



THE INFLUENCE OF HALAL AWARENESS AND HALAL LABEL ON PURCHASING DECISION OF KOREAN SPICY INSTANT NOODLES ON STUDENTS OF THE FACULTY OF ECONOMICS, STATE UNIVERSITY OF JAKARTA

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ABSTRACT

The purpose of this research is to analyze the influence of halal awareness and halal label on purchasing decisions of Samyang noodles. The research was conducted in Building A of the Universitas Negeri Jakarta campus, and the population of the study consisted of students from the Faculty of Economics. The sampling technique used was purposive sampling, with 214 respondents, and the data analysis method employed Structural Equation Modeling (SEM). The results of the study indicate that the characteristics of the respondents are predominantly female, aged 18-20 years, and mostly from the 2018 intake. The hypothesis testing results show that the halal awareness variable has a significant effect on purchasing decisions with a Critical Ratio (C.R.) value of 2.317. However, the halal label variable does not have any influence on purchasing decisions.

Keywords: Purchasing Decision, Halal Awareness and Halal Label

BACKGROUND

Indonesia has a huge opportunity for economic growth in the food industry sector, especially instant noodles. This can be proven by a survey in 2018 conducted by the National Socio-Economic Survey, namely that the greater household expenditure was also followed by the higher consumption of instant noodles. Household expenditure levels above 5 million rupiah consume 19 packs of instant noodles a month. Meanwhile, households with an expenditure level of 2 million to 5 million rupiah spend 15 packs of instant noodles and households with expenditures of less than 2 million rupiah spend 9 packs per month.

One brand of instant noodles that is currently popular in Indonesia is Samyang noodles. Instant noodle fans may be familiar with this product, instant noodles which are famous for their spicy taste are a product that originates from Korea and are also famous for the excitement about the Samyang Challenge on social media. Samyang is an instant noodle product company from Korea or commonly known as Samyang Food Inc. The Samyang instant noodle products that entered Indonesia are the spicy hot chicken ramen, carbonara and hot chicken ramen chesee variants and these product variants already have a halal label and are directly imported by PT Korinus Samyang Food.

The first factor that can influence purchasing decisions is halal awareness. Halal awareness is one of the first consumer rights in determining a recognized halal logo. Regardless of whether they are Muslim consumers, regardless of their age, education level or place of residence Ismail (2020).



Researchers conducted an initial survey using Google Form among students at the Faculty of Economics, State University of Jakarta. From this survey, information data was obtained, namely that 49.3% of respondents stated that the ingredients for making Samyang noodles were not halal and that Samyang noodle products were not registered with a halal certificate at the MUI or the Ministry of Religion, which was 58.2 %.

The second factor that influences purchasing decisions is the halal label. Halal label is information that can explain that a product can be consumed by Muslims because the product is in accordance with the provisions of Islamic law Miftah and Ambok Pangiuk (2020). Researchers conducted an initial survey via Google Form among students at the Faculty of Economics, State University of Jakarta. From this survey, data was obtained that respondents stated that there was no halal logo on Samyang noodle packaging at 58.2% and respondents who stated that the halal logo did not comply with those determined by the MUI and the Ministry of Religion was 71.6%.

Based on the hypothesis presented by the researcher, the research was carried out with the aim of obtaining data that is empirical and in accordance with existing facts, and can be trusted and relied upon regarding:

1. Empirically test the influence of halal awareness on purchasing decisions.
2. Empirically test the influence of the halal label on purchasing decisions.

Many researchers have discussed purchasing decisions, but some have differences, both in the themes taken, research objects, research subjects, data collection techniques, and the problems studied and so on.

Such as research conducted by Setyaningsih and Marwansyah (2019) entitled the influence of halal certification and halal awareness through purchase intentions on purchasing decisions for halal products. This research was carried out in the Jakarta and Bogor areas with subjects who used halal products daily totaling 330 respondents.

This is the same as research conducted by Imamuddin (2018) which has the title "The Influence of Halal Labels Moderated by Religion on Decisions to Purchase Packaged Products by PTKIN Students in West Sumatra". The subjects of this research were IAIN Bukit Tinggi students who purchased instant noodles in the last week with a sample of 384 students using accidental sampling data collection techniques.

Different from the previous research described above, research with the title "The Influence of Halal Awareness and Halal Labels on the Decision to Purchase Samyang Noodles among Students at the Faculty of Economics, State University of Jakarta". Regarding the object of research that researchers carry out, not much has been done by previous researchers. Most previous researchers preferred research objects that were more general and not specific. Research conducted at State University of Jakarta had as subject students from the Faculty of Economics who had bought Samyang noodles. Then the sampling technique used by researchers is purposive sampling.

THEORETICAL FRAMEWORK

Purchasing Decision

Every human being has and meets life needs which are an important factor for survival. In this case, humans become consumers who consume products or services. To fulfill their daily needs, humans are required to make a decision, namely a purchasing decision. This is an activity that will fulfill human needs in accordance with what they expect.

According to Kotler & Keller in Wardana (2017), purchasing decisions are related to the delivery of information from the giver to the recipient of the information with the aim that the recipient of the information can make a decision in accordance with the wishes of the person giving the information. Meanwhile, according to Morrisani (2015), a purchasing decision is a further stage after having the intention to buy a product or service, but a purchasing decision does not mean making an actual purchase. When consumers choose to buy a product or service, they must make a decision and carry



out the actual purchase. The decision is also followed by when, where, and how much money to spend to buy it.

Based on the two opinions above, purchasing decisions are the delivery of information from the giver to the recipient of the information for the purpose of determining the product and brand to be purchased by the recipient of the information.

Purchasing decisions can be measured using 4 (four) dimensions. The first dimension is environmental factors with cultural indicators which have sub-indicators of values, namely norms adhered to by society, perception, namely the way of looking at things, preferences, namely liking one product compared to other products, and behavior, namely habits. The second dimension is social factors which have the first indicator, namely social groups, second, family indicators and third indicators, a person's role and status in society. The third dimension is the technological factor with the first indicator being personal transportation, the second being household appliances, the third being audio-visual, and the fourth being internet and cellular. The fourth dimension is personal factors with indicators of personal aspects which have sub-indicators of age, job, financial condition, lifestyle, personality and self-concept.

Halal Awareness

The demand for consumption of halal food products has increased significantly. Halal food products have become a profitable business entity for all countries, not limited to Muslim majority countries but also non-Muslim countries. The development of the halal industry must be balanced with consumer awareness about halal itself, namely the concept, process and consumption.

According to Ismail (2020) halal awareness is one of the first consumer rights in determining a recognized halal logo. Regardless of being a Muslim consumer, regardless of their age, education level or place of residence.

Meanwhile, according to Ma'rifat and Imroatul Istiqomah (2020), halal awareness is consumers' concern for the halal status of the products they buy. Consumer awareness of the halal logo on products is the factor that most influences perceptions and attitudes.

According to both opinions, halal awareness can be interpreted as consumer concern and the right of a Muslim to know the halalness of a product by having halal certification from the regulator for a brand.

Halal awareness has the first indicator, namely the obligation to consume halal products, the second indicator is knowledge or understanding about halal products, the third indicator is belief in the halalness of a product and the fourth indicator is adherence to using halal products.

Halal Label

The high level of consumer knowledge in purchasing quality food products is something that makes consumers increasingly selective. Especially the halal label is what consumers pay attention to. The halal label is a priority for consumers when purchasing a food product.

According to Miftah and Ambok Pangiuk (2020), the halal label is a message or information about a product and service that is officially permitted for consumption by Muslim consumers in accordance with Islamic law.

According to Dr. Zulham (2018) states that the halal label is a process for obtaining permission to install the halal logo on a product packaging from a brand, by the Food and Drug Supervisory Agency (BPOM). The granting of halal label permission to food product packaging by BPOM is also based on recommendations from the MUI in the form of an official certificate issued by the MUI.

It can be concluded that the halal label is a halal sign on a product which aims to provide information that the product has been registered with the MUI (Indonesian Ulema Council) and guarantees that the product is intended for consumption by Muslim consumers in accordance with Islamic law.



The halal label has four indicators, namely the first indicator is an image, the second indicator is writing, the third indicator is a combination of images and writing, then the fourth is sticking to the packaging.

METHOD

The study took about 4 months, starting in March 2022 until July 2022. The study was conducted in Jakarta, especially at the State University of Jakarta, with the target subject students of the Faculty of Economics, State University of Jakarta had bought Samyang noodle products. This study was conducted online through the dissemination of questionnaires through Google Form for time and cost efficiency.

Researchers used the method for this study is quantitative research methods. Researchers also use survey methods to obtain data on the problems to be studied so that researchers will get data on the influence of the variables to be studied.

The population in this study were students of the Faculty of Economics, State University of Jakarta. Sampling technique used by the researcher is purposive sampling that is by sampling based on certain considerations. This study will use a minimum sample of 200 respondents. The target sample in this study was students of the Faculty of Economics, State University of Jakarta who had bought Samyang noodles with an age range of 18-24 years or the class of 2017-2021.

RESULT

Validity and Reliability Test

Purchasing Decision Variables

Purchasing decision variables tested for validity. Each indicator of the purchase decision variable is valid because the indicator number has a loading factor > 0.40 and there is no cross factor. Purchasing decision variables have two dimensions, the first dimension as many as seven indicators and the second dimension as many as six indicators. Purchasing decision variables also proved reliable because both dimensions have alpha values above 0.7, namely, the first dimension has a value of 0.895 and the second dimension has a value of 0.779.

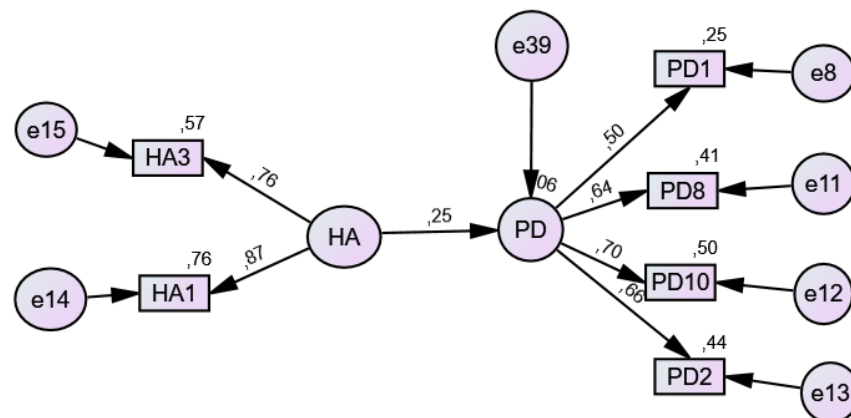
Halal Awareness Variable

Halal awareness variables tested for validity. Each indicator of the purchase decision variable is valid because the indicator number has a loading factor > 0.40 and there is no cross factor. Halal awareness variable has two dimensions, the first dimension is five indicators and the second dimension is also five indicators. Halal awareness variable also proved reliable because both dimensions have alpha values above 0.7, namely, the first dimension has a value of 0.855 and the second dimension has a value of 0.796.

Halal Label Variables

Halal label variables tested for validity. Each indicator of halal label variable is valid because the indicator number has a loading factor > 0.40 and there is no cross factor. Halal awareness variable has two dimensions, the first dimension is seven indicators and the second dimension is also six indicators. Halal label variables also proved reliable because both dimensions have alpha values above 0.7, namely, the first dimension has a value of 0.879 and the second dimension has a value of 0.828.

Hypothesis Test



Hypothesis test using SEM technique is declared fit if the value of P or fit model reaches above 0.05 and the hypothesis can be accepted if the value of C.R. above 1.98. To achieve a fit model above 0.05 it is necessary to remove some indicators.

From some of the statements above that "the results of the hypothesis is accepted that the halal awareness variable on purchase decision and hypothesis rejected on the halal label variable against the purchase decision". The first hypothesis is because the model structure of the proposed theoretical framework has been in accordance with the criteria that have been set, namely, the value of P (probability) to reach the fit model of 0.613, CMIN/DF value of 0.778, CFI value of 1.

DISCUSSION

Calculations in this study can be seen the positive and significant influence of halal awareness on purchasing decisions. Calculation of the first hypothesis of halal awareness of the purchase decision with SEM (Structural Equation Modeling) technique produces a value of C.R. of 2,317. Consumers who are here are students of the Faculty of Economics UNJ (State University of Jakarta) in general, in determining the purchase decision of an instant food product consumers choose halal food and consider aspects or indicators such as the obligation to consume halal products.

The results of this study were also reinforced by another study entitled The Influence of halal Logo and Halal awareness on the purchasing decision of beef meatballs in Ciawi-Bogor. The results of the study stated that halal awareness variable stimulants have a positive effect on purchasing decisions. Consumers or the public in making purchases consider halal awareness (Hapsari et al. 2019). The results of another similar study titled The Influence of Halal Certification and Halal awareness through interest in the decision to buy Halal food products. The results stated that halal awareness has a positive effect on consumer decisions (Setyaningsih and Marwansyah 2019).

Calculations in this study can be seen that there is no significance between the halal label on the purchase decision. Halal label variable is rejected against purchasing decision then halal variable is deleted when performing hypothesis test due to C value.R. it was not until 1.96 and the halal label variable was erased when analyzing the data using SEM (Structural Equation Modeling) technique using Amos application). Consumers who here are students of the Faculty of Economics UNJ (State University of Jakarta) majority buy noodles Samyang do not dispute the existence of an official halal label from the MUI or not on the product packaging.

The results of this study are also relevant to the results of research conducted by (Bayu et al. 2020) under the title the effect of halal labelization, brand and price on Chatime beverage purchasing decisions. The results of his research stated that in making a purchase decision for a food product, consumers do not prioritize halal labels and prefer expired labels. This is because many ordinary Indonesian consumers about halal and haram knowledge on a food product even tend to be



indifferent to it. The results of another study entitled The Influence of Halal labels on purchasing decisions with religiosity as an Intervening variable in Mujigae Resto Bandung. The results showed that respondents did not see the presence or absence of halal labels when deciding on purchases at Mujigae Resto, but saw which country the restaurant and food products came from. This shows that consumers decide to purchase at Mujigae Resto because it sells Korean food (Desmayonda and Trenggana 2019).

CONCLUSION

Based on theoretical studies and descriptions of research results that have been presented in several previous chapters, it can be concluded that:

1. There is a positive and significant influence of halal awareness variables on purchasing decision variables. This means that consumer halal awareness influences the purchase decision of Mi Samyang products.
2. There is no significant influence between halal label variables on purchasing decision variables. This means that the presence or absence of halal labels on product packaging does not affect consumers to make purchasing decisions for Mi Samyang products.

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