

## The Effect of Halal and Price Labels on MSME Culinary Products: An Experimental Study of the Purchase Decision of the Pandahalungan Community



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**ABSTRACT:** This study aims to analyze the effect of halal prices and labels on consumer purchasing decisions in the Pandahalungan community. The research method used in this study is to use laboratory experimental methods. The experimental design used was a 2x2 between subject design, with the factorial studied being the halal label and product price. The participants in this study were consumers of MSME products in the culinary sector in the horseshoe area with a Pandalungan cultural background. The results of the study show that the price label has a main effect on consumers' decisions to buy culinary products from MSME in the Pandalungan community. In contrast, the halal label has no significant effect on consumer purchasing decisions. However, if both are tested simultaneously, it turns out that there is an interaction effect.

**KEYWORDS:** Experiment, Halal Label, Price Label, MSME, Pandahalungan

### INTRODUCTION

The Covid pandemic which has been going on for quite a long time has had a significant impact not only on the health sector but has also spread to all business sectors. The most affected sector is the micro, small, and medium enterprises (MSMEs), especially those in the culinary sector. A survey conducted by the Ministry of Cooperatives and SMEs in 2020 showed that 78% of MSMEs reported a decrease in revenue, with the culinary sector being the most affected type of business (43.09%) (Berita Satu, 2020). The important role of MSMEs in contributing to Indonesia's economic growth requires synergy from all parties to ensure the growth of this sector. One important aspect to consider is analyzing consumer behavior in making decisions about the culinary products they choose. Understanding consumer preferences when selecting food products is crucial to provide insights to businesses in promoting their development, including MSMEs.

One of the most important considerations in purchasing a product is the price. With increasing competition, consumers are faced with numerous alternative choices, making them more price-sensitive. Price refers to the amount of money consumers have to pay to obtain a product. If the price of a product aligns with its quality and service, it will be accepted by consumers (Dendy et al., 2020). Consumer preferences in purchasing decisions tend to consider which product is considered more economical. Therefore, many people tend to choose products with a more affordable price when making a purchase. During the pandemic, Marty et al., (2021) conducted a study revealing that convenience, familiarity, and price experienced a decrease in significance.

The culture deeply rooted in a country will undoubtedly influence the way people live, including their decision-making process when it comes to choosing food products. Indonesia is a country with the largest Muslim population in the world. According to the World Population Review 2021, as quoted from Detik.com in 2021, there are a total of 231 million people in Indonesia who practice Islam (Detik.com, 2023). The better the understanding of their religion among Muslim consumers, the more selective they will be in choosing the food products they consume. Consuming halal food products is a requirement established by Islamic law, as emphasized in the Quran (Muhammad Fahmul Iltiham & Nizar, 2020). Halal products are currently popular in Indonesia, consumers seem to be increasingly critical of products that have been guaranteed halal (Achiria, 2018). Moreover, the Pandalungan community is a Muslim population, where a Muslim as a consumer pays more attention to the halalness of a food product. Muslim consumers are more concerned about the halal of a product. Muslim communities tend to choose food that complies with Islamic law and avoid food that cannot be guaranteed as halal. In Indonesia, the halal status of a food product can be ensured through a halal certification, which is indicated by a halal label on the product packaging. The halal certification is a regulation established by

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the Indonesian Council of Ulama (MUI) to declare the halal status of a food product in accordance with Islamic law, aiming to provide legal certainty for consumers (Dendy, Gumoyo, & Livia, 2020).

Consumers who identify themselves as devout Muslims demonstrate a strong inclination towards halal food products, even in countries with a Muslim minority, like France (Bonne et al., 2007) and Belgium (Bonne and Verbeke, 2006). White and Kokotsaki (2004) similarly discovered that religion plays a significant role for British Indians who consider whether foods adhere to religious-based traditions during processing and preparation. Making a purchasing decision for a product is an individual action that directly relates to acquiring and using the product. The process of making a buying decision focuses on the role it plays in the purchase and the decision to buy, rather than simply being aware of factors that influence the buyer.

Based on the existing issues, the researchers are interested in conducting an experimental study on the Pandalungan community regarding the influence of halal labels and price on purchasing decisions in the culinary MSME sector among the Pandalungan cultural background. In the context of the "tapal kuda" region in East Java, Pandalungan culture is a blend of two dominant cultures, namely Javanese and Madurese cultures. Pandalungan culture is closely associated with Islamic nuances because in this area, religious scholars and kiai (Islamic scholars) are not only role models but also figures with strong roots in various political forces (Prasetyo, 2021). The research is conducted using an experimental method as an extension of previous studies, considering that experimental methods have been minimally used in previous research. This study aims to examine whether product price and halal labels influence consumer decisions to purchase Pandalungan culinary products, and whether there is an interaction effect between price and halal labels on consumer decisions to purchase Pandalungan culinary products from MSMEs.

### **LITERATURE REVIEW**

#### **Purchase Decision**

Purchasing decisions are part of consumer behavior patterns. The definition of a purchasing decision itself is an attitude formed after considering various factors in fulfilling desires and needs, such as quantity, brand, product type, salesperson, manufacturer, timing, and payment method (Pratiwi, Junaedi, & Prasetyo, 2019). Consumers make purchasing decisions by choosing products/services that meet their needs, when, where, and how they need them. There are many factors that influence consumers in deciding what purchases to make, and one of these factors is culture. This is supported by previous research conducted by Dewanto, Moniharapon, and Mandagie (2018) in their study titled "The Influence of Cultural, Social, Personal, and Psychological Factors on Purchasing Decisions," which found that social, cultural, psychological, and personal factors significantly influence purchasing decisions (Dewanto, Moniharapon, & Mandagie, 2018). Similar research conducted by Suawa, Tumbel, and Mandagie (2019) also yielded results showing that cultural, social, personal, and psychological factors significantly influence purchasing decisions (Suawa, Tumbel, & Mandagie, 2019). The Indonesian society is predominantly Muslim, and therefore social and cultural behaviors are largely influenced by Islamic teachings. The development of a culture rooted in Islam has a significant impact on consumer behavior patterns, including purchasing decisions.

A strong brand has the ability to create a feeling of superiority among customers, which positively impacts their attitudes and contributes to increased sales and financial performance for the company. According to Kotler (2016), brand image is utilized to differentiate products or services from those offered by competitors. The perception of a favorable brand image for good products and services influences consumer opinions and purchasing decisions. Consistently meeting consumer expectations and providing quality guarantees for products builds consumer confidence and trust in the brand. This leads to customers developing a liking for the brand and considering it as an extension of themselves. Therefore, it can be argued that a reputable brand holds the power to influence consumers' choices when it comes to purchasing. Consumers make choices based on their requirements and desires, and the brand associated with a product plays a significant role in meeting those needs. Hence, it is crucial for a company to deliver the best products that fulfill customer needs in order to maintain market share. To stand out from competitors, businesses must establish a prominent brand image and convince customers to be loyal by using their products frequently or at the very least to be happy (Suleman et al., 2022).

#### **Halal Label**

Labels are defined as verbal information carriers and are part of product packaging (Maulana, 2021). One familiar label found in Indonesia is the halal label. A food product with a halal label indicates that it has passed supervision and is guaranteed to be halal in terms of its processes and ingredients used. The institution responsible for overseeing and issuing halal labels for food is the Indonesian Council of Ulama's Food and Drug Analysis Agency (LPPOM MUI). LPPOM MUI is responsible for researching, evaluating, analyzing, and deciding whether food products and derivatives, medicines, and cosmetics are safe to consume from both health

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and Islamic perspectives (Khanifa et al., 2020). The purpose of including halal labels on food products is to ensure that Muslim consumers are protected from consuming prohibited ingredients according to Islamic teachings. Additionally, the halal label provides assurance that food products bearing the label have been processed in accordance with Islamic teachings. It is hoped that Muslim consumers can safely and comfortably choose and consume food products through the inclusion of halal labels on packaging, which have been verified by LPPOM MUI.

The influence of religion on food consumption varies based on individuals' adherence to religious laws. Consumers who identify themselves as devout Muslims exhibit a strong preference for halal food products, even in countries where Muslims are a minority, such as France (Bonne et al., 2007) and Belgium (Bonne and Verbeke, 2006). White and Kokotsaki (2004) also discovered that religion plays a significant role for British Indians who consider whether foods are processed and prepared according to religious traditions. Similar findings were observed among individuals highly motivated to follow the teachings of their own religion (Muhamad and Mizerski, 2010). Among Muslims, positive personal attitudes toward halal food products generally predict an intention to consume halal meat (Lada et al., 2009; Alam and Sayuti, 2011).

Muslim communities are characterized by shared collective cultures, where individuals are interdependent and motivated to achieve group goals (Bonne et al., 2007). Both Lada et al. (2009) and Alam and Sayuti (2011) found that pressure to conform to subjective norms within the Muslim community influenced the choice of halal food. Muslim consumers are careful when selecting halal food products. In addition to looking for the halal certification logo, they rely on marketing promotions and brands as cues to inform their choices (Awan et al., 2015; Aziz and Chok, 2013). False information or misuse of the halal attribute can lead to mistrust and avoidance of counterfeit products (Mohamed et al., 2013). For instance, a Japanese company that was discovered to use a pork-derived flavor enhancer faced public scrutiny and issued an apology after being exposed by the Majelis Ulama Indonesia. As a result, enzyme production is now considered in the halal certification process (Fischer, 2011).

Making a purchase decision for a product is an individual action that is directly related to the acquisition and use of the product. The buying decision-making process focuses on the role it plays in the purchase and the decision to buy, not simply being aware of the factors that influence the buyer. When customers buy goods and services to satisfy their wants, they are essentially solving a problem. Product labels play an important role as they can provide information about a product or a seller through its identification or packaging. In the case of Muslim buyers, the presence of a halal label on goods indicates that a major factor in their product selection process is whether the product is halal or permissible under Islamic dietary law. It is an obligation for businesses serving Muslim customers in Indonesia to obtain halal certification from the MUI (Indonesian Ulema Council) to convince consumers that the products they consume are halal. The purpose of the halal label as stated by Yuswohady (2015) is to provide peace and assurance to consumers in using the products they consume.

In addition to the importance of halal certification, brand image also plays an important role in the decision-making process for buyers. Depending on the target audience, brand image must include both internal and external qualities that have the ability to influence consumers. The brand represents the company's commitment to offer excellence, privilege and special service to its customers. Brands have great value because they can influence consumer preferences and decisions.

### **Pandahalungan Community**

The Pandahalungan community originates from the eastern part of East Java province, specifically in the northern coastal region. The Pandahalungan community is a hybrid community that emerged as a new culture resulting from the blending of two cultures into one. In the "tapal kuda" region of East Java, the population with a Pandahalungan cultural background is formed by the mixture of two dominant cultures, Madurese and Javanese. Tapal Kuda refers to an area that resembles an iron horseshoe or horseshoe nail. The Pandahalungan area administratively encompasses the regions of Jember, Lumajang, Pasuruan, Situbondo, Bondowoso, and Probolinggo.

If defined according to symbolic-cultural understanding, the term Pandahalungan represents an area that accommodates ethnically diverse groups with different cultural backgrounds, giving rise to a new cultural typology based on the cultural elements that shape it. The Pandahalungan community has its own distinctive characteristics and is referred to as a pocket of cultural Islamic and syncretic practices. Therefore, people with a Pandahalungan background have a strong Islamic atmosphere. This is because in this region, religious scholars and kiai are not only role models but also figures deeply rooted in various political forces (Prasetyo, 2021).

### **Previous Research**

Pratiwi et al. (2019) in their study titled "The Influence of Price on Consumer Purchasing Decisions: A Case Study of 212 Mart Cikaret Afrida" stated that the price variable has a significant influence on consumer purchasing decisions (Pratiwi et al., 2019).

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Paramita, Ali, & Dwikoco (2022) in their study titled "The Influence of Halal Labeling, Product Quality, and Purchase Intention on Purchase Decisions" found that halal labeling has an influence on purchase decisions (Paramita, Ali, & Dwikoco, 2022). Research conducted by Iltham & Nizar (2020) revealed a non-significant positive relationship between the halal label variable and purchase decisions (Muhammad Fahmul Iltham & Nizar, 2020).

## RESEARCH METHOD

The research method used in this study is laboratory experimental method. The experiment in this research was conducted using a computerized structured approach, where participants were asked to access a pre-designed application according to the research objectives. The experimental design used was a 2x2 between-subject design, with the factors investigated being product price and halal label. The first factor, product price, was manipulated into two levels: high price and low price. The second factor, halal label, was manipulated into two levels: products with a halal label and products without a halal label.

Prior to conducting the experiment, a pilot test was conducted to ensure that the stimuli to be presented by the researcher could be understood by the participants. This pilot test included language and rationality checks to ensure that the instrument could be logically and easily accepted by the participants.

In this study, there are two independent variables, each consisting of two levels: price label (cheap and expensive) and halal label (with label and without label). The dependent variable in this study is the decision to purchase the product, measured by the question "How confident are you in purchasing the product?", with response options on a Likert scale from 1 to 7.

A 2x2 ANOVA test was conducted to examine the differences in consumer purchase decisions based on the price and halal label provided. The test was conducted in two stages: The first test conducted was a T-test, which involved testing each independent variable separately. The second test was a joint test involving all independent variables (simultaneously testing the interaction effect) using a two-way ANOVA.

**Table 1. Experimental Group**

	Halal Label	No Halal Label
Expensive Price	Cell 1	Cell 2
Cheap Price	Cell 3	Cell 4

the experiment, participants were asked to sign a consent form to indicate their willingness to participate. A total of 159 participants were used in this study.

**Table 2. Descriptive statistics**

Cell	Price Label	Halal Label	N	Min	Max	Mean	Std. Dev
1	Expensive	Yes	41	2	7	4.54	1.227
2	Expensive	No	38	1	7	4.05	1.451
3	Cheap	Yes	40	3	7	5.35	1.027
4	Cheap	No	40	2	7	4.60	1.257
<b>Valid N (listwise)</b>			38				

## RESULT AND DISCUSSION

First test examines the influence of independent variables on the dependent variable across all levels of the dependent variable using T-test.

**Table 3. T-test for the independent variable price**

F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	
Purchase Decision	2.125	.147	-3.310	157	.001	-.671	.203	-1.072	-.271
<b>Equal variances assumed</b>									

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Equal variances not assumed		-3.307	154.355	.001	-.671	.203	-1.072	-.270
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Based on the results of the T-test above, it is shown that price label significantly influences consumers' decisions to purchase Pandalungan culinary products from UMKM (Micro, Small, and Medium Enterprises). In Table 3, the T-test results indicate a significance value of 0.001 ( $p < 0.05$ ). This indicates that consumers prefer cheaper culinary products over expensive ones.

**Table 4. T-test for the independent variable Halal Label**

		F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Purchase Decision	Equal variances assumed	.126	.723	-.590	157	.556	-.141	.239	-.614	.332
	Equal variances not assumed			-.619	76.228	.538	-.141	.228	-.596	.314

Based on the results of the T-test, it is shown that the halal label significantly influences consumers' decisions to purchase Pandalungan culinary products from UMKM. In Table 4, the T-test results indicate a significance value of 0.556 ( $p < 0.05$ ). This suggests that there is no significant influence of the presence of a halal label on consumers' purchasing decisions.

**Table 5. Two-way ANOVA test for price and halal label variables Dependent Variable: Purchase Decision**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.526 <sup>a</sup>	2	11.263	6.971	.001
Intercept	3062.472	1	3062.472	1895.516	.000
Halal Label	4.619	1	4.619	2.859	.093
Price	21.918	1	21.918	13.566	.000
Halal Label * Price	.000	0	.	.	.
Error	252.040	156	1.616		
Total	3700.000	159			
Corrected Total	274.566	158			

a. R Squared = .082 (Adjusted R Squared = .070)

Based on the results of the two-way ANOVA test, the price tag has a main effect on consumers' decisions to buy culinary products from UMKM Pandalungan. In contrast, the halal label does not have a significant effect on consumer purchasing decisions. However, if both are tested simultaneously, it turns out that there is no interaction effect. This is shown by the results of the two-way ANOVA test in table 5 with a significance value of 0.001 ( $p > 0.05$ ).

### CONCLUSION

Based on the research findings and discussions outlined earlier, it can be concluded that using the ANOVA analysis method, it is evident that product price and the halal label influence consumers' decisions to purchase Pandalungan culinary products from UMKM (Micro, Small, and Medium Enterprises). Consumers are more likely to choose UMKM Pandalungan culinary products with

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lower prices compared to higher-priced ones. This indicates that consumers consider price as a determining factor when buying culinary products. Furthermore, consumers' decisions to purchase UMKM Pandalungan culinary products are not significantly influenced by the presence or absence of a halal label. This suggests that consumers do not consider the halal label when deciding to purchase culinary products. However, when both variables are tested together, an interaction effect is observed.

This research is not without limitations, as the dependent variable, which is the decision to purchase culinary products, is measured using only one question on a scale of 1-7. On one hand, this measurement is effective as it provides direct insight into participants' decisions. However, on the other hand, this measurement does not capture consumers' considerations before purchasing Pandalungan culinary products. A suggestion for future researchers is to consider measuring the decision to purchase products using multiple questions to better understand consumers' considerations, intentions, and ultimately their behavior.

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