THE INFLUENCE OF MUSLIM CONSUMER'S PERCEPTION TOWARD HALAL FOOD PRODUCT ON ATTITUDE AND PURCHASE INTENTION AT RETAIL STORES

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ABSTRACT

The existence of halal food product which presented in the POP displays of halal product at retail stores become increasingly important for Muslim consumers, particularly Muslim consumers who living in a country where the majority of the population are not Muslim.

Consequently, the purpose of this research is to study and try to investigate and also clarify how Muslim consumer's perception toward the variables (safety, religious values, health and exclusivity) of halal food product which presented in the POP displays of halal product influence Muslim consumer's attitude toward halal food product. Furthermore how Muslim consumer's attitude toward halal food product which presented in the POP displays of halal product influences purchase intention of halal food product. In this study, the population of the research is the muslims consumer who live in France and come from different countries backgrounds. Which they normally purchase halal food products which is present in the point of purchase displays of halal products at retail stores, especially meat food products or processed food products derived from meat. The results obtained have shown that all the formulated hypothesis is proven to have positive and significant influence.

Keywords: *Muslim consumer's perception, Muslim consumer's attitude, point of purchase display of halal products, purchase intention.*

ABSTRAK

Keberadaan produk makanan halal yang disajikan dalam menampilkan POP produk halal di toko-toko ritel menjadi semakin penting bagi konsumen Muslim, terutama konsumen Muslim yang tinggal di negara di mana mayoritas penduduknya adalah bukan Muslim.

Tujuan dari penelitian ini adalah untuk mempelajari dan mencoba untuk menyelidiki dan juga menjelaskan bagaimana persepsi konsumen Muslim terhadap variabel (keamanan, nilai-nilai agama, kesehatan dan eksklusivitas) produk makanan halal yang disajikan dalam menampilkan POP sikap produk halal mempengaruhi konsumen Muslim terhadap produk makanan halal. Selanjutnya bagaimana sikap konsumen Muslim terhadap produk makanan halal yang disajikan dalam menampilkan POP produk halal mempengaruhi niat beli produk makanan halal. Dalam penelitian ini, populasi penelitian adalah konsumen muslim yang tinggal di Perancis dan berasal dari latar belakang negara yang berbeda, yang mereka biasanya membeli produk makanan halal yang hadir dalam pembelian produk halal di toko-toko ritel, produk makanan terutama daging atau produk makanan olahan yang berasal dari daging. Hasil yang diperoleh menunjukkan bahwa semua hipotesis yang dirumuskan terbukti memiliki pengaruh positif dan signifikan.

Kata kunci: *persepsi konsumen Muslim, sikap konsumen Muslim, pembelian produk halal, niat beli.*

1. BACKGROUND

As we know, the number of Muslims population in the world is more than 1.3 billion people, and trade in halal products is about 150 billion dollars (Egan, M. 2002). Futhermore, the number of Muslims population in the world became more than 1.6 billion people or 23,4% in 2010 (National Post, 2011). Many countries of South Asia, Southeast Asia, the Middle East, and Northern Africa have predominantly Muslim populations. Although only about 15% of India's population is Muslim, it is the second largest Muslim country in the world, after Indonesia. In many countries, halal product certification has become necessary for products to be imported by a country (Regenstein, J.M., et al. 2003).

Based on the above information, we know that the potential of the Islamic population is quite large in the world. Furthermore, on the other hand, the existence of Islamic religion to its adherents not only regulates the manner of worship but also manage all aspects of life including food law that may be eaten (halal) and should not be eaten (haram) by his followers. From here, it may be the question arises, why are Muslim consumers concerned about halal in the secularworld? (Regenstein, J.M., et al. 2003), one question that may exist in the minds of them. The answer of this question can be viewed from two perspectives, namely from the viewpoint of actors of the business world and Muslim consumers point of view. From the viewpoint of actors of the business world, since halal are important components of the food business. Most people, even in the food industry, arenot aware of the breadth of foods that are under religious supervision. This part provides background on the economic aspectsthat make it important for the food industry to have a better understanding of halal (Regenstein, J.M., et al. 2003).

Furthermore, from the point of view of consumers, especially Muslim consumers, concern about halal in the secular world or in a region or country that the majority of the population are not Muslims, then it is becoming increasingly important. Muslims around the world practice the religion of Islam. The practice of Islam includes observing dietary laws which come from Islamic teachings. Hence Muslims must remain concerned and consistent with halal food, wherever he or she is located. Whether he is in a region or country where the majority of the population is Muslim or otherwise he is in a community in which majority of the population are not Muslims.

This master memoire focus on Muslim consumer's perception toward halal food product which presented in the point of purchase (POP) displays of halal product on attitude and purchase intention at retail stores. A case study will be conducted on Muslim consumers who live in France and come from different countries background to obtain the response of previous research question which was formulated. We will try to know the responses of respondents through a questionnaire instrument which we have prepared previously, to know the influence of Muslim consumer's perception toward halal food product which presented in the point of purchase (POP) displays of halal product on attitude and purchase intention at retail stores.

We decided to study this topic, because of two interesting reasons. First, since the issue of the existence of halal food products which presented in the point of purchase (POP) displays of halal product at retail stores become increasingly important for a muslim living in a country where the majority of the population are not Muslims. Second, since in general, several small retail stores that exist in a country where the majority of the population are not muslims, do not give a special place or rack for displaying halal food products, especially meat product and processed food product from the meat. But several retail stores in a medium and large sized already provide a special shelf or called with the point of purchase displays of halal products, particularly for meat product or processed food products derivedfrom meat.

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2. RESEARCH OBJECTIVES

In this research, our research objective are to try to investigate and clarify how:

1. Muslim consumer's perception toward the variables (safety, religious values, health, and exclusivity) of halal food product which presented in the POP displays of halal product influence Muslim consumer's attitude toward halal food product.

2. Muslim consumer's attitude toward halal food product which presented in the POP displays of halal product influences purchase intention of halal food product.

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3. PROBLEM STATEMENT

Point of purchase displays or POP displays are the particularly designed materials for placement of certain product in retail stores. There are chances that a product which presented in the POP displays will be able to attract the eyes of the customer once they are predominantly present and make interaction with the product which presented in the POP displays (Custom POP Displays, 2010).

The existence of halal food product which presented in the POP displays of halal product at retail stores become increasingly important for Muslim consumers, particularly Muslim consumers who living in a country where the majority of the population are not Muslim. But not a lot of retail stores which have provideda special shelf or called with the point of purchase displays of halal products, particularly for meatfood products or processed food products derived from meat. Several retail stores in a medium and large sized already provided a special shelf or POP displays of halal products. But in general, several small retail stores that exist in a country where the majority of the population are not muslims as France, do not give a special place or rack for displaying halal food products, especially meat food products and processed food products derived from meat.

While at the other hand, the potential of Muslim consumers in the French market is quite large, because the Muslim population of France is the largest among the EU countries. If the Muslim consumer market share is so large is treated with a really, then the result is not only beneficial to Muslim consumers themselves, but also a tremendous business potential for the actors of the business world. In one side for retailing stores, the existence of the halal food product which presented in the POP displays at retail stores are increasingly important as a means of communicating product imagery for the halal's product category. And in another side for Muslim consumers, it is also important as a means of faciliting muslim comsumers to get and founding the halal's product category they want to be consumed, especially when the most of muslim consumers want the companies to assist them in distinguishing categories of products they want, which is between halal and non halal products. So that the positive perception of Muslim consumers toward the existance of halal food product which presented in the POP displays of halal product in this condition will lead to the positive attitude of Muslim consumers toward the existence of halal food product which presented in the POP displays of halal products at retail stores. Subsequently, in turn the positive attitude of the Muslim consumerswill help to facilitate them in making purchase intention on the items they want quickly.

4. RESEARCH QUESTION

Based on the background of the above problems and to facilitate the discussion of the problem, it is necessary to formulate the key points of the problem as follows:

1. Is the positive perception of Muslim consumers toward the existence of halal food product which presented in the POP displays of halal product in this condition will lead to the positive attitude of Muslim consumers toward halal food product which presented in the POP displays of halal products at retail stores?

2. Subsequently, is the positive attitude of the Muslim consumers toward halal food product which presented in the POP displays of halal products also will lead their purchase intention toward halal food product which presented in the POP displays of halal products?

5. SCOPE OF STUDY

Scope of this study focuses onthe influenceof Muslim consumer's perception toward halal product which presented in the point of purchase (POP) displays of halal products on attitudes and purchase intentions of Muslim Consumers toward halal product which presented in the POP displays of halal product at retail stores, can be explained as follow: first, Muslim consumer's perception towards halal product which presented in the POP displays of halal product consist of five independence variables, namely: Muslim consumer's perception toward safety of halal product, religious values of halal product, health of halal product and exclusivity of halal product which presented in the POP displays of halal product.

Second, we will examine the influence of each independent variable on Muslim consumer's attitude toward halal product which presented in the POP

displays of halal product. Ultimately we will also examine Muslim consumer's attitudes toward halal product which presented in the POP displays of halal product on purchase intention of Muslim consumers toward halal product which presentsd in the POP

displays of halal product. This study wasconducted by taking a case study on Muslim consumers who living in France and come from different countries background.

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6. THE CONCEPT OF HALAL PRODUCTS

Halal Product

Most Muslims refer in the discussion of what is allowed and not allowed (or for that matter, good or bad) to the concepts of halal (Waarden, Frans, van., and Dalen, Robin, van, 2010).The word halal has become quite common things in the Western food industry in the past 2 decades, mainly due to the export of food products to the Middle East and Southeast Asia. The meaning of this Arabic word, "permitted" or "lawful," is very clear. Nevertheless, its practical interpretation may varies it and depends among food importing countries, as does its under-standing by companies that produce food (Riaz, Mian, N., and Chaudry, Muhammad, M, (2004). The opposite term of halal is haram, it means forbidden. This dichotomy of opposites is used by most Muslims in deciding whether something is according to Islam or not, and therefore is used in many aspects of life of Muslim (Waarden, Frans, van., Dalen, Robin, van, 2010). Muslims in the world avoid food and beverages that are haram, meaning not permitted.

Knowledge of the halal food laws is important to the Muslim populations who observe these laws and to food companies that wish to market to these populations and to interested consumers who do not observe these laws. Halal laws are derived from the Holy Qur'an and the Hadith, the traditions of the prophet Muhammad (Regenstein, J.M., et al. 2003).

The halal food laws applicable, determining which foods are "lawful" or permitted for Muslims. These laws are found in the Holy Quran and in the Sunna, the practice of the Prophet Muhammad, as recorded in the books of Hadith, the traditions. Islamic law is referred to as Shari'ah and has been interpreted by Muslim scholars over the years. Besides the 2 basic sources of Islamic law, Holy Quran and the Sunna, 2 other sources of jurisprudence are used in determining the permissibility of food, when a contemporary situa-tionis not explicitly covered by the first 2 basic sources. The first is Ijma, meaning a consensus of legal opinion. The second is Qiyas, meaning reasoning by analogy. In the latter case, the process of Ijtihad, or exerting oneself fully to derive and answer to the problem, is used (Regenstein, J.M., et al. 2003).

To its adherents, Islam is seen as the complete and comprehensive religion who providing an exact answer to all question of spiritual and practical for someone who wants to learn the teachings of this religion. The Holy Quran is the holy book that becomes source of knowledge, while the Sunah serves as the concept and quidelines, which have been used by Muslim since the glorious years of Prophet Muhammad S.A.W (Yusoff, Mohd, Effandi., and Shamsuddin, Ahmad, Sharifuddin, 2003).

The Emergence of Point of Purchase Displays of Halal Products

The emergence of point of purchase displays of halal products in several retail stores in mid and large level, it indicates and shows that the issue of the existence of halal food products in a retail stores become increasingly important for a muslim or Muslim consumers, particularly Muslim consumers who living in a country where the majority of the popula-tion are not Muslims. Because in general, several small retail stores that exist in a country where the majority of the population are not muslims, do not give a special place or rack for displaying halal food products, especially meat and processed foods from the meat. But several retail stores in a medium and large sized already provide a special shelf or called with the point of purchase displays of halal products, especially for meat product or processed food products derived from meat.

Halal meat product that safe, clean, healthy and fulfilling religious values and free from contamina-tion with non-halal meat product which presented in the POP displays of halal product, is becoming the importance issue among consumers while making purchase decisions and could have an effect on future consumption levels (Radam, Alias, et al, 2010) both in the muslim countries or in the country with the majority of the population is not Muslim.

The existence of halal product which presented in the POP displays at retail stores, particularly retail stores in the level of mid and large can help to facilitate the Muslim consumers in finding halal food productsas they want, especially meat product and processed meat products at retail stores are also becoming

increasingly important. Muslim consumers need safety and comfort in their hearts for all the food they buy at retail stores for their daily consumption.

Indeed the existence of halal products which presented in the point of purchase displays of halal products at retail stores have a beneficial impact both at retail stores themselves, and especially for Muslim consumers. In one side for retailing stores, the existence of the halal product which presented in the POP displays of halal product is increasingly important as a means of communicating product imagery for the halal's product category. And in another side for Muslim consumers, it is also important as a means of faciliting muslim comsumers to get and finding the halal's product category they want to be consumed,

especially when the most of muslim consumers want the companies to assist them in distinguishing categories of products they want, which is between halal and non halal products. So this service will help to facilitate them in making purchasing decisions on the items they want quickly.

So, for a muslim, the existence of halal product which presented in the POP displays of halal product separately with non-halal products for food and beverages, especially meat product or processed food products derived from meat at retail stores to be very important. Especially if the muslims are in a region or country that the majority of the population are not muslims.

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7.   POINT OF PURCHASE DISPLAYS

Understanding to Point of Purchase (POP) Displays

POP promotions are very effective media because it is used in the store that most consumers are making purchasing decisions.POP displays refers to the location in which a transaction takes place. POP displays on the other hand refers to a specialized kind of sales promotion. They can also be used for promoting special events, such as seasonal or holiday sales. POP displays may include some forms, such as: shelf edging, display packs, dummy packs, display stands, posters, mobiles, as well as banners (Custom POP Displays, 2010).

Display of products sold in retail stores is one important activity in retailing. Especially in modern retail business that has created the concept of self-service for its customers, such as mini markets, supermarkets, and hypermarkets. The concept of a good display of products in a retail store will support business success. Why this is so, because this concept on one side of the retail business will be reflected in supporting the level of store sales, and on the other side will also help consumers find the items they want quickly.

Displays product basically a part of the promotion which is often called the silent salesman. Although the product displays are known as a silent salesperson, but the existence of display products that are already arranged and designed by the store management to display and place the specific type of product, it could be a means to provide certain perception of a product to consumers of the such retail stores.

Aware of the unique needs that exist in every consumer expectations and desired by consumers, so in designing POP displays will also consider the needs of the consumer's desired. POP display is a means to present a product in which it is durable and high-performance, they can capture the attention of customers directly from the consumer (Custom POP Displays, 2010). No matter what products are presented in POP displays, POP displays can do wonders for consumers in helping them to find the products they want. POP displays are the materials used in retail stores and other locations for brand promotion and sales. They are commonly used to launch a new product. These displays are very unique and customer oriented or customer that they attract the attention of customers quickly and pulled them so that they will buy the product presented in the POP displays (POP Displays Custom, 2010).

The Purpose of POP Displays

Actually the purpose of point of purchase (POP) display is to create a product from a business owner to use it appear more professional and attract the eyes of customers or consumers. In the end, consumers are becoming interested, then go and buy the items presented in the display. They are integral components of successful marketing, but remains invisible to the average consumer. Customers or consumers often think about a particular product but often they are also attracted to the one shown in a much more prominent. Point of purchase (POP) displays will attract consumers to one product over another, or give the appearance of the shops are better organized and clean (Thomas Net, 2012). These displays are set for the

purpose of attracting the attention of customers for certain products, which may be new products, or products that are available on special offer or special meaning to certain consumer segments (Custom POP Displays, 2010).

POP Displays of Halal Food Product

However, the use of the POP will be according to the targeted certain consumer. So we can say that these displays vary according to its targeted certain custo-meras desired by the business owner (Custom POP Displays, 2010). For Muslim customers, the existence of POP displays in retail stores for Muslim consumers are also very beneficial. Especially POP displays of halal products. Because its existence is very helpful in attracting their attention quickly to buy halal food products, especially meat food products and proces-sed food products derived from meat.

Based on the notion of POP displays, as mentioned above, we can conclude that what is meant by POP displays of halal products are the materials used in stores and other retails locations to display or place halal products, particularly for meat food products or other processed food products derived from meat which is placed separately to prevent the halal products will be mixed or contaminated with other products that are non-halal with the purpose for the brand promotion and sales and to facilitate Muslim consumers in obtaining the items they want quickly and easily.

Irrespective of what type of POP displays used by the management of retail stores, essentially the provision of the point of purchase displays of halal products becomes an important marketing tool for retail stores with a purpose other than to target muslim consumers in the context to increase sales from retail stores, also to assist in facilitating and directing muslim consu-mers to get halal food products they want.

The efforts of the management of retail stores in applying smart graphics and design at the point of purchase displays of halal products, not only will attract muslim customers or muslim consumers to obtain halal products, but also increasingly convince them to buy halal products. POP displays of halal products is also a great way to promote recognition of halal products and highlights the unique features of that halal food products.

Once more for the Muslim consumers, the existence of the means that can split halal food products, especially meat products and processed food products derived from meat at retail stores are very important. Because it can separate strictly and a real between the halal products in which Muslim consumers can buy and eat it, and non-halal products in which Muslim consumers would not buy and eat it or avoid it. Furthermore, this separation will also avoid the possi-bility of the wrong choice in buying halal products because of less rigorous in the purchase of halal products carried out by Muslim consumers.

As an illustration, in the Illinois Compiled Statutes (ILCS) number 410 ILCS 637/15 about the Halal Food Act, number of important provisions that need to be considered by management in the retail stores to sell meat products and processed food products derived from meat, which the act stated that Other offenses concerning halal food. It is a Class B misde-meanor for any person to display for sale, in the same show window or other location on or in his or her place of business, both unpackaged food represented to be halal and unpackaged non-halal food unless he or she: "i) displays over the halal and non-halal food signs that read, in clearly visible block letters, "halal food" and "non-halal food", respectively, or, as to the display of meat alone, "halal meat" and "non-halal meat", respectively; ii) separates the halal food products from the non-halal food products by keeping the products in separate display cabinets, or by segregating halal items from non- halal items by use of clearly visible dividers; andslices or otherwise prepares the halal food products for sale with utensils used solely for halal food items" (Illionis General Assembly, 2012).

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8.   BEHAVIOR THEORY

The Theory of Planned Behaviour (TPB)

This study uses the theory of planned behavior (Ajzen, 1991), in which the theory is an extension of the Theory of Reasoned Action (Azjen and Fishbein, 1980), and is a model that is widely used and supported by researchers who studied the attitudes and behavior to predict the behavior consumers (Lodorfos, George, N., et al, 2006). The use of this TPB theory as a theory of the basic foundation to support the relationship between the concept of Muslim consumer's perception toward halal product which presented in the POP displays of halal product on attitudes and purchase intentions of Muslim consumer toward halal product which presented in the POP display at retail stores.

Azis, Yuhanis, Abdul (2012) argued that according to the TPB, "there are three major and important components that influence human behavior to behave. The components include: attitude, subjective norm and behavioral control. These components provide a guideline to predict human social behavior". Futher, Lodorfos, George, N., et al, (2006) also stated that "Conceptualization of TPB presented by Ajzen imply a causal relationship between these four things, namely: beliefs, attitudes, intentions and behavior".

The Context of Studies on the Purchase of Halal Products

In the context of studies on the purchase of halal products, Ajzen (1991)estimated that humans behave according to the predicted framework.In addition, TPB framework helps to explain that the individual human belief or perception is determined or influen-ced by his or her individual expectations for behavior. The most appropriate components of the TPB are attitudes on behavior. Furthermore, the attitude toward the behavior that comes from a collective behavioural belief such as the belief that halal meat product could lead to a favorable attitude, for example, a Muslim man has intention to buy halal meat product which presented in the point of purchase displays halal product (Azis, Yuhanis, Abdul (2012).

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9.   MUSLIM CONSUMER'S PERCEPTION

Perception

Sheth, Jagdish, N et al, (1999, p.298.) said, what matters is the customer's perception of a product or brand. They defined perception as follows, "perception is the process by which an individual selects, organizes, and interprets the information he or she receives from the environment". Further, they also said that "marketers want to understand the sources of customer perception and to influence them as they want".

From the definition of perception given by Sheth, Jagdish, N et al, (1999, p.298.),they give examples, "cereal use darker colors to make them look more masculine. Musilex uses a very definite color scheme to create this perception. Similarly, mouthwash is colored green or blue to connote a clean, fresh feeling. One brand, Plax, makes its mouthwash red to distinguish itself from competing brands but also to create the perception that it is medicinal and therefore more effective".

Through some of the examples which described above, shows that the process of perception in the context of consumer behavior is very important. Sheth, Jagdish, N et al, (1999, p.298.) also said that the perceptual process consists of three steps:

1. "**Sensation**- attending to an object or an event in the environment with one or more of the five senses: seeing,hearing, smelling, touching, and tasting. Examples include the sensation of an aircraft taking off or feeling the texture and taste of hot, juicy hamburger at a particular restaurant. The object or event in the environmentis technically called stimulus.

2. **Organization** - categorizing by matching the sensed stimulus with similar object categories in one's memory. In the examples of eating a hamburger, organization occurs as the consumer identifies all the ingredients and classifies it as a specific type similar to or different from the ones he or she has eaten before.

3. **Interpretation** - attaching meaning to the stimulus, forming a "ruling" as to whether it is an object you like, and of what value it would be to you, the perceiver. In the hamburger example, interpretation occurs when the consumer judges whether the hamburger tastes good and whether he or she like it more or less than those eaten before".

Sheth, Jagdish, N et al, (1999, p.300.) Return to explain that the perception is not just a matter of objectivelyabsorbing stimuli present in the environment. Conversely, there are three factors shape the perception of customers:"i) Stimulus

characteristics - the nature of information from the environment (objects, brands, stores, marketers, friends, government, and so forth), ii) Context - the setting in which information is received; this includes social, cultural, and organizational context, iii) Customer characteristics - Personal knowledge and experiences, including the customer's expertise on the relevant topic and prior experience with similar stimuli".

Perception of Muslim Consumers

It is possible that the perception of stimuli will vary among customers.Sheth, Jagdish, N et al, (1999, p.300.). Perception ofa muslim consumer toward halal product which presented in the POP displays of halal product, may also be different with perception of a non-muslim consumers toward halal product which presented in the POP displays of halal product.

As Muslim consumers may know, the handling of halal food products in retail stores is very important for Muslim consumers. Especially for meat products and processed products derived from meat. The core of the handling of halal products in retail stores is how halal products separated from non-halal products. To implement these objectives, the management of retail stores have to make special displays known as the point of purchase displays (POP displays) of halal product. Through the management of the halal products handling like this, then the existence of halal product which presented in POP displays of halal product have numerous advantages, namely: to avoid contamination with non-halal products, avoiding mistakes in purchases made by Muslim consumers, ensuring that operation of the handling of halal product remain appropriate with what expected by the Muslim consumers (Bruil, R.R, 2010).

The changes that occurred in consumer preferences and consumer shopping behavior, this indicates that economic factors such as price and income are no longer the only guide for consumers (Radam, Alias., et al, 2010), security issues, religious values, health and exclusivity of halal food products have become an important factors in determining food consumption of Muslim consumers. In addition, factors that are most important and essential for a Muslim to consume a food is a factor of halal food. Halal in terms of the material sources and also halal in terms of the processes.

Researchers around the world have devoted a lot of times, effort and mind to identify the effects of safety, nutrition, taste and price on food consumption and marketing and to examine the relationship between consumer characteristics and food consumption (Radam, Alias, et al, 2010). Muslim consumers also has its own characteristics in consuming their daily food, which is certainly different from the consumers who are not Muslims.

Muslim Consumer's Perception towards Safety of Halal Food Product

The concerns of the consumer about food safety for consumption, this makes the safety factor in halal logistics operations become increasingly urgent. A number of studies conducted by researchers in the field of food security, mainly because of the negative issues and bacteria such as "mad cow disease and salmonella bacteria content in foods". Although consumer perception of food safety now more secure when compared to the past, but the consumer perception that happens sometimes is the opposite (Snijder, van Kapen, 2002).

If we think, most consumers can not rely directly for measuring food security risks by themselves. Therefore, the actual issue of safe food products is an issue about trust problem. Currently, consumers (in this case also included a Muslim consumers) have to depend on a number of parties, such as: partisanship of the government through a number of regulations or legislation that regulates the safety of food products sold in the market, the official institution having authority to supervise and provide protection for the food safety that will be consumed by the consumer, in addition is no less important is the integrity of the food industry itself to the security of food products they produce and they sell into the market (Kennedy (1988).

Muslim Consumer's Perception toward Religious Values of Halal Food Product

As mentioned by Mak, Athena, H.N, et al, 2011, Culture and religion has long been considered a major factor in the selection and consumption of food in general. Background of religious values is also considered a major factor that is important from a consumer to select and consume their food (Khan, 1981).

Commitment to religious values have been found to be the main predictor of the individual in selecting and determining the evaluation criteria and shopping behavior of consumers at certain retail stores that they want (Swimberghe, Krist et al (2009).

Muslim Consumer's Perception towards Health of Halal Food Product

In the life of a Muslim, has a principle of health conscious in their eating habits after prioritizing halal principles, the principle of life is an act relating to food consumption in accordance with Islam. Speaking about the health of halal food is talked about in both sanitary environment agriculture and manufacturing industry of halal food, particularly meat products and processed products derived from meat. An increase in awareness of the health of halal food products among Muslim consumers has encouraged Muslims consumers demand not only read the label but insisted on knowing the source of their food. They want to know what animals eat and how they live, the kind of air they breathe and what, if anything is

injected into their bodies. On the other side of halal is haram (not allowed). The most commonly known of theharam electrodes is alcohol and pork (and products), both of which cause health problems (This is supported by scientific data). In the teachings of Islam has ordered Muslims to treat our bodies also have rights over us and our bodies will testify against us on Judgment Day for every injustice that we may have caused it during our lives (Maffei, Yvonne, 2010). She also said that "Islam also has the view that treating our bodies with healthy foods free of harmful substances - pesticides, toxins, pollution, dirt, etc. - not just the value desired by the Muslims, it is desired by all human beings in this universe. This method should be viewed as shared needs, wants and rights along with, and that means everyone can benefit from consuming halal foods and avoid what does not (Ibid, 2010).

Muslim Consumer's Perception towards Exclusivity of Halal Food Product

The perception of the Muslim consumer about the segregationof halal poduct from non-halal product in the supermarket has important meaning for Muslim consumer before he or she bought halal products, particularly meat food products or processed food products derived from meat at retail stores.Bruil, R.R, (2010) stated that "the core of halal logisticsis the physical segregation of halal product from non-halal product, based on: avoidance of cross- contamination, avoidance of mistakes, and Ensuring perception of the

Muslim consumer that operations are consistent with the expectations of the Muslim consumer". The physical segregation of halal product in this context, including the segregation of the existance of halal meat product which is presented in the POP displays of halal product with non-halal meat product at retail stores.

The existence and roles of an attractive product of POP displays will facilitate and drive the views of consumers or customers on the items they are looking for. In addition, the existence of an attractive of POP displays at retail stores can also be intended as a means to display or place the a product that has the nature/special meaning for some of the consumer or certain customer, for example halal products, in order to the such products are not mixed with other similar products, but not part of product desired by the certain consumer in the market for personal reasons.

The provision of a special display for a particular product and for a special party of consumers, namely the Muslim consumers in retail stores by the management of retail stores also have a special purpose. The existence of POP displays of halal product that are already arranged and designed by the management of retail stores to display and place the specific type of a product, in one side it could be a means to drive the views of muslim consumers or customers on the items they are looking for, namely halal products. It also help Muslim consumers decide what they choose, buy and eat, also what toavoid among the foods already present in the marketplace (Riaz, Mian, N., Chaudry, Muhammad, M, (2004). Then on the other side, it also to further provide certain perception of the muslim consumer, that the status of halal products are placed on special displays of halal products provided by the management of retail stores, can be accounted for.

Through the special displays of halal products that are available at retail stores, retail store management intends to prevent the the existence of halal products (products desired by consumers muslims) which includes meat food products and processed meat food products derived from meat, are not mixed with products that are not halal (the product is not desired by consumers muslims for reasons from his belief).

10. ATTITUDE AND PURCHASE INTENTION TOWARD HALAL FOOD PRODUCT

Attitude

To completely understand the importance of attitude, Sheth, Jagdish, N et al, (1999, p.388.) reviewed a classic definition of attitude, offered by psychologist Gordon Alport: "Attitude are learned predispositions to respond to an object or class of object in a consistently favorable or unfavorable way". Futher, Sheth, Jagdish, N et al, (1999, p.388.) also explained that this definition has some implication: "i) Attitude are learned. That is, they get formed on the basis of some experience with or information about object, ii) Attitude are predispositions. As such they reside in the mind, iii) Attitude cause consistent response. They precede and produce behavior".

A person's attitude is determined by his/her perception about the expected consequences of performing the behavior and the assessment of those consequences (Ajzen & Fishbein, 1980). Therefore, attitude can be used to predict behavior. Thus, for example, if we know that your attitude toward a candidate in some election is positive, then we could predict that you are likely to vote for the canditade. Or if you have a positive attitude toward saving the environment, then we could predict that you are likely to engage in recycling and buying environmentally friendly products. Therefore, marketers are likely to use attitude measures before launching new products. For example, if you show favorable attitude toward a new product concept, then marketer predict that when new product is made available, you are likely to buy it (Sheth, Jagdish, N et al, 1999, p.389.).

Consumer attitudes consist of three components that are cognition, affect and conation according to Du Plessis and Rousseau (2007: 194-197). Thus, there are three dimensions that underlying the global attitudes as identified by psychologists. They are the knowledge, feelings, and actions. This can be explained as follows: knowledge in terms when someone holds an attitude about the object or class of objects, basically it's based on knowledge or belief about the such class of object. Then, the feeling in terms that someone feels some positive or negative emotions toward an object or class of object. Further, action in terms that someone wants to act in a certain way towards an object or class of object (Sheth, Jagdish, N et al, 1999, p.389.).

Muslim Consumer's Attitude towards Halal Food Product

Attitudes can be used as indicators to predict a person's behavior. Furthermore, there are several examples relating to the relationship between attitudes to behavior, if someone knows that a person's attitude toward a presidential candidate in an election to elect a president is positive, then we can predict that someone is likely to choose the presidential candidate. Or if someone has a positive attitude toward act a certain product, for example, halal product which presented in the POP displays of halal productat retail stores, then we can predict that someone is likely to have the purchase intention toward halal products which presented in the POP displays of halal product (Sheth, Jagdish, N., et al, (1999).

Purchase Intention toward Halal Food Products

The use of subjective norm in the study, it is intended to measure social influences on individual behavior, for example a Muslim consumers (Ha, C.L, 1998). Indeed, the opinion that comes from family, friends or someone who presented could affect individual attitudes, intentions (for example, consumers' purchasing intentions) and behavior, such as consumer buying behavior (Ajzen and Fishbein, 1980).

Behavioral intentions of Muslim consumers in purchasing halal product at POP displays of halal productis an important consequence of the existence of the POP displays of halal product provided by the management of retail stores.Potential Muslim consumers (both first time or repeat) can be influenced bythe existence of the POP displays of halal product. In this context, knowledge of Muslim consumers to the existence of halal product which presented in the POP displays of halal products could influence consumer attitudes toward halal product which presented in the POP displays of halal product and purchase intentions of halal product at retail stores.

11. RESEARCH METHODOLOGY

Research Design

The general purpose of the study was to test and identifies the influence of Muslim consumer's perception toward halal products which is present in the point of purchase displays of halal products on the attitudes and purchase intentions at retail stores in France. The design of this research is survey research, research that uses a lot of variables. This study is a quantitative study with explanative research level. Cooper and Emory (1995.133) stated that the explanative study used to test the hypothesis and then explain the relationship and the causal influence of these variables.

Population

In this study, the population of the research is the muslims consumer who is living in France and come from different countries backgrounds. Which they normally purchase halal food products which is present in the point of purchase displays of halal products at retail stores, especially meat food products or processed food products derived from meat.

Research Sample

To determine the size of the number of samples used in this study, the authors use the guidelines as follows: The sample should have more observations than variables, the absolute size of the sample is at least 50 observations, doing the hard work to maximize the number of observations, with the desired ratio of 5 times the number of observations per variable (Hair, Joseph, F; Black, William, C; 2010). Based on the determination of the number of reference samples, the number of samples to be used by the author in this study were more than 100 respondents.

Sampling Techniques

Most researchers are bounded by time, money and workforce and because of these limitations, it is almost impossible to randomly sample the entire population and it is often necessary to employ another sampling technique, the non-probability sampling technique (Castillo, Joan, Joseph, 2009).

In contrast with probability sampling, non-probability sample is not a product of a randomized selection processes. Subjects in a non-probability sample are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher (Ibid, 2009).

Based on a number of limitations which is owned by the researcher and the reasons mentioned above, the sampling technique we used in this study are non-probability sampling techniques. Castillo, Joan, Joseph, (2009) states that non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Meanwhile the type of non-random sampling we choose is the type of convenience sampling. Convenience sampling is probably the most common of all sampling techniques. With convenience sampling, the samples are selected because they are accessible to the researcher. Subjects are chosen simply because they are easy to recruit. This technique is considered easiest, cheapest and least time consuming (Ibid, 2009).

The Research Variables Included Variables Classification, Identification of Research Variables and Operational Definition of Research Variables

Variables Classification

Based on the hypothesis that is available, the classification of the research variables can be seen in Table 3.1 below.

Table 1 : The Variables Classification

Hypothesis	Exogenous variable/Independent Variable	Endogenous Variable	
		Intervening Variable	**Dependent Variable**
H1a	Safety of Halal Food Product	Attitude toward Halal Food Productin its POP Displays	—
H1b	Religious Values of Halal Food Product	Attitude toward Halal Food Productin its POP Displays	—
H1c	Health of Halal Food Product	Attitude toward Halal Food Productin its POP Displays	—

H1d	Exclusivity of Halal Food Product	Attitude toward Halal Food Productin its POP Displays	—
H2	—	Attitude toward Halal Food Product in its POP Displays	Purchase Intention of Halal Food Product

Source: Results of processing by researcher, based on the conceptual data 2012

Identification of Research Variables

Safety of Halal Food Product

Muslim consumer's perception toward safety of halal product is measured by safety of halal products which is present in the POP displays of halal product in terms of sources and processesand is expected to has a significant and positive influence on Muslim consumer's attitude toward halal product which is present in the POP displays of halal product. Each item is framed as a statement of disagree/ agree.

Religious Values of Halal Food Product

Muslim consumer's perception toward religious values of halal product is measured by the preferences of family members toward halal meat product, the tendency to choose halal meat product wherever he or she is, and how the halal meat product is in harmony to the religious values which are believed and is expected to has a significant and positive influence on Muslim consumer's attitude toward halal product which is present in the POP displays of halal product. Each item is framed as a statement of disagree / agree.

Health of Halal Food Product

Based on previous studies (Verbeke, Wim; 2004) a set of four items used to measure each variable of this construction. As in the case with all multi-item measures, each item is framed as a statement of disagree/agree. Muslim consumer's perception toward health of halal product is measured by four itemsand is expected to has a significant and positive influence on Muslim consumer's attitude toward halal product which is present in the POP displays of halal product.

Exclusivity of Halal Food Product

Speaking on Halal Logistics, it is extremely important that the placement of halal products should be separated from non-halal products. Efforts are carried in order to avoid direct contact with haram products, addressing the risks of contamination and ensure that the operation of halal products in accordance with the consumer's perception of Muslims (Tieman, Marco, 2011). Basically, halal has particular implications with storage, transportation, handling, and presentation of halal products at point of purchase displays of halal product before consumption by Muslim consumers (Building Logistic Bloks, 2011).

Muslim consumer's perception toward exclusivity of halal product which is present in the POP displays of halal product is measured by how halal meat product must be treated exclusively and its existence must be segregated from non-halal products, then its segregation could avoid mistakes in purchases made by Muslim consumers, avoid direct contact with haram product, address the risks of contamination, as well as ensuring the perception of the Muslim consumer that operations of halal products are consistent with their expectations and is expected to has a significant and positive influence on Muslim consumer's attitude toward halal product which is present in the POP displays of halal product. Each item is framed as a statement of disagree / agree.

Attitude toward Halal Food Product Which is Present in the POP Displays of Halal Product

Muslim consumer's attitude toward halal product which is present in the POP displays of halal product is measured by how they like and how the product appeals, bring comfort and satisfaction for them and is expected to be highly influenced by Muslim consumer's perception toward safety of halal product, Muslim consumer's perception toward religious values of halal product, Muslim consumer's perception toward health of halal product, and Muslim consumer's perception toward exclusivity of halal product. Each item is framed as a statement of disagree / agree.

Purchase Intention toward Halal Food Product Which is Present in the POP Displays of Halal Products

Purchase intention of halal product at POP displays of halal product is measured by the Muslim consumer's belief to buy halal product which is present in the POP of halal product at retail stores and is expected to be highly influenced by Muslim consumer's attitude toward halal product which presented in the POP displays of halal product. Each item is framed as a statement of disagree / agree.

Operational Definitions of Research Variables

The operational of research variables shows the questions which is posed and the indicators that show what problems are addressed by each variable. The following are description of the operational variables of the study.

Table 2 The Operational Research Variables

Variable Question	Definition	Indicator	Type of Measurement
1	2	3	4
Muslim consumer's perception toward Safety of halal food product	A process in which an individual (Muslim consumers) choose, organize and interpret information about halal food product which presented in POP displays of halal products have a safety aspect, from the side of source or process (Sheth, Jagdish, N, 1999., Radam, Alias, et al, 2010)	1. I believe that halal food product is safe in terms of the source.	Seven-point Likert scales (1-7)
		2. I believe that halal food product is safe in terms of the process (slaughtered according to Muslim ritual).	Seven-point Likert scales (1-7)
		3. I believe that halal food product is safe from animal diseases.	Seven-point Likert scales (1-7)
		4. I believe that halal food product has low possibility to be contaminated from the physical, chemical, and biological contamination.	Seven-point Likert scales (1-7)
		5. I believe that halal food product is guaranteed with a halal certificate and is under the control of the France halal authority institution.	Seven-point Likert scales (1-7)
Muslim consumer's perception toward religious values of halal food product	A process in which an individual (Muslim consumers) choose, organize and interpret information about halal food product which presented in POP displays of halal products have aspects of religious values (Sheth, Jagdish, N, 1999., Shaharudin, Mohd Rizaimy, et al, 2010)., (Swimberghe, Krist et al (2009)., (Khan,1981).	1. My family members prefer halal food product which presented in the point of purchase displays of halal products.	Seven-point Likert scales (1-7)
		2. I am more likely to choose halal food product anywhere I go to get a meal.	Seven-point Likert scales (1-7)
		3. Halal food product is in harmony with my religious values.	Seven-point Likert scales (1-7)
Muslim consumer's perception toward health of halal food product	A process in which an individual (Muslim consumers) choose, organize and interpret information about halal food product which presented in POP displays of halal products have the health aspect (Sheth, Jagdish, N, 1999., Verbeke, Wim; 2004)	1. Halal food product is likely to have a beneficial impact on my personal health.	Seven-point Likert scales (1-7)
		2. I experience halal food product as being part of a natural way of living.	Seven-point Likert scales (1-7)
		3. Halal food product allows me to take my personal health in my own hands.	Seven-point Likert scales (1-7)
		4. Halal food product is a convenient way of meeting the recommended daily intakes.	Seven-point Likert scales (1-7)

1	2	3	4
Muslim consumer's perception toward exclusivity of halal food product	A process in which an individual (Muslim consumers) choose, organize and interpret information about halal food product which presented in POP displays of halal product is the exclusive product. So that halal food product requires a segregation from non-halal products. Efforts of segregation are carried in order to avoid direct contact with haram products, addressing the risks of contamination and ensure that the operation of halal products in accordance with the Muslim consumer's perception (Sheth, Jagdish, N, 1999., Tieman, Marco, 2011).	1. Halal food product at retail stores must obtain an exclusive treatment and its existence must be segregated from non- halal products.	Seven-point Likert scales (1-7)
		2. The segregation of halal food product from non-halal food product at retail stores could avoid mistakes in purchases made by Muslim consumers.	Seven-point Likert scales (1-7)
		3. The segregation of halal food product from non-halal food product at retail stores could avoid direct contact with haram products.	Seven-point Likert scales (1-7)
		4. The segregation of halal food product from non-halal food product at retail stores could overcome the risks of contamination.	Seven-point Likert scales (1-7)
		5. The segregation of halal food product from non-halal food products at retail stores could ensure the perception of the Muslim consumer that expectations of halal products are consistent with the expectations of the Muslim consumer.	Seven-point Likert scales (1-7)
Muslim consumer's attitude toward halal food product in its POP Displays	The attitude toward the behavior that comes from a collective behavioural belief, such as the belief that halal product could lead to a favorable attitude, for example, a Muslim man has a positive attitude toward halal product which presented in the point of purchase displays halal product (Azis, Yuhanis, Abdul (2012).	1. I like halal food product which is present in the point of purchase display of display of halal products at retail stores.	Seven-point Likert scales (1-7)
		2. When buying halal food product at reteal stores, it looks more appealing to me.	Seven-point Likert scales (1-7)
		3. I feel comfortable with halal food product which is present in the point of purchase display of halal products at retail stores.	Seven-point Likert scales (1-7)
		4. I feel generally satisfied with halal food product at retail stores.	Seven-point Likert scales (1-7)
Purchase intention of halal food product which presented in the POP Displays halal product.	The individual human belief to buy halal food product at POP displays. For example, a Muslim consumer has intention to buy halal food product which presented in the point of purchase displays halal product (Azis, Yuhanis, Abdul, 2012., Fishbein, Martin and Ajzen, Icek, 1975., Grewal et al, 1998., Jin and Suh, 2005 and LaTour, Michael, S, 1994).	1. I intend to buy halal food product which is present in the point of purchase display of halal products in this retail store.	Seven-point Likert scales (1-7)
		2. The probability that I would consider buying halal food product is high.	Seven-point Likert scales (1-7)
		3. I would consider buying halal food product which is present in the point of purchase display of halal products.	Seven-point Likert scales (1-7)
		4. I have decided to buy halal food product which is present in the point of purchase display of halal products whenever possible.	Seven-point Likert scales (1-7)
		5. Next time, when I want to buy halal food product at retail stores, I will keep buying halal food product from the point of purchase display of halal products in this retail store.	Seven-point Likert scales (1-7)
		6. I would recommend to my Muslim friends to buy halal food product which is present in the point of purchase display of halal products at retail stores	Seven-point Likert scales (1-7)

Source: Results of processing by researcher

Research Instrument

The main instrument in this study is a questionnaire submitted to the Muslim consumer respondents who elected as research samples. Item analysis using Structural Equation Modeling (SEM). Held inside test the validity and reliability. Validity is how much accuracy and precision of a measuring instrument in doing the measuring function.

So in this study, the validity regarding the accuracy achieved by an indicator in measuring something that should be measured. While reliability is a measure of internal consistency of the indicators of a variable that indicates the degree to which each indicator indicates a variable. Furthermore, the scale used in this study is Likert scale with intervals of 1 to 7.

Sampling Procedures and Data Collection

In this study, researcher used primary data obtained from what is perceived (perception) and experienced (experienced) by the respondents of the research related to the variables studied. Methods of data collection conducted by researcher with the way of the survey through a questionnaire instrument. Research questionnaire presented to respondents in two ways, namely: 1) through the online questionnaire in internet link which is uploaded by researcher (http://catursurvey.com/index.php?sid=84547&newtest=Y&lang=en), 2) Researcher alsolook for and come directly to potential respondents as well as use some help of surveyor which is trained by the researcher before.

Processing and Data Analysis

In order to achieve the purposes of research and testing of hypotheses have been proposed, then the data obtained will be processed in accordance with the needs of analysis.Furthermore for the purpose discussion, the data will be processed and presented based on the principles of descriptive statistics. Mean while, for the purpose of analysis and hypothesis testing, researcher used a statistical inferential approach.

Considering the model in this study is a model of the relationship of influence, then to test hypothesis presented, researcher used test equipment of the Structural Equation Model (SEM). SEM is a statistical technique used to test a series of relationships between several variables that form of variable factors or unobserved variables were analyzed using the program package Amos 20 and SPSS version 18.

Conceptual Model Framework

Research about the marketing services that take the topic of halal food product which presented in the point of purchase displays of halal product at retail stores has made it possible to bring great progress on the consumer service, especially on Muslim consumers. Through this research work, it is expected to be able to help and determine the increasing variety of consumer services (perceived service quality, objective quality, etc..). In addition, through this study we also tried to identify some relevant dimensions to measure the construct of Muslim consumer's perceptions of halal food product which presented in the point of purchase displays of halal products at retail stores.

A good or positive Muslim consumer's perceptions of halal food products which presented in the point of purchase displays of halal product at retail stores could lead a better or positive Muslim consumer's attitudes toward halal food product which presented in the point of purchase displays of halal product at retail stores and in turn, a better Muslim consumer's attitudes toward halal food product which presented in the point of purchase displays of halal product could lead the purchase intentions of halal food product which presented in the point of purchase displays of halal product at retail stores. So based on the above arguments, we would like to propose the following research hypothesis:
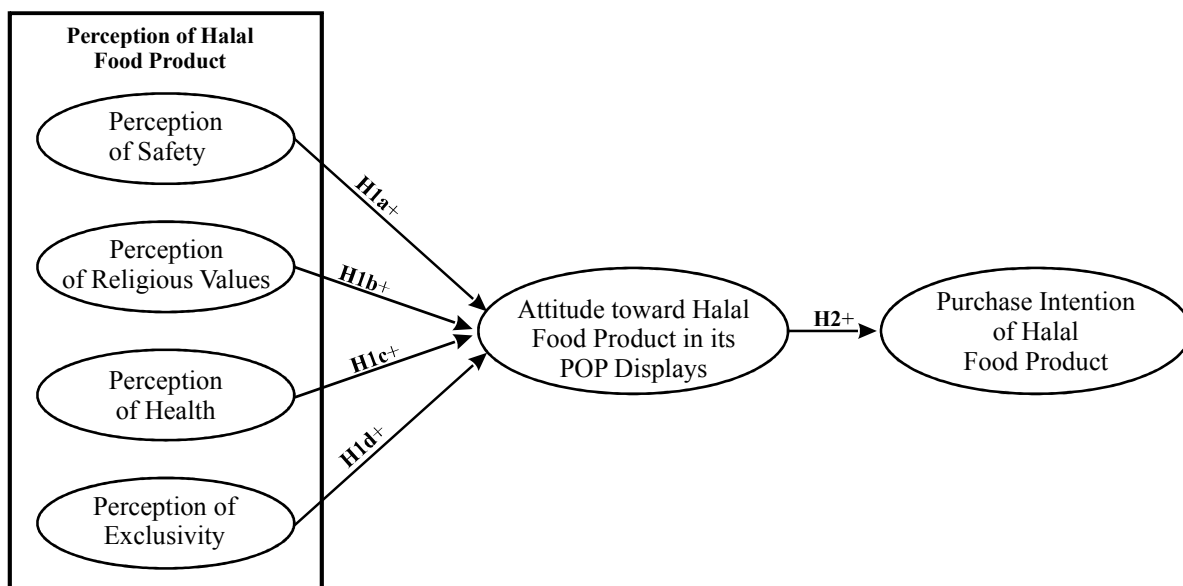

Figure 1 Conceptual Model Framework

Research Hypothesis

Research hypotheses which formulated in this study are as follows:

H1a : Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal products have a significant and positive influenceon Muslim consumer's attitude toward halal food product in its POP displays.

This hypothesis is based on the argument that Muslim consumers tend to buy halal food-product at retail stores perhaps because halal foodproduct which presented in the POP displays of halal product provides them with more information and reassurance on the safety of halal meat product. Generally, Muslim consumers have a positive perception of good-ness and safety of halal meat or halal food products. (Bonne, Karijn and Verbeke, Wim, 2007). In turn, positive consumer perception toward halal meat product, in this case inclu-ding halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal products.

H1b : Muslim consumer's perception toward religious values of halal food productwhich is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

This hypothesis is based on the argument that Muslim consumers tend to buy halal food-product at retail stores, because the halal foodproduct which presented in the POP displays of halal productis one of their ways to get halal food products in line with Islamic teachings. Due to the existence of these halal products make it easier to find and choose halal food products in accordance with Islamic religious values they stand for. The existence of this product also provides them with more information and reassurance on the religious values of halalfood product. Background of religious values is also considered a major factor that is important from a consumer to select and consume their food (Khan, 1981). Commitment to religious values have been

found to be the main predictor of the individual in selecting and determining the evaluation

criteria and shopping behavior of consumers at certain retail stores that they want (Swimberghe, Krist et al (2009).

Generally, Muslim consumers have a the positive perception toward the religious values of halal meat or halal food products. (Verbeke, Wim, 2004). In turn, the positive Muslim consumer's perception toward the religious value of halal food product, in this case including halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal products.

H1c : Muslim consumer's perception toward health of halal product which is present in the POP displays of halal food products have a signi-ficant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

This hypothesis is based on the argument that Muslim consumers tend to buy halal food product at retail stores perhaps because halal food product which presented in the POP displays of halal product provides them with more information and reassurance on the health of halal food product (Bonne, Karijn and Verbeke, Wim, 2007). An increase in awareness of the health of halal food products among Muslim consumers has encouraged Muslims consumers demand not only read the label but insisted on knowing the source of their food. They want to know what animals eat and how they live, the kind of air they breathe and what, if anything is injected into their bodies (Maffei, Yvonne, 2010). Generally, Muslim consumers have a positive perception toward the health of halal meat or halal food products (Verbeke, Wim, 2004). In turn, the positive Muslim consumer's perception toward the health of halal food product, in this case including halal meat product which presented in the POP of halal food product will also lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal product.

H1d : Muslim consumer's perception toward exclusi-vity of halal food product which is presentin the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

This hypothesis is based on the argument that the perception of the Muslim consumers about the segregationof halal food poduct from non-halal food productat retail stores has important meaning for them before they bought halal food product, particularly meat food product or processed food product derived from meat at retail stores.Bruil, R.R, (2010) stated that the core of halal logistics (including in this context, the existance of halal food product which is presented in the POP displays of halal food product at retail stores) is the physical segregation of halal food product from non-halal product, based on: avoidance of cross-contamination, avoidance of mistakes, and ensuring perception of the Muslim consumers that operations are consistent with the expectations of the Muslim consumer.

In turn, positive Muslim consumer's perception toward exclusivity of halal product through the segregation of halal product from non-halal product, in this case including halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal product which presented in the POP displays of halal product.

H2   : Muslim consumer's attitude toward halal food product which is present in the POP displays of halal products have a significant and positive influence on purchase intention of halal product in the POP displays.

This hypothesis is based on the argument that attitudes can be used as indicators to predict a person's behavior. Furthermore, for example, if someone has a positive attitude toward a certain product, for example, halal products which presented in the POP displays of halal productat retail stores, then we can predict that it tends to have the purchase intention toward halal products which presented in the POP displays of halal product (Sheth, Jagdish, N., et al, 1999).

The most appropriate components of the TPB are attitudes on behavior. Furthermore, the attitude towards the behavior that comes from a collective behavioural belief such as the belief that halal product could lead to a favorable attitude, for example, a Muslim man has intention to buy halal product which presented in the point of purchase displays halal product (Azis, Yuhanis, Abdul, 2012). In addition, there is a strong positive relation between Muslim consumer's attitude toward halal product which presented in the POP displays of halal product and purchase intention of halal product at the supermarket or retail stores (Bonne, Karijn and Verbeke, Wim, 2007).

Structural Equation Modeling (SEM) Analysis

This study is a multivariable research describes the phenomenon observed in a variety of variables. To perform hypothesis testing from 1 to 5, the researchers used a Eqution Structural Modeling (SEM), because in this study, the research model is a multi-causal relationship (more of the one equation) and tiered. Research variables which used is unobservableand research models are reciprocal.

In principle, the SEM is to analyze the causal relationship between exogenous and endogenous variables that indicate a change in the value of the a variable will result in changes in other variables as well as to check the validity and reliability of research instruments (Solimun, 2003:73). Structural equation modeling (SEM) is a set of statistical techniques that allow testing of a relatively complex chain of relationships simultaneously.

SEM models or Linear Structural Relations (LISREL) is an integrated approach between the factor analysis, structural model and path analysis, by performing three activities simultaneously, namely: examination of validity and reliability of the instrument (the equivalent of the confirmatory analysis), model testing of the relations among latent variables (equivalent to path analysis), and to obtain a useful model to estimate (equivalent to the structural model and regression analysis) (Solimun, 2003:66).

12. ANALYSIS AND RESEARCH RESULT DISCUSION

Analysis

Characteristics of Research Respondents

In this section we will discuss the characteristics of respondents consisting of: gender, age, nationa-lity of origin, education level, occupation, and monthly household income. The characteristics of respondents by gender of respondents was largely dominated by male, amounting to 61,39%. The characteristics of respondents by age of respon-dents was largely dominated by the age group between 18-29 years old, amounting to 51,90 % and then the age group between 30 - 39 years old, amounting to 34,81 %. The characteristics of respondents by the nationality of origin of respondents was largely dominated by Indonesian, amounting to 44,94% and then France amounting to 13,92%. For the respondent that has other nationality of origin amounting 8,86%, they come from Malaysia, Togo, Egypt, Djibauti and Jordania. The characteristics of respondents by education level of respondents was largely dominated by College/University, amounting to 88,61%. The characteristics of respondents by occupation of respondents was largely dominated by students amounting to 48,10%. For the respondent that has other occupation amounting 3,16%, namely: waiter and teacher. The characteristics of respondents by monthly household income of respondents was largely dominated by the respondents that have income below 1.000 Euros amounting to 51,27%.

The Results of Descriptive Analysis

In summary, the results of descriptive analysis of each the research variable can be explained as follow. The respondents perceive well to the safety of halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 72% of respondents perceive a score of 6 (agree) and 7 (strongly agree) to indicators of PS1 and PS2. Furthermore, more than 43% of respondents perceive a score 6 and 7 to indicator PS3 and PS4. Than the respondents perceive well to the religious values of halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 90% of respondents perceive a score 6 (agree) and 7 (strongly agree) to indicator of PR3. Furthermore, more than 79% respondents perceive a score 7 to indicator PR1 and PR2. The respondents also

perceive well to the health of halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 89% of respondents perceive a score of 6 (agree) and 7 (strongly agree) to indicators of PH1. More than 77% of respondents perceive a score 6 and 7 to indicator PH2. Furthermore, more than 64% of respondents perceive a score of 6 and 7 to indicators PH3 and PH4.

The respondents perceive well to the exclusivity of halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 83% of respondents perceive a score of 6 (agree) and 7 (strongly agree) to indicators of PE1 and PE2. More than 75% of respondents perceive a score of 6 and 7 to indicator PE3. Furthermore, more than 66% of responden PE4 and PE5. Than the respondents perceive well to the attitude toward halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 72% of respondents perceive a score of 6 (agree) and 7 (strongly agree) to indicators of AH1, AH2, and AH3. While more than 63% of respondents perceive a score 6 and 7 to indicator AH4. The respondents also perceive well to the purchase intention of halal food product which is present in the point of purchase (POP) displays of halal food products at retail stores. This is shown by more than 80% of respondents perceive a score of 6 (agree) and 7 (strongly agree) to indicators of PI2. More than 74% of respondents perceive a score of 6 and 7 to indicators PI3, PI4, PI5. Furthermore, more than 67% of respondents perceive a score of 6 and 7 to indicator PI6.

The Examination of Assumptions Underlying SEM

Testing with statistical test of Structural Equation Modeling (SEM) carried out with test steps as follows:

Does Not Contain the Outlier Data

Analysis for examine the possibility of outliers in the data of research conducted with SPSS 18. From the results of the Mahalanobis Distance to determine the existence of outliers, it is known that the outlier was not found in the research data (It can seen in Appendix 5). Since the Mahalanobis for 158 respondents under 81 (where this value is multiplying the total number of indicators for all variables with 3.

Then this value as a guide for determine the presence of outliers). Therefore, all data were included in further analysis and no data is removed.

Data Normality

Assumption of multivariate normality of the examination carried out with the help of SPSS 18 software. Test for data normality was done by skewness and kurtosis and then Kolmogorov-Smirnov and Shapiro-Wilk. Referring to the central limit theorem, when the larger sample size, then the statistics obtained will approach the normal distribution. Number of sample units in this study n = 158 deemed to have met the central limit theorem, so the assumption of normality is not critical and can be ignored.

Exploratory Factor Analysis Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO - MSA)

Field, Andy (2009) said that "the Kaiser-Meyer-Olkin measuring sampling adequacy (KOM-MSA) can be calculated for individual and multiple variables and represents the ratio of the squared correlation between variables to the squared partial correlation between variables. The KMO statistic varies between 0 and 1. A value of 0 indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations (hence, factor analysis is likely to be inappropriate). A value close to 1 indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors". As said by Kaiser, (1907) in Field, Andy (2009) recomment " accepting values greater than 0,5 as barely acceptable". Furthermore, Hutcheson & Sofroniou, (1999) in Field, Andy (2009) also explained that "values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 aregreat and values above 0.9 are superb".

Anti-Image Matrices

To see the possibility of the variables to be removed, due to the correlation value is small, ie below about .50, so we have to look at anti image matrix. Field, Andy, (2009) explained that "it is important to examine the diagonal elements of the anti-image correlation matrix: the value should be above the bareminimum of 0.5 for all variables (and preferably higher)".

Retained Factor

As stated by Field, Andy, (2009) that "the first part of the factor extraction process is to determine the linear components withinthe data set (the eigenvectors) by calculating the eigen-values of the R-matrix. There are as many components (eigenvectors) in the R-matrix asthere are variables, but most will be unimportant. To determine the importance of a particularvector we look at the magnitude of the associated eigenvalue. We can then applycriteria to determine which factors to retain and which to discard. By default SPSS usesKaiser's criterion of retaining factors with eigenvalues greater than 1".

Confirmatory Factor Analysis Results

Measurement Model Analysis for Each Variable

Measurement Model Analysis for the Safety Variable of Halal Food Product

The result of measurement model analysis through confirmatory factor analysis for the safety variable ofhalal food product can be seen in Table 3 below.

Table 3 Measurement Model Analysis for the Safety Variable of Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
PS1	,836		Good
PS2	1,000	8,149	Good
PS3	,430	5,699	Not Good
PS4	,362	4,674	Not Good
Goodness of Fit Indices of Model (GOF)			
GFI	,994		Good
AGFI	,943		Good
Chi²/df	1,806		Good
RMR	,014		Good
RMSEA	,072		Good
NFI	,995		Good
CFI	,998		Good
CAIC	56,369<60,626 (Saturated model)		Good
Construct Reliability			
Joreskog Rhô	0,777		Good
Convergen Falidity			
Rhô vc	0,504		Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the safety variable of halal food product, to be known that the Coefficients of Standardized weight (λi) for items PS1 and PS2 are > 0.5, so the items are

good. While for the items PS3 and PS4 are < 0.5, so they are Not Good. Furthermore, for convergent validity Rhô vc is 0,504 (>0.5) and construct reliability Joreskog Rhô 0,777 (>0.7), so the items aregood.

Measurement Model Analysis for the Variable of Religious Values of Halal Food Product The result of measurement model analysis through confirmatory analysis for the variable ofreligious values of halal food product can be seen in Table 4 below.

Table 4 Measurement Model Analysis for the Variable of Religious Values of Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
PR1	,732		Good
PR2	,699	5,935	Good
PR3	,656	5,910	Good
Goodness of Fit Indices of Model (GOF)			
GFI	-		-
AGFI	-		-
Chi²/df	-		-
RMR	-		-
RMSEA	-		-
NFI	-		-
CFI	-		-
CAIC	-		-
Construct Reliability			
Joreskog Rhô	0,738		Good
Convergen Falidity			
Rhô vc	0,485		Not Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the variable of religious value of halal food product, to be known that the Coefficients of Standardized weight (λi) for items PR1, PR2 and PR3 are > 0.5, so the items are good. From the table above, there is no parameter (GFI, AGFI, Chi²/df, RMR, RMSEA, NFI, CFI, and CAIC) are found, because the model included in the category of Unidentified model (Hair, 2010). Furthermore, for convergent validity Rhô vc is 0,485 (<0.5), so it is Not Good and construct reliability Joreskog Rhôis 0,738 (>0.7), so it is good.

Measurement Model Analysis for the Health Variable of Halal Food Product
The result of measurement model analysis through confirmatory factor analysis for the

health variable ofhalal food product can be seen in Table 5 below.

Table 5 Measurement Model Analysis for the Health Variable of of Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
PH1	,808		Good
PH2	,764	10,199	Good
PH3	,837	11,240	Good
PH4	,811	10,585	Good
Goodness of Fit Indices of Model (GOF)			
GFI	,986		Good
AGFI	,932		Good
Chi²/df	2,305		Good
RMR	,020		Good
RMSEA	,091		Marginal fit
NFI	,986		Good
CFI	,992		Good
CAIC	53,111 < 60,626 (Saturated model)		Good
Construct Reliability			
Joreskog Rhô	0,881		Good
Convergen Falidity			
Rhô vc	0,649		Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the health variable of halal food product, to be known that the Coefficients of Standardized weight (λi) for items PH1, PH2, PH3, and PH4 are > 0.5, so the items are good. Furthermore, for convergent validity Rhô vc is 0,649 (>0.5), so it is good and construct reliability Joreskog Rhô is 0,881 (>0.7), so it is good.

Measurement Model Analysis for the Exclusivity Variable of Halal Food Product
The result of measurement model analysis through confirmatory factor analysis for the exclusivity variable of halal food product can be seen in Table 6 below.

Table 6 Measurement Model Analysis for the Exclusivity Variable of Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
PE1	,683		Good
PE2	,728	8,208	Good
PE3	,860	9,428	Good
PE4	,775	8,383	Good
PE5	,775	8,370	Good
Goodness of Fit Indices of Model (GOF)			
GFI	,967		Good
AGFI	,901		Good
Chi²/df	2,453		Good

Goodness of Fit Indices of Model (GOF)		
RMR	,033	Good
RMSEA	,096	Marginal fit
NFI	,968	Good
CFI	,981	Good
CAIC	72,893<90,939 (Saturated model)	
Construct Reliability		
Joreskog Rhô	0,876	Good
Convergen Falidity		
Rhô vc	0,587	Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the exclusivity variable of halal food product, to be known that the Coefficients of Standardized weight (λi) for items PE1, PE2, PE3, PE4, and PE5 are > 0.5, so the items are good. Furthermore, for convergent validity Rhô vc is 0,587 (>0.5), so it is good and construct reliability Joreskog Rhô is 0,876 (>0.7), so it is good.

Measurement Model Analysis for the Variable of Attitude toward Halal Food Product

The result of measurement model analysis through confirmatory factor analysis for the variable ofattitude toward halal food product can be seen in Table 7 below

Table 7 Measurement Model Analysis for the Variable of Attitude toward Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
AH1	,814		Good
AH2	,742	9,399	Good
AH3	,802	10,043	Good
AH4	,683	8,370	Good
Goodness of Fit Indices of Model (GOF)			
GFI	,996		Good
AGFI	,981		Good
Chi²/df	,629		Good
RMR	,012		Good
RMSEA	,000		Good
NFI	,995		Good
CFI	1,000		Good
CAIC	49,758<60,626 (Saturated model)		Good
Construct Reliability			
Joreskog Rhô	0,846		Good
Convergen Falidity			
Rhô vc	0,581		Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the variable of attitude toward halal food product, to be known that the Coefficients of Standardized weight (λi) for items AH1, AH2, AH3, and AH4 are > 0.5, so the items are good. Furthermore, for convergent validity Rhô vc is 0,581 (>0.5), so it is good and construct reliability Joreskog Rhô is 0,846 (>0.7), so it is good.

Measurement Model Analysis for the Variable of Purchase Intention of Halal Food Product

The result of measurement model analysis through confirmatory factor analysis for the variable of purchase intention toward halal food product can be seen in Table 8 below.

Table 8 Measurement Model Analysis for the Variable of Purchase Intention of Halal Food Product

Item	Coefficients of Standardized λi	"t" Test Value (CR)	Description
PI1	,736		Good
PI2	,810	10,001	Good
PI3	,749	9,150	Good
PI4	,811	9,829	Good
PI5	,791	9,555	Good
PI6	,739	8,977	Good
Goodness of Fit Indices of Model (GOF)			
GFI	,939		Good
AGFI	,858		Marginal fit
Chi²/df	3,401		Good
RMR	,036		Good
RMSEA	,124		Not Good
NFI	,942		Good
CFI	,958		Good
CAIC	103,364<127,314 (Saturated model)		Good
Construct Reliability			
Joreskog Rhô	0,899		Good
Convergen Falidity			
Rhô vc	0,598		Good

Source: Data processed 2012

Based on the output of measurement model analysis with CFA which is conducted using SPSS software for the variable of purchase intention toward halal food product, to be known that the Coefficients of Standardized weight (λi) for items PI1, PI2, PI3, PI4, PI5, and PI6 are > 0.5, so the items are good. Furthermore, for convergent validity Rhô vc is 0,598 (>0.5), so it is good and construct

reliability Joreskog Rhô is 0,899 (>0.7), so it is good.

Measurement Model Analysis for Overall Variables

The result of validity and fit indices for overall variables through confirmatory factor analysiscan be seen in Table 9 below

Table 9 Validity and Fit IndicesOverall Variable

Goodness of Fit Indices of Model (GOF)		
Items	**Coefficients GOF**	**Description**
GFI	0,760	Not Good
AGFI	0,704	Not Good
Chi2/df	2,319	Good
RMR	0,094	Not Good
RMSEA	0,092	Not Good
NFI	0,780	Not Good
CFI	0,860	Marginal Fit
CAIC	1064,724 <2127,971 (Saturated model)	Good
Correlation of Construct		
PRHFP ↔ PSHFP	,425	No Correlation
PRHFP ↔ PHHFP	,802	No Correlation
PIHFP ↔ AHFP	,925	No Correlation
AHFP ↔ PEHFP	,727	No Correlation
PHHFP ↔ PEHFP	,696	No Correlation
PSHFP ↔ PIHFP	,426	No Correlation
PRHFP ↔ PEHFP	,516	No Correlation
PSHFP ↔ PEHFP	,342	No Correlation
PHHFP ↔ PIHFP	,738	No Correlation
PHHFP ↔ AHFP	,790	No Correlation
PSHFP ↔ AHFP	,552	No Correlation
PRHFP ↔ PIHFP	,791	No Correlation

Source: Data processed 2012

Base on the above table, we can see that the indicator of GFI, AGFI, RMR, RMSEA, NFI are Not Good. The indicator CFI is Marginal Fit. Then the indicator Chi^2/df and CAIC are Good. Furthermore, for overall of correlation of construct are No Correlation.

Hypothesis Testing Results with Structural Model Analysis

Assessing The Structural Fit Model

The result of structural fit model which is obtained based on structural model analysis with Amos program can be seen in Table 10 below

Table 10 Structural Fit Model

FIT Indices	GOF Value	Description
GFI	0,743	Not Good
AGFI	0,690	Not Good
Chi²/df	2,550	Good
RMR	0,275	Not Good
RMSEA	0,099	Not Good
NFI	0,752	Not Good
CFI	0,831	Marginat Fit
CAICg	1105,675 < 2127,971 (Saturated model)	Good

Source: Data processed 2012

Base on the above table, we can see that the indicator of GFI, AGFI, RMR, RMSEA, NFI are Not Good. The indicator CFI is Marginal Fit. Then the indicator Chi^2/df and CAIC are Good.

Model Interpretation and Hypothesis Decesion

The result of structural fit model which is obtained based on structural model analysis with Amos program can be seen in Table 11 below

Table 11 Model Interpretation and Hypothesis Decision

Hypothesis	Relation	Estimates	t-Value	Probability	Hypothesis Decision
H1a	Safety of halal food product → Attitude toward halal food product	0,218	2,975	Significant ***	**Supported**
H1b	Religious Values of halal food product → Attitude toward halal food product	0,392	3,407	Significant ***	**Supported**
H1c	Health of halal food product → Attitude toward halal food product	0,403	3,814	Significant ***	**Supported**
H1d	Exclusivity of halal food product → Attitude toward halal food product	0,522	3,5204	Significant ***	**Supported**
H2	Attitude of halal food product → Purchase intention toward halal food product	0,921	10,660	Significant ***	**Supported**

Source: Data processed 2012

Based onthe hypothesis testing which is conducted, showing that that all the hypotheses proposed previously by the researcher was proven to have a significant and positive influence.

1. H1a which was proposed that Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,218 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward safety of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

2. H1b which was proposed that Muslim consumer's perception toward religious values of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,392 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward religious values of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

3. H1c which was proposed that Muslim consumer's perception toward health of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,403 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward health of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

4. H1d which was proposed that Muslim consumer's perception toward exclusivity of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,522 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward exclusivity of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

5. H2 which was proposed that Muslim consumer's attitude toward halal food productsin its POP displays have a significant and positive influence on purchase intention of halal product in the POP displays was supported.The standardized path coefficient was 0,921 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's attitude toward halal product in its POP displays has a significant and positive influence on purchase intention of halal food product in the POP displays.

Result of Hypothesis Model

To get a clear description about the result of hypothesis model which is obtained based on structural model analysis with Amos program we can also see in Figure 2 below. The relation among variables show that there is a significant and positive influence between the safety variable of halal food product with the attitude toward halal food product. The magnitude of influence between the two variables is equal to 0.218. There is also a significant and positive influence between the the variable of religious values of halal food product with the attitude toward halal food product. The magnitude of influence between the two variables is equal to 0.392.

The hypothesis result also show that there is a significant and positive influence between the the health variable of halal food product with the attitude toward halal food product. The magnitude of influence between the two variables is equal to 0.403. Then the exclusivity variable of halal food products have also a significant and

positive influence to the attitude toward halal food product. The magnitude of influence between the two variables is equal to 0.522.

Futhermore, the hypothesis testing which is done between attitude variable and purchase

intention variable have also shown that there is a significant and positive influence between the both variables. The magnitude of influence between the two variables is equal to 0.921.
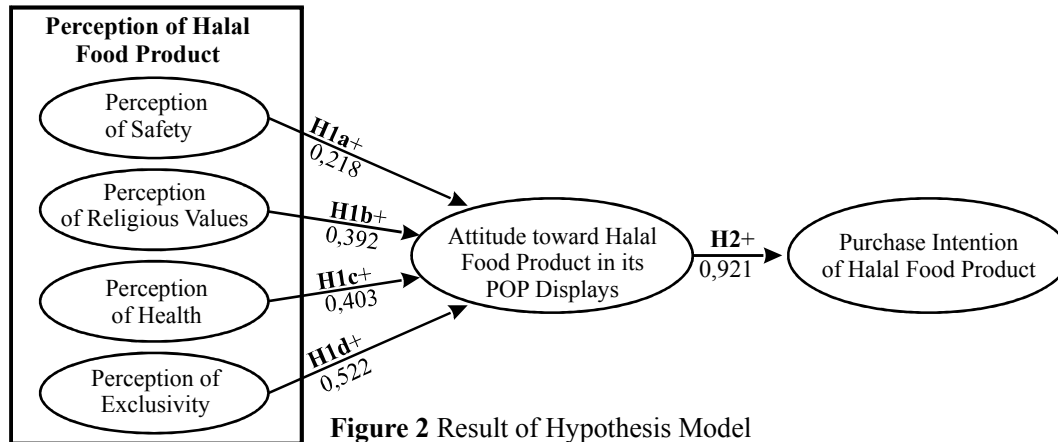

Figure 2 Result of Hypothesis Model

Research Result Discussion

This study aims to examine how far the influence of the variables of halal food product which is presented in the point of purchase displays of halal products on the attitudes and purchase intentions of Muslim consumers toward halal food products in its point of purchase displays. The sample of the research is the muslims consumer who is living in France and come from different countries backgrounds, which they normally purchase halal food products which is present in the point of purchase displays of halal products at retail stores, especially meat food products or processed food products derived from meat which collected by researcher with the way of the survey through a questionnaire instrument, namely: 1) through the online questionnaire in internet link which is uploaded by researcher, 2) Researcher who look for and come directly to potential respondents as well as use some help of surveyor which is trained by the researcher before.

From the results of validity and reliability using confirmatory factor analysis, showed that all indicators of the research variable are valid and reliable. Furthermore, from the results of descriptive analysis showed that 80% respondents gave answers to agree and strongly agree to all the research variables.These results indicate that Muslim consumer's perceptions toward halal food product which is presented in the point of purchase displays of halal products at retail stores is relatively good.

The Influence of Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal productson Muslim consumer's Attitude

The results of this research showed that H1a which was proposed that Muslim consumer's perception toward safety of halal product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,218 with a significance level of 0.05 or α = 0.05. It means that the results of this study received the empirical evidence obtained, namely Muslim consumer's perception toward safety of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

The results of this research strengthen the argument that Muslim consumers tend to buy halal food product at retail stores perhaps because halal food product which presented in the POP displays of halal product provides them with more information and reassurance on the safety of halal meat product. Generally, Muslim consumers have a positive perception of goodness and safety of halal meat or halal food products. (Bonne, Karijn and Verbeke, Wim, 2007). In turn, positive consumer perception toward halal meat product, in this case including

halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal products.

The influence of Muslim consumer's perception toward religious values of halal food product which is present in the POP displays of halal products on Muslim consumer's Attitude

The results of this research showed that H1b which was proposed that Muslim consumer's perception toward religious values of halal product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food. product in its POP displays was supported. The standardized path coefficient was 0,392 with a significance level of 0.05 or $\alpha = 0.05$. Therefore we can conclude that Muslim consumer's perception toward religious values of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays

The results of this research strengthen the argument that Muslim consumers tend to buy halal foodproduct at retail stores, because the halal food product which presented in the POP displays of halal product is one of their ways to get halal food products in line with Islamic teachings. Due to the existence of these halal products make it easier for their to find and choose halal food products in accordance with Islamic religious values they stand for. The existence of this product also provides them with more information and reassurance on the religious values of halal food product. Background of religious values is also considered a major factor that is important from a consumer to select and consume their food (Khan, 1981). Commitment to religious values have been found to be the main predictor of the individual in selecting and determining the evaluation criteria and shopping behavior of consumers at certain retail stores that they want (Swimberghe, Krist et al (2009).

Generally, Muslim consumers have a the positive perception toward the religious values of halal meat or halal food products. (Verbeke, Wim, 2004). In turn, the positive Muslim consumer's perception toward the religious value of halal food product, in this case including halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal products.

The influence of Muslim consumer's perception toward health of halal food product which is present in the POP displays of halal products on Muslim consumer's Attitude

The results of this research showed that H1c which was proposed that Muslim consumer's perception toward health of halal product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,403 with a significance level of 0.05 or $\alpha = 0.05$. It means that the results of this study received the empirical evidence obtained, namely Muslim consumer's perception toward health of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

The results of this research strengthen the argument that Muslim consumers tend to buy halal food product at retail stores perhaps because halal food product which presented in the POP displays of halal product provides them with more information and reassurance on the health of halal food product (Bonne, Karijn and Verbeke, Wim, 2007). An increase in awareness of the health of halal food products among Muslim consumers has encouraged Muslims consumers demand not only read the label but insisted on knowing the source of their food. They want to know what animals eat and how they live, the kind of air they breathe and what, if anything is injected into their bodies (Maffei, Yvonne, 2010). Generally, Muslim consumers have a positive perception toward the health of halal meat or halal food products (Verbeke, Wim, 2004). In turn, the positive Muslim consumer's perception toward the religious values of halal food product, in this case including halal meat product which presented in the POP of halal food product will also lead to a positive consumer attitudes toward halal food product which presented in the POP displays of halal product.

The influence of Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal products on Muslim consumer's Attitude

The results of this research showed that H1d which was proposed that Muslim consumer's

perception toward exclusivity of halal product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,522 with a significance level of 0.05 or $\alpha = 0.05$. Therefore we can conclude thatMuslim consumer's perception toward exclusivity of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

The results of this research strengthen the argument that the perception of the Muslim consumers about the segregation of halal food poduct from non-halal food productat retail stores has important meaning for them before they bought halal food product, particularly meat food product or processed food product derived from meat at retail stores. Bruil, R.R, (2010) stated that the core of halal logistics (including in this context, the existance of halal food product which is presented in the POP displays of halal food product at retail stores) is the physical segregation of halal food product from non-halal product, based on: avoidance of cross-contamination, avoidance of mistakes, and ensuring perception of the Muslim consumers that operations are consistent with the expectations of the Muslim consumer.

In turn, positive Muslim consumer's perception toward exclusivity of halal product through the segregation of halal product from non-halal product, in this case including halal meat product which presented in the POP of halal product will lead to a positive consumer attitudes toward halal product which presented in the POP displays of halal product.

The Influence of Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal products on Muslim consumer's Attitude

The results of this research showed that H2 which was proposed that Muslim consumer's attitude toward POP displays of halal product has a signi-ficant and positive influence on purchase intention of halal product in the POP displays was supported. The standardized path coefficient was 0,522 with a significance level of 0.05 or $\alpha = 0.05$. It means that the results of this study received the empirical evidence obtained, namely Muslim consumer's

attitude toward POP displays of halal product has a significant and positive influence on purchase intention of halal product in the POP displays.

The results of this research strengthen the argument that attitudes can be used as indicators to predict a person's behavior. Furthermore, for example, if someone has a positive attitude toward act a certain product, for example, halal products which presented in the POP displays of halal product which are in retail stores, then we can predict that it tends to have the purchase intention toward halal products which presented in the POP displays of halal product (Sheth, Jagdish, N., et al, 1999).

The most appropriate components of the TPB are attitudes on behavior.Furthermore, the attitude towards the behavior that comes from a collective behavioural belief such as the belief that halal product could lead to a favorable attitude, for example, a Muslim man has intention to buy halal product which presented in the point of purchase displays halal product (Azis, Yuhanis, Abdul, 2012). In addition, there is a strong positive relation between Muslim consumer's attitude toward halal product which presented in the POP displays of halal product and purchasing halal meat product at the supermarket or retail stores (Bonne, Karijn and Verbeke, Wim, 2007).

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13. CONCLUSION AND CONTRIBUTION

Conclusion

In this section we will explain about the conclusions obtained from the analysis in previous chapters. Conclusions of the study results are based on the research hypotheses to know how Muslim consumer's perception toward the variables (safety, religious values, health and exclusivity) of halal food product which presented in the POP displays of halal product influence Muslim consumer's attitude toward halal food product. Furthermore how Muslim consumer's attitude toward halal food product which presented in the POP displays of halal product influences purchase intention of halal food product.

The conclusions of the research results completely can be explained as follows:

1. From the results of validity and reliability using confirmatory factor analysis, showed that all indicators of the research variable are valid and reliable. Furthermore, from the results of descriptive analysis showed that 80% respondents gave answers to agree and strongly agree to all the research variables. These results indicate that Muslim consumer's perceptions toward halal food product which is presented in the point of purchase displays of halal products at retail stores is relatively good.

2. The study results stated that Muslim consumer's perception toward safety of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,218 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward safety of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

3. The study results stated that Muslim consumer's perception toward religious values of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,392 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward religious values of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

4. The study results stated that Muslim consumer's perception toward health of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,403 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward health of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

5. The study results stated that Muslim consumer's perception toward exclusivity of halal food product which is present in the POP displays of halal products have a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays was supported. The standardized path coefficient was 0,522 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's perception toward exclusivity of halal product which is present in the POP displays of halal product has a significant and positive influence on Muslim consumer's attitude toward halal food product in its POP displays.

6. The study results also stated that Muslim consumer's attitude toward POP displays of halal food products have a significant and positive influence on purchase intention of halal product in the POP displays was supported. The standardized path coefficient was 0,522 with a significance level of 0.05 or α = 0.05. Therefore we can conclude that Muslim consumer's attitude toward POP displays of halal product has a significant and positive influence on purchase intention of halal product in the POP displays.

TheoreticalContribution

Theoretical contribution of master's memoire research which conducted are as follows:

1. Developing proposition and test of a model that depicts determinants of purchase intention of halal food product which presented in the point of purchase displays of halal product at retail strores in French.

2. Investigating jointly the factors of Muslim consumer's perception and purchase intention of halal food product which presented in the point of purchase displays of halal product at retail stores in France.

3. Introducing the variables of Muslim consumer's perception toward halal food product which presented in the point of purchase displays of halal product and its measurement scale.

Managerial Contribution

Managerial contribution of master's memoire research which conducted are as follows

1. Retailers gain understanding of French Muslim consumers' purchase behavior towards halal food product which presented in the point of purchase displays of halal product at retail stores.

2. Retailers must examine and manage carefully store image and the image of halal food product which presented in the point of purchase displays of halal product among Muslim consumers in France.

3. French Muslim consumers seem to give the higher appreciation to the retail stores that provide halal food product which presented in the point of purchase displays of halal product.

4. The results of this study especially can be used by the entrepreneurs of retail stores or retail stores chains that have not been providing halal food product in the point of purchase displays of halal products, as a basis for consideration of the need to provide halal food product in the point of purchase displays of halal food product at retail stores network they have.

Limitation

This research has some limitations essentially, in methodology and the mastery of language in communication, especially the mastery of French by the researcher. The sample is geographically concentrated, the most sample are students, especially Indonesian students and the sample is not big enough to be generalised.

Future Research

Furthermore, a key of future research would replicate this one with a representative frame, randomly constructed and in a specific context. It would be also interesting to investigate relations between halal food product which is present in the point of purchase displays at retail stores and halal food product which is present at halal meat shop or bucherie halal.

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