

## **FACTORS INFLUENCING THE DECISION TO PURCHASE HALAL-LABELED FOOD PRODUCTS AMONG THE PEOPLE OF SENYERANG SUB-DISTRICT**

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### **Abstract**

Indonesia with the majority of Moslem population becomes the very potential market for the producers of goods and service. Though the customers have the different levels of obedience towards law dependent upon the level of their religiosity, they have a positive attitude towards the products using the halal approach in their marketing. Along with the increase of the number of Moslems in Indonesia, study in the context of acknowledgement towards the Halal products needs to be examined further. The halal products must be acknowledged as the symbol of cleanness, safety, and high quality for the Moslem customers. The results showed, there are 4 factors that can be analyzed in the decision to purchase food products labeled halal among the Senyerang community, namely 1) religious factors, 2) psychological factors, 3) social factors . 4) factors of culture.

**Keywords:** Preference, Community, Decision to Buy, Halal Food Products.

### **INTRODUCTION**

The population of Muslims around the world is increasing. Muslims account for a quarter of the world's population and are expected to increase by 30% by 2025 (Ang, Robert. 2010). This condition encourages many countries to begin to develop a new paradigm that pays attention to halal products, halal treats, and sharia systems. This makes halal-certified products have a great market opportunity. The number of followers of Islam also continues to grow along with the increasing population and technological advances that also contribute

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to distributing news and information about Muslims to people who still embrace other religions.

As the number of Muslim populations in Indonesia increases, studies in the context of recognition of halal food need to be examined further. Halal products should be recognized as a symbol of hygiene, safety, and high quality for Muslim consumers (Merican, Z. 1995). The halal food trade market is growing as one of the markets with tremendous potential in the world thus making the success of trading halal products globally. There are several things that need to be considered by Muslim consumers in the halalness of a product, namely traceability of raw materials, additives, production processes and the condition of the tools used. Animals that die not because they are slaughtered or hunted are raw materials that are not halal. The danger posed to the body is very real, because in the carcass there is blood that settles so it is very dangerous for health (Antonika, A., & Nurainy, F. 2015).

The existence of halal labels will make it easier for consumers to identify food products so that even without in-depth knowledge of food additives that allow using haram ingredients, consumers will feel safe when consuming foods that have been labeled halal (Girindra, 1998). Students are one of the consumer groups that are quite numerous, especially in various big cities such as Jambi. Students can be considered to have a greater level of knowledge in terms of consumption, purchasing and in terms of their food processing beliefs. Students tend to buy food by looking at product brands without paying attention to halal. Instant, delicious and cheap are attributes that become criteria for food purchased by students, especially those who are far from family or are traveling. Therefore, it is necessary to analyze student behavior in the decision process of purchasing halal food products which is very necessary considering the changes in diet and lifestyle changes. Another thing that is expected is to get information on the extent of knowledge and level of awareness of the people of Senyerang sub-district in choosing halal food.

## **RESEARCH METHODS**

This research is called qualitative research, because the way data collection is carried out in the field directly, processing, analyzing and making conclusions (Arikunto Suharsimi. 2002). The approach used is phenomenological. The phenomenological approach aims to determine the meaning of the experiences experienced by people in Senyerang sub-district in the decision to buy products makan berlabel halal. Researchers took 4 villages out of 9 villages in the sub-district. The subject is people who purchase halal products.

Data collection techniques are: observation, interviews and documentation. Data analysis techniques follow the interactive model of Miles, Huberman & Saldana, namely data condensation, data presentation (data display), conclusion drawing or verification (conclusion drawing / verication) (Miles, M.B, Huberman, A.M, & Saldana, J. 2014).

## RESULTS AND DISCUSSION

Analysis of factors underlying the decision of the people of Senyerang sub-district in buying products labeled halal, namely:

### 1. Religious Factors

In Islam, paying attention to good food is indeed an obligation to its people. Thayyib food is a healthy, proportional and safe (halal) food to be able to judge something that is thayyib (nutritious) or not must first be known its composition. Thayyib foodstuffs for Muslims must first meet halal regulations, because foodstuffs that according to science are classified as good, do not necessarily include halal food. The discovery of information in the field shows a comparison of people's decisions in buying products labeled halal in religious factors. Researchers summarize the findings below:

- a. People decide to buy products labeled halal because of the obligation to consume halal food in Islam.
- b. Some people pay attention to halal labels, including on ingredients in the product.
- c. Some people pay attention to the halal label, as a guarantee for the products consumed are safe from elements that are not halal and produced with halal and ethical methods.

### 2. Psychological factors

In deciding to choose, buy, use, and reject products including considerations in making decisions to buy products labeled halal. Psychological factors are one of the factors that underlie the current community in buying.

Based on data in the field, it displays the psychological factors of people who decide to buy products labeled halal. Below will be summarized the findings of data from informants above into 3 categories.

- a. The people of Senyerang sub-district feel afraid if they do not pay attention to halal labels when shopping.
- b. People are afraid and worried about sin.
- c. Some citizens who buy halal products are the insistence of the family, they are responsible for the goods purchased not halal will make people who consume them sin.

### 3. Social factors

Social factors are also one of the factors that become a factor in the community in buying food products labeled halal. Social factors can be seen from relationships with friends, family and parents in influencing purchasing decisions. The bigger the relationship with friends, family and parents, the greater the preference for purchasing halal food products (Setiadi, N.J. 2003).

There are several social factors that make people decide to buy products labeled halal, namely:

- a. Some people do not pay attention to the halal label on a package. But they believe in certain supermarkets because they are told by others ( third parties).
- b. Some people in Senyerang sub-district buy products labeled halal because they are told by their families, and they pay attention to halal labels.
- c. Some people buy products labeled halal because of their own will and family needs in sorting out halal products that are clearly healthy and good for the body
- d. Some people buy products labeled halal because they are good for consumption And also from the area many people buy products even though they are not labeled halal but can be said to be halal because the product is a home product.

Based on findings in the field, religious factors dominate the decision of the people of Senyerang sub-district in sorting products labeled halal. The Senyerang community sorts halal products because of the religious factors they follow. However, some of the criteria for differences in people sorting halal products come from religious factors, namely redundant aspects, thayyib food, and not excessive.

Based on findings in the field, as well as researchers' analysis, the factors of people buying halal products are in accordance with the theory of Kotler and Armstrong that people's purchasing behavior is influenced by cultural factors, social factors, and psychological factors. In general, the theory put forward by Kotler and Armstrong is carried out by the Senyerang community in considering the factors to buy food products labeled halal.

First, people pay attention to halal labels on products because religion requires consuming halal food and drinks. But they do not pay attention to the composition contained in the product, because they are sure that the product is halal.

Second, people pay attention to the halal logo on the packaging, but still pay attention to the ingredients it contains in detail. They are not sure in the logo alone, but also in the material. Their reason was because they were worried that there was material contained in it derived from pig enzymes.

Third, people do not question the halal logo on the packaging and also do not see the ingredients of a product because they believe in the seller.

Those are some points of religious factors that underlie the Senyerang community buying products with halal logos with different perception criteria. The findings of this research prove that although Islam has required its adherents to pay attention to the halalness of a product, there are Senyerang people who do not pay much attention to the

halal logo, and do not know the ingredients it contains. This explains to researchers that even though a product already has a halal logo, the government, or religious leaders should encourage the public to still pay attention to the halal logo and its composition.

The findings of this study also confirm that in addition to religious factors that dominate the community choosing products labeled halal, it is also caused by other factors such as social, cultural, psychological. In the theory of Kotler and Armstrong, religious factors are classified in cultural factors, this according to him is because religion is a sub-culture, which is a set of spiritual beliefs in which provides beliefs and perceptions, attitudes and behaviors of a person, including in making decisions to consume halal products.

## **CONCLUSION**

The following conclusion is the answer to the formulation of the question of this research problem, namely the conclusion of the Analyst Factors that influence the Purchase Decision of Food Products Labeled Halal Among the People of Senyerang District.

First, the religious factor, this factor is the most important factor in people's decisions in buying food products labeled halal, but there are several religious factors that underlie the community choosing halal products, namely in addition to halal the food is also *thayyib*, not wasteful, and brings benefits.

Second, psychological factors, this factor arises from a stimulus in one's soul for the desire to buy food products labeled halal. The people of Senyerang are worried about the non-halality of a product even though it has a halal logo. Therefore, some residents pay attention to the details of the ingredients contained in the product. Psychologically, consumers buy at the whim of themselves and their families, and choose carefully the products they buy.

Third, social factors, this is driven by reference groups, families, and also the role of scholars. This factor is certainly caused by the environment, both at home and in the neighborhood and fanatics to religion through knowledge of religious teachings conveyed by scholars.

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