

HALAL MEDICINE PURCHASE INTENTION AMONG SOUTH EAST ASIAN CONSUMERS

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Abstract: *This paper is an explanatory sequential mixed methods research aimed to explore and investigate the influence of halal medicine perception, halal medicine quality, halal medicine safety and halal medicine knowledge on purchase intention of consumers in South East Asia. The first stage is a quantitative analysis, the questionnaires were distributed randomly in by online electronic questionnaires and use snowball sampling technique, total of 340 respondents were filled online electronic questionnaires. The data processing and hypotheses which were tested using Structural Equation Model (SEM) Linear and Structural Model (LISREL), The next stage is a qualitative analysis exploring factors influence of non muslim consumers to buy halal medicine. Primary data collection using in-depth interviews with 5 (five) of consumers who were selected and determined using purposive sampling method Our analysis results indicated that halal medicine perception has a significant effect on purchase repetition, halal medicine quality has a significant effect on purchase repetition, halal medicine safety has significant positive influences on the purchase repetition and also halal medicine knowledge has a significant effect on purchase repetition. The result of this study may provide an insight to halal medicine producers to look into the South East Asian consumers as one of their target market in halal medicine industry and will help to know the level of South East Asian Consumers knowledge and perception toward halal medicine. Novelty of this research is a new model of halal medicine perception, halal medicine quality, halal medicine safety and halal medicine knowledge on purchase intentions of South East Asian consumers in Indonesia with the Explanatory Sequential Mixed Methods method with the scope of the territory of a country. This research can be a reference for similar research, and subsequent research can be conducted in other countries and could be adapted and adopted by other countries or in other regions.*

Keywords: *Halal Medicine, South East Asian Consumers, Purchase Intention, Purchase Repetition*

1. INTRODUCTION

The halal industry has not been maximally implemented. Even though Indonesia and south east asian countries halal medicine products in the world with an economic value of US \$ 197 billion, followed by Turkey reaching US \$ 100 billion. Ironically, Indonesia itself is still ranked 10th in the world halal industry market. the first rank is held by Malaysia which is currently developing its halal industry on a massive scale. Then the next rank is the United Arab Emirates, Bahrain, Saudi Arabia, Pakistan, Oman, Kuwait, Qatar, and Jordan. In fact, if driven well Indonesia has the potential as the first rank in the world halal industrial market, considering that Indonesia is one of the countries with the most Muslim population in the world, with a population of 85.2 percent or as many as 200 million of the total population of Indonesia which reaches 235 million inhabitants. This figure is equivalent to the number of Muslims in six Islamic countries, namely Saudi Arabia, Kuwait, United Arab Emirates, Qatar, Malaysia and Turkey. In addition to the majority Muslim countries, Muslim minority countries such as Thailand, South Korea, Russia, Mexico, Japan and Spain already have halal industrial activities in the country. This is due to the large number of conferences and seminars on the halal-based industry. Seeing the growth of Muslims and the demand for halal products which continues to rise significantly, these countries consider that the halal industry is a promising business opportunity. In fact, Indonesia has been fighting over the target market for halal products because of its large Muslim community.

South East Asia has a large halal industrial market. Potential development of sharia-based and halal-based business sectors has become a lifestyle choice for Muslims and non-Muslims. The global halal industrial market is increasing, along with the Muslim population of around 1.84 billion or 24.4% of the world population. Based on projections of the Global Islamic Economy Report in 2023, the halal medicine industry will be worth US \$ 1.8 trillion. Meanwhile, the halal tourism industry is estimated to be worth US \$ 274 billion and the halal fashion industry will be valued at US \$ 361 billion. The Potential of the Halal Industry has not been Optimized.Indonesia has the largest Muslim population in the world. Indonesian people were Muslim or 87% of the population of Indonesia. Based on the 2017/2018 Global Islamic Economic Report, Indonesia is currently ranked first in terms of consumers of halal medicine products, which is US \$ 169.7 billion. However, Indonesia is only ranked 10th in terms of halal medicine production From these data, there is great potential for the development of the halal industry in Indonesia, but this potential cannot be utilized optimally.

Some researchs on halal medicine is done by Bashir et al (2019) attitudes and halal awareness of South East Asian consumers are very high compared with those of the Muslim consumers. Although the study addressed halal medicine consumers, most of the respondents participated in the study were non-Muslims and the majority of them were Christians. Shah et al (2019) halal marketing has emerged and is used as a segmentation strategy. Furthermore, halal marketing can be more effectively used as a positioning strategy. The paper presents the opportunity to use halal marketing by combining the Islamic principles for halal with the marketing positioning strategy. In this way, halal marketing can also be used to attract consumers from other religious segments. *Tieman et al (2011) Halal* supply chain management is based on avoiding direct contact with *Haram*, addressing the risk of contamination and ensuring that it is in line with the perception of the Muslim consumer. In particular, the product and market characteristics are important variables in the supply chain management of *Halal* supply chains. Further empirical research is needed to measure the perception of the Muslim consumer. A better understanding is also required into the

principles in organising the *Halal* supply chain for different markets (Muslim and non-Muslim countries). There is a need for a *Halal* supply chain model that is able to describe and optimise *Halal* supply chains. Tieman *et al* (2013) *Halal* leads to stronger partnerships with suppliers (strategic and leverage products) and adopting various strategies to secure continuity of supply (bottleneck products). Therefore, conventional commodity categories in certain industries can be allocated different for *halal* certified products and services, resulting in possible different product and supplier strategies. *Halal* requirements also have impact on the purchasing process; its tactical and operational purchasing activities. For *halal* certified companies it is important to extend *halal* towards purchasing. Effective alignment is required between the *halal* policy, procurement strategy and purchasing process. A procurement organisation can progress in three stages, from viewing *halal* compliance as opportunity, making its supply chains *halal*, to making its value chain *halal*. Salindal *et al* (2019) the analysis highlights that *halal* certification significantly affects innovative performance of *halal*-certified medicine companies. Second, the improvements in innovative performance lead to market performance improvements. Third, innovative performance fully mediates the relationship between *halal* certification and market performance. *halal*-certified medicine companies and non-*halal*-certified medicine companies have significant difference in terms of innovative performance and market performance.

The purpose of this study was to determine the relationship of factors that influence the purchase of *halal* medicine by South East Asian Consumers. Knowing the relationship between *halal* medicine perception and *halal* medicine purchase repetition. Knowing the relationship between *halal* medicine quality and *halal* medicine purchase repetition, knowing the relationship between *halal* medicine safety and *halal* medicine purchase repetition, knowing the relationship between *halal* medicine knowledge and *halal* medicine purchase repetition. Knowing the relationship between *halal* medicine knowledge and *halal* medicine purchase repetition.

2. METHOD

This research uses a mixed method approach with a sequential explanatory design conducted from November 2019 to January 2020. The sequential explanatory design is characterized by analysis of quantitative data in the first phase then analysis of qualitative data in the second phase (Creswell 2014). This research uses explanatory sequential mixed methods. The first stage is a quantitative analysis of *halal* medicine purchase repetition among South East Asian Consumers. Collecting primary data using an online questionnaire with 340 respondents who were selected using the snowball sampling method and then analyzed Partial least square using the LISRELL program. The next step or second phase is qualitative analysis primary data collection using in-depth interviews with 5 (seven) of consumers who were selected and determined using purposive sampling method. Participants selected by criteria who have often buy *halal* medicine.

Quantitative Phase

The first step is the quantitative phase and the method used in this research is a survey method and data collection by distributing questionner. The first step in developing the survey was to set the survey instrument based on the previous researchs, the independent variable is the result from previous research, namely X1, X2, X3, X4 and X5. Each question item is given five answer options, namely: strongly agree (SS) score 5, agree (S) score 4, disagree (KS) score 3, no agree (TS) score 2, and strongly disagree (STS) score 1. Data collection is done by online questionnaire via google form, then data processing uses partial

least square with the LISRELL program. Respondents in this research were 340 of South East Asian Consumers who had buy halal medicine products, respondents were selected by the snowball sampling method, each respondent helped distribute questionnaires to other respondents.

Table 1. South East Asian Consumers Respondent Distribution

Location	Male	Female	Total
Indonesia	74	56	130
Malaysia	71	49	120
Thailand	24	11	35
Singapore	18	12	30
Brunei	9	6	15
Vietnam	8	2	10
T O T A L	206	134	340

Respondents of Quantitative Phase form Indonesia were 130 consumers consisting of 74 male and 56 female consumers, from Malaysia is 120 consumers consisting of 71 male consumers and 49 female consumers, from Thailand is 35 consumers consisting of 24 male and 11 female consumers, from Singapore is 30 consumers consist of 18 male and 12 female consumers, from Bunei as many as 15 sonsumers consisting of 9 male and 6 female consumers, and from Vietnam is 10 consumers consist of 8 male and 2 female consumers.

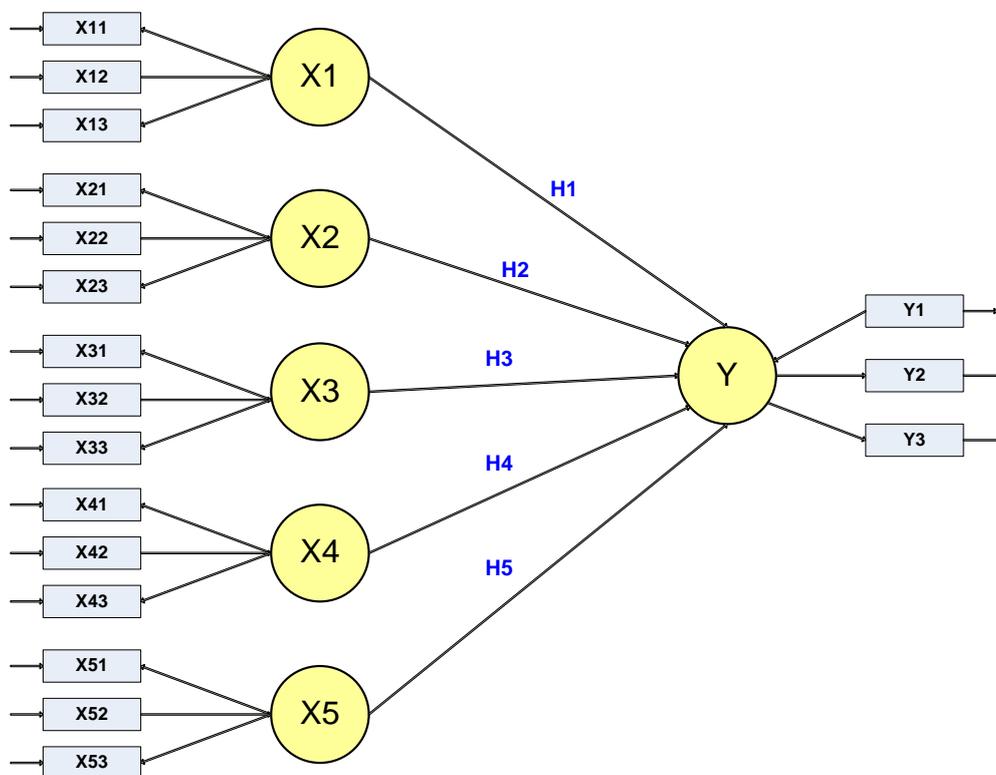
Based on the previous research obtained independent and dependent variables Halal Medicine Perception (X1), Halal Medicine Quality (X2), Halal Medicine Safety (X3), Halal Medicine Knowlegde (x4), Halal Medicine Purchase Intention (X5) and Halal Medicine Purchase Repetition (Y). The indicators of variables is determined as following table

Table 1. Dependent and Independent Variables

Variables	Indicators	Questions	References
Halal Medicine Perception (X1)	X11	Halal medicine is more safe compared to non halal medicine	Khalek and Ismail (2015), Khalek (2014), Maichum et al.(2017), Bashir et al.(2019)
	X12	Halal medicine is more clean compared to non halal medicine	
	X13	Halal medicine is more healthy compared to non halal medicine	
Halal Medicine Quality (X2)	X21	Halal medicine have an acceptable standard of quality	Jamal et al. (2015), Mohtar et al. (2014), Aziz et al. (2013), Maichum et al.(2017, Bashir et al.(2019)
	X22	Halal medicine use good quality of raw material.	
	X23	Halal medicine is very good in taste and texture	
Halal Medicine Safety (X3)	X31	Halal medicine does not contaminated	Bashir et al.(2019), Jamal et al. (2015), Mohtar et al. (2014),
	X32	Halal medicine does not contain alcohol	
	X33	Halal medicine is clean and not dirty	

			Aziz et al. (2013), Maichum et al. (2017)
Halal Medicine Knowledge (X4)	X41	I understand about the halal-labels and certifications on halal medicine before purchase	Khalek and Ismail (2015), Khalek (2014), Maichum et al. (2017)
	X42	I understand deeply about the inputs, processes and impacts of halal medicine before purchase	
	X43	I would prefer to gain substantial information on halal medicine before purchase	
Halal Medicine Purchase Intention (X5)	X51	I have a high intention to buy halal medicine	Khalek and Ismail (2015), Khalek (2014), Aziz et al. (2013), Maichum et al. (2017), Siah et al. (2017)
	X52	I usually consume halal medicine	
	X53	I am likely to purchase halal medicine	
Halal Medicine Purchase Repetition (Y)	Y1	I have a high repetition to buy halal medicine	Khalek and Ismail (2015), Khalek (2014), Aziz et al. (2013), Maichum et al. (2017), Siah et al. (2017)
	Y2	I always buy halal medicine	
	Y3	I often purchase halal medicine	

Base on some previous research and table 1, then the research model can be determined as following picture



Picture 1 . Research Framework

The research hypothesis is as follows:

H1 :There is a significant relationship between Halal Medicine Perception (X1) and Halal Medicine Purchase Repetition (Y)

H2 :There is a significant relationship between Halal Medicine Quality (X2) and Halal Medicine Purchase Repetition (Y)

H3 :There is a significant relationship between Halal Medicine Safety (X3) and Halal Medicine Purchase Repetition (Y)

H4 :There is a significant relationship between Halal Medicine Knowledge (X4) and Halal Medicine Purchase Repetition (Y)

H5:There is a significant relationship between Halal Medicine Knowledge (X5) and Halal Medicine Purchase Repetition (Y)

Qualitative Phase

In the fsecond phase, this research used a phenomonology research approach with a qualitative method. Determination of participants using purposive sampling, non-probability, for this research determined the number of participants as many as 5 of South East Asian consumers who have been determined with the criteria of have buy halal medicine products. From 5 partisipants who were invited to participate, all of them confirmed their agreement to be involved. Participants' ages varied from 25 years to 50 years..

Table 1. South East Asian Concumers Participant Distribution

Initial	Age	Gender	Location
R1	25	Male	Indonesia
R2	37	Male	Malaysia
R3	55	Female	Thailand
R4	28	Male	Brunei
R5	46	Female	Vietnam

There are interview questions based on relevant literature review to get in-depth information about halal medicine . Three questions that were asked to all participants namely RQ 1 was "how do you think about halal medicine?". Questions focus on halal medicine and interviews carried out for about 30 minutes. Participant involvement is voluntary, Participant participation is voluntary and interviewed using in Indonesian, for participants who are outside the island are interviewed by telephone. In this research, participants 'names, religion, and other personal information were hidden in the initials, which are pseudonyms to protect participants' confidentiality. All participants were given initials as R1 to R5 for the current research report. The output of this qualitative phase is determined all of factors or variables halal medicine purchase repetition among South East Asian Consumers.

According to Creswell (2014) Data validity tests in qualitative research include tests of credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). According to Creswell (2014) Testing the credibility of data or trust in data from qualitative research results can be done by extending the observation by re-interviewing some of the participants who have been interviewed, Transferability Testing shows the degree of accuracy or the applicability of the results of the research to the population where the sample was taken, So that other people can understand the results of this qualitative research so that it is possible to apply the results of the research. This test is

conducted on other doctoral students who have not become participants. Dependability Testing is when someone else can replicate this research process by conducting an audit of the entire research process by the supervisor. According to Creswell (2014) Conformability Testing is if the research is said to be objective if the research results have been agreed by many people

3. RESULT

The findings of this research are discussed in two phases namely the first phase is quantitative analysis and the second phase is qualitative analysis as follows:

Quantitative Phase Result

The method of data analysis at this quantitative stage was carried out with a Structural Equation Model (SEM) using the Linear Structural Model (LISREL) version 8.71 from Joreskog and Sorbom (2008). Confirmatory Factor Analysis (CFA) testing is carried out by looking at the loading factor value (> 0.5) and t count value (> 1.96). A factor load of 0.50 or more is considered to have a validity strong enough to explain latent constructs (Hair et al, 2010), Ghazali (2012). Sharma (1996) explains that the weakest loading factor that can be accepted is 0.40. Hair et al (2010) states that constructs have good reliability is if the value of Construct Reliability (CR) ≥ 0.70 and the extracted variance value (VR) ≥ 0.50 . Hair et al (2010) adds that the interpretation of the reliability construct size can be said to be good if the value is more than 0.40. Data analysis was carried out using the LISREL program with the criteria for loading factor values (> 0.5) and t arithmetic values (> 1.96) whose results can be seen in the following figure:

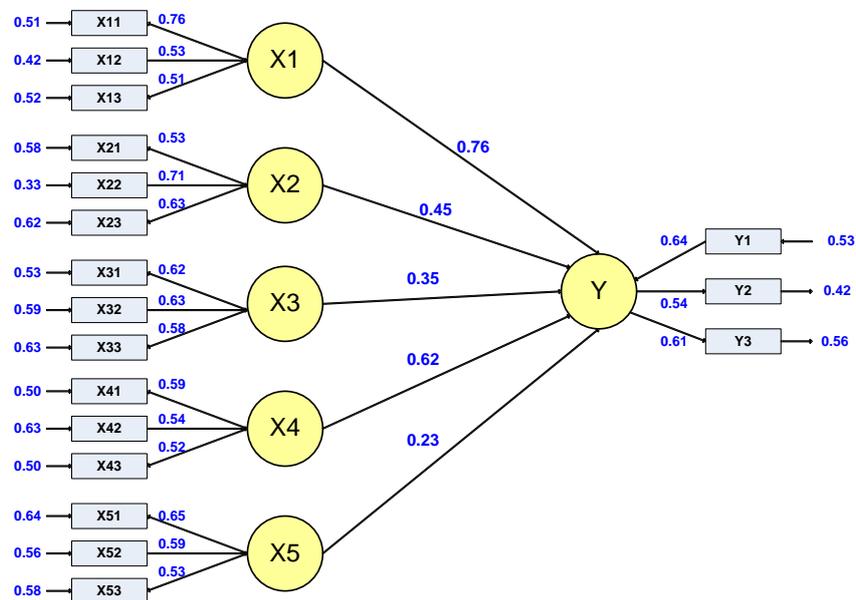


Figure 2. Loading Factor Confirmatory Factor Analysis Halal Medicine Purchase Repetition

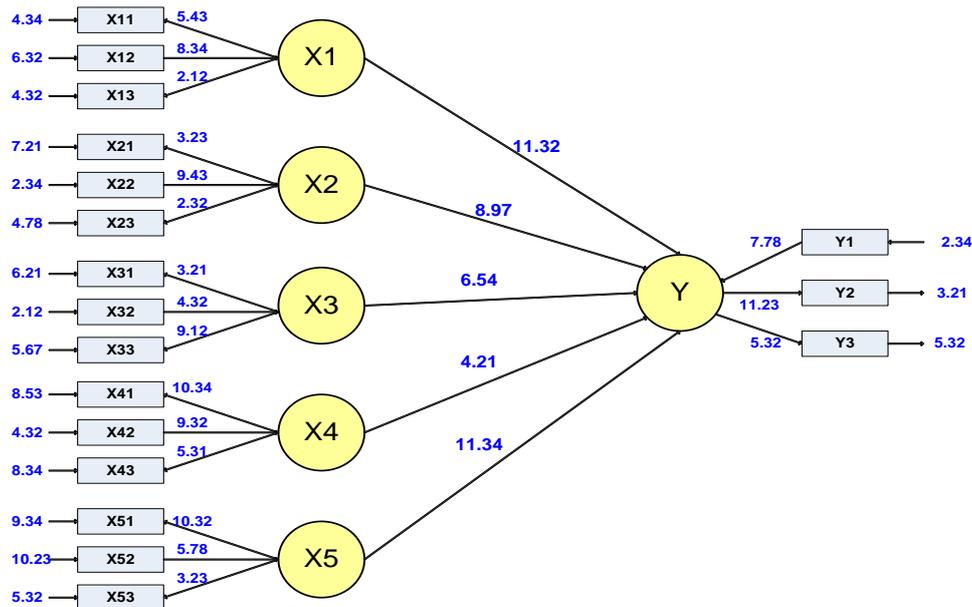


Figure 3. t Value Confirmatory Factor Analysis Halal Medicine Purchase Repetition

The first level of analysis is carried out from the latent construct of the aspects to the indicators. Based on the results of the analysis above shows that all factors loading values > 0.5 and all values of t count needed to test the significance of loading factor values greater than 1.96. This means that of the 18 indicators are all valid and significant items. The summary of the results of the analysis can be seen in the following table:

Table 3. Indicators Construct Validity Analysis

No	Indicators	Loading Factor	t-Value	Remark
1	X11	0.76	5.43	Sig & Valid
2	X12	0.53	8.34	Sig & Valid
3	X13	0.51	2.12	Sig & Valid
4	X21	0.53	3.23	Sig & Valid
5	X22	0.71	9.43	Sig & Valid
6	X23	0.63	2.32	Sig & Valid
7	X31	0.62	3.21	Sig & Valid
8	X32	0.63	4.32	Sig & Valid
9	X33	0.58	9.12	Sig & Valid
10	X41	0.59	10.34	Sig & Valid
11	X42	0.54	9.32	Sig & Valid
12	X43	0.52	5.33	Sig & Valid
13	X51	0.65	10.32	Sig & Valid
14	X52	0.59	5.78	Sig & Valid
15	X53	0.53	3.23	Sig & Valid
16	Y1	0.64	7.78	Sig & Valid
17	Y2	0.54	11.23	Sig & Valid
18	Y3	0.61	5.32	Sig & Valid

Figure 3.t-Value Factor Confirmatory Factor Analysis Publication Inhibition

The second level of analysis is carried out from the latent construct to its aspect construct. Based on the test results above shows that the factor loading values are all > 0.5 and all the calculated t values needed to test the significance of the factor loading values are greater than 1.96. The summary of the results of the analysis can be seen in the following table.

Table 4 . Variables Construct Validity Analysis

No	Indicators	Loading Factor	t-Value	Remark
1	X1 -> Y	0.76	11.32	Significant
2	X2 -> Y	0.45	8.97	Significant
3	X3 -> Y	0.35	6.54	Significant
4	X4 -> Y	0.62	4.21	Significant
5	X5 -> Y	0.23	11.34	Significant

These results indicate that 5 variables are valid and significant to measure the latent variables Constraints. The validity results are also supported by the value of Chi Square (χ^2) which produces p value of 105.05 with a p-value of 0.167 ($p > 0.05$). Based on the formula of construct reliability calculation, the results of CR = 0.93 and VE = 0.56, which means that Constraints have good reliability. Hair, et al., (2010) state that constructs have good reliability if the value of Construct Reliability (CR) ≥ 0.7 and the Variance Extracted value (VE) ≥ 0.40 .

Furthermore, for the suitability of the model (model fit), in general it is good. As for the criteria for the model fit is as in the following table.

Table 5. Model Fit Criteria

No	Index Fit	Value	Value Standard	Remark
1	Chi Square p	105.05	> 0.05	Fit
2	RMSEA	0.042	< 0.080	Fit
3	NFI	0.92	> 0.90	Fit
4	NNFI	0.95	> 0.90	Fit
5	CFI	0.91	> 0.90	Fit
6	IFI	0.92	> 0.90	Fit
7	GFI	0.94	> 0.90	Fit
8	AGFI	0.87	> 0.90	Not Fit

Table 6. Indicators Construct Reliability Analysis

No	Indicators	Loading Factor	Error	CR	VE
1	X11	0.76	0.51	0.93	0.56
2	X12	0.53	0.42		
3	X13	0.51	0.52		
4	X21	0.53	0.58		
5	X22	0.71	0.33		
6	X23	0.63	0.62		
7	X31	0.62	0.53		
8	X32	0.63	0.59		
9	X33	0.58	0.63		
10	X41	0.59	0.50		

11	X42	0.54	0.63		
12	X43	0.52	0.50		
13	X51	0.65	0.64		
14	X52	0.59	0.56		
15	X53	0.53	0.58		
16	Y1	0.64	0.64		
17	Y2	0.54	0.54		
18	Y3	0.61	0.61		

Based on the analysis results it is known that 7 out of 8 index fit states that the model is fit. These results indicate that the Constraints (Y) variable model is fit with empirical data. Based on the results of the analysis of the construct validity and the construct reliability then all aspects and items that make up the Constraints (Y) are valid and reliable. The equation model for the relationship between dependent variable and independent variable is obtained as follows:

$$Y = 0.76X1 + 0.45 X2 + 0.35 X3 + 0.62 X4 + 0.23 X5 \text{ and } R \text{ square is } 0.96.$$

The R square is 0.96 mean the independent variable Halal Medicine Perception (X1), Halal Medicine Quality (X2), Halal Medicine Safety (X3), Halal Medicine Knowlegde (x4), Halal Medicine Purchase Intention (X5) affects the dependent variable Halal Medicine Purchase Repetition (Y) by 96% while 4% is influenced by other factors.

Qualitative Phase Result

In this qualitative phase, the main interview questions based on relevant literature review to get in-depth information about halal medicine. Questions focus on halal medicine knowledge and interviews carried out for about 30 minutes. The results of the interview in open questions to five participants were summarized as follows:

Halal Medicine Perception (X1),

There were three participants who gave some opinions that halal medicine perception influence halal medicine purchase repetition

R1 : "... I bought halal medicine because it's good, guaranteed and good quality ..."

R2: "... I think halal medicine should be consumed by all Muslim and South East Asian consumers ..."

R5: "... Buying halal medicine is more guaranteed, better than non-halal medicine ..."

Halal Medicine Quality (X2),

There were four participants who gave some opinions that halal medicine quality influence halal medicine purchase repetition

R1 "... I think halal medicine has better quality ..."

R3 "... In my opinion the quality of halal medicine is more guaranteed than non-halal medicine ..."

R4 "... Halal medicine is produced hygienically so that it is of good quality ..."

R5: "... All halal medicine is very high quality, there is quality guarantee ..." ...

Halal Medicine Safety (X3),

There were four participants who gave some opinions that halal medicine safety influence halal medicine purchase repetition

R1 "... I think halal medicine is safer because it is produced in a clean process ..."

R2 "... I think halal medicine is made from good ingredients so it's safe for consumption ..."

R3 "... Halal medicine is safe because it is produced in a hygienic and clean process ..."

R4 "... Halal medicine is safe because it does not contain alcohol ..."
R5 "... I choose to consume halal medicine because it is clean and safe guaranteed ..."

Halal Medicine Knowlegde (X4),

There were three participants who gave some opinions that halal medicine knowledge influence halal medicine purchase repetition

R2 "... I think halal medicine is good not only for Muslims but also for non-Muslims ..."
R4 "... halal is very good, the production process is good and uses good raw materials ..."
R5 "... Halal medicine not contaminated with pork and alcohol ..."

Halal Medicine Purchase Intention (X5)

There were three participants who gave some opinions that halal medicine intention influence halal medicine purchase repetition

R2 "... I have the intention to buy halal medicine because it is clean, good and hygienic ..."
R4 "... I recommend my family to consume halal medicine ..."
R5 "... I want to buy halal medicine because it's guaranteed quality and safety ..."

All participants gave answers and all answers from all five participants were summarized in the following table as follows:

Table 7.Data Reduction of Participants Answers

No	Variabel	R1	R2	R3	R4	R5
X01	Halal Medicine Perception	V	V	-	-	V
X02	Halal Medicine Quality	V		V	V	V
X03	Halal Medicine Safety	V	V	V	V	V
X04	Halal Medicine Knowlegde	-	V	-	V	V
X05	Halal Medicine Purchase Intention	-	V	-	V	V

From the table above, it can be concluded that the halal medicine perception is 3 partisipants, halal medicine quality is 4 partisipants, halal medicine safety is 5 participants, halal medicine knowledge is 3 participants, halal medicine purchase intention is 3 participants.

Credibility Test

The next step is to conduct a validity and reliability test with a credibility test carried out with extensive observations, increased persistence in research, triangulation and member checks.

Triangulation of Time

Credibility Test with time triangulation was conducted by re-interviewing 2 participants namely R4 and R5 a month later and the following results were obtained:R4 "... I think halal medicine is good not only for Muslims but also for non-Muslims , halal is very good, the production process is good and uses good raw materials , halal medicine not contaminated with pork and alcohol ..." and R5 "... I have the intention to buy halal medicine because it is clean, good and hygienic, I recommend my family to consume halal medicine. I want to buy halal medicine because it's guaranteed quality and safety ...". From the results of the re-interview the results were the same as the results of this research so that this research concluded that it was credible.

Transferability

In order to understand the results of this qualitative research so that it is possible to apply the results of the research elsewhere, interviews were conducted with 3 other non muslim consumers namely initial S1, S2 and S3. S1 "... I bought halal medicine because it's good, guaranteed and good quality ..."
S2: "... I think halal medicine should be consumed by all Muslim and South East Asian consumers ..."
S3: "... Buying halal medicine is more guaranteed, better than non-halal medicine ..."

The results of the interview are as follows: it was concluded that this research was transferable.

4. DISCUSSION

Based on data analysis using quantitative methods the following results are obtained:

H1 : There is a significant relationship between Halal Medicine Perception and Halal Medicine Purchase Repetition

The relationship between independent variables halal medicine perception and halal medicine purchase repetition obtained loading factor value of 0.76 and t-value of 11.32 so that it can be concluded that the halal medicine perception has a positive and significant effect on halal medicine purchase repetition. These results are the same as the results of research with a quantitative method conducted by Rezai et al.(2012) non-Muslim consumers are aware of the existence of Halal medicine , socio-environmental factors such as mixing with Muslims socially and the presence of advertised Halal medicine significantly influence non-Muslims' understanding of Halal principles. Non-Muslims understand that Halal principles are also concerned about medicine safety issues and environmentally friendly ways of doing things. *Tieman (2011) Halal* is avoiding direct contact with *Haram*, addressing the risk of contamination and ensuring that it is in line with the perception of the Muslim consumer. According *Ashraf et al.* (2019) state that four factors, namely, trustworthiness, attitude, normative structure and self-efficacy, significantly influence halal medicine purchasing. Trustworthiness of halal medicine is one of the most important variables of medicine marketing. According Kawata et al (2018) halal logo has no impact on non-Muslim subjects' purchasing behavior, the halal products with certification logo would be accepted in shops, which may foster foreign Muslim visits. According Jumani et al (2019) The findings indicate that Muslims strictly follow the halal logo and their attitude is positive in selecting halal logo products. The influence of their subjective norms is stronger because of their families and culture, as they are Muslim which influence their intentions. According to *Ishak et al (2016) Halal* perception has association with respondents' purchase decision. Thus, it highlights that *halal* perception is the mediating variable that intervenes in the relationship of a few independent variables and the purchase decision trends. The independent variables such as manufacturer identity, product label, physical product and packaging as well country of origin are considered to be important extrinsic cues that deliver messages regarding the *halal* of certain medicine products. The association of the four variables with *halal* perception is also found to be significant. practices of medicine products as they are being influenced by the sales promotions and celebrity endorsements and customers are willing to spend considerable efforts and money to purchase Halal medicine.

H2 :There is a significant relationship between Halal Medicine Quality and Halal Medicine Purchase Repetition

The relationship between independent variables halal medicine perception and halal medicine purchase repetition obtained loading factor value of 0.45 and t-value of 8.97 so that it can be concluded that the halal medicine quality has a positive and significant effect on halal medicine purchase repetition. These results are the same as the results of research with a quantitative method conducted by Jaiyeoba et al.(2019) found that halal certification mark and halal brand quality are the most influential factors that contributed to the consumers' buying decisions. According to Ayyub et al (2015) majority of the non-Muslims have positive perceptions regarding the Halal products and services as far as quality is concerned. The themes which emerged from these interviews were quality, knowledge about Halal, acculturation and animal welfare issues. According to Hassan et al (2019) Halal products have also become an attractive option for consumers, as they are also addressing safety and environmental concerns. This is an essential factor for a flourishing certification business. According to Wilkins et al (2019) consumer cosmopolitanism and non-Muslim religious identity were found to be positively related to halal product judgement, and consumer ethnocentrism and national identification were negatively related to halal product judgement. There was a strong relationship between product judgement and willingness to consume halal medicine. According to Jumani et al (2019) that Muslims strictly follow the halal logo and their attitude is positive in selecting halal logo products. The influence of their subjective norms is stronger because of their families and culture, as they are Muslim which influence their intentions. According to Awan et al (2019) customers are influenced by Halal Marketing and Branding

H3 :There is a significant relationship between Halal Medicine Safety and Halal Medicine Purchase Repetition

The relationship between independent variables halal medicine safety and halal medicine purchase repetition obtained loading factor value of 0.35 and t-value of 6.54 so that it can be concluded that the halal medicine safety has a positive and significant effect on halal medicine purchase repetition. These results are the same as the results of research with a quantitative method conducted by Bashir et al (2019) South East Asian consumers in Cape Town have a positive awareness of halal medicine, including its benefits and the production processes involved in producing it. The study also concluded that halal is not merely a commercial name using as a trademark in the global market. However, halal has several dimensions; primarily, for non-Muslim consumers, it is a mark of health and hygiene. With regard to psychological aspect, halal is considered as a sign of trust, comfortable and safe. It gives consumers a peace of mind when they consume medicine products that carry the halal label. Asnawi et al (2018) perceived behavioral control and religiosity is the significant predictor of the intention to consume halal products in international chain restaurants. Surprisingly, attitudes toward halal products and subjective norms have no significant effects on their intention.

H4 :There is a significant relationship between Halal Medicine Knowledge and Halal Medicine Purchase Repetition

The relationship between independent variables halal medicine knowledge and halal medicine purchase repetition obtained loading factor value of 0.62 and t-value of 4.51 so that it can be concluded that the halal medicine knowledge has a positive and significant effect on halal medicine purchase repetition. These results are the same as the results of research with a quantitative method conducted by Muhamed et al (2019) state that the empirical results showed that the importance of halal certification had the highest impact on

consumer choice behaviour, particularly in the purchase of halal-certified medicine supplies. Also, epistemic and emotional values were both statistically significant in terms of their influence on the consumer decision-making process. According to Azam et al (2016) that *halal* awareness and product ingredients have significantly influenced Muslims' intention to buy *halal* packaged medicine that are produced by non-Muslim manufacturers. The findings show that the religious belief, exposure and certification/logo are potential sources of Muslim awareness about *halal* packaged medicine from non-Muslim manufacturers. According to Rezai et al (2012) t non-Muslim consumers are aware of the existence of Halal medicine in Malaysia. In general, socio-environmental factors such as mixing with Muslims socially and the presence of advertised Halal medicine significantly influence non-Muslims' understanding of Halal principles. The findings also suggest that non-Muslims understand that Halal principles are also concerned about medicine safety issues and environmentally friendly ways of doing things. According to Haque et al (2015) the perception of South East Asian consumers about *halal* medicine products is influenced by their attitude, subjective norm and perceived behavioural control.

H5 :There is a significant relationship between Halal Medicine Intention and Halal Medicine Purchase Repetition

The relationship between independent variables halal medicine intention and halal medicine purchase repetition obtained loading factor value of 0.23 and t-value of 11.34 so that it can be concluded that the halal medicine intention has a positive and significant effect on halal medicine purchase repetition. These results are the same as the results of research with a quantitative method conducted by Ayyub et al (2015) majority of the non-Muslims have positive perceptions regarding the Halal products and services as far as quality is concerned. The themes which emerged from these interviews were quality, knowledge about Halal, acculturation and animal welfare issues. According to Sherwani et al (2018) positive personal attitude towards the consumption of halal meat, motivation to comply with the opinion of important persons and institutions and the perceived control over consuming halal meat predict the intention to eat halal meat among Muslims. According to Abdullah et al (2019) the level of awareness toward *halal* medicines is high, and that the effect of awareness on purchase decision is positive and significant. Importantly, they find that religiosity acts as a moderating variable on the relationship between awareness and purchase decision. According to Shahid et al (2018) religiosity and increasing awareness about halal products acts as an influencer for individuals' halal products consumption along with halal certification and growing education level of Muslim consumers. According to Khan et al (2019) religious commitment, motivation to comply, self-identity and perceived behavioral control have a positive and significant effect on the intention to purchase *halal* endorsed products. The empirical evidence indicates that the individuals who consider themselves as distinct Muslims, i.e. perceive that they have a well-defined self-identity, a higher level of behavioral control, religious commitment and a strong motivation to comply with the *Shariah* teachings about *halal* buying, end up buying *halal*-endorsed products. According to Quiquab et al (2019) halal logo helps service providers to create positive perceived reputation and to build trust among consumers, which eventually lead customer loyalty. It is expected that the findings of this study will assist the halal fast medicine industry marketers to better strategize their marketing efforts in retaining the Muslim customer base.

Based on data analysis using quantitative methods the following results are obtained All participants gave answers and all answers from all five participants were summarized that the halal medicine perception is 3 partisipants, halal medicine quality is 4 partisipants, halal medicine safety is 5 participants, halal medicine knowledge is 3 participants, halal medicine

purchase intention is 3 participants. After conduct triangulation test the results of the re-interview the results were the same as the results of this research so that this research concluded that it was credible after conduct transferability test it was concluded that this research was transferable.

Table 8. Quantitative and Qualitative Results Comparison

Correlation	Quantitative	Qualitative
(H1) There is a significant relationship between Halal Medicine Perception and Halal Medicine Purchase Repetition	The relationship between independent variables halal medicine perception and halal medicine purchase repetition obtained loading factor value of 0.76 and t-value of 11.32 so that it can be concluded that the halal medicine perception has a positive and significant effect on halal medicine purchase repetition	There were three participants R1, R2, R3 who gave some opinions that halal medicine perception influence halal medicine purchase repetition. R1 : "... <i>I bought halal medicine because it's good, guaranteed and good quality...</i> ". R2: "... <i>I think halal medicine should be consumed by all Muslim and non-Muslim consumers...</i> ". R5: "... <i>Buying halal medicine is more guaranteed, better than non-halal medicine ...</i> "
(H2) There is a significant relationship between Halal Medicine Quality and Halal Medicine Purchase Repetition	The relationship between independent variables halal medicine perception and halal medicine purchase repetition obtained loading factor value of 0.45 and t-value of 8.97 so that it can be concluded that the halal medicine quality has a positive and significant effect on halal medicine purchase repetition	There were four participants R1, R2, R3, R4 who gave some opinions that halal medicine quality influence halal medicine purchase repetition. R1 "... <i>I think halal medicine has better quality ..</i> ". R3 "... <i>In my opinion the quality of halal medicine is more guaranteed than non-halal medicine ...</i> ". R4 "... <i>Halal medicine is produced hygienically so that it is of good quality ...</i> ". R5: "... <i>All halal medicine is very high quality, there is quality guarantee ...</i> "
(H3) There is a significant relationship between Halal Medicine Safety and Halal Medicine Purchase Repetition	The relationship between independent variables halal medicine safety and halal medicine purchase repetition obtained loading factor value of 0.35 and t-value of 6.54 so that it can be concluded that the halal medicine safety has a positive and significant effect	There were four participants who gave some opinions that halal medicine safety influence halal medicine purchase repetition R1 "... <i>I think halal medicine is safer because it is produced in a clean process ...</i> ". R2 "... <i>I think halal medicine is made</i>

	on halal medicine purchase repetiton	<i>from good ingredients so it's safe for consumption ...". R3 "... Halal medicine is safe because it is produced in a hygienic and clean process ...".R4 "... Halal medicine is safe because it does not contain alcohol ...". R5 "... I choose to consume halal medicine because it is clean and safe guaranteed ..."</i>
(H4)There is a significant relationship between Halal Medicine Knowledge and Halal Medicine Purchase Repetition	The relationship between independent variables halal medicine knowledge and halal medicine purchase repetiton obtained loading factor value of 0.62 and t-value of 4.51 so that it can be concluded that the halal medicine knowledge has a positive and significant effect on halal medicine purchase repetiton	There were three participants who gave some opinions that halal medicine knowledge influence halal medicine purchase repetiton. R2 <i>"... I think halal medicine is good not only for Muslims but also for non-Muslims ..."</i> R4 <i>"... halal is very good, the production process is good and uses good raw materials ..."</i> R5 <i>"... Halal medicine not contaminated with pork and alcohol ..."</i>
(H5) There is a significant relationship between Halal Medicine Intention and Halal Medicine Purchase Repetition	The relationship between independent variables halal medicine intention and halal medicine purchase repetiton obtained loading factor value of 0.23 and t-value of 11.34 so that it can be concluded that the halal medicine intention has a positive and significant effect on halal medicine purchase repetiton	There were three participants who gave some opinions that halal medicine intention influence halal medicine purchase repetiton R2 <i>"... I have the intention to buy halal medicine because it is clean, good and hygienic ..."</i> R4 <i>"... I recommend my family to consume halal medicine ..."</i> . R5 <i>"... I want to buy halal medicine because it's guaranteed quality and safety ..."</i>

Based on the results of the analysis with the sequential explanatory method and data based on the recapitulation from the table above, it is obtained that the quantitative method gives the same results as the qualitative method. This means that qualitative methods reinforce the results of quantitative methods

5. CONCLUSION

The results of quantitative and qualitative analysis of this research indicate concluded that the relationship between independent variables halal medicine perception and halal medicine purchase repetition

can be concluded that the halal medicine perception has a positive and significant effect on halal medicine purchase repetition. The relationship between independent variables halal medicine perception and halal medicine purchase repetition can be concluded that the halal medicine quality has a positive and significant effect on halal medicine purchase repetition. The relationship between independent variables halal medicine safety and halal medicine purchase repetition can be concluded that the halal medicine safety has a positive and significant effect on halal medicine purchase repetition. The relationship between independent variables halal medicine knowledge and halal medicine purchase repetition obtained can be concluded that the halal medicine knowledge has a positive and significant effect on halal medicine purchase repetition. The relationship between independent variables halal medicine intention and halal medicine purchase repetition can be concluded that the halal medicine intention has a positive and significant effect on halal medicine purchase repetition. Based on the results of the analysis with the sequential explanatory method and data based on the recapitulation from the table above, it is obtained that the quantitative method gives the same results as the qualitative method. This means that qualitative methods reinforce the results of quantitative methods. Novelty of this research is the first research of halal medicine purchase intention and repetition in Indonesia with the Explanatory Sequential Mixed Methods method with the scope in a country region. This research will be a new reference for similar topic of research, and subsequent research can be conducted in other countries. This research produces novelty which is a new model of factors that influence halal medicine purchase repetition of South East Asian Consumers.. This research can be an additional reference and can be used as a new reference for further research. Some recommended recommendations some suggestions for all consumers in Indonesia to consume halal medicine, for medicine manufacturers to implement a halal guarantee management system. This study has several limitations namely the number of participants for qualitative analysis only 5 South East Asian Consumers. consumers and the number of respondents for quantitative analysis is only 340 respondents and for further research can increase the number of participants and the number of respondents. For further research, you can continue this research in other countries or other regions with different participants and respondents.

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