

# The Effect of Demographic Character on the Intention of Muslim Consumer Behavior to Shop at Neighbor Store

Wandhansari Sekar Jatiningrum\*, Amalia Yuli Astuti

Industrial Engineering Department, Industrial Technology Faculty, Universitas Ahmad Dahlan  
Jl. Prof. Dr. Soepomo S.H., Warungboto, Umbulharjo, Yogyakarta

\* Corresponding author: [wandhansari.sekar@ie.uad.ac.id](mailto:wandhansari.sekar@ie.uad.ac.id)

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## ABSTRACT

This study aims to find out factors related to the behavioral intention of Muslim consumers to shop to neighborhood stores. The Islamic leaders urged the Muslim community to do the social movement to buy for neighborhoods. Its movement is as one form of spirit 212. Spirit of the actions of Muslims in Indonesia in December 2016 through prayer and prayer together to strengthen the kinship of Muslims. The behavioral intention of Muslim consumers to shop to a neighborhood store in Yogyakarta is thought to be influenced by attitude, subjective norms, behavioral control, religiousness, and affective commitment to be affiliated with spirit. Consumers have the characteristics of adhering to Islamic principles. Demographic characters are also considered to influence consumer preferences for each factor. In the descriptive analysis, the average respondent's answer to religious factor has the highest score compared to other factors. In the independent t-tests and ANOVA, the average responses of answers on gender significantly different on education, age, occupation, and income.



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## 1. Introduction

Muslim consumers dominate the number of consumers in Indonesia. It is indicated by the number of Muslims in Indonesia at 87.18% or ranked first in the world [1]. Muslim consumers mostly drive the economy in Indonesia. However, small traders do not feel much of the economic impact. The trend shows that consumers in Indonesia prefer to shop at supermarkets or modern minimarkets. The community considers supermarkets or minimarkets to have several advantages. These advantages, such as factors in location, service, variety of goods, and prices [2-4]. It causes small shops owned by Muslims to become increasingly lonely consumers. To minimize the gap between supermarkets and small stalls, Islamic leaders made several appeals. They appealed to Muslim communities to carry out social movements by shopping at the Neighbor Store [5].



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[ti.jurnal@umm.ac.id](mailto:ti.jurnal@umm.ac.id)

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The movement of shopping in the Neighbor Store is one form of enthusiasm 212. The spirit of 212 is the result of the Islamic Bela 212 Action 2 December 2016 in Indonesia [6, 7]. This social movement aims to strengthen the economic aspects of the Muslim community. commitment Muslim communities are expected to encourage the movement of shopping to the Neighbor Store. Muslim consumer behavior has its characteristics. They consider aspects of religion and adhere to Islamic principles. It is different from general consumers [8, 9].

Previous research, the enthusiasm of 212 attracted the sympathy of many parties from the country and abroad [7]. Widayat [5] proposed the development of a congregation-based business to revitalize the people's economy. Muslim consumers are encouraged to develop people's economy by shopping. However, in the study, it was not yet known the influence of demographic characters on the shopping intentions of Muslim consumers in the Neighbor Store. Several studies have been conducted to build a Muslim economy. At present, the number of studies is inadequate. Some of these studies have not considered demographic characters. Demographic characters are essential information in supporting marketing strategies and increasing profits. This demographic character includes gender, education, age, type of work, and income. By considering the demographic character, social movements initiated by these scholars can be optimized, and efforts to prosper the people can be achieved. This study aims to find out factors related to the behavioral intention of Muslim consumers to shop to neighborhood stores.

## 2. Methodology

### 2.1 Hypothesis

This study attempts to find out the differences preferences respondents for six variable. The variables used in the study include; (1) Affective commitment to affiliation with the spirit of 212. It involvement Muslims to be affiliated with spirit 212. (2) Attitudes. The positive or negative consequences of shopping at the Neighbor Store. (3) Subjective norms. Its perceptions of social pressure to shop at Neighbor Store. (4) Behavior control. It is the individual's perception of the ease or difficulty of shopping at a nearby shop. (5) Religiosity. It is the extent to which Muslims are committed to Islam. (6) Intention Muslim consumers to shop in the Neighbor Store. It is intention Muslim consumers to shop at the Neighbor Store.

The hypotheses in the study are as follows :

- H1: Attitudes, subjective norms, behavioral control, religiosity, affective commitment to affiliation with the spirit of 212, and the intention to shop Muslim consumers in Neighbor Store have significant differences in the gender;
- H2: Attitudes, subjective norms, behavioral control, religiosity, affective commitment to affiliation with the spirit of 212, and intention to shop Muslim consumers in Neighbor Store have significant differences in the education;
- H3: Attitude, subjective norms, behavioral control, religiosity, affective commitment to affiliation with the spirit of 212, and the intention to shop Muslim consumers in Neighbor Store have significant differences in the age;
- H4: Attitudes, subjective norms, behavioral control, religiosity, affective commitment to affiliation with the spirit of 212, and intention to shop Muslim consumers in Neighbor Store have significant differences in Occupation.
- H5: Attitudes, subjective norms, behavioral control, religiosity, affective commitment to affiliation with the spirit of 212, and intention to shop Muslim consumers in Neighbor Store have significant differences in income.

## 2.1 Data Collection

Data collection was done through questionnaires. The sampling technique used purposive sampling. This sampling was chosen to respondents in specific criteria. Research respondents are Muslim individuals who play a role in making decisions to buy household needs in the city of Yogyakarta. The number of respondents was 246 people. Data collection is done through questionnaires online and offline.

Questionnaires were made with demographic characters such as gender, education, age, occupation, and income. The research variables used an affective commitment to affiliation with the spirit of 212, attitudes, subjective norms, behavioral control, religiosity, and intention in Muslim consumers to shop at Neighbor Store. The six variables are based on Focus Group Discussion and literature studies from the [Jatiningrum and Astuti \[6\]](#). Research variables were measured using the Likert scale 1-5. The Likert scale uses the total score of all question items. The analysis is carried out with ANOVA and independent t-test [\[10-12\]](#).

## 2.2 Statistical Analysis

The results were analyzed using an independent t-test and one-way ANOVA test. The confidence level used is 95%. The t-test is used as a statistical test to compare the mean of 2 groups [\[13\]](#). T-Tests have been carried out by researchers, including [Mursidi \[14, 15\]](#), and [\[16\]](#). Meanwhile, the ANOVA test was used to test the average comparison of more than two groups [\[13\]](#). This ANOVA test was also carried out by [Mursidi \[14, 15\]](#). The independent t-test and the one-way ANOVA test were used to test statistically. It indicated the relationship between demographic characters and respondents' preferences towards the research variables.

## 3. Result and Discussion

[Table 1](#) describes the distribution of the demographic characteristics of the respondents. The questionnaire was distributed to 246 respondents. Demographic Characteristics of The Respondents is shown in [Table 1](#). The female respondents dominated the respondents. It is because women play a role in making decisions to buy household needs. Respondents in high school education also dominated the total respondents overall, according to the status of respondents who were mostly students. The age of most respondents is in the age range of 20-29 years. It is in line with survey data from the Central Statistics Agency, written by [Wahyuni \[17\]](#). She shows that the Indonesian people are mostly in the age of 20-29 years. Most respondents did not fill in their income identities. It is caused by the character of the Indonesian people who consider income to be sensitive.

[Table 2](#) shows the Ranking of the variable. The religiosity variable was the first position. The Indonesian people were fanatic towards the religion they adhere to [\[18\]](#). The effective variable commitment to be affiliated with the spirit of 212 occupies the third position. It means that respondents to support spirit 212. Nevertheless, respondents tended to indifferent the result of 212 movements. It was seen in the variable intention to shop which occupies the last position. An independent t-test was conducted to see the influence of the respondent's gender on the answers given. [Table 3](#) shows the results of the independent t-test. It describes no significant differences between the answers of male and female respondents. The  $\text{sig} > \alpha$  value indicates this for all variables. Male and female respondents have the same perception related to Muslim consumer behavior.



Table 1. Demographic Characteristics of the Respondents

Demographic Character	Item	Number of Respondents	Percentage
Gender	Man	97	39,43%
	Woman	148	60,16%
	Not filled	1	0,41%
Education	SMA	151	61,38%
	D3	20	8,13%
	S1	38	15,45%
	S2	4	1,63%
	Not filled	33	13,41%
Age	<20 years	31	12,60%
	20-29 years	123	50,00%
	30-39 years	31	12,60%
	40-49 years	25	10,16%
	>49 years	24	9,76%
	Not Filled	12	4,88%
Occupation	Student	96	39,02%
	Employee	46	18,70%
	Entrepreneur	30	12,20%
	CS	3	1,22%
	Housewife	34	13,82%
	Etc.	21	8,54%
	Not Filled	16	6,50%
Income	< Rp. 1million	71	28,86%
	Rp. 1million-Rp. 2million	48	19,51%
	Rp. 2million-Rp. 3million	28	11,38%
	>Rp. 3million	18	7,32%
	Not Filled	81	32,93%

Table 2. Ranking of each variable

Variable	Mean	Minimum	Maximum	Standard Deviation	Ranking
Religiosity	4,48	3,00	5,00	0,43	1
Attitude	4,00	2,50	5,00	0,57	2
Behavior Control	3,85	2,67	5,00	0,58	3
Affective commitment to affiliation with Spirit 212	3,72	2,40	5,00	0,59	4
Subjective Norms	3,60	2,00	5,00	0,60	5
Intention to shop at Neighbor Store	3,42	2,29	5,00	0,48	6

One-way ANOVA test was conducted to see the effect of education, age, occupation, and income on the respondents' answers. Table 4 describes the ANOVA test for education. Respondents were grouped into SMA, D3, S1, and S2. The ANOVA test results showed that respondents' answers to religiosity variables differed significantly between education groups. After a post hoc test, answers were found to be significantly different between

respondents with high school education with S1 and SMA with S2. The religiosity of respondents with S1 and S2 education tends to be higher than the religiosity of respondents with high school education. Centre [19] states that the higher the level of public education in America, the lower the level of religiosity.

Table 3. Independent t-test for gender demographic factors

Variable	Man		Woman		t-value	Sig.
	Mean	S.D	Mean	S.D		
Affective commitment to affiliation with Spirit 212	3,75	0,55	3,7	0,62	0,62	0,53
Attitude	3,98	0,61	4,02	0,55	-0,47	0,63
Subjective Norms	3,55	0,57	3,64	0,62	-1,19	0,23
Behavior Control	3,82	0,57	3,86	0,58	-0,48	0,63
Religiosity	4,47	0,4	4,48	0,45	-0,197	0,3
Intention to shop at Neighbor Store	3,38	0,46	3,45	0,5	-1,039	0,3

Table 4. ANOVA test for education

Variable	Mean score for SMA	Mean score for D3	Mean score for S1	Mean score for S2	F	Sig.
Affective commitment to affiliation with Spirit 212	3,68	3,82	3,88	4	1,63	0,18
Attitude	3,97	3,99	4,1	4,3	0,81	0,49
Subjective Norms	3,56	3,49	3,74	3,95	1,51	0,21
Behavior Control	3,88	3,78	3,84	3,75	0,23	0,88
Religiosity	4,45	4,56	4,61	4,92	2,95*	0,03*
Intention to shop at Neighbor Store	3,37	3,48	3,52	3,68	1,62	0,18

Table 5 shows the results of the one-way ANOVA test for age. It was grouped into <20 years, 20-29 years, 30-39 years, 40-49 years, and > 49 years. Respondents' answers or preferences to the variables of affective commitment, attitudes, subjective norms, and intention to shop at the Neighbor Store differ significantly in each age group. Respondents with age <20 years have characteristics of affective commitment that are significantly different from respondents aged 40-49 years and > 49 years. Likewise, with respondents aged 20-29 years with respondents aged 40-49 years and > 49 years. Older respondents have a higher emotional involvement to be affiliated with spirit 212. It is demonstrated through the many Islamic leaders involved in the Islamic Defendation Act 212, who are older people.

The attitudes of respondents differed significantly in the age group <20 years with 40-49 years and 20-29 years with 40-49 years and > 49 years. The higher the age of the respondent, the higher the level of confidence in the positive consequences of shopping at the Neighbor Store. Significant subjective norm differences occur in the age group 20-29 years with 40-49 years. This difference also occurs in the age group > 49 years, and the 30-39 year age group with 40-49 years and > 49 years. Respondents with a higher age tend to





feel the surrounding environment supports their behavior to shop at Neighbor Store. Likewise, in the variable intention to shop in Neighbor Store, respondents with age > 49 years tend to have higher intentions. For this reason, an approach to young people is needed so that the whole movement of the people can be realized, especially the shopping social movement to the Neighbor Store.

Table 5. ANOVA Test for Age

Variable	Mean score for <20 years	Mean score for 20-29 years	Mean score for 30-39 years	Mean score for 40-49 years	Mean score for >49 years	F	Sig.
Affective commitment to affiliation with Spirit 212	3,63	3,61	3,8	3,98	3,99	3,91	0,04*
Attitude	3,97	3,92	4,02	4,31	4,19	3,12	0,02*
Subjective Norms	3,6	3,52	3,5	3,85	3,87	3,01	0,019*
Behavior Control	3,82	3,83	3,85	4,01	4,00	0,92	0,45
Religiosity	4,47	4,43	4,57	4,57	4,55	1,22	0,31
Intention to shop at Neighbor Store	3,42	3,33	3,44	3,6	3,69	4,02	0,004*

Table 6 shows the results of the ANOVA test. The work of respondents is grouped into students, the private sector, Civil Servants (CS), Housewives (HS), and others. The ANOVA test results showed a significant difference for the answers to behavioral control variables, religiosity, and intention to shop at Neighbor Store in each workgroup. For behavioral control variables, significant differences occurred in the occupational group of students with self-employment and private employee employment groups. Significant differences also occur in groups of entrepreneurs, civil servants, and HS with other workgroups. The average respondent with the smallest score was in the other workgroups. CS workgroup had the highest average answer. It means that respondents with workgroups of civil servants have perceptions tend to be comfortable and very easy to buy products in Neighbor Store.

In the religiosity variable, a significant difference occurred in the respondent's answer to the student workgroup with the HS. This difference also occurs in the group of private employees working with entrepreneurs, and civil servants and HSs with others. in the respondents' average answers, students have a lower level of religiosity compared to civil servants, HSs, private employees, and others. It shows that the higher the age of the individual, the higher the level of religiosity [20]. Increasing student religiosity can be done by creating and cultivating religious values in schools. For the variable intention to shop in the Neighbor Store, all workgroups have significantly different answers. The highest average score of respondents' answers to this variable is in the CS workgroup. It shows that respondents agreed to have the intention to shop at Neighbor Store. Respondents with other workgroups gave a rating that tended to be neutral to have the intention to shop at Neighbor Store. It shows that the appeal of the socio-economic movement of the people for the Ummah is still not entirely successful.

Table 6. ANOVA Test for Occupation

Variable	Mean score for Student	Mean score for Employee	Mean score for the entrepreneur	Mean score for CS	Mean score for HS	Mean score for Etc.	F	Sig.
Affective commitment to affiliation with Spirit 212	3,66	3,7	3,77	4,33	3,78	3,79	1,04	0,4
Attitude	3,94	3,99	4,13	4,58	4,13	3,77	2,21	0,054
Subjective Norms	3,5	3,63	3,75	4,13	3,63	3,47	1,64	0,15
Behavior Control	3,77	3,87	4,07	4,33	3,88	3,55	2,81*	0,02*
Religiosity	4,46	4,57	4,35	4,78	4,62	4,28	3,08*	0,01*
Intention to shop at Neighbor Store	3,33	3,34	3,57	4,00	3,57	3,26	3,93*	0,00*

Table 7 shows the results of testing with income demographic characters shown in. Respondents were grouped by income group <Rp. 1 million, Rp. 1 million - Rp. 2 million, Rp. 2 million-Rp. 3 million, and> Rp. 3 million. Significant differences in the answers or preferences of respondents occur in the variables of affective commitment, attitudes, subjective norms, and intention to shop at Neighbor Store. Respondents' answers to the four variables differed significantly in income groups <1 million, 1-2million, 2-3 million with income groups> 3million. Respondents in the income group> 3million tended to provide answers with high scores on all four variables. It shows that in the most critical income group, the average respondent already has emotional involvement to affiliate with spirit 212. The group also has confidence in the positive consequences of shopping at a Neighbor Store. In addition, respondents get influence and have the intention to shop at Neighbor Store. High-income respondents, on average, have high social care behaviors as well.

Table 7. ANOVA Test for Income

Variable	Mean score for <1 million	Mean score for 1-2 million	Mean score for 2-3 million	Mean score for >3 million	F	Sig.
Affective commitment to affiliation with Spirit 212	3,65	3,58	3,72	4,41	10,61	0,00*
Attitude	3,96	4,04	3,85	4,49	5,16	0,002*
Subjective Norms	3,51	3,6	3,55	4,04	3,62	0,014*
Behavior Control	3,84	3,98	3,84	4,00	0,72	0,54
Religiosity	4,46	4,45	4,43	4,75	2,41	0,07
Intention to shop at Neighbor Store	3,31	3,45	3,44	3,78	4,99	0,002*

Table 8 shows the recapitulation of the results of the independent t-test and the one-way ANOVA test for each variable in each demographic characteristic. It shows no significant differences for respondents answers. In the education of the respondents, the ANOVA test results showed that the average response or preference of respondents

differed significantly on the variable religiosity. In age, it was found that respondents' preferences differed significantly in the variables of behavior control, religiosity, and intention to shop at Neighbor Store. Income describes a significant difference in the average answers to affective commitment variables affiliated with spirit 212. These differences also occur in attitude variables, subjective norms, and intention to shop at Neighbor Store.

Table 8. Recapitulation of the results of the independent t-test and one-way ANOVA

Demographic Character	Variable					
	Affective commitment to affiliation with Spirit 212	Attitude	Subjective Norms	Behavior Control	Religiosity	Intention to shop at Neighbor Store
Gender	-	-	-	-	-	-
Education	-	-	-	-	V	-
Age	V	V	V	-	-	V
Occupation	-	-	-	V	V	V
Income	V	V	V	-	-	V

#### 4. Conclusion

In the descriptive analysis of the respondent's answer, the religiosity variable shows the religiosity of the Indonesian Muslim community was quite high. The results of the t-test show that the average answers for male and female respondents no significant differences. While the ANOVA test results showed that the average respondent's answer education only differed significantly on the variable religiosity. For other demographic characters, such as age, occupation, and income, the results of the respondents' answers differ significantly on most variables. The strategy for a holistic movement of the people can be done by understanding the demographic character of Muslims. Future research can be done by adding other demographic characters such as ethnic groups. Further research can also be done in various other regions in Indonesia because each region has different consumer characteristics.

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