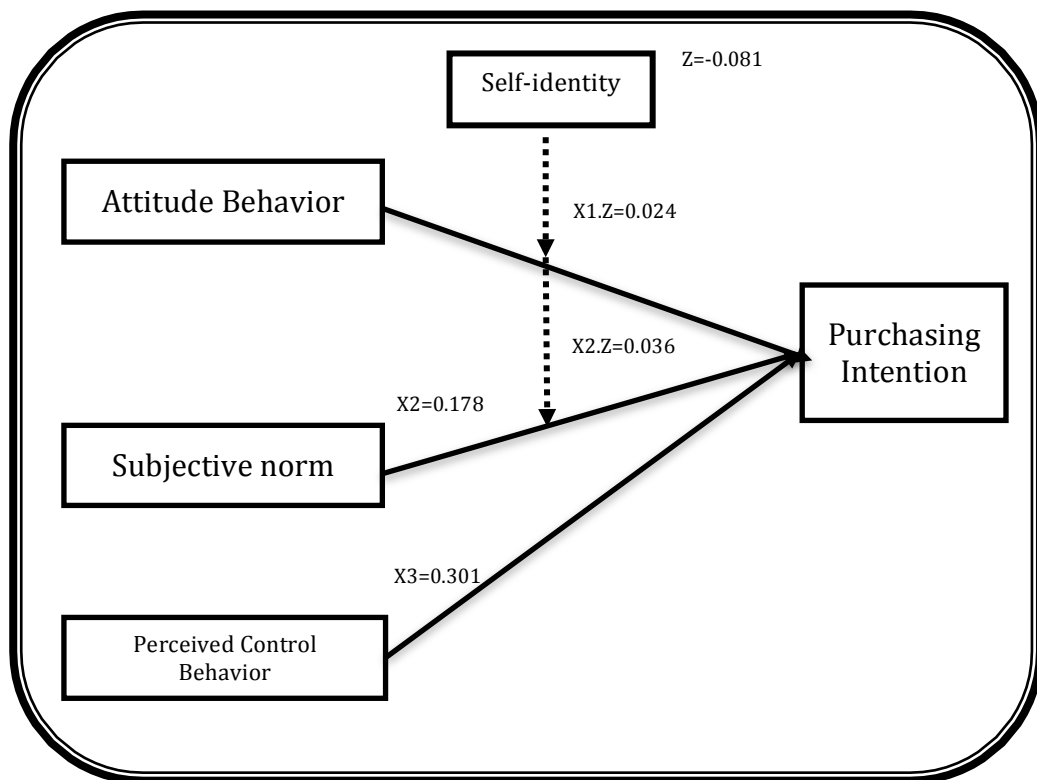


Figure 4.1 Results of Multiple Linear Regression and Moderation

Based on the regression equation and the result of multiple linear regression and moderation, the equation for the influence of attitude, subjective norm and perceived control behavior toward the purchasing intention which was moderated by self-identity (religiosity) on buying *halal* beef in Yogyakarta traditional market, was as follows:

$$Y = 3,326 + 0,385X_1 + 0,178X_2 + 0,301X_3 - 0,081X_4 + 0,024X_1Z + 0,036X_2Z.$$

Based on the regression coefficients in the regression equation of the variables that influence the purchasing intention could be interpreted as follows:

- 1) Constant value had the regression coefficient of 3.326. This means that if there were no independent variables that consist of attitude behavior (X1), subjective norm (X2), perceived control behavior (X3), self- Identity (X4), Attitude behavior*self-identity (X5), and subjective norm*self-identity (X6) that affect the purchasing intention, it would had a value of 3.326.
- 2) Attitude behavior (X1) had a regression coefficient of 0.385. This variable had a positive influence on the purchasing intention with the regression coefficient of 0.385. This means that if the attitude variable increased by 1 unit, the purchasing intention would increase by 0.385 units with the assumption that the variables of subjective norm (X2), perceived control behavior (X3), self-identity (X4), attitude behavior*self-identity (X5), and subjective norm*self-identity (X6), were under constant conditions.
- 3) Subjective norm (X2) had a regression coefficient of 0.178. This variable had a positive influence on the purchasing intention with the regression coefficient of 0.178. This means that if the subjective norm increased by 1 unit, the purchasing intention would increase by 0.178 units with the assumption that the variables of attitude behavior (X1), perceived control behavior (X3), self-identity (X4), attitude behavior*self-identity (X5), and subjective norm*self-identity (X6) were under constant conditions.
- 4) Perceived control behavior (X3) had a regression coefficient of 0.301. This variable had a positive influence on the purchasing intention with the regression coefficient of 0.301. This means that if the perceived control behavior increased by 1 unit, the purchasing intention would increase by 0.301

units with the assumption that the variable of attitude behavior (X1), subjective norm (X3), self-identity (X4), attitude behavior*self-identity (X5), and subjective norm*self-identity (X6) were under constant conditions.

- 5) Self-identity (Z) had a regression coefficient of -0.081. This variable had a negative influence on purchasing intention, with the regression coefficient of -0,081. This means that if the self-identity increased by 1 unit, the purchasing intention would decrease by -0.081 unit with the assumption that the variables of attitude variable (X1), subjective norm (X2) , perceived control behavior (X3), self-identity (X4), attitude*self-identity (X5), and subjective norm*self-identity (X6) were under constant conditions.
- 6) Attitude behavior*self-identity (X5) had a regression coefficient of 0.024. This variable has a positive influence on the purchasing intention, with the regression coefficient of 0.024. This means that if the variable of attitude*self-identity increased by 1 unit, the purchasing intention would increased by 0.024 units with the assumption that the variable of attitude (X1), subjective norm (X2), perceived control behavior (X3), self-identity (X4), and subjective norm*self-identity (X6), under constant conditions.
- 7) Subjective norm*self-identity (X6) had a regression coefficient of 0.036. This variable had a positive influence on the purchasing intention with the regression coefficient of 0.036. This means that if the variable of subjective norm* self-identity increased by 1 unit, the purchasing intention would increased by 0.036 units, with the assumption that the variable of attitude behavior (X1), subjective norm (X2) perceived control behavior (X3), self-

identity (X4), and attitude behavior* self-identity (X5) were under constant conditions.

4.5. Hypothesis testing

4.5.1 Simultaneous Regression Test (F-test)

Based on Table 4.13 it could be seen that value of F_{count} was 42.812 and the probability was 0.000. This indicated that sig F_{count} was less than 0.05. Because sig F_{count} was less than 0.05 ($0.000 < 0.05$), H_a was accepted and H_o was rejected. This showed that the attitude behavior (X1), subjective norm (X2), perceived control behavior (X3), self-Identity (X4), attitude behavior*self-identity (X5), and subjective norm*self-identity (X6) simultaneously had significant influence on purchasing intention on *halal* beef in Yogyakarta traditional market.

Based on Table 4.13, it could also be seen that the coefficient of determination ($adj.R^2$) was 0.697. This means that the purchasing intention was 69.7%. Therefore, it could be explained that the six independent variables consisted of attitude behavior (X1), subjective norm (X2), perceived behavioral control (X3), self-identity (X4), attitude behavior*self-identity (X5), and subjective norm * self-identity (X6) with the assumption of the remaining 30.3%, was influenced by other variables that was not included in the research model.

4.5.2 Partial Regression Test (t-test)

The comparison between sig t and a significance level was 5%. It could be become the basis in decision making whether the hypothesis was accepted or rejected. Table 4.13 summarized the results of research that showed the result of t_{count} . Based on the table, it showed that p value for each of the independent

variable had been recognized and could be used as the basis in a decision making by comparing it with the significance level of 5% (0.05).

1) Regression coefficient test of attitude behavior (X_1)

The result of the equation from the moderation regression showed that the value of t_{count} was 5.764 and the probability was 0.000 which was less than 0.05 ($0.000 < 0.05$). Therefore, H_0 was rejected and H_a was accepted. This means that the partial attitude variables had a significant influence on the purchasing intention. This showed that **the first hypothesis was proven.**

2) Regression coefficient test of subjective norm (X_2).

The result of the equation from the moderation regression showed that the value of t_{count} was 2.404 and the probability was 0.018 which was less than 0.05 ($0.018 < 0.05$). Therefore, H_0 was rejected and H_a was accepted. This means that the partial subjective norm variable had a significant positive influence on the purchasing intention. This showed that **the second hypothesis was proven.**

3) Regression coefficient test of perceived control behavior (X_3)

The result of the equation from the moderation regression showed that the value of t_{count} was 4.382 and the probability was 0.000 which was less than 0.05 ($0.000 < 0.05$) Therefore, H_0 was rejected and H_a was accepted. This means that the the partial perceived control behavior variable had a significant positive influence on the purchasing intention. This showed that **the third hypothesis was proven.**

4) Regression coefficient test of attitude behavior*self-identity (X_5)

The result of the equation from the moderation regression showed that the value of t_{count} was 1,996 and the probability was 0.049 which was less than 0.05 ($0.049 < 0.05$). Therefore, H_0 was rejected and H_a was accepted. This means that the partial variable of attitude behavior*self-Identity had a significant influence on the purchasing intention. This showed that **the fourth hypothesis was proven.**

5) Regression coefficient test of subjective norm*self-identity (X_6)

The result of the equation from the moderation regression showed that the value of t_{count} was 2.501 and the probability was 0.014 which was less than 0.05 ($0.014 < 0.05$). Therefore, H_0 was rejected and H_a was accepted. This means that the partial variable of Subjective norm*self-Identity had a significant influence on the purchasing intention. This showed that **the fifth hypothesis was proven.**

4.6. Discussion and Implication

4.6.1. The influence of attitude behavior toward purchasing intention

Attitude positively influenced the purchasing intention of *halal* beef in the Yogyakarta traditional market. This showed that the higher the attitude behavior, the higher the purchasing intentions. The result was consistent with the research done by Bonne, Blackler, Vermeir & Verbeke (2007). They concluded that the attitude behavior had a positive and significant effect on the purchasing intention of *halal* beef by immigrants in France.

According to Engel, Blackwell & Miniard (1993), attitude is a learned tendency because it leads to a performed behavior in form of deeds, actions, words, and emotions. Attitude behavior is defined as the cognitive view of social

psychologist that consist of 1) cognitive (knowledge), 2) affective (emotions and feelings) and 3) conative (action). Cognitive component is a component that is directly related to the knowledge, views and beliefs in relation to how people perceive the object of attitude. Affective component is a component that is directly related to the pleasure or displeasure of the good attitude object (happy) or bad attitude object (sad). Conative component is associated with a tendency to act against the attitude object. This component indicates the intensity of the attitude which indicates the size of a person's actions or behavior of the object of attitude (Engel, Blackwell & Miniard 1993).

The indicator "*Halal* beef is important for consumers" showed the lowest result. It should be a concern for beef merchant to sell *halal* beef, moreover *halal* label were not provide in traditional market product, it means that *halal* status were not guaranteed. Consumers still buy beef from traditional market even though it's a tough choice for them. As a Muslim, consuming *halal* food is an obligation based on Islamic law and belief that *halal* products are safe for their health. Consumer

4.6.2. The influence of subjective norm toward purchasing intention

Subjective norm positively influenced the purchasing intention to buy *halal* beef in Yogyakarta traditional market. This showed that the higher the subjective norm the higher the purchasing intentions. The Results of this research was not consistent with research done by Bonne, Vermeir, Blackler, & Verbeke (2007). It concluded that subjective norm had no significant impact on the purchasing intention of *halal* beef by immigrants in France.

Someone is motivated to comply with the instructions even if someone did not like the behavior. The instructions may be superior (e.g. parent or teacher) or peers (e.g. friends or classmates). The theory of reasoned action (Ajzen and Fishbein, 1980, p.302) and the theory of planned behavior (Ajzen, 1991) examined social influence as subjective norm on the desire to behave.

The analysis results of subjective norm showed that consumers had a high subjective norm. The motivation of consumers to buy beef in traditional markets was influenced by referent factors such as partners, family, friends, religious leaders, children and society. This was because consumers of *halal* beef were guaranteed health and religious Shari'a compliant. Therefore, referent group or social environments could influence the consumer decision to purchase *halal* beef. In addition the norms in the society would also form an image or a view about consuming *halal* beef better than non *halal* beef. Therefore, beef merchants or butcher in Yogyakarta traditional markets should be able to improve the product quality and offer *halal* beef to all its customers.

4.6.3. The influence of perceived control behavior toward purchasing intention

Perceived control behavior had a positive and significant effect on the purchasing intention of *halal* beef in Yogyakarta traditional market. This showed that the higher the perceived control behavior, the higher the purchasing intentions. This result was consistent with the research done by Bonner, Blackler, Vermeir & Verbeke (2007). They concluded that the perceived control behavior had a

positive and significant effect on the purchasing intention of *halal* beef by immigrants in France.

Control behavior can be defined as the perception whereas someone can did it easily or hardly to carry out a particular behavior. Perceived control behavior had shown that having an influence on the primary dependent variable such as desire and behavior in a variety of fields (Ajzen, 1991 as cited in Bonne, Vermeir, Blackler, & Verbeke, 2007).

Consumers gave the lowest ratings on the indicators about how easy it was to find *halal* beef in Yogyakarta. With none of *halal* label in the beef product in the traditional market, beef merchant should always provide the beef with good quality from the right procedure of slaughtering. It must be done according to the Islamic law. It is a responsibility for beef merchant to guarantee healthy and *halal* of the beef.

4.6.4. The Influence of Self-Identity toward Purchasing Intention

Self-identity negatively influenced the purchasing intention of *halal* beef in Yogyakarta traditional market. This showed that the higher the self-identity the higher the purchasing intention would decrease. Therefore, self-identity had the opposite relationship to purchasing intention. Self-identity could not influence the purchasing intention as a single variable, but self-identity was able to moderate the influence of attitude behavior and subjective norm, the positive finding of the hypothesis in this research showed this.

The negative relationship between self-identity and purchasing intention happened because *halal* consumption in Indonesia was considered as common

thing. Indonesia had the biggest muslims population amongst its citizen. The problem was *halal* logo was only granted for producers which were registered in the Indonesia Islamic Council (MUI). These producers come from middle-up class business, since the cost to register the business in MUI is expensive. In Indonesia the business was still dominated by middle-low class producers, who did not have halal label for their business. Every muslim consumer were surely aware to only consume halal product, but they could not avoid to buy product from mid-low class business, for example the food product from street vendor or traditional market.

There were two possibilities why Indonesian consumer still bought beef from traditional market. Firstly, consumers were motivated because people around them assume that the beef in the traditional market was halal because it was sold by muslim seller. Secondly the consumers were stuck with the condition in the market and it was impossible to make sure that product every time they bought was halal. The market condition limited the consumer to construct the self identity in order to fulfill the obligation as muslim. Therefore, self-identity did not have correlation with purchase intention. Even though they were Muslim, they may obtain beef or any kind of product from the seller that may not have halal logo.

4.6.5. The Influence of Attitude Behavior * Self-Identity toward Purchasing Intention

Attitude behavior*self-Identity positively influenced the purchasing intention of *halal* beef in Yogyakarta traditional market. This showed that the better the attitude and the higher the support of self-identity (religiosity), the

higher the purchasing intention. The result was consistent with the research done by Bonne, Blackler, Vermei, & Verbeke (2007). They concluded that the attitude behavior and self-identity had positive and significant effect on the purchasing intention of *halal* beef by immigrants in France.

Attitude leads to a performed behavior in form of deeds, actions, words, and emotions. The attitude of a person on *halal* products including beef will affect the behavior and the desire to buy *halal* beef. A positive attitude and high self-identity (religiosity) will increase the purchase intention of *halal* beef. Consumers realize that eating *halal* beef is important because according to his identity as a Muslim, it is an obligation to consume *halal* products and this is the consumers choice.

4.6.6. The Influence of Subjective Norm*Self-identity toward Purchasing Intention

Subjective norm*self-identity positively influenced the purchasing intention of *halal* beef in Yogyakarta traditional market. This showed that the higher the subjective norm which is supported by self-identity (religiosity), the higher the purchasing intention. The result of this research was not consistent with the research done by Bonne, Vermeir, Blackler, & Verbeke (2007). They concluded that subjective norm and self-identity did not have positive and significant effect on the purchasing intention of *halal* beef by immigrants in France.

Subjective norm is a belief that the other people (the referent) argued that he/she should perform certain behaviors and motivate them to follow that opinion.

Subjective norm as social factors indicate the perceived social pressure to perform or not perform behavior. The encouragement or motivation of another person or group of referents (partner, family, friends, religious leaders, children, and communities) which was supported by self-identity (religiosity) may increase the purchasing intention of *halal* beef. The purchasing intention are influence by presumption or advice from family or relation whose are muslim that asked us to buy halal beef for the consumption.