



THE EFFECT OF HALAL LABEL, PRODUCT KNOWLEDGE, BRAND IMAGE, PRODUCT QUALITY ON CONSUMER DECISIONS TO CHOOSE PRODUCTS DURING COVID 19 PANDEMIC

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Article history:	Abstract:
Received: 20 th October 2021 Accepted: 18 th November 2021 Published: 23 th December 2021	During the COVID-19 pandemic, people are more selective in choosing the products to be consumed and used. the products to be purchased are products that have health, hygiene standards and are free from harmful ingredients. for the Indonesian people, especially Gorontalo with a Muslim majority, the halal label shows that the product is halal and toyib in addition to seeing in terms of public knowledge of the product, brand image and product quality. The research method uses multiple regression with 62 respondents in the province of Gorontalo. The results showed that the halal label significance probability was $0.739 > 0.05$ and product knowledge, the significance probability value was $0.549 > 0.05$, had no significant effect on individual decisions in consumer purchases but for the Brand Image test the significance probability value was $0.049 < 0.05$ and The product quality, the significance probability value is $0.001 < 0.05$, has a significant effect on purchasing decisions for products in Gorontalo Province during the Covid 19 pandemic.

Keywords: Halal Label, Product Knowledge, Brand Image, Product Quality And Consumer Decision

INTRODUCTION

The development of Islamic economy and finance in the last 20 years has experienced a significant increase, both globally and nationally. The State of the Global Islamic Economy Report 2018/2019 reports that the amount of food and halal lifestyle expenditure for Muslims in the world reached USD 2.1 trillion in 2017 and is expected to continue to grow to reach USD 3 trillion in 2023. The main factor influencing this is the increase The number of Muslim population in the world which in 2017 reached 1.84 billion people. This number will continue to increase and reach 27.5 percent of the total world population in 2030. This population increase will increase the demand for halal products and services significantly. As a country with the largest Muslim population in the world, Indonesia has not been able to play an optimal role in meeting this demand.

Indonesia is a country with the largest Muslim population in the world. Based on data from the Central Statistics Agency (BPS) in 2010 the population of Indonesia reached 237.6 million people with a Muslim population reaching 207 people or about 87 percent. With the largest Muslim population in the world, Indonesia has a huge market potential for the world's halal industry. The State of The Global Islamic Economy 2016/2017 report published by Thomson Reuters places Indonesia in first place for consumers of halal food products, amounting to \$154.9 billion. However, the Indonesian government has not been able to maximize the market potential because Indonesia is still ranked 10th for the category of halal food producers. Although Indonesia's export performance in Muslim fashion products, halal food and halal tourism continues to increase, in aggregate, Indonesia has a large net import of halal products and services. This resulted in a deficit in the current account. In general, there are several challenges in developing the sharia economy, especially the halal industry in the country, namely inadequate regulations related to the halal industry, lack of literacy and public awareness of halal products, as well as low interlinkage of the halal industry and sharia finance. Another is the increase in consumption and the need for halal products in the country which is not matched by the amount of production. The governance and risk management of the halal sector is still inadequate. The use of technology has not been optimal in the halal industry. Indonesian halal standards have not been accepted at the global level.

The development of the Islamic economy in Indonesia affects the demand for Islamic financial products. The global market in the halal industry is very high. The opportunity for the development of the halal industry in Indonesia is very large. For example, in West Sumatra, the majority of the population is Muslim (98 percent based on data from the West Sumatra BPS). Public awareness to use halal products is also high. Recently, the province won an award as

the best halal culinary destination in the 2016 World Halal Tourism Award (WHTA) competition in Abu Dhabi, United Arab Emirates (UAE).

The inclusion of the halal label is basically not mandatory, but if the product enters the territory of Indonesia, which is predominantly Muslim, it must include the halal label and be responsible for the halalness of the product, so that consumers' rights to correct, clear and honest information regarding the conditions and guarantees of goods and services can be obtained. properly and adequately protected. With this rule, marketers must consider the halal aspect of a product, so that the Muslim community can trust the product. As with food, food is one of the necessities for Muslims that is used daily so that a Muslim should pay attention to the halal label on the product to be consumed.

Companies that want to develop and gain competitive advantage must be able to provide products in the form of goods or services of good quality to customers. Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes. If a product has been able to carry out its functions, it can be said as a product that has good quality.

Based on the research results of Wahyu Budi Utami (2013), it is believed that sellers in Muslim-majority environments will not sell haram food, so there is no significant effect, but this is contrary to the findings of Mutiara Rinda Sady Harahap (2013). The result is that the Halal Label has a significant effect on Purchase Decisions. Mahdi Borzooei and Maryam Asgari (2015) research findings indicate that the Halal Label has a significant effect on purchasing decisions. The results of this study also support the results of Azize's research (2014). While the research conducted by Eko Yuliawan, 2011 which shows the results of this study that consumer knowledge influences purchasing decisions. Besides that, purchasing decisions are also influenced by Brand Image based on the results of Fransisca Paramitasari Musay which states that brand image consisting of company image, user image, and product image together has a significant influence on purchasing decisions. As for the product quality variable on purchasing decisions, there is a significant influence according to the results of research by Lidya Mongi, et al.

In the midst of the COVID-19 pandemic, people are more selective in choosing food. good food, clean and have the right nutritional elements and free from harmful ingredients. as well as for items that support daily activities. So with Personality which is a composition of unique qualities that are described by others when faced with the social and physical environment, each individual has unique characteristics and differences that distinguish each particular person. These individual differences are necessary for marketers to classify them into different groups for easy targeting of consumers. Even so, the possibility of changing people is very possible, but marketers take advantage of the opportunity to segment the market according to various types of personalities that exist during the COVID-19 pandemic. Therefore, a research was conducted by examining The Effect Of Halal Label, Product Knowledge, Brand Image, Product Quality On Consumer Decisions by Chien S. Teo, et al.

RESEARCH METHOD

This study uses a quantitative approach using multiple regression analysis tools with SPSS 20, The statistical analysis used in this study is multiple regression or what is widely known as multiple linear regression. This analysis is used to determine the magnitude of the influence of the independent variables, namely the halal label, product knowledge, brand image and product quality on the dependent variable, namely consumer decisions. The magnitude of the influence of the independent variable with the dependent simultaneously and partially. data collection is carried out by distributing questionnaires to 62 respondents within the Ministry of Religion of the Gorontalo Province. Multiple regression testing with equations:

$$\begin{aligned}
 H1 &= \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + e \\
 H2 &= \alpha + \beta_1x_1 + e \\
 H3 &= \alpha + \beta_2x_2 + e \\
 H4 &= \alpha + \beta_3x_3 + e \\
 H5 &= \alpha + \beta_4x_4 + e
 \end{aligned}$$

This research is located in Gorontalo Province, namely Gorontalo City, Gorontalo Regency, Regency, Bone Bolango, Kab. Boalemo, Kab. North Gorontalo and Pohuwato . Regency.

RESULTS AND DISCUSSION

Based on the results of calculations using the help of IBM SPSS 20 software, the results are as follows in table:

Table of Regression Analysis Results

Independent Variable	B	t	Sig. t	Description
Constant	6,426	1,855	0,069	Not Significant
Halal Label	-0,056	-0,335	0,739	Not Significant
Product Knowledge	0,126	0,603	0,549	Not Significant
Brand Image	0,435	2,011	0,049	Significant
Product Quality	0,643	3,418	0,001	Significant
Description : $t_{tabel} = t_{(62;0,05)} = 1,670$				

Based on the results of the recapitulation in table 4.6, it can be seen that the regression equation is as follows:

$$y = 6,426 - 0,056X_1 + 0,126X_2 + 0,435X_3 + 0,643X_4$$

The interpretation of the regression model is as follows:

1. The constant value of 6.426 indicates that if the independent variables, namely halal label, product knowledge, brand image and product quality are zero, the consumer's decision to buy is 6.426.
2. The halal label variable has a negative effect on consumer decisions, but does not have a significant effect. This is indicated by the significance probability value of $0.739 > 0.05$ which indicates that it failed to reject H_0 . Because the coefficient of the halal label variable is negative, namely -0.056 , this indicates that every one unit increase in the halal label will result in a reduction in consumer decisions by 0.056 units assuming other variables are constants. So it can be concluded that the halal label variable has a negative effect on consumer decisions.
3. The product knowledge variable has a positive effect on consumer decisions, and has no significant effect. This is indicated by the significance probability value of $0.549 > 0.05$ which indicates that it failed to reject H_0 . Because the coefficient of the product knowledge variable is positive, namely 0.126 , this indicates that every increase in one unit of product knowledge will result in an increase in consumer decisions of 0.126 units with the assumption that the other variables are constant. So it can be concluded that the product knowledge variable has a positive effect on consumer decisions.
4. The brand image variable has a positive and significant effect on consumer decisions, this is indicated by the significance probability value of $0.049 < 0.05$ which indicates that H_0 is rejected. Because the coefficient of the product knowledge variable is positive, namely 0.435 , this indicates that every increase in one unit of brand image will result in an increase in consumer decisions of 0.435 units assuming other variables are constants. So it can be concluded that the brand image variable has a positive effect on consumer decisions.
5. Product quality variable has a positive and significant effect on consumer decisions. This is indicated by the significance probability value of $0.001 < 0.05$ which indicates that it failed to reject H_0 . Because the coefficient of the product quality variable is positive, namely 0.643 , this indicates that every increase of one unit of product quality will result in an increase in consumer decisions of 0.643 units assuming other variables are constants. So it can be concluded that the product quality variable has a positive effect on consumer decisions.

Of the four variables used to measure consumer decisions, it is found that product quality is the most influential in consumer decisions, because it obtains a constant of 0.643, then brand image of 0.435 and product knowledge of 0.126. As well as the halal label variable that has a negative effect on consumer decisions.

The F statistical test basically shows whether all independent variables included in the model have a joint effect on the dependent variable. To find out whether the regression model used is a fixed model, it can be done by comparing the value of F table and F arithmetic or comparing the value of sig and $= 0.05$.

Based on the results of calculations using the IBM SPSS 20 application, the following results are obtained:

F Test Results Table

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	506.160	4	126.540	19.622	.000 ^b
Residual	367.582	57	6.449		
Total	873.742	61			

The table F value for $n = 62$ at $= 0.05$ is 2.53. The calculated F value is 19.622 with a significance value of 0.000 < 0.05 . This shows that the independent variables (halal label, product knowledge, brand image and product quality) have an effect simultaneously or simultaneously in explaining their effect on the dependent variable (Consumer Decision).

Analysis of the coefficient of determination is used to determine the percentage of variation in the independent variables used in the model able to explain variations in the dependent variable. The results of the analysis of determination can be seen in the output of the model summary from the results of multiple regression analysis. As shown in the following table:

Table Coefficient of Determination Test Results:

R	R Square	Adjusted R Square	Std. Error of the Estimate
.761 ^a	.579	.550	2.539

Based on the output results in table the correlation between the independent variables and the dependent variable is 0.550 as shown in the Adjusted R Square. This indicates that the contribution of the halal label variable, product knowledge, brand image and product quality to consumer decisions is 55.00%, while the remaining 45.00% is influenced by other variables not used in this study.

DISCUSSION

The research hypothesis tested using multiple regression analysis obtained the results of the analysis as follows There is a significant influence between Halal Label, Product Knowledge, Brand Image, Product Quality on Consumer Decisions in Choosing Halal Products. Test results of independent variables (halal label, product knowledge, brand image and product quality) influence simultaneously or simultaneously in explain its effect on the dependent variable (Consumer Decision) with a significance level of 0.000 or in other words smaller than 0.05.

There is an insignificant effect between Halal Labels on Consumer Decisions in Daily Product Selection. The hypothesis states that the Halal Label has no significant effect on Purchase Decisions. The results of hypothesis testing are known that the halal label variable has a negative effect on consumer decisions, but it does not have a significant effect on where. The test results obtain empirical evidence that H1 is not supported by a negative coefficient. That is, the higher the Halal Label, the less purchasing decisions. The results showed that there was no influence between the halal label and the decision to purchase daily products for the people of Gorontalo. This is because most of the people do not see whether the products they buy are labeled halal or not because they believe that the products sold by Gorontalo Province mean all the food sold is halal. The people of Gorontalo believe that all products are halal products because they are located in the Muslim-majority Gorontalo province. Sellers in IAIN are also Muslim majority who are believed not to sell haram food. The results of this study support the results of Wahyu Budi Utami's (2013) research. Halal label has a significant effect on purchasing decisions with a sig value of 0.000 and has a positive relationship with a path coefficient value of 0.207. The results of Wahyu Budi Utami's (2013) research support the results of research from researchers who state a significant relationship between halal labels and purchasing decisions. In Wahyu Budi Utami's research (2013) which aims to examine the effect of the Halal Label on Purchase Decisions (survey of wardah cosmetic buyers at the Wardah Griya Muslim an-nisa outlet Yogyakarta). Researcher Wahyu Budi Utami (2013) used regression analysis with a sample of 90 respondents. The results of this study are also in accordance with the findings of Mutiara Rinda Sadly Harahap (2013). The result is that the Halal Label has a significant effect on Purchase Decisions. Mahdi Borzooei and Maryam Asgari (2015) research findings indicate that the Halal Label has a significant effect on purchasing decisions. The results of this study also support the results of Azize's research (2014). Halal label has a significant effect on purchasing decisions, with a value of 4,555. Because the value of t count is greater than t table (4.555 greater than 1.995) then Ho is rejected, meaning that partially Halal Label has a positive effect on the Purchase Decision of Wardah cosmetic products at the Putri An-Nuriyah Islamic Boarding School Foundation. The results of this study also support the results of Stefani's (2013) research with the coefficient table value obtained by the tcount value of 2.092, and the known ttable value of 2.00. By comparing tcount and ttable, it is found that tcount > ttable = 2,092 > 2,00,128 because the value of tcount is greater than ttable, it can be concluded that the regression coefficient of the television advertising variable is significant. And the results obtained from the comparison of the sig value with the significance level: sig = 0.041 < 0.05. Because sig < , it can be concluded that Ha is accepted and Ho is rejected, meaning that the regression coefficient on the television advertising variable is partially (individual).

There is an insignificant effect between product knowledge on consumer decisions in product selection so that the results of this study are the results of research by Sanny Sanjaya, 2016 which states that product knowledge partially has a positive influence on purchasing decisions made by product consumers. The value of the coefficient of determination in this study is 57.2%, which means that the dependent variable in this study can be explained by the independent variable by 57.2%, while the rest is influenced by other variables not carried out in this study, as well as research conducted by Eko Yuliawan, 2011 which shows The results of this study that consumer knowledge affects consumer decisions by 44.8%, while the remaining 55.2% is influenced by factors not examined.

There is a significant influence of Brand Image on Consumer Decisions in Choosing Halal Products, so the results of this study support the statement of research results from Fransisca Paramitasari Musay which states that brand image consisting of company image, user image, and product image together has a significant influence. significant to purchasing decisions.

There is a significant influence between product quality on consumer decisions in product selection, thus supporting the results of research from Lidya Mongi, et al, 2013 which shows that there is a positive and significant influence between product quality variables, promotional strategies, and prices on purchasing decisions.

CONCLUSION

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