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THE EFFECT OF RELIGIOSITY AND HALAL LABELS ON PURCHASING OF MUSLIM CONSUMER PURCHASES ON FOOD AND HALAL PRODUCTS IN PACKAGING

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ABSTRACT

This study aims to determine the effect of religiosity and halal labels both partially and simultaneously on Muslim consumers' purchasing decisions on packaged foods and beverages. Muslim consumers should always consume all the good things that Allah SWT has provided on this earth to maintain our physical and spiritual qualities by consuming something that is lawful. This research method includes causal research with a quantitative approach. Data sources were obtained from primary data and secondary data, while the data in this study were obtained from observations, questionnaires, and documentation. In this study, there are independent variables namely religiosity (X_1), halal label (X_2) and purchasing decisions as the dependent variable (Y). The population of this study was Muslim consumers of women in the village of Jatingarang, Bodeh district, Pemalang district Center Java. The sampling technique uses a random sampling method to a sample of 95 respondents. The data analysis technique uses multiple linear regression techniques. The results showed (1) Religiosity significantly influence consumer purchase decisions Muslim in food and beverage products in containers with sig $0.001 > 0.05$ or t value $3,568 > t_{table} 1.986$ (2) The label kosher significantly influences consumer purchase decisions Muslim-on products packaged foods and drinks with sig values. $0.012 < 0.05$ or the value of $t_{count} 2.560 > t_{table} 1.986$ (3) based on the results of the F test, it is known that the two independent variables

studied simultaneously influence the purchasing decisions of packaged food and beverage products indicated by F count of 13.106 > F table 3.09 with a significance level of 0,000 < 0,05 (4) the adjusted R square value of 0,222, it shows that 22% of the purchase decision variables can be explained by the two independent variables, while the remaining 77,8% is influenced by other variables besides the two variables used in this research.

Keyword : **Religiosity, Halal Labels, Purchasing Decisions**

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A. INTRODUCTION

Today the number of Muslims is very large and spread throughout the world. Indonesia is a country that has a large number of Muslims compared to other countries in the world. According to the population census carried out in 2010, 87.1% of the 237,641,326 residents of Indonesia were Muslim. A large number of Muslim population in Indonesia certainly has a significant influence on several aspects, both social and economic aspects (Alamsyah, 2012) (Nofinawati, 2019). Such a large population of Muslims in Indonesia has become such a potential market for food producers from both inside and outside the country. One of the problems that often arises is the selection of halal food products. (Yuliana, 2018) (Dahlan, Jalil, Zainol, & Maamor, 2016) . In principle, consuming halal products is one of the teachings of Islam. In Islamic teachings, a Muslim is not permitted to consume food except halal and *thayyib* (good). The scholars interpreted *thayyib* as nutritious according to the standards of health science (Syahputra, A., & Hamoraon, 2014) (Sari & Sudradjat, 2013) .

In Indonesia, the guarantee of halal products is realized in the form of halal labels and halal certificates that accompany a product. Label and halal certification are issued by MUI and the Halal Product Guarantee Agency (BPJPH) based on a joint decree. With the existence of halal certificates, producers may include a logo or label "Halal" on their product packaging. With a "Halal" label or logo included in the product packaging, we can guarantee the halalness of a product without needing to test or see the production process before buying and consuming it, and Muslim consumers will certainly tend to choose products that have been declared halal by the authorized institution (Latifah, 2015) (Wahyuni, 2016) .

From the halal certification statistics in Indonesia in the 2011-2018 period, there were around 204,222 products circulating in the market, only 17,393 had received halal certificates,

meaning 8.5% of the products had halal guarantees and the rest were still gray (LPPOM MUI, 2019). Thus Muslim consumers will be faced with halal products which are marked by the presence of halal labels on their packaging and products that do not have a halal label on their packaging can raise doubts about the halal product. A Muslim should always consume all the good things that have been provided by Allah SWT on this earth to maintain our physical and spiritual qualities by consuming something that is lawful. In general, religion regulates what is allowed and what is forbidden to do, including behavior in consumption. Religion can influence consumer behavior, especially in buying decisions. Consumers will definitely make purchases on the basis of the norms set out in their religion. With a better understanding of religion, Muslim consumers are becoming increasingly selective in choosing products to consume (ZAHRO, 2018) (Carolina, Santoso, & Deoranto, 2017).

In Islam, the behavior of a consumer must reflect his relationship with Allah SWT. According to Salleh in his research Rojib Burhan Winahyu means diversity or religiosity as a state of trust in God, which is characterized by piety and religious zeal. The higher the piety and religious spirit, the stronger his belief in his God, which means the higher the value of religiosity (Winahyu, 2018) (Adiba & Wulandari, 2018). Dwiwati, et al. Relates the aspects of religiosity to purchasing decisions of halal products and the results of the five dimensions of religiosity that have the most influence on purchasing decisions of halal products are the dimensions of consequences (Astogini, D., Wahyudin, W., & Wulandari, 2014) (Moon, Fazrin, & Rizal, 2018) .

Besides that according to Shah Alam in his research M. Dharma Tuah, et al. Stated that consumers who have a high level of religiosity tend to be less impulsive when making purchasing decisions. This finding shows that consumers who have high religiosity tend to be less impulsive, behave relatively more mature, disciplined and responsible when making purchasing decisions (M. Dharma Tuah Putra Nasution and Yossie Rossanty, 2016) (Larasati, Hati, & Safira, 2018).

Consumer behavior is an interesting thing to study. Regarding the behavior of different individuals, learning and analyzing behavior requires a model that can describe a design to help develop a theory that directs consumer behavior research and as a basis for learning the ever-expanding knowledge of consumer behavior and factors that affects it (Handayani, SB, & Taufiq, 2017) (Latief, 2018) . .

The researcher tried to test whether religiosity and halal labels influence the purchasing decisions of halal food and beverages. In order to obtain clearer information and accompanied

by scientific evidence about how the influence of religiosity and halal labels on consumer purchasing decisions.

B. METHOD

This type of research is a *causal* study using a quantitative approach. Causal research is compiled to examine the possibility of a causal relationship between variables (Anwar Sanusi, 2014). Generally, the causal relationship can be predicted by the researcher so that the researcher can state the classification of causal variables, intermediate variables, and dependent variables (Umar, 2008) . 14). Research Methodology The type of approach used is a quantitative approach (Wahyudin, 2015).

In this research the variable is as follows:

1. Independent variable (independent variable)
is a variable that affects or happens because of changes or the emergence of the dependent variable (Sugiyono, 2017). In this study, the dependent variable is Religiosity (X_1) and halal label (X_2)
2. Dependent variable (dependent variable)
is a variable that affects or becomes a result, because there is an independent variable (Burhan, 2013). In this study, the dependent variable is the Purchasing Decision (Y).

The population in this study were Muslim consumers of Jatingarang village, Bodeh district, Pemalang regency, which amounted to 3492. The number of respondents taken was an error rate of 10%, the number of respondents was 95 respondents. Where the sample was taken in this study was given randomly to Muslim female consumers in Jatingarang Village, Bodeh Subdistrict, Pemalang District, Central Java.

Data collection techniques by observation, interviews, and questionnaires. Data processing techniques with data quality test analysis, classic assumption test, and multiple linear regression test.

C. RESULT AND DISCUSSION

Islam sees basically consumption behavior built on two things, namely needs (needs) and usability or satisfaction (benefits). Rationally, a person will never consume an item when he does not need it while benefiting from it. In the perspective of Islamic economics, these two elements have a very close relationship (*interdependence*) with consumption itself (Jenita, J., & Rustam, 2017) (Sitepu, 2018). Islam sees economic activity as one way to create *maslahah* towards *falah* (happiness). The motive for consumption in Islam is basically *maslahah*.

Although naturally, the purpose of consuming from an individual is to sustain his life (Kurniati, 2017) (Maryani, 2016).

According to Naqfi in his book *Amin Suha* dividing the six ethics groups in consumption includes (Al Arif, 2015) (Werdi, Correspondence, & Apriyanti, 2017): *Tawheed (Unity / Unity)*, *Adil (Equilibrium / Justice)*, *Free Will (Free Will)*, *Amanah and (Responsibility / Accountability)*, *Halal and Simple*. Furthermore, according to Mannan in his book *Sumar'in* explained consumption ethics in Islamic economics is known as five basic principles (Sumar'in, 2013) (Purwana, 2016): Principles of justice, Principles of Cleanliness, Principles of Simplicity, Principles of Generosity and Principles of Morality.

1. Decision Purchase

According to Boyd Walker, taking decision purchase is an approach settlement problem on activities human buy something product useful meet needs and desire (Boyd L Walker, 1997) (Kotler and Keller, 2017) (Nasution, MDTP, & Rossanty, 2018). In the process of creating a purchasing decision, there are several stages that must be passed. Are as follows:

a. Introduction to the Problem

The purchase process is taken when the buyer recognizes a problem or need. These needs can be triggered by internal or external stimuli (Kotler & Keller, 2007).

b. Information Search

In an effort to obtain satisfaction, consumers always try to find information related to the product or service needed.

c. Alternative evaluation

Is an evaluation process for an alternative choice to meet consumer needs (Amrillah & Brawijaya, 2018).

d. Buying decision

So after stages 1-3 are done, the consumer must make a decision whether to buy or not (Made Deasy Natalia Rusadi, 2014).

e. Behavior after purchase

This behavior will be determined by customer satisfaction and dissatisfaction with the product purchased. (Mufarrohah, U., & Yuniati, 2016) (Nugroho & Suhermin, 2017)

2. Religiosity

According to Gufron and Rini Risnawita, religiosity shows the level of individual attachment to religion. This shows that the individual has lived and internalized his religious

teachings so that it influences all actions and views of his life (M. Nur Ghuftron and Rini Risnawita S, 2016) (Indah Wigati, 2013) (Abdur Razzaque, M., & Nosheen Chaudhry, 2013).

According to R. Stark and CY quoted by M. Nur Gufron and Rini Risnawita the dimensions of religiosity are divided into five, namely:

- a. The Dimension of Belief (*The Ideological dimension*), which is the extent of the extent Where a person receives and recognizes things dogmatic in his religion. For example, the belief in the existence of the attributes of God, the existence of angels, heaven, hell and so.
- b. The dimensions of worship or religious practice (*The ritualistic dimension*), namely the degree to which a person performs ritual obligations in his religion. For example, performing prayer, zakat, fasting, pilgrimage, and so on.
- c. The dimension of *feeling* or appreciation (*The experiential dimension*), which is the religious feeling that has been experienced and felt like feeling close to God, calm when praying, touched by hearing the scriptures, feeling afraid of sinning, or feeling happy about his prayer being granted, and so forth.
- d. The dimension of religious knowledge (*The Intellectual dimension*), which is how far know and understand religious teachings especially those in the book holy, hadith, knowledge of fiqh, and so on.
- e. The dimension of *Effect* or experience (*The consequent dimension*), which is the dimension shows the extent to which religion influences a person's behavior in social life. For example donating property for religion and social, visiting sick people, strengthening friendship, and so on (Ghuftron & Risnawati, 2014).

3. Halal label

Halal labeling is a set of requirements that should be fulfilled by business actors engaged in food and beverage processing products or termed generally as food (Jamal, A., & Sharifuddin, 2015). Halal food (food and beverage), and good is an important requirement for the progress of local and foreign food products, in Indonesia specifically in order to compete with other products both inside and outside the country. Indonesia is a country whose majority is Muslim for the peace and comfort of consumers. Business actors must display legitimate halal labeling issued by the government through authorized officials (Sari & Sudradjat, 2013). Analysis of the effect of halal labeling on purchasing decisions on imported food products in packaging for medical students at the University of North Sumatra. The labeling of halal is the licensing of the installation of the word "Halal" on product packaging from a company by the POM. Permit for the inclusion of halal labels on food product packaging issued by the POM Agency is targeted by MUI recommendations in the form of MUI certification. The MUI's halal certificate

is issued by the MUI based on the results of the MUI's POM examination (Zulham, 2013) (Brotosusilo, 2017).

Halal label indicators according to Article 1 (3) of PP No. 69 of 1999 as follows (Ismi Aziz Makrufah, 2017) (Wulandari & Iskandar, 2018) : (1) Images, which are the result of imitations in the form or pattern (property, people, plants, etc.) are made with streaks of stationery. (2) Writing is the result of writing that is expected to be readable. (3) The combination of images and writing is a combination of the results of the images and writings made into one part. (4) Stick to the packaging, can be interpreted as something that is attached (intentionally or unintentionally) to the packaging (protector of a product).

4. Analysis

Testing the validity of the instrument in this study using the SPSS program. The following are the results of validity tests on 95 processed questionnaires.

Table 1
Test Results for Religiosity Validity

Instrument	r count	r table	Information
X1.1	0.420	0.203	Valid
X1.2	0.429	0.203	Valid
X1.3	0.471	0.203	Valid
X1.4	0.363	0.203	Valid
X1.5	0.285	0.203	Valid
X1.6	0.487	0.203	Valid
X1.7	0.680	0.203	Valid
XI.8	0.740	0.203	Valid
XI.9	0.695	0.203	Valid
XI.10	0.676	0.203	Valid
XI.11	0.606	0.203	Valid

Source : Primary data processed with SPSS, 2019 .

Table 2
Test Results for the Validity of Halal Labels

Instrument	r count	r table	Information
X2.1	0.487	0.203	Valid
X2.2	0.747	0.203	Valid
X2.3	0.841	0.203	Valid
X2.4	0.728	0.203	Valid
X2.5	0.873	0.203	Valid
X2.6	0.857	0.203	Valid
X2.7	0.834	0.203	Valid

Source: Primary data processed with SPSS, 2019 .

Table 3
Validity Test Results of Consumer Purchasing Decisions

Instrument	r count	r table	Information
Y.1	0.433	0.203	Valid
Y.2	0.456	0.203	Valid
Y.3	0.705	0.203	Valid
Y.4	0.767	0.203	Valid
Y.5	0.638	0.203	Valid
Y.6	0.233	0.203	Valid
Y.7	0.322	0.203	Valid
Y.8	0.216	0.203	Valid
Y.9	0.536	0.203	Valid
Y.10	0.642	0.203	Valid
Y.11	0.610	0.203	Valid
Y.12	0.578	0.203	Valid
Y.13	0.554	0.203	Valid
Y.14	0.733	0.203	Valid

Source: Primary data processed with SPSS, 2019.

The results of the validity test of each variable, namely the variable religiosity and the halal label as variable X and consumer purchasing decisions as the Y variable are valid. This is evidenced by the results of r_{count} greater than r_{table} . This is the same as previous studies that have valid data, but which is distinguished from previous research, which has a different r_{count} value because the number of respondents or samples taken is different as well as different research locations as well.

Table 4
Reliability Test Results for Each Variable

Variable	Cronbach Alpha	Information
Religiosity (X1)	0.745	Reliable
Halal label (X2)	0.887	Reliable
Purchase decision (Y)	0.781	Reliable

Source: Primary data processed with SPSS, 2019 .

Based on the data above, it can be concluded that from 32 items statements from the three research variables were reliable, because *Cronbach Alpha* > 0.70. Thus 32 items of the statement have been feasible to be submitted to the data analysis process.

Table 5
Kolmogorov Smirnov's One-Sample test results

		Unstandardized Residual
N		95
Normal Parameters ^a	Mean	.00 million
	Std. Deviation	3.50467623
Most Extreme Differences	Absolute	.117
	Positive	.74
	Negative	-.117
Kolmogorov-Smirnov Z		1,141
Asymp. Sig. (2-tailed)		.148

a. The distribution test is Normal.

b. Calculated from data.

Source: Primary data processed with SPSS, 2019 .

Based on the table 5 normal probability plot graph above, it can be seen that the distribution of points is around the diagonal line, which indicates that the distribution data is normal. Based on table 4 of the *Kolmogorof* test, the value of Asymp. Sig. (2-tailed) of 0.148 greater than 0.05 this also indicates that based on the *Kolmogorof Smyrnof* test the data are also normally distributed.

Table 6
Summary of Linearity Test Results

Variable	Alpha	Sig	Information
X1 with Y	<0.05	0,000	Linear
X2 with Y	<0.05	0.001	Linear

Source: Primary data processed with SPSS, 2019 .

Based on table 5 that there is linearity between the variables of religiosity and the purchasing decision and halal label with the purchase decision, this is shown by the significance value <0.05, it can be concluded that between variables have a linear relationship.

Table 7
Multicollinearity Test Results

Model	Collinearity Statistics		Information
	Tolerance	VIF	
	Religiosity (X1)	0.926	
Halal Label (X2)	0.926	1,080	Not multicollinearity

Primary Data Source processed with SPSS, 2019 .

From table 7 the results of the multicollinearity test conducted show that the value of the *Variance Inflation Factor* (VIF) of the two variables <10 and the *Tolerance* value of the two variables > 0.10. So it can be concluded that there is no multicollinearity between independent variables.

Table 8
Heteroscedasticity Test (Gledser Test)
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,784	3,613		2,431	.17
	X1	-.025	.70	-.038	-.364	.717
	X2	-.163	.082	-.209	-1,982	.051

a. Dependent Variable: RES2

Source : Primary data processed with SPSS, 2019 .

From the results of the Glejser test, the significance value of each variable is 0.717, 0.051, > 0.05, which means there is no heteroscedasticity problem.

Table 9
Multiple Linear Regression Test Results
Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	35,841	5.414		6.620	.000
	X1	.373	.105	.341	3,568	.001
	X2	.315	.123	.245	2,560	.12

b. Dependent Variable: Y

Source: Primary Data Sources processed with SPSS, 2019 .

From table 8 the results of the analysis above can be seen that the multiple linear regression model is:

$$Y = 35,841 + 0,373 X_1 + 0,315 X_2 + e$$

Information:

- The constant value of 35.841 states that if religiosity and halal labels are zero, the consumer purchasing decision is worth 35.841.
- The level of the religiosity regression coefficient (X_1) is 0.373 with a positive value, it can be interpreted that every increase in the variable religiosity, it will directly have a positive effect on the purchasing decision of 0.373.
- The level of the halal label regression coefficient (X_2) is 0.315 with a positive value, it can be interpreted that every increase in the halal label variable, it will directly have a positive effect on consumer purchasing decisions of 0.315.
- The error in the equation above is the possibility of other variables not found in this study that can influence consumer purchasing decisions.

5. Hypothesis Test Results

Table 10
Test Results t
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	35,841	5.414		6.620	.000
X1	.373	.105	.341	3,568	.001
X2	.315	.123	.245	2,560	.12

Source: Primary Data Sources processed with SPSS, 2019.

Based on the table above, the value of t_{count} from each variable will be compared with the value of t_{table} from $df = N - 3 = 95 - 3 = 92$ obtained by the value of t_{table} of 1,986, so that:

- From the table above it can be seen that the significance of religiosity is 0.001 < 0.05 or t_{count} on the religiosity variable is 3.568 . Because the significance of < 0.05 or the result of t_{count} is greater than t_{table} that is (3.568) > (1,986), then H_0 is rejected and H_a is accepted.
- From the table above it can be seen that the significance of the halal label is 0.012 < 0.05 or t_{count} for the religiosity variable is 2.560 . Because the significance of 0.012 < 0.05 or

the result of t count is smaller than t table which is $2.560 > 1.986$ then H_0 is rejected, H_a is accepted.

Table 11
F Test Results (ANOVA)
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	328,958	2	164,479	13.106	.000 ^a
Residual	1154,579	92	12,550		
Total	1483,537	94			

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Y

Source: Primary Data Sources processed with SPSS, 2019 .

Based on ANOVA test or F test in table 10 obtained F_{count} value $13.106 > F_{table}$ 3.09 The significance value of 0,000 is also smaller than the probability value of 0.05. Then it can be concluded that the variable religiosity (X_1), halal label (X_2) simultaneously (together) have a significant effect on purchasing decision variables (Y).

Table 11
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.471 ^a	.222	.205	3,543

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Y

Source: Primary Data Sources processed with SPSS, 2019.

Based on the table above, it is known that the coefficient of determination has *R Square* of 0.222. This means that only 22, 2% of the decision to purchase halal food and beverages (Y) can be explained by independent variables, namely religiosity and halal labels. While the rest (100% - 22.2% = 77.8%) is explained by other variables not examined in this study.

D. CONCLUSION

The results of the t-test that has been done produced a religious significance of 0.001 <0.05 or t_{count} in the religiosity variable of 3.568. Because the significance of 0.001 <0.05 or the result of t_{count} is greater than t_{table} which is 3.568 > (1.986) then H_0 is rejected, H_a is accepted, meaning that religiosity affects the purchasing decision of halal products. The effect of religiosity on the purchasing decisions of halal food and drinks in packaging is positively significant, meaning that the higher the level of religiosity of the village community, the higher the purchasing decision.

From the results of the study, it can be seen that the halal label variable significantly influences the purchasing decision. It can be seen from the results of the t-test which has been carried out. Because the significance of <0.05 or the result of t_{count} is greater than t_{table} which is 2.560 > (1.986) then H_0 is rejected, H_a is accepted, meaning that the halal label influences the purchasing decisions of halal food and beverages in the packaging. The effect of halal labels on the purchasing decisions of food and beverages in packaging is positively significant, meaning that the higher the halal label, the higher the decision to purchase halal products.

Based on the F test, the calculated F value is greater than F_{table} 3.09, which is 13.106. Significance value is smaller than 0.05, which is 0,000. Then it can be concluded that simultaneously the variables of religiosity and halal labels influence Muslim consumers' purchasing decisions on halal food and beverages in the packaging. That is, the higher the religiosity and halal labels, the higher the Muslim consumers' purchasing decisions on the product Halal food and beverages in the packaging.

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