

AWARENESS OF SMALL INDUSTRIES TO HALAL CERTIFICATION AND QUALITY OF FOOD PRODUCTS BY NORTH SUMATERA TO BUYING INTEREST THROUGH OF EXPERIENTIAL BUYING CONSUMERS

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Abstract: The number of foreign tourists visiting North Sumatra in December 2017 reached 27,978 visits. Foreign tourists from Malaysia are the largest visitors with 16,254 visits or 58.10% of the total foreign tourists visiting North Sumatra. As we know that our neighboring country is also a Muslim-majority country, this is a very big opportunity in providing halal and quality souvenirs. The number of food products on the market today, not all of them is of high quality and only some are labeled halal. This study aims to determine the effect of halal certification and the quality of foodstuff products from North Sumatra on people's buying interest through experiential buying consumers.

Keywords: Halal Certification, Quality of Food Ingredients, Purchase Interest, Experiential Buying

Introduction

Support to understand consumer behavior patterns are very logical to implement the marketing concept. Knowing and seeking information about consumers is a very useful tool for management to develop and create a more effective and efficient marketing strategy. This is one way to look for opportunities that arise from the patterns formed by the behavior created by these consumers. Marketing helps companies improve their business-oriented performance in meeting customer needs and increasing profits for the company. Entrepreneurs must have an advantage in competing to maintain their existence

In Islam, Muslims are obliged to consume halal food and drinks, because every food and drink that is we consume it will be ingrained in the body and become an important source of energy for life. The Muslim community's unwillingness to consume haram products will increase foresight in the product selection process.

Halal is the main parameter in the product selection process. This provision creates limitations for food and beverage products to enter the Muslim market. Ensuring food and drinks consumed halal is the responsibility of every Muslim. To make it easier to know the food consumed halal, especially packaged drinks, it can be seen from the halal label listed on the drink packaging. Labels on food products that are very important to pay attention to

Halal labels are the issuance of halal signs or written evidence as guarantees of halal products with the writing of Halal in Arabic letters, Latin letters and code numbers from the Minister which are issued based on halal inspection from a halal inspection agency established by MUI, halal fatwa from MUI, halal certificate from MUI as a valid guarantee that the product in question is halal for consumption and use by the public by shari'ah provisions. The halal label aims to meet the demands of the market (consumers) in general. Food and beverage products that have the best quality and can make consumers believe in addition to feeling safe when consuming them.

Indonesia is one of the countries in the world with a majority Muslim population in a survey conducted by the Central Statistics Agency in 2010, the number of Indonesian Muslims is 207,176,162 or 87.18% of the population in Indonesia is Muslim. While the number of Muslim communities in North Sumatra in particular is 8,579,830, this is one of the opportunities for souvenir entrepreneurs to meet the needs of Muslim consumers, one of which is to prioritize the halal aspect in choosing the raw materials to be used.

The number of foreign tourists (tourists) visiting North Sumatra in December 2017 reached 27,978 visits. Foreign tourists from Malaysia are the largest visitors with 16,254 visits or 58.10 percent of the total foreign tourists visiting North Sumatra. As we know that our neighboring country is also a Muslim-majority country, this is a very wide opportunity in providing halal and quality souvenirs.

Based on research by Hidayat and Siradj (2015), it is stated that as a trading commodity, food has a very big role in enhancing the image of national and international food as well as earning foreign exchange. The birth of the Halal Product Guarantee Law (UUJPH) is a measuring and control tool so as not to harm and endanger consumers. From Chairunnisyah's research (2017) it is known that halal certification and labeling has only reached a small number of products such as food products, beverages, medicines, cosmetics, and other products circulating in the community. While the results of Prabowo and Abdurrahman's research (2016) show that agricultural-based halal commodities have grown rapidly in the world market, but Indonesia's role is still very low. The halal issue can be a very big opportunity to improve the strength of the agribusiness economy.

LITERATURE REVIEW

Products Halal

Products according to RI Law Number 33 of 2014 are products that have been declared halal by Islamic law. Halal products are food products, medicines, cosmetics, and other products which if consumed or used do not result in punishment (sin) and haram products are food products, medicines, cosmetics, and other products which if consumed or used will result in sin. and torment (doom) from Allah SWT. In Islam, the determination of the halal and forbidden products of a product cannot be based solely on assumptions or likes and dislikes. Halal and haram must be decided through an in-depth understanding and knowledge of religious matters and issues that will be determined by law. The problem of haram and the lawfulness of something, including food, drinks, and other products consumed by Muslims is the absolute authority of Allah SWT.

The requirements for the halalness of a product to be consumed include:

- a. Halal substance
- b. Halal how to get it
- c. Halal in processing
- d. Halal in storage
- e. Halal in transportation
- f. Halal in serving

Halal Product Certification

The concern is regarding the quality and quantity that is good for health and nutrition that will be absorbed by the body. So far, the safety of consuming as taught by Islam has not been paid attention to. Even though most of the Indonesian population is Muslim, there are still many people who consume what is not clear whether it is halal or even haram. Even though Muslims are ordered to eat halal and nutritious food and abandoning food that is haram. It is intended to create malahat and destroy harm to mankind. That is why Islam provides a boundary between halal food and haram food.

The intellectual level and level of human knowledge are also influenced by what they consume. Furthermore, the quality, integrity, and progress of the nation and state are influenced by the food consumed. In connection with this, the problem of food is not a trivial matter and a guarantee is needed so that the public can be protected both physical and spiritual health. This guarantee is manifested in the form of regulation, fostering, and supervising food circulating and being consumed by the public. Its main objective is to fulfill the requirements for safety, quality, and nutrition for the sake of health, fair, responsible food trade, and regulation of national food adequacy.

Small Industry

The process of industrial development uses a development strategy that is directed at assisting the transformation process from the agricultural sector to the industrial sector through a growth center approach, as well as placing the industry as the leading sector. And the small industry is considered capable of being one part of the industry that

has the potential to be developed towards the goals of this development strategy. A small industry has a strategic role to increase income, expand employment opportunities, business opportunities, and overcome poverty.

Quality of Food Ingredients

Definition of Quality can mean different things for each person because quality has many criteria and is very context-dependent. So that here will be included definitions of quality from some very popular international level experts, namely W. Edwards Deming, Philip B. Crosby, and Joseph M.Juran (ZulianYamit, 2010)

Buying Interest Buying

Interest According to YudrikJahja (2011: 63) states that: Interest is an impulse that causes individual attention to a certain object; interest is related to cognitive, affective, and motoric aspects and is a source of motivation to do what you want

Experiential Marketing

In the discourse marketing current, there is a shift from marketing intellectual to the emotional era that leads to theories marketing new; experiential marketing. MuaraBaru is a critical point for market conditions that are filled with problems from competitors. Experiential marketing was born in the late '90s. This concept was initiated by Bernd H. Schmitt who combined elements such as sense, feel, think, act, and relate which were then condensed into experiential marketing. This concept does not only rely on features and benefits but presents a unique differentiation in the form of an experience impressive in the memory of consumers.

Methodology

Type of research is descriptive research with a quantitative approach. According to Sugiyono (2012: 8) quantitative research is a research method based on the philosophy of positivism, used to examine specific populations and samples, namely research that explains an existing phenomenon and clearly describes the object. research. The population in this study were all small industrial areas that produce food based on *clusters* regional. Cities / Regencies in North Sumatra Province are 33 regencies and cities. The samples used in this study were 5 Regency / City governments in North Sumatra. The sample data was taken using *purposive*.

In this study, data was collected to answer research problems from primary data, namely data that was collected and processed by an organization or individual directly from the object (Supranto, 2000: 10). Data collection techniques with surveys were conducted through interviews with related parties and answers to the questionnaire questions filled out by the respondents. The analytical method used by the author in this study is statistical method, with the analysis tool *Moderated Regression Analysis* (MRA) using SPSS media. This method is done by adding the multiplication variable between the independent variables and the moderating variables. The moderating variable is the independent variable that serves to strengthen or weaken the relationship between the independent variable and the dependent variable.

Discussion

Data Analysis and Discussion

1. Classical Assumption Test Normality Test

	Unstandardized Residual
Kolmogorov-Smirnov-Z Asymp.Sig (2-tailed)	1,278 .085

Source: Processed primary data, 2019

In the Kolmogorov-Smirnov normality table. From the test results, it is known that the significance value is $0.085 > 0.05$. So it can be concluded that the data are normally distributed.

Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1. (Constant)		
X1	.995	1,003
X2	.977	1,033
Z	.965	1,020

Source: Primary data processed, 2019

In the table of heteroscedasticity test results above, it is known that there are no symptoms of heteroscedasticity because the value of each variable has a value of > 0.05 . The value of the halal label is $0.334 > 0.05$, the value of the brand image variable is $0.231 > 0.05$ and the brand image variable is $0.454 > 0.05$

Partial Test with T-Test

To find out the value of the t-table is to use the formula $\alpha / 2$, $n-k-1$ with a value of α (0.05), namely, $0.05 / 2 = 0.025$, $125 - 4 - 1 = 120$, so it is known that the T-table is 1,980. Besides that, it can also be seen through the significance value, if the significance value is less than 0.05, the independent variable has a significant effect on the dependent variable.

In this study, the t test was carried out three times, namely, the t test for the X1 variable (Halal Certification), the t test for the X2 variable (Quality of Food Products), and the Z variable (Consumer Experiential Buying). Therefore, the analysis used was as follows:

Variable Halal Certification (X1) on Consumer Purchase Intention (Y)

The results of the t test on variable X1 (Halal Certification) show a significance of $0.043 < 0.05$. So that partially halal certification has a significant effect in influencing consumer buying interest in North Sumatra.

Purchasing interest is influenced by halal certification. This is consistent with Aziz and Vui's (2012) research entitled "The Role of Halal Awareness, Halal Certification and Marketing Components in Determining Halal Purchase Intention among Non-Muslims in Malaysia: A Structural Equation Modeling Approach". The study found that halal certification had a positive effect

Variable Quality of Food Products (X2) on Consumer Purchase Intention (Y)

The results of t test on variable X2 (quality of food products) show a significance value of $0.000 < 0.05$. So that partially the Food Product Quality variable has a significant influence on Consumer Purchase Intention for souvenirs in North Sumatra.

Purchase interest is influenced by the quality of food products. This is in accordance with the theory of Yunus, Rashid, Ariffin, and Rashid (2014) entitled "Muslim's Purchase Intention towards Non-Muslim's Halal Packaged Food Manufacturer". The study found that the quality of food products influenced Muslim consumer buying interest

Consumer Experiential Buying Variable (Z) in Moderating Halal Certification and Food Product Quality on Consumer Purchase Intention (Y)

The t-test results on the X3 variable (Consumer Experiential Buying) show a significance value of $0.013 < 0.05$. So that partially the variable *Consumer Experiential Buying* has a significant effect on the buying behavior of North Sumatra souvenirs

Residual Test

Based on the results of the moderate variable analysis using the residual test method, it is known that the t value is $2.556 > 1.980$ with a significance value of 0.013 . So it can be concluded that H_a is accepted and H_o is rejected. Thus the experiential buying variable of consumers moderates the relationship between the variable of halal certification and the quality of food products on the variable of consumer buying interest

Simultaneous Test (F - Test).

The results of the F test based on the calculation show that the calculated F value is $15.713 > 2.68$ (F-table) with a significant value of $0.000 < 0.05$. So it can be said that together the variables of halal certification, quality of food products and consumer buying experience affect consumer buying interest.

Test Determinants (R²)

In the above table it is known that the value of R² is equal to 0.338 or 33.8%. So it can be interpreted that the independent variable has a contribution in influencing the independent variable by 33.8% and the remaining 66.2% is influenced by other factors outside the model.

Based on the test results before the residual is known that the value of R² in the first regression is worth 0.338 and after residual test known value of R² turned into this 0,472. Hal can be concluded that with their experiential consumer buying as a moderating variable can strengthen the relationship between the variables and the halal certification the quality of food products in influencing the relationship between halal certification variables and food product quality variables.

CONCLUSIONS AND SUGGESTIONS

6.1 Conclusion

Based on the results of data analysis and discussion in the previous chapter, the following conclusions can be drawn:

1. Halal certification has a significant effect in influencing consumers to buy souvenirs from North Sumatra. This can be seen from the results of testing the significance level of $0.043 < 0.05$.
2. The quality of food products has a significant effect on consumer purchase interest for souvenirs in North Sumatra. This can be seen from the results of the t test on variable X2 (quality of food products) which shows a significance value of $0.000 < 0.05$.
3. *Consumer Experiential Buying* has a significant effect on the buying behavior of North Sumatra souvenirs. This can be seen from the result of the t test on variable X3 (Consumer Experiential Buying) which shows a significance value of $0.013 < 0.05$.
4. Experiential buying of consumers moderates the relationship between the halal certification variable and the quality of food products on the consumer buying interest variable. This can be seen based on the results of moderate variable analysis using the residual test method, it is known that the t value is $2.556 > 1.980$ with a significance value of $0.013 < 0.05$.
5. The results of the F test based on the calculation show that the calculated F value is $15.713 > 2.68$ (F-table) with a significant value of $0.000 < 0.05$. So it can be said that together the variables of halal certification, quality of food products and consumer buying experience affect consumer buying interest.

Suggestions

Based on the above conclusions, the suggestions that can be given by researchers are as follows.

1. For food product producers, they should consider the three factors that have been examined in this study, namely halal certification and food ingredients in the product. Today's Muslims are not just Muslims but a potential consumer or market for halal food products.
2. Future studies should add other variables not examined in this study. Researchers suggest adding price variables and means of promotion for further research.

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