The Benefits of Halal Labels to Encourage Purchasing Desire in The Culinary Business

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ABSTRACT

This study aims to find out how influential the Halal Label is on Sadasa Catering's customers' purchase decisions. This study uses a survey method with a sample of 85 regular customers of Sadasa Catering, the data is analyzed using the Statistical Package for the Social Sciences (SPSS) version 26 with a simple linear regression analysis technique. The results of the study showed a significant value of 0.000 which is smaller than 0.05 which means that the Halal Label has an effect on the purchase decision. This shows that the availability of halal labels plays a significant role in influencing Sadasa Catering's customers' purchasing decisions. Although the impact is negative, it shows that in addition to the halal label factor, customers also consider other factors that are not included in this study. In addition, companies must consider other elements that influence customer choice. This research can be used as a reference by companies to increase product sales.

INTRODUCTION

The growing demand for halal products at domestic and global levels makes the study of halal products increasingly important. Indonesia is a country that has the largest number of Muslim citizens around the world, this indicates that Indonesian citizens certainly consider halal labels in every decision to buy products, the halal lifestyle of a Muslim that is growing can encourage an increase in demand for halal products, both goods and services (Maura & Hidayatullah, 2023).

Kotler and Armstrong mentioned that a label is a brand element that can be a name, symbol, mark, design, or a combination of all that serve to describe a product or service of a person or group of people who sell it, as well as to distinguish it from other products sold (Adianti & Ayuningrum, 2023). It is appropriate for a country to facilitate its people according to their needs by providing legal protection and predictability of Halal labels to consumers, this hopes to increase national income by making products more competitive in the market (Paramita et al., 2022).

In Arabic, halal (حلال) which means "allowed" and refers to everything, both in the form of objects and activities, is permissible in the teachings of Islam. In daily life, it is certain that a Muslim lives according to the rules of his religion which are required to wear or consume halal goods, which are labeled halal with national standards. (S. D. Putri et al., 2022). To protect customers, the government should ensure that products circulating to the public have a halal guarantee. The government's commitment to protecting the rights of consumers, especially Muslims, has been demonstrated through the ratification of the The enactment of Law No. 33 of 2014 which discusses Halal Product Assurance (UUJPH) has started in April. (S. D. Putri et al., 2022). Purchase decision. According to (Astutik et al., 2022) It is an action in choosing or making decisions according to what is needed and wanted, usually according to one's own needs, not the needs of others.

Consumer purchases are generally intended for his personal use, not for him to resell. Therefore, understanding consumers in making purchasing decisions is very important for us (Anim & Indiani, 2020). Various variations of factors that can affect consumers' decisions in choosing products, including social, personal, and cultural factors as well as psychological

factors that affect motivation, perception, learning, beliefs and attitudes. In addition, the food aspect and halal status are very important to foster consumer trust in food products (S. A. Putri et al., 2024)

As a catering service provider that serves various event needs, Sadasa Catering faces various consumer preferences and demands, one of which is the guidance for the existence of halal labels that meet national standards and are contained in the law. In the midst of increasingly fierce competition in the culinary industry, the existence of halal labels can be an added value in shaping a positive perception of the products offered.

THEORETICAL AND EMPIRICAL FRAMEWORK
Label Halal

The "halal" provision is a warning or information provided to consumers that a product has met safety standards and contains healthy nutrients, so it is safe to consume. On the other hand, food products that do not have a halal label or still cannot obtain certification from LPPOM MUI, so their halal status is still somewhat unclear. This can cause doubts among Muslim consumers in making the decision to buy the product. (Yunitasari & Anwar, 2019). The absence of halal labels on product, especially on food products, certainly makes Muslim consumers cautious in deciding to consume these products.

Halal labeling is the process of including halal information and markers on product packaging as a form of information that explains that the product meets halal criteria.(S. A. Putri et al., 2024). Government Number 69 of 1999, information about a food product that can be in the form of pictures, writings, combinations, or other formats listed on the product packaging is what is meant by the label "halal" (Nurmaya Adianti & Ayuningrum, 2023). According to Islamic teachings, halal products are products that do not contain alcohol or other prohibited ingredients such as pork and its derivatives (Maulana et al., 2021). Halal is not only seen from the raw materials used but also where the material comes from and how to get it. Fatmasari Sukesti explained in her research that halal labels have a significant effect on the purchasing decisions of Indonesian citizens.(Fatmasari Sukesti & Mamdukh Budiman, 2014)

Purchase Decision

The sense of security and comfort that arises in consuming or choosing a product will cause people to make purchasing decisions (S. D. Putri et al., 2022). Kotler & Keller (2008). Explain that the purchase decision is the stage of evaluation or consumer screening in making decisions that form preferences for brands in the selection pool (Elidasari & Prasetyo, 2023). Consumer purchasing behavior reflects the process by which consumers choose, buy, and use products to meet their needs. For catering business actors, understanding this behavior pattern is very important so that the strategy designed is in line with consumer expectations. In the context of halal products, understanding consumer behavior is becoming increasingly crucial because Muslim consumers tend to consider the halal aspect as part of their needs and values. Therefore, catering businesses need to adjust their services and products to sharia principles to increase customer trust and loyalty.(Rizkitania et al., 2022)

Many factors influence the decision to buy both internal factors (motivation, attitudes and perceptions) and external factors (economy, social media, and marketing) (Anim & Indiani, 2020). Kotler, Keller (2016). Stating that the purchase decision is the consumer's process of evaluating various options, which then leads to the intention to buy a product that they really like. Meanwhile, purchasing decisions are related to consumers' decisions in determining which brands they will choose and buy (Tanady & Fuad, 2020). Swastha, Handoko (2014:106) explained that halal labels will affect the decision-making process in their purchase. This process is a type of problem solving of five stages, namely: analyzing or producing information about needs or wants, gathering information and analyzing sources, choosing alternatives for buying, and finally deciding to buy (Dahmiri et al., 2020)

RESEARCH METHODS

To accurately characterize the symptoms that arise in the field in a quantitative manner is used in this research. The free variable or (X) is the halal label while the bound variable or (Y) is the purchase decision. This study aims to find out how the halal label influences consumer choices on what to buy, especially in the context of Sadasa Catering's business research focus (Patoni et al., 2024).

According to Sugiyono (2018:62), Sample is part of the quantity and attributes that exist in a certain population. In other words, a sample is a representation of the population that will be used in estimating the overall characteristics of the population. As a result, samples need to be selected so that the research findings can be applied to a wider population. (Gunawan, 2021). The error rate used in sampling is 5% and the population in this study is 108 regular customers Sadasa Catering Formula used in determining the sample used, using the Slovin formula is 86 sample, The sampling method in this study uses probability sampling with a simple random sampling technique.

RESULTS AND DISCUSSION
RESULT
Data Analysis Testing

According to Ghozali, the validity test is to verify that the statements in the questionnaire that are made and disseminated are accurate(Ghozali, 2021). This means that an instrument is said to be valid that the instrument is able to describe a phenomenon accurately according to the ideas and variables being studied. Validity guarantees that the information collected accurately describes the nature or reality or and is not the result of inaccurate interpretation or measurement errors (Ismawati & Prasetyo, 2024).

Table 1. Validity Test Results

Variabel	Item	r count	R table
Label Halal(X)	X1	0.614	0.2108
	X2	0.726	0.2108
	X3	0.794	0.2108
	X4	0.701	0.2108
	X5	0.549	0.2108
	X6	0.712	0.2108
	X7	0.593	0.2108
	X8	0.591	0.2108
Purchase Decision (Y)	Y1	0.737	0.2108

Y2	0.750	0.2108
Y3	0.817	0.2108
Y4	0.726	0.2108
Y5	0.778	0.2108
Y6	0.757	0.2108
Y7	0.820	0.2108
Y8	0.729	0.2108

Source: SPSS Results, 2025

The r-value of each estimate is higher than the r-value of the table, so from the table above it can be concluded that all variables in this study are declared valid. This shows that each item research instrument measures the target variable precisely and reliably, making it appropriate for use in data collection procedures.

Reliability Test

Ghozali (2018) defines reliability as a technique to assess how well a questionnaire that uses multiple statements as indicators of a variable or construct can produce consistent findings. Alpha Cronbach was used to perform reliability tests in this study. If the value obtained on Cronbach's Alpha is greater than 0.60, this indicates that the instrument has a good enough measure of internal consistency to be used in the study, resulting in a variable in the reliability of the(Liyamilati Hanifah & Heri Prasetyo, 2024)

Table 2. Reliability Test Results

Variabel	Nilai Cronbach's Alpha	Information
Label Halal	0,829	Reliabel
Purchase Decision	0,897	Reliabel

Source: SPSS Results, 2025

According to the table above, it can be understood that each variable in this study is Reliable because it is greater than Cronbach's Alpha value (0.06).

CLASSIC ASSUMPTION TEST

Normality Test

Objective The statistical significance (probability) of the test results shows that if the number is less than 5% (0.05), it can be concluded that the residual is normally distributed, but if the significance level is more than 5% (0.05), it can be concluded that it is not normally distributed.. (Noormansyah, 2024).

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		85
Normal Parameters[a,b]	Mean	,0000000
	Hours of deviation	4,38356756
Most Extreme Differences	Absolute	,080
	Positive	,063
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,200[c,d]

Source: SPSS Results, 2025

In accordance with table 3, the value of Asymp.sig (2-teild) is 0.200 > 0.05, so it can be concluded that the residual is normally distributed.

Heteroscedasticity Test

Ghozali (2017:85) explained that this heteroscedasticity test was carried out to test that the regression model has a variant of inequality from one observation residue to another. The heteroscedasticity test appears if the regression model has the same values. (Aditiya et al., 2023).

Table 4. Heteroscedasticity Test Results

Coefficientsa

Model		T	Itself.
1	(Constant)	12,712	,000
	Label halal	-4,597	,000

a. Dependent Variable: purchase decision

Source: SPSS Results, 2025

From the table, it can be said that this study is influenced by heteroscedasticity because the significance level is less than 0.05.

Multicolonarity Test

This multicollinearity test is used to determine whether or not there is a very high correlation between independent variables in a study, it can be concluded that multicollinearity does not occur if Variable inflation barrels (VIF) less than 10 or tolerance less than 0.1(Noormansyah, 2024).

Table 5. Multicollinearity Test Results

Variabel	Tolerate	BRIGHT
Label Halal	0,237	1,000

Source: SPSS Results, 2025

Based on table 5, it can be concluded that VIF > 1,000, then there is no Multicollinearity.

Simple Linear Regression Analysis

This simple linear regression analysis is used to find out whether there is a positive or negative relationship between the variable (X) and the variable (Y) (Chairunnisa et al., 2021). The analysis method used to test hypothesis 1 is line analysis. This analysis is used to

determine the relationship between the independent variable (X) and the dependent variable (Y).(Prena & Muliyawan, 2020).

Table 6. Results of Simple Linear Regression Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant	69,933	5,501	
Label Halal	-,535	,116	-,450

Source: SPSS Results, 2025

This table can explain in the regression equation obtained as follows:

Y= 69.933 – 0.0535 X1

Uji Hypothesis

T test

The purpose of the test is to see the extent to which each independent variable affects the dependent variable separately. The determination of test results is carried out by looking at significant numbers (p). (Usunier, J-C., & Lee, 2019)

Table 7. Test Results t

Coefficientsa

Model	T	Itself.
(Constant)	12,712	,000
Label halal	-4,597	,000

Source: SPSS Processed Products, 2025

Halal labels have been proven to have a significant but negative impact on consumer purchasing decisions at Sadasa Catering. This shows that although the existence of halal labels is considered important, consumers are more likely to be influenced by other factors, such as taste, price, and quality of service, in determining their purchasing decisions.

Coefficient Determination Analysis

The determination coefficient (R^2) is used to determine how much influence the independent variable (X) has in explaining or explaining changes in the bound variable (Y). The value of R^2 is in the range between 0 to 1. The smaller the R^2 value, the weaker the ability of variable X to explain the difference or variation that occurs in variable Y. (Etik Setyorini & Hanifah Noviandari, 2022).

Table 8. Determination Coefficient Analysis Test Results (R2)

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,450a	,203	,193	4,40990	1,686

Source: SPSS Processed Products, 2025

Based on the table and the results of the Coefficient of Determination test, it is known that the value *of the Adjusted R Square* in the regression model is 0.203 or 20.3%. This means that the free variable, namely the Halal Label, is only able to explain 20.3% of the variation that occurs in the bound variable, namely the Purchase Decision. Therefore, the influence of Halal Labels on purchase decisions is quite limited. Meanwhile, the remaining 79.7% was obtained from other factors that were not found in this study.

Discussion of Research Results

This study aims to find out some of the significant effects of halal labels on Sadasa Catering customers' purchasing decisions. The findings of the study, obtained through quantitative methodology and simple linear regression analysis methods, explain that halal labels significantly affect consumers' purchasing decisions to buy but negatively. The validity and consistency of each instrument used is determined through validity and reliability tests. The data also meet the criteria of normality, have no signs of heteroscedasticity, and do not have multicollinearity, according to the classical assumption test, which supports the validity of the regression model. The significance value of the t-test of 0.000 (<0.05) verifies that the effect of halal labels on purchasing decisions is statistically significant. The negative regression coefficient indicates that when making judgments about what to buy, buyers

consider other considerations such as price, taste, service, or accessibility in addition to the label. A small part of the variation in purchasing decisions can be explained by the halal label, according to the determination coefficient (Adjusted R^2) of 20.3% and the remaining 79.7% is influenced by other factors not included in this model.

CONCLUSION

According to research that has been conducted on Sadasa Catering customers, halal labels have a very large impact but do not have a negative impact on the company's sales. that although Muslim customers appreciate the designation of halal, it is not the only determining factor when choosing what to buy. or service, the customer continues to consider additional elements including cost, taste, convenience and service. This conclusion is strengthened by the value of the determination coefficient of 20.3%, which shows that most of the variation in purchase decisions is caused by other factors that are not present in this study, and the halal label is only a small part. Business people such as Sadasa Catering must therefore focus and develop other elements that are able to boost customer attraction and trust more comprehensively. focus on and develop other elements that can increase customer attraction and trust more comprehensively.

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