Effect of Halal Label, Halal Awareness and Product Composition Information on Consumer Buying Interest in Local food Products
(A Case in the District of Rangkasbitung)

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Abstract. This study aims to analyze the effect of halal label, halal awareness and product composition information on consumer buying interest in local food products partially and simultaneously. This research is descriptive quantitative with accidental sampling. Total samples are 100 consumers of IKM local food products in Rangkasbitung District. The methods used in this research are validity test, reliability test, multiple linear regression analysis, classical assumption test (normality, multicollinearity, and heteroscedasticity) and hypothesis testing (T test, F test, and coefficient of determination). The results of the study are that the halal label, halal awareness and product composition information partially have a positive and significant effect on consumer buying interest in IKM local food products in Rangkasbitung District and halal label, halal awareness and product composition information simultaneously have a positive and significant effect on consumer buying interest in IKM local food products in Rangkasbitung District.

Keywords: Halal Label · Halal Awareness · Product Composition Information · Buying Interest

1 Introduction

The demand for halal food in Indonesia is increasing in the midst of the COVID-19 pandemic, awareness of the risks of COVID- 19 contributes to increasing public awareness of the importance of consuming halal and hygienic food. In Lebak Regency, halal certified products are supported by the Regency Government which facilitates small and medium industry players (IKM) for local food products to be halal certified. The largest number of IKM local food in Lebak Regency that have been certified halal are in Rangkasbitung District, which is as many as 10 IKM.

Based on the results of a preliminary survey conducted by researchers on IKM local food product in Rangkasbitung District that have been certified halal. Almost all IKM owners stated that the ownership of halal certification was intended to be able to include halal labels on their product packaging in order to increase the confidence of consumers

Table 1. Data on IKM of Local Food Products in Rangkasbitung District which are Halal Certified.

No	IKM	Product	Location
1.	Sate Bandeng Bagas	Milkfish Satay	Kp. Kebon Cau, Jl. Jenderal Sudirman No. Km. 2 – Rangkasbitung
2.	Mekar Hasanah	Mushroom Nuggets	Kp.CiheulangRT02Rw05– Rangkasbitung
3.	Nabila Natural	Teweul Honey	Jl. Pamarayan No.9 – Rangkasbitung
4.	Apji Cipta Rasa	MelinjoLeather Balado	Jl. Multatuli, Kp.Pulosari Rt 01 Rw 12 – Rangkasbitung
5.	Kopi Lebbak	Coffee Powder	Kp.CiheulangRT01Rw01– Rangkasbitung
6.	Aren Kula	Palm Sugar	Jl. Kotabaru No 41 – Rangkasbitung
7.	Kopi Leuit Baduy	Coffee Powder	Kp.Cisalam,Kel.CijoroPasir– Rangkasbitung
8.	Poetri Enam Bintang	Various Crackers	Kp. Lebak Sambel Rt 01 Rw 03 – Rangkasbitung
9.	Faris Snack	Assorted Chips	Kp.KebonCauRt0Rw11– Rangkasbitung
10.	Rafka Snack	Banana Chips	BTN Bukit Narimbang Baru

Sumber: Dinas Perindustrian dan Perdagangan Kabupaten Lebak in 2020.

who were aware of the importance of halal products so that they could attract their buying interest. In addition, IKM owners also include product composition information on their product packaging so that consumers are more confident with the ingredients contained in their local food products which are later expected to increase consumer buying interest. The data on IKM of local food products in Rangkasbitung District which are certified halal are presented in Table 1.

Based on the background of the problem that has been described, it is necessary to conduct research on the Effect of Halal Label, Halal Awareness and Product Composition Information on Consumer Buying Interest in Local Food Products (A Case in the District of Rangkasbitung).

1.1 Formulation of the Problem

Based on the background of the problem described above, the formulation of the problem in this study is as follows:

1. How are the effects of halal labels, halal awareness and product composition information on consumers' buying interest in local food products partially?
2. How are the effects of halal labels, halal awareness and product composition information on consumer buying interest of local food products simultaneously?

1.2 Scope of Problem

The limitations of the problem in this study are:

1. The object studied in this study is the local food product of Lebak Regency which is produced by IKM in Rangkasbitung District which has halal
2. This research is limited to consumers who are Muslim and over 18 years old. This was chosen because in the buying process, they were judged to have been able to determine the process of their actions independently and were not represented by others.

1.3 Purpose

Based on the identification of the problems that have been described, the purpose of this study are:

1. Analyzing the effect of halal labels, halal awareness and product composition information on consumer buying interest in local food products partially.
2. Analyzing the effect of halal label, halal awareness and product composition information on consumer buying interest of local food products simultaneously.

2 Literature Review

2.1 Marketing

Marketing is a combination of various interrelated activities to identify consumer needs through creating, offering and exchanging products and services that have value and developing promotions, distribution, services and prices to meet consumer needs (Oentoro, 2012). Financial success most often depends on marketing skills. The purpose of marketing is to understand and know the customer well so that the product or service produced can fit the customer's needs which will later make sales abundant (Kotler and Keller, 2012).

2.2 Consumer Behavior

Behavior is all actions taken by living things, meaning that when something is needed to get a response called a stimulus, a new behavior will appear, where the existing stimulus will trigger a certain behavior (Manuntung, 2019). Consumer behavior is a decision-making process in choosing, buying, using, and utilizing products or services that they do in order to acquire their needs. Consumer behavior is the things that underlie and make consumers set a purchase decision, such as when consumers are about to buy an item or product and service, they will always consider several things prior to purchasing, including price, shape, packaging, quality, function, the model or use of the item, and so on (Firmansyah, 2018).

2.3   Local Food Products

Local food products are food products that have long been produced, developed and consumed in a community group in a certain location or area (Hariyadi, 2016). Increasing comsumption of various local foods as an effort to diversify food can be pursued through social marketing of local food, the introduction of diverse food based on local food to children from an early and sustainable age, and the development of local food products following the trend of community demand in accordance with technological developments (Dewan Guru Besar IPB, 2016).

2.4   Buying Interest

Consumer buying interest is a consumer behavior where consumers have a desire to choose or buy a product, which is based on experience in choosing, using and consuming or even wanting a product (Kotler and Keller, 2012). Indicators of buying interest include transactional interest, referential interest, preference interest and exploratory interest (Ferdinand, 2006).

2.5   Halal Label

The halal label is the provision of a halal sign or written evidence as a guarantee that the product is halal consumed and halal used by the community according to sharia provisions (Alfian and Marpaung, 2017). The inclusion of the halal label aims to provide consumers with halal protection and comfort for using the product (Yuswohady, 2015).

2.6   Halal Awareness

Halal awareness is the perception of a consumer that encourages them to consume products that are accepted by Islamic law (Shaari and Arifin, 2010). Halal awareness is one of the factors that can influence the decision-making process carried out by Muslims (Widyaningrum, 2019).

2.7   Product Composition Information

Food products are formed from a collection of one or more constituent materals. The collection of one or more constituent materials is referred to as the product composition. Product composition information is one of the elements that must be listed on the label. The mention of the order in the list of product compositions indicated the amount of the ingredient, which is located in the first order which is the component with the largest number (Ningrum, 2015).

3   Hypotheses

The hypothesis in this study is as follows:

1. Hypothesis T Test (Partial)

    H_0 : Halal Label, Halal Awareness and Product Composition Information do not have a positive effect on consumers' buying interest in local food products partially.

    H_1 : Halal Label, Halal Awareness and Product Composition Information have a positive effect on consumers' buying interest in local food products partially.

2. Hypothesis F Test (Simultaneous)

    H_0 : Halal Label, Halal Awareness and Product Composition Information do not have a positive effect on consumer buying interest of local food products simultaneously.

    H_1 : Halal Label, Halal Awareness and Product Composition Information have a positive effect on consumer buying interest of local food products simultaneously.

4   Research Methods

4.1   Type, Location and Time of Research

This type of research uses descriptive quantitative methods. The time of the research was carried out in October 2020 - June 2021. The location of data collection chosen for this research was carried out in Rangkasbitung District. The selection of Rangkasbitung District as the research location was carried out purposively on the grounds that the largest number of IKM local food in Lebak Regency that had been certified halal in 2020 were in Rangkasbitung District.

4.2   Research Instruments

The research instrument used was a questionnaire. The research instrument will be used to obtain primary data. As for secondary data, the research instrument used is in the form of data or documents originating from the Department of Industry and Trade of Lebak Regency, journals, books, and previous research related to this research. In this study, research instruments are needed to obtain primary and secondary data.

4.3   Sampling Technique

The sampling technique in this study uses a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples. Sampling was carried out by accidental sampling, namely the technique of determining the sample by chance at the research site but still fulfilling the requirements as a sample. The respondent criteria needed are:

1. Consumers of Lebak Regency local food products produced by IKM in Rangkasbitung District which have halal certification.

2. Age above 18 years.
3. Have bought local food products at least twice.
4. Muslim.

The population in this study is unknown and large in size. So that the determination of the sample is calculated based on the following formula (Ferdinand, 2006):

n = {5 to 10 x number of indicators used}

= 6 x 16 indicators

= 96 rounded up 100

4.4 Research Instrument Test

1. **Validity Test**

Validity test is used to test whether the questionnaire is valid or not. Validity shows the extent to which the accuracy of a measuring instrument in performing the function of the measuring instrument. If all the instruments tested are appropriate, then the instrument is said to be valid (Ferdinand, 2006).

The next step is statistically, the correlation number obtained by looking at the asterisk in the total score result, or comparing it with the correlation-free number of r-values which indicate that it is valid. In this study, the validity test will be carried out with the help of the SPSS (Statistical Package for Social Science) program. To determine the valid and invalid item numbers, it is necessary to consult the r product moment table. The criteria for evaluating the validity test are:

a. If r count > r table, then the questionnaire is valid
b. If r count < r table, then the questionnaire is not valid

2. **Reliability Test**

Reliability test is an index that shows the extent to which the results of a measuring research can be trusted (Azwar, 2000). The measurement results can be trusted or reliable if in several times the measurement is carried. ut on the same group of subjects, as long as the aspects measured in the subject have not changed.

The method used to test the reliability of the questionnaire in this study is to use the Cronbach Alpha coefficient formula (Azwar, 2000). To find out that the questionnaire is reliable, a questionnaire reliability test will be carried out with the help of the SPSS computer program. The reliability test assessment criteria are:

a. If the result of the Alpha coefficient is greater than the significance level of 60% or 0.6 then the questionnaire is reliable.
b. If the result of the Alpha coefficient is less than the 60% or 0.6 significance level, then the questionnaire is not reliable.

3. **Multiple Linear Regression Analysis**

Data analysis method used in this research is quantitative analysis method.

In this study, the dependent variable is consumer buying interest, while the independent variables are halal label, halal awareness and product composition information. The buying interest relationship model with these variables can be arranged in a function or equation as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Information:

a = Constant number

b_1 = variable regression coefficient where X_1 and Y

b_2 = variable regression coefficient where X_2 and Y

b_3 = variable regression coefficient where X_3 and Y

Y = Dependent variable (Buying Interest) X_1 = Halal Label.

X_2 = Halal Awareness

X_3 = Product Com

position Information e = error element (error).

4. **Normality Test**

The normality test aims to test one of the basic assumptions of multiple regression analysis, namely the dependent and independent variables must be normally distributed or close to normal (Ghozali, 2006). To test whether the data meet the assumption of normality, a normality test process is carried out, where:

a. If the data spreads around the diagonal area and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality.
b. If the data spreads far from around the diagonal area and or does not follow the diagonal line, then the regression model does not meet the assumption of normality.

5. **Multicolinearity Test**

The multicollinearity test was carried out to test the regression model, whether the regression model had a relationship between the independent variables. If there is a correlation between the independent variables, then there is a multicollinearity problem. A good regression model should have no correlation between the independent variables. To detect the presence or absence of multicollinearity in the regression model is as follows:

a. The R^2 value generated by an empirical regression model estimation is very high, but the independent and dependent variables have no effect.
b. If there is a fairly high correlation between the independent variables (generally above 0.90), then this is an indication of multicollinearity.
c. Multicollinearity can also be detected from the tolerance value and its counterpart as well as the variance inflation factor (VIP), the cutoff value that is generally used to indicate the presence of multicollinearity is the tolerance value < 0.10 equal to the VIP value > 10 (Ghozali, 2006).

6. **Heteroscedasticity Test**

Heteroscedasticity test was carried out to test whether in the regression model there was an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is the one with homoscedasticity or the one with no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is to look at the graph plot between the predicted value of the dependent variable (ZPRED) and the residual

(SRESID). Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scarplot graph between SRESID and ZPRED where the Y axis is Y which has been predicted and the X axis is the residual (Y predicted – Y actually) which has been studentized (Ghozali, 2006).

4.5 Hypothesis Test

1. **F Test**

According to Ghozali (2006) the F test was conducted to determine the effect of the independent variables together on the dependent variable.

a. Ha is accepted: F count > F table so it can be said that the independent variables have a joint effect on the dependent variable.
b. Ha is rejected: F count ≤ f table and significant < α, so it can be said that the independent variable has no effect on the dependent variable.
2. **T Test**

According to Ghozali (2006), the t-test was conducted to show how much influence one independent variable had individually in explaining the dependent variable. The t-test is done by comparing t-count with t-table, or looking at the significant column in each t-count.

a. Ha is accepted: if the value of t count > t table.
b. Ha is rejected: if the value of t count t table.
3. **Coefficient of Determination**

The coefficient of determination (R^2) is a concise measure that tells us how well a sample regression line fits its data. The value of the coefficient of determination is between zero and one. A small value of R^2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. Conversely, a value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Gujarati and Porter, 2012). In this study, the value of R^2 was obtained through the SPSS program.

5   Results and Discussion

5.1   Overview of Research Locations

1. **Sate Bandeng Bagas**

IKM Sate bandeng Bagas is located at Kp. Kebon Cau, Jl. Jenderal Sudirman No. Km. 2 – Rangkasbitung, Bagas milkfish satay is priced at Rp. 15,000 per skewer.

2. **Mekar Hasanah**

IKM Mekar Hasanah is located at Kp. Ciheulang RT 02 Rw 05 – Rangkasbitung, The Mekar Hasanah Mushroom Nugget is priced at Rp. 15,000 per pack.

3. **Nabila Natural**

IKM Nabila Natural is located at Jl. Pamarayan No.9 – Rangkasbitung, Teweul Honey Nabila Natural is priced at IDR 100,000 for a bottle of honey weighing 135 ml and IDR 180,000 for a bottle of honey weighing 250 ml.

4. **Apji Cipta Rasa**

IKM Apji Cipta Rasa is located at Jl. Multatuli, Kp.Pulosari Rt 01 Rw 12 – Rangkasbitung, Balado Leather Melinjo Apji Cipta Rasa is priced at Rp. 30,000 per pack.

5. **Kopi Lebbak**

IKM Kopi Lebbak is located at Kp. Ciheulang RT 01 Rw 01 – Rangkasbitung. Lebbak coffee is priced at Rp. 35,000 per pack.

6. **Aren Kula**

IKM Aren Kula is located at Jl. Kotabaru No 41 – Rangkasbitung. Palm sugar is priced at Rp. 20,000 to Rp. 35,000 per pack depending on the weight and type of processing.

7. **Kopi Leuit Baduy**

IKM Kopi Leuit Baduy is located at Kp. Cisalam, Kel. Cijoro Pasir – Rangkasbitung. Leuit Baduy Coffee priced at Rp. 10,000-Rp. 30,000 per pack depending on the weight.

8. **Poetry Enam Bintang**

IKM Poetry Enam Bintang is located at Kp. Lebak Sambel Rt 01 Rw 03 – Rangkasbitung. Various crackers produced by IKM Poetry Enam Bintang are melinjo shell crackers, jengkol crackers, catfish crackers and crispy vegetable crackers. Various crackers are priced at Rp. 10,000-Rp. 20,000 per pack depending on the type of cracker.

9. **Faris Snack**

IKM Faris Snack is located at Kp. Kebon Cau Rt 0 Rw 11 – Rangkasbitung. Various snacks are priced from Rp. 8,000 to Rp. 15,000 per pack depending on the weight.

10. **Rafka Snack**

IKM Rafka Snack is located at BTN Bukit Narimbang Baru. Various snacks are priced at Rp. 10,000-Rp. 25,000 per pack depending on the type and weight of the chips.

5.2   Characteristics of Respondents

Based on the data obtained from the questionnaire that has been given to 100 respondents, the results obtained are the characteristics of the respondents in this study based on gender are 40 men and 60 women, Based on age, 36 people were 18–28 years old, 23 people 29–39 years old, 20 people 40-50 years old and 21 people > 50 years old, based on the level of education, there are 1 SMP, 40 SMA, 4 Diploma, 41 Bachelor/S1 and 14 Postgraduate/S2, Based on profession, there are 12 housewives, 6 entrepreneurs, 24 students/students, 39 civil servants, 8 private employees and 11 others, based on income is Rp. 1,000,000 as many as 26 people, Rp. 1,000,000 – Rp. 2,999,999 as many as 23 people, Rp. 3,000,000 – Rp. 6,000,000 as many as 37 people and Rp. 6,000,000 as many as 14 people.

5.3   Multiple Linear Regression Analysis

From the analysis results obtained a regression equation model to estimate the level of consumer buying interest which is influenced by the halal label, halal awareness and product composition information is $Y = 7{,}528 + 0{,}200\,X_1 + 0{,}194\,X_2 + 0{,}300\,X_3 + e$.

5.4   F Test

The calculated F value was obtained at 21.336 with a significance value of 0.000 which, when viewed from the significant value ($0.000 < 0.05$) and comparing the calculated F value with the F table ($21.336 > 2.70$), then H0 was rejected and H1 was accepted, meaning that there are Simultaneously significant influence between halal label, halal awareness and product composition information on consumer buying interest of local food products.

5.5   T Test

The significance value on the halal label variable (X1) is 0.014 which, when viewed from the significance value ($0.014 < 0.05$) and comparing the calculated T value with T table ($2.491 > 1.98$), the decision is H0 rejected and H1 accepted, meaning that the halal label partially affects the buying interest of local food products consumers. The significance value of the halal awareness variable (X2) is 0.032 which, when viewed from the significance value ($0.032 < 0.05$) and comparing the calculated T value with the T table ($2.171 > 1.98$), the decision is H0 rejected and H1 accepted, This means that halal awareness partially affects the buying interest of consumers of local food products The significance value of the product composition information variable (X3) is 0.000 which, when viewed from the significance value ($0.000 < 0.05$) and comparing the calculated T value with T table ($4.573 > 1.98$), the decision is H0 rejected and H1 accepted, meaning that information on product composition partially influences consumer buying interest in local food products.

5.6 Coefficient of Determination

R value = 0.632, then the halal label, halal awareness and product composition information have a strong influence on consumer buying interest in local food products. This is based on the provisions of the interpretation table described by Sugiyono that the R value between 0.60–0.799 is strong.

The value of the coefficient of determination (adjusted R square) in the adjusted summary model is 0.381, meaning that the ability of the independent variable in determining consumer buying interest of local food products is adjusted by 38.1% while the remaining 61.9% is explained by other variables not examined in this research.

6 Conclusion and Suggestions

6.1 Conclusions

Based on the analysis and evaluation of the results of the analysis and hypothesis testing carried out in this study, the following conclusions were obtained:

1. Halal label, halal awareness and product composition information partially have a positive and significant influence on consumer buying interest in local IKM food products in Rangkasbitung District.
2. Halal labels, halal awareness and product composition information simultaneously have a positive and significant influence on consumer buying interest in local IKM food products in Rangkasbitung District.

6.2 Suggestions

Based on the analysis and conclusions obtained in this study, there are several suggestions that can be given as follows:

1. The existence of halal labels, halal awareness and product composition information have a strong influence on consumer buying interest, so the existence of halal labels and product composition information must be maintained by IKM in Rangkasbitung District because consumers are aware of the importance of halal products.
2. The government can further improve programs that facilitate IKM local food product to have halal certification because the existence of halal labels, halal awareness and product composition information affect consumer buying interest.
3. Further research is recommended, it is suggested to examine other variables that can affect the interest in buying local IKM food products in Rangkasbitung District.

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