

Perceptions of Knowledge and Attitudes of the Community in Making Decisions on Purchasing Halal Products

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ABSTRACT

This research is a research using descriptive qualitative method. Data collection techniques were carried out by distributing questionnaires and interviews. This research was conducted to find out how public perceptions are in making decisions on purchasing halal products. The research location was conducted in the city of Lhokseumawe. The population in this study is the people in Lhokseumawe City, while the number of successful samples is 117 responses using purposive sampling method. From the number of questionnaires distributed, there were 130. The criteria used as a benchmark in this study were respondents from Lhokseumawe society, adolescents and adults. The results of this study showed that the percentage of people's understanding of the consumption of halal products was higher compared to people who lacked understanding and did not understand, showing a small percentage

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INTRODUCTION

Muslim society views halal as an order of obedience to Islam. The aspect of religiosity is an important thing that determines the decision to make a product. This is different from the view of the non-Muslim community globally that they see the halal lifestyle not always as a symbol of certain religiosity but as a guarantee for the quality of a product, safe, guaranteed service and a choice for the product itself. (Adinugraha et al., 2017) Increasing demand for services and products Halal is influenced by an increase in understanding of religion in Muslim consumers themselves. Increased understanding of religion also occurs in the young Muslim middle class or is called the Muslim Generation (Gen M), Muslim Generation also has the status of a Millennial generation that has the characteristics of qualified education, where they are transformed into consumers, employees, travelers, investors, traders who have created demand for goods and services globally by not negating Islamic values, but still want to look modern. The growth of the Muslim population also has a significant influence on the growth in demand for halal products. Globally the Muslim population is estimated to grow by around 3% per year. The total Muslim population is currently estimated at 23% of the global population or around 1.8 billion people. traders who have created demand for goods and services globally by not negating Islamic values, but still want to look modern. The growth of the Muslim population also has a significant influence on the growth in demand for halal products. Globally the Muslim population is estimated to grow by around 3% per year. The total Muslim population is currently estimated at 23% of the global population or around 1.8 billion people. traders who have created demand for goods and services globally by

not negating Islamic values, but still want to look modern. The growth of the Muslim population also has a significant influence on the growth in demand for halal products. Globally the Muslim population is estimated to grow by around 3% per year. The total Muslim population is currently estimated at 23% of the global population or around 1.8 billion people. (Rosidi et al., 2015)

The era of globalization has caused a lot of processed food to be imported. The processed food is not easy to recognize the origin of the ingredients and it is not easy to determine the halalness of the ingredients. If there is no guarantee of the halalness of an ingredient or food product, the Muslim population around the world is currently increasing. The Muslim population has reached a quarter of the total world population and is expected to increase by 30% in 2025 (Roberts 2010). This condition has encouraged many countries to start developing a new paradigm that pays attention to halal products, halal treats, and the sharia system. This makes halal-certified products have a big market opportunity. (Mahardiyanto et al., 2022)

The number of adherents of Islam also continues to increase in line with the increase in population and advances in technology which also contribute to distributing news and information about Muslims to people who still adhere to other religions. Food is a primary need that supports human physical activity. Food not only serves as a supplier of energy, it is also a source of regulation and protection of the body against disease, and a source of building the body, both for growth and repair of the body. Through food that contains calories and nutrients the human body can survive well. Islam is a religion that aims to benefit the people. Everything about life is arranged in it. Allah has arranged everything that is permitted, prohibited, avoided or shunned, including the command to stay away from unclean food and drink. Viewed from an Islamic perspective, the concept of halal is vital for a Muslim. Halal means permissible or permissible in Islam (Quran Surah Albaqarah 168-169). Therefore, Muslims will tend to look for products to be consumed in accordance with religious teachings. In this case the level of consumer religiosity can measure how much effort and commitment a person has to comply with the rules that have been set in religion. A person's understanding and concern about food that can be consumed according to Islamic law is definitely different. Currently guaranteed halal. Halal means permissible or permissible in Islam (Quran Surah Albaqarah 168-169). Therefore, Muslims will tend to look for products to be consumed in accordance with religious teachings. In this case the level of consumer religiosity can measure how much effort and commitment a person has to comply with the rules that have been set in religion. A person's understanding and concern about food that can be consumed according to Islamic law is definitely different. Currently guaranteed halal. Halal means permissible or permissible in Islam (Quran Surah Albaqarah 168-169). Therefore, Muslims will tend to look for products to be consumed in accordance with religious teachings. In this case the level of consumer religiosity can measure how much effort and commitment a person has to comply with the rules that have been set in religion. A person's understanding and concern about food that can be consumed according to Islamic law is definitely different. Currently guaranteed halal. A person's understanding and concern about food that can be consumed according to Islamic law is definitely different. Currently guaranteed halal. A person's understanding and concern about food that can be consumed according to Islamic law is definitely different. Currently guaranteed halal. (Aulia, 2018)

in a food product is very important in Islam, because it has been widely reported that there are dangerous ingredients or ingredients that are actually not suitable for use mixed in food and drink ingredients. There are still many people who buy products to be consumed with the mindset that haram food is only food whose main ingredients use haram ingredients without thinking more broadly that there are other things that can affect the halal product such as how to process it, the additional products used, how to distribute it, and so on. how to store can affect the halal product. Therefore, halal labels and certificates are needed that are issued by official government agencies in order to guarantee halal and product quality. According to Kotler and Armstrong. (Vristiyana, 2019)

According to Philip Kotler (2008: 276) a label is a simple appearance of a product or an intricately designed image which is an integral part of the packaging. The label is a part of a product that carries verbal information and is part of the packaging about the product. One of the labels listed on the product is "halal label". Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product (Rangkuti, 2010: 8). The inclusion of a halal label aims to ensure that consumers get halal protection and convenience for using the product.

Halal certification and labeling also aims to provide legal certainty and consumer protection, as well as increase the competitiveness of domestic products in order to increase national income. From the perspective of product knowledge about halal products, "expresses the opinion that the level of sensitivity of consumers in Indonesia to existing halal products is still lacking and tends to be individual/not concerned about their surroundings". People in Indonesia mostly close their eyes. This shows that the consumer's rating level is still in the selfish category in their own way and has not been defended as a whole. There is no sense of concern for other consumers. Yet, according to him,

Product knowledge is a collection of various kinds of information about a product. This knowledge includes product categories, brands, product terminology, product attributes or features, product prices and product beliefs. Where, the higher the consumer's knowledge in purchasing a product, can increase the

consumer's ability to make and make more satisfying choices. Religiosity affects one's goals in life and responsibility to God, oneself, and others. Consumer religiosity also depends on a person's commitment to their religion. Consumer awareness of Halal products is the level or level of knowing and understanding Halal concepts such as how the law consumes haram products, procedures and processes for making halal products based on Islamic law and sharia. Self-awareness means being aware as an individual with personal thoughts about the state of things related to halal. Therefore, halal awareness can be conceptualized as the process of obtaining information in order to increase the level of awareness of what is permissible for Muslims to eat, drink, and use. (Rosidi et al., 2015)

The existence of halal certification in various countries, both in Islamic countries and in non-Islamic countries, is currently no longer limited to protecting Muslims from halal and haram substances, but has widened into a trading commodity. But in fact in secular countries or non-Islamic countries in recent years have put a halal label on their products. For example, Australia imports Muslim butchers from Pakistan and Bangladesh to slaughter cows for export to Islamic countries. This is done because Islamic countries such as Saudi Arabia and countries in the Middle East, Malaysia and Brunei Darussalam have of course long protected imported products that enter through halal certification.

The purchase decision is the stage in the decision-making process where the consumer actually buys the product. In addition, the consumer's purchasing decision is to buy the most preferred brand but two factors can arise between the intention to buy and the purchase decision. To determine purchasing decisions, there are several indicators according to Kotler (2000), namely: problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. (Setiawan & Mauluddi, 2019)

METHOD

This type of research is qualitative research, namely the research method used to examine natural object conditions as opposed to experiments, where the researcher is a key experiment with inductive data analysis and the research results emphasize meaning rather than generalization, namely the reasoning process that departs from the individual to general group. the location of this research is in Lhokseumawe City, Aceh. The basic consideration for determining the location because this location is an accessible strategy and easy to access information. The time of the research was conducted from April to May 2023 in Lhokseumawe.

There are two types of primary data used in this study, namely primary data, which is sourced or data obtained from information based on observational interviews with customers. Secondary data, namely data obtained through literature studies, references, documents and observations obtained from research locations. The population is the generalization area which consists of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study is the people in Lhokseumawe City, while the number of successful samples is 117 responses using purposive sampling method. From the number of questionnaires distributed, there were 130. The criteria used as a benchmark in this study were respondents from Lhokseumawe society, adolescents and adults.

Qualitative research instruments, research collects data based on observation of data based on observations of natural situations, as they are without being influenced or manipulated. Researchers who start or enter the field are directly related to the situations and people they are investigating. Therefore researchers must go directly in the field to get results from interviews that can be documented in writing or from recordings or in video form. Researchers used 3 data collection techniques, namely, researchers use research instruments as a tool so that research activities run in a systematic and structured manner, in data collection is done in several ways: Observation, namely notes to observe directly with sources of information about research objects, banking conditions and customer conditions. Interview, which is a record of questions in the form of a list of questions and not accompanied by a number of answer choices. Documentation, namely records of information or objective conditions of the research location and the samples studied by recording all data directly from references that discuss the object of research. banking and customer conditions. Interview, which is a record of questions in the form of a list of questions and not accompanied by a number of answer choices. Documentation, namely records of information or objective conditions of the research location and the samples studied by recording all data directly from references that discuss the object of research. banking and customer conditions. Interview, which is a record of questions in the form of a list of questions and not accompanied by a number of answer choices. Documentation, namely records of information or objective conditions of the research location and the samples studied by recording all data directly from references that discuss the object of research.

Data analysis technique is the process of searching and systematically compiling data obtained from interviews, field notes and documentation by organizing data into categories, describing, choosing which ones are important and making conclusions to make it easier for yourself and others. While talking about the process of analyzing qualitative research data before entering the field, during the field and after completion. Before

the researcher enters the research object area, the researcher prepares preliminary study data or secondary data to determine the research focus. Then while in the field the researcher must analyze each person interviewed and be able to draw conclusions, if the data is not valid, then the researcher can develop questions to a certain stage,

RESULTS

From the questionnaire distributed to respondents there are several indicators that include; 1). Knowledge of halal products, 2) knowledge of various types of halal products, 3) halal labels as an indicator in product purchasing decisions, and 4) knowledge of general indicators in deciding product purchases. Understanding related to halal product labeling is divided into 3 (three) levels, namely understanding, lack of understanding and not understanding. The results of distributing the questionnaires are shown in table 1 as follows:

No.	Instrument	Understanding Level					
		Understand		Not really understand		Do not understand	
		Frequency	Percentage	Frequency	Percentage	Frequency	percentage
1.	Knowledge of the meaning and purpose of halal products	56	48%	39	33%	22	19%
2.	Knowledge of various halal products	89	76%	17	15%	11	9%
3.	Explanation of the halal label is an indicator of product purchases	93	79%	20	17%	4	4%
4.	General indicators in deciding to purchase a product	96	82%	20	17%	1	1%

Knowledge of Halal Products

From the explanation of the table above it is stated that the first indicator is regarding the understanding of halal products, it can be stated that out of 117 respondents there were 56 youth and adults or 48% of all respondents understood the meaning of halal products. 33% it was found that the community did not understand the meaning of halal products and the smallest value of 19% stated that the community did not understand halal products.

Knowledge of Kinds of Halal Label Products

The second indicator is a measure of the level of public understanding how much do the respondents or the people of Lhokseumawe understand about various types of halal products? The measurement of this indicator is that respondents were asked to mention various types of halal products, be it food, beverage or cosmetic products. Halal products that respondents mentioned include food, beverage and cosmetic products. Respondents' answers for food products included taro snacks, Oreo biscuits, bread juice. Furthermore, for beverage products, some of the products mentioned are soft drinks, ultra-packaged milk and dancow. Other products mentioned are cosmetics including wardah, nivea, and oval. The largest percentage, namely 76% or as many as 89 respondents, stated that they understood the types of halal label products, 15% did not understand and 9% did not understand.

Halal Label as an Indicator in Product Purchases

To measure the public's view of the halal label as an indicator in purchasing, respondents or the public were asked questions about whether or not the perception of the importance of the halal label in the decision to buy goods or products was accompanied by their superiors for their decisions. From the results obtained it was stated that as many as 93 respondents or 79% stated that the halal label indicator was the main thing in deciding to purchase a product. As many as 20 respondents or 17% stated that they did not understand the halal label indicator as a benchmark for decisions in product purchases. Meanwhile, 4 people or 4% of respondents stated that they did not understand the halal label which is used as an indicator for product purchasing decisions

Respondents who stated that they understood that the halal label was used as an indicator for decisions stated that there were two indicators in product purchasing decisions, namely from the Food and Drug Examination Agency (BPOM) and the Indonesian Ulema Council (MUI). Furthermore, the term Halal does not only relate to food, but also to every consumer good and material used in its production. As a result,

Muslims are making their presence known both politically and socially through better labeling and traceability for products

Knowledge of General Indicators in Product Purchasing Decisions

The next indicator is regarding general indicators in deciding to purchase a product. The results showed that as much as 82% or as many as 96 respondents understood that there were indicators in general that were used as the basis for product purchasing decisions. Meanwhile, 17% or 20 respondents said they did not understand the indicators used as product purchasing decisions. While there was only 1 respondent or 1% who stated that they did not understand. Respondents who understand are able to mention the indicators that are considered before buying a product. These indicators include the halal label, test number from BPOM, expiration date, product brand, and packaging. This proves that today's youth have begun to understand the halal label as an indicator in buying a product.

CONCLUSION

From the research results obtained in the field through distributing questionnaires with samples taken as many as 117 respondents it was concluded that:

1. As many as 56 youth and adults or 48% of the total respondents understand the meaning of halal products. 33% found that the community did not understand the meaning of halal products and the smallest value of 19% stated that the public did not understand halal products.
2. The largest percentage, namely 76% or as many as 89 respondents, stated that they understood the types of halal label products, 15% did not understand and 9% did not understand.
3. As many as 93 respondents or 79% stated that the halal label indicator is the main thing in deciding to purchase a product. As many as 20 respondents or 17% stated that they did not understand the halal label indicator as a benchmark for decisions in product purchases. Meanwhile, 4 people or 4% of respondents stated that they did not understand the halal label which is used as an indicator for product purchasing decisions
4. As much as 82% or as many as 96 respondents understand that there are indicators in general that are used as the basis for product purchasing decisions. Meanwhile, 17% or 20 respondents said they did not understand the indicators used in product purchasing decisions. There was only 1 respondent or 1% who stated that they did not understand.

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