

ANALYSIS OF THE CONSUMPTION BEHAVIOUR OF HALAL PRODUCTS AMONG BAGANSIAPIAPI COMMUNITY IN ROKAN HILIR REGENCY

ANY WIDAYATSARI

Faculty of Economic and Business, Riau University
E-mail: any.widayatsari@lecturer.unri.ac.id

NOBEL AQUALDO

Faculty of Economic and Business, Riau University
E-mail: nobel.aqualdo@lecturer.unri.ac.id

CUT ENDANG KURNIASIH*

Faculty of Economic and Business, Riau University
E-mail: cutendang@lecturer.unri.ac.id

Abstract

This study aims to investigate the factors that influence consumer behavior in purchasing halal products at Bagansiapiapi such as understanding the halal label, social factors and purchase intentions. This research is a qualitative research, with a descriptive approach. The sample selection technique used is a purposive sampling technique of 50 informants. The results showed that the public's understanding of halal products in Bagansiapiapi is quite high. Environmental and family factors have an important influence on consuming halal-labeled food. Meanwhile, the purchase intention variable towards the purchase of products, respondents prefer to consume packaged food labeled halal compared to non-halal products. It is expected that the findings of this study is for the business to consider adding halal labels on their products and need support from LPPOM MUI and health experts to educate the public about the importance of healthy and halal food.

Keywords: Consumption Behaviour, Descriptive Research, Halal Products

INTRODUCTION

Basically, Islamic sharia law considers all food is halal and edible except those that have specifically prohibited in the Qur'an. The list of forbidden foods includes alcohol, pork, blood, carcasses, and meat that has not slaughtered legally according to the Islamic law.

The problem of providing halal products in accordance with Islamic law for Indonesia, which is a country with the largest Muslim population in the world, is the most important problem. The government is obligated to protect society as a whole, especially consumers, for the halal products circulating in market.

The government's efforts in halal labeling began by the labeling of non-halal products by the Ministry of Health in 1976. The policy issued by the government at that time was in the Decree of the Minister of Health No. 280 dated November 10, 1976 concerning Provisions on Circulation and Marking of Food Containing Ingredients Originating from Pigs. On January 6, 1989, LPPOM MUI was established, whose purpose was to conduct a proper inspection and halal certification. This was followed by the issuance of Decree by the Minister of Religious Affairs (Keputusan Menteri Agama,

*Corresponding Author

KMA) 518 2001, and KMA 519 2001, which strengthened the position of MUI as a Halal certification agency to perform inspection/audit, determination of fatwa, and issuing halal certificates.

In 2018, the Halal Product Guarantee Agency, or BPJPH had been established to coordinates with the Indonesian Ulema Council (MUI) in implementing a new halal quality regime and certification. Thus, halal certification is no longer centered on The Assessment Institute for Foods, Drugs And Cosmetics, the Indonesian Council of Ulama (AIDC ICU/LP POM MUI) . Instead, it involves three parties, namely BPJPH, MUI, and the Halal Inspection Agency (LPH).

The halal label on product packaging circulating in Indonesia is a logo composed of Arabic writing that form the word halal in a circle. The labeling regulations issued by the Director General of POM (Directorate General of Drug and Food Control) of the Ministry of Health of the Republic of Indonesia, require food product producers to add labels containing information about the ingredients of the food product (Yaqub, 2009). Consumers can get information that help them to determine the halalness of a product for themselves.

Bagansiapiapi has the structure and composition of Chinese origin who are non-Muslims. The numbers of people with Chinese origin in this area causes many products circulating un the community have not all been halal labeling to meet the needs of non-Muslim people. Looking at the existing an unique socio-cultural and economic background in Bagansiapiapi, it is interesting to know some factors that influence consumption behavior of halal product at Bagansiapiapi community for instance understanding the halal label, social factors and purchase intention

LITERATURE REVIEW

Specific case about consumer behavior of the halalness of product was analyzed b Vristiyana (2019), proves that knowledge of halal products has a positive and significant effect on buying intention, as well as an assessment of halal products has a positive and significant effect on buying intention in halal products. According to Rochmanto & Widiyanto (2015) the product knowledge, religious norms and consumer attitudes towards halal products have positive effect and significant on the intention to consume halal food products and beverages.

Other related studies found that factors which affect intention to buy halal food positively and significantly, namely religiosity factors, social factors, attitudes and perceived value, while the halal label does not affect the intention to buy halal food (Husaini, 2016). On the other hand social factor also found negatively related to consumers' purchasing decision (Ayuniyyah, Hafidhuddin, & Hambari, 2017).

Accoding to Purwanto & Sudargini (2021), the variables of halal awareness, health, and perceived value showed a significant and positive influence on purchase intention. A line with that, Fatmi, Ahmad,

& Kartika (2020) summarize Halal products' major determinants in purchase intention are attitude, subjective norm, perceived behaviour control, religiosity, halal awareness, and halal certification.

RESEARCH METHODS

Type of Research

This research is a quantitative research to investigate the factors that influence consumer behavior in purchasing halal products at Bagansiapiapi such as understanding the halal label, social factors and purchase intentions.

Time and Place of the Study

The research takes place in Bagansiapiapi City, Rokan Hilir Province, the reason the researchers conducted research in Bagansiapiapi, is because the majority of the Bagansiapiapi community are non-Muslims who can have an interest in buying products with halal labeling. The research had been done since May, 2021 until the data were fully collected.

Subject and Object of Study

The subject of this study was the non Muslim communities in the city of Bagansiapiapi. Meanwhile, the object of this study was Muslim communities who live in there.

Procedure

To determine the sample used in the study is to use a purposive sampling technique. Purposive sampling is a technique of determining samples with certain considerations. The numbers of sample are 50 respondents who are selected based on criteria is the Muslim community who resides in Bagansiapiapi City.

Data, Instruments, and Data Collection Techniques

The type of data in this study is quantitative data. It is a type of data that can be counted, measured, and expressed using numbers (Sugiyono, 2012). While the data source is primary data, which is the data gathered directly from the respondents in Bagansiapiapi.

This study derives all the independent variables from the three factors into several statements containing understanding the halal label, social factors and purchase intention. The consumer behavior of halal products becomes the dependent variable.

The data collection instruments to be used in this research are questionnaire, which is a way of collecting data by distributing a list of questions or statements to respondents with the hope of getting response from them. The measurement uses a Likert scale. Each question/statement item was given five

answer options, namely: strongly agree (SS) score 5, agree (S) score 4, neutral / doubt (N) score 3, disagree (TS) score 2, and strongly disagree (STS) score 1.

Data Analysis Technique

The data analysis technique used in this research is descriptive analysis approach.

RESULTS AND DISCUSSION

The Background of the Subjects

Table 1 presents the background of the subjects including gender, age, and education. Majority of respondents were men amounted 54 percent or 27 men than women only 46 percent or 23 women. With respect to their age, more than half of the respondents are under 19 years old about 56 percent or 28 people, meanwhile the rest are aged above 50 years old about 6 percent or 3 respondents. This shows that most of the respondents are in productive age.

In terms of education, the most respondents are junior high school education. 36 percent or 23 respondents have attended junior high school but only 2 percent or 1 respondent have higher education in university.

Table 1. The Background of The Subjects

n=50			
	Variables	n	%
Gender	Male	27	54
	Female	23	46
Age Composition	19 and below	28	56
	20 - 29 years old	8	16
	30 - 39 years old	6	12
	40 - 49 years old	5	10
	50 and above	3	6
Education	Elementary	8	16
	Junior high school	23	46
	Senior high school	18	36
	University	1	2

Source : Author's Calculation (2021)

Discussion

1. Understanding the Halal Label

Halal label is any information regarding food in the form of pictures, writings, or other forms that are included, inserted, and become part of the food packaging that the product is free from any component that Muslims are prohibited from consuming. Understanding the halal label in this study

consists of six statements. The results of respondents' responses towards understanding of the halal label can be explained in the following table:

Table 2. Respondent’s Responses Towards Understanding Halal Products

No.	Question	Responses			
		A	B	C	D
1	How long is halal certification in Indonesia valid for?	2	0	0	48
2	What is the purpose of halal certification	44	6	0	0
3	Which one the official halal label is?	9	33	3	5
4	MUI’s halal label is?	7	9	24	10
5	Halal label is received after inspection of the production except on?	11	7	2	30
6	Which one is not a function of the halal label for consumers?	12	4	21	13
7	What is not the requirement of halalness according to Islamic law?	28	9	6	7
8	What is an essential information on the label logo?	3	20	6	21
9	Who is the issuer the halal label?	1	2	37	10
10	After the law no. 33 of 2014 concerning the guarantee of halal products, who is the issuer the halal label?	39	6	4	1

Source : Author’s Calculation (2021)

Tabel 2 presents the corresponding understanding of the label about how long the validity of halal certification. In general, the answers for option D are higher than among A, B, and C. Two respondents answered option A which is 1 year, while no one answered option B is 2 years and C is 3 years. About 48 respondents reported that they answered option D that is still in production. Overall, this shows that almost all respondents state that halal certification in Indonesia is valid for some years, as long as it is still in production.

Regarding the understanding of the purpose of certification halal, almost 44 respondents answered that halal certification aims to provide certainty of the halal status of a product, so that can neutralize the mind that consumes it. More than half of all respondents already know the official halal label (33 respondents). For halal label, respondents are more likely to know the official halal label of MUI, namely the label given by LPPOM MUI to guarantee halalness (24 respondents).

Respondents also know largely the halal label given after inspection of the product except for employees (30 respondents). The great majority of respondents selected the function of the halal label for consumers is not to provide information that the price is more expensive than products that are not labeled halal (21 respondents).

Respondents agreed the halal requirement according to Islamic law is not contain pork and ingredients derived from pork (28 respondents). Similar to halal requirement, respondents consider the ingredients contained in food to be very important information that must be on the halal label logo (21 respondents).

Almost all respondents know the halal label in Indonesia is currently issued by LPPOM-MUI (37 respondents). Followed by, 39 respondents answered that the official halal label in Indonesia is issued by LPPOM-MUI if Law No.33 of 2014 concerning product guarantees Halal would be properly implemented.

2. Social Factor

Consumer behavior is also influenced by social factors such as reference groups, family, and the role and social status of consumers. A reference group is a group that has a direct or indirect influence on a person's attitude or behavior. Such as friends, relatives, neighbors and co-workers.

Based on Table 3, 32 respondents answered some questions with 5-point likert scale (1-strongly disagree-5-strongly agree). From question no. 1, 49 respondents buy food labeled as halal as recommended as Muslims (4.62 percent). In purchasing food, some respondents consume the halal products because they were worried if they do not buy food that is not labeled halal (43 respondents or 4.22 percent).

Table 3. Respondent's Responses Towards Social Factor

No.	Question	Responses					Score (%)
		SS	S	N	TS	STS	
1	As a Muslim, I was taught about halal food so I should buy food labeled halal	32	17	1	0	0	4.62
2	In my environment, the culture of consume products must be halal, so I feel unsafe if I buy food that is not labeled halal.	23	20	2	5	0	4.22
3	Some of my family often buy packaged food labeled halal.	22	24	3	1	0	4.34
4	My parents suggested to buy packages foods that are labeled halal.	30	18	2	0	0	4.56
5	I want to buy food labeled halal because I am quite careful.	23	26	1	0	0	4.44
6	As a Muslim, it is better to buy packaged foods that are labeled halal.	31	19	0	0	0	4.62
7	Halal label is not my my family's top priority in terms of intention to buy packaged food.	7	13	6	14	10	2.86
Average						4.23	

Source : Author's Calculation (2021)

There were 46 respondents said agreed that they and their family often tend to buy packaged food labeled halal (4.34 percent). They buy packaged food labeled halal because of their parent’s advices and want to be careful (48 respondents or 4.56 percent and 49 respondents or 4.44 percent, respectively).

All respondents as a muslim suggest that would be better to buy packaged food labeled halal (50 respondents or 4.62 percent), as opposed to some respondents stated that the halal label was not the main priority for their family related to purchasing intention of packaged food (14 respondents or 2.86 percent).

Table 4 further summarizes and illustrates the percentage of total average of respondents’ answer towards the social factors. On average, 4.23 percent of respondents' answers are in the criteria of strongly agree. Thus it can be concluded that in general the Bagansiapiapi community strongly agrees with the statement of social factors.

Table 4. Total Average of Respondent’s Responses Towards Social Factors

Interval	Criteria	Frequency	Percentage
4,21 - 5,00	Strongly agree	27	54%
3,41 - 4,20	Agree	23	46%
2,61 - 3,40	Doubt	0	0%
1,81 - 2,60	Disagree	0	0%
1,00 - 1,80	Strongly disagree	0	0%
Total		50	100%

Source : Author's Calculation (2021)

3. Purchase Intention

Purchase intention is a tendency of someone closely related to feelings, especially feelings of pleasure towards something that is considered valuable or fit into the needs and gives satisfaction. If something is considered appropriate to the needs or beneficial then it will be implemented. On the other hand, if something is not good, it will be abandoned.

Table 5 shows that 48 respondents or 3.28 percent are interested in news and new topics about packaged food labeled halal. Respondents also look for information about the packaged food labeled halal before buying them (47 respondents or 3.42 percent). Few respondents never read information about it. It is clear, 38 respondents or 2.26 percent say disagree about that.

Table 5. Respondent's Responses Towards The Purchasing Intention

No.	Question	Responses				Score (%)
		SS	S	TS	STS	
1	I am interested in news and new topics about packaged food labeled halal.	16	32	2	0	3.28
2	I feel need to look for information about packaged food labeled halal before buying them.	22	25	2	0	3.42
3	I have never read information on packaged food labeled halal.	4	8	35	3	2.26
4	I calculate the advantages and disadvantages when I buy packaged food labeled halal.	5	27	14	4	2.66
5	I pay attention to the price before buying packaged food labeled halal.	6	22	20	2	2.64
6	I don't consider many things when I buy packaged food labeled halal.	6	29	12	3	2.79
7	I have desire to try eating packaged food labeled halal.	20	26	3	1	3.30
8	I am willing to try eating packaged food labeled halal.	19	28	3	1	3.32
9	I am unwilling to try eating packaged food labeled halal.	1	9	30	10	2.02
10	I want to know the advantages of packaged food labeled halal.	11	33	4	2	3.06
11	I am curious about the positive and negative values of packaged food labeled halal.	8	34	7	1	2.98
12	I am not interested in knowing packaged food labeled halal.	1	8	29	12	1.96
13	I am more willing to consume packaged food labeled halal than those are not labeled halal.	29	19	2	0	3.54
14	I am more willing to buy packaged food labeled halal than those are not labeled halal.	23	25	2	0	3.42
15	I always want to enjoy packaged food that is not labeled halal.	7	9	13	21	2.04
Average					2.84	

Source : Author's Calculation (2021)

Among the respondents intend to purchase packaged food labeled halal, 32 respondents or 2.66 percent decide by themselves calculate the advantages and disadvantages, 28 respondents or 2.64 percent pay attention to the price, however, 35 respondents or 2.79 percent people do not consider many things before buying the halal products.

To know the purchasing intention, respondents were asked whether they would like to eat packaged food labeled halal and compare to the food that is not labeled halal. As shown in Table V, overall respondents have desire and willingness to eat packaged food labeled halal (46 respondents or 3.30 percent) and some of them ready to eat the packaged food labeled halal (47 respondents or 3.32 percent), so as the statement of unwilling to try eating the packaged food labeled halal is rejected (40 respondents or 2.02 percent).

Futhermore, 44 respondents or 3.06 percent want to get know the advantages of packaged food labeled halal. Among all the respondents, 41 people or 2.98 percent feel curious about the positive and negative values of packaged food labeled halal. But, there are only 41 respondents who do not agreed to statement about ignorance of packaged food labeled halal.

Therefore, there are 48 respondents prefer to consume and buy the packaged food labeled halal compared to packaged food that is not labeled halal (48 respondents or 3.54 percent and 3.42 percent, respectively). This intention encourages the respondents do not consume the packaged food that is not labeled halal (34 respondents or 2.04 percent).

Table 6. Total Average of Respondent's Responses Towards The Purchasing Intention

Interval	Criteria	Frequency	Percentage
3,26 - 4,00	Strongly agree	3	6%
2,51 - 3,25	Agree	46	92%
1,76 - 2,50	Disagree	1	2%
1,00 - 1,75	Strongly disagree	0	0%
Total		50	100%

Source : Author's Calculation (2021)

Table 6 further summarizes and illustrates the percentage of total average of respondents' answer towards the purchase intention. On average, 2.84 of respondents' answers are in the criteria of agree. Thus it can be concluded that in general the Bagansiapiapi community agrees with the statement of intention to buy products with halal labeling.

DISCUSSION

1. Understanding halal labeling

Based on the results of respondents' answers regarding the understanding of halal labeling of food products, the finding indicate the responses of the respondents to the statements retaled this variable are very satisfying, this shows that the understanding of halal labeling is quite high.

Halal labels has a positive value that can get great opportunity in influencing consumer buying decisions. Purchase decisions are taken from the perception that people will choose, organize and consider the products that will be consumed. After the perception, the beliefs and attitudes of the community arise with the existence of the halal label. At the end these beliefs and attitudes affect people's purchases. This statement is in accordance with Philip Kotler who said that beliefs and attitudes affect individual buying behavior and are in accordance with Islamic consumption ethics which always refers to the basis of halalan thoyiban.

2. Social Factor

As a results of the respondents' answers to know the effect of social factors of halal-labeled food towards the consumer behavior in Bagansiapiapi. It was found that there were 54 percent respondents' answers said strongly agree that mostly they were influenced by the environment and family in consuming halal-labeled food.

The relationship between the consumer behavior and social factor in this study was similar to the findings of the the research Husaini (2016) which states that social factors have a significant positive effect on the intention to buy halal food. This means that the better the influence of a person's social factors, the more their intention to buy halal food will be. Because the social factors used in the study, namely, family, environment and references greatly affect the daily behavior of consumers, including buying halal food. In accordance with Philip Kotler (Kotler & Keller, 2009) that the family is the most important buying organization in society, and the primary reference group that has the most influence.

3. Purchase Intention

Based on the table 6 results of respondents' answers regarding the intention to buy halal-labeled food, on average the most respondents' answers are agree, which is 92%. This is in accordance with the research Rochmanto & Widiyanto (2015), that knowledge product can influence consumer's intentions in making purchasing decisions, especially regarding the purchase of halal food and beverage products. It is recommended that packaged food and beverage producers must make a complete description of each product including all ingredients and labeling halal according to MUI's standards.

A person's attitude driven by product knowledge and religious norms can affect consumption intentions. For products related to food and beverage producers for instance, the business should pay more attention to this by setting better standards in increasing supervision in the producing of halal food and beverage products. This is done to convince the increase of the potential Muslim consumers to buy food and beverage products that are guaranteed to be halal.

CONCLUSION

Based on the estimation results of 50 respondents regarding the consumer behavior of halal products, it can be concluded that the public's understanding of halal products in Bagansiapiapi is quite high. Environmental and family factors have an important influence on consuming halal-labeled food. Meanwhile, for the purchase intention variable towards the purchase of products, respondents prefer to consume packaged food labeled halal compared to non-halal products.

There are two recommendations can be drawn from the findings of this study. Firstly, It is expected for the business to consider adding halal labels on their products. Secondly, the business should cooperate with LPPOM MUI and health experts to educate the public about the importance of healthy and halal food.

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