

Customer Motivation in the Purchase of Halal-Certified Chicken Products through Online Delivery Applications in Yogyakarta

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Abstract. Halal food is currently increasing in popularity among both Muslim and non-Muslim consumers. Halal food can be ordered directly or through online delivery applications, a popular trend. The process of ordering food using online applications saves time. However, it has limitations due to customers' lack of direct observation, particularly Muslims. This study examined the customers' motivation to choose online delivery applications for halal products at fast-food restaurants, even though they cannot directly observe the product preparation. The research was carried out in Bantul, The Special Region of Yogyakarta. Data were collected from 65 respondents utilizing a questionnaire distributed via a Google Form link. The findings revealed that taste, utility, and time savings were very strong motivators to purchase chicken meat. Furthermore, factors such as halal certification, adherence to Islamic principles, and blessings of halal food were categorized as strong to motivate customer purchasing. Nutritional requirements were the only factor with a moderate categorization for motivating fast-food chicken restaurant customers. While most fast-food chicken restaurants are already halal-certified, online delivery services frequently do not provide the information. It is suggested that each business provide more detailed product information on online delivery platforms.

1 Introduction

Food is an essential human necessity that is indispensable for sustaining life. The important components needed in food encompass carbohydrates, proteins, fats, vitamins, calcium, minerals, dietary fiber, and water. Indonesians depend on rice as a staple food to fulfill their carbohydrate needs. At the same time, protein requirements are typically met through both animal-based and plant-based. The population of Indonesia, which has reached 275 million, is one of the driving factors for the high demand for food, including chicken meat [1].

The demand for chicken meat consumption in 2021 recorded an increase of 7.69% compared to the previous year [2]. The escalation in beef and soybean prices has prompted a significant portion of the Indonesian populace to turn to chicken as a viable substitute for

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protein. In Indonesia, the per capita weekly intake of chicken meat is reported to be 0.14 kilogram, surpassing the average beef consumption of 0.009 kg per capita per week [2,3]. This increasing demand has driven the development of various businesses that offer a variety of processed chicken meat products, such as fast-food chicken restaurants.

The Indonesian citizen is already familiar with several fast-food chicken restaurants like KFC, McDonald's, A&W, CFC, and other brands. KFC stands as one of the market leaders in this field. However, many local brands have recently adopted a similar concept with different market segments. The non-fancy and numerous outlets have become one of the marketing strategies for these products. This concept additionally enhances the availability of products, both affordability and ease of access.

The growth of fast-food chicken restaurants must be supported by product quality and safety assurances. Halal certification becomes crucial, considering that the majority of Indonesian are Muslims. Halal also holds significant spiritual importance for Muslim consumers, playing a vital role in their lives [4]. According to The State of the Global Islamic Economy Report 2022, Indonesia is one of the world's largest consumers of halal products, accounting for 11.34% of global halal expenditure [5]. The Muslim community in Indonesia, which accounts for more than 85% of the overall population, undoubtedly drives the rising demand for halal products.

The fulfillment of various food products is now possible to access directly or via online applications, a trend that constantly increases in recent years. In 2022, e-commerce sales were estimated to surpass 5.7 trillion dollars and are projected to continue growing [6]. This shift has also been driven by the global spread of the Covid-19 pandemic since late 2019. The new trend of online delivery applications impacts many people, including Muslim consumers, who are concerned about halal products [7]. According to Butt et al. (2017), the spiritual needs of consumers drive them to purchase and consume halal products, as outlined in the Quran and Hadith.

Previous research has indicated that consumer motivation in purchasing is motivate by various factors such as food safety, environment, and health [8]. Other studies suggest that an individual's religious beliefs affect purchasing halal products. Prioritizing product halalness in decision-making has greater significance for individuals adhering to the Islamic faith. [9]. The rising prevalence of online food delivery is motivated by several factors, including price, user-friendliness, and the availability of diverse payment methods [10]. The process of purchasing at fast-food chicken restaurants, whether on-site or through online delivery applications, is quite similar, as the products are prepared to be served quickly. However, in reality, some consumers still prefer using online delivery applications. Moreover, considering the increasing customer concern regarding the halal status of products, it is interesting to examine the customers' motivation to choose online delivery applications for halal products at fast-food restaurants, despite being incapable of directly observing the preparation procedures.

2 Method

This research was conducted in the Special Region of Yogyakarta (DIY), particularly in Bantul Regency. The selected location was made due to the high percentage of the Muslim population residing in this regency, reaching 96% [11]. Another factor to consider was the numerous fast-food chicken restaurant outlets in Bantul, which placed second after the Sleman Regency. The sample was conducted in one week, leading to the attainment of a total of 86 respondents. However, only 65 respondents met the research criteria.

The data was collected through a questionnaire distributed as a Google Form link to every customer purchasing at Rocket Chicken outlets as one of fast-food chicken restaurants which numerous outlets. The questionnaire encompassed respondent profile information and

questions related to motivation measurement indicators. Additionally, a question asking whether consumers had previously made purchases through online food delivery applications was included in the questionnaire to ensure the sample met the research criteria.

Consumer motivation in purchasing halal-labeled chicken products through an online delivery application was measured using 14 indicators. These indicators include taste, nutritional needs, utility, habits, product quality, product appearance, information quality, time saving, convenience, price, ratings, halal certification, adhering to Islamic principles, and the blessing of halal food [28,29]. Each statement in the questionnaire was measured using a Likert scale ranging from a score of 1 (very weak) to a score of 5 (very strong). In addition to primary data, the research enriched its data using secondary data from the Population and Civil Registration Office and BPS-Statistics of DIY Province. A descriptive method was employed in this research to elucidate the obtained data. Table 1 presents the interval categorization for each motivation measurement indicator.

Table 1. Interval Categories of Halal-Certified Chicken Product Purchase Indicators through Online Food Ordering Applications in Yogyakarta

Scoring scale	Category
1.0 – 1.8	Very weak
1.9 – 2.6	Weak
2.7 – 3.4	Moderate
3.5 – 4.2	Strong
4.3 – 5.0	Very strong

3 Results and Discussions

The demand for halal products has recently increased from Muslim and non-Muslim consumers [12]. The demand for halal items is fulfilled through direct orders and online delivery applications, which have shown significant growth in recent years. The various conveniences offered by online applications have become appealing to consumers, driving their usage. The demand for consuming halal products is motivated by more than just the halal certification itself; many other factors come into consideration when consumers make purchases. This study examined 14 indicators believed to influence consumer motivation to purchase halal chicken products through online food delivery applications.

Table 2 and Figure 1 indicate that based on the observed 14 motivation indicators, there were 13 indicators with an average score above 3.5, categorized as strong. The indicator measuring nutritional needs attained an average score of 3.32, placing it in the moderate category. Addressing nutritional needs has a less strong impact on motivation to purchase because consumers generally recognize that fast-food products have imbalanced nutritional content. Nevertheless, the respondents' demographic, primarily between the ages of 15 and 26, contributes to the high demand for fast food. Consumers in this age bracket spend more time outside their houses and are more concerned with convenience [13]. Moreover, the assessment of nutritional content is not easily observable, so it is generally considered by individuals who exhibit a heightened degree of health consciousness [14].

The results indicated that utility had the highest average score at 4.38. This figure signified that utility is categorized as very strong in motivating consumers to purchase Rocket Chicken products as they provide a feeling of fullness with sizable portions. In various ways, Indonesians satisfy their hunger, depending on factors like culture, geographical location, personal preferences, and food availability in their surroundings. Indonesians prioritize rice over other carbohydrate sources to fulfill their carbohydrate needs, even though people consume corn, sago, and other alternatives in some regions. Data reveals that per capita rice consumption in Indonesia was approximately 81.044 kg in 2022 [15], surpassing global rice

consumption, which was only 53.9 kg in 2019 [16] and is projected to rise only slightly to 58.4 kg in 2024 [17]. In contrast, the consumption of other cereal derivatives is lower, such as wheat flour consumption, which was only 2.750 kg in 2022.

Table 2. Scores per Indicator of Motivation for Purchasing Halal-Certified Chicken Products through Online Ordering Applications

No.	Indicator	Question Distribution					Average Score	Category
		STS	TS	RR	S	SS		
1.	Taste	0	0	1	46	18	4.26	Very Strong
2.	Nutritional needs	1	13	19	28	4	3.32	Moderate
3.	Utility	1	1	0	40	23	4.28	Very Strong
4.	Habits	1	12	9	35	8	3.57	Strong
5.	Product quality	0	2	0	52	11	4.11	Strong
6.	Product appearance	0	6	5	43	11	3.91	Strong
7.	Information quality	1	2	5	46	11	3.98	Strong
8.	Time saving	0	2	1	44	18	4.20	Very Strong
9.	Convenience	0	4	5	44	12	3.98	Strong
10.	Price	1	3	4	47	10	3.95	Strong
11.	Ratings	0	3	5	35	22	4.17	Strong
12.	Halal certification	2	3	7	32	21	4.03	Strong
13.	Adhering to Islamic principle	1	2	4	43	15	4.06	Strong
14.	Blessing of halal food	0	3	3	38	21	4.18	Strong

Description of indicator were 1.0 - 1.79: Very weak; 1.80 – 2.59: Weak; 2.6 – 3.39: Moderate; 3.4 – 4.19 : Strong; dan 4.2 – 5.0: Very Strong

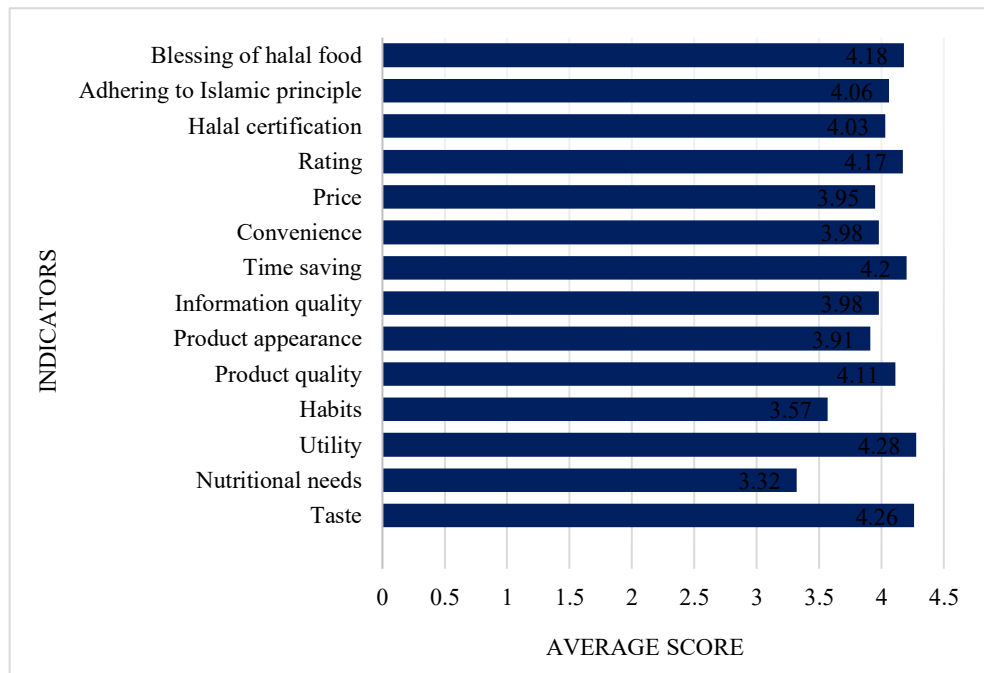


Fig. 1. Visualization of Scores per Indicator for Motivation to Purchase Halal-Certified Chicken Products through Online Ordering Applications

The main product package ordered by consumers consists of rice and fried chicken. Generally, the flavor of the rice and chicken package is more influenced by the fried chicken

itself rather than the rice or accompanying sauce. This study found that flavor was the second-highest scoring indicator, with an average score of 4.26. This score signified that the flavor indicator also strongly correlated with consumer motivation to purchase chicken products. These findings align with several studies that highlight flavor as the strongest incentive for consumers to buy or consume food and is a key factor for market success [18–20].

Time saving stands as one of the indicators with a very strong motives concerning online food delivery applications, with an average score of 4.30. Online services offer convenience to consumers in obtaining products without visiting the outlet, making the process more practical. Dedicated queues for orders placed through online apps also allow customers to receive their ordered products more promptly. This timeliness encourages consumers to opt for online services [21].

Rating served as an indicator with a strong category to motivate for online purchasing, with an average score of 4.17. Ratings accompanied by reviews and high levels of information significantly assist consumers in forming an understanding of product quality [22]. Seller ratings indicate the level of reputation and performance of Rocket Chicken in providing services to consumers through the online application. Ratings reflect the merchant's quality based on consumer reviews and evaluations. Online marketplaces employ rating scores to inform potential customers about a merchant's reputation and trustworthiness. Typically, high scores indicate that a merchant has a positive track record in serving consumers.

Muslim consumers express concerns about the halal status of the food they consume due to its relation to Islamic Shariah regulations. This study employed several indicators associated with Shariah regulations, such as the blessings of food, halal certification, and adherence to Islamic principles. All these indicators had average scores above 4, indicating a strong relationship with consumer motivation. Based on the average score calculations, the indicator of food blessings holds the highest score, which was linked to the background of consumers who believe that consuming halal food leads to tranquility and blessings in life. Blessings are closely tied to halal status; the more halal food consumed, the greater the blessings obtained [23].

The three indicators related to religious beliefs, specifically those associated with halal certification, exhibit the lowest mean score of 4.03. Despite being slightly lower, these indicators nevertheless come within the strong group that serves as a motivating factor for customers to make purchases of halal products. Nowadays, halal product consumption extends beyond meeting Muslim consumers' needs; non-Muslim consumers also contribute to the demand. Even countries with smaller Muslim populations are increasingly seeking halal products [24]. Non-Muslim consumers generally choose halal products because they perceive halal products as being of higher quality, healthier, cleaner, safer, and aligned with animal welfare considerations [25–27].

4 Conclusion

Various factors motivate customers' decision to purchase a product. Taste is typically one of the most important considerations when purchasing food products. Customers' motivations for purchasing fried chicken products from Rocket Chicken are measured employing 14 indicators, including taste, nutritional needs, utility, habits, product quality, product appearance, information quality, time saving, convenience, price, ratings, halal certification, adhering to Islamic principles, and the blessing of halal food. Taste, utility, and timesaving exhibited a very strong categorization in motivating customer purchasing. Indicators such as Halal certification, adherence to Islamic principles, and blessing halal food were identified as strong motivators for purchasing decisions. Nutritional needs are one sole indicator in the moderate category in motivating customers.

The concern about halal products, specifically of Muslim consumers, should drive the business actors to ensure comprehensive product information in both outlet locations and online delivery applications. The accessibility of this information will enhance consumer trust in the products being marketed.

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