

ANTECEDENTS OF CONSUMERS' DECISION FOR HALALMART SHOPPING: THE MODERATING ROLE OF FAMILY RELIGIOUS COMMITMENT

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Purpose: The purpose of this study is to analyze the role of religious commitment of family members in moderating the influence of Islamic cultural variables, Islamic social environment, Islamic and psychological personalities, on consumer decision in making a transaction at Halal mart.

Methodology: The analytical method used to test the relationship between variables is Structural Equation Modelling (SEM), the number of the sample used is 340 of Halal Mart customers. Whereas the moderating role of religious commitment was tested using Confirmatory Factor Analysis.

Main Findings: The conclusion from this study is that the commitment factor in practicing Islamic religion from within the family moderates the relationship between personality and Islamic psychology towards Muslim consumer behavior, meanwhile The Islamic cultural factors and social environmental factors are not moderated by family commitment in practicing the Islamic Religion.

Implication: This study found that to improve Muslim customers buying decisions, a company needs to acknowledge the background of consumer's character derived from cultural influences, social environment, personality, and psychology. Moreover, Halal mart also needs to be closer to community groups or religious organizations that have a stronger commitment towards religion, making it easier to promote their products.

Novelty/Originality of this Study: To date, there are no studies that examine family religious commitment towards Islam, as a moderating variable in the relationship of cultural, social, personality and psychological variables to consumer buying decisions for shopping at Halal mart in Indonesia.

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