FACTORS INFLUENCING THE DECISION TO PURCHASE HALAL PRODUCTS: KNOWLEDGE, PERCEPTION AND RELIGIUS PERSPECTIVE

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ABSTRACT

This research aims to analyze the factors that influence consumers in purchasing halal-labeled products in West Langsa District. The method used is quantitative and qualitative data, with data sources consisting of primary data and secondary data. The number of respondents was determined at 100 people, selected using accidental random sampling technique. Data were analyzed using multiple linear regression methods, t test, F test, and coefficient of determination. The results of the t test show that product knowledge and perception of the halal label have a positive and significant influence on the decision to purchase products labeled halal, while religiosity has a positive and insignificant influence on the decision to purchase products labeled halal. The results of the F test show that product knowledge, perception of halal labels, and religiosity together have a positive and significant influence on purchasing decisions for products labeled halal. The independent variable that has the greatest influence on the decision to purchase halal products is product knowledge. It is recommended that companies provide more detailed information on their products, such as composition, benefits, content and so on. In order to give consumers more confidence regarding the products they will use.

Keywords: Product Knowledge, Perception of Halal Labels, Religiosity, Purchasing Decisions for Products Labeled Halal

INTRODUCTION

Based on data from the Word Population Review, Indonesia is the country with the largest Muslim population in the world, reaching 277 million people or around 87.2 percent of Indonesia's total population, and 12.7 percent of the world's Muslim population. This is a significant opportunity for manufacturers who emphasize halal aspects in their products (WPR, 2023).

The phenomenon related to product halal factors has become a trend in recent years. Muslim consumers are now increasingly paying attention to halal aspects, which are not only limited to food and drinks, but also include other products such as bath soap, toothpaste, detergent, refrigerators and various other necessities. This trend grows along with the views of consumers who question whether a product is suitable for consumption or contains elements that are prohibited according to Islam (Anwar et al., 2018). The halal label on product packaging is considered to provide a sense of security for Muslim consumers, because it complies with the rules of Islamic law (Mutiara et al., 2022); (Supardin, 2022).

The research conducted aims to analyze the factors that influence consumers in purchasing halal-labeled products in West Langsa District.

The novelty of this research lies in its ability to identify consumer perceptions of halal products in the region, as well as reveal the factors that influence their decisions in purchasing or using halal products. This research is also considered very important to be carried out in West Langsa District, because it is one of the sub-districts in Langsa City, Aceh Province which applies Islamic law in various aspects of community life. Based on studies from various previous studies, there are 3 perspectives that analyze their influence on purchasing decisions for products labeled halal, namely knowledge about the product, perception of the halal label, and level of religiosity.

Knowledge about products is an important aspect that must be conveyed by companies to provide guidance regarding the products they offer to consumers (Nugroho & Setyawan, 2015); (Resmawa, 2017). This complete and accurate information is stored in the consumer's memory and will be used as consideration in making subsequent decisions. Product knowledge includes various information, such as product category, brand, product terms, product features or attributes, price, and beliefs related to the product (Agustino & Syaifullah, 2020); (Mutasyakkirah, 2019). Yoesmanam's research found that product knowledge has a significant influence on

purchasing decisions for organic cosmetic products (Yoesmanam, 2018), while the results of the study by Matondang et al. shows that product knowledge has a positive and significant effect on decisions to purchase cosmetic products (Matondang et al., 2023). Based on the literature review, the first hypothesis is put forward, namely:

H1: Product knowledge has a positive and significant effect on purchasing decisions for products labeled halal

Perception is the process of organizing and interpreting sensory information so that the information has meaning (Astuti et al., 2023); (Amalia et al., 2022). In this research, the perception of the halal label refers to the understanding of MUI halal certification, which is considered as an impression that has been analyzed, interpreted and evaluated by individuals, resulting in the belief that products labeled halal have been guaranteed halal by the MUI. MUI Halal Certification for food products, medicines, cosmetics and other products aims to provide certainty regarding halal status, thereby calming consumers when using them (LPPOM MUI, 2023); (Nanda & Ikawati, 2020). Research by Alim et al. found that perceptions of halal labels have a significant influence on purchasing decisions (Alim et al., 2018), while research also shows similar results. Based on the literature review, the second hypothesis is proposed, namely:

H2: Perceptions of halal labels have a positive and significant effect on purchasing decisions for products labeled halal

Religiosity is a person's attitude that uses religious values as the basis for behavior (Jannah & Al-Banna, 2021); (Nasrullah, 2015). In this research, religiosity is based on Islamic teachings. Religion is seen as having a significant influence on individual behavior in various aspects, such as food consumption, use of cosmetics, life insurance and banking services (Jannah & Al-Banna, 2021); (Dali et al., 2019). Consumers tend to choose products that do not conflict with their religious beliefs. Research by Matondang et al. shows that religiosity plays an important role in decisions to purchase cosmetics (Matondang et al., 2023), while research Meliani et al. finds that religiosity has a major contribution to decisions to purchase Muslim fashion products (Meliani et al., 2021). Based on the literature review, the third hypothesis is proposed, namely:

H3: Religiosity has a positive and significant effect on purchasing decisions for products labeled halal

Product knowledge, perception of halal labels and religiosity are thought to have a significant influence on purchasing decisions for products labeled halal. Research from Nabila et al. found that product knowledge, perception of the halal label, and religiosity simultaneously had a significant influence on the decision to purchase halal labeled detergent (Nabila et al., 2024).

H4: Product knowledge, perception of halal labels and religiosity simultaneously have a positive and significant effect on purchasing decisions for products labeled halal

Based on the relationship between the independent variables and the dependent variable that has been explained, the conceptual framework in this research can be described as follows:
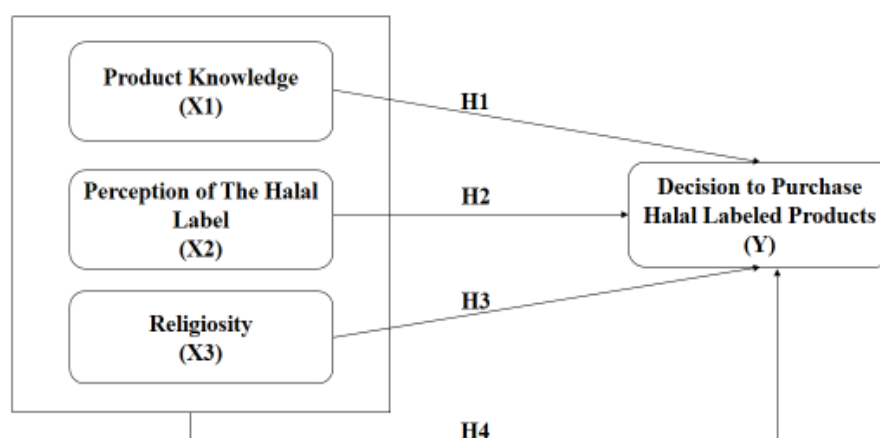

Figure 1. Conceptual Framework

RESEARCH METHODS

This research was carried out on consumers who had purchased or used products labeled halal in Langsa Baro District, Langsa City, Aceh. The research will take place from July 2024 to October 2024. The method used involves quantitative and qualitative data, with data sources consisting of primary data and secondary data. The number of respondents was determined at 100 people, selected using accidental random sampling technique (Sugiyono, 2019). The independent variables examined in this research include

knowledge about the product, perception of the halal label and religiosity; while the dependent variable measured is the decision to buy products labeled halal.

The main method of data collection involved questionnaires, while additional data was obtained through in-depth interviews and literature study. Before being distributed to actual respondents, the questionnaire was tested for validity and reliability by testing it on 30 people (Ghozali, 2018). After meeting the validity and reliability requirements, the questionnaire was then used to collect main research data. The data analysis process includes classical assumption tests, multiple linear regression, and hypothesis tests, namely partial tests, simultaneous tests, and coefficient of determination (Sugiyono, 2019);(Ghozali, 2018).

The operational definition of variables used in this research consists of 4 variables including: (1) Product knowledge with indicators, namely knowledge of product attributes, knowledge of product benefits, and knowledge of satisfaction provided by the product (Mutasyakkirah, 2019); (2) Perception of the halal label with indicators namely safety, religious values, health and specialty (Alim et al., 2018); (3) Religiosity with indicators namely belief, worship practices, practice, religious knowledge, and consequences (Hasanah, 2019); and (4) purchasing decisions with indicators, namely stability in choosing a product, habits in purchasing products, giving product recommendations to other people, and making repeat purchases (Senggetang et al., 2019).

RESULTS AND DISCUSSION

To measure the extent to which the independent variables (product knowledge, perception of the halal label, and religiosity) influence the dependent variable (decision to purchase products labeled halal) in the people of West Langsa District, multiple linear regression analysis was carried out. The results of this analysis are presented in Table 1 below:

Table 1. Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.671	.438		1.530	.129
	Product Knowlegde	.413	.095	.398	4.324	.000
	Perception of The Halal Label	.266	.089	.268	3.001	.003
	Religiosity	.118	.110	.095	1.069	.288

a. Dependent Variable: Decision to Purchase Halal Labeled Produtcs

Source: Primary Data, processed (2024)

Based on the data contained in Table 1, the multiple regression equation can be formulated as follows:

$$Y = 0,671 + 0,413X_1 + 0,266X_2 + 0,118X_3$$

The multiple regression equation can be explained as follows:
1. The constant (α) is 0.671, which means that if the variable value of product knowledge (X_1), perception of the halal label (X_2), and religiosity (X_3), is constant or equal to zero, then the value of the decision to purchase a product labeled halal (Y) will be equal to 0.671.
2. The product knowledge variable coefficient (X_1) has a value of 0.413, which indicates that product knowledge has a positive effect on purchasing decisions for products labeled halal. This means, if product knowledge increases by one unit, the decision to purchase products labeled halal will increase by 0.413,

assuming other independent variables remain constant.
3. The coefficient of the variable perception of the halal label (X_2) has a value of 0.266, which indicates that the perception of the halal label has a positive effect on the decision to purchase products labeled halal. This means, if the perception of the halal label increases by one unit, the decision to purchase products labeled halal will increase by 0.266, assuming the other independent variables remain constant.
4. The religiosity variable coefficient (X_3) has a value of 0.118, which shows that religiosity has a positive effect on purchasing decisions for products labeled halal. This means, if religiosity increases by one unit, the decision to purchase products labeled halal will increase by 0.118, assuming other independent variables remain constant.

t Test Results

The t test was carried out with the aim of determining the significance of the influence of the independent variables, namely product knowledge (X_1), perception of the halal label (X_2), and religiosity (X_3), on the dependent variable (purchase of halal labeled products) partially. Based on Table 1, it can be explained that:

1. The significance value of the product knowledge variable is 0.000, which is smaller than 0.05, so the hypothesis is accepted. This shows that product knowledge (X_1) partially has a significant influence on purchasing decisions for products labeled halal (Y) in West Langsa District.

2. The significance value of the halal label perception variable is 0.003, which is smaller than 0.05, so the hypothesis is accepted. This shows that the perception of the halal label (X_2) partially has a significant influence on purchasing decisions for products labeled halal (Y) in West Langsa District.

3. The significance value of the religiosity variable is 0.288, which is greater than 0.05, so the hypothesis is rejected. This shows that religiosity (X_3) partially has an insignificant influence on purchasing decisions for products labeled halal (Y) in West Langsa District.

F Test Results

The F test aims to determine the significance of the influence of the independent variables (product knowledge (X1), perception of the halal label (X2), and religiosity (X3)) simultaneously on the dependent variable (decision to purchase products labeled halal). The F Test results can be seen in Table 2 as follows with a value of 0.05, namely:

Table 2. F Test Results
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.269	3	3.756	18.277	.000[b]
	Residual	19.731	96	.206		
	Total	31.000	99			

a. Dependent Variable: Decision to Purchase Halal Labeled Produtcs
b. Predictors: (Constant), Religiosity, Perception of The Halal Label, Product Knowlegde

Source: Primary Data, processed (2024)

Based on Table 2, it can be seen that the significance value of 0.000 is smaller than 0.05, so the hypothesis is accepted. This shows that there is a significant simultaneous influence of the variables product knowledge, perception of halal labels, and religiosity on purchasing decisions for products labeled halal in West Langsa District.

Coefficient of Determination Test Results (Adjusted R^2)

The coefficient of determination test aims to measure the percentage of variation in the dependent variable (Y) caused by the influence of the independent variable (X). The results of this test can be seen in Table 3 below:

Table 3. Coefficient of Determination Test Results (Adjusted R^2)
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603[a]	.364	.344	.453

a. Predictors: (Constant), Religiosity, Perception of The Halal Label, Product Knowlegde
b. Dependent Variable: Decision to Purchase Halal Labeled Produtcs

Source: Primary Data, processed (2024)

From the results in Table 3, it can be seen that the Adjusted R Square is 0.344 or 34.4%. This figure shows that 34.4% of purchasing decisions for products labeled halal are influenced by product knowledge, perception of the halal label, and religiosity. Meanwhile, the remaining 65.6% was influenced by other factors not examined in this research model.

DISCUSSION

The Influence of Product Knowledge on Purchasing Decisions for Halal Labeled Products

Based on an analysis of the influence of product knowledge on the decision to purchase products labeled halal in West Langsa District, a significant positive influence was found on their decision to purchase products labeled halal. This positive influence is proven through the results of multiple linear regression tests, where the coefficient value of the product knowledge

variable (X_1) is 0.413. This means that product knowledge (X_1) has a positive impact on purchasing decisions for products labeled halal (Y). Every 1 value increase in the product knowledge variable (X_1), assuming the other independent variables remain constant, will cause an increase in purchasing decisions for products labeled halal (Y) by 0.413.

This study shows strong significance with a value of 0.000, which is below the threshold of 0.05. This shows that knowledge about products has a positive and significant effect on purchasing decisions for products labeled halal. In other words, the clearer the understanding about halal products, the higher the consumer's decision to buy products labeled halal in West Langsa District.

The product knowledge variable has a positive and significant influence on purchasing decisions for products labeled halal in West Langsa District. This is proven through respondent data, namely consumers who are always looking for information about the products they consume. Consumers understand the quality, content and safety of the products they choose. These findings are consistent with research (Nabila et al., 2024); (Matondang et al., 2023); (Lativia et al., 2022); (Yoesmanam, 2018) which states that knowledge about halal products significantly influences purchasing decisions.

The Influence of Halal Label Perceptions on Purchasing Decisions for Halal Labeled Products

Based on the results of multiple linear regression analysis, the coefficient for the halal label perception variable (X_2) was obtained at 0.266. This shows that the perception of the halal label (X_2) has a positive influence on purchasing decisions for products labeled halal (Y) in West Langsa District. This means that every 1 unit increase in the halal label perception variable (X_2), assuming the other independent variables are constant, will increase the decision variable to purchase halal labeled products (Y) by 0.266.

The significance of this research is indicated by the t test value obtained, namely 0.003, with a significance limit of 0.05. These results show that $0.003 < 0.05$, which means that the perception of the halal label has a positive and significant effect on purchasing decisions. With this positive and significant influence, it can be concluded that the stronger the influence of the perception of the halal label, the higher the decision to purchase products labeled halal in West Langsa District.

The halal label perception variable has a positive and significant influence on purchasing decisions for halal labeled products in West Langsa District. The importance of the halal label for consumers when purchasing products is increasingly visible. Consumers now realize that the halal label is not only important for health aspects, but also for maintaining purity in worship. This factor makes the halal label one of the main considerations in making purchasing decisions. This research is supported by findings (Nabila et al., 2024); (Purwanti & Aulia, 2023); (Lativia et al., 2022); (Alim et al., 2018) which shows that the halal label perception variable has a significant influence on purchasing decisions. In the decision-making process, consumers tend to prefer products that have a halal label compared to those that do not.

The Influence of Religiosity on Purchasing Decisions for Halal Labeled Products

Based on the results of multiple linear regression analysis, the coefficient value for the religiosity variable (X_3) was obtained at 0.118. This shows that religiosity (X_3) has a positive impact on purchasing decisions for products labeled halal (Y) in West Langsa District. Assuming the other independent variables remain constant, every one unit increase in the religiosity variable (X_3) will cause an increase in purchasing decisions for products labeled halal (Y) by 0.118.

Meanwhile, based on the results of the t test analysis regarding the influence of religiosity on purchasing decisions for products labeled halal, a value of 0.288 was obtained with a significance limit of 0.05. Thus, 0.288 is greater than 0.05, which indicates that religiosity (X_3) has a positive, although not significant, effect on the decision to purchase products labeled halal (Y) in West Langsa District. The religiosity variable has a positive impact, although not significant, on the decision to purchase products labeled halal in West Langsa District, which is because the level of religiosity of each individual is different even though the majority of respondents understand, understand and pay attention to the halalness of the product they buy.

This research is in accordance with the results of research conducted by Nasrullah, which stated that increasing understanding of religion or religiosity does not automatically make consumers more flexible in choosing the products they buy. In other words, increasing understanding of religion has not been in line with its application in various aspects of daily life. This causes the essence to still be partial and not comprehensive, where the decision to buy halal products is not significantly influenced by the religiosity variable (Nasrullah, 2015). This research is different from research (Nabila et al., 2024); (Matondang et al., 2023);

(Lativia et al., 2022); (Meliani et al., 2021) which explains that religiosity has an influence on purchasing decisions.

The Influence of Product Knowledge, Perception of Halal Labels and Religiosity on Purchasing Decisions for Halal Labeled Products

Through the simultaneous test or F test, the significance value found was 0.000. When compared with an error rate of 0.05, it is found that 0.000 is smaller than 0.05. Thus, it can be concluded that product knowledge, perception of the halal label, and religiosity simultaneously have a positive and significant effect on the decision to purchase halal-labeled products in West Langsa District.

The findings in this study are in line with the findings of Nabila et al. which shows that product knowledge, perception of halal labels and religiosity have a significant influence on purchasing decisions (Nabila et al., 2024). Thus, this research concludes that product knowledge, perception of halal labels and religiosity have a simultaneous impact on purchasing decisions for products labeled halal in West Langsa District.

CONCLUSION

Referring to the research and analysis that has been carried out, the following can be concluded:

1. Partial t test results show that variables such as product knowledge, perception of the halal label, have a positive and significant influence on the decision to purchase products labeled halal in West Langsa District, while the religiosity variable has a positive and insignificant influence on the decision to purchase the product labeled halal in West Langsa District.

2. The results of the F test (simultaneous), it is known that the variables of product knowledge, perception of halal labels, and religiosity together have a significant influence on purchasing decisions for products labeled halal in West Langsa District.

3. From the results of the analysis of the coefficient of determination (R^2), it is known that the variables of product knowledge, perception of halal labels, and religiosity contribute 34.4% to consumers' decisions to buy products labeled halal in West Langsa District. Meanwhile, the remaining 65.6% is influenced by other factors not examined in this research model, such as reference groups, lifestyle, Islamic branding and so on.

The suggestions that can be given are as follows:

1. Producers or business managers should pay attention to product knowledge, perception of halal labels, and religiosity in designing marketing strategies, because these factors have been proven to have a positive influence on consumer decisions in purchasing halal-labeled products.

2. Product knowledge is an independent variable that has the greatest influence on purchasing decisions for products labeled halal. Therefore, it is recommended that companies provide more detailed information on their products, such as composition, benefits, content and so on. To give consumers more confidence regarding the products they will use.

3. It is hoped that the results of this research can be a reference for similar research in the future, and it is hoped that various other variables will be added that might influence the decision to purchase products labeled halal.

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