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THE EFFECT OF HALAL LABEL ON PRODUCT PACKAGING ON MUSLIM CONSUMER PURCHASE INTENTION

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Abstract: *The halal label is an important thing in society, especially for Indonesian people, the majority of whose population adheres to Islam. Researchers found that there are several food products consumed by Muslims that have not included a halal label. Mini Market Latansa Gontor 5 of the 100 products sold 20 of them have not been labelled halal, which means 20% do not have a halal label. The methodology that researchers use is quantitative which is a field survey by taking a sample of 130 teachers of Pondok Modern Darussalam Gontor 5 Magelang. The purpose of this study was to determine whether there is an influence and how much influence the halal label has on the interest in purchasing food products at Mini Market Latansa Gontor 5. The data obtained is then processed using the IBM SPSS v.21 application. The results obtained are, of the 20 statements with an error rate of 5%, rCount is greater than rTable with a value level of 0.159, meaning that all statements are valid. The reliability test obtained a Cronbach alpha value of 78.9% for questionnaire X (halal label) and 88.3% for questionnaire Y (consumer purchase interest) greater than 60%, meaning that both questionnaires are reliable. From the results of the simple linear regression test, the probability number is 0.000, which is smaller than 0.5, meaning that there is a significant relationship between X (halal label) and Y (consumer purchase interest). From the results of the T test, it is obtained that the Thitung amount of the level of influence of halal labelling on purchasing interest is 11.398 greater than 1.97838, meaning that variable X has a real influence on variable Y. From the results of the detirminization coefficient test (R2), the result is 0.504, meaning that the level of influence of variable X (halal label) on variable Y (consumer purchase interest) is 50.4%, while the remaining 49.6% is influenced by other factors not examined in this study.*

Keywords: *Halal Label, Influence on Purchase Intention, Mini Market*

1. Introduction

Labels, which encompass logos and/or text, function as integral components of products, offering consumers essential information such as product names, brand identities, composition, nutritional content, expiration dates, additional ingredients, and legal status. The issuance of labels is governed by the Republic of Indonesia Law Number 33 of 2014 concerning the Assurance of Halal Products. In the context of food products, labeling comprises any information presented in the form of images, text, their combination, or other forms attached to, enclosed within, or part of the packaging.

Islamic principles, as articulated in the Quranic verse Al-Nahl 114 and Hadith, emphasize the obligation for Muslims to consume Halal and Thoyyib sustenance, extending beyond food to encompass other consumables like hygiene products. As conscientious consumers, individuals, especially within Muslim communities, are encouraged to scrutinize products before purchase, exercising their personal right to choose (Ab Talib, Ai Chin, and Fischer 2017).

Drawing from Warto and Samsuri, the decision-making process for consumers involves the actual purchase of products. The inclusion of a Halal label on food products, provided by manufacturers, serves as crucial information regarding the product's Halal status. General regulations mandate that the placement of a Halal label on a product necessitates prior examination and certification by authorized bodies, ensuring transparency in composition and production processes (Warto and Samsuri 2020).

While the inclusion of a Halal label is not mandatory, products entering predominantly Muslim regions like Indonesia are obliged to carry the label and be accountable for the product's Halal status (Tohe et al. 2021). This ensures consumers' rights to accurate, clear, and honest information, promoting adequate protection. Marketers are urged to consider the Halal aspect to instill confidence among Muslim consumers, as exemplified by the phenomenon of students (santri) purchasing products without scrutinizing the Halal label.

Though historical practices lacked formal certification and labeling, the underlying principle was permissibility until evidence suggested otherwise(Anzellyta and Fittria 2022). Quranic verses addressing food highlight the obligation to consume Halal and wholesome sustenance. Contemporary certification and labeling, therefore, play a pivotal role in manifesting confidence, certainty, and caution in avoiding products containing Haram elements.

The Mini Market La Tansa Gontor 5, established to meet the needs of students within the Gontor Islamic boarding school, sells various products, including food items. Approximately 20% of the 100 food products available lack a Halal label, signifying a gap in meeting the needs of the student population.

Given the aforementioned background, the author is motivated to explore the research topic, "The Influence of Halal Labeling on Consumer Interest in Purchasing Food Products at Mini Market La Tansa Gontor 5 Magelang," acknowledging the significance of Halal certification in consumer decision-making within the specific context of a student-oriented market.

2. Literature Review

2.1. Halal Label

The concept of a halal label is multifaceted and holds significant importance in various domains. The halal label serves as an assurance of the compliance of a product with Islamic dietary laws, encompassing not only the permissibility of the ingredients but also the production processes and ethical considerations (Rahim, Shafii, and Shahwan 2015) . It guarantees the safety and cleanliness of a particular food product, providing a sense of security to consumers, especially Muslim consumers (Juliana et al. 2022). The influence of religiosity can strengthen or weaken the impact of the halal label on purchasing decisions (Isnaini, Zaida, and Zulmiati 2021). Furthermore, the halal label extends beyond food products, encompassing non-food items such as cosmetics, pharmaceuticals, and personal care products (Husna, Mohd Ashmir Wong, and Osman 2022) . The presence of a halal label is instrumental in increasing sales and attracting the purchasing power of Muslim consumers (Davids and Sabrain 2022).

The significance of the halal label is not limited to consumer perception but also extends to business performance and industry development. It has been linked to the financial performance of halal food firms, indicating its potential as a strategic orientation

for firms operating in the halal industry (Rahim, Shafii, and Shahwan 2015). The implementation of halal certification by international food companies underscores its impact on business performance. Additionally, the halal industry is recognized as an innovation that can contribute to economic growth (Al-Fatih and Esfandiari 2020). The enforcement of halal compliance is crucial for the development and potential of the halal industry, both domestically and internationally (Ahyar 2020) .

2.2. Consumption Behavior

Consumption according to Islamic principles encompasses a holistic approach that extends beyond fulfilling individual desires. In Islamic financial jurisprudence, consumption is viewed as an action that contributes to the well-being of oneself and others, emphasizing the ethical and moral dimensions of consumption (Biplob and Abdullah 2021). Islamic economics aims to achieve material and spiritual aspects in consumption, emphasizing the balance between total utility and marginal. The purpose of consumption in Islam is to attain worldly and hereafter happiness, reflecting the broader spiritual and ethical dimensions of consumption (Aisya and M. Syam 2021). Islamic dietary laws categorize food into permissible (halal) and forbidden (haram), reflecting the significance of ethical considerations in consumption. The consumption of halal products, including food, drink, clothing, cosmetics, and other goods, is guided by the principles of Shariah, emphasizing adherence to Islamic regulations in the sourcing and preparation of products (Huriah et al. 2022) . Furthermore, tourism activities in Islam are expected to align with the values of Islamic law, reflecting the comprehensive integration of Islamic principles into various aspects of consumption (Nadhifah et al. 2022).

2.3. Consumer Interest

Consumer trust is another critical aspect that influences purchasing decisions. Trust in a brand or online store can significantly impact consumer interest and buying behavior. The framework of consumer decision-making also plays a pivotal role in understanding the factors that influence consumer interest and purchasing decisions. Furthermore, the theory of perceived risk emphasizes that consumers are motivated to minimize perceived risks, which can influence their interest and purchasing decisions (Suprapto and Efendi 2018).

The influence of social media on consumer interest and purchasing decisions has been explored, highlighting the role of social media in shaping consumer perceptions and interest in products (Syafrial and Firdaus 2022) . Moreover, the theory of green consumerism has been developed to understand the factors that drive interest and purchasing behavior in the context of environmentally friendly products (Allen A. Ch. Manongko 2019).

2.4 Previous Research

In the upcoming research, the researcher has gathered discussions related to similar studies to facilitate the identification of research variables. The aim is to obtain an understanding aligned with the research topic, considering previous research or interconnections, thus preventing redundancy with earlier studies that share similar themes. Based on the author's exploration, several studies have been conducted, including:

The first study, conducted by Hikmawati with the title "The Influence of Halal Labeling on Purchasing Decisions at Cake and Bakery Shop Chocolicious in Makassar City," suggests that the implementation of Halal labels on Chocolicious products significantly influences consumer purchasing decisions. This is because Muslim consumers from various backgrounds are aware of the importance of caution in choosing products. The primary consideration is the Halal labeling, which ensures the quality of a product (Hikmawati 2019).

In the second study titled "The Influence of Halal Labels and Lifestyle on the Purchasing Decisions of Imported Processed Food Products (Among the Muslim Community in Metro City)" by Nicky, it is found that the presence of a Halal label does not have a partial effect on the purchasing decisions of imported processed food products. This is indicated by a significance value of 0.623 > 0.1 or t-value < t-table (-0.493 < 1.611). It implies that, even in the absence of a Halal label, consumers still buy imported processed food(Nicky 2019).

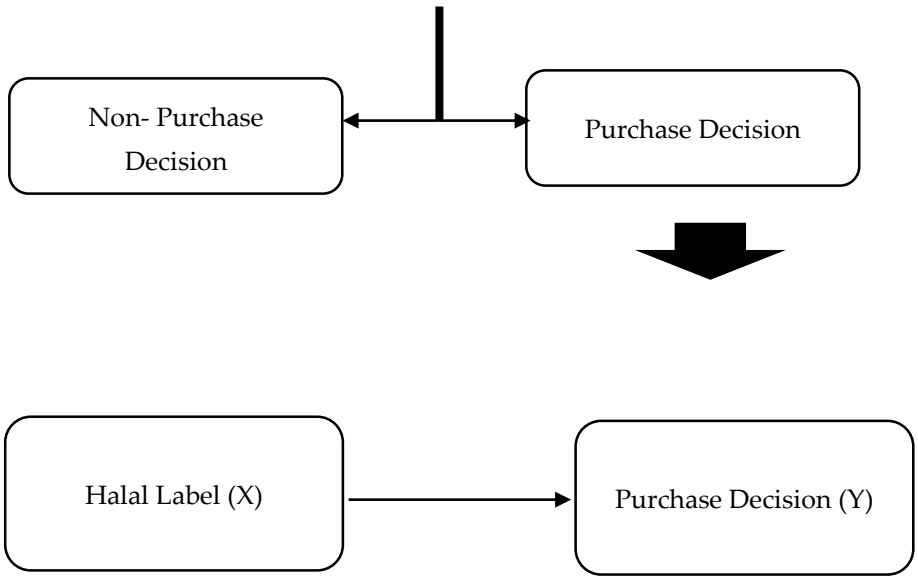
The third study, conducted by Rikka Cahyati in 2016 at the Faculty of Economics, with the thesis titled "The Influence of Halal Labeling on the Purchase Interest in Luwak White Coffee among Economics Faculty Students at 17 August 1945 University Samarinda," analyzes the impact of buyer interest on the inclusion of Halal labels on white coffee products among economics students at the 17 August 1945 University in Samarinda(Rikka Cahyati 2013).

In this research, the focus is on examining the interest of teachers as consumers in the purchase of products from Mini Market Gontor 5 and whether it influences their purchasing decisions.

2.6. Research Framework

According to (Sugiyono 2011) , the framework is a conceptual model of how theory relates to various factors that have been identified as important problems. A good framework briefly explains the relationship between independent and dependent variables based on literature review. The framework must be consistent with the formulation of research problems and be the basis for formulating hypotheses.

Understanding the importance of the Halal Label listed on food products at Mini Market La Tansa Gontor 5



3. Research Methods

This study using a quantitative approach. Which in this study requires data from real life or directly taken through company data, observation questionnaires and supporting documents to analyze data from the people concerned at the research site (Susilana 2015), such as Mini Market cooperatives to find out how the influence of halal labels and product prices on consumer purchasing decisions. This research will be conducted at Mini Market La Tansa Gontor 5 Magelang.

The data sources for this research consist of primary and secondary data. Primary data is directly obtained from research respondents using a questionnaire as the measurement tool. The questionnaire, a method of data collection, involves presenting written questions or statements to respondents to elicit responses according to the researcher's inquiries (Setiaman 2020). The primary data for this study is gathered by distributing statements to teacher-consumers of KMI Gontor 5 who have shopped at Mini Market La Tansa, utilizing a Likert scale. Secondary data, on the other hand, is acquired from other sources such as books, journals, previous research, and necessary documents. With the basis of both primary and secondary data sources, the researcher assigns greater weight to primary data and complements it with secondary data.

A questionnaire is a set of written questions formulated so that respondents record their answers, usually in an open-ended manner. This technique can use questionnaires, checklists, and scales as research instruments. Then the data is entered into SPSS version 21 Because the questionnaire fully represents the research (through written questions), it must be stated clearly, simply, and use words or terms that do not cause double understanding, accompanied by filling instructions(Setiaman 2020).

Each sample was distributed a questionnaire consisting of a number of questions regarding knowledge of halal according to Islam, belief in halal products, knowledge of halal labels and their types as well as understanding the meaning of halal and haram food. Against the interest in purchasing food at Mini Market Latansa Gontor 5 which is used with a Likert scale. This scale increases the approval or disapproval of the sample

3.1 Population and Sample

The population is a generalized area consisting of objects/subjects with specific qualities or characteristics set by the researcher for study and drawing conclusions (Sugiyono 2011). The purpose of defining the population is to determine the sample size to be drawn from the population and to limit the scope of its generalization. The population for this research comprises all teacher-consumers of Mini Market La Tansa, totaling 194 individuals.

A sample is a subset of the characteristics possessed by the population. It is impractical for researchers to study every member of a population, especially if the population is large, due to limitations in resources such as time and manpower. Therefore, researchers use a sample taken from the population to conduct their study.

The number of samples taken by researchers using the slovin formula is as follows:

N=N/(1+N.e^2)

That is :

n : Sample

N : Total Population

E: error (acceptable error)

Determination of the sample size in this study amounted to 194 people, using a margin of error of 5%, the number of samples taken by researchers is as follows:

N = N / (1+N.e^2)

N=194/(1+194.〖(5%)〗^2)

N=194/(1+194.(〖0,05)〗^2)

N=194/(1+0,485)

N=194/1,485

= 130.6 (rounded to 130)

So the results for the calculation of the number of samples in this study used as many as 130 teachers from Pondok Modern Darussalam Gontor Campus 5 Darul Qiyam Magelang. Researchers use a margin of error of 5% and 95% truth because this level is used for social and economic fields (Susilana 2015).

No	Dimension	Definition	Indicators	Scale
1	Halal Label (X)	Halal Labeling is the inclusion of halal writings or statements on product packaging to indicate that the product in question has the status of a halal product. (Rikka Cahyati 2013)	1.Knowledge of halal according to Islam 2. Product confidence, 3. Knowledge of label types, 4.Understanding the meaning of	Likert 1-5

			halal and haram food	
2	Purchase Decision (Y)	Purchasing Decisions are consumer decisions to buy or not buy a product or service by choosing one of several alternative choices available.	1.Understanding the importance of halal labeling, 2.Understanding the food products to be consumed, 3. understanding the selection of other people's food products	Likert 1-5

Table 1. Research Dimension

4. Result and Discussion

The following describes the results of data processing from distributing questionnaires about the influence of Halal Label on interest in purchasing food products at Mini Market La Tansa Gontor 5 Magelang for teacher consumers at Pondok Moderen Darussalam Gontor Campus 5 Magelang.

No	Indicators	STS	TS	N	S	SS
X1	I know the definition of halal according to Islam	0%	0%	0%	36,20%	63,80%
X2	I believe the products I consume are halal products	0%	0%	0%	47,70%	52,30%
X3	With the halal label issued by LPPOM-MUI, I am sure that the food is halal.	0%	3,80%	0%	62,30%	33,80%
X4	With the halal label issued by LPPOM-MUI, I am sure that the raw materials for making the product are halal.	0%	5,40%	0%	61,50%	33,10%

X5	With the halal label issued by LPPOM-MUI, I am sure that the food does not have a negative effect on consumers.	0,80%	6,90%	0%	67,70%	24,60%
X6	I know the usefulness of the halal label	0%	2,30%	0%	62,30%	35,40%
X7	I know which food products are labeled as halal and which are not.	0%	1,50%	0%	66,90%	31,50%
X8	Without the halal logo, Muslim consumers believe the food is okay to eat because it was made by Muslims.	3,10%	20%	0%	62,30%	14,60%
X9	I know the types of labels written on the product packaging.	0%	9,20%	0%	70,80%	20%
X10	I know the difference between halal and haram food	0,00%	1,50%	0%	43,80%	54,60%

The data analysis reveals a compelling narrative about consumer perceptions and confidence regarding halal products. In response to the statement X1, a substantial majority of respondents, comprising 63.80% who strongly agree and 36.20% who agree, demonstrate a clear understanding of the Islamic concept of halal. Moving to statement X2, consumers exhibit a high level of confidence in the halal status of the products they consume, with 52.3% expressing strong agreement and 47.7% agreement.

Furthermore, statement X3 emphasizes the significance of the halal certification issued by LPPOM-MUI, with 62.3% agreement and 33.8% strong agreement among consumers. This trend continues in statement X4, where 61.5% agree and 33.1% strongly agree that the inclusion of the LPPOM-MUI halal label instills confidence in the halal status of raw materials. The assurance of health safety is evident in statement X5, as 67.7% agree and 24.6% strongly agree that the LPPOM-MUI halal label implies the food product's harmlessness. Consumer awareness extends to the purpose of the halal label, as indicated in statement X6, with 62.3% in agreement and 35.4% in strong agreement.

The overall awareness of products labeled as halal is highlighted in statement X7, where 66.9% agree and 31.5% strongly agree. Interestingly, statement X8 suggests that a significant percentage (62.3% agree, 14.6% strongly agree) of consumers believe that products made by Muslims are inherently halal, even without the halal label. Additionally, consumers demonstrate knowledge of various types of labels, as seen in statement X9, with 70.8% in agreement and 20% in strong agreement. Lastly, the data points to a strong understanding of the distinction between halal and haram foods in statement X10, with 43.8% in agreement and 54.6% in strong agreement. In conclusion, the findings paint a picture of informed consumers who are not only aware of the halal concept but also exhibit confidence in the certification process and labeling, showcasing a strong connection between consumer trust and the presence of the LPPOM-MUI halal label on products.

No	Indicators	STS	TS	N	S	SS
Y1	I know the importance of halal products in food products	0%	0%	0%	35,90%	64,10%
Y2	I believe consumers are interested in buying at Mini Market La-Tansa Gontor 5 because the products sold are in accordance with Islamic law.	0%	0%	0%	47,30%	52,70%
Y3	I believe product storage is not contaminated or mixed with haram goods	0%	0,00%	0%	61,80%	34,40%
Y4	I believe that the food I buy has been processed in accordance with Islamic law.	0%	5,30%	0%	61,10%	33,60%
Y5	I believe the halal certificate from MUI is intended for every type of food not just from the brand.	0,80%	6,90%	0%	67,20%	25,20%
Y6	I believe the ingredients used in making food products are halal.	0%	2,30%	0%	61,80%	64,10%
Y7	I feel a match with the products I buy at Mini Market	0%	1,50%	0%	66,40%	32,10%
Y8	I believe that the method of earning staples is in accordance with Islam.	3,10%	20%	0%	62,60%	14,50%
Y9	I buy products that only have a halal label	0%	9,20%	0%	71,00%	20%
Y10	I choose a product even though it does not have a halal label.	0,00%	1,50%	0%	44,30%	54,20%

The data analysis unfolds a narrative that illuminates the nuanced perspectives and convictions of consumers regarding halal products, encapsulated in statements Y1 to Y10. Firstly, a substantial majority of consumers, comprising 35.9% in agreement and 64.1% strongly in agreement, demonstrate a profound understanding of the pivotal role played by the halal label in food products. This awareness extends to their shopping preferences, as evidenced by the high level of interest (47.3% agree, 52.7% strongly agree) expressed in purchasing from Mini Market La Latnsa Gontor 5, emphasizing the alignment of products with Islamic principles.

Furthermore, consumers exhibit unwavering confidence in the safety and purity of their food, with 61.8% agreeing and 34.4% strongly agreeing that storage areas remain uncontaminated by prohibited items (Y3). This trust extends to the belief (61.1% agree, 33.6% strongly agree) that the food they purchase has undergone processes compliant with Islamic laws (Y4).

Moreover, the significance of halal certification is underscored by the overwhelming trust (67.2% agree, 25.2% strongly agree) placed in the notion that the certification from MUI is designed for all types of food, transcending specific brand considerations (Y5). Similarly, consumers exhibit a strong belief in the halal nature of ingredients (61.8% agree, 35.9% strongly agree) used in food product manufacturing (Y6).

In their shopping experience at Mini Market, consumers resonate with the products, as indicated by 66.4% in agreement and 32.1% strongly in agreement with the sense of compatibility (Y7). However, nuances arise in beliefs about income generation methods, with 62.6% agreeing, 14.5% strongly agreeing, 20% disagreeing, and 3.1% strongly disagreeing that these methods align with Islamic principles (Y8).

Furthermore, the influence of halal labels on purchasing decisions is evident, with a significant majority (71% agree, 20% strongly agree) expressing a preference for products adorned with such labels (Y9). Yet, a noteworthy proportion of consumers (44.3% agree, 54.2% strongly agree) lean towards products without halal labels, emphasizing a diverse range of considerations in their choices (Y10). In essence, the data narrative reveals a consumer base that is not only well-informed about halal principles but also showcases varied and dynamic preferences, reflecting a multifaceted relationship between Islamic values and their choices in the realm of food consumption.

Discussion of SPSS test results

A model is declared good if it has a normally distributed residual value, which aims to determine whether the residual value is normally distributed or not. A good regression model is to have a normally distributed residual value (Herawati 2016).

Table 2. Normalitiy Test Using SPSS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		128
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	2,71794926
Most Extreme Differences	Absolute	0,092
	Positive	0,084
	Negative	-0,092
Test Statistic		0,092
Asymp. Sig. (2-tailed)		.010[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Basis for decision making If the significance value is> 0.05, then the residual value is normally distributed and if the significance value is <0.05, then the residual value is not normally distributed. From the data above, it can be seen that the asysmtotic significant value of the Kolmogrov-Smirnov test is 0.10> 0.05, it can be concluded that the data above is normally distributed (Herawati 2016).

The aim is to test whether the regression model occurs inequality of variance from the residuals of one observation to another. If Sig.>0.05 then there is no heteroscedasticity but if Sig.<0.05 there is heteroscedasticity (K. Perdana 2016).

Research Data

X = Halal Label

Y = Purchase Interest N = 130

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,721	2,313		2,041	0,043
	label halal	-0,100	0,054	-0,161	-1,850	0,067

a. Dependent Variable: tNI2

From the table above, it can be concluded that the sig value is 0.067>0.05. Then variable X (Halal Label) does not occur heterocdasticity.

Validity Test

Number	Variables	rCalculate	rTable	Description
1	x1	0,428	> 0,159	Valid
2	x2	0,513	> 0,159	Valid
3	x3	0,638	> 0,159	Valid
4	x4	0,718	> 0,159	Valid
5	x5	0,680	> 0,159	Valid
6	x6	0,627	> 0,159	Valid
7	x7	0,569	> 0,159	Valid
8	x8	0,515	> 0,159	Valid
9	x9	0,607	> 0,159	Valid
10	x10	0,515	> 0,159	Valid
11	y1	0,622	> 0,159	Valid
12	y2	0,703	> 0,159	Valid
13	y3	0,740	> 0,159	Valid
14	y4	0,760	> 0,159	Valid
15	y5	0,670	> 0,159	Valid

16	y6	0,795	>	0,159	Valid
17	y7	0,848	>	0,159	Valid
18	y8	0,795	>	0,159	Valid
19	y9	0,581	>	0,159	Valid
20	y10	0,421	>	0,159	Valid

Looking at the table above, it can be seen that from the results of R count, all research indicators are greater than R table (Janna and Herianto 2021). For (df) 130-2 = with an error rate of 5% with a value level of 0.159 with a significance value greater than 0.05.

Realibility Test

If the Cronbach alpha value is greater than 60% then the questionnaire is considered reliable Nunnaly 1960 criteria (Samsu, S.Ag., M.Pd.I. 2017).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,769	0,789	10

Explanation: the Cronbach alpha value is 78.9%> 60%, so the X questionnaire is reliable (Samsu, S.Ag., M.Pd.I. 2017).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,846	0,883	10

Explanation: the Cronbach alpha value of 88.3%> 60%, so the Y questionnaire is reliable.

5. Conclusion

5.1 Conclusion

After the research is conducted, the following conclusions can be drawn:

Based from the result of the t_count value of the influence level of halal labeling = 11.398 with a significance level, for social variables of 0.000 <0.05. And the value of 〖t〗_count> t_table of 11.398> 1.97882. This means that H_0 is rejected and H_1 is accepted, meaning that the variable level of influence of halal labeling of Pondok Modern Darussalaam Gontor Campus 5 Teacher Consumers has a real effect on purchasing decisions for food products at Mini Market La Tansa.

From the results of the simple linear analysis of the t test and the coefficient of determination (R2), it is found that the variable level of influence of halal labeling has a real or significant effect on the decision to buy imitation products. This result can also be proven by the coefficient of determination (R2) that 50.4% of the decision to buy food

products is influenced by the variable level of influence of halal labeling, the remaining 49.6% is explained and influenced by other factors outside of other variables not carried out in this study. The remaining 49.6% factor may be influenced by consumers who buy a product without seeing the halal label, based on the respondents' answers 44.3% agree, 54.2% strongly agree and disagree 1.5% on variable Y 10.

5. 2 Suggestion

1. The significant influence of the halal label on purchasing decisions, it is hoped that outside producers but do not have a halal label to be able to register their products with the competent authorities in order to immediately obtain a halal certificate.

2. Manufacturers must maintain product quality by maintaining product halalness. Because the halal label also affects consumer interest.

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