



THE IMPACT OF AWARENESS, LIFESTYLE, AND HALAL CERTIFICATION ON THE BUYING INTERESTS OF MSME'S HALAL FOOD PRODUCTS IN DKI JAKARTA

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Abstract: The research aims to explain the impact of awareness, lifestyle, and halal certification on people's buying interest in MSME's halal food products in DKI Jakarta Province. To the best of researchers' knowledge based on the previous articles, there are no research titles that discuss the three variables simultaneously regarding the influence on the buying interest. Therefore, this research has some aspect of novelty compared to previous studies. Quantitative method is used for research methods that refer to numerical data. The subjects for this research are 150 consumers of MSME's halal food products in the DKI Jakarta Province. Primary data collection is used as a technical data collection. Primary data was acquired from the distribution of questionnaires to MSME halal food consumers. Meanwhile, the data analysis techniques used were descriptive statistical analysis, classical assumptions, multiple linear regression, and hypothesis. The findings of this study among the three variables are used, two only have a significant influence on the buying interest whereas the three variables together have a significant influence on the buying interest of MSME products. To increase the buying interest of halal food products for MSMEs in DKI Jakarta, factors that can be considered important are halal awareness and halal lifestyle, because both have a significant impact

on the buying interest. This can be interpreted if the two variables are increase it will also increase the buying interest of MSME's halal food products in DKI Jakarta. On the other hand, if the three variables are considered simultaneously it will have a significant influence on buying interest.

Keywords: Awareness, lifestyle, halal certification, buying interest, MSME.

INTRODUCTION

The progress of the halal industry is very rapid and large in recent years, influenced by changes in the public's vision system towards the halal aspect. Where is in the past, halal certificate was only used as an indicator for food ingredients that was consumed daily. At this time, halal has become a comprehensive indicator in product and lifestyle assurance. The change in people's lifestyles which are now based on sharia, has a big role for helping to develop the halal industry (Waharini & Purwantini, 2018).

In recent years, the Indonesian government has been very active and massive in developing a sharia-based economy. This can be seen from the government's efforts to popularize the halal industry in Indonesia, which currently does not only focus on the financial sector but also has spread to the real sector. The real sector that is developing on a sharia-basis includes food and beverages; clothes; cosmetics; tourism; pharmacy; and media.

Based on the report of *the State of The Global Islamic Economy 2019/2020*(Standard, 2019)the Global Islamic Economic Market as a whole from 7 sectors in 2018 was \$2,217 billion, an increase of \$110 billion from 2017's \$2,107 billion. The Islamic

finance sector is \$2,524 billion, halal food is \$1,369 billion, halal tourism is \$189 billion, Muslim fashion is \$283 billion, halal media and recreation is \$220 billion, halal pharmacy is \$92 billion, and halal cosmetics is \$64 billion. The data shows that halal food is the second largest market share in the Islamic Economy, which means that halal food industry has very big opportunity in its development.

The State of The Global Islamic Economy 2019/2020 report posits Indonesia in fifth rank in the 2018 Global Islamic Economy Indicator Score in Islamic Economics for \$310 Billion. Meanwhile, in the halal food sector, Indonesia has an expenditure of \$173 billion and is the number one largest in the Global Islamic Economic Market in the halal food sector.

Indonesia has the largest Muslims quantity in the world, based on BPS data (Central Statistics Agency) in 2019 the total population is about 268 million people whereas the total population of Muslim community reaching 233 million people (87 percent) (Badan Pusat Statistika, 2020). Indonesia has a great opportunity in the world's halal industry because it has a large Muslim population. Food also is a person's daily needs that must be fulfilled. A person will try to fulfill what is obligatory for him or her and makes effort to afford something that is the best for his obligatory needs.

The Indonesian government has not yet been able to streamline this opportunity, because Indonesia is outside the 10 top classes of halal food producers. The large number of demands for halal products from domestic and foreign countries is not followed by the Indonesian government's encouragement, for the example is halal certification. Fathoni & Syahputri (2020)said that Indonesia faces

challenges that come from internal sources, namely the community's lack of halal awareness, the implementation of the JPH Law which has many obstacles and the lacking of motivation to compete with the global players is missing in the community. Meanwhile, from the external side, there are many competitors in the halal industry and halal certificates that considered valid domestically.

According to the material reports from the MUI (Indonesian Ulama Council) in 2019, 15.495 MSMEs and companies have been given halal certificates by LPPOM MUI, 2020. Based on BPS data, in 2019 there were 64,000,000 MSMEs (Central Bureau of Statistics, 2020). This shows that the total number of MSMEs compared to the number of MSMEs that already have a halal certificate is still very small in number. Therefore, the government should be able to increase the issuance of halal certificates for MSMEs in order to maximize the income of the halal industry in Indonesia, especially the halal food section. DKI Jakarta Province as the center of the Indonesian economy has its own advantages, especially in the presence of MSMEs in the region. Based on data compiled by the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia in 2021, the number of MSMEs in DKI Jakarta Province is 1,061,988 MSMEs. If the number of MSMEs is compared to the size of the DKI Jakarta area, we can see that MSMEs themselves are spread evenly and widely in the DKI Jakarta area.

Based on the explanation above, the purpose of this study is to find out how is the impact of each halal awareness, halal lifestyle, and halal certification on the buying interest of halal food products of

SMEs in Jakarta and the simultaneous influence of these three variables.

Based on the previous articles, there are no research titles that discuss the three variables simultaneously regarding their influence on the buying interest. Hence this type of study has as a novelty aspect of research compared to previous studies and articles

LITERATURE REVIEW

Buying Interest

Buying interest is a form of willingness and inclination to buy a products offered because of the possibility that consumers will buy these products in the future (Zafar & Rafique, 2012). Zarrad & Debabi (2015) define buying interest as a desire to carry out consumption behavior. Buying interest is not always static but it can be change over time. Buying interest is a condition where someone is willing to intervene and it is said to be consumption behavior. Buying interest has a function for supporting factors that influence a person's behavior to buy.

Hasan (2013) argues that buying interest is the desire to buy a product and then how big is the potential for consumers to make purchase. The agenda to buy products and the number of products have a relationship with buying interest. Customer expertise related to price, brand, promotion, supply chain, advertising, service combinations, ambience and location are to influence the buying interest. Purchase intention is part of the consumer element when consuming, the tendency to act before the decision to buy is made.

Ferdinand (2011) said that the kind of self-statement that describes the buying strategy of several products with certain brands is a form of buying interest.

Parameters of the buying interest according to Ferdinand (2011) are include:

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Explorative interest.

Halal Awareness

Halal awareness is understood on the basis of whether or not a Muslim understands what halal is, understands the proper slaughtering process, and halal food is a first priority for them to consume (Ahmad et al., 2013). Shaari & Arifin (2010) explain that halal awareness is the degree of understanding that Muslim consumers have in finding and consuming halal products in accordance with the Islamic law. In addition, awareness is the ability to understand, feel, and make oneself aware of an object and event.

One dimension of halal awareness, namely how to use all products, must be based on the ownership of a halal certificate/halal logo owned by the producer on the product package. Understanding the composition of halal and non-halal food of the products that are consumed is part of halal awareness (Awan et al., 2015). Nofianti & Rofiqoh (2019) explains that halal awareness not only understanding the principles of halal, but also includes the comprehension and

understanding whether or not the products that are consumed is halal, and how the production is made. The main guarantees for measuring the halal awareness of Muslim consumers are halal certificates and halal logos. Because basically, Muslim consumers will be more attractive to buy food that has a halal logo (Widyaningrum, 2019).

According to (Aziz & Chok, 2013) halal awareness is the ability to have a feeling of awareness about an object and an event. Yunus et al. (2014) stated that the attitude of Muslim in understanding the halal principle from the basic to its entirety is a form of halal awareness. And Muslim behaviour to prioritize halal food for consumption is the most important thing in halal awareness. Halal awareness also described as knowledge of the halalness of a product from the side of consumer, thus triggering scrupulous in carrying out the product consumption.

Indicators of halal awareness according to Yunus et al. (2014) namely:

1. Knowledge or understanding
2. Awareness of halal products
3. Content
4. Raw materials
5. Obligations
6. Production process
7. Product cleanliness.

Halal Lifestyle

Style of life system on consuming what has been permitted from the point of view of its appearance, its content and the system of

obtaining it is known as a form of lifestyle application. The format of a person's life, using what they have and utilize it according to sharia is a form of halal lifestyle (Nomiasari, 2019). Ismaili (2018) says that lifestyle is a self-reflection of one's interactions with the environment. If halal is all aspects permitted by Islam and in accordance with sharia, then halal is not only limited to food and drink but the whole dimensions of a person's life. Halal is not only allowed or not in the Islamic teachings it also has a meaning that our action or our act of consuming is original and appropriate.

According to Alamanda (2018) consumer lifestyles are measured by a consumption pattern that describes consumer choices for various things and how to spend their time and money. (Kusnandar & Kurniawan, 2018) said lifestyle is a form of behavior and a person's style of life in their activities, interests and views.

The parameters of the halal lifestyle according to Nomiasari (2019) include:

1. Frugality
2. Lawful (Halal)
3. Good (Thayyib)
4. Clean and
5. Save

Halal Certification

Aziz & Chok (2012) explain that halal certification is an official recognition of the process of preparation, slaughter, cleaning, handling, and other management practices relevant to established

institution. Halal certification for Muslim countries like Indonesia is very important and is part of an obligation. This is because it is related to fulfilling the welfare of Muslims in their consuming halal food.

Halal certificates for Muslim consumers are a guarantee of safety for them as Muslims to be able to consume halal food products in accordance with Islamic law (Nurchahyo & Hudrasyah, 2017). Halal certification is an acknowledgment of the halalness of a product issued by a product halal assurance agency based on a written fatwa (legal opinion) issued by the MUI (The Council of Indonesia Ulama) and it is a sign of the halalness of a certain product (Mutmainah, 2018).

Halal certification is a guarantee to be able to consume sharia food. Halal certification also provides evidence that the content in the product is lawful. This product has passed the halal test and was proven not containing najis (impurities) and was allowed to be consumed by the MUI, then it was given a halal logo on the product wrapper (Shaari & Arifin, 2010).

The parameters of halal certification according to (Shaari & Arifin, 2010) are include:

1. The priority of having a halal logo on the packaging of food product.
2. Presence or absence of a halal product logo as a consideration for consumers to buy
3. Authenticity of the MUI halal logo is understood by consumers
4. Consuming products with halal logo make consumers have peace in mind
5. Companies that produce do not have an affect on purchasing Halal product by consumers

6. Food products with halal logos will definitely be purchased by consumers
7. Impurities (najis) will not be contained in the products with halal logos
8. Halal certificate assures product quality
9. Food with halal logo will not make consumers hesitate to buy
10. In order to have halal certificate in the product halal, testing process is very strict

There is MUI halal logo shows that the product have passed the testing process.

METHODS

Population and Sample

The population in this study is the Muslim community in DKI Jakarta Province as many as 9,289,491 people. The purposive sampling method with the Slovin approach was used as a sample collection technique. The criteria for respondents who were selected as samples include:

1. Muslim community in DKI Jakarta
2. Consumers of halal food products for SMEs in DKI Jakarta

$$n = \frac{9.289.491}{(1 + 9.289.491 (0,05^2))}$$
$$n = 23224,7275$$

From these results, it shows the number 23224,72 which is then rounded so that the number of samples used is at least 23,225

people. However, on the consideration of the researcher, due to time and cost limitations, the sample that used was is 150 respondents.

Data Collection Techniques

Quantitative data is the type of data used and obtained in the form of numbers or numbered. Primary data was chosen and used as a source of research data, where primary data was obtained from the object of research directly including the perceptions and uniqueness of respondents on the research variables. Primary data were obtained by the authors from consumers of MSME halal food products in DKI Jakarta Province. To get the data, the researcher choses a questionnaire technique. Then the data obtained was measured using a Likert scale.

Table 1. Likert Scale

Statement	Understanding	Score
STS	Strongly Disagree	1
TS	Disagree	2
S	Agree	3
SS	Strongly Agree	4

Source: (Sugiyono, 2014)

Data Analysis Techniques

To answer the problem statement, the results of testing data that have been obtained through distributed questionnaires at the research site are used. For the data processing IBM SPSS 24 application is used. The results of the questionnaire distributed to

consumers of DKI Jakarta halal food products will then be tested through several testing steps. The tests carried out include descriptive statistical analysis; classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test; and hypothesis testing consisting of simultaneous test (f test), partial test (t test), coefficient of determination test (R²), effective contribution test (SE) and relative contribution test (SR).

RESULT AND DISCUSSION

Descriptive Statistical Analysis

To describe respondents' answers about all statements in the study, a descriptive statistical analysis was carried out.

1. Buying Interest (Y)

In buying interest, a minimum value of 13 is obtained; maximum value 24; value range 11; the mean value is 19.87 and the standard deviation is 2.577.

Ideal Mean (Mi)

$$Mi = \frac{24 + 13}{2} = \frac{37}{2} = 18,5$$

Ideal Standard Deviation (SDi)

$$SDi = \frac{24 - 13}{6} = \frac{11}{6} = 1,83$$

Table 2. Categorization of Distribution Purchase Interest Variable

Interval Coefficient	Frequency	Percentage (%)	Category
$X \geq 20,33$	62	41,3 %	High
$16,67 \leq X \leq 20,33$	73	48,7 %	Medium
$\leq 16,67$	15	10 %	Low

Source: Processed SPSS data

Based on table 2, it can be concluded that the buying interest variable with the number of respondents in the amount of 73 or 48.7% is listed in the medium category, which means with that such factors of awareness and halal lifestyle, the buying interest of consumer in halal food products will increase buying interest, even though not too much because people have their own interest in the product before the existence of these factors.

2. Halal Awareness

In the halal awareness variable obtained a minimum value is 12; maximum value is 28; value range is 16; the mean value is 24.85 and the standard deviation is 2.723.

Ideal Mean (M_i)

$$M_i = \frac{28 + 12}{2} = \frac{40}{2} = 20$$

Ideal Standard Deviation (SD_i)

$$SD_i = \frac{28 - 12}{6} = \frac{16}{6} = 2,67$$

Table 3. Categorization of Distribution Halal Awareness Variable

Interval Coefficient	Frequency	Percentage (%)	Category
$X \geq 22,67$	124	82,7%	High
$17,33 \leq X \leq 22,67$	23	15,3 %	Medium
$\leq 17,33$	3	2 %	Low

Source: Processed SPSS data

According to the table, it can be concluded if the halal awareness variable with the number of respondents as many as 124 or 82.7% belongs to the high category, it means that the halal awareness of consumers of halal food products is high which in turn would have resulted in their buying interest in these products will increase. This is because people are starting to realize the importance of halal aspects, especially in the food products.

3. Halal Lifestyle

In the halal lifestyle variable obtained a minimum value is 15; maximum value is 24; value range is 9; the mean value is 21.36 and the standard deviation is 2.134.

Ideal Mean (Mi)

$$Mi = \frac{24 + 15}{2} = \frac{39}{2} = 19,5$$

Ideal Standard Deviation (SDi)

$$SDi = \frac{24 - 15}{6} = \frac{9}{6} = 1,5$$

Table 4. Categorization of Distribution Halal Lifestyle Variable

Interval Coefficient	Frequency	Percentage (%)	Category
$X \geq 21$	99	66 %	High
$17 \leq X \leq 21$	43	30 %	Medium
≤ 17	6	4 %	Low

Source: Processed SPSS data

Based on table 4 it can be concluded that the halal lifestyle variable with the number of respondents is 99 or 66% is listed in the high category, which means that the pattern or lifestyle of consumers of halal food is high as the result it will increase their buying interest in these products. This is because the community has implemented a standard of life that is in accordance with Islamic law which is closely related to halal product.

4. Halal Certification

In the halal certification variable, a minimum value of 23 is obtained; maximum value 44; value range 21; the mean value is 39.29 and the standard deviation is 4.199.

Mean Ideal (Mi)

$$Mi = \frac{44 + 23}{2} = \frac{67}{2} = 33,5$$

SDi (Ideal Standard Deviation)

$$SDi = \frac{44 - 23}{6} = \frac{21}{6} = 3,5$$

Table 5. Categorization of Distribution Halal Certification Variable

Interval Coefficient	Frequency	Percentage (%)	Category
$X \geq 37$	104	69,3 %	High
$30 \leq X < 37$	42	28 %	Medium
≤ 30	4	2,7 %	Low

Source: Processed SPSS data

According to table 5, it can be concluded that the halal certification variable is the number of 104 respondents or 69.3% belong to the high category, which means that the understanding of halal certification of consumers of halal food products is high. However, in this study, halal certification did not have an effect on the buying interest of the product itself, which could be happen because people had their own considerations to buy a product.

Classical Assumption Test

Normality Test

This test is carried out to find out whether the regression model has data or not that is normally distributed, this test is carried out through the Kolmogorov-Smirnov (KS) test. If the probability value is > 0.05 then it can be explained if the data is normally distributed.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,20266716
Most Extreme Differences	Absolute	,069
	Positive	,055
	Negative	-,069
Test Statistic		,069
Asymp. Sig. (2tailed)		,078 ^c

Source: Processed SPSS data

In accordance with the normality test output in table 6 describes the results if Asymp. Sig obtained a value of 0.078. A significant value > 0.05 explains that the data used in this study is normally distributed. Therefore, it can be concluded if the assumption of normality is met.

Multicollinearity Test

This test is used in order to see in the regression model whether there are symptoms of multicollinearity or not. If the VIF value is < 10 and the tolerance value is > 0.10 , then the regression model is free from multicollinearity symptoms.

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Halal Awareness	0,660	1,514	No symptoms of multicollinearity occur
Halal Lifestyle	0,606	1,649	No symptoms of multicollinearity occur
Halal Certification	0,697	1,436	No symptoms of multicollinearity occur

Source: Processed SPSS data

Results in table 7 if the value of tolerance and VIF for each variable independent halal awareness 0,660 and 1,514; halal lifestyle 0.606 and 1.649; and halal certification of 0.697 and 1.436. Of the three independent variables, the tolerance value is > 0.10 and the VIF value is < 10 . It can be stated from this regression model that there is no symptom of multicollinearity.

Heteroscedasticity Test

To test the regression model whether there are symptoms of heteroscedasticity or not. If the probability value is > 0.05 , the regression is free from multicollinearity symptoms.

Table 8. Tabel Hasil Uji Heteroskedastisitas

Variable	Significance	Description
Halal Awareness	0,181	No symptoms of heteroscedasticity occur
Halal Lifestyle	0,635	No symptoms of heteroscedasticity occur
Halal Certification	0,311	No symptoms of heteroscedasticity occur

Source: Processed SPSS data

Based from the source of the table 8, the results obtained show the significance value of each variable, namely halal awareness of 0.181; halal lifestyle by 0.635; and halal certification of 0.311 which indicates that the entire significance value is $> (0.05)$ so it can be concluded that in this study there is no symptoms of heteroscedasticity.

Multiple Linear Regression Test

The multiple linear equation model in this study was used to see the effect of halal awareness, halal lifestyle, and halal certification on the buying interest of halal food products for UMKM in DKI Jakarta, namely as follows:

Table 9. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	4,877	2,127
	Halal Awareness	0,304	0,082
	Halal Lifestyle	0,240	0,110
	Halal Certification	0,059	0,052

Source: Processed SPSS data

According to the results of the analysis that are found, the regression model obtained shows as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 4,877 + 0,304X_1 + 0,240X_2 + 0,059X_3 + e$$

Explanation:

Y = Buying Interest of halal food products MSMEs

a = Constant

b1 = Halal awareness regression coefficient

b2 = Halal lifestyle regression coefficient

b3 = Halal certification regression coefficient

X1 = Halal awareness variable

X2 = Halal lifestyle variable

X3 = Halal certification variable

e = residual or prediction error

Constant value (a) of 4.877 means that if each independent variable (halal awareness, halal lifestyle, and halal certification) the constant value is 0 or there is no independent influence, then the value interest in buying halal food products for SMEs will increase by 4,877.

The coefficient value (X1) is 0.304. This value explains if halal awareness is increased 1% from the value of buying interest, it will increase MSMEs' interest in buying halal food products by 0.304.

The coefficient value (X2) is 0.240. This value illustrates if the halal lifestyle is increased by 1% of the value of buying interest, it

will increase the interest in buying MSME halal food products by 0.240.

The coefficient value (X3) is 0.059. This value explains if halal certification is increased by 1% of the amount of buying interest value, it will increase MSMEs' buying interest on halal food products by 0.059.

Hypothesis Test

Simultaneous Test (F Test)

The main principle of this test is describing whether or not there is a simultaneous influence of the independent variable on the dependent variable. To understand the results, you can look at the significance value and compare the calculated F value with the F table, with the F table in this study is 2.67.

Table 10. Significance Simultaneous Test Results (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266,424	3	88,808	17,936	,000 ^b
	Residual	722,910	146	4,951		
	Total	989,333	149			

Source: Processed SPSS data

The results of the simultaneous significance test (F test) in table 10 obtained the results of the F test, namely halal awareness, halal lifestyle, and halal certification with a significance value of $0.000 < 0.05$ and calculated F of $17.936 > 2.67$. Hence this indicates that halal awareness, halal lifestyle, and halal certification

simultaneously have a significant effect on buying interest in MSME halal food products. Thus, it can be concluded that H4 is accepted.

Partial Test (t-test)

The t-test statistic basically conveys on how the relationship of one independent variable separately explains the diversity of the dependent variable. To understand the determination, it can be done through the significance value of (0.05) and the comparison of the t-count value with the t-table through a two-sided test, the t-table achieved is 1.976.

Table 11. Partial Significance Results Test (t-test)

Model		t	Sig.
1	(Constant)	2,293	0,023
	Halal Awareness	3,691	0,000
	Halal Lifestyle	2,187	0,030
	Halal Certification	1,129	0,261

Source : Processed SPSS data

Based on the t-test, the results will be obtained if the t-value of halal awareness is 3.691 > from the t-table value of 1.976 and has a significance value of 0.000 <0.05. Based on these results, it shows that halal awareness has a significant effect on the buying interest in MSME halal food products, so it can be concluded that **H1 is accepted.**

Based on the t-test, the results will be obtained if the t-count value for halal lifestyle is $2.187 >$ from the t-table value of 1.976 and has a significance value with a value of $0.030 < 0.05$. Because the significance value $<$ from 0.05 and t count $>$ from t table. Based on these results, it shows that the halal lifestyle has a significant effect on the buying interest in MSME halal food products, so it can be concluded that **H2 is accepted**.

Based on the t-test, the results will be obtained if the t-count value for halal certification is $1.129 <$ from the t-table value with a value of 1.976 and has a significance value with a value of $0.261 > 0.05$. Because the significance value $>$ from 0.05 and t count $<$ from t table. Based on these results, it shows that halal certification has a significant effect on the buying interest in MSME halal food products, so it can be concluded that **H3 is rejected**.

Coefficient of Determination Test (R²)

To see the contribution of the independent variable to the dependent variable is measured through the coefficient of determination test. For this study, if the R² value is close to one, the stronger the halal awareness (X1), halal lifestyle (X2), and buying interest (X3) provide some necessary information for buying interest (Y) and vice versa.

Table 12. Coefficient of Determination Test Results (Adjusted R²)

R	0,519 ^a
R Square	0,269
Adjusted R Square	0,254
Std. Error of the Estimate	2,225

Source: Processed SPSS data

According to table 12 above, it can be concluded that the coefficient of determination (Adjusted R²) has a value of 0.254, which means that the percentage of the contribution of the independent variable affects the dependent variable (buying interest) of 25.4%. It can be said that the variables of halal awareness, halal lifestyle and halal certification are able to describe variations in buying interest by 25.4%. Then for the rest that is equal to 0.746 or 74.6% is influenced or described by other variables that are not used in this research model.

Effective Contribution Test (SE) and the Relative Contribution (SR)

Table 13. Results of Analysis

Variable	Coefficient Relation (r)	Regression Coefficients (Beta)	R Square
X1	0,474	0,321	0,269
X2	0,425	0,199	0,269
X3	0,342	0,096	0,269

Source: Processed SPSS data

Above table is compiled based on SPSS output as the results of the calculations needed to carry out tests of the effective contribution (SE) and relative contribution (SR), so that the SE and SR tests can be more easily carried out.

Table 14. Results of Effective Contribution (SE)

SE	Score
X1	15,2 %
X2	8,4 %
X3	3,3 %

Source: Processed SPSS data

Based on to the table above, the result of the effective contribution of halal awareness is 15.2%. Furthermore, the effective contribution of the halal lifestyle is 8.4%. And lastly, the effective contribution of halal certification is 3.3%. Therefore, it can be concluded that the halal awareness variable has a dominant influence on the buying interest of halal food products for SMEs than the halal lifestyle and halal certification variables.

Table 15. Results of the Relative Contribution (SR)

SR	Nilai
X1	56,5 %
X2	31,4 %
X3	12,2 %

Source: Processed SPSS data

Based on the output above, the relative contribution of halal awareness is 56.5%. Then the relative contribution of the halal lifestyle is 31.4%. And lastly, the relative contribution of halal certification is 12.2%

Discussion

The Impact of Halal Awareness on Buying Interest

Based on the results of the research that has been carried out, it can be said that the Halal Awareness obtained affects the Buying Interest variable with a t-count value of 3.691 where the value is greater than the t-table value with a value of 1.976, and has significance value with a value of $0.000 < 0.05$. So, it can be concluded that the Halal Awareness variable has a significant impact on the buying interest of MSME's halal food products in DKI Jakarta.

It also shows that the Muslim community in DKI Jakarta has realized the importance of the halal aspect, hence the halal awareness of the Muslim community in DKI Jakarta is very good. The Muslim community in DKI Jakarta has begun to pay close attention to the food they buy, such as the composition of the ingredients, the substance of content, the production process as well as the cleanliness and safety obtained from the food. The Muslim community in DKI Jakarta understands the importance of consuming halal food products and it is their obligation as a Muslim to hold and practice Islamic law.

The Muslim community in DKI Jakarta has begun to pay close attention to the food they buy, such as the composition of the ingredients, the substance of content, the production process as well as the cleanliness and safety obtained from the food. The Muslim community in DKI Jakarta has also been able to choose halal food products wisely sold by MSMEs in DKI Jakarta.

The results obtained in this study are in line with the results of previous research conducted by (Sukmasari, 2018 dan Wiliyanto, 2020)

that in both studies describe the same results, namely halal awareness has a significant influence on buying interest.

The Influence of Halal Lifestyle on Buying Interest

Based on the results of the research that has been carried out, it can be said that the Halal Lifestyle affects the Buying Interest variable with a t -value_{count} of 2.187 where the value is greater than the t -_{table} value with a value of 1.976, and has a significance value with a value of $0.030 < 0.05$. So, it can be concluded that the Halal Lifestyle variable has a significant influence on the buying interest of MSME halal food products in DKI Jakarta.

This shows a shift in the mindset of the people in DKI Jakarta to live their lives in a better direction than before they have lived so far. The halal lifestyle is carried out because of the supporting factors such as attitudes, experiences, personality, self-principles, and worldviews in practicing Islamic law according to their obligations as a Muslim. This halal lifestyle is not only a form of one's obedience to the teachings of the religion, now the halal lifestyle is used as a benchmark and standard for someone to live a healthy life and improve a good quality of life.

The results obtained in this study are in line with the results of previous studies conducted by (Auliya, 2017; Dewi, 2019) that this study describes the same results, namely the halal lifestyle has a significant influence on buying interest.

The Impact of Halal Certification on Purchase Intention

Based on the results of the research that has been carried out, it can be said that Halal Certification obtained does not affect the Purchase Interest variable with a t-value_{count} of 1.129 but the value is smaller than the t-_{table} value with a value of 1.976, and has significance value with a value of $0.261 > 0.05$. Hence it can be concluded that the Halal Certification variable does not have a significant effect on the Purchase Interest of MSME halal food products in DKI Jakarta.

This shows that the people in DKI Jakarta not only focus and not solely put importance of their buying interest to the halal certification owned by the place where they able to buy the food product. But people in DKI Jakarta have a high understanding of halal certification itself. In this case, consumers of halal food products buy the products do not always look at the halal certification listed, but also, they look at other aspects such as product trust.

The results obtained in this study are in line with the results of previous research conducted by (Akhyar & Pramesti, 2015 dan Fauziah, 2019) that in both studies describe the same results, namely halal certification has an insignificant effect on the buying interest variable.

The Impact of Halal Awareness, Halal Lifestyle, and Halal Certification on Buying Interest

Based on the results of the research that has been carried out, it can be said that the variables of Halal Awareness, Halal Lifestyle, and

Halal Certification obtained affect the Buying Interest variable together with the value of F_{count} that is equal to 17.936 but the value is smaller than the value of F_{table} with a value of 2.67. In addition, the magnitude of the significance value is $0.000 < 0.05$. Hence it can be concluded that the variables of Halal Awareness, Halal Lifestyle, and Halal Certification have a significant effect together on the Purchase Interest of MSME's halal food products in DKI Jakarta. The results achieved in this study are in line with the results of previous research conducted by (Aziz & Chok, 2012; dan Waskito, 2015) that in both studies describe the same results, namely halal awareness and halal certification have a significant influence on the buying interest variable.

CONCLUSION

Based on the discussion that has been presented above, it can be concluded that in order to increase the buying interest in halal food products for MSMEs in DKI Jakarta, things that can become an aspect of consideration are halal awareness and halal lifestyle, because both have a significant effect on buying interest. This can be interpreted if the two variables are increased it will increase the interest in buying MSME's halal food products in DKI Jakarta. But if the three variables are noticed simultaneously it will have a significant influence on the buying interest. The three variables have a close relationship with buying interest, because when someone wants to buy food products, the first thing that comes to the mind is being aware of the halal standard and its value, then the halal lifestyle that is carried out is the main factor, and then observing to the food product to be purchased

whether there is halal certification or not, this matter will be become an additional factor for further consideration.

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