

**STANDING STRONG ON THEIR BELIEFS: INDONESIAN CHRISTIANS  
AND CATHOLICS' CREDESCENCE TOWARDS HALAL FOOD**



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**APPROVAL PAGE**

**STANDING STRONG ON THE BELIEFS: INDONESIAN CHRISTIANS AND  
CATHOLICS' CREDESCENCE TOWARDS HALAL FOOD**

Undergraduate Thesis



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## **AUTHENTICITY ACKNOWLEDGMENT**

I, Jonathan Christo Tarigan, as a result of this, declare that I have completed the undergraduate thesis entitled:

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As a result of this, I declare that this thesis is entirely my original work and does not include contributions from others, except for specific sections that require citations, which have been referenced adequately following the guidelines for academic writing. All sources are appropriately listed in the thesis bibliography.

Yogyakarta, 5th November 2024

The Author

A handwritten signature in black ink, consisting of stylized, overlapping letters that appear to be 'JCT' followed by a long horizontal stroke.

Jonathan Christo Tarigan

## **PREFACE**

With heartfelt gratitude to Jesus Christ, the Lord and Saviour, whose blessings have enabled the author to complete this research successfully, this thesis is submitted in partial fulfilment of the requirements for the Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta. The proposed title of this thesis is

### **STANDING STRONG ON THEIR BELIEFS: INDONESIAN CHRISTIANS AND CATHOLICS' CREDESCENCE TOWARDS HALAL FOOD**

In the process of making this undergraduate thesis, many parties contribute to the author physically, mentally, and financially. Furthermore, the assistance and supervision of the established individuals helped me throughout my writing this research because, with the contribution given, this research is well-written. Therefore, I would like to provide my highest gratitude to:

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empowering and amazing surroundings for me to grow as an individual, student, and professional.

5. I want to thank myself because I have been fearless despite the hardships in my academic and social life. I am proud of myself and the person I am becoming. Furthermore, thank you for not being afraid to try new things in life. One day, my bravery will take me far.

As the author of this thesis, I acknowledge that there may be several errors, oversights, or areas for improvement in this research's writing and overall structure. I am fully aware that, despite my best efforts to conduct a rigorous and comprehensive study, this work could be more flawless. Recognising the inherent limitations of any academic research, I sincerely welcome constructive feedback, suggestions, and critiques from readers. Such insights are essential for enhancing the quality of this research and informing and refining my future scholarly work. Furthermore, the perspectives offered through critical engagement will contribute to the ongoing development of research in this field, benefiting both myself and others working on similar topics. Through collective improvement, I aim to contribute meaningfully to academic discourse and continuous learning.

Yogyakarta, 5<sup>th</sup> of November 2024

The Author

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines, representing the author's name.

Jonathan Christo Tarigan

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**ABSTRACT**

This research examines the relationship between halal food knowledge and purchase intention among non-Muslim consumers in Indonesia, focusing specifically on Christians and Catholics. As Indonesia's halal food consumption continues to grow, understanding how religious minorities perceive and integrate halal practices is essential because minorities hold economic and social power. The study explores the influence of halal knowledge on attitudes, subjective norms, and perceived behavioural control, which in turn shape purchase intention. Using the Theory of Planned Behavior (TPB), the research employs a quantitative approach, utilising SmartPLS version 4 to examine the collected data from 513 respondents through an online survey. The findings indicate that halal food knowledge significantly influences attitudes, subjective norms, and perceived behavioural control, mediating purchase intention. The results contribute to the limited research on non-Muslim consumers' interactions with halal products, offering insights for businesses aiming to expand into diverse

markets regarding marketing communication. Additionally, the study highlights the role of cultural and religious sensitivities in shaping consumer behaviour in Indonesia's pluralistic society.

**Keywords:** *Indonesian non-muslim, halal food, halal knowledge, theory planned behaviour, purchase intention*