

THE EFFECT OF CONSUMER MOTIVATION ON HALAL FOOD PURCHASE DECISIONS ON STREET TRADERS OF KESAWAN MEDAN AREA IN THE PANDEMIC PERIOD OF COVID 19

Mutia Arda¹
Yayuk Hayulina Manurung²

¹Faculty Of Economics and Business, University of Muhammadiyah Sumatera Utara , Indonesia, (E-mail: mutiaarda@umsu.ac.id)

²Faculty Of Teacher Training and Education, University of Muhammadiyah Sumatera Utara , Indonesia, (E-mail: yayukhayulina@umsu.ac.id)

Abstract: *One of the impacts during the Covid 19 pandemic was an increase in the number of open unemployment, including in big cities like Medan. At the end of 2020, many Medan City people tried their luck selling food in the Kesawan Medan area. Even though at this time the corona pandemic still existed, some consumers continued to shop at street traders in the Kesawan area of Medan. There are many factors that keep some people shopping at street traders in the Kesawan area of Medan, for example, with their needs that must be met, namely buying food. The motivation of consumers to shop for halal food at street traders is because the prices of halal food are relatively cheap even during the Covid-19 pandemic. This study aims to analyze the effect of consumer motivation on purchasing decisions of halal food at street traders in the Kesawan area of Medan. Primary data were collected through a questionnaire to 100 respondents. The analysis technique used is Simple Linear Regression. Based on the results of the analysis, it is known that consumer motivation has a positive and significant effect on purchasing decisions for halal food at street traders in the Kesawan area of Medan.*

Keywords: *Consumer Motivation, Halal Food, Purchase Decisions*

Introduction

During 2020 the world was hit by the Covid-19 (Corona Virus Disease) pandemic which was first discovered in Wuhan City, China in 2019. Indonesia is one of the countries exposed to this virus. Based on information quoted from the halodoc website, President Joko Widodo announced the first case of infecting an Indonesian citizen from Depok City, West Java on March 2, 2020. Then Covid-19 continued to spread to various cities in Indonesia, including Medan City. who have Covid-19 patients who are increasing day by day.

Based on the news delivered by the Kompas.com website, almost all sectors were affected, not only health. The economic sector has also suffered serious impacts due to the corona virus pandemic. Restrictions on community activities affect business activities which then have an impact on the economy. One of the implications of the economic crisis experienced by Indonesia is an increase in the number of unemployed.

Due to the large number of people who lost their jobs, in October 2020 street traders began to appear in the Kesawan Medan area, they served various kinds of halal food in the style of angkringan Malioboro Yogyakarta. Halal food, which is food that is allowed for a Muslim to eat

it. These street traders started selling from 18.00 WIB until midnight. Even though at this time the corona pandemic still existed, some consumers continued to shop at street traders in the Kesawan area of Medan. According to Astuti and Febriaty (2017), factors that influence consumer purchasing decisions, one of which is consumer motivation. Consumer motivation is a condition in a person that encourages the individual's desire to carry out activities in order to achieve a goal, Alex (2011: 266). There are many factors that keep some people shopping at street traders in the Kesawan area of Medan, for example, with their needs that must be met, namely buying food. The motivation of consumers to shop for halal food at street traders is because the prices of halal food are relatively cheap even during the Covid-19 pandemic. This is in line with Fahmi's research (2016: 65) which states that competitive prices are a consideration for consumers in purchasing decisions. In addition, the increasing number of local street traders selling halal food will also attract halal tourism in the future. Halal tourism, not only for Muslim tourists, and non-Muslim tourists are also allowed to enjoy halal tourism. This is the background of the need to develop tourism potential in the city of Medan, especially halal tourism, given the strategic location of Medan as one of the entrances to the trade area, Andriany and Arda (2019: 560).

In accordance with the problems stated above, it is necessary to conduct a study entitled the effect of consumer motivation on halal food purchase decisions on street traders of kesawan medan area in the pandemic period of covid 19.

Literature Review

The term halal in the al-Quran means what is allowed. According to al-Jurjānī, the word ḥalāl comes from the root word لَحْلًا which means "open" (حَتَفَلًا), Esposito, (2002: 143). In terms of terms, it means anything which is not subject to sanctions for its use or an act which is freed by the law to be carried out. According to Abū Ja'far al-Ṭabārī (224-310 H), the word ḥalāl (ح ل ا) means detached or liberated (اَقْلَطَ). Muḥammad ibn Ali al-Shaukanī argued that it was declared lawful because it had untied and untied the knot of the rope or the prohibition that prevented it, Ali (2016: 292). Halal food, which is food that is allowed for a Muslim to eat it.

According to Merle J. Moscovits, motivation as initiation and direction of behavior and learning motivation is actually a lesson about behavior, Nugroho (2013: 26). According to Setiadi, consumers are always faced with the issue of costs or sacrifices to be incurred and how important the product is needed and desired. Therefore, consumers will be faced with issues of motivation or motivation. So consumer motivation is a condition in a person's person that encourages the individual's desire to carry out activities in order to achieve a goal, Alex (2011: 266). The indicators of consumer motivation are the price of the product, the quality of a product, the availability of an item, the trend towards products in the social environment, Mawey (2013: 795). To get an idea of the buying decision, the following will propose a definition of the buying decision according to the experts. According to Kotler & Keller (2009: 180) purchasing decisions are several steps taken by consumers before making a product purchase decision. According to Alma (2011), a purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people and process, thus forming an attitude towards consumers to process all information and draw conclusions in the form of a response that appears what products to buy. According to Tjiptono (2012), consumer decisions to make purchases consist of several dimensions, namely as follows: product choice, brand choice, dealer choice, purchase time, purchase amount, payment method. The indicators of purchasing decisions according to Kotler & Keller (2009: 184-191) are problem recognition, information retrieval, evaluation of alternatives, purchase decisions, post-purchase behavior.

Method

This type of research used in this research is quantitative research. As for quantitative research, according to Sugiyono's opinion (2014; 13) is a research method based on the philosophy of positivism, which is used in population studies or certain samples, while for sampling techniques carried out randomly, using research instruments in data collection, data analysis is quantitative. or statistics where the goal is to test a predetermined hypothesis.

The population in the study is an infinite population. The population in this study are consumers or buyers who shop at street traders in the Kesawan area of Medan, especially the Muslim community during the Covid-19 pandemic. For the sampling technique carried out in this study, namely by using the incidental non-probability sampling technique in which the sampling technique is based on chance to meet the researcher. The sample size in this study is an unknown or infinite sample, so that the determination of the sample size in the study can use the following formula, (Widiyanto, 2008: 59):

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

Information :

n: sample size

Z: Score at a certain level of significance (95% confidence level) then $Z = 1.96$

Moe: Margin of error with a maximum error rate of 10%.

Based on the sample measurement formula, the determination of the sample size is known to be 97 people and rounded up to 100 respondents. For data collection techniques used in the study, namely using a questionnaire given to consumers who shop at street traders in the area of Kesawan Medan. For the distribution of the questionnaire in this study, namely using the Likert scale.

According to Riduwan and Sunarto (2009: 384) that to show the validity or validity of an instrument, a validity test can be done. If the instrument can be said to be valid if the value of $r_{count} >$ from the value of r table (Riduwan and Sunarto, 2009; 353). Reliability shows that the instrument can be trusted when used as a data collection tool because the instrument is considered good (Riduwan and Sunarto, 2009; 384). According to Ghazali (2016; 43) explains that if Cronbach's Alpha coefficient is greater than 0.7 then the question is declared reliable. The analysis technique of this research is simple regression analysis.

Result and Discussion

Based on the results of the validity and reliability test, it is known that all statement items in the research questionnaire are valid and reliable, meaning that these statement items can be used in research. The results of the validity and reliability tests in this study can be seen in table 1 and table 2 below.

Table 1: Validity Test

No	Variable	Corrected Item Total Correlation	Result
1	Consumer motivation (x)	0,839	Valid
2	Consumer motivation (x)	0,559	Valid
3	Consumer motivation (x)	0,607	Valid
4	Consumer motivation (x)	0,693	Valid
5	Purchase decision (y)	0,893	Valid
6	Purchase decision (y)	0,752	Valid
7	Purchase decision (y)	0,636	Valid
8	Purchase decision (y)	0,844	Valid
9	Purchase decision (y)	0,803	Valid

Source: Data processed, 2021.

According to Riduwan and Sunarto (2009: 384) that to show the validity or validity of an instrument, a validity test can be done. If the instrument can be said to be valid if the value of $r_{count} >$ from the value of r_{table} (Riduwan and Sunarto, 2009; 353). Based on table 1, it is known that all statement items have a corrected item total correlation value > 0.361 (r_{table}), so it can be concluded that all of the statement items in this study are valid.

Table 2: Uji Reliabilitas

No	Variable	Cronbach's Alpha	Result
1	Consumer motivation (x)	0,844	Reliable
2	Purchase decision (y)	0,915	Reliable

Source: Data processed, 2021.

Reliability shows that the instrument can be trusted when used as a data collection tool because the instrument is considered good (Riduwan and Sunarto, 2009; 384). According to Ghazali (2016; 43) explains that if Cronbach's Alpha coefficient is greater than 0.7 then the question is declared reliable. Based on table 2, it is known that all statement items have Cronbach's alpha > 0.7 , so it can be concluded that all of the statement items in this study are reliable. After testing the validity and reliability, the next researcher conducted a classical assumption test consisting of normality test, heteroscedasticity test, and multicollinearity test. The results of the three classical assumption tests are that the data is normally distributed, the data in this study show no heteroscedasticity, and the data of this study show no multicollinearity symptoms between variables because the VIF value < 10 . So it can be concluded that the regression equation in this study is a regression equation. the good one. Therefore, the next researcher conducted a simple linear regression test to answer the problems in this study.

Table 3: Uji-t (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	12,104	1,609		7,525	,000
Consumer Motivation	,549	,096	,500	5,716	,000

Source: Data processed, 2021.

Based on the t-test table, it is known that the equation of the simple linear regression model is: $Y = 12.104 + 0.549 X_1$. If the constant value is 12.104, it states that if there is no independent variable

(Consumer Motivation) then the Purchase Decisions are 12.104. If the coefficient value of the Consumer Motivation variable is 0.549, it states that the addition of Consumer Motivation by 1 will increase Purchase Decisions by 0.549. Table 3 above also shows the sig value of $0.000 < 0.05$ and the t-count value of $5.716 > t\text{-table}$, it shows a significant effect, so it can be concluded that Consumer Motivation has a positive and significant effect on Purchase Decisions, which means that the higher the Consumer Motivation, so Purchase Decisions are also increasing.

Table 4: Uji-f (Anova)

Model	Sum of Squares	df	Mean Square	f	Sig
Regression	163,681	1	163,681	32,676	,000 ^b
Residual	490,909	98	5,009		
Total	654,590	99			

Source: Data processed, 2021.

Based on the f-test table, it is known that the f-count is $32.676 > 3.09$ (F-table) and the sig value is $0.000 < 0.05$. The results of the f-test indicate that there is a simultaneous significant effect between consumer motivation on purchase decisions.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	,500 ^a	,250	,242	2,238

Source: Data processed, 2021.

In table 5, it is known that the correlation coefficient (R) = 0.500. These results indicate that there is a moderate relationship between consumer motivation and purchase decisions. According to Ghozali (2016; 76) that in determining the coefficient of determination, the simple linear regression equation can be said to be better if the coefficient of determination (R²) is greater (close to 1) and tends to increase in value in line with the increase in independent variables. To test the coefficient of determination, it is known that the R-Square is 0.250 or 25%. These results indicate that consumer motivation affects purchase decisions by 25% and the remaining 75% is influenced by other variables not examined in this study.

The results of this study are in line with previous research by Muzdalifah and Syafi'i (2020) which states that consumer income and motivation have a significant effect on purchasing decisions. Research conducted by Ana (2010) also states that partially consumer motivation has a significant effect on purchasing decisions. The indicators of consumer motivation used in this study are the price of the product, the quality of a product, the availability of an item, the trends in products in the social environment, Mawey (2013: 795). Based on the distribution of respondents' answers, it is known that most consumers have the urge to buy halal food at street traders in the area of Medan because the prices offered by street traders are generally cheaper and the halal food served still follows trends in the social environment such as sate taichan, coffee, and beverage bubbles while maintaining the halalness of their products. Meanwhile, the statement "You are compelled to buy because the quality of the food is well maintained" has the lowest average value compared to other statements on consumer motivation variables, and this makes street traders need to consider giving confidence in the quality of halal food, especially by making halal permit from MUI (Indonesian Ulama Council) printed on the packaging of the product being sold.

According to Islamic law, halal food has criteria by which to measure that food is halal. Matters that must be considered in a production process: The meat to be used is meat from an animal that

has died because it was slaughtered in accordance with Islamic law, the materials used for the mixture do not act from prohibited goods or materials, the water used for cleaning should be Pure and clean water, in the process of making and storing it should not be mixed with materials or goods that are unclean or haram, Mudrajad Kuncoro, (2001: 131). Halal food cannot be separated from the purpose of Islamic law, which is to take mashlahat and reject harm or harm. If in health, a type of food can endanger lives, then that food is forbidden to consume, Djaluli (2007: 11). From some of the non-Muslim shop owners that the researchers interviewed in the Kesawan area of Medan, it can be concluded that in the process of serving food, shop owners are reluctant to publish from the beginning the manufacturing process because it is the company's secret. The use of containers for daily personal consumption is different from the use of containers for consumers in the shop. Many shops for non-Muslim street traders are found by Muslim consumers because the prices offered by the producers are very affordable. In the case of halal food served by non-Muslim shop owners whom the researcher examines, it is necessary to have direct review from the parties or agencies authorized to survey, clarify and determine whether the food is halal or not. Or it needs to be followed up by authorized parties such as LPPOM MUI to know the real thing about the halal-haram. The researcher draws the conclusion that the law of consuming food in non-Muslim restaurants is syubhat. Syubhat is a term in Islam which states the vague state of the halal or forbidden thing. Syubhat can also refer to a state of confusion of thinking in understanding something, which results in something that is wrong to look right or vice versa. In contemporary problems, ordinary people often face problems that are unclear and doubtful so that further information or research is needed. Islamic law demands that everything be done on the basis of belief, not doubt. Often it takes ulama's fatwas and ijtihad to determine his legal status.

Consumer motivation is a drive or impetus in a person to do and achieve a goal. In order for the emergence of consumer motivation towards purchasing decisions for halal food in the area of Kesawan Medan, in general the public knows that halal food is sold by street traders only through words of mouth. Arda (2018) states that positive words of mouth will greatly influence consumer purchasing decisions. In addition to creating positive words of mouth, to increase the competitive advantage of street traders, they should compile a SWOT analysis as an alternative strategy for future business development, Arda (2019: 62).

Conclusion

Consumer motivation has a significant effect on purchasing decisions for halal food in the area of Kesawan Medan. This shows that the higher the consumer's motivation for a product, the higher when the consumer decides what to buy (purchase decision).

Some of the street traders in Kesawan Medan are non-Muslims. From some of the non-Muslim shop owners that the researchers interviewed in the Kesawan area of Medan, it can be concluded that in the process of serving food, shop owners are reluctant to publish from the beginning the manufacturing process because it is the company's secret. Researchers draw the conclusion that the law of consuming food in non-Muslim restaurants is syubhat. Syubhat is a term in Islam which states the vague state of the halal or forbidden thing. Syubhat can also refer to a state of confusion of thinking in understanding something, which results in something that is wrong to look right or vice versa.

To be able to increase consumer motivation, one of which is to consider giving confidence in the quality of halal food, especially by making a halal permit from the MUI (Indonesian Ulama Council) printed on the packaging of the product being sold.

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