

Mediation Product Involvement against Purchasing Decisions

Erny Rachmawati

University of Muhammadiyah Purwokerto
& University of Jendral Soedirman
ernyrachmawati67@gmail.com

Suliyanto

University of Jendral Soedirman

Agus Suroso

University of Jendral Soedirman

Abstract. This research is about halal products in packaging because the product has become a lifestyle of Muslim consumers. The number of products available in the store is not necessarily kosher so make doubt in deciding the purchase. The question is, is there a relationship between product knowledge and product involvement in the purchase decision?, is there a relationship of influence between product knowledge on product engagement?, whether product involvement Product knowledge with purchase decisions? The problem of product knowledge and product involvement is like what is capable of influencing purchasing decisions. The purpose of this research is to test product knowledge and product involvement with purchasing decisions. The samples used amounted to 100 derived from the opinion of the community in the Islamic College in Purwokerto. The method of sampling in a convenience to meet respondents as per the researcher as long as criteria. Questions through questionnaires. Data is analyzed using SPSS. The result is both product knowledge and product involvement influence on purchasing decisions. Although product knowledge does not affect product involvement, product involvement is capable of the processing of the relationship between product knowledge and purchase decisions.

Keywords: *mediation, product knowledge, product involvement, purchase decision.*

INTRODUCTION

The development of Halal packaging product needs is increasing because it has become a healthy lifestyle and important trend in shaping business action [1]. Although products are easily obtained in stores and supermarkets, consumers need to check the product by engaging in researching products by giving attention to the characteristics or attributes of the product as the level of consumer care and attention in the product [2]. That is, consumers are looking for products that fit their religious beliefs that are halal products.

Based on the short background above, is there a relationship of influence between product knowledge and product involvement in the purchase decision? Is there a relationship of influence between product knowledge on product involvement? Whether product involvement Between product knowledge and purchase decisions?. The purpose of this research is to test purchasing decisions with the relationship between product knowledge and product involvement. Hypothesis: A positive product's knowledge of the purchasing decision,

the involvement of positive-impact products on purchasing decisions, product knowledge negatively affects product involvement and product engagement effect of product knowledge on purchasing decisions.

Consumer behavior is a study of the decision process of consumers who encourage consumers to buy and consume various products [3]. While according to [4] Purchase decisions are the process of finding, purchasing, using, evaluating and spending products that are expected to satisfy their needs.

This research on product knowledge is based on objective and subjective product knowledge. According to [5] Objective knowledge is accurate information stored while subjective knowledge as confidence in the knowledge of consumers. Subjective knowledge is based on expertise, experience, and other factors, reflecting the thought and knowledge. In relation to Halal product objective, Halal product is a product that is declared halal according to Islamic sharia, such as the research of [6] that resulted in the determination of halal products containing six quality food standards.

Product involvement is the level of care and attention of the product for consumers with product characteristics can form consumer involvement [7] and [2]. Different types of product involvement categories may result in levels affecting purchasing decisions [8]. To adapt to the involvement of products relating to the halal Muslim products will not continue the transaction if not find the Halal logo [9]. This means the Halal logo plays an important role in purchasing decisions. The role of involvement as a divisive intervariable relationship is one of which affects the interaction of the relationship between teenagers and peers in deciding the purchase [10].

METHOD

To collect public opinion about halal-packaged consumption products, respondents were selected at least 19 years of Islamic religion and are expected to have experience consuming halal packaging products. Location of research in the neighborhood of Islamic colleges in Purwokerto Central Java. The sample number of 100 was collected using the Intercept method sampling and integrating the convenience sampling method into random sampling by limiting the respondent to specific objectives [11]. Questionnaires are sent directly to respondents according to criteria. Assessment of the

question item using the Likert 5 point scale is that it strongly disagrees until very concur

Knowledge of products is all knowledge of consumer products both objective and subjective obtained verbally and non-verbal with regard to consumption products with Islamic characteristics measured with 7 item questions. Product involvement is a concern and attention to products and characteristics/attributes of products tailored to the study of information on halal products. Consumers involved in the product mean paying attention to product attributes on product-specific features that have all Islamic product information easily identifiable or viewed on packaged media with 4 question items. The purchasing decision is the process of fulfilling the need with the knowledge and product involvement to decide the purchase is measured with 11 questions. The hypothesis is that product knowledge positively affects purchasing decisions (H1), product involvement positively affects the purchase decision (H2), product knowledge negatively affects product engagement (H3), and Product involvement radiated the influence of product knowledge to purchase decisions (H4). If $\beta > 0$, and $\alpha \leq 0.05$ then H1 and H2 are accepted. While $\beta < 0$ and $\alpha \leq 0.05$ then H3 is acceptable. If H1 and H2 are accepted even if H3 is accepted/rejected, it can accept H4. Data analysis uses SPSS program through validity and reliability test, data normality, classical assumption test, and regression test.

RESULT

Based on the suggestion from [12] the initial data test size of each group ranged from 10-40. On the validity and reliability test of this initial data using 20 samples. The validity test of 7 product knowledge items is performed once. The result of all items has a correlation value of > 0.3 with a significance value of < 0.05 so that it is declared valid with a high-reliability value of 0.600. The validity test of 4 product engagement items is performed once. The result of all items has a correlation value of > 0.3 with a significance value of < 0.05 so that it is declared valid with a high-reliability value of 0.682. The validity test of the purchase decision is done up to 5 times and the remaining 6 question items. Outcome of the validity of the purchase decision value of the Pearson correlation values of each item valued at > 0.3 with a significant value of < 0.05 which means it is declared valid with the highest correlation value obtained in the second and third items of 0.955** and The lowest is the fourth item of 0.808** with a reliability value of 0.782.

The first classic assumption test was to test data normality using 100 data samples with a product knowledge variable of 7 items, a product involvement variable of 4 items while purchasing decision variables by as many as six items. Test normality using Kolmogorov-Smirnov, the result of Asymp value. Sign (2-tiled) and the significance value of 0.645 which means > 0.05 so that the data is declared normal. The next classical assumption test was the multicollinearity test,

heteroscedasticity test, autocorrelation test, and all were declared to qualify for this study.

Single regression tests to test product knowledge relationships and product engagement to purchase decisions. Based on the analysis of the R Square value or coefficient of determination of 0.271 means a variation of product knowledge and product involvement in influencing the purchase decision of 27.1%. The Adjusted value of R Square is the value of the coefficient of determination that has been corrected with the number and size of the sample, magnitude 0.256, meaning product knowledge variation and product involvement in influencing the purchase decision of 25.6%. Based on Anova's analysis, the value of F was 18.031 with a significance value of 0, 000a, declared fit model accepted. Based on the Coefficients^a analysis, in influencing the purchase decision, the product knowledge value t-Statistic is 3.837 whereas the T-table with (DF = n-K of 100-3 = 97) has a value of 1.661 with significance values of 0.000 or < 0.05 . The T-value of product involvement statistics is 2.716 whereas the T-table has a value of 1.661 with a significance value of 0.008 or < 0.05 . Both product knowledge and product involvement influence purchasing decisions in a positive direction.

Test the second regression to test product engagement relationships as remediation between product knowledge and purchase decisions. At stage one to test product knowledge relationship to purchasing decision. Based on the Coefficients^a constant value analysis of 13.667, the Beta value of positive direction product knowledge is 0.404 with a significance value of 0.000 which means that product knowledge affects purchasing decisions. Regresinya equation is $PD = 13.667 + 0, 404PK + E$. In phase two to test product knowledge relationship to product involvement. Based on Coefficients^a constant value analysis of 10.175, Beta value of positive direction product knowledge is 0.222 with a significance value of 0.000 so that product knowledge is able to influence product involvement. The Regresinya equation is $PI = 10.175 + 0, 222PK + E$. In stage three to test product knowledge relationship and product involvement to purchasing decision. Based on Coefficients^a constant value analysis of 9.594 with the value of Beta of product knowledge positive direction of 0.316 with a significance value of 0.000 which means product knowledge can influence the purchase decision. The Beta value of product involvement is a positive direction of 0.400 with a significance value of 0.008 so that product involvement is assessed to influence purchasing decisions. The Regresinya formula is $PD = 9.594 + 0, 316PK + 0, 400PI + E$.

DISCUSSION

Although the product knowledge coefficient in affecting product involvement amounted to 0.222 a positive direction while the hypothesized direction is negative, then product knowledge is deemed to be unable to affect product involvement, so H3 is rejected. Product

involvement affects the purchase decision in a positive direction with the value of product involvement coefficient of 0.400, while the product knowledge coefficient value of the purchase decision of 0.316. If compared to product knowledge, product involvement is greater in influencing purchasing decisions. Thus, H1 and H2 are accepted.

Although product knowledge is not considered to affect product involvement due to negative hypotheses, product involvement can be a result of the influence of product knowledge with purchase decisions due to successful product involvement. Influence purchasing decisions. Product knowledge more effectively affects purchase decisions directly. Low product knowledge coefficients in influencing product involvement imply that the higher the product knowledge makes consumer engagement on the product declining. Consumers tend to simplify the consideration of deciding on a purchase just by looking at the halal certification logo which means less researching or paying less attention to the attributes on the product packaging in more detail so it doesn't take time. In deciding on a purchase, 6 items to decide on the purchase of halal products are: I decided to buy after reading the standard information on the quality of halal products on the product packaging, I decided to buy if I believe that the packaging product is kosher, I decided to buy a packaged product because there is a halal certification logo on the product attributes, I decided to buy a halal packaging product with a simple consideration of the presence of halal certification logo, I decided to buy a product packaging after researching the message of information about halal products, and I decided to buy without a long time if there is a halal logo on the product packaging.

CONCLUSION

Both product knowledge and product involvement are able to influence purchasing decisions. Product knowledge directly affects purchasing decisions. Product knowledge does not affect product involvement but product involvement is an alternative that irradiated between product knowledge and purchase decisions.

Respondents who become samples of this research are limited to Muslim communities in the college environment in Purwokerto, at least 19 years old and proven to have sufficient knowledge of halal products. This research only assesses halal packaging products. Forward suggestions should be able to expand respondents and their products and add other variables.

ACKNOWLEDGMENT

This award I was presented to Professor Suliyanto and Professor Agus Suroso as my promoter and co-promoter at the University of Jenderal Sudirman. Hopefully, the fore is still tied to the relationship and can be further improved cooperation.

REFERENCES

- [1] Arslanagić, Maja, Almir Peštek, and Selma Kadić-Maglajlić. "Perceptions of healthy food packaging information: do men and women perceive differently?." *Procedia-Social and Behavioral Sciences* 109 (2014): 78-82.
- [2] Liang, Ying-Ping. "The relationship between consumer product involvement, product knowledge and impulsive buying behavior." *Procedia-Social and Behavioral Sciences* 57 (2012): 325-330.
- [3] Griffin & Ebert, "Business." Pearson Education, Inc, Publishing as Prentice Hall, (2006).
- [4] Schiffman, L. G., & Kanuk, L. L., "Consumer behavior." New Jersey: Prentice Hall, (2007).
- [5] Carlson, Jay P., et al. "Objective and subjective knowledge relationships: A quantitative analysis of consumer research findings." *Journal of Consumer Research* 35.5 (2008): 864-876.
- [6] Arif, Sazelin, and Ridzwan Ahmad. "Food quality standards in developing quality human capital: An Islamic perspective." *African Journal of Business Management* 5.31 (2011): 12242-12248.
- [7] Park, Chan-Wook, and Byeong-Joon Moon. "The relationship between product involvement and product knowledge: Moderating roles of product type and product knowledge type." *Psychology & Marketing* 20.11 (2003): 977-997.
- [8] Tejavibulya, Pongsiri, and Somkiat Eiamkanchanalai. "The impacts of opinion leaders towards purchase decision engineering under different types of product involvement." *Systems Engineering Procedia* 2 (2011): 12-22.
- [9] Samori, Zakiah, Amal Hayati Ishak, and Nurul Himmah Kassan. "Understanding the development of halal food standard: suggestion for future research." *International Journal of Social Science and Humanity* 4.6 (2014): 482.
- [10] El Aoud, Nibrass Hajtaieb, and Sabrina M. Neeley. "Teenager-peer interaction and its contribution to a family purchase decision: the mediating role of enduring product involvement." *International journal of consumer studies* 32.3 (2008): 242-252.
- [11] Cilingir, Zuhail, and Cigdem Basfirinci. "The impact of consumer ethnocentrism, product involvement, and product knowledge on country of origin effects: An empirical analysis on Turkish consumers' product evaluation." *Journal of International Consumer Marketing* 26.4 (2014): 284-310.
- [12] Hertzog, Melody A. "Considerations in determining sample size for pilot studies." *Research in nursing & health* 31.2 (2008): 180-191.