

# HASIL CEK\_Jatiningrum, Astuti\_Theorizing of spirit 212 in predicting Muslim behavioral intentions: A hypothesized model

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**Submission date:** 03-Aug-2022 01:27PM (UTC+0700)

**Submission ID:** 1878348771

**File name:** Teknik\_Industri\_NIY\_60160861\_Amalia\_Yuli\_Astuti\_paper\_3.pdf (534.98K)

**Word count:** 3225

**Character count:** 17985

PAPER • <sup>2</sup> OPEN ACCESS

## Theorizing of spirit 212 in predicting Muslim behavioral intentions: A hypothesized model

To cite this article: W S Jatiningrum and A Y Astuti 2018 *IOP Conf. Ser.: Mater. Sci. Eng.* **403** 012047

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## Theorizing of spirit 212 in predicting Muslim behavioral intentions: A hypothesized model

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**Abstract.** Total number of Muslim dominates the population in Indonesia. However, Muslim entrepreneurs only contribute quite small to the Indonesian economy. As a result, these economy benefits couldn't be perceived directly by dominated Muslims. Action of defending Islam 212 by Muslims is able to evoke spirit of 212 which has positive energy to build solidarity and solidly among Muslims. One of the results from spirit of 212 is campaign to shop to neighborhood store that aimed to develop economic aspect. This is because the owner of these store is dominated by Muslim. This paper investigates the relationship between spirit of 212 and behavioral intentions to shop to neighborhood store. Three factors in Theory of Planned Behavior, they are subjective norm, perceived behavioral control, and attitude toward behavior are proposed to explain this relationship. Based on the literature review, religiosity is also added as mediating variable which is considered to explain. Therefore, a conceptual model is built to determine the implications of spirit 212 on Muslim behavioral intentions using these four mediating variables.

### 1. Introduction

Islam is considered to the fast growing religion in the world. This follower is about 1,8 billion or roughly 24% of world's population as of 2015 [1]. However, Islamic society only contributed for 5% to the world economy [2]. It's also happened in Indonesia which is one of the largest number Muslim in the world. According to data from The Central Bureau of Statistics [3], total number of Muslim in Indonesia is about 87,18% of total population in Indonesia. Nevertheless, the total number of successful entrepreneurs in Indonesia was not dominated by Muslim. Total number of the richest Muslim entrepreneurs in Indonesia was only 16% [4]. As a result, the benefit of the economic activities couldn't be used by Muslims evenly.

Action for defending Islam 212 that was held on December 2, 2016, was become an Islamic revival. This would be potential to unify Muslims in Indonesia to develop many aspects in life of nation, such as aspects in economics, politics, social, and others. This action also has gotten big attention from many parties, both from domestic and abroad. The spirit of 212 is a result from action for defending Islam 212. After action for defending Islam 212 was held, things related to spirit 212 always get positive responses from Muslims, including to strengthen economics aspect. This is emphasized by statement from the chairman of Indonesian Ulema Council (MUI), K.H. Ma'ruf Amin who invited Muslims to divert the positive energy for strengthening nation's economy [5].



The strengthening of the economics aspect is motivated by Muslims in Indonesia who prefer to shop in conventional retailers owned by richest entrepreneurs than small stores around their home. This causes many small stores are losing their markets so that economic inequality was occurred. The economic empowerment of Muslim by guiding store owners and consumers is proposed to overcome these problems. There is a guidance for store owners to raise their small stores for increasing their competitiveness and store image. To the consumers, there is a campaign to shop in their neighborhood store which usually owned by Muslims [2].

Spirit of 212 is estimated become a factor related religion which influence Muslim consumer behavior to shop to neighborhood store. This is because the effect of the spirit 212 looks quite great to remind Muslims to build up the kinship among them. Moreover, Muslim consumer always used Islamic principle for purchasing decision [6, 7]. Islamic perspective stated that the focus of consumer behavior is the welfare of individual and social surroundings [8]. Some previous researches has been conducted to explain about behavioral intentions to use Islamic principle adopting Theory of Planned Behavior. However, there are no researches has been conducted taking into account spirit of 212. Therefore, it would be needed to have deeply review about how the implications of spirit 212 on Muslim behavioral intentions to shop to neighborhood store which is one of many ways to strengthen nation's economy through Islamic principle.

## 2. Review of Literature

Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) whose providing conceptual framework are used to explained the complexities of social human behavior. Theory of Planned Behavior is the result of developing Theory of Reasoned Action proposed by Ajzen and Fishbein at 1975. According to TPB model, most of all actions are managed by intentions. Behavioral intentions are motivational factor that influence an action or a behavior. They are related the indications about the planning or willingness of a person to perform an action [9]. Some previous researches have proven that subjective norm, perceived behavioral control, and attitude toward behavior could be used to predict behavioral intentions correctly. Some previous researches have been conducted by adopting Theory of Planned Behavior model. Echchabi and Aziz [10] used TPB model to investigate behavioral intentions applying Islamic banking services for Moroccan customers. Variables on TPB which consist of subjective norm, perceived behavioral control, and attitude toward behavior are analyzed. These three variables proved to have a significant effect on behavioral intentions. While, Khalek and Ismail [11] also adopted TPB model to investigate the determinant factors of urban Generation Y in related to consume halal food in Malaysia. TPB model is proved to be used effectively to predict behavioral intention to consume halal food. Similar researches by taking other cases are conducted by [12] and [13]. Their research aims to investigate the factors that allegedly influencing consumers in adopting of Islamic home financing. Respondents in this study are clients of Islamic banks. The empirical study shows that three variables in TPB have significant impact to consumer acceptance in Islamic home financing. Therefore, this model has proved empirically to be applied in other related cases.

Khan [14] stated that consumer behavior is decision making process and consumer activity related in seeking, choosing, purchasing and evaluating goods and services to meet their needs and desires. Consumer behavior underlies consumers to make purchasing decisions. Religious aspect is not considered by conventional consumer, while norms and religious value always be used to Muslim consumer to behave [6, 7]. This corresponds to research conducted by [15] that Muslim consumers feel more secure to buy products made by Muslim or to buy products in retailers owned by Muslim. This is due to their expectation that those products have been guaranteed to be halal and allowed to be consumed by Muslims. Muslim dominated market is an opportunity for Islamic retailer stores. They will be attracted to the Islamic atmosphere that carry out culture, traditions or values related to Islam. Nevertheless, it is not accordance with the phenomenon occurred in Indonesia, Muslim prefer to shop in conventional retail owned by rich entrepreneurs.

Religion is considered as one of important cultural factors. This due to the fact that religion has significant impact on values, attitudes, and behaviors of a person, both at the individual and social level

[16]. While religiosity or also called religious commitment indicates an obedience of a person toward belief and practice in his or her religion [17].

Kotler [18] stated that religion as one of cultural factor, can shape behavior of a person. Religion make people having their decisions and actions based on certain value in their religion. Khalek and Ismail [11] suggested to consider religiosity factor to predict intention for the next research. In their prior research, three factors in TPB have been proved as independent variables to predict behavioral intention in consuming halal food by generation Y. While research conducted by [19] stated that religiosity acts as mediating variable which explained relationship between relative and contextual variables, and purchase behavior of Muslim consumers. Religiosity is also considered as independent variable that influence behavioral intention of consumer to choose Islamic home financing product [13]. The result of this research revealed that religiosity acts as important role in determining behavioral intention of consumer to choose Islamic home financing product. Therefore, religiosity is also needs to be considered as variable that effect consumer behavioral intentions to shop to neighborhood store.

Spirit of 212 is the result from action for defending Islam 212, which is a series of peaceful activities as a defense from Muslims toward their religion, through dhikr, tausyiah, and pray together. This aimed to tighten the kinship among Muslims. One of the results from spirit of 212 is campaign to shop to neighborhood store that aimed to developed economic aspect. Therefore, it would be needed to investigate about spirit of 212 related to Muslim behavioral intentions to shop to neighborhood store whose majority owners are Muslims.

### 3. Constructs of the hypothesized model for behavior intention of shopping to neighborhood store

Spirit of 212 is considered to affect three variables in Theory of Planned Behavior, which predict behavioral intentions of consumer. They are subjective norm, perceived behavioral control, and attitude toward behavior. Religiosity or the degree to which one practices their beliefs is also predicted by spirit of 212. A person who has higher support into spirit of 212 is considered to have higher religiosity. These forth variables are considered as mediating variables which affect behavioral intentions of shopping to neighborhood store. The relationship among these variables can be seen in figure 1.

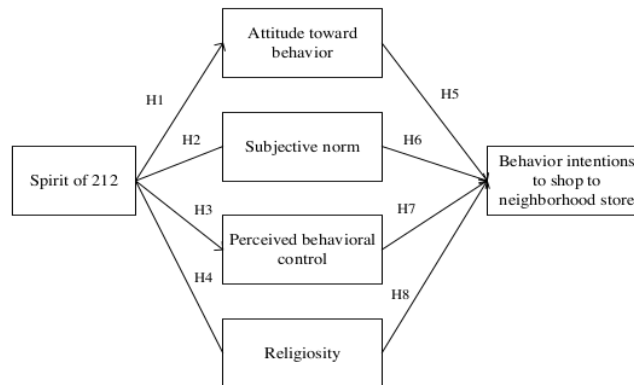


Figure 1. Conceptual model of spirit of 212 and its implications for Muslim behavioral intentions.

- H1: Spirit of 212 has positive effect on attitude toward behavior.
- H2: Spirit of 212 has positive effect on subjective norm.
- H3: Spirit of 212 has positive effect on perceived behavioral control.
- H4: Spirit of 212 has positive effect on religiosity.
- H5: Attitude toward behavior has positive effect on behavioral intentions to shop to neighborhood store.
- H6: Subjective norm has positive effect on behavioral intentions to shop to neighborhood store.

H7: Perceived behavioral control has positive effect on behavioral intentions to shop to neighborhood store.

H8: Religiosity has positive effect on behavioral intentions to shop to neighborhood store.

### 3.1 Spirit of 212

Spirit of 212 is the result of the action of defending Islam 212 that unify many Muslims to evoke the power of Islam to build the nation, including in economic aspect. Spirit of 212 is indicated by the extent to which a Muslim has a passion to evoke the power of Islam in various sectors. Spirit of 212 is considered has a positive effect on religiosity and three other variables which are predictors of consumer behavior intention in Theory of Planned Behavior.

### 3.2 Religiosity

Religion is a system of unity that regulates beliefs and practices of a person toward the sacred things. While religiosity is still related to religion, is also termed as religious commitment. Religiosity is the degree of person's commitment to hold and practice values in his or her religion [20]. Some other prior researches has explained that religiosity affected towards purchase behavior [19, 20]. Therefore, religiosity is considered has positive effect towards consumer behavior intention.

### 3.3 Attitude toward behavior

Attitude toward behavior is one of three variables in TPB to predict behavioral intention of consumer. This is a person's evaluation to conduct an assessment related to whether a behavior is favorable or unfavorable. In other words, someone intends to conduct a behavior if they think this is positively and vice versa. According to [21], attitude of the Muslim consumers is always justified by religion.

### 3.4 Subjective norm

Subjective norm is also considered to be predictor toward consumer behavioral intentions in Theory of Planned Behavior. It refers to individual belief about expectation from influential people around, either from individual or group for doing or not doing a particular behavior. Subjective norm is measured directly by respondents' sense of willingness to follow their trusted people [22]. Generally, people will get social pressure for doing a particular behavior if they believe that most of referent will allow their selves to conduct that behavior and they are motivated to follow that behavior.

### 3.5 Perceived behavioral control

Perceived behavioral control represents the degree of ease or difficulty in performing particular behavior. This is reflected by past experience as well as anticipated impediments and obstacles. This determine by individuals past experiences and also individual estimated about how ease or difficulty for doing a certain behavior. Ajzen [9] explained that a person's behavior not only controlled by himself, but also requires control from others factors, such as availability of resources, opportunities, and certain skill. Perceived behavioral control is considered to mediate between spirit of 212 and behavioral intentions of shopping to neighborhood store.

### 3.6 Behavioral intentions of shopping to neighborhood store

Intentions is predicted as variable that affect a person to perform behavior. Nevertheless, behavioral intentions are not necessarily representing the actual performance. The measurement of behavioral intentions might be failed to predict. This can be due to intentions changed after the measurement. According to TPB model, behavioral intentions is affected significantly by subjective norm, perceived behavioral control, and attitude toward behavior. Behavioral intentions are motivational factor which an action or a behavior. They are related the indications about the planning or willingness of a person to perform an action. Generally, the stronger effect of behavioral intention to predict behavior, the more likely should be its performance [9]. This could be applied to predict behavioral intentions of shopping to neighborhood store. Variables in TPB model (subjective norm, attitude toward behavior, and

perceived behavioral control) and religiosity are considered have positive effect toward behavioral intentions of shopping to neighborhood.

#### 4. Conclusions

This research aims to determine and analyze the implications of the spirit of 212 toward one of economic program initiated by Muslim, called campaign of shopping to neighborhood store. The literature review of related matters has been conducted. A conceptual model is developed that spirit of 212 influences three variables in TPB model, such as subjective norm, attitude toward behavior, and perceived behavioral control. Religiosity factor is also considered influenced by spirit of 212. These forth variables are considered as mediating variables that relate between spirit of 212 and behavioral intentions to shop to neighborhood store.

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