Halal Label and Purchasing Decisions in Fast Food Restaurants in Pekanbaru, Riau

Label Halal Dan Keputusan Pembelian Pada Restoran Cepat Saji di Kota Pekanbaru, Riau

Identiti[1], Rimet[2], Nanda Suryadi[3], Virna Museliza [4]

Universitas Islam Negeri Sultan Syarif Kasim Riau[1,2,3,4]

identiti@uin-suska.ac.id[1]

ABSTRACT

This research explores the impact of halal certification on consumer purchasing decisions in Pekanbaru City's fast-food restaurants, emphasizing the significance of halal principles in a predominantly Muslim population. Using an explanatory research design with 30 participants, the study employs primary and secondary data sources, ensuring validity and reliability through robust measurement methods. Analyzing the results through simple linear regression, the research finds a substantial influence of halal certification on purchasing decisions, supported by a calculated t-value of 5.437. This indicates that clear halal certification significantly influences consumer choices, aligning with existing research on the importance of halal certification in the fast-food industry. Implications extend to fast-food operators in Pekanbaru, emphasizing the strategic value of obtaining and displaying halal certification. Clear certification enhances consumer trust and loyalty, providing a competitive edge in a market where halal considerations increasingly shape purchasing decisions. While the study acknowledges its focus on ready-to-eat food and considers potential external factors, future research could explore broader product categories and additional variables for a more comprehensive understanding of consumer behavior in relation to halal certification.

Keywords: Halal Certificate, Consumer Purchasing Decisions, Fast Food Restaurants

ABSTRAK

Penelitian ini mengeksplorasi dampak sertifikasi halal terhadap keputusan pembelian konsumen di restoran cepat saji di Kota Pekanbaru, menekankan pentingnya prinsip halal dalam populasi yang sebagian besar beragama Islam. Dengan menggunakan desain penelitian penjelasan dengan 30 partisipan, penelitian ini menggunakan sumber data primer dan sekunder, memastikan validitas dan reliabilitas melalui metode pengukuran yang kuat. Menganalisis hasil melalui regresi linear sederhana, penelitian ini menemukan pengaruh substansial sertifikasi halal terhadap keputusan pembelian, didukung oleh nilai t yang dihitung sebesar 5,437. Hal ini menunjukkan bahwa sertifikasi halal yang jelas secara signifikan memengaruhi pilihan konsumen, sejalan dengan penelitian yang ada tentang pentingnya sertifikasi halal dalam industri makanan cepat saji. Implikasinya meluas kepada operator makanan cepat saji di Pekanbaru, menekankan nilai strategis mendapatkan dan menampilkan sertifikasi halal. Sertifikasi yang jelas meningkatkan kepercayaan dan loyalitas konsumen, memberikan keunggulan kompetitif di pasar di mana pertimbangan halal semakin membentuk keputusan pembelian. Meskipun penelitian ini mengakui fokusnya pada makanan siap saji dan mempertimbangkan faktor eksternal potensial, penelitian mendatang dapat menjelajahi kategori produk yang lebih luas dan variabel tambahan untuk pemahaman yang lebih komprehensif tentang perilaku konsumen terkait sertifikasi halal.

Kata Kunci: Sertifikat Halal, Keputusan Pembelian Konsumen, Restoran Cepat Saji.

1. Introduction

Indonesia, home to a predominantly Muslim population, places a significant emphasis on the regulations governing halal food and beverage products. The adherence to halal principles not only

aligns with Islamic teachings but also serves as a crucial factor in consumer decision-making, particularly for the Muslim populace (Genoneva & Utami, 2020). The pursuit of halal consumption is a manifestation of both religious devotion and the desire for ethical and quality-driven choices (Anggadwita et al., 2019).

Consumer discretion in the realm of halal products extends beyond a mere religious obligation (Mahendri et al., 2020). It encompasses a multifaceted evaluation, wherein individuals navigate through considerations of quality, authenticity, and adherence to Islamic dietary laws. In the contemporary context, the significance of halal certification is underscored by its role in providing assurance, instilling peace of mind, and serving as a tangible testament to the product's adherence to halal standards (Millatina et al., 2020; Afendi 2020).

Fast-food establishments, ubiquitous in urban landscapes, stand as key players in the culinary arena. For Muslim consumers, these restaurants represent not only a convenient dining option but also a platform where their ethical and religious values intersect. The halal certificate displayed prominently within these establishments serves as a visual guarantee of compliance with Islamic dietary laws, assuaging concerns related to inadvertent non-halal consumption and simultaneously vouching for the quality of the culinary offerings (Febrilyantri 2022; Oktaniar et al., 2020).

While the presence of halal certificates in fast-food restaurants is recognized as a critical element, the nuanced factors influencing consumer preferences and purchasing decisions within this context warrant a more profound exploration. Existing literature, exemplified by Nugraha et al (2020) and Saputri & Guritno (2021) insights into consumer decisions, acknowledges the intricate web of factors such as financial considerations, technological influences, cultural nuances, and product-related attributes. However, a dedicated exploration of how the presence of halal certification uniquely shapes consumer choices within the fast-food industry, especially in a diverse market like Pekanbaru City, remains an underexplored research terrain.

This research endeavors to bridge the existing gap by delving into the intricate interplay between halal certification, product quality, and consumer satisfaction in the fast-food industry (Djunaidi et al., 2021; Ahidin et al., 2019; Irani 2019). The distinctive cultural and market dynamics of Pekanbaru City, situated in the eastern part of Sumatra, offer a unique backdrop for this exploration. Understanding how Muslim consumers in this locale prioritize and perceive halal certification amidst other factors like taste, appearance, cleanliness, and a sense of cultural pride is integral to comprehending the complex fabric of consumer behavior (Ulfia et al., 2022).

The urgency of this research is underscored by the evolving landscape of consumer preferences and the dynamic nature of the fast-food industry. Establishments such as Solaria, KFC, Pizza Hut, and others are not merely providers of culinary delights; they are pivotal contributors to the socio-cultural tapestry of Pekanbaru City. Navigating the complex market dynamics necessitates an in-depth understanding of how halal certification functions as a decisive factor in consumer decision-making.

The novelty of this study lies in its focus on a specific geographic and cultural context, contributing fresh perspectives to the broader discourse on consumer behavior and the halal food industry. The outcomes of this research are anticipated to provide valuable insights for both the fast-food establishments seeking to cater to diverse tastes and the consumers navigating through the intricate landscape of ethical, cultural, and culinary considerations.

The primary objective of this research is to investigate the influence of halal certificates on consumer purchasing decisions in fast-food restaurants in Pekanbaru City. By unraveling the perceptions, preferences, and priorities of consumers within this specific context, the study aspires

to offer nuanced insights into the intricate dynamics that shape consumer behavior in the fast-food industry.

In conclusion, the pursuit of halal consumption is a multifaceted journey for consumers, encompassing ethical, religious, and quality-driven considerations. The research endeavors to cast a spotlight on the unique intersection of these factors within the vibrant context of Pekanbaru City, contributing to an enriched understanding of consumer behavior in the fast-food industry. The anticipated outcomes are poised to not only fill existing research lacunae but also provide valuable contributions to the broader discourse on the intersection of culture, ethics, and culinary choices.

2. Methods

The research adopts an explanatory design to elucidate the relationships between variables. The population includes consumers of fast-food products in Pekanbaru City, with an accidental sample of 30 participants. Data collection involves both primary and secondary sources, utilizing research questionnaires and existing documents. The study focuses on two variables: Halal Certificate (X) and Purchase Decision (Y), observed among the 30 participants. Validity and reliability are ensured through robust measurement methods, and data analysis includes simple linear regression, Coefficient of Determination (R^2), and partial t-tests for variable significance. This comprehensive methodology ensures a systematic and rigorous exploration of the impact of halal certificates on consumer purchasing decisions in fast-food restaurants in Pekanbaru City.

3. Results and Discussion

Respondent Demographics

In this study, 120 questionnaires were distributed to the Pekanbaru City community, and the data obtained was processed for analysis. The respondents' identities were explored based on gender, age, and education. The gender distribution revealed no return questionnaires, while the age distribution indicated 7 respondents (5.83%) in the 20-25 age group, 29 respondents (24.16%) in the 25-30 age group, and 84 respondents (70%) in the 30-35 age group. Regarding education, the data showed 7 respondents (5.83%) with junior high school education, 29 respondents (24.16%) with SMA/SMK education, and 84 respondents (70%) with S1 education. The detailed breakdown provides insights into the demographics of the respondents, contributing to a comprehensive understanding of the study's sample characteristics.

Validity Test

According to Sugiono (2014), the validation test is the accuracy between the data collected and the data that actually occurs on the research object. The validation test is carried out to determine whether the measuring instrument used is appropriate to its function by showing the accuracy and precision of the measuring instrument used to further describe the results. study.

The validation test is used to determine the similarity of the collected data with the data that actually occurs on the research object so that valid data is obtained. Validation tests are used to measure the collected data so that the results are valid. For a valid instrument, this means that the measuring instrument used to obtain the data must be valid. To see the validation tests in this research, see the following table:

Table 1. Data Validity Test

Variables	Indicator	Correlation Coefficients	Significant Value	Conclusion
Halal Certificate (X)	X1.1	0,721	0,000	Valid
	X1.2	0,775	0,000	Valid
	X1.3	0,538	0,000	Valid
	X1.4	0,776	0,000	Valid
	X1.5	0,822	0,000	Valid
Buying Decision (Y)	Y.1	0,673	0,000	Valid
	Y.2	0,454	0,000	Valid
	Y.3	0,565	0,000	Valid
	Y.4	0,561	0,000	Valid
	Y.5	0,561	0,000	Valid

Source: SPSS Output Data 19.2023

Based on the table above, there are research instruments that have a significance value smaller than 5% and r count > r table so it can be said that the instrument is valid.

Reliability Test

Reliability testing determines the consistency of the meter, whether the meter used is reliable and remains consistent when measurements are repeated. According to Sugiono, (2014), an instrument is said to be reliable if there is similarity in data at different points in time.

Reliability testing is a test used by researchers to find out whether the questionnaires collected by researchers are reliable or not. A questionnaire is considered reliable if it is measured again, giving the same results, consistency of reliable test results. The results of the reliability test on this explorer can be seen as follows:

Table 2. Data Reliability Test

No.	Variables	Item's Amounts	*Cronbach'sAlpha*	Information
1	Halal Certificate (X1)	5	0,880	Reliable
2	Buying Decision (Y)	5	0,750	Reliable

Source: Processed Primary Data, 2023

Based on this table, the Cronbach's Alpha value for Halal Certification (X1), Purchase Decision (Y) is 0.750. The results of these calculations can be concluded successively that the variable influence of Halal Certification on Purchasing Decisions in the city of Pekanbaru is Reliable.

Linear Regression Analysis

In this research, a simple linear regression analysis was carried out to test the research hypothesis that had been previously formulated, namely to find out whether there was an influence between the Halal Certification variables on purchasing decisions. The simple linear regression values in this research can be seen in the table below:

Table 20. Linear Regression Analysis

Coefficients (a)

		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std.	Bet	B	Std.
1	(Constant)	25,84	4,86		5,520	,000
	Sertification	,578	,106		5,437	,000

From the table above it is known that simple linear regression analysis, so the regression in this study is as follows:

Y=a+b1X1+e

Y=25.845+0.578+e

From this explanation, it can be implemented as follows:

a) The constant value of the variable is 25.845, meaning that if the Halal Certification variable's unit value is (0), then the Purchase Decision will remain at 25.845

b) Regression coefficient of the Halal Certification variable. If the unit value of halal certification has a coefficient (b1) = 0.578. This means that every halal certification included in purchasing decisions will increase by 57.4%.

Coefficient of determination (R2)

The aim is to measure the extent of the model's ability to explain variations in the dependent variable in the first hypothesis. Test the coefficient of determination of its value (adjusted R2) to determine the extent to which the independent variable is Halal Certification. The value (adjuster R2) has an interval between 0 and 1. To see the coefficient of determination in this research, you can see it in the following table:

Table 21. Coefficient of Determination (R2)

Model Summary

			Adjusted	Std. Error
1	,689(a)	,51,2	,472	4,63810

Based on the table above, the coefficient of determination is (R2) in this study and it can be seen that the correlation between the independent variable and the dependent variable is R=689. This shows that Halal Certification has a strong influence on Purchasing Decisions, namely 0.689 or 6.89%.

The relationship that develops is positive and corresponds to a high level of rapport. From the data analysis above, it is known that the R Square is 0.488. This means that 48.8% of the Halal Certification variable can be influenced by purchasing decisions. Meanwhile, the remainder (100% = 51.2% = 48.8%) is influenced by other factors not included in this research.

Partial T-Test

The partial t-test is a test used to test the influence of the independent variable on the partially dependent variable using the t-statistical test (t-test). This statistical test is carried out by looking at the significance level (p-value). If the significance level has a calculated value below (greater than) 0.05, then the hypothesis is rejected.

The (-) or (+) sign of beta and t indicates the direction of influence of the variable. If (-) then this variable has a negative effect, meaning it reduces satisfaction, and if (+) has a positive effect, it means it increases the Halal Certification variable. The results of the hypothesis testing results in this research can be seen in the table below:

Table 22. T-Test Partial Coefficients(a)

		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	26,83	4,86		5,520	,000
	Sertification	,574	,106		5,437	,000

Based on the table above, it is evident that the partial t-test resulted in a calculated t-value of 5.437 for the Halal Certification variable (where 5.437 > 1.695). Consequently, it can be inferred that the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted. This inference indicates that Halal Certification significantly influences Purchasing Decisions in Pekanbaru City.

Discussion

The primary objective of this study was to assess and analyze the impact of Halal Certification on consumer purchasing decisions in fast-food restaurants located in Pekanbaru. The results, as determined through the partial t-test, revealed a calculated t-value of 5.437, surpassing the critical t-table value of 1.695 with a significance level of 0.000 (5.437 > 1.695). Consequently, the null hypothesis (Ho) was rejected, and the alternative hypothesis (Ha) was accepted. This outcome signifies a significant influence of Halal Certification on consumer purchasing decisions at fast-food establishments in Pekanbaru. In essence, when Halal Certification is clear and present, it positively impacts consumer decisions, leading to more definitive choices in food purchases.

This research aligns with Hidayani & Sunaryo (2021) research findings on the influence of Halal label has positive influence on Purchasing Decisions. Aisya et al. (2021) indicated that Halal Certification exert a positive influence on purchasing decisions. Halal Certification, in particular, emerged as a crucial factor for consumers when deciding to purchase a product. In today's consumer landscape, heightened awareness of halal products has become increasingly prevalent, with consumers considering the certification as a fundamental criterion for product evaluation (Mukharromah et al., 2020; Hidayat 2023).

The rising trend in the demand for halal products underscores the importance consumers place on ensuring the halal status of the products they choose to consume. Halal certification not only provides consumers with a sense of reassurance and confidence in the products' compliance with Islamic dietary laws but also enhances the marketability of such products (Haryanto et al., 2020; Adnani et al., 2021). The findings of this research contribute to the growing body of knowledge on the significance of Halal Certification in influencing consumer behavior and decision-making processes within the context of the fast-food industry.

Implications of this research extend to fast-food restaurant operators in Pekanbaru, emphasizing the value of obtaining and prominently displaying Halal Certification. Clear and visible certification can serve as a strategic marketing tool, fostering consumer trust and loyalty. As consumers continue to prioritize halal considerations in their purchasing decisions, restaurants that actively communicate and emphasize their commitment to halal standards may gain a competitive edge in the market. Furthermore, this study reinforces the broader implications for businesses seeking to navigate and succeed in markets where consumer awareness of halal practices is on the rise.

4. Conclusions

Based on the research findings and the subsequent discussion, this study concludes that the Halal Certification variable exhibits a positive and significant influence on purchasing decisions for ready-to-eat food in the city of Pekanbaru, as supported by the appropriate significance value. The observed correlation indicates a robust relationship between Halal Certification and Purchasing Decisions in Pekanbaru City.

However, it is essential to acknowledge certain limitations in this study. First, the research primarily focuses on the context of ready-to-eat food, and the findings may not be fully generalizable to other product categories. Second, external factors not considered in this research could potentially impact the relationship between Halal Certification and Purchasing Decisions. Future research endeavors may explore these limitations, further diversify the product categories under investigation, and incorporate additional variables to provide a more comprehensive understanding of consumer behavior in relation to Halal Certification.

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