

Chapter 15

Using the Unified Theory of Acceptance and Use of Technology to Explore the Factors Influencing Muslim Consumers in Purchasing Halal Products

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ABSTRACT

The purpose of this study is to explore the factors that influence Muslim Consumers in purchasing halal products through the digital marketplace, using the unified theory of acceptance and use of technology (UTAUT). The approach of this study was based on the UTAUT's constructs such as performance expectancy, effort expectancy, social influence, and facilitating conditions toward behavioral intention and use behavior. There were 296 data collected through an online questionnaire from Muslim consumers in Indonesia by using the purposive sampling method. The structural equation modeling (SEM) Amos application was used to analyze the data of this study. The results of this study indicated that performance expectancy and social influence significantly affected the behavioral intention of Muslim consumers in purchasing halal products through the digital marketplace. On the other hand, effort expectancy had no significant effect on behavioral intention.

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INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. There are 229 million Muslims in Indonesia or around 87.2% out of its total population. This number of the population become an important global economic opportunity that attracts the attention of many parties. Besides that, Indonesia is the largest online trade market in Southeast Asia. In 2025, Indonesia's Gross Domestic Product (GDP) is predicted to reach US\$ 150 billion or around Rp 2,000 trillion from the digital economy sector only. Based on the Indonesian digital data, 93% of internet users in Indonesia search then purchase products (goods or services) online and 90% of internet users visit online retail stores on the website through various devices While, 86% of them purchase the product online, and 76% of internet users make online transactions through the mobile devices. The market value of goods purchased by e-commerce consumers' based on the total annual sales revenue is US\$ 9,536 billion and has increased 23% year by year.

The pattern of e-commerce in Indonesia shows that there are 49 active marketplaces at moment. The five marketplaces with the most visitors are *Tokopedia*, *Bukalapak*, *Shopee*, *Lazada*, and *Bibli*. Each marketplace makes various efforts to attract consumers such as the efforts to improve their performance, offer diverse and innovative products and provide services that make consumers happy. However, it is found that something is still missing here, namely the lack of offers, product innovations and services that offered specifically for Muslim consumers.

Whereas, Islamic culture is one of the largest and the most unique cultures in the world (Hassan et al., 2013). Although the demand for the Muslim lifestyle (*halal* lifestyle) is increasing, it has not been identified what is needed by Muslim consumers in their economic activities. In reality, Muslims need products and services that are in line with their lifestyle and the principles of Islamic rules. Thus the term of Muslim lifestyle now becomes significant and is distinguished from a non-Muslim lifestyle. So, this trend should be interpreted properly by economic actors to create new opportunities for the growth of the Islamic economic itself.

Nowadays, it cannot be denied that the phenomenon of an online transaction has widely spread in the community and has become an alternative on daily bases such as buying food, clothes, tickets and cosmetics. Besides being easy and do not require a lot of time, buying and selling online is also cheaper and more efficient. One of the media for online transaction is the digital marketplace. So, what are the factors that influence consumers in buying products both goods and services through the digital marketplace? One of the factors that influence Muslim consumers' online shopping intentions is website design.

Another factor that could be identified is the effort of the digital marketplaces to provide features that can make/offer the differentiation of products or services needed and intended for Muslim consumers. So the technology created or offered should be suitable with the needs and necessities that must be fulfilled by Muslim consumers in their economic activities. To create these features, an analysis of Muslim consumer interest in utilizing a digital marketplace is required through four factors, namely: 1) Performance expectancy, 2) Effort expectancy, 3) Social influence, and 4) Facilitating Conditions of the digital technological facilities owned by the marketplace itself.

As explained in the model of Unified Theory of Acceptance and Use of Technology (UTAUT) that the acceptance of information technology will be influenced by performance expectations, effort expectancy, social influence, facilitating conditions. Thus this study aims to explore "the

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