

## Intention to Consume Halal Pharmaceuticals of Muslims in Jember

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### ABSTRACT

Purpose of this research is to analyze the significant influence of religiosity and halal knowledge on the intention of consuming halal pharmaceutical products through the attitude of the Jember community. Population in this study is Jember resident who have taken medicine, with purposive sampling techniques with 100 respondents. The analysis method used is path analysis with SPSS analysis tool version 23. The results of this study show that religiosity and halal knowledge have a significant effect on attitudes. Then religiosity, halal knowledge and attitude have a significant effect on the intention to consume. The results of the pathway test stated that halal religiosity and knowledge had a significant effect on consumption intentions through attitudes. So, there is a significant influence between religiosity and halal knowledge on the intention to consume halal pharmaceutical products through the attitude of the Jember community. This research has implications for pharmaceutical brand owners to consider coming up with Medicine brands that match the preferences of Muslim consumers in terms of ingredients, product names and advertisements.

**Keywords** : **Pharmaceutical; Religiosity; Halal Knowledge; Intention to Consume; Jember**

### ABSTRAK

*Pada masa covid-19 di pemerintah Indonesia melakukan segala upaya untuk mengurangi penularan virus tersebut, salah satu upayanya dengan cara pemberian vaksinasi. Berbagai respon masyarakat Jember muncul terkait adanya program vaksinasi tersebut, diantaranya tidak yakin dengan kehalalan, keamanan, serta ragu dengan keefektifitasan dari vaksin. Sikap penolakan terhadap vaksin yang dianggap sebagai obat tersebut dipahami sebagai bentuk dari intensi mengonsumsi produk farmasi halal. Tujuan dilakukannya penelitian ini untuk menganalisis pengaruh signifikan dari religiositas dan pengetahuan halal terhadap intensi mengonsumsi produk farmasi halal melalui sikap masyarakat Jember. Populasi dalam penelitian ini yakni masyarakat Jember yang pernah mengonsumsi obat-obatan, dengan teknik purposive sampling dengan 100 responden. Metode analisis yang digunakan yakni analisis jalur dengan alat analisis SPSS versi 23. Hasil penelitian ini menunjukkan bahwa religiositas dan pengetahuan halal berpengaruh signifikan terhadap sikap. Kemudian religiositas, pengetahuan halal dan sikap berpengaruh*

*signifikan terhadap intensi mengonsumsi. Hasil analisis jalur menyebutkan bahwa religiositas dan pengetahuan halal berpengaruh signifikan terhadap intensi mengonsumsi melalui sikap. Maka terdapat pengaruh signifikan antara religiositas dan pengetahuan halal terhadap intensi mengonsumsi produk farmasi halal melalui sikap masyarakat Jember.*

**Kata Kunci : Farmasi; Religiositas; Pengetahuan Halal; Intensi Mengonsumsi; Jember**

## **INTRODUCTION**

Religiosity is the level of a person's adherence to the teachings of his religion. Religious people have certain values that can influence their actions and decisions, because religiosity can shape a person's values and beliefs which will be reflected in their behavior (Octavianny, Makaryanawati, & Edwy, 2021). Halal knowledge is knowledge about everything that is permitted and allowed to be consumed, used or implemented according to Islamic law (Kasri, Ahsan, Widiatmoko, & Hati, 2023a). Islam teaches that its people must consume halal and *thayyib* products as stated in Q.S. Al-Baqarah/2: 168. The above verse requires humans to eat halal and good food. Allah SWT also forbids its people to follow the misleading steps of Satan. Thus, Novelty in this research at a specific location and time conducted in Jember Regency and there is an added Attitude Moderation variable and using Path Analysis. that the food is halal and does not contain harmful substances. This is in accordance with the order of the Prophet Muhammad in H.R. Abu Dawud no. 3874 (Khoirul Anam, Betania Kartika Muhflih, Mohammad Aizat Jamaludin, & Susilo Wati, 2023): Abu Darda' Radhiyaallhu Anhu reported: The Messenger of Allah (saw) said: "Verily, Allah has sent down a disease and a cure, and for every disease there is a cure, so seek treatment and do not seek treatment with that which is unlawful!"

The hadith instructs to treat with something halal. In doing halal treatment, you must have knowledge, which knowledge will affect a person's attitude in acting. In the halal pharmaceutical industry, Indonesia ranks ninth in 2022 from sixth in 2021, according to The State of the Global Islamic Economy Report 2022 (DinarStandard, 2022) The cause of the decline is due to the slow pace in the halal certification process of the drug industry. The Indonesian government is preparing a strategy to overcome this decline through Law Number 33 of 2014 concerning Halal Product Guarantee (JPH Law). The JPH Law is the legal basis that regulates the guarantee of halal products (Istikomah, 2019). When the Indonesian government ran a vaccination program to fight the Corona virus outbreak, various public responses emerged. The general reason for the rejection of the Covid-19 vaccine is because people are not sure about the halalness, safety, and doubt the effectiveness of vaccine products entering Indonesia, causing distrust in the midst of the community towards vaccines (Sudarsono, Ikawati, Kurnia, Azizah, & Kholid, 2024). This situation needs to be studied further, because people have different levels of trust in vaccines. Therefore, on January 8, 2021, the Central MUI Fatwa Commission issued a fatwa on the halal and sanctity of the Covid-19 vaccine in MUI Fatwa No. 02 of 2021 (Sudarsono et al., 2024).

This phenomenon occurred in the community of Jember Regency. According to data from the Ministry of Health of the Republic of Indonesia, 1,702,145 people received the first dose of vaccine in Jember Regency (BPS Jember, 2021) This number decreased over time until the fourth dose of vaccine. Meanwhile, the total number of people in Jember

Regency according to BPS data is 2,584,233 people (BPS Jember, 2021). This explains that there are still many people in Jember who are reluctant to receive vaccines. This phenomenon illustrates how the behavior of the Muslim community in choosing chemical medicine in general. The attitude of rejection of vaccines that are considered as medicine is understood as a form of intention to consume halal pharmaceutical products. There are previous studies that are similar to this study, but the difference is in the object used, namely the people of Jember Regency and also the phenomenon used in this study (Fathorrazi, Mahardiyanto, & Hardinawati, 2023; Mahardiyanto, Fathorrazi, & Ulfa Hardinawati, 2022). This study attempts to measure how religiosity and halal knowledge influence the intention to consume halal pharmaceutical products as daily medicines.

Religion is the spiritual inclination of humans relating to the universe, the meaning of the end, and the essence of the whole (Huda, 2023). Religiosity is the way a person expresses their religious beliefs and values in their daily lives. These beliefs come from a higher power than humans, and have a significant impact on how we live our daily lives. Religiosity is not just about belief in God, but a deep commitment that colors a person's life with piety and enthusiasm in carrying out the teachings of his religion (Iranmanesh, Mirzaei, Parvin Hosseini, & Zailani, 2019). Religiosity can be the basis for human motivation to live their lives in accordance with the teachings of their religion (Wahyudi, Wulandari, Mahardiyanto, & R. Khaleed, 2023). The following are indicators of religiosity used in this study to measure religiosity variables, including (Iranmanesh et al., 2019): Belief, namely belief in religious teachings and belief in God Almighty. Behavior, namely behavior in accordance with religious teachings. Knowledge, namely knowledge of the teachings of his religion (Khanyk, Joher, & Sporong, 2024; Krisna & Yusuf, 2023). Halal knowledge is an important aspect of Muslim life (Astutik, Mawardi, & Mahardiyanto, 2021). Halal knowledge can be defined as an understanding of everything related to halal products. This includes product categories, brands, terminology, location and time of sale, use, and beliefs about product halalness. All information about halal products is considered halal knowledge (Rose & Rodhiah, 2023). Halal knowledge indicators are used to assess the action of halal knowledge on pharmaceutical products. The following are indicators according to Sadeeqa and Sarriff in (Kasri et al., 2023a) regarding halal knowledge including: Knowledge of the source of halal law, Knowledge of the meaning of the words halal and haram, Knowledge of everything that is forbidden to consume and also Knowledge of halal labeling (Khanyk et al., 2024; Olyvia & Darwanto, 2023; Rusmita, Ryandono, Filianti, & Mohd Salleh, 2020; Wahyudi et al., 2023).

Attitudes are evaluations or emotional reactions that a person has towards an object, person, or situation. Attitudes can be favorable, unfavorable, or neutral. Attitudes can also be ambivalent, which is when a person has two different evaluations of an object. According to (Syafitri & Prasetyo, 2022), attitude is a combination of a person's personality, beliefs, values, behavior, and drive.

Ajzen suggests indicators of attitude, namely: Cognitive, which is the dimension of attitude related to individual understanding and knowledge of an attitude object (Widhyatmika, Desak Nyoman Sri Werastuti, & Edy Sujana, 2023). Then Affective, which is the dimension of attitude that relates to individual feelings or emotions towards an attitude object. And also Behavior, which is the dimension of attitude related to the individual's tendency to perform a behavior towards the object (Fadillah, Ridlwan, Suryaningsih, & Indrarini, 2023; Xuan, Razak, Ali, & Said, 2022).

Intention can be interpreted as a person's willingness to perform a behavior (Nikmatul Maula Pulungan, Tri Inda Fadhila Rahma, & Rahmat Daim Harahap, 2023). The theory of reasoned action (TRA) explains that a person's intention to perform an action is the main determinant of the action. Intention is the degree of readiness of a person to carry out certain behaviors. Indicators of intention to consume according to Rahman (Kasri, Ahsan, Widiatmoko, & Hati, 2023b), are: Assessment of the product, which is a factor that affects consumer satisfaction which can be seen from the quality of the product and the usefulness of the product. Further Social factors, namely factors related to the individual's social environment, including family, friends and society. Then Personal factors, namely factors that come from within consumers, which can influence consumer intentions to consume a product (Bawono, Saputra, & Annur, 2022; Hussain et al., 2024; Sani, Rahmayanti, Kamal, Ilmiah, & Abdullah, 2023; Seyfi, Hall, & Strzelecka, 2023; Sudarsono & Nugrohowati, 2020).

Religiosity is not only belief in God, but a deep commitment that colors a person's life with piety and enthusiasm in carrying out the teachings of his religion (Iranmanesh et al., 2019). Halal knowledge can be interpreted as an understanding of everything related to halal products. this study has the following hypothesis: Religiosity has a significant effect on the attitude of the people of Jember in consuming halal pharmaceutical products (H1). Halal knowledge has a significant effect on the attitude of the people of Jember in consuming halal pharmaceutical products (H2). Religiosity has a significant effect on the intention to consume halal pharmaceutical products for the people of Jember (H3). Halal knowledge has a significant effect on the intention to consume halal pharmaceutical products in the Jember community (H4). Attitude has a significant effect on the intention to consume halal pharmaceutical products in the Jember community (H5). Religiosity affects the intention to consume halal pharmaceutical products through the attitude of the people of Jember (H6). Halal knowledge affects the intention to consume halal pharmaceutical products through the attitude of the people of Jember (H7). Novelty in this research at a specific location and time conducted in Jember Regency and there is an added Attitude Moderation variable and using Path Analysis.

## **RESEARCH METHOD**

The population in this study is the people of Jember who have consumed medicine. Part of the characteristics and number of populations is referred to as a sample, because this study the population is not clearly known, so the purposive sampling technique is used to obtain a representative sample. This technique selects samples based on certain considerations or criteria. This research is part of the type of associative research. Associative is a method of examining an object whose purpose is to determine the relationship between two or more variables (Sugiono, 2020). The age of 18 years and over has the ability to think independently and make responsible decisions and age > 40 years is the age of someone who begins to experience physical and mental changes (Sugiono, 2020). Medicine in general have several special labels that are usually listed on the packaging and have different meanings. Medicine that are available over-the-counter and can be obtained without a prescription are indicated by a green circle label. Blue circles mean limited over-the-counter medicine that can be taken in certain amounts. So that the sample criteria in this study, namely resident who live in Jember Regency, are at least 18

years old and have consumed over-the-counter medicine on the market without a doctor's prescription and a limited number of purchases, such as sanmol, neurobion, antimo, etc. brands. The Analysis technique using path analysis Determination of the sample using the calculation formula proposed by Lemeshow which obtained the results of 96.04 and rounded up to 100 respondents with the criteria. The path analysis equation in this study can be seen in Formula 1 and Formula 2.

$$Z = \beta_{zx^1}X^1 + \beta_{xz}zX^2 + \varepsilon^1 \quad (1)$$

$$Y = \beta_{yx^1}X^1 + \beta_{xz}zX^2 + \beta_{yz} + \varepsilon^2 \quad (2)$$

The type of data used is quantitative data, namely data in the form of numbers. This data allows researchers to perform statistical calculations and analysis to obtain objective and accurate results. The data sources that will be used in this study are primary data obtained directly by researchers from answers questionnaires directly to respondents who met the research criteria and secondary data obtained from trusted websites to support respondents' research.

This research was analysed using Validity Test, which is a test conducted to measure whether or not a measuring instrument is accurate to be used (Sugiono, 2020). In making decisions for the validity test, it can refer to the significance value. Based on the significance value, the instrument is said to be accurate if it has a significance value < 0.05. Furthermore Reliability test, according to a test of the instrument test which aims to see if the measuring instrument is consistent. The decision whether the instrument is reliable or not can be seen in the Cronbach's Alpha value. If Cronbach's Alpha > 0.60 then the instrument is said to be accurate.

This test consists of Data Normality Test, aims to ensure that the regression has a normally distributed residual value or not (Sugiono, 2020). Can be seen using the Kolmogorov-Smirnov method, if the significance > 0.05 then normally distributed and vice versa. Retrieved Multicollinearity Test, is a statistical method used to detect the level of relationship between independent variables in the regression model. Multicollinearity can be seen if the Tolerance value > 0.10 and the Variance Inflation Factor (VIF) value < 10 then there is no multicollinearity. Last but not least Heteroscedasticity Test, is a statistical method used to detect differences in residual variances in regression models. According to Sugiono (2020) the park test can be used to test for heteroscedasticity by removing residuals, LN transformation (natural logarithm), and regression to the independent variable. If the significance value > 0.05 then there is no heteroscedasticity, and vice versa (Sugiono, 2020).

To test the hypothesis using T-test, used to determine how much influence the independent variable has on the dependent variable. The effect of the independent variable on the dependent variable partially is indicated if the significant value is < 0.05. Conversely, the effect of the independent variable on the dependent variable is negatively the opposite. And Also The Coefficient of Determination, or R-square (R<sup>2</sup>) analysis aims to see the magnitude of the influence of the independent variable on the dependent variable.

Path analysis is a statistical approach used to determine the relationship between independent, intervening, and dependent variables in a model (Malino, 2020). One of the methods used is the Sobel Test. The Sobel Test aims to test the significance of the intervening effect on the relationship between the independent and dependent variables.

In path analysis, conclusions about the intervening effect can be drawn based on the p-value. If the p-value < 0.05 significance value, the null hypothesis is rejected and the Sobel test is considered significant.

## RESULTS AND DISCUSSION

Table 1 the following are the results of the Validity Test to measure the instruments in this study. The validity test results show a significance level that meets the valid criteria, which means the instrument is valid and the research can continue.

**Table 1. Validity Test**

Variable	Type	Sig.	Description
Religiosity (X1)	X1.1	0,000	Accurate
	X1.2	0,000	Accurate
	X1.3	0,000	Accurate
Halal Knowledge (X2)	X2.1	0,000	Accurate
	X2.2	0,000	Accurate
	X2.3	0,000	Accurate
	X2.4	0,000	Accurate
Attitude (Z)	Z.1	0,000	Accurate
	Z.2	0,000	Accurate
	Z.3	0,000	Accurate
Intention to Consume (Y)	Y.1	0,000	Accurate
	Y.2	0,000	Accurate
	Y.3	0,000	Accurate

Source: *Processed Data, 2024*

Based on Table 1, shows that the validity test of each statement item from the above variables shows a significance value < 0.05. Then all types of statements in each variable are declared accurate.

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Description
Religiosity (X1)	0,683	Accurate
Halal Knowledge (X2)	0,808	Accurate
Attitude (Z)	0,651	Accurate
Intention to Consume (Y)	0,678	Accurate

Source: *Processed Data, 2024*

Based on Table 2, the religiosity variable (X1) is worth 0.683. The halal knowledge variable (X2) is worth 0.808. The attitude variable (Z) is worth 0.651. The consumption intention variable (Y) is worth 0.678. So the research questionnaire in this study was declared reliable, because the Cronbach's Alpha value of each variable > 0.60. Next is the classic assumption test in Table 3.

**Table 3. Data Normality Test**

(Dependent Z)		Unstandardized Residual
N		100
Monte Carlo Sig. (2-tailed)		0,351

*Source: Processed Data, 2024*

Based on Table 3, the Z Dependent Normality Test shows that the significance value of the religiosity variable (X1), halal knowledge (X2), and attitude (Z) is 0.315 with a total data of 100. So, the data that has been obtained in this study is normally distributed because it has a significance value  $> 0.05$ .

**Table 4. Data Normality Test**

(Dependent Y)		Unstandardized Residual
N		100
Monte Carlo Sig. (2-tailed)		0,525

*Source: Processed Data, 2024*

Based on Table 4, the Y Dependent Normality Test shows that the significance value of the religiosity variable (X1), halal knowledge (X2), attitude (Z) and consumption intention (Y) has a value of 0.525 with a total data of 100. So, the data that has been obtained in this study is normally distributed because it has a significance value  $> 0.05$ . Next is the Multicollinearity test as in Table 5 and Table 6.

**Table 5. Multicollinearity Test**

Model	(Dependent Z)		Description
	Colinearity Statistic		
	Tolerance	VIF	
Religiosity (X1)	0,626	1.598	There is no multicollinearity
Halal Knowledge (X2)	0,626	1.598	There is no multicollinearity

*Source: Processed Data, 2024*

Based on Table 5, the Z Dependent Multicollinearity Test shows that the Tolerance value is 0.626 from the religiosity variable (X1) and halal knowledge (X2). Then for the VIF value of 1.598 from the religiosity variable (X1) and halal knowledge (X2). So, that based on the data that has been obtained, the two variables do not occur multicollinearity because they have a Tolerance value  $> 0.10$  and a VIF value  $< 10$ .

**Table 6. Multicollinearity Test**

Model	(Dependent Y)		Description
	Colinearity Statistic		
	Tolerance	VIF	
Religiosity (X1)	0,626	1.598	There is no multicollinearity
Halal Knowledge (X2)	0,626	1.598	There is no multicollinearity
Attitude (Z)	0,467	2.144	There is no multicollinearity

Source: Processed Data, 2024

Next, based on Table 6, the Y Dependent Multicollinearity Test shows that the religiosity variable (X1) has a Tolerance value of 0.382 and a VIF of 2.616. Halal knowledge (X2) has a Tolerance value of 0.622 and a VIF of 1.607. Attitude (Z) has a Tolerance value of 0.467 and a VIF of 2.144. So that based on the data that has been obtained, the three variables do not occur multicollinearity because they have a Tolerance value  $> 0.10$  and a VIF value  $< 10$ .

**Table 7. Heteroscedasticity Test**

Model	(Dependent Z)		Description
	Significance		
Religiosity (X1)	0,148		There is no heteroscedasticity
Halal Knowledge (X2)	0,098		There is no heteroscedasticity

Source: Processed Data, 2024

Based on Table 7, heteroscedasticity Test Dependent Z shows that the significance value is 0.148 of religiosity (X1). The significance value is 0.098 of the halal knowledge (X2). So, from these data it can be concluded that the two variables do not occur heteroscedasticity because they have a significance value  $> 0.05$ .

**Table 8. Heteroscedasticity Test**

Model	(Dependent Y)		Description
	Significance		
Religiosity (X1)	0,556		There is no heteroscedasticity
Halal Knowledge (X2)	0,436		There is no heteroscedasticity
Attitude (Z)	0,82		There is no heteroscedasticity

Source: Processed Data, 2024

Based on Table 8, heteroscedasticity Test Dependent Z shows that the significance value is 0.148 of religiosity (X1). The significance value is 0.098 of the halal knowledge (X2). So, from these data it can be concluded that the two variables do not occur heteroscedasticity because they have a significance value  $> 0.05$ . Based on Table 8. Heteroscedasticity Test Dependent Y shows that the religiosity (X1) has a significance value of 0.556. The halal knowledge (X2) has a significance value of 0.436. The attitude variable (Z) has a significance value of 0.820. So, from this data it can be concluded that the three variables do not occur heteroscedasticity because they have a significance value  $> 0.05$ .



**Table 9. The T-test**

(Dependent Z)		
Variable	Significance	Description
Religiosity (X1)	0,000	H1 Accepted
Halal Knowledge (X2)	0,000	H2 Accepted

Source: Processed Data, 2024

The T-test results on Table 9 the religiosity variable (X1) on attitude (Z) have a significance value of  $0.000 < 0.05$  which indicates that partially the religiosity variable (X1) has a significant effect on attitude (Z) or H1 is accepted. The t test results on the halal knowledge variable (X2) on attitude (Z) have a significance value of  $0.000 < 0.05$  which indicates that partially the halal knowledge variable (X2) has a significant effect on attitude (Z) or H2 is accepted.

**Table 10. The T-Test**

(Dependent Y)		
Variable	Significance	Description
Religiosity (X1)	0,000	H3 Accepted
Halal Knowledge (X2)	0,021	H4 Accepted
Attitude (Z)	0,000	H5 Accepted

Source: Processed Data, 2024

The T-test results on Table 10, the religiosity variable (X1) on the intention to consume (Y) have a significance value of  $0.000 < 0.05$  which indicates that partially the religiosity variable (X1) has a significant effect on the intention to consume (Y) or H3 is accepted. The t test results on the halal knowledge variable (X2) on the intention to consume (Y) have a significance value of  $0.021 < 0.05$  which indicates that partially the halal knowledge variable (X2) has a significant effect on the intention to consume (Y) or H4 is accepted. The t test results on the attitude variable (Z) on the intention to consume (Y) have a significance value of  $0.000 < 0.05$  which indicates that partially the attitude variable (Z) has a significant effect on the intention to consume (Y) or H5 is accepted.

**Table 11. The Coefficient Determination**

(Dependent Z)				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,789	0,623	0,615	0,997

Source: Processed Data, 2024

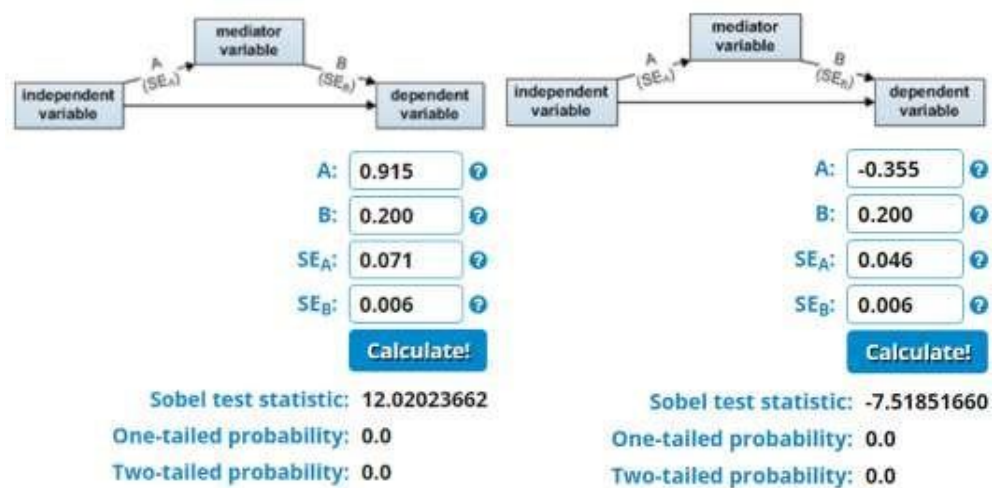
Based on Table 11, the Dependent Determination Coefficient Z shows that the value of the independent variable religiosity (X1) and halal knowledge (X2) has a value of 0.615 or 61.5% which can be seen in the Adjusted R Square column. This value can be interpreted that the religiosity and halal knowledge variables with Adjusted R Square are 61.5%, while the remaining 38.5% is explained by other variables not examined.

**Table 12. The Coefficient Determination**

(Dependent Y)				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,994	0,989	0,989	0,8168

Source: Processed Data, 2024

From Table 12, dependent Determination Coefficient Y shows that the value of the religiosity variable (X1) halal knowledge (X2) and attitude (Z) has a value of 0.989 or 98.9% which can be seen in the Adjusted R Square column. This value can be interpreted that the variables of religiosity, halal knowledge and attitude with Adjusted R Square are 98.8%, while the remaining 1.2% is explained by other variables not examined. And next is the Path Analysis in Figure 1.



Source: Processed Data through [www.danielsoper.com](http://www.danielsoper.com), 2024

**Figure 1. Sobel Test Model I & II**

Based on Figure 1, sobel test model I show that A (regression coefficient of religiosity on attitude) is 0.915, while B (regression coefficient of attitude on consumption intention) is 0.200. In addition, the standard error of A (SEA) is 0.071, and the standard error of B (SEB) is 0.006. Based on this data, it is then calculated and produces a one-tailed probability of 0.0 and a two-tailed probability of  $0.0 < 0.05$  (Data attached in appendix 7). This shows the results of the sobel test that the religiosity variable affects consumption intention through attitude.

Based on Figure 1, sobel test model II shows that A (regression coefficient of halal knowledge on attitude) is -0.355, while B (regression coefficient of attitude towards consumption intention) is 0.200. In addition, the standard error of A (SEA) is 0.046, and the standard error of B (SEB) is 0.006. Based on this data, it is then calculated and produces a one-tailed probability of 0.0 and a two-tailed probability of  $0.0 < 0.05$  (Data attached in appendix 7). This shows the results of the sobel test that the halal knowledge variable affects the intention to consume through attitude.

## Discussion

### Effect of Religiosity on Attitude

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicine on the market without a doctor's prescription and a limited number of purchases, such as sanmol, neurobion, antimo, and so on. brands. There are several characteristics used, namely gender, occupation and marital status. The characteristics of respondents based on gender in this study were dominated by women, indicating that women often consume over-the-counter medicine on the market without a doctor's prescription and limited purchase quantities. The characteristics of respondents based on age are dominated by 18-29 years old with jobs as students and unmarried status.

Referring to the characteristics that have been used, it can be concluded that respondents have religiosity that is believed when consuming over-the-counter medicines on the market without a doctor's prescription and limited purchase quantities. Respondents have applied a precautionary attitude, whether these medicines are halal for consumption or not. Based on Table 1 shows that the results of respondents' answers regarding religiosity variables were dominated by agreeing answers. Respondents believe in the prohibition of Allah SWT so as not to consume haram medicines. Apart from believing in the prohibition of Allah SWT, respondents always pay attention to the halal logo on the packaging of medicines to be consumed, because respondents always think long about the safety of a product for health. Respondents also know the recommendation from the hadith which calls for treatment with halal medicines.

In Islam, it is recommended to consume whatever is halal and good. As Muslims, we must be more vigilant in choosing the medicines to be consumed and ensuring that they are halal. This precautionary attitude is one of the factors for a person to decide on an intention to consume. The results of this study are in accordance with research showing that religiosity has a positive and significant effect on whistleblowing intentions (Widhyatmika et al., 2023). Similar research results were also conducted by Hasanah (2019) showing that religiosity has a significant influence on the saving preferences of UMP students at Islamic banks. This shows that religiosity variables can influence attitudes (Hasanah, 2019).

### Effect of Halal Knowledge on Attitude

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that respondents have good halal knowledge when consuming halal medicines. Respondents already have prudence when taking halal medicines. With the phenomenon of the large number of vaccine rejections in the Jember community which is considered a drug. However, respondents are already careful and pay attention to the halal logo on the packaging of halal medicines to be consumed.

Based on the data, it shows that the results of respondents' answers regarding religiosity variables are dominated by strongly agree and agree answers. Respondents

strongly agree that we are ordered to consume halal medicines. The majority agreed that knowing the meaning of the word halal and haram in medicine. Then, the majority of respondents agreed with knowing that medicines containing blood, pork, and other haram ingredients should not be consumed. Respondents also strongly agreed that there are medicines labeled halal. The majority of respondents already have good halal knowledge, so they are careful when consuming halal medicines. This precautionary attitude is one of the important factors for a person to decide on an intention to consume halal medicines.

The results of this study are in accordance with research showing that knowledge has a significant effect on the attitudes of syar'i fashion consumers in Surabaya (Syafitri & Prasetyo, 2022). The results of similar research conducted by Mahardiyanto (2022) show that the knowledge of the millennial generation has a significant effect on halal products. This shows that the halal knowledge variable can influence attitudes (Mahardiyanto, Fathorrazi, Suparman, Zainuri, & Priyono, 2022).

### **Effect of Religiosity on Intention to Consume**

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that respondents have religiosity that is believed when consuming over-the-counter medicines on the market without a doctor's prescription and limited purchase quantities. With the phenomenon of many vaccine rejections in the Jember community, respondents have consumed vaccines that are considered as medicine by considering the MUI Fatwa No. 02 of 2021 concerning the halalness and sanctity of vaccines.

Referring to the characteristics that have been used, it can be concluded that respondents have religiosity that is believed to consume over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Respondents already know whether they decide to consume a drug or not. Based on Table 1 shows that the results of respondents' answers regarding religiosity variables are dominated by agreeing answers. Respondents believe in the prohibition from Allah SWT not to consume haram medicines. Apart from believing in the prohibition of Allah SWT, respondents always pay attention to the halal logo on the packaging of medicines to be consumed. Respondents also know the recommendation from the hadith which calls for treatment with halal medicines.

In Islam, it is recommended to consume whatever is halal and good. The Theory of Reasoned Action (TRA) explains that a person's intention to perform a behavior is the main determinant of that behavior. The results of this study are in accordance with research which shows that religiosity has a positive and significant effect on purchase intention (Kasri et al., 2023a). The results of similar research also show that religiosity has a significant influence on attitudes. This shows that religiosity variables can influence consumption intentions (Iranmanesh et al., 2019).

### **Effect of Halal Knowledge on Intention to Consume**

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that

respondents have good halal knowledge to decide to consume a product or service. Intention to consume is a will that analyzes and studies the reasons why consumers decide to consume a product based on their halal knowledge.

Based on data that the results of respondents' answers regarding halal knowledge variables are dominated by strongly agree and agree answers. Respondents strongly agree that we are ordered to consume halal medicines. The majority agreed that knowing the meaning of the word halal and haram in medicine. Then, the majority of respondents agreed with knowing that medicines containing blood, pork, and other haram ingredients should not be consumed. Respondents also strongly agreed that there are medicines labeled halal. The majority of respondents already have good halal knowledge, so they have the confidence to consume these halal medicines, where they have an assessment of a product seen from the quality of the product and the usefulness of the product.

The results of this study are in accordance with the other research showing that the knowledge of the millennial generation has a significant effect on halal products (Wahyudi et al., 2023). The results of similar research also explain that knowledge has a significant effect on consumer purchasing decisions on halal brand products (Rose & Rodhiah, 2023). This shows that the halal knowledge variable can influence the intention to consume halal products (Mahardiyanto, Subagio, Nutqi, & Prijanto, 2024).

### **Influence of Attitude on Intention to Consume**

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that respondents have a good attitude to decide to consume a product or service. Attitude is a person's assessment of something that will affect his behavior. Intention to consume is a will that analyzes and studies the reasons why consumers decide to consume a product based on their halal knowledge.

Based on data shows that the results of respondents' answers regarding attitude variables are dominated by strongly agreeing answers. Respondents strongly agree that choosing halal medicinal products is a good and wise decision. The majority agree that respondents feel safe and satisfied when consuming halal medicines. Then, the majority of respondents strongly agree that they will consume halal medicines because they are safer and more hygienic.

The results of this study are in accordance with other research showing that attitudes have a significant influence on the purchase intention of halal medicines in Central Java (Edris, 2020). The Next results of research show that attitude has a significant effect on preference. This shows that attitude variables can influence consumption intention (Haq & Noorrizki, 2022).

### **The Effect of Religiosity on Intention to Consume through Attitude**

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that respondents have good religiosity to decide to consume a product or service through

attitude. Religiosity is a belief in God, which is characterized by piety and enthusiasm in religion. Attitude is a person's assessment of something that will influence his behavior. Consumption intention is a will that analyzes and studies the reasons why consumers decide to consume a product.

Based on data shows that the results of respondents' answers regarding religiosity variables are dominated by agreeing answers. Respondents believe in the prohibition of Allah SWT so as not to consume haram medicines. Apart from believing in the prohibition of Allah SWT, respondents always pay attention to the halal logo on the packaging of medicines to be consumed. Respondents also know the recommendation from the hadith which calls for treatment with halal medicines. Based on Table 3 shows that the results of respondents' answers regarding attitude variables were dominated by strongly agreeing answers. Respondents strongly agree that choosing halal medicinal products is a good and wise decision. The majority agree that respondents feel safe and satisfied when consuming halal medicines. Then, the majority of respondents strongly agree that they will consume halal medicines because they are safer and more hygienic.

In Islam, it is recommended to consume whatever is halal and good. As Muslims, we must be more vigilant in choosing the medicines to be consumed and ensuring that they are halal. This precautionary attitude is one of the factors for a person to decide on an intention to consume. The interesting research showed that religiosity has a significant effect on buying interest mediated by halal fashion consumer attitudes in Kendari City. This shows that religiosity variables can influence consumption intention through attitudes (Kurniawan, Alimusa, & Adnan Hakim, 2022).

### **The Effect of Halal Knowledge on Intention to Consume through Attitude**

The number of respondents in this study was 100 people with the criteria that people who live in Jember Regency are at least 18 years old and have consumed over-the-counter medicines on the market without a doctor's prescription and a limited number of purchases. Referring to the characteristics that have been used, it can be concluded that respondents have good halal knowledge to decide to consume a product or service through attitudes. Halal knowledge is an understanding of everything related to halal products. Attitude is a person's assessment of something that will influence his behavior. Intention to consume is a will that analyzes and studies the reasons why consumers decide to consume a product based on their halal knowledge.

Based on data shows that the results of respondents' answers regarding halal knowledge variables are dominated by strongly agree and agree answers. Respondents strongly agree that we are ordered to consume halal medicines. The majority agreed that knowing the meaning of the word halal and haram in medicine. Then, the majority of respondents agreed with knowing that medicines containing blood, pork, and other haram ingredients should not be consumed. Respondents also strongly agreed that there are medicines labeled halal. The majority of respondents already have good halal knowledge, so they have the confidence to consume these halal medicines, where they have an assessment of a product which is seen from the quality of the product and the usefulness of the product. Based on Table 2 shows that the results of respondents' answers regarding attitude variables are dominated by strongly agreeing answers. Respondents strongly agree that choosing halal medicinal products is a good and wise decision. The majority agree that respondents feel safe and satisfied when consuming halal medicines. Then, the

majority of respondents strongly agree that they will consume halal medicines because they are safer and more hygienic.

In Islam, it is recommended to consume whatever is halal and good. With good halal knowledge, consumers will be careful when taking medicine. They pay attention to the halal logo and also the basic ingredients of the drug itself, whether this drug is halal and safe for consumption or not. As Muslims, we must be more vigilant in choosing medicines to be consumed and ensuring that they are halal. This precautionary attitude is one of the factors for a person to decide on an intention to consume.

Similar research results which showed that the interest variable has a positive and significant effect in mediating between religiosity and knowledge on saving decisions at Islamic banks with interest as an intervening variable. This shows that the halal knowledge variable can influence consumption intention through attitude (Kusumastuti, 2020).

## **CONCLUSION**

In this study which aims to analyze the significant influence of religiosity and halal knowledge on the intention to consume halal pharmaceutical products through the attitude of the people of Jember. The findings in this study are that religiosity has a significant effect on the attitude of the Jember people in consuming halal pharmaceutical products, halal knowledge has a significant effect on the attitude of the Jember people in consuming halal pharmaceutical products, religiosity has a significant effect on the intention to consume halal pharmaceutical products in Jember society, halal knowledge has a significant effect on the intention to consume halal pharmaceutical products in Jember society, attitudes have a significant effect on the intention to consume halal pharmaceutical products in Jember society, religiosity has a significant effect on the intention to consume halal pharmaceutical products through the attitude of the Jember people, halal knowledge has a significant effect on the intention to consume halal pharmaceutical products through the attitude of the Jember people. From the research findings, there are several suggestions, namely for future researchers, it is hoped that they can modify it with other variables that have not been examined in this study. In order to broadly know other factors that might influence the intention to consume halal pharmaceutical products. In this study only focuses on the people of Jember, so the next researcher can expand the scope of the study, for the government, it is hoped that it will provide education to the people of Jember about the importance of consuming halal medicines for health. Such as conducting socialization from the Health Office in areas that are still very lacking in receiving information on the importance of consuming halal medicines and for companies engaged in the pharmaceutical sector, it is hoped that they will pay attention to the halalness of medicine that will be marketed to consumers. With the aim that consumers feel safer and more satisfied when consuming medicines that are labeled halal.

## **RECOMMENDATIONS**

Further research can be carried out by adding variables, samples and also a wider research object so that the results obtained are more robust. Then, pharmaceutical brands that carry the halal name need to be more intense in educating halal-certified

pharmaceuticals, this is important so that awareness of halal products, especially pharmaceuticals, is increasing. Including the role of the government to ensure that halal pharmaceutical products are more guaranteed in quality and affordability.

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