

The Role of Halal Awareness, Halal Labels and Attitudes towards Halal Products on Purchase Decisions of Used Goods

Muhammad Rexsa Assyarofi

Department of Master Management and Business Syaria,
Universitas Islam Negeri Raden Mas Said, JL. Pandawa, Pucangan, Kartasura, Sukoharjo, Indonesia
Email: assyarofi01@gmail.com

Munfatiah

Department of Master Management and Business Syaria,
Universitas Islam Negeri Raden Mas Said, JL. Pandawa, Pucangan, Kartasura, Sukoharjo, Indonesia
Email: awikmunfatiah@gmail.com

Septian Agung Wijayanto

Department of Master Management and Business,
Universitas Islam Negeri Raden Mas Said, JL. Pandawa, Pucangan, Kartasura, Sukoharjo, Indonesia
Email: septian.agung.w@gmail.com

Fitri Wulandari

Department of Master Management and Business,
Universitas Islam Negeri Raden Mas Said, JL. Pandawa, Pucangan, Kartasura, Sukoharjo, Indonesia
Email: fitri.wulandari@iain-surakarta.ac.id

Abstract

The purpose of this study is to analyze the role of financial halal awareness, halal labels and attitude toward halal product on purchase decision. The sample of this research was residents of the city of Surakarta and its surroundings. Samples were selected using a non-probability sampling method totaling 200 respondents by distributing questionnaires online using Google Forms. The analysis technique used multiple linear regression supported by the SPSS program version 22.0. The results in this study show that there is a positive influence on Halal Awareness, and attitude toward halal product on purchase decision residents of the city of Surakarta and its surroundings whereas Halal Labels have no influence.

Keywords: *Halal Awareness, Halal Labels, Attitude towards halal product, Purchase Dcision*

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A. INTRODUCTION

In measuring the potential of the halal industry in the future, it can be said that Indonesia is one of the countries that can become a center for the development of this industry. This does not come suddenly Data from The State of Global Islamic Economy Report in 2022 published by [Salaam Gateway \(2022\)](#) shows that in 2022 The market potential is large, proven by consumer data for halal products, which is the largest in the world, contributing 11.34 percent of global halal expenditure. With this score, Indonesia is ranked fourth after Malaysia and followed by Saudi Arabia and the United Arab Emirates. As well as the largest actual consumption contributor came from the halal food industry, which reached \$1.67 billion, up 7.1 percent. It is followed by Modest Fashion at \$375 billion, up 6.1 percent. Referring to this market potential figure, it is not surprising Many countries want to enter this industry.

Behind the great potential, there are also challenges that need to be answered. One of the challenges is halal certification in an effort to protect consumers in Indonesia, which has a majority Muslim population. Guarantees to provide certainty on the halalness of a traded product is one of the uses of halal certification ([Angriyani & Gultom, 2021](#)). In this case, it is not only food that must be halal-certified, but the goods used must also have a guarantee of its halal status. Used goods are in accordance with LPPOM MUI standards, while what is meant by the used goods are generally goods used and involved in daily life, mainly used for worship or in contact with the products consumed ([Nadha, 2021](#)). Meanwhile, according to [Darmalaksana et al., \(2022\)](#) the halal certification label for consumer goods is not labeling, but consumer protection as well as an advantage for producers in strengthening consumer loyalty.

In the efforts of consumers to fulfill their needs, it can be predicted through their awareness of halal products (halal awareness) ([Fachrurrozie et al., 2023](#)). Halal awareness influences purchase decisions ([Utami & Genoveva, 2020](#)). So that high awareness of halal products in the community can also increase the demand for products labeled halal in making purchasing decisions. The halal label as a representation of the halal certification process also has an important role in determining purchasing decisions. The Halal label on a product shows that the product is suitable for use and can create peace of mind and self-confidence in consuming it ([Basri & Kurniawati, 2019](#)).

Based on research from [Hidayati & Sunaryo, \(2021\)](#), it reveals that consumer attitudes forming perceptions regarding the halal label and purchasing interest. Apart from that, this product also has a very important role. In the preference to buy halal products, there is also the influence of various consumer attitudes regarding halal products which can be found in this research. Then, a study conducted by [Vizano et al., \(2021\)](#) is to test the effect of attitudes, subjective norms, and perceived behavioral control on buying behavior. Three things that influence buying interest are behavioral control, subjective norms, and attitudes which can be used as references which are the results of the research findings. Consumers' positive attitudes will later have a major influence in determining purchasing decisions for certain products ([Pratama et al., 2023](#)). So that in this study, we want to try to find factors that influence the decision to purchase consumer goods products on the variables of halal awareness, halal labels, and attitudes towards halal products.

Some results from previous studies that have been conducted include [Afendi \(2020\)](#), [Basri & Kurniawati \(2019\)](#), dan [Pratiwi et al., \(2022\)](#) claiming that Halal Awareness has a significant influence on purchase decisions. Meanwhile, some results from other studies show that Halal Awareness has no effect on purchase decisions, ([Fadhullah et al., 2021](#); [Nurchahyo & Hudrasyah, 2017](#); and [Pradana et al., 2020](#)). there is a research gap based on this description

The results of previous research on halal labels show that there is an influence on purchasing decisions ([Afendi, 2020](#); [Anggadwita et al., 2019](#); and [Nugraha et al., 2022](#)). In other studies [Utami & Genoveva \(2020\)](#), dan [Kubota et al., \(2017\)](#) show that halal labels have no effect on purchasing decisions. There is a research gap on the halal label variable. In other research findings regarding the variables attitudes towards halal products, including [Astuti & Asih \(2021\)](#) and [Hidayati & Sunaryo \(2021\)](#) have an influence on purchasing decisions. On the other hand, there is research which states attitudes towards halal products have no effect on purchasing decisions ([Galih Seni Rupawan, 2017](#)). This study

aims to answer the gap between the influences of attitudes towards halal products on the decision to buy halal products. Based on previous research studies which provide different findings that attitudes towards halal products influence purchasing decisions while other research provided different results.

This study examines several factors that influence the decision to purchase consumer goods products in Solo are including districts Boyolali, Sragen, Karanganyar, Klaten, Sukoharjo, Wonogiri and Solo City. This Surakarta residency is interesting to study because of the strong Islamic culture which has become a cultural acculturation with Java. For example, there are various religious events and activities such as the commemoration of the Prophet's birthday, the Grebeg Syawal tradition, and others that reflect Islamic values in the daily lives of the people. The used goods are important to study because of consumers' doubts about used goods that must be safe without being mixed with non-halal ingredients which are an integral part of consumer protection. The doubt becomes a question whether the used goods that have been used so far are halal. To answer these doubts, research on the decision to buy halal consumer goods is important to do.

However, research on the role of halal awareness, halal labels, and attitudes towards halal products in purchase decisions for consumer goods products is still limited. Therefore, this study will further discuss the role of halal awareness, halal labels, and attitudes towards halal products in purchase decisions for consumer goods in Solo, which is expected to provide deeper insight into the factors that influence consumers in choosing halal products.

B. LITERATURE REVIEW

1. Halal Awareness

Based on Islamic teachings, everything related to whether it is good or not, as well as the code of ethics, is the meaning of the term "Halal". so it is natural that Muslim consumers or individuals have sensitivity and awareness of the rules and regulations relating to "halal" ([Astuti & Asih, 2021](#)). Prioritize halal goods or products for the individual's own consumption and understand how halal knowledge itself influences the individual's level of halal awareness ([Pratiwi et al., 2022](#)). Another understanding according to [Dyah Setyaningsih & Marwansyah \(2019\)](#) The assumption that consuming or using halal products is important for a Muslim and knowing the halal concept of a product is the definition of halal awareness. Based on research from [Shaari et al., \(2010\)](#) and [Yunus et al., \(2014\)](#) in measuring individuals in their halal awareness, it includes knowledge factors related to raw materials and production processes. In addition, the awareness factor for religious compliance is using halal products is an obligation and how individuals have insights related to international halal products.

2. Halal Label

According to [Grace Rawung et al., \(2023\)](#) In the process of marketing a product, a label has a very close relationship. Sellers in an effort to convey information attached to a product can use the label media. So that you can find out information about how halal a product is through the halal label on the product packaging. This is important because the existence of a halal label shows that the certification process is a guarantee of safety for Muslim consumers in their efforts to consume according to Islamic law. ([Basri & Kurniawati, 2019](#)). Thus, the existence of a halal label on a product in addition to producer promotional media serves as a guarantee for consumers against the certification process in the process of making a product. In Indonesia, in the process of halal labeling on a product, the Indonesian Ulama Council or by other names "Majelis Ulama Indonesia" (MUI) signs a Halal Product Determination Decree and submits it to the Halal Product Assurance Organizing Agency called Badan "Penyelenggara Jaminan Produk Halal" (BPJPH) as the basis for issuing Halal Certificates ([Amaliya & Manurung, 2023](#)).

3. Attitude Towards Halal Product

Consumer attitudes are solely based on beliefs and knowledge about certain goods or commodities which is a result of the process of unifying information influencing individual goals to behave in a certain attitude ([Putri et al., 2019](#)). According to [Setyawati et al., \(2019\)](#) A good attitude response from consumers regarding a halal product can increase their interest in buying that product, so that attitudes towards halal products here have a very important influence in efforts to increase buying interest. Confident responses and knowledge related to a product are the basis of consumer attitudes or commodities where it is a result of a process of unifying information that influences individual

goals to behave in certain attitudes ([Putri et al., 2019](#)). According to TPB (Theory Plan Behavior), consumers with a positive attitude will act to consume or buy halal products ([Utami & Genoveva, 2020](#)).

4. Purchasing Decision

in an effort to fulfill individual needs in order to obtain a sense of satisfaction with the best possible value in a particular process, it can be said to be a purchasing decision ([Utami & Genoveva, 2020](#)). In other words, the purchase decision is an action that is chosen by consumers to choose an item from various existing alternatives according to their needs ([Iriani Sri Setyo, 2019](#)). Purchasing decisions are basically an adoption of the theory Kotler et al., (2009) stating that purchasing decisions are a process that has several stages.

5. Hypothesis Development

in this research consists of a dependent variable, namely purchasing decisions and an independent variable which consists of variables below. so as to form discussions and initial assumptions in previous research which has shown interrelationship between variables Therefore, conceptual framework was formed or illustrated in the form of Figure 1.

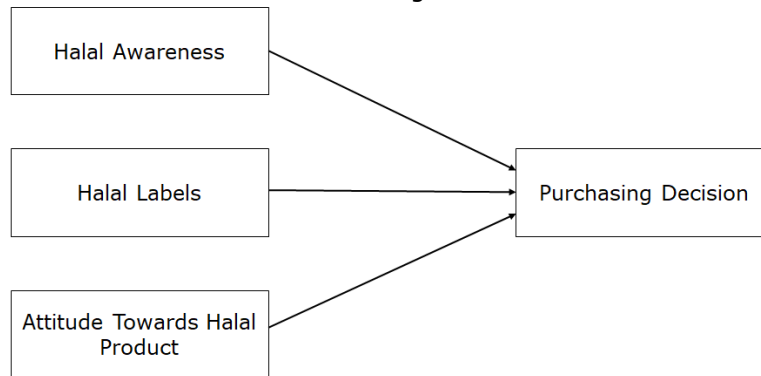


Figure 1. Research Model

The Effect of Halal Awerness on Purchasing Decisions

In previous studies, [Fachrurrozie et al., \(2023\)](#) and [Utami & Genoveva \(2020\)](#) show that halal awareness influences purchasing decisions. Halal awareness is the knowledge of a Muslim about the concept of halal, halal process, and considers that consuming halal food is important to him ([Vizano et al., 2021](#)). Halal awareness for consumers in Indonesia is increasing along with the increase in BPJPH data for halal-certified producers. Things that can increase interest in buying halal products are the conditions in which individuals or consumers live that consuming or using halal products is an important part for him. Behavior a Muslim individual who is positive or not in responding to problems in relation to them Consuming halal products can be influenced by how much the individual understands them halal concept itself. In this case, it also underlies Muslim individuals to use the product in accordance with the rules or regulations in Islam. So that this research designs and formulates how the role of halal awareness affects purchasing decisions.

H1: Halal Awareness has a positive effect on Purchasing Decisions

The Effect of Halal Label on Purchasing Decisions

In addition to the awareness factor, this research tries to create a design to find out how the role of the halal label influences purchasing decisions. Halal label is not only used as a material consideration for Muslim consumers but also important for Muslim consumers ([Fadhullah et al., 2021](#)). Apart from being important, the existence of a halal label is a facility for consumers to differentiate and evaluate a product ([Nasution & Rossanty, 2018](#)). So that A product's packaging includes a halal logo or label from the authorized party becomes an evaluation material in determining purchasing decisions.

Previous research found that the halal label influences purchasing decisions, including (Afendi, 2020; and Nugraha et al., 2022). So that in this study halal label is a variable that is formulated to influence purchasing decisions.

H2: Halal label has a positive effect on purchasing decisions

The Effect of Attitudes towards Halal Products on Purchasing Decisions

In previous studies, Astuti & Asih (2021) as well as Hidayati & Sunaryo (2021) show that attitudes toward halal products influence purchasing decisions. Attitude towards a behavior is defined as the positive or negative feelings that an individual has for carrying out a behavior or action (Vizano et al., 2021). Consumer attitudes are solely based on beliefs and knowledge about certain goods or commodities which are the result of a process of unifying information that influences individual goals to behave in certain attitudes (Putri et al., 2019). In conclusion, a positive attitude towards halal products can improve one's purchasing decisions. Thus this research tries to find out how the role of attitude towards halal products plays in purchasing decisions

H3: Attitudes towards halal products have a positive effect on purchasing decisions

C. RESEARCH METHOD

Research methods with descriptive and quantitative designs were used in this research. Residents living in Solo and surrounding areas are used as the population in this research. The sampling method in this study was non-probability sampling with a purposive sampling technique. Data collected used Google Form by distributing questionnaires online involving 200 respondents. The scale used to measure each indicator in this research variable used a Likert scale.

This study used the Multiple Linear Regression testing model with SPSS software version 22.0. The validation test in this study was based on the results of the product moment correlation formula, reliability testing was based on the results of composite reliability and Cronbach's Alpha of each variable. To test the regression model in this study, it used the classical assumption test of the histogram graph as a normality test, calculating the Variance Inflation Factor (VIF) value for multicollinearity test, and looking at the scatterpot graph on the heteroscedasticity test

D. RESULT AND DISCUSSION

Respondent Description (Age, Domicile, Sex, Income)

Table 1. Respondent Characteristics Based on Occupation

	Description	Total	Percentage (%)
Characteristics of Respondents Area Distribution	Surakarta	30	15
	Boyolali	56	28
	Sukoharjo	44	22
	Sragen	7	3.5
	Wonogiri	9	4.5
	Klaten	21	10.5
	Karanganyar	33	16.5
Sex	Male	74	37
	Female	126	63
Age	16-26 years	63	31.5
	27-37 years	51	25.5
	38-48 years	49	24.5
	>49 years	37	18.5
Educational Level	Junior High School	2	1
	Senior High School	42	21
	Diploma	18	9
	Bachelor's Degree	94	47
	Master's Degree	44	22
Income level	< Rp 3.000.000	99	49.5
	Rp 3.000.001-Rp 5000.000	46	23
	Rp5.000.001 - Rp 10.000.000	49	24.5
	Rp 10.000.001 - Rp 20.000.000	6	3

Based on data above the respondent description based on domicile, the Surakarta ex-residence area, dominated by Boyolali Regency with 28%, then Sukoharjo Regency with 22%, then Karanganyar Regency with 16.5%, followed by Surakarta City with 15%, followed by Wonogiri Regency, and Sragen Regency in the bottom two. Furthermore, in terms of gender characteristics, female respondents are dominated by 63% while men are 37%. Furthermore, the age characteristics are dominated by the age range of Generation Z, encompass the age range of 16-26 years with 31.5%, followed by the age range of 27-37 years with 25.5%, then 38-48 years with 24.5%, and finally >49 years with 18.5%. Then, based on the characteristics of the level of education, it is dominated by education level of Bachelor Degree with 47%, followed by Master Degree or 22%, then Senior High by 21%, and finally Junior High School with 1%. And for the last characteristic is the level of income dominated by income < 3,000,000 with 49.5%, income range of IDR 5000,001 – IDR 10,000,000 by 24.5% and then IDR 3,000,001- IDR 5,000,000 by 23% and the smallest is highest salary category, which is 3%.

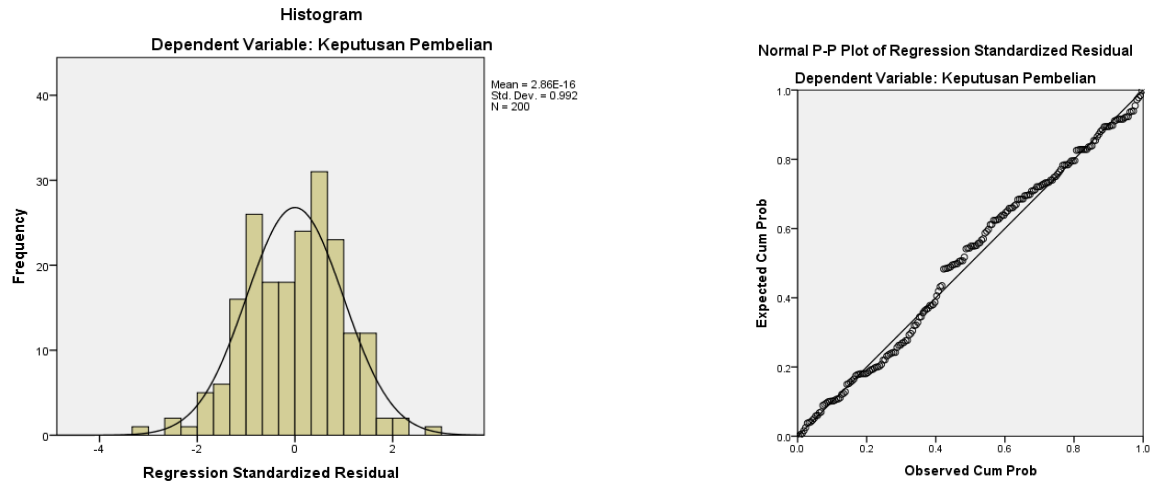
Test of Validity and Reliability

Table 2. Test of Validity and Reliability

Variable	Qustion Items	Outer Loading	Reability	Information
Halal Awareness (X1)	HA1	0.724	0.789	Valid And Reliable
	HA2	0.725		Valid
	HA3	0.793		Valid
	HA4	0.704		Valid
	HA5	0.752		Valid
Halal Labels (X2)	HL1	0.844	0.900	Valid And Reliable
	HL2	0.910		Valid
	HL3	0.817		Valid
	HL4	0.790		Valid
	HL5	0.874		Valid
Attitude Towards Halal Product (X3)	ATH1	0.881	0.859	Valid And Reliable
	ATH2	0.863		Valid
	ATH3	0.849		Valid
	ATH4	0.777		Valid
Purchase Decision (Y)	PD1	0.791	0.800	Valid And Reliable
	PD2	0.783		Valid
	PD3	0.716		Valid
	PD4	0.711		Valid
	PD5	0.761		Valid

Table 2, show testing the validity of the Halal Awareness, Halal Labels, Attitude towards Halal Product and Purchasing Decision variables shows a loading factor value of > 0.50. in conclusion, all indicators are valid. Furthermore, in testing the reliability test of all variables shows a number > 0.6 so that it can be said to be reliable.

Normality Test



Picture 2. Result of Normality Test

From Figure 2, can be known that the first uses a normality test with a histogram where the image shows a mountain forming, and in the P-P Plot image it can be known that the dots follow a diagonal line. So that from the two images the data is can proceed to the next test.

Multicollinearity Test

Table 3. Result of Multicollinearity Test

No	Variable	VIF	Description
1	Halal Awareness	1,528	No Multicollinearity
2	Halal Labels	2,448	No Multicollinearity
3	Attitude Towards Halal Product	2,123	No Multicollinearity

The above data can be known that the VIF value on the Halal Awareness, Halal Labels, Attitude Towards Halal Product variables shows a value of <10 so that it can be said that there is no multicollinearity case.

Heteroscedasticity Test

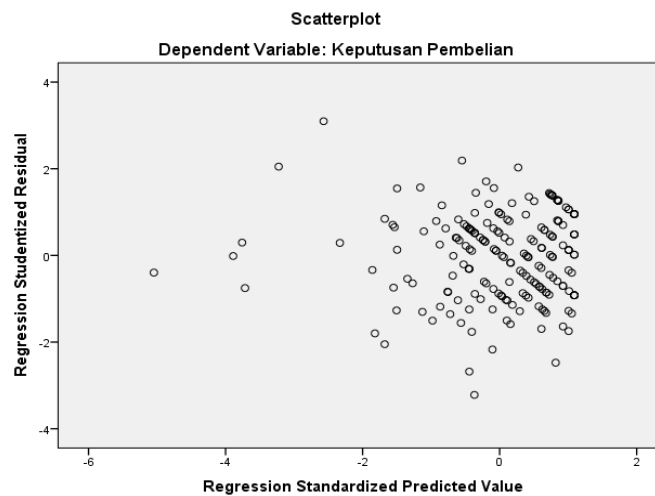


Figure 3. Result of Scatterplot Test

Table 4. Result of Glejser Test

No	Variable	Sig.	Description
1	Halal Awareness	0.212	No Heteroscedasticity
2	Halal Labels	0.071	No Heteroscedasticity
3	Attitude Towards Halal Product	0.246	No Heteroscedasticity

From Figure 3, in the heteroscedasticity test using a scatterplot diagram, The results of the diagram show that the points are spread both below and above as well in general, you don't click on the number 0 or don't have a certain pattern.. Furthermore, in table 4 using the Glejser test shows a sig value > 0.05. So that it can be said based on the two tests that there is no case of heteroscedasticity.

Regression Equation Test

Table 5. Regression Analysis Results

Variable	Coefficient	Value t	Significant
(constant)	1.499	1.460	0.146
Halal Awareness	.230	3.103	0.002
Halal Labels	.106	1.280	0.202
Attitude Towards Halal Product	.652	7.337	0.000
F: 112.563			0.000
R ² : 0.627			

from the table above it can be presented with the regression equation as follows $Y = 1,499 + 0.230x_1 + 0.106x_2 + 0.652x_3 + e$. Furthermore, the decision is declared influential if t count > t table and the sig value. < 0.05. Then the hypothesis testing can be explained as follows:

1. The Effect of Halal Awareness (X1) on Purchasing Decisions for Halal Used Goods in the Surakarta (Y). The Halal Awareness variable has t count (3.103) > t table (1.645) and a sig. 0.002 < 0.05 so that the halal awareness variable has an influence on the decision to purchase used goods in Surakarta.
2. The Effect of Halal Labels (X2) on the Purchasing Decision of Halal Used Goods in (Y). The Halal Labels variable has t count (1.280) < t table (1.645), and a sig. 0.202 > 0.05 so that the variable halal labels has no influence on the decision to purchase halal used goods in Surakarta.
3. The Effect of Attitude Towards Halal Product (X3) on Purchasing Decisions of Halal Used Goods in Surakarta (Y). Variable Attitude towards Halal Product has t count (7.337) > t table (1.645) and sig. 0.000 < 0.05. So, the Attitude towards Halal Product variable has an influence on the decision to purchasing halal used goods in Surakarta.

F Test

Independent variables in the research conceptual framework in the purchasing decision making process it can be concluded that they have a simultaneous influence. One of the criteria is if the calculated F is more than the F Table value and Sig. less than 0.05. From the results of data processing, it was found that the F test results had a greater value than with the F table value, namely 112.563 > 3.02, then the Sig value. The result obtained is 0.000. that value smaller than 0.05.

Determination Coefficient Test (R²)

In order to determine the magnitude of the relationship between independent variables in influencing the dependent variable, a coefficient of determination test is carried out. The test results of regression analysis show an Adjusted R Square value of 0.627. This indicates that the variable in the decision to purchase halal used goods in Surakarta is explained by 62.7% of the independent variables, encompass Halal Awareness, Halal Labels, Attitude Towards Halal Product. In this research, other variables or factors have an influence in forming purchasing decisions the external model was 37.3%.

Discussion

According to the results of the first hypothesis test, namely the halal awareness variable has a positive and significant influence on purchasing decisions. The results of this hypothesis are supported by previous research, namely [Afendi \(2020\)](#), [Basri & Kurniawati \(2019\)](#) and [Pratiwi et al., \(2022\)](#) which found a positive and significant influence on purchasing decisions. This shows that the decision to purchase halal used goods can be formed from halal awareness. Someone who has a level of awareness of the importance of halal products will increase his decision in choosing halal consumer goods products to buy and vice versa if a person or individual has a low level of awareness of halal products will tend to lower the level of choosing or buying halal consumer goods products.

The choice of halal products by respondents can be said to be based on the level of individual knowledge as well Individual awareness as a Muslim regarding the importance of not only consuming but also using goods attached to the body and food. as well as understanding the religious consequences inherent in their considerations within the process of purchasing halal consumer goods products. In this case, knowing and understanding the factors that can influence awareness can have a good impact on the halal industry itself

Based on the results of the second hypothesis test, namely the halal labels variable has no influence on purchasing decisions. The results of this hypothesis are in accordance with previous research by [Kubota et al., \(2017\)](#) and [Utami & Genoveva \(2020\)](#) found that there is no effect of the halal label on purchasing decisions. This shows that the decision to purchase halal consumer goods is not based on the halal label on the consumer goods product. So that individuals do not have a positive assessment of the halal label contained in the used goods. Although having halal awareness has an influence in forming purchasing decisions, respondents not yet familiar with the halal label attached to halal goods as stated by BPJPH in [Nadha \(2021\)](#) that apart from food products, they must be halal and certified on used goods. So there is a need for more education by stakeholders regarding halal label certification on used goods.

As for the results of the last hypothesis test, namely attitude towards halal product has a positive and significant influence on purchasing decisions. The results of this hypothesis are supported by previous research by [Afendi \(2020\)](#), [Anggadwita et al., \(2019\)](#), and [Astuti & Asih \(2021\)](#) where it reveals that there is an effect of Attitude towards Halal products on purchasing decisions. This shows that purchasing decisions for halal use goods can created with a positive attitude towards halal products. A person or individual who has a positive attitude or assessment of halal products will increase the decision to buy halal products. Conversely, if an individual has a negative assessment, it will tend to cause a feeling of reducing consideration in deciding to purchase Halal consumer goods. The findings in this research are that purchasing decisions are formed based on attitudes towards halal products which is evaluated through how individuals like or dislike their feelings, emotions and tendencies to act on a particular object

E. CONCLUSION

Purchasing decisions on halal used goods by someone based on this research are based on Halal Awareness and attitudes towards halal products so that the first and third hypotheses can be accepted. Meanwhile, the second hypothesis is rejected because the Halal Labels found on used goods do not affect purchasing decisions.

in testing the coefficient of determination is known that there are still 37.3% additional factors that can influence the decision to purchase halal use goods. In other words, it is necessary to carry out further research to examine variables outside the variables of this study. Furthermore, in terms of the characteristics of the respondents, there are the majority of Gen Z backgrounds who have the majority of activities as students, thereby expanding the characteristics of respondents in research and looking at work backgrounds enabling different research results.

Producers of used goods need to pay attention to the factors that influence the decision of halal use goods. Halal awareness and attitude toward halal products in this study can improve purchasing decisions. So that producers in carrying out campaigns or promotions can be a reference in making decisions regarding these factors. As for the content marketers that can be done is to emphasize product superiority in halal guarantees and halal labels on packaging or other marketing innovations that can be done. Even though the halal label has no effect, the equation still requires direction and support from the Halal Product Guarantee Agency (BPJPH), producers, government, religious practitioners, the public, and the media in the role of understanding the importance of the halal label in halal used goods, especially for products that are used for cutlery and tools of worship.

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