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## Maqasid-based consumption intelligence: an empirical model of its application to the intention of halal purchase

Muhammad Sholihin, Nurus Shalihin, Mega Ilhamiwati, Hendrianto Hendrianto

International Journal of Ethics and Systems

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This study aims to gain new insight into how a set of maqasid-based consumption intelligence

Premna Garg et al., Journal of Islamic Marketing, 2018

### Author Dashboard

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## Manuscripts with Decisions

ACTION	STATUS	ID	TITLE	SUBMITTED	DECISIONED
Forms Completion submitted (29-Jun-2022) - view	EIC: Berger, Sebastian GE: Not Assigned EA: Asif, Minha EA: Berger, Sebastian	IJOES-11-2021-0204.R3	Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase	24-Jun-2022	29-Jun-2022
	Accept (29-Jun-2022)				
	<a href="#">view decision letter</a> <a href="#">Contact Journal</a>				
a revision has been submitted (IJOES-11-2021-0204.R3)	EIC: Berger, Sebastian GE: Not Assigned EA: Asif, Minha EA: Berger, Sebastian	IJOES-11-2021-0204.R2	Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase	17-May-2022	10-Jun-2022
	Minor Revision (10-Jun-2022)		<a href="#">View Submission</a>		
	a revision has been submitted				
	<a href="#">view decision letter</a> <a href="#">Contact Journal</a>				
a revision has been submitted (IJOES-11-2021-0204.R2)	EIC: Berger, Sebastian GE: Not Assigned EA: Asif, Minha EA: Berger, Sebastian	IJOES-11-2021-0204.R1	Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase	31-Jan-2022	04-Mar-2022
	Minor Revision (04-Mar-2022)				

Minor Revision (04-Mar-2022)

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## International Journal of Ethics and Systems

**Decision Letter (DOES-11-2021-0204)**

**From:** Sebastian.Berger@uwe.ac.uk  
**To:** sholihin@iaincurup.ac.id  
**CC:**  
**Subject:** International Journal of Ethics and Systems - Decision on Manuscript ID DOES-11-2021-0204  
**Body:** 17-Dec-2021

Dear Mr. Sholihin,

Manuscript ID DOES-11-2021-0204 entitled "Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase" which you submitted to the International Journal of Ethics and Systems, has been reviewed. The comments of the referee(s) are included at the bottom of this letter.

The reviewers have recommended major revisions to your paper before it can be accepted for publication.

Please see instructions given below in NOTE.

Please mark all revisions in bright color font, and mark all deletions with strike-through effect.

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Because we are trying to facilitate timely publication of manuscripts submitted to the International Journal of Ethics and Systems, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

I look forward to receiving your revision at the earliest possible time.

Yours sincerely,  
Dr. Sebastian Berger  
Editor, International Journal of Ethics and Systems  
University of the West of England  
Bristol Business School  
Gold Harbour Lane  
Frenchay  
Bristol  
BS16 1QY  
United Kingdom of Great Britain and Northern Ireland  
Sebastian.Berger@uwe.ac.uk

Referee(s)' Comments to Author:  
Referee: 1

Recommendation: Major Revision

Comments:  
Please address all comments made below

1. Abstract:
  - a) The findings do not reflect the research model and its determinants as well as hypotheses. It needs to be rewritten.
  - b) Practical implications are not well explained. The author should state how the results of the study can be useful for industry and policymakers.

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Referee(s)' Comments to Author:  
Referee: 1

Recommendation: Major Revision

Comments:  
Please address all comments made below

1. Abstract:
  - a) The findings do not reflect the research model and its determinants as well as hypotheses. It needs to be rewritten.
  - b) Practical implications are not well explained. The author should state how the results of the study can be useful for industry and policymakers.
2. Introduction:
  - a) Please provide reference to support the statement [A solid commitment to halal can be interpreted as a reflection of the intelligence of a Muslim in consumption. Intelligence grows as a Muslim appreciates the rules and values of Islamic law. This is then termed maqasid-based consumption intelligence due to a strong understanding and appreciation of values maqasid sharia].
  - b) You mentioned [...] However, concerning a solid commitment to buying halal products, the role of "maqasid-consumption intelligence" as a variable needs to be studied—whether as an exogenous variable to other variables or instead acting as a moderator variable. Please provide justification (previous research or statistics) on why consumption intelligence from sharia's perspective is important to be examined?
  - c) The author(s) need to justify why Indonesia is selected for the study. What is the practical issue related to consumption intelligence in a Muslim majority country such as Indonesia?
3. Literature Review:  
Overall LR needs major improvements.
  - a) The paper could be improved by adding some more literature on behavioral intention among Muslims from a general viewpoint, e.g., zakat [refer and cite to Bin-Nashwan, S. F., Abdul-Jabbar, H., Dziegielewska, S. F., & Atiz, S. A. (2020). Moderating Effect of Perceived Behavioral Control on Islamic Tax (Zakat) Compliance Behavior among Businessmen in Yemen. *Journal of Social Service Research*, 47(2), 292–302]; entrepreneurship [refer and cite Ezeh, P. C., Nkamnebe, A. D., & Omofade, U. P. (2019). Determinants of entrepreneurial intention among undergraduates in a Muslim community. *Management Research Review*];...etc.
  - b) Section 2 should be "Literature review and hypotheses development". Hypotheses are not stated clearly. Please restructure this section in view of this.
  - c) The independent variable, religiosity, is well-reviewed in Section 2, while Islamic university's role and normative belief are not.
  - d) Are you using "Maqasid-based consumption intelligence" as a moderator or mediator? It is quite confusing as these two are being mentioned interchangeably! The research model indicates this factor as a mediator.
4. Methodology:
  - a) In addition, this study was designed to elaborate the form of the relationship between several groups of variables, namely: "independent variables" (i.e., religiosity; Islamic university's role; and normative belief); "moderating variables" (a set of "maqasid-based consumption intelligence" variables, i.e., metacognitive; cognitive and motivation in the consumption intelligence based on maqasid); and "dependent variable" (i.e., the intention of halal purchase). This design is the foundation for the choice of research design using "path analysis." MODERATING??
  - b) Sampling technique and data collection method are not discussed.
  - c) Why the data was analyzed using Stata, not SPSS or Smart-PLS?
  - d) Measurements of the variables are missing. Add subSection under "research methods" to elaborate this.
  - e) How was the survey developed and pretested?
5. Results:
  - a) Explain preliminary tests such as response bias, outliers, homoscedasticity, linearity and normality.
  - b) The author(s) have not provided any analysis to check the validity and reliability of the measurements developed.
  - c) I suggest testing the research model using SPSS or PLS-SEM.
6. Discussion:  
Implications of the study to theory and practice are not clear. I suggest adding them in a separate section.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Although the paper contains significant information, major improvements are required.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Needs improvements. Follow the comments below.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Needs improvements. Follow the comments below.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Needs improvements. Follow the comments below.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Implications of the study to theory and practice are not clear.
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: OK.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Ok.

Referee: 2

Recommendation: Major Revision

Comments:

This is an interesting manuscript but needs much improvements.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication? The paper titled, "Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase" is a quantitative study aimed to prove Maqasid-based consumption intelligence theory through intentional halal purchase. This is an interesting study but with number of serious issues to be addressed before final publications.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored? Literature review needs much improvements. Overall, the literature presented in the manuscript seems partially inline with the study. More specific literature may be added to strengthen this segment. Additionally, improvements are needed like:

Line 5: "Understanding "halal intentional purchase" cannot rely on understanding only one dimension" here the dimension is not described, creating ambiguity for the reader. It does not clearly explain what the authors want to express.

Line 6: "Nevertheless, it takes at least a few variables to understand how individuals choose halal products. It is no exaggeration then that some social scholars understand "intentional halal purchase" through varied and dynamic variables such as religiosity, subjective norms, and attitudes (Endri et al., 2020; Widyanto and Sitohang, 2021; Yunus et al., 2014). It is just that there are no scholars who try to identify how the role and relationship of the variable "maqasid-based consumption intelligence" to "intentional halal purchase." Therefore, in this section, several theoretical foundations are reviewed, which are divided into several discussions, which include: (1) religiosity and its relationship to "halal purchase" (Haque et al., 2019); (2) elaborates "planned behavior theory" and its relationship with halal purchase (Khibran, 2019; Rachidini, 2018); and (3) the concept of "maqasid-based consumption intelligence (MCI)", especially the concept of variables attached to MCI."

The complete paragraph lacks clarity. For instance, which few variables are needed to understand.....? and the last line of the paragraph shows "maqasid-based consumption intelligence " whereas 2.3 shows "Consumption-Based Maqasid

Intelligence: framework and its concept"

Figure 1 also needs attention. The text in the figure seems missing (attitude towards the.....?) and spellings need alignment.

I recommend rewriting of literature review. Moreover, it would be much better for the reader to understand if the literature is presented in the form of a table.

Table 1 also needs to be inline with the journal standard format.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate? Writeup for this manuscript needs rigorous improvements.

Line 43, page 7: "Loehlin (2004) confirms one belief that "path analysis" is one of the powerful approaches in statistics because it is equipped with a "path diagram," so it is pretty helpful as a description tool, even this approach can produce something more than expected (Loehlin, 2004). The view of Loehlin (2004) confirms one thing, "when a researcher wants to use path analysis as an approach, it is necessary to design an initial model, which describes the direction of the relationship between variables." This principle is then applied to the study to be carried out, related to the role of the theory of "maqasidbased consumption intelligence" on "the intention of halal purchase" among the millennial generation (i.e., students at Islamic universities in Indonesia)."

The entire paragraph needs to be rewritten. The writing style is not formal enough for publication in a scientific journal. I recommend the entire manuscript maybe checked and edited by a native English speaker for clarity and improvements. In this study, the data were collected from Muslim responders only and in an Islamic state. My question here is whether the responders had option to buy products other than halal? If no, then buying halal products was the only option to avail. In this scenario, how can authors justify their study?

Line 17, page 9: There was only one responder aging 35 years. If the difference between the first maximum and second maximum is greater, then this responder could have been treated as outlier.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper? The tables in result section are not inline with the standard format as that of the journal.

Line 33, page 10: The heading at point 4.2 needs attention

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper? Conclusion of the study needs to be phrased in the light of the outcomes. What did authors get out of the data, is important for the purpose of conclusion. Moreover, practical implications of the research are missing.

Few policy implications are also needed to highlight the practicality of the study.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Overall the quality of communication is poor. The manuscript needs improvements in grammar, style, punctuation and formal writeup.

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**Decision Letter [IJOES-11-2021-0204.R2]**

**From:** Sebastian.Berger@uwe.ac.uk  
**To:** sholihin@iaincurup.ac.id  
**CC:**  
**Subject:** International Journal of Ethics and Systems - Decision on Manuscript ID IJOES-11-2021-0204.R2  
**Body:** 10-Jun-2022

Dear Mr. Sholihin,

Manuscript ID IJOES-11-2021-0204.R2 entitled "Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase" which you submitted to the International Journal of Ethics and Systems, has been reviewed. The comments of the referee(s) are included at the bottom of this letter.

The reviewers have recommended minor revisions to your paper before it can be accepted for publication.

Please see instructions given below in NOTE.

Because we are trying to facilitate timely publication of manuscripts submitted to the International Journal of Ethics and Systems, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

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Please note that there is no obligation to use Peerwith and using this service does not guarantee publication.

I look forward to receiving your revision at the earliest possible time.

Yours sincerely,  
Dr. Sebastian Berger  
Editor, International Journal of Ethics and Systems  
University of the West of England  
Bristol Business School  
Cold Harbour Lane  
Frenchay  
Bristol  
BS16 1QY  
United Kingdom of Great Britain and Northern Ireland  
Sebastian.Berger@uwe.ac.uk

Referee(s)' Comments to Author:  
Referee: 1

Recommendation: Minor Revision

Comments:  
The paper has been improved. However, some revisions need to be incorporated.

1. Tabulate the measurement items used.
2. Did you pretest your survey before distribution? Please elaborate.
3. 1. Discuss how religiosity was measured? There are several studies that tested this factor in different contexts. How did you select its measurements? Please refer to Bin-Nashwan, S.A., Al-Dahani, M., Abdul-Jabbar, H. and Al-Taffi, L.H.A. (2022), "Social solidarity amid the COVID-19 outbreak: fundraising campaigns and donors' attitudes", International Journal of Sociology and Social Policy, Vol. 42 No. 3/4, pp. 232-247. <https://doi.org/10.1108/IJSSP-05-2020-0173>.
4. Please place the "Discussion" section separately from Implications.
5. In the Discussion, the author(s) should discuss the results obtained and compare them with the results of previous studies.
6. The theoretical implications need to be rewritten, explaining how this study contributes to the body of knowledge. While The existing write-up looks like the discussion of the results reported!

Additional Questions:  
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Although the paper is overall improved, some revisions are still needed. Please address the comments above.

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United Kingdom of Great Britain and Northern Ireland  
Sebastian.Berger@uwe.ac.uk

Referee(s)' Comments to Author:  
Referee: 1  
Recommendation: Minor Revision

Comments:  
The paper has been improved. However, some revisions need to be incorporated.

1. Tabulate the measurement items used.
2. Did you pretest your survey before distribution? Please elaborate.
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Additional Questions:  
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Although the paper is overall improved, some revisions are still needed. Please address the comments above.  
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Acceptable.  
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Need improvement.  
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Acceptable.  
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Need improvement.  
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Ok.

NOTE:  
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## International Journal of Ethics and Systems

**Decision Letter (IJOES-11-2021-0204.R3)**

**From:** Sebastian.Berger@uwe.ac.uk  
**To:** sholihin@iaincurup.ac.id, nurus\_shalihin@uinib.ac.id, mega83.teyze@iaincurup.ac.id, hendrianto@iaincurup.ac.id  
**CC:**  
**Subject:** International Journal of Ethics and Systems - Decision on Manuscript ID IJOES-11-2021-0204.R3  
**Body:** 29-Jun-2022

Dear Sholihin, Muhammad, Shalihin, Nurus, Ilhamiwati, Mega, Hendrianto, Hendrianto

It is a pleasure to accept your manuscript IJOES-11-2021-0204.R3, entitled "Maqasid-based consumption intelligence: An empirical model of its application to the intention of halal purchase" in its current form for publication in International Journal of Ethics and Systems. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of International Journal of Ethics and Systems, we look forward to your continued contributions to the Journal.

Yours sincerely,  
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