

Influence of Halal Label on Impulsive Buying towards Indonesian Society

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Abstract: Indonesia is a country with the largest Moslem population in the world, this is what makes the prospect of halal products grow and develop in Indonesia. Because for a Muslim is recommended by Islam to consume halal food and beverage. Therefore it is necessary to research the influence of halal label on impulsive buying towards Indonesian society. Research aims to investigate the effect of halal label on impulsive buying towards Indonesian society. Collecting data use non-probability sampling method. The method used in this research is multiple linear methods and SWOT analysis. The results of research indicating that the halal label has an influence on impulsive buying of 52% and has an effect on a value of 2,8. Consumer behavior buying a product spontaneously is strongly influenced by a halal label, so halal label incarnation becomes one of the decisions of someone in impulsive buying. SWOT analysis results obtained some strategies that must be done by the food and beverage industry, among others; to manage halal product certification to Halal Product Assurance Organizing Agency hereinafter abbreviated (BPJPH), to supervise halal product from raw material to finished product, to provide training to the workers about the importance of halal assurance for the product, to compare the product by giving the halal label on product packaging.

Keywords: Halal label, impulsive buying, indonesian society

INTRODUCTION

Indonesia is a country with the largest Moslem population in the world, this is what makes the prospect of halal products grow and develop in Indonesia. Because for a Muslim is recommended by Islam to consume halal food and beverage. Islam is a religion that guides Muslims in every aspect of life. One aspect of guidance that Islam has provided is what can be consumed. Muslims should consume halal food and avoid illegal food. This means that in Islam the concept of halal is the absolute key to consumption. Muslims are required to consume only halal food. Muslim consumers eat kosher meat to follow and express their religious teachings [1]. These religious commitments and beliefs affect people's feelings and attitudes toward consumption [2]. Religious obligations and beliefs direct society's attitude and feel to various products, such as food, finance, cosmetics, and pharmaceutical products [3].

Buy that occur when the consumer makes a buy with little or no consideration at all due to a sudden feeling of urgency that raises the desire to have or feel the need of the object is known as impulse buying [4]. Solomon & Rabolt states that impulse buying is a condition that occurs when the individual experiences a sudden, unresponsive feeling of urgency [5]. It is also supported by Rook & Fisher's remarks that the tendency to buy spontaneously can generally result in buy when the consumer believes that the action is a natural thing [6]. According to Utami, the phenomenon of impulse buying is not only happening in Indonesia, but also in other countries, but impulse buying in Indonesia tends to be bigger compared to other countries in Southeast Asia [7]. The opinion is also supported by opinion According Susanta, most Indonesian consumers have unplanned characters. Consciously or unconsciously, everyone must have made a buy of unplanned items before. Buy are unplanned is usually called impulse buying or unplanned buying. Impulse buying is one of consumer behavior where consumers buy the desired goods but they do not need. This is supported by Rook and Fisher's opinion that defines impulse buying as a consumer's tendency to buy spontaneously, reflexively, suddenly and automatically [6]. There are two factors driving a consumer doing impulse buying that is internal factors and external factors. Internal factors come from one's self itself while external factors derive from attributes of products sold and promotions made.

Impulsive buying is basically defined as unplanned buying [8]. According to Kollat and Reed, impulsive buying behavior is an unintentional behavior when associated with emotional preference in

shopping [9]. Impulse buying is a phenomenon that occurs in everyday life that is done unknowingly by both men and women [10], [11]. According to Winawan and Yasa, men and women have the same tendency in doing impulse buying [12]. This opinion is different from Henrietta's findings (which suggest that women generally have a higher inclination rate than men to make purchases impulsively or unplanned). [13] Agreeing with Henrietta, Mulyono states that women tend to be impulse buying actors because women are more likely to be affected by feelings compared to males [14]. It is also expressed by Swanita, according to her when making women's purchases more towards desire, emotions, and feelings than with logic [15]. Consumer buying decisions especially impulsive buying decisions can be based on individual factors that tend to behave effectively. These behaviors then make the customer has a shopping experience. The attraction is related to the arrangement or displaying goods that look interesting so as to make someone desire to make a buy. Because it is necessary to research the influence of halal label on impulsive buying towards Indonesian society. The research aims to investigate the effect of a halal label on impulsive buying towards Indonesian society.

METHOD

Collecting data using non-probability sampling method. The determination of the sample size is to determine the number of samples used in the study in such a way as to represent the population. In determining the minimum number of samples, the author uses the Slovin formula :

$$n = \frac{(z^2) p (1 - p)}{(1,96)^2 \cdot 0,5(1 - 0,5)}$$

$$n = \frac{0,10^2}{0,10^2}$$

$$n = 96,4$$

n = Number of samples

(z^2) = A number denoting a deviation of a variable value from Mean is calculated in a certain standard deviation unit (1,96)

p = Probability (0,5)

e = error, 10%

The number of samples used is 96.04 respondents and integers to 100 respondents.

The method used in this research is multiple linear methods. Multiple regression analysis used to know how big influence of independent variable. F test is used to test the feasibility of the model or to test whether the model substructure used is significant or not, so it can be ascertained whether the model can be used to predict the effect of independent variables together on the dependent variable. Test T This test is performed to know the significant influence of the three independent variables partially done by comparing the value of t arithmetic (sig t) with t-table / probability t-count (sig t) with significant level (F = 5%).

RESULT AND DISCUSSION

Data collection was done by distributing questionnaires to 100 respondents who knew about halal label product to measure the effect of a halal label on impulsive buying, halal label as an independent factor and impulsive buying as dependent factor. In this research, there are several tests, the first one is to perform a statistical descriptive test and the validity and reliability test if it is valid and reliable and then proceed to the next test to answer the purpose of this research. The test used is linear regression test, Independent sample, and test Oneway ANOVA. This test uses the SPSS.16 software. Percentage of respondents by sex male as much as 3%. As for the more dominant female respondents as much as 61%. Characteristics of consumers by age to 3, with ages 21 years - 30 years dominate as much as 52% followed by age > 30 years as much as 27% and the remaining < 21 years as much as 21%.

Test validity aims to measure whether each item of a variable tested what is true has revealed the factor to be studied. Test validity uses the correlation technique of product Moment Correlation Pearson [16]. By analyzing the df (Degree of freedom) obtained from the formula $df = n - k$, where n is the number of respondents and k is the number of independent variables. It was found that $df = 100 - 4 = 96$ obtained r table of 0.199. Reliability test aims to measure the level of consistency of respondents in answering the questionnaire. By calculating the value of Cronbach Alpha, if Cronbach Alpha value > 0.60 then the data is said to be reliable. From the results of research Cronbach's alpha value of greater than 0.60 which means the items of all the variables are all reliable and can be used in research. From the calculation of validity test obtained that all values of r-count > 0.1966 (r-table), thus can be said that all variables are said valid. And reliability test obtained Cronbach Alpha coefficient value of $0.677 > 0.60$ it can be said that the data above reliable. That way the data already obtained can be continued to the next test.

Linear regression test aims to determine the influence of independent factors (halal label) on the dependent factor (Impulsive buying) by determining the value of R. From the linear regression test obtained R-value of 0.52 it can be said that the effect of halal label on impulsive buying of 52 %, impulsive buying is influenced by halal label. F test is performed to determine the effect of independent variables together on the dependent factor by calculating the F-value and significance. If F-value > F-table and sig <0,05 then it is said to have a real effect, and vice versa. The F-table value is obtained from table f by computing df1 and df2, $df1 = n-k$ and $df2 = k-1$, where n = number of respondents and k = number of independent variables. Obtained $df1 = 100-4 = 96$ and $df2 = 4-1 = 3$ yielded 2.70. From the calculation obtained F-value of $8.014 > 2.70$ and the value of sig $0.000 < 0.05$ then it can be said that the halal label can affect consumers in the impulsive buying.

The t-test is done to determine the effect of independent variables simultaneously on the dependent factor by calculating the F-count and significance. If T-arithmetic > T-table and sig <0,05 then it is said to have a real effect, and vice versa. The T-table value is derived from t-table by computing df1 and df2, $df1 = n-k$, where n = number of respondents and k = number of independent variables. Obtained $df1 = 100-4 = 96$ with value $\alpha = 0,05$ obtained value 1,66. From the calculation, it can be concluded that halal label has a positive effect on impulsive buying and has t-value of 2.8 and regression coefficient (beta) 0,109. The independent sample t-test is aimed to find out the difference of judgment on halal label variable and impulsive buying based on sex, based on the independent test sample test result, if prob value > 0,05 is said that there is a difference of consumer appraisal to packaging design and impulsive buying based on sex differences. While the value of the 5 variables has prob values > 0.05.

Test Oneway Anova aims to determine the significance of the difference of consumer ratings to dependent and independent variables based on age difference. The result of the calculation shows that there is no difference of consumer appraisal to halal label and impulsive buying based on age and gender, almost on average have the same good rating to halal label variable and impulsive buying.

Based on the results of research on halal label effect on impulsive buying by 52%. Therefore, food and beverage producing industries are expected to add halal labels to their packaging. Packaging is a place or container that wraps or protects the product. The basic principle of food packaging is that it should be able to protect packaged products from various breakdowns from the start of the production process, during distribution and sales. The packaging also serves as a promotional medium for packaged products. At this time the competition in the business world is not just a brand competition but also the packaging design competition, where companies are competing to be able to create a unique packaging design, interesting and memorable so it can imprint consumers.

Over the centuries, the function of a package is limited to protecting goods or making things easier to carry. Along with the development of an increasingly complex era, then the addition of functional values and the role of packaging in marketing began to be recognized as a major force in the market competition. Actually, the new packaging role was felt in the 1950s, when many supermarkets or supermarkets emerged, where packaging had to be able to sell products on store shelves. But at that moment the packaging only serves to provide information - tells consumers what content or content is in the packaging.

Although not getting more attention first due to factors of its function that is preferred, but now the packaging received extra attention as one element in selling a product. Where the packaging has a role as the value of a product from the outside, but still with the main purpose of protecting and keeping the items in it to stay awake, clean, hygienic, and not damaged. Packaging can also be one particular identity or characteristic that distinguishes a product from a similar competitor.

including the halal label in product packaging greatly influence the consumer in impulsive buying, so food and beverage industry must be able to answer consumer requirement so that consumer demand for a product can increase. The results of in-depth interviews with food and beverage industry, as well as experts, produce strengths, weaknesses, opportunities, and threats of a halal label in packaging which will be done SWOT analysis. SWOT analysis results obtained some strategies that must be done by the food and beverage industry, among others; to manage halal product certification to Halal Product Assurance Organizing Agency hereinafter abbreviated (BPJPH), to supervise halal product from raw material to finished product, to provide training to the workers about the importance of halal guarantee for the product, to compare the product by giving the halal label on product packaging.

Halal Product Assurance Organizing Agency hereinafter abbreviated as BPJPH is an agency that is formed by the government to organize Halal Product Assurance (JPH) [16]. Halal Certificate is the recognition of the halalness of a Product that is issued by BPJPH based on the written halal fatwa (edict) that is issued by MUI. In organizing JPH, BPJPH is authorized to : formulate and establish JPH policy; establishing norms, standards, procedures, and criteria, JPH; publish and revoke the Halal Certificate and

Halal Label on Products; to register Halal Certificate on Product overseas; socialization, education, and publication Halal Products; accrediting LPH; to register Halal Auditor; conduct monitoring of JPH; conducting Halal Auditor guidance; and doing cooperation with the institution in and overseas in the field of JPH.

Conducting the halal control of products from raw materials to finished products, because the materials used in the Process of Halal Product (PPH) consist of raw materials, processed materials, additives, and auxiliary materials from animal, plant, microbes, or materials produced through chemical processes, biological processes, or genetic modified processes which is lawful according to Islamic sharia. The location, place, and equipment of PPH shall be separated by the location, place, and equipment of slaughtering, processing, storage, packaging, distribution, sale and presentation of non halal product which is kept clean and hygienic, free from unclean, and free from non halal materials.

Provide training to the workers about the importance of halal guarantee for the product, because without the support of employees then the halal product that has been produced will be difficult to implement. Therefore, the company must establish an internal halal assurance team that is responsible for managing and controlling the halal products and conducting training for all employees for the production of halal products will be achieved.

Branding the product by providing halal label benefits on product packaging, because the company already has an advantage in possession of halal certification that it is not necessarily owned by competitors. So that the benefits of halal certification that has been owned can make the product into a superior product and consumer demand. Because usually, consumers will make a list of goods they will buy. Less well-planned purchases, these purchases occur when consumers know they want to buy a product but they do not know which brand they'll buy until they can get information from a sales clerk at the store. When they know the product you want to buy before and decide the brand then the buying process will happen. Unplanned purchases, impulse purchases occur when the consumer buys a product unplanned. So with the halal label of the product, then the consumer will directly buy the item.

The buying process, at this stage (pre-buy stage), occurs some behaviors that include seeking information and retrieving data. Consumers will seek information about products, brands or stores from various sources such as magazines, radio, television or consumers can also get information by communicating with friends, or salespeople. Consumer buying decisions, especially impulse buying decisions can be based on individual consumer factors that tend to behave effectively. This behavior then makes the customer have a shopping experience. The attraction is related to the arrangement or display of goods that look attractive so as to make a person desire to make a purchase. More items wanted to be purchased are goods that are buying unplanned, and most customers of these items are not needed.

Impulsive buying can be said for a sudden and unplanned urge to buy something directly, without paying much attention to the consequences. Based on some of the above description, it can be said that impulse buying is an activity based on one's emotions arising from a sense of interest in a particular product. The demand to meet the needs of life quickly can lead to these emotions involved. According to Engel et al impulse purchases may have some or more characteristics (1) Spontaneity, unexpected purchases and motivate consumers to buy now, often in response to visual stimuli directly at the point of sale (2) Strength, compulsion, and intensity, the possibility of motivation to override everything else and act in an instant (3) Enthusiasm and stimulation, the sudden urge to buy is often accompanied by emotions characterized as exciting, thrilling, or wild (4) ignorance of the consequences, the urge to buy can become so hard to resist that negative consequences are ignored.

CONCLUSION

The results of research indicating that the halal label has an influence on impulsive buying of 52% and has an effect on a value of 2,8. Consumer behavior buying a product spontaneously is strongly influenced by a halal label, so halal label incarnation becomes one of the decisions of someone in impulsive buying. SWOT analysis results obtained some strategies that must be done by the food and beverage industry, among others; to manage halal product certification to Halal Product Assurance Organizing Agency hereinafter abbreviated (BPJPH), to supervise halal product from raw material to finished product, to provide training to the workers about the importance of halal guarantee for the product, to compare the product by giving the halal label on product packaging.

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