



## THE INFLUENCE OF HALAL KNOWLEDGE AND LABELING ON FOOD PRODUCT PURCHASE DECISIONS

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**Abstract:** The food and beverage industry is currently more concerned about the manufacture and procurement of halal food products because the level of public knowledge is increasing with social media and is supported by data on the development of Muslims worldwide. For Muslims, the essential thing to do when buying products is halalness. This study examines the level of knowledge and halal labeling on purchase decisions of food products for IAIN Ponorogo students. The number of samples in this study was 100 people, with multiple linear regression analysis methods and using the SPSS for Windows v25. Based on the result of the SPSS test, the result was: (i) Based on the simulation test, knowledge variables and halal labeling affected food purchasing decisions. (ii) Based on a partial test, the knowledge variable does not affect food purchasing decisions, but the halal labeling variable affects food purchasing decisions.

**Keywords:** *Halal Food; Halal Labeling; Knowledge*

**Abstrak:** Industri makanan dan minuman saat ini lebih peduli tentang pembuatan, dan pengadaan produk makanan halal, dikarenakan tingkat pengetahuan masyarakat semakin maju dengan adanya media sosial, serta didukung dengan data perkembangan umat Islam yang semakin banyak di dunia. Bagi muslim, hal mendasar yang dilakukan saat membeli produk makanan adalah tentang status halalnya. Penelitian ini menguji mengenai tingkat pengetahuan serta Labelisasi Halal terhadap Keputusan Pembelian Produk Makanan pada Mahasiswa FEBI IAIN Ponorogo. Jumlah sampel pada penelitian ini adalah 100 orang, dengan metode analisis regresi linier berganda menggunakan alat bantu program SPSS for windows 25. Berdasarkan hasil uji SPSS di dapatkan hasil (i) secara simultan atau Bersama-sama, variabel pengetahuan dan labelisasi halal berpengaruh terhadap keputusan pembelian (ii) secara parsial, variabel pengetahuan tidak berpengaruh dalam keputusan pembelian makanan namun variabel labelisasi halal berpengaruh dalam pembelian produk makanan.

**Kata kunci:** *Makanan halal; Label halal; Pengetahuan*

## INTRODUCTION

The *Qur'ān* has regulated the way of fulfilling food needs according to Islamic law in *Surat Al-Mā'idah* verse 88. The letter states that halal food is any food, except those specifically mentioned as haram, which is prohibited or violates Islamic law as described in the *Qur'ān Surat Al-Mā'idah* verse 3. Therefore, the halalness of a food product is essential for Muslims and is legally obligatory in fulfilling consumption in a halal way and material.<sup>1</sup>

The number of Muslim population in the world is the primary support for the consumption of halal products. The Muslim population in the world is about 1.6 billion people, equivalent to 23 percent of the world's population. Data from<sup>2</sup> The State of The Global Islamic Economy 2014-2015, stated that halal business trend indicators in five industrial fields continue to show progress. Among others, Islamic Finance services, halal food, Muslim fashion, halal media and recreation, and halal pharmaceuticals and cosmetics.<sup>3</sup>

Halal products have become one of the most prominent and fastest-growing markets. As a result, the food industry is becoming more concerned about manufacturing and procuring halal products. Research conducted by the Halal Industry Development Corporation in 2014 and the Halal Research Council in 2010 estimated that the global halal product market is worth USD 2.3 trillion (excluding Islamic finance and banking), which means that the halal industry is a profitable business. In this trade, kosher food and beverages represent USD 1.4 trillion, with a 67% share of the marketing market. Product knowledge is consumer knowledge related to knowledge of the traits or characteristics of the product, the consequences of using the product, and the value (level) of satisfaction the product will achieve.<sup>45</sup>

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<sup>1</sup> Anggit Listyoningrum and Albari Albari, "Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Tidak Diperpanjang Sertifikat Halalnya," *Jurnal Ekonomi & Keuangan Islam*, 2017, 40-51, <https://doi.org/10.20885/jeki.vol2.iss1.art4>.

<sup>2</sup> John Ireland and Soha Abdollah Rajabzadeh, "UAE Consumer Concerns about Halal Products," *Journal of Islamic Marketing* 2, no. 3 (September 20, 2011): 274-83, <https://doi.org/10.1108/17590831111164796>.

<sup>3</sup> Asep Syarifuddin Hidayat and Mustolih Siradj, "Sertifikasi Halal Dan Sertifikasi Non Halal Pada Produk Pangan Industri," *AHKAM: Jurnal Ilmu Syariah* 15, no. 2 (July 20, 2015), <https://doi.org/10.15408/ajis.v15i2.2864>.

<sup>4</sup> Abdalla M. Bashir et al., "Factors Affecting Consumers' Intention towards Purchasing Halal Food in South Africa: A Structural Equation Modelling," *Journal of Food Products Marketing* 25, no. 1 (January 2, 2019): 26-48, <https://doi.org/10.1080/10454446.2018.1452813>.

<sup>5</sup> Bayu Al Rochmanto, "Pengaruh Pengetahuan Produk Dan Norma Religius Terhadap Sikap Konsumen Dalam Niat Mengkonsumsi Produk Makanan Dan Minuman Halal," *Jurnal Ekonomi Dan Bisnis* (Fakultas Ekonomika dan Bisnis, 2014).

One of the problems for halal food products is the competition with non-halal products produced. In addition, with the changing lifestyles of non-Muslims that dominate the trade in meat and processed food products as they are today, to ensure the halalness of a product, a halal certification is provided, which can be issued by one of more than one hundred halal certification bodies around the world.<sup>6</sup> In Indonesia, it is known as the Indonesian Ulema Council (MUI). The MUI institution supervises products circulating in the community by providing halal certificates, products that already have a certificate can include a halal label to process the product. Its content has passed the inspection and is free from elements prohibited by Islamic religious teachings. Therefore, the product has become a halal category, does not contain haram elements, and can be consumed safely by Muslim consumers. Based on these criteria, a product with a high guarantee of halalness can likely cause consumer interest in buying a product at some point.<sup>7</sup>

Based on the Theory of Planned Behaviour (TPB), individual behavior is influenced by behavioral interests. Behavioral interest is a function of an individual's attitude toward behavior (Attitude Toward Behaviour / ATB), subjective norms (Subjective Norms / SN), and perception of behavioral control (Perceived Behavioral Control / PBC).<sup>8</sup> Consumer behavior is closely related to the problem of decisions made by a person in competition and the determination to obtain and use goods and services. Consumers make many kinds of considerations to make decisions in purchasing. Many large companies research consumers' purchasing decisions in detail to answer questions about what consumers buy, where consumers buy, how and how much consumers buy, and why consumers buy. A purchasing decision is a consumer's action to buy or not a product.

Factors that influence the behavior of consumers' purchasing decisions are cultural, social, personal, and psychological. Cultural factors are the most basic cause of a person's desires and behavior. Social factors influence consumer behavior, including small group, family, and consumers' roles and social status. Personal characteristics such as age and stage of the buyer's life cycle are also influenced by personal factors. Psychological factors influencing consumer purchases are motivation, perception,

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<sup>6</sup> Kashif Farhat, Wajeeha Aslam, and Bin Mohd Mokhtar Sany Sanuri, "Predicting the Intention of Generation M to Choose Family Takaful and the Role of Halal Certification," *Journal of Islamic Marketing* 10, no. 3 (January 1, 2019): 724-42, <https://doi.org/10.1108/JIMA-12-2017-0143>.

<sup>7</sup> Listyoningrum and Albari, "Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Tidak Diperpanjang Sertifikat Halalnya."

<sup>8</sup> Gerd Bohner and Michaela Wanke, *Attitudes Attitude Change, Attitudes and Attitude Change* (Psychology Press, 2014), <https://doi.org/10.4324/9781315784786>.

learning, and beliefs and attitudes. In Islam, the behavior of a Muslim is a consumer.<sup>9</sup> must reflect his relationship with Allah Almighty. A person's worship and faith in Allah Almighty, either by spending income for his benefit or charity for others.<sup>10</sup><sup>11</sup>

Ponorogo is a regency in East Java Province whose community is developing, with many packaged food products introduced among the public and the level of consumption that increases every year, supported by data from the Central Statistics Agency, which states that the Consumer Price Index (CPI) in 2021 is at 105.41. The author is interested in conducting research among the younger generation because individuals who enter the stage of young adulthood (between the ages of 18 to 35 years) are consumers with a more consumptive lifestyle level compared to the previous generation. The younger generation, or *digital native* generation, that is, the generation that grew up in an all-digital environment. According to Hilman Fajrian, millennials are optimistic, *goal-oriented*, independent, hopeful, obsessed with success, confident, lifestyle-conscious, and dependent on technology. In addition, 58% of millennials like to shop, 65% like culinary, and 20% love to travel.<sup>12</sup> With digitalization and science that is easy to get in, this changes the pattern of consumer behavior in this *digital native* generation so that they become potential targets for service or product providers. Students are included in this *digital native* generation; based on several interviews conducted before the survey, it was found that they were interested in buying food products due to various *reviews* on social media, as well as the assumption that if they had tried it first compared to their peers, then they would feel more contemporary and follow trends. Therefore, the author chose the population of FEBI IAIN Ponorogo students because of the supporting data above and the phenomenon of *lifestyle* shifts among young people who consume many contemporary food products.

Previous research on knowledge has been carried out by Sumarsono and Yayat Giatno with the belief<sup>13</sup> that there is no positive influence of consumer knowledge on the purchase decision of environmentally friendly halal products because consumers in their purchasing decisions are still driven by factors such as price, quality, and product

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<sup>9</sup> Fandy Tjiptono, *Pemasaran Jasa: Prinsip, Penerapan, Penelitian* (Yogyakarta: Andi, 2014).

<sup>10</sup> Suharyono Suharyono, *Perilaku Konsumen Dalam Perspektif Ekonomi Islam, Al-Intaj: Jurnal Ekonomi Dan Perbankan Syariah*, vol. 4 (RajaGrafindo Persada, 2018), <https://doi.org/10.29300/aaj.v4i2.1216>.

<sup>11</sup> Idri, *Ekonomi Dalam Perspektif Hadis Nabi* (Kencana, 2016).

<sup>12</sup> Lucky Radi Rinandiyana, Ane Kurniawati, and Dian Kurniawan, "Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Oleh Generasi Milenial Pada Industri Kuliner Di Kota Tasikmalaya," *Jurnal Ekonomi Manajemen* 3, no. 1 (2017): 18-27, <http://jurnal.unsil.ac.id/index.php/jem/article/view/322>.

<sup>13</sup> Sonny Sumarsono, *Ekonomi Manajemen Sumberdaya Manusia Dan Ketenagakerjaan* (Yogyakarta: Graha Ilmu, 2003), <https://opac.perpusnas.go.id/DetailOpac.aspx?id=642529>.

benefits only, for environmentally friendly knowledge has not been a consideration for consumers in purchasing a product.

The second research related to knowledge is a study conducted by Tri Nur Fadhilah et al.,<sup>14</sup> mentioning that knowledge simultaneously and partially has a positive effect on the decision to buy halal food because, according to the theory, the level of knowledge, namely, the dominant knowledge, is essential for forming consumer behavior (*event behavior*).

In addition to research on this knowledge, there is also research on halal labeling. Saleh Sitompul has carried out previous research on halal labeling.<sup>15</sup> With the result, the halal label has a negative effect and is not significant on the decision to purchase Emina cosmetic halal products in Medan City. Meanwhile, there is also research that has been conducted by Eri Agustian with the result that there is a significant influence on the purchasing decision of Wall's food products.<sup>16</sup>

Based on data on the condition of changing consumer behavior patterns in the *digital native* generation, as well as the inconsistency of previous research, the author is interested in conducting a study entitled "The Influence of Halal Knowledge and Labeling on Food Product Purchase Decisions on Students of the Faculty of Economics and Islamic Business IAIN Ponorogo."

This study aims to determine the behavior patterns of the *digital native* generation in the region towards the phenomenon of *lifestyle* shifts that consume many contemporary food products. The difference with the previous one is that this study focused on contemporary food products known through social media that have a large following among young people aged 18-35 years, such as noodle products, ramen, coffee, and *all-you-can-eat* products in the Ponorogo area. The results of this research are intended to see the influence of young people's knowledge on products and whether they pay attention to the importance of halal labeling in buying products. The impact of this research can be used as a reference for culinary entrepreneurs in Ponorogo to include halal labeling in product promotion and not just follow *trends*.

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<sup>14</sup> Tri Yuniarti et al., "Pengaruh Pengetahuan Kesehatan Lingkungan Terhadap Pembuangan Sampah Sembarangan," *Jurnal Ilmiah Kesehatan* 9, no. 2 (2020): 78-82, <https://doi.org/10.52657/jik.v9i2.1233>.

<sup>15</sup> Saleh Sitompul, "The Influence of Exchange Rate, Inflation, For the Results of the Development Assets of Islamic Banks," *Journal of Economics, Finance and Management Studies* 04, no. 03 2021, <https://doi.org/10.47191/jefms/v4-i3-05>.

<sup>16</sup> Hesti Agustian, "Gambaran Kehidupan Pasangan Yang Menikah Di Usia Muda Di Kabupaten Dharmasraya," *SPEKTRUM: Jurnal Pendidikan Luar Sekolah (PLS)* 1, no. 1 (2013): 205, <https://doi.org/10.24036/spektrumpls.v1i1.1516>.

The approach used in this study is a quantitative, quantitative analysis tool where the results of the analysis are presented in the form of numbers which are then explained and interpreted in a description.<sup>17</sup>

The data source used is the primary data. Primary data is raw data taken by the researcher from the primary source for his research, and the data did not previously exist. Primary data were obtained through<sup>18</sup> e questionnaires and direct interviews with respondents.

The total population in this study was 3,730 active students of FEBI IAIN Ponorogo. The number of samples in this study can be obtained based on the following Slovin formula reference:

$$n = \frac{3,730}{1 + 3,730 (10\%)^2} = 98 \text{ people rounded up by 100 people.}$$

This sampling technique is known as *Purposive Sampling*, a sampling technique with a specific purpose, both expert and scientific considerations. This study used 100 samples with <sup>19</sup>*Purposive sampling* techniques / conditional samples, namely: (1) Diverse Muslims, (2) Domicile in Ponorogo, (3) Aged more than 18 years - 25 years.

According to Sugiyono, the dependent variable is a bound variable influenced by a free variable. Meanwhile, an independent variable is a variable that affects or causes a change in the value of the dependent variable. The variables in this study are as follows.<sup>20</sup>

1. Purchasing decision as an independent variable (Y): A purchase decision is a concrete action by underarm consumers interested in a product. Consumers are moved to buy and eat products that race against the teachings of Islam.
2. Influence of Knowledge as a dependent variable (X1): The reason for this case is consumer knowledge related to halal and haram laws in Islam as well as knowledge related to food ingredients listed in the packaging under Islamic law.
3. Labeling Halal as a dependent variable (X2): Information about the halalness of a product will usually be listed on the packaging. This label is for consumers to know whether the production process and the materials used are under Islamic law.

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<sup>17</sup> Iqbal Hasan, "Pokok-Pokok Materi Statistik 1 (Statistik Deskriptif). Jakarta: PT. Bumi Aksara 2005," *Pokok-Pokok Materi Statistik 2* (2001).

<sup>18</sup> Azuar Juliandi, Irfan Irfan, and Saprinal Manurung, *Metodologi Penelitian Bisnis, Konsep Dan Aplikasi: Sukses Menulis Skripsi & Tesis Mandiri, Metodologi Penelitian Bisnis* (Umsu Press, 2014).

<sup>19</sup> Juliandi, Irfan, and Manurung.

<sup>20</sup> Sugiyono, . . . *Metodologi Penelitian Bisnis*. Bandung: Alfabeta (Bandung: Alfabeta, 2010).

The formulation of the problem in this study is (1) the influence of knowledge on decisions both simultaneously and partially and (2) the influence of halal labeling on decisions both simultaneously and partially.

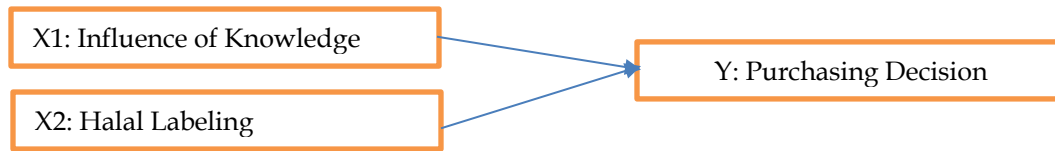


Figure 1. Research Design  
Source: Data processed by researchers

## PRODUCT KNOWLEDGE

Product knowledge is a collection of various kinds of information about the product. Product Knowledge refers to all information that can be accounted for in the minds of consumers that matches the knowledge of halal products. Higher knowledgeable consumers will be more realistic in the selection, as expected. A person's knowledge of halal products is crucial for determining consumer behavior. The ease of consumers knowing the information about food product ingredients that show the halalness of a product can affect consumers' interest in buying. Two kinds of thinking are distinguished; the first is objective knowledge, information that can be accounted for and stored for an extended period. While the second <sup>2122</sup>*Self-assessed* concerns how a person thinks about how far he knows about the knowledge of halal food products.<sup>23</sup>

Product knowledge is an intrinsic clue that is essential for consumers to consider when evaluating the product before making a purchase. Consumers use intrinsic instructions first in assessing a product, such as product function or quality. However, if intrinsic instructions need to be obtained correctly, consumers will use extrinsic

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<sup>21</sup> Sutisna and Miftah F Rakhmat, *Perilaku konsumen & komunikasi pemasaran* (Bandung: PT Remaja Rosdakarya, 2001).

<sup>22</sup> Fauzia Edriana Pangestuti Aniesa Samira Bafadhal Diah Retno Sufi, "Pengaruh Religiusitas, Sertifikasi Halal, Bahan Produk Terhadap Minat Beli Dan Keputusan Pembelian (Survei Pada Gen-M Konsumen Cadbury Dairy Milk Di Kota ...," *Jurnal Administrasi Bisnis (JAB* 66, no. 1 (2018): 37–46, <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2776%0Ahttp://repository.ub.ac.id/165515/>.

<sup>23</sup> Dewi Nabila Achmad and Khusnul Fikriyah, "Pengaruh Halal Knowledge, Islamic Religiosity Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Wardah Di Surabaya," *Jurnal Ekonomika Dan Bisnis Islam* 4, no. 3 (2021): 215–29.

instructions, such as a brand image.<sup>24</sup> Another study states that a consumer needs to know the product before liking it and then buying it.<sup>25</sup>

The knowledge indicators, according to Engel, Blackwell, and Miniard, are divided into three, namely:<sup>26</sup>

1. Product knowledge. Product knowledge is a collection of various information regarding the product. This knowledge includes the product category, brand, product terminology, product attributes or features, product prices, and beliefs regarding the product.
2. Purchasing knowledge. Purchasing knowledge includes various information processed by consumers to obtain a product. For example, product knowledge consists of where to buy a product and when to buy the product.
3. Knowledge of usage. A product will benefit consumers if the product has been used or consumed by consumers so that the product can provide maximum benefits and high satisfaction to consumers; then, consumers must be able to use or consume the product correctly.

The author's initial hypothesis regarding the level of knowledge influenced the purchase decision because the higher the level of knowledge a person will be, the more concerned with complicated things. This finding is in line with previous research conducted by Yuniarti.<sup>27</sup> This finding produced knowledge conclusions simultaneously and partially positively affects the decision to purchase halal food because, according to the theory, the level of knowledge, namely the dominant knowledge, is essential for forming consumer behavior (*event behavior*).

## HALAL LABELING

A label is a part of a product that conveys information about the product and the seller. A regular label is part of the packaging or can be an etiquette (identification) associated with the product. Halal, according to the Ministry of Religion contained in the Ministry of Religious Affairs of the Republic of Indonesia, No. 518 of 2001, concerning the examination and determination of halal food is: Halal is a food product, medicine, cosmetics, and other products that do not contain elements or ingredients that are haram

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<sup>24</sup> J. Grosset et al., "Activite De La Rifampicine Administree Quotidiennement Et D'Une Maniere Intermittente Sur La Tuberculose Experimentale De La Souris," *Pathologie Biologie* 31, no. 5 (1983): 446-50.

<sup>25</sup> James Engel, "F, Roger. D, Black Well And Paul, W. Miniard, 1995," *Perilaku Konsumen*, n.d.

<sup>26</sup> Engel.

<sup>27</sup> Yuniarti et al., "Pengaruh Pengetahuan Kesehatan Lingkungan Terhadap Pembuangan Sampah Sembarangan."



or prohibited for consumption by Muslims, and its processing or production process does not conflict with Islamic law.<sup>28</sup>

A halal label is a label that contains halal information with halal standards according to the Islamic religion. Based on the Indonesian Government Regulation Number 69 of 1999 concerning food labels and advertisements, a label is any information about a product in the form of an image, writing, combination of both, or other forms that are included in the product, inserted into, pasted on, or are part of the product packaging:

1. Images, which result from imitations of shapes or patterns (animals, people, plants), are made with stationery scribbles.
2. Writing is the result of writing that is expected to be read.
3. The combination of images and writing combines the results of the image and writing that is made into one part.
4. Sticking to the packaging can be interpreted as being attached (intentionally or unintentionally) to the packaging (protective product).

Halal labeling is not only a means of meeting outward needs but, at the same time, a spiritual God.<sup>29</sup> According to the Law of the Republic of Indonesia No. 18 of 2012 concerning Food in origin 96, it is explained that providing labeling aims to provide accurate information and explain to the public before buying and consuming. Furthermore, with this halal labeling, it is helpful to provide a sense of security for consumers and provide guarantees that the food consumed is safe from non-halal elements and is produced ethically.

The initial hypothesis of this study regarding halal labeling affects purchasing decisions because halal labeling increases confidence in product safety. This result is in line with the research conducted by Dini Moneta, who instigated the conclusion that halal labels affect the purchase decision of packaged food products.<sup>30</sup>

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<sup>28</sup> Hari Winarto, "Strategi Pemasaran," *Makalah Ilmiah Ekonomika*, 2011.

<sup>29</sup> Hijrah Lahaling, Kindom Makkulawuzar, and Singkeru Rukka, "Hakikat Labelisasi Halal Terhadap Perlindungan Konsumen Di Indonesia," *Hasanuddin Law Review* 1, no. 2 (2015): 282, <https://doi.org/10.20956/halrev.v1n2.84>.

<sup>30</sup> Era Susanti, Sari Nilam, and Amri Khairul, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Makanan Kemasan (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam)," *Jurnal Ekonomi Dan Bisnis Syariah* (UIN RADEN INTAN LAMPUNG, 2018).

## PURCHASING DECISION

Buying interest is something related to the consumer's plan to buy. Therefore, buying interest is a mental statement from consumers that reflects on the purchase plan of several products with a specific brand. Therefore, purchasing decisions made by consumers to buy halal food products are essential for companies to pay attention to because, in addition to increasing company profits, the number of purchases can increase the market share of products.<sup>3132</sup>

### 1. Buying Decision Theory

According to Kotler, the theory of purchasing decisions is the buyer's decision about the goods purchased. Consumers make purchasing decisions when they are interested in a product. In order to meet their daily needs and desires, consumers must decide to purchase a product.<sup>33</sup>

### 2. Buying Decision Indicator

The consumer will be faced with the decision to buy a product in order to meet his daily needs and desires. Consumers will go through five stages in purchasing a product. The indicators of each consumer's purchasing decision will vary; in more regular purchases, consumers often omit or reverse the order of several stages:<sup>34</sup>

1. Introduction to Needs. This result is the first stage consumers go through in the purchase decision process, where they realize a problem or need.
2. Information Search. This stage is the buyer's decision process, where consumers seek more information about their needs. Consumers can obtain information from various sources. These sources include private sources (family, friends, neighbors, associates), commercial sources (advertising, salespersons, websites, dealers, packaging, displays), public sources (mass media, organizations, consumer ratings, internet searches, and sources of experience (handling, inspection, product usage).
3. Alternative Evaluation. This stage is the buyer's decision process, where consumers use the information to evaluate alternative brands in a group of options. How consumers evaluate alternatives depends on personal consumers and specific purchasing situations.
4. Purchasing Decisions. A consumer's purchasing decision is that the consumer buys the most preferred brand, but two factors can be between the purchase intention and the purchase decision.

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<sup>31</sup> dan Liana. C D. Durianto, "Analisi Efektivitas Iklan Televisi Softener Soft & Fresh Di Jakarta Dan Sekitarnya Dengan Menggunakan Consumer Decision Model," *Jurnal Ekonomi Perusahaan* 11, no. 1 (2004): 55.

<sup>32</sup> Philip Kotler et al., "Marketing Management," 2019.

<sup>33</sup> Kotler et al.

<sup>34</sup> Kotler et al.

5. Post-purchase Behavior. The buyer's decision process is the stage in which the consumer takes the following action after the purchase, based on their satisfaction or dissatisfaction.

## HYPOTHESIS TESTING

### 1. Test of Classical Assumptions

#### a. Normality Test

The normality test aims to determine the variables  $X_1$ ,  $X_2$ , and  $Y$  and whether they are typically distributed. The Normality Test in this study uses the standard statistical test method of P-Plots. According to Imam Ghozali, the regression model is usually distributed when the plotting (dots) depicting the actual data follows a diagonal line.<sup>35</sup>

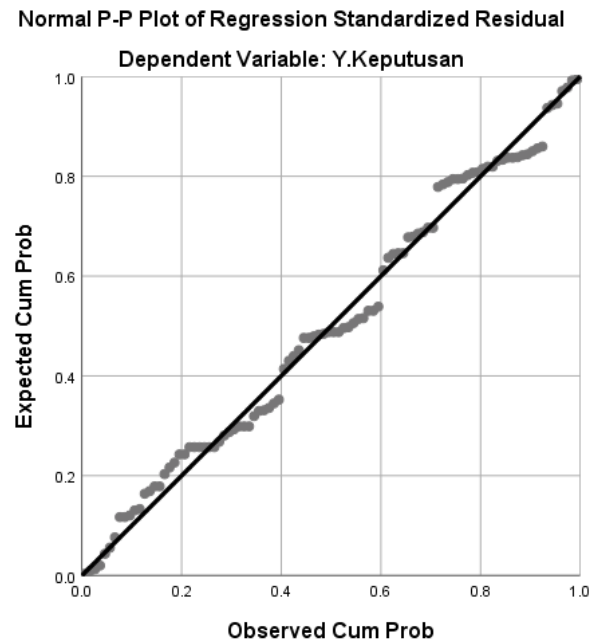


Figure 2. Normality Test Results

Source: Primary Data that has been processed

Based on the standard probability plot graph image, it can be seen that the distribution of points around the diagonal line means that the data is standard so that the regression model can be used for probability prediction.

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<sup>35</sup> Ghozali Imam, "Aplikasi Analisis Multivariate Dengan Program SPSS Cetakan IV," Semarang: Badan Penerbit Universitas Diponegoro, Semarang, 2011.

## b. Multicollinearity Test

Multicollinearity is a test used to determine whether, in a regression model, a correlation between independent variables is found. If there is a correlation, a multicollinearity problem must be overcome. The data is said not to occur multicollinearity if the tolerance value  $> 0.1$  and the VIF value  $< 10$ .<sup>36</sup>

Based on the data processing results, the tolerance value of the two independent variables is  $0.822 > 0.1$ , and the VIF value of the two independent variables is  $1.217 < 10$ . So it can be concluded that the regression model of this study does not occur multicollinearity.

## c. Heteroscedasticity test

The Heteroskedasticity test is a test that aims to determine whether a regression model occurs in the inequality of variation from the residual of one observation to another. This test looks at a plot graph between the predicted value of the dependent variable (zpred) and its residual value (stressed). Heteroskedasticity occurs if the plot graph shows a specific pattern (wavy, widens and narrows).<sup>37</sup>

The SPSS test result image shows that the resulting points are spread randomly and do not form a specific pattern or trend line. The results of this test show that this regression model is free from heteroskedasticity problems.

## 2. Data Analysis Techniques

### a. Multiple Linear Regression Analysis Test

The multiple linear regression analysis tests aim to determine the relationship and influence of the independent variable on the dependent variable in this study.

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.773	1.917		2.490	.014
	X.1.Knowledge	.087	.081	.077	1.083	.281

<sup>36</sup> Imam.

<sup>37</sup> Imam.

### Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
X.2.Labeling	.960	.093	.736	10.348	.000

a. Dependent Variable: Y.Decision

Table 2. Coefficient Table  
Source: Primary Data that has been processed

Based on the results of the SPSS process above, we can get the equation of the multiple linear regression formula as follows:

$$Y = 4.773 + 0.087 (x_1) + 0.960 (X_2) + e$$

The explanation of the formula above is as follows:

- 1) The value of the constant (a) of 4.773 means that if the variable of knowledge and halal labeling is constant (0), it will increase the buying decision by 4,773.
- 2) The regression coefficient of the knowledge variable (X1) is positively valued at 0.087, meaning that if the knowledge is increased by one unit with a record of a constant halal labeling variable, it will increase the buying decision by 0.087.
- 3) The regression coefficient of the knowledge variable (X2) is positively valued at 0.960, meaning that if the halal realization is increased by one unit with a record of the constant knowledge variable, it will increase the buying decision by 0.960.

**b. Test hypothesis partially (t-test)**

The t-test aims to determine the individual (partial) variables X1 and X2 with varied Y. The results of the t-test can be seen in Table 2:

- 1) Knowledge does not affect purchasing decisions because the calculated value  $< t\text{-table}$  or  $1.083 < 1.984$ .
- 2) Halal labeling significantly affects purchasing decisions because the calculated value  $> t\text{-table}$  or  $10.348 > 1,984$ .

**c. Simultaneous Hypothesis Test (F)**

The F aims to determine the influence of independent variables simultaneously or together with dependent variables.

From the results of the SPSS test, it is known that halal knowledge and labeling simultaneously have a significant effect on purchasing decisions because the significance value is  $0.000 < 0.05$  and the calculated F value  $> a$  from the F table or  $71.645 > 3.09$ . This result means that the variables X1 and X2 together affect Y.

**d. Coefficient of Determination Test**

The coefficient of determination aims to calculate the magnitude of the independent variable (Halal Knowledge and Labeling) against the dependent variable (buying decision). Based on the table above, R Square is 0.596, meaning that 59.6% of knowledge variables and halal labeling affect purchasing decisions. The remaining 40.4% is influenced by other factors outside knowledge and halal labeling.

## THE INFLUENCE OF KNOWLEDGE VARIABLES ON PURCHASING DECISIONS

The results of previous research conducted by Tri Nur Fadhilah et al.,<sup>38</sup> this research concluded that knowledge simultaneously and partially positively affected the decision to purchase halal food. Previous research on consumer knowledge of purchasing decisions made by Sumarsono<sup>39</sup> resulted in a different conclusion that there was no knowledge influence on the decision of the review.

Based on testing using SPSS, the analysis of the t-test for knowledge variables obtained the result that the calculated t value  $< t_{table}$  or  $1.083 < 1.984$  means that the variability of knowledge does not affect purchasing decisions. This result is under the research conducted by Sumarsono<sup>40</sup> concluded that consumer knowledge has no positive influence on purchasing environmentally friendly halal products.<sup>41</sup> This research uses environmentally friendly halal products, and the public needs to know the criteria for

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<sup>38</sup> Kansa Fadhilah, "Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Yang Berdampak Pada Loyalitas (Studi Pada Konsumen Lipstik Wardah Di Semarang)" (Universitas Dian Nuswantoro, 2016).

<sup>39</sup> Adi Sumarsono et al., "Optimalisasi Keterampilan Merajut Sebagai Solusi Peningkatan Ekonomi Warga Saat Pandemi," *Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)* 4, no. 2 (July 9, 2021): 220, <https://doi.org/10.33474/jipemas.v4i2.9283>.

<sup>40</sup> Sumarsono et al.

<sup>41</sup> Sumarsono et al.

environmentally friendly products widely. Furthermore, the respondents of this study need to learn the meaning of the term environmentally friendly products. In contrast, this study used contemporary food products with social media targeting the digital native generation.

Based on the results of the SPSS test data, this study shows that respondents rely not only on knowledge of raw materials and production processes under Islamic law. Based on the interview results, the highest factor in the purchase decision is the price. When the price of a food product is appropriate and affordable for the respondent, the respondent will decide to buy it. This result is under the fact regarding the people in Ponorogo, which is still in the development stage with a UMR level of Rp. 1,954,281.00- so that price thinking is still an essential factor.

Ariezal and Burhanudin<sup>42</sup>, in their research, also explained the relationship between differences in knowledge between Muslims and their purchasing decisions. Muslims are required to consume halal food, but a Muslim does not necessarily know about a product's halal haram. Muslims who have lower knowledge tend to use faith in the decision-making of buying such products. For example, if a food seller is Muslim, consumers in this group believe that the product sold is halal.

Consumers with low levels of knowledge also tend to share their experiences without filters. This fact is hazardous; if they consume non-halal food products but get a good experience with the product/brand, they will share it with others and trigger others to do the same. Therefore, consumers in this group should be given education about halal products because they tend to want to avoid finding information about the halalness of products, both from the ingredients and how to make them.

Conversely, consumers with higher halal knowledge are more cautious in making decisions. Adequate knowledge makes consumers more concerned about ingredients and how to make halal food products. For them, consuming halal food is an absolute thing and does not compromise on something that still needs to be clarified about halal. Consumers in this group have a high sense of knowledge of the product to be purchased, they will look for information before deciding to buy the product, and if they do not get clarity, they do not decide to buy.

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<sup>42</sup> Muhammad Burhanudin and Rachma Indrarini, "Efisiensi Dan Efektivitas Lembaga Amil Zakat Nasional," *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* (Sekolah Tinggi Ilmu Ekonomi Al-Washliyah, 2020), <https://doi.org/10.36778/jesya.v3i2.221>.

## THE EFFECT OF HALAL LABELING VARIABLE ON BUYERSS' DECISIONS

Eri Agustian carried out the results of previous research on halal labeling variables.<sup>43</sup> with the result that there was a significant influence on purchasing decisions. <sup>44</sup>However, some studies have produced the opposite conclusion; namely, the research conducted by Nicky Oktaviani states that halal labels have no influence on the purchase decision of imported processed food products. Based on testing using SPSS, the t-test analysis for halal labeling variables obtained results that the t value of the table  $> t$  or  $10.348 > 1.984$ , which means that the halal labeling variable significantly affects purchasing decisions. <sup>45</sup> This finding is under research conducted by Eri Agustian with the result that there is a significant influence on the purchasing decision of Wall's food products. The difference between this research and the research conducted by Eri Agustina is based on the research object, whereas Eri's research only focuses on Wall's products. However, this study used the object of food products, both imported and non-imported.

The results of the SPSS test data showed that respondents buying the product saw the halal label listed on the food packaging. This result happens because the demographics of Ponorogo Regency, which has many Islamic boarding schools, affect the religious knowledge of its people, especially young people, where people believe that the halal label is safe for consumption and is under the assumption that a product with the MUI halal logo is considered halal because MUI itself is a trusted institution. Therefore, if there is a halal logo, it will increase the sense of security in consuming these food products.

Researchers than Wibowo and Madusari also support the effect of halal labeling on purchasing decisions<sup>46</sup>, who, in their research, explained the relationship between halal labeling and purchasing decisions. A label is a part of marketing, which explains the ingredients, how to make them, and the essential elements of a product. This halal labeling aims to meet market demands and protect the creeds of general and Muslim

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<sup>43</sup> Nurul Novita and Burda Agustian, "Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Citra Merek Terhadap Kepuasan Konsumen Starbucks Grand Indonesia" (Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, 2020).

<sup>44</sup> Luc Vinet and Alexei Zhedanov, "A 'missing' Family of Classical Orthogonal Polynomials," *Journal of Physics A: Mathematical and Theoretical* 44, no. 8 (2011): 1689-99, <https://doi.org/10.1088/1751-8113/44/8/085201>.

<sup>45</sup> Sujana Sujana and Eri Agustian, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Konsumen Studi Kasus Pada Produk Wall's Conello," *Jurnal Ilmiah Manajemen Kesatuan* 1, no. 2 (August 24, 2013): 169-78, <https://doi.org/10.37641/jimkes.v1i2.264>.

<sup>46</sup>Benny Diah Madusari and Dwi Edi Wibowo, "Potensi Dan Peluang Produk Halal Berbasis Rumput Laut," *Indonesia Journal of Halal* 1, no. 1 (2018): 53, <https://doi.org/10.14710/halal.v1i1.3112>.



consumers. Therefore, halal labeling will affect consumers, especially Muslims, to use the product.

A large number of imported food products is also one of the concerns of Muslims in deciding on purchases. The pork oil derivatives on the label are often unknown and make the Muslim assumption that the product is halal. Therefore, consumers prefer halal certainty by looking at the packaging labels. With this halal labeling, the level of trust in the halalness of the product is increasing.

## CONCLUSION

Based on the test results using SPSS, the knowledge variable partially does not affect the decision to purchase food products for FEBI IAIN Ponorogo students. The price element still dominates purchasing decisions, and Muslims' knowledge levels affect their decision-making. The variable liberalization of halal has a positive effect on purchasing decisions because Ponorogo Regency still has many Islamic boarding schools, so Islamic laws are still felt in the community and affect the community's belief that halal food has been on the halal label issued by the Indonesian Ulema Council Institute. The F test shows that young people still utilize halal labels to guide food production, both imported and non-imported.

## DISCLOSURE

### Conflicts of Interest

The author declare that there is no conflict of interest regarding the publication of this paper.

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