# ANALYSIS OF THE CAUSES OF THE INVOLVEMENT OF THE PRODUCT COMES FROM PRODUCT KNOWLEDGE AND CONSIDERATION OF CONSUMER EXPERIENCE BASED

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Abstract. All information received consumers of a product will be the knowledge either objectively or subjectively so that assessment of consumers against a product varies. This makes consumers require specific consideration especially when choosing products. Halal consumer products in considering further felt the need to check the products by way of researching and observing the product. Instead, consumers sometimes feel no need to consider both the old and researching product back because it was believed that the product is halal. The problem, how is the reason consumers in considering product halal to affect the product's involvement? Whether the knowledge consumer product involvement influences the product? Based on that problem formulation whose hypotheses are: product involvement influences the product knowledge, product knowledge affect consideration based on experience, and experience based considerations affect involvement product . Based on these things then the purpose of this research is to analyze the consumer consideration in choosing Kosher products based on knowledge to affect the product's involvement. To achieve the goal, the research was done on one of the campuses of Islam in Purwokerto with data collection using the tool in the form of a questionnaire in which each item contains multiple variable question. Questionnaire distributed directly to respondents, namely student faculty of Economics and business with the acquisition of samples as much as 96. The data collected were analyzed using the SPSS program next to test in validity, reliability, classic assumption test and regression. The results, based on simple regression analysis, product knowledge and consideration based on the experience positively affects involvement product, product knowledge positively affect consideration based on experience. While the multiple regression in product knowledge positively incapable of influencing product involvement.

Keywords: Consumer considerations, Halal product, Product knowledge, Product involvement

## 1. INTRODUCTION

One of the campuses of Islam in Purwokerto, Central Java is Muhammadiyah University of Purwokerto. Around the campus of popping a few culinary place good food prepared or in the form of packaging. All the information of consumer packaging products received will be the knowledge either objectively or subjectively so that assessment of consumers against a product varies. Consumers who feel knowledgeable about halal products until memorized on the merits of products tend to think simple to choose products to feel no need to examine the back of the product. On the other hand, in choosing packaging products halal consumers there who felt the need to consider the products or check out their products because of the doubt product is lawful or not. But sometimes the consumer feels no need to consider the product because it already believe or otherwise less concerned on the product is halal. Any that do consumers in selecting products halal packaging consumption certainly have reason. It can therefore be formulated a research problem, whether the consumer product involvement influences the knowledge products, how reason consumers in considering product halal to affect the product's involvement, so the goal the research

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is to analyze the consumer consideration in choosing a product halal based knowledge to affect the product's involvement.

## 2. LITERATURE REVIEW

Research conducted for this variable is comprised of product knowledge (PK), considerations based on experience (CE) and product involvement (PI).

### 2.1. Product Knowledge

Objective knowledge is information obtained about a product which is stored in the memory of the consumer. It shows that in the memory of a person, there is something which is really known as well as consumers who obtain information of a product correctly and it has often been noticed that product until consumers feel familiar and memorized with characteristics. While subjective knowledge is knowledge that is as perceived by the individual or the individual's perceptions about how much he know about the product (Brucks, M, 1985). Similar to the opinions, objective knowledge is stored information accurately, while subjective knowledge is confidence about his own (Carlson, et al, 2008). While product knowledge (subjective) refers to a consumer awareness or understanding of the particular service level expressed by Kolyesnikova, Dodd & Laverie (2007). Halal products objective studies as a product of Islamic principles, among others, the existence of LPPOM MUI-writing on the product packaging is in accordance with the ' Halal ' Product Warranties. In addition, there is information that produces six assignment quality halal food standards (Arif & Ahmad, 2011), and so on.

### 2.2. Consideration Based on Experience

Consumer considerations occur because consumers have the experience in consuming the product. Consideration of consumer products (consumer product consideration) is needed because consumers have cognitive limitations so the online electronic commerce research aims to identify considerations and consumer choice while purchase (Gu, Konana & Chen, 2011). From Mamat, Haron & Razak (2014) referring to the opinion of Grewal, et al (2009) that the experience is any point of contact where customers interact with your business, product or service, such as meeting personal interaction, customer involvement, and familiarity that gives a positive influence for the experience of service customers (customer service experience). Other accounts describe the customer experience as a series of interactions between customers and products, the company, or parts of the Organization, which triggers a reaction (Verhoef, et al, 2009). While the opinion stating that the consumer experience is that create value for consumers like to save time, save money, however, support the lifestyle, offering security in transactions and offers a quality service, which acting as the driving consumer behavior (Pantano & Priporas, 2016).

### 2.3. Product Involvement

The involvement of the product has levels because based on the level of consumer awareness and the characteristics of its products. The product is considered important or not depends on the reason for each consumer. A person with an interest in the product will certainly pay attention to the product, or it can be said that consumers who pay attention to product means having specific reasons, so the involvement is defined as a person's perceived relevance based on the object melekatnya the needs, values and interests (Zaichkowsky, 1985). The existence of this relevance is mentioned as another product involvement is the level of care and attention for consumer products, so that the characteristics of the product can form a consumer involvement (Park & Moon, 2003) and Liang (2012). If what you're looking for in the product is not found, the Muslims

will not continue if the transaction did not find halal logo on product packaging (Samori, Isaac & Kassan, 2014).

### 2.4. The Formation of The Hypothesis

Consumers who have knowledge of halal products halal logo without the presence on product packaging make doubt in security, hygiene and halal products, because the principle of halal awareness with regards to hygiene and food safety (Jonah, et al, 2014). BEI & Widdows (1999) States that between involvement and product knowledge product has a low but significant correlation values, and low correlation coefficient shows the relationships are valued less significant. While it is based on the subjective and objective product knowledge, power and capture the imagination of consumers to information products. It is because there is a halal logo there is a halal certification or writing only lawful course. That's why consumers are researching and checking products based on knowledge. If the higher consumer knowledge about halal poduk it will be involved in the product, because are want to convince themselves.Whose hypotheses are positively influencing product knowledge product involvement (H1).

Consumers who already has knowledge will be more sensitive in selecting the product so feel the need to consider a product with enough carefully so that in considering consumer product usually takes long enough compared to the without consideration. Consumers are less likely to consider the products already memorized with the distinctive features of the product so that it doesn't take a long time in choosing a product. According to Gu, Park & Konana (2012), sometimes the information contained in the product features can be used to identify the options and the consideration of consumer products (consumer product consideration). If increased product knowledge consumers have reason to consider based on his experience. Whose hypotheses are product knowledge positively affect consideration based on experience (H2).

The first contacts consumers mostly via packaging, since packaging is a media information about food products. According to Wyrwa & Barska (2017), packaging that attract the attention of buyers can encourage impulse purchases with time. However, consumers need to simplify the reasoning to simplify decision making (Liu, Lu and Wei, 2017). Consumers in conducting product considerations especially halal products feel the need to convince themselves by way of noticing or examining information on the packaging of the product, although sometimes consumers feel already trust the product. If the consideration is based on the rise of the consumer experience will be involved in the product. Whose hypotheses are considerations based on the experience positively affects involvement products (H3).

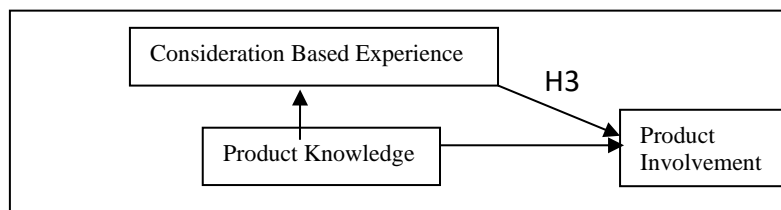Based on the study of the formation of the hypothesis of the research model can be described here.



Figure 1. The Concept Of Model Research

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## 3. RESEARCH METHODS

This type of quantitative research conducted on the campus of University of Muhammadiyah Purwokerto with respondents is a student of the Faculty of Economics and business in the hope of ever consume halal products. Gathering the opinions of respondents are convenience sampling by means of direct students to meet who happened to be around campus. Yield as many as 96 samples.

Data collection using the tool in the form of a questionnaire consists of 19 items any questions, product knowledge questions item 7, item 8 consideration of questions based experiences, and product involvement question item 4. Each item has the assessment scale Likert 5 point i.e. 1 = strongly disagree (STS), 2 = Disagree (TS), 3 = Somewhat Disagree (ATS), 4 = Agree (S), 5 = strongly agree (SS).

Product knowledge is defined as all knowledge is good objectively or subjectively obtained verbally and non verbal related to the consumption of products with Islamic characteristics. To measure knowledge of products consists of: a) The existence of the information on the product packaging make me know the difference products according the principle of Islamic or not, b) I know that the information on the product packaging of standard quality halal food halal show whether or not the product, c) I know that the principle of halal awareness with regards to hygiene and food safety, d) I am aware, without the presence of halal certification logo on product packaging means doubt on security, hygiene and halal products, e) The existence of the halal logo on product packaging make me believe that the product is lawful, f) I feel that the attribute on the product packaging may indicate that a product is kosher or not halal, g) Based on the information I have acquired, I can feel/believe that the product is lawful or not halal.

Consumers will consider on the basis of the experience because it has a consciousness and a sense of trust in choosing Islamic products. To measure consideration based experience consists of: a) Of some product packaging, as a consideration, I will choose products with simple namely halal logo, b) As a consumer I often interact with halal products (from the manufacturer), c) Based on consideration of experiences I felt, if I trust a product packaging is lawful, then will I choose, d) I consider the experience of consuming halal products in the form of trust towards our products, e) My experience as a consumer feel underserved by the existing packaging products with Islamic characteristics, f) The existence of the halal logo on product packaging can save my time in choosing a product, g) Consume halal products support the Islamic lifestyle I, h) The existence of the halal logo on product packaging indicates the product quality and security in transactions in accordance with Islamic principles.

Product involvement is care and attention on the product as well as the characteristics/attributes of the product. Consumers who are involved in the product means paying attention to product attributes on a distinctive product that has everything a Glbt product information easily recognized or seen in the media is not just attractive packaging. To measure the involvement of products consists of: a) I pay attention to the information on the product packaging to ensure that the products comply with the halal requirements I, b) I notice the characteristics or attributes of the product packaging product showing typical Islami, c) I pay attention to characteristics or appearance of the product packaging to ensure there is a halal logo, d) I notice a halal packaging product attributes because it has different characteristics not kosher as a form of self image and product value.

The data collected were analyzed using the SPSS program. On the research of testing the validity and reliability of the data of all samples as in the Cilingir, & Basfirinci (2014). After the data is declared valid and reliability test followed by the classical assumptions of normality test with the

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stages of data, multikolinieritas, heterokedastisitas, and autocorrelation. The regression analysis conducted as proof the hypothesis. Criteria for hypothesis testing, if the β1, 2 3 > 0, and the value of significance α ≤ 0.05 then H1, H2 and H3 are acceptable

## 4. RESULT AND DISCUSSION

Table 1. Reliability and Validity of Test Results

| Item | The Value of Pearson Correlation | The Value Significance | Conclusion | Cronbach Alpha Value | Conclusion |
|---|---|---|---|---|---|
| PK1 | 0.630** | 0.000 | valid | | |
| PK2 | 0.669** | 0.000 | valid | | |
| PK3 | 0.521** | 0.000 | valid | 0.647 | High reliability |
| PK4 | 0.494** | 0,000 | valid | | |
| PK5 | 0.610** | 0.000 | valid | | |
| PK6 | 0.582** | 0.000 | valid | | |
| PK7 | 0.476** | 0.000 | valid | | |
| CE1 | 0.715** | 0.000 | valid | | |
| CE2 | 0.646** | 0.000 | valid | | |
| CE3 | 0.711** | 0.000 | valid | 0.798 | High reliability |
| CE4 | 0.691** | 0.000 | valid | | |
| CE5 | 0.626** | 0.000 | valid | | |
| CE6 | 0.655** | 0.000 | valid | | |
| CE7 | 0.591** | 0.000 | valid | | |
| CE8 | 0.542** | 0.000 | valid | | |
| PI1 | 0.685** | 0.000 | valid | 0.602 | High reliability |
| PI2 | 0.692** | 0.000 | valid | | |
| PI3 | 0.671** | 0.000 | valid | | |
| PI4 | 0.660** | 0.000 | valid | | |

**. Correlation is significant at the 0.01 level (1-tailed).

On table 1. Validity of the test results against a variable product knowledge, consideration based on experience, and product involvement, each item has a value of Pearson Correlation of 0.3 > value the significance of each item of 0.000 (α < 0.05) so that all data stated is valid. Cronbach Alpha value in the variable product knowledge of 0.647, considerations based on the experience of 0.798, and product involvement of 0.602 so that all variables are declared to have high reliability (Reliability > 0.6).

### 4.1. A Classic Assumption Test Results

Normality test results data by using the Kolmogorov-Smirnov on product knowledge and consideration based on the experience against the involvement of products obtained values of Asymp. SIG (2-tiled) of 0.426 or has a value of significance of 0.05 > data research declared normal.

Multikolinieritas testing method using tolerance (TOL) and Variance Inflation Factor (VIF). The value of the variable tolerance product knowledge and consideration based on the experience of 0.608 and VIF variable product knowledge and consideration based on the experience of 1.644 or the value of VIF < 10, so the model is declared not occurs multikolinieritas.

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Heterokedastisitas testing method Glejser, note that the value significance of product knowledge of 0.758, significance value considerations based on the experience of 0.647, meaning all have a value of 0.05 > significance so that this model is not experiencing symptoms of heterokedastisitas.

Use a standard Autocorrelation test assessment of the Durbin Watson (DW). To find out the standard assessment of DW, by calculating in advance the value of K that is the number of free variables, namely 2 and n samples as much as 96. Autocorrelation test results with the method result of 1.943 Durbin Watson.

Table 2. Test Results Of Autocorrelation Method Durbin Watson

Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin Watson |
|---|---|---|---|---|---|
| 1 | 0.563[a] | 0.317 | 0.302 | 1.17497 | 1.943 |

a. Predictors: (Constant), CE, PK

b. Dependent Variable: PI

In table 3, namely the standard DW, the result value of 1.623 dl and dU of 1.709 value $4 - dU = 4 - 1.709 = 2.291$. Grades $4 - dl$ is $4 - 1.623$, obtained results 2.377. The results of the testing method of 1.943 DW are on ' no ' so that the sample Autocorrelation of data as much as 96 declared safe classic assumption test entirely.

Table 3. Standard Durbin Watson

| The Standard DW | The Results of The Analysis of DW | Conclusion |
|---|---|---|
| < dl | < 1.623 | There is autocorrelation (+) |
| dl sd dU | 1.623 sd 1.709 | No conclusion |
| dU sd 4 – dU | 1.709 sd 2.291 | There is no autocorrelation |
| 4 – dU sd 4 – dl | 2.291 sd 2.377 | No conclusion |
| > 4 – dl | > 2.377 | There is autocorrelation (-) |

### 4.2. Regression Test Results

1. Relationship testing product knowledge and consideration based on the experience against the involvement of the product.

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Table 4. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.563a | 0.317 | 0.302 | 1.17497 |

a. Predictors: (Constant), CE, PK

Table 5. ANOVAb

| Model 1 | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1    Regression | 59.599 | 2 | 29.799 | 21.585 | 0.000a |
| Residual | 128.391 | 93 | 1.381 | | |
| Total | 187.990 | 95 | | | |

a.Predictors:(Constant),CE,PK
b. Dependent Variable: PI

Table 6. Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sign |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 7.179 | 1.553 | | 4.623 | 0.000 |
| PK | 0.049 | 0.060 | 0.089 | 0.814 | 0.418 |
| CE | 0.239 | 0.052 | 0.503 | 4.576 | 0.000 |

a. Dependent Variable: PI

In table 4, R of 0.563a, meaning that the correlation between product knowledge and consideration based on the experience of 0.563. The value of R Square (coefficient of determination) of 0.317 this means product knowledge influences the consideration based on the experience of 31.7%. Adjusted R Square (the coefficient of determination that has been corrected) has a value of product knowledge and means 0.302 considerations based experiences affect engagement products amounted to 30.2%. Based on table 5, the F value of 21.585 with the value significance of 0,000a ($\alpha < 0.05$) mean this research model is declared fit. Furthermore, on the basis of table 6, unstandardized coefficients at constant value (B) amounting to 7.179. The value of the coefficient of 0.049 positive product knowledge with a value of the t-statistic of 0.814. The significance of value of 0.418 ($\alpha > 0.05$) mean relationships between variables are stated as not

significant. The value of the coefficient of considerations based on positive experiences of 0.239 with a value of the t-statistic of 4.576. The significance of value of 0.000 (α < 0.05) mean relationships between variables are expressed. This shows that the product knowledge positively incapable of influencing product involvement, while consideration based experience positively affects engagement products. The regression equation, the formula PI = 7.179 + 0.049PK + 0.239CE + e

2. Testing rapport against product knowledge product involvement

Table 7. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.404a | 0.163 | 0.154 | 1.29359 |

a.Predictors: (Constant), PK

Table 8. Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1   (Constant) | 10.240 | 1.543 | | 6.637 | 0.000 |
| PK | 0.220 | 0.051 | 0.404 | 4.283 | 0.000 |

a. Dependent Variable: PI

Based on table 7, the value of R was 0.404a. This means the value of the correlation between product knowledge and product involvement of 0.404. The value of R Square (coefficient of determination) of 0.163, meaning knowledge of product involvement influences the product amounting to 16.3%. Adjusted R Square (the coefficient of determination that has been corrected) has a value of 0.154 means product involvement influences the product knowledge of 15.4%. Furthermore, based on the table 8, unstandardized coefficients at constant value (B) of 10.240. The value of the coefficient of positive product knowledge of 0.220 has a t-statistic of 4.283 and significance value 0.000 (α < 0.05) revealed significant, which means the product knowledge positively affect involvement products. The regression equation, the formula PI = 10.240 + 0,220PK + e.

2.   Relationship testing product knowledge against consideration based on experience

Table 9. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|

| 1 | 0.626a | 0.392 | 0.385 | 2.32411 |

a. Predictors: (Constant), PK

Table 10. Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 12.829 | 2.772 | | 4.629 | 0.000 |
| PK | 0.716 | 0.092 | 0.626 | 7.779 | 0.000 |

a. Dependent Variable: CE

Based on table 9, the value of R is 0.626a means the value of the correlation between product knowledge and consideration based on the experience of 0.626. The value of R Square (coefficient of determination) of 0.392, acting ever affect product knowledge based experience amounted to 39.2%. Adjusted R Square (the coefficient of determination that has been corrected) has a value of 0.385 means product knowledge affect considerations based on the experience of 38.5%. Furthermore, on the basis of table 10, unstandardized coefficients at constant value (B) amounted to 12.829. The value of the coefficient of positive product knowledge of 0.716 with t-statistics of 7.779. The value significance of 0.000 ($\alpha < 0.05$) means significant. This shows that the product knowledge positively affect consideration based on experience. The regression equation formula, CE = 12.829 + 0.716PK + e

3. Relationship testing considerations based on the experience against the involvement of the product

Table 11. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.559a | 0.312 | 0.305 | 1.17286 |

a. Predictors: (Constant), CE

Table 12. Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sign |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |

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| 1 (Constant) | 7.724 | 1.398 | | 5.525 | 0.000 |
|---|---|---|---|---|---|
| CE | 0.265 | 0.041 | 0.559 | 6.532 | 0.000 |

a. Dependent Variable: PI

In table 11, R of 0.559[a], meaning that the correlation between the consideration based on the experience and involvement of 0.559 products. The value of R Square (coefficient of determination) for 0.312 this means consideration based product involvement influences the experience of 31.2%. Adjusted R Square (the coefficient of determination that has been corrected) has a value of consideration meaning 0.305 based product involvement influences the experience of 30.5%. Furthermore, based on table 12, unstandardized coefficients at constant value (B) of 7.724. The value of the coefficient of considerations based on positive experiences of 0.265 with t-statistics of 6.532. The value significance of 0.000 ($\alpha < 0.05$) means significant. This indicates that considerations based on the experience positively affects engagement products. The regression equation, the formula PI = 7.724 + 0, 265CE + e.

## 5. CONCLUSION

The results of multiple regression analysis, product knowledge positively incapable of influencing product involvement, while consideration based experience positively affects involvement products. Simple regression analysis results, product knowledge and consideration based on the experience positively affects involvement product, product knowledge, and positively influences the consideration based on experience. It shows that in the simple regression analysis results support the H1, H2 and H3, whereas multiple regression analysis results do not support the H1, but supports the H3.

The results of the study showed the answers of some items of questions to the three variables i.e. product knowledge, consideration based on experience, and involvement of the product. An overview of the results amongst other things indicates that consumers who have the product knowledge is high tend to overlook his involvement in checking products because consumers feel is enough to use the simple consideration that is with only see the halal logo so feel no need to pay attention to other information. Means, consumers already believe the existence of a characteristic of the product. Consumers do certain considerations if knowledge has made him feel hesitant towards products that she so in considering product ever need engage in researching and observing the product further, because it concerns certain principles or beliefs in selecting products. The principle of consumer itself comes from the knowledge that he had composed of objective and subjective knowledge so that it becomes the basis for knowing the difference product halal or not.

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