

## The Influence of Halal Label on Interest to Buy Samyang Noodle Product

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**Abstract.** *This study aims to determine the effect of Halal Label on Halal Awareness and its impact on Purchase Intention with the objective specifications are: 1) to determine the effect of halal label on halal awareness, 2) to determine the effect of halal label on purchase intention of Samyang noodles, and 3) to determine the effect of halal awareness on buying interest in Samyang noodles. This research is classified as a quantitative research with an associative approach. The research location is in the city of Mataram with a population that is not known with certainty because there are quite a lot of Muslim people who know about Samyang noodle products in the city of Mataram. So that the data collection method used in this research is a survey sample method with the sampling technique is non-probability sampling. Temporary, The hypotheses developed in this study are: 1) Halal label has a significant effect on purchase intention of Samyang noodles, 2) Halal label has a significant effect on Halal Awareness, and 3) Halal awareness has a significant effect on purchase intention on Samyang noodles. The research results will be discussed further.*

**Keywords:** *Halal Label, Purchase Intention, Halal Awareness.*

**Abstrak.** Penelitian ini bertujuan untuk mengetahui Pengaruh Label Halal terhadap *Halal Awareness* dan dampaknya terhadap Minat Beli dengan spesifikasi tujuan adalah: 1) untuk mengetahui pengaruh label halal terhadap *halal awareness*, 2) untuk mengetahui pengaruh label halal terhadap minat beli mi Samyang, dan 3) untuk mengetahui pengaruh *halal awareness* terhadap minat beli mi Samyang. Penelitian ini tergolong penelitian kuantitatif dengan pendekatan asosiatif. Lokasi penelitian berada di kota Mataram dengan jumlah populasi yang tidak diketahui secara pasti karena masyarakat Muslim yang mengetahui produk mi Samyang di kota Mataram terbilang cukup banyak. Sehingga metode pengumpulan data yang digunakan dalam penelitian ini adalah metode sampel survei dengan Teknik pengambilan sampel adalah *non-probability sampling*. Sementara, hipotesis yang dikembangkan dalam penelitian ini adalah: 1) label halal berpengaruh signifikan terhadap minat beli mi Samyang, 2) label Halal berpengaruh signifikan dengan *Halal Awareness*, dan 3) *halal awareness* berpengaruh signifikan terhadap minat beli mi Samyang. Adapun hasil penelitian akan dibahas lebih lanjut.

**Kata kunci:** Label Halal, Minat Beli, Halal Awareness.

## **INTRODUCTION**

Indonesia is a country with the largest Muslim population in the world, namely 207,176,162 people in 2010 or around 87.18% of the total population of Indonesia (bps.go.id). This number is closely related to the demand for the consumption of halal food products for the Muslim community. Where currently food products in circulation do not only come from within the country, but also imported food products. So that the halal status of imported food products must be ensured both from the import country of origin and the import destination country.

In ensuring whether an incoming product is halal or not, Indonesia through LPPOM MUI checks the production process starting from when the product is made to the product packaging stage. Because the halalness of a product is not only seen from the raw materials, but it must also be ensured that the production process is truly halal, namely according to Islamic law, clean from uncleanness and safe for consumption by the public.

The products that have been certified by LPPOM are marked with the MUI halal label on the product packaging. Label according to Nurbowo (2003: 69) is a number of information contained in the product packaging. In general, the minimum label must contain the name or brand of the product, raw materials, composition additives, nutritional information, expiration date, product contents and a description of legality. In this case, the halal label is information about product halalness. In research conducted by Nugraha, Mawardi, and Bafadhal (2017) found that the halal label has a significant effect on purchase intention of 13.3%. This is also supported by a similar study conducted by Sudrajat (2018) who found that the halal label has a direct effect on purchase intention of 33.3%. However,

The city of Mataram as the provincial capital of NTB has the slogan Forward, Religious and Cultured indicating that people are quite selective in choosing food products. Thus there will be products selected for consumption and products set aside as a result of the selection process. This process occurs because there is awareness in the Muslim community regarding what to be consumed must pay attention to whether a product is halal or not.

Halal awareness according to Shaari and Arifin (2010) is the level of knowledge possessed by Muslim consumers to seek and consume halal products in accordance with Islamic law. Research conducted by Waskito (2015) found that halal awareness has a positive effect on consumer buying interest in a product. Similar research results were

found by Suksmasari (2018), namely halal awareness has a positive effect on purchase intention. This is contrary to the results of research conducted by Nurcahyo and Hudrasyah (2017) who found that halal awareness was not significantly related to interest in buying food products.

Mi Samyang is an instant noodle product from Samyang Foods Inc. originating from South Korea. Actually Samyang is the brand of the noodle product. The original name of the Samyang noodle product is Buldak Bokkeummyeon or in English is Hot Chicken Ramen. Only because the Latin writing that can be read by the public is



Figure 1. Green Samyang Noodle

Samyang, so this noodle is called Samyang noodle.

Its emergence, which immediately became a booming in the country, had experienced pros and cons because it did not include the halal label from the MUI (Indonesian Ulema Council) but received a distribution permit from BPOM (Food and Drug Supervisory Agency). In accordance with Law Number 33 of 2014 concerning Guarantees for Halal Products where products sold or marketed in Indonesia must have halal certification.

Moreover, the Samyang noodles come from South Korea, where the Muslim population is a minority. So that this halal matter is an important aspect to pay attention to. Then coupled with the circulation of news that products from Samyang namely U-Dong and Kimchi tested positive for containing pork which prompted BPOM to withdraw its distribution permit. This has resulted in some people feeling anxious about the circulation of Samyang's imported products as a whole, whether proven to contain pork or not. As has been understood, that halal matters are not only about raw materials but also the production process.

PT Korinus, as a company that imports Samyang noodles, experienced losses due to the anxiety of the residents when the non-halal products circulated in Indonesia. So the company registered Samyang noodles which are already halal from Korea to be certified as halal by LPPOM MUI. Finally, on September 28 2017, Mi Samyang officially received halal certification. Taste variants that have been registered as halal include Samyang Hot Chicken Ramen, Samyang Hot Chicken Ramen Big Bowl, Samyang Hot Chicken Ramen Cup, Samyang Hot Chicken Ramen Cheese Flavor, Samyang Hot Chicken Ramen Ice Flavor and Samyang Hot Chicken Ramen Cheese Flavor Big Bowl ( [Republika.co.id](http://Republika.co.id)).

Departing from this, researchers are trying to find out the possibility of the influence of the Halal Label on Interest in Buying Mi Samyang which is mediated by Halal Awareness in the city of Mataram. The formulation of the problem in this study are: 1) How does the halal label affect halal awareness? 2) How does the halal label affect the intention to buy Samyang noodles? And 3) How does halal awareness affect the intention to buy Samyang noodles? Based on the formulation of the problem, the objectives of this study are: 1) to determine the effect of halal labels on halal awareness, 2) to determine the effect of halal labels on purchase intention of Samyang noodles, and 3) to determine the effect of halal awareness on purchase intentions of Samyang noodles.

## **THEORITICAL FRAMEWORK**

In order for food to get a halal label, companies need to apply for halal certification first. Thus food products with halal labels can also indicate that food meets strict standards of hygiene and sanitation (Lada et al., in Aziz and Chok, 2013). Golnaz et al., (2010) in their research found attitudes towards halal food and perceived control were significant predictors of intention which in turn tended to influence the intention to buy halal food.

Several previous studies have identified that buying interest is influenced by the halal label. Nugraha, Mawardi, and Bafadhal (2017) found that halal labeling has a significant effect on purchase intention. According to research conducted by Latiff, et al., (2015) states that the effect of halal labeling has a positive impact on purchase intention. The existence of a halal label allows consumers to easily distinguish between products that are halal or not. Also to ensure that food with a halal label is of good quality and good for health. And so that Muslim consumers can fulfill their religious principles in consuming food.

The results of this study are also supported by similar research conducted by Sudrajat (2018) regarding the inclusion of a fast food halal label and found that the halal

label has a direct effect on purchase intention. However, the results of this study contradict the research conducted by Hasibuan, Nasution, and Anggraini (2017) regarding the impact of the halal label on consumer buying interest and found that the halal label does not have a significant effect on purchase intention.

Based on the descriptions above, the hypothesis set is 1) H1: Halal label has a significant effect on the intention to buy Samyang noodles, 2) H2: Halal label has a significant effect on Halal Awareness, and 3) H3: Halal awareness has a significant effect on the intention to buy noodles Samyang. This study understands the effect of the halal label on halal awareness and its impact on buying interest in Samyang noodles in the city of Mataram.

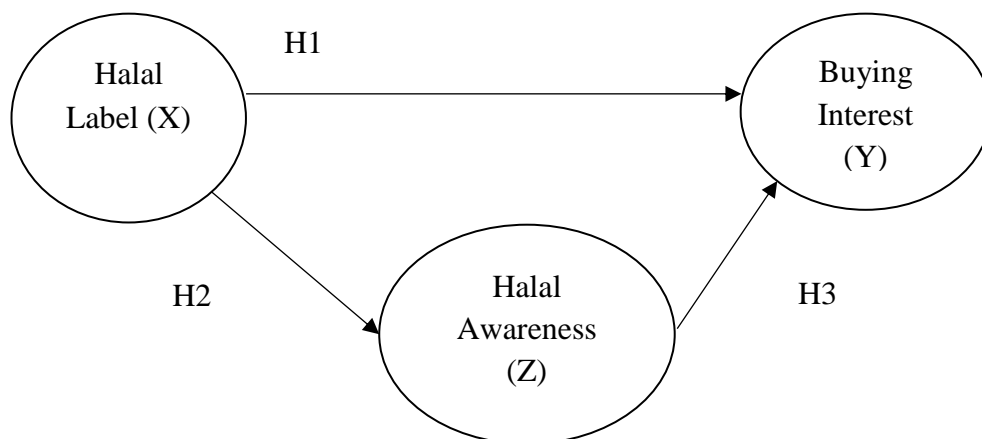


Figure 2. Conceptual Framework

## **METODE PENELITIAN**

This study aims to determine the effect of the Halal Label on Halal Awareness and its impact on Purchase Intention. Based on the research objectives, this research is classified as a quantitative research with an associative approach. The research location is in the city of Mataram. The consideration in choosing this location is because the city of Mataram is the capital of the province of West Nusa Tenggara, so that imported food products tend to be found in the city of Mataram.

The number of populations in this study is not known with certainty because the Muslim community who know about Samyang noodle products in the city of Mataram is

quite a lot. So the data collection method used in this study is a survey sample method. The characteristics of the population in this study are not known with certainty, so that the non-probability sampling technique was used in taking the sample.

As for the type of data used in this study is basically quantitative in the form of scores from respondents' answers to the questions in the questionnaire. The data collection technique in this study is in the form of questionnaires. The data sources in this study are primary data derived from the results of filling out questionnaires and secondary data obtained from certain institutions or other people regarding previous research which is used as a reference and data regarding the companies studied in this study taken from other parties.

## **RESULTS AND DISCUSSION**

Based on the results of testing all hypotheses, it was stated that two of the three hypotheses proposed in this study were acceptable and supported by previous theories and studies. One of the hypotheses was rejected. The following will discuss the hypotheses that have been proposed based on the analysis of the data that has been presented.

### **The Halal Label Has a Significant Influence on Interest in Buying Samyang Noodles**

Based on the results of the calculations that have been done, it was found that the Halal Label has a significant influence on the intention to buy Samyang noodles.

Seeing from the value of the regression coefficient of sub structure 2 of 0.247 and the t-count value of 2.065 which is greater than the t-table value of 1.996 and the significance value of 0.043 is smaller than 0.05, namely the predetermined alpha. This means that there is an influence of the halal label on the buying interest of Samyang noodles in the city of Mataram. Where the halal label is included in one of the various labels, namely the descriptive label which provides information about the halal status of Samyang noodle products. The halal label shows that Samyang noodle products in terms of raw materials and the manufacturing process comply with the halal standards set by the MUI. The results of this research are also supported by research conducted by Sudrajat (2018) and Nugraha,

Likewise, by looking at the respondents' answers to each of the questionnaire statements, it shows that the average respondent answered that they agreed with the criteria for a halal label on the Samyang noodle packaging. Even though at first the respondents were a bit worried about the condition of South Korea, which has a small

number of Muslims, the existence of a halal label made some respondents believe that the product was halal.

### **Halal Label Has Significant Influence on Halal Awareness**

Based on the results of the calculations that have been carried out, it was found that there was a significant effect of the halal label on the packaging of Samyang noodles on halal awareness.

Seeing from the value of the regression coefficient of sub structure 1 of 0.271 and the t-count of 2.322 is greater than the t-table value of 1.995. Also based on a significance value of 0.023 which is smaller than 0.05. This calculation shows that there is a significant effect of the halal label on halal awareness. Where the halal label is believed to be one of the standards for a product that is in accordance or not with the halal criteria in Islamic law.

So that through the existence of a halal label on the Samyang noodle packaging, it informs the public that Samyang noodle products are halal products even though they come from abroad, namely South Korea. Because Muslim consumers in the city of Mataram realize that it is important for them to consume food that has a clear halal status. This is in accordance with the results of research found by Pra Mintasari and Fatmawati (2017) that the existence of a halal label on product packaging makes Muslim consumers more aware of the importance of consuming halal products. Likewise, the results of research conducted by Ambali and Bakar (2012) found that the halal label obtained through certification has a significant effect on halal awareness (halal awareness).

### **Halal Awareness Has No Significant Influence on Buying Interests of Samyang**

Based on the results of the calculations that have been carried out, it was found that there was an effect of halal awareness on Samyang noodle packaging on purchase intention but not significantly.

Judging from the value of the regression coefficient sub structure 2, namely 0.161 with a tcount of 1.341 which is smaller than the ttable value of 1.996. The significance value of halal awareness is 0.184 which is greater than the value of 0.05. The results of these calculations show that there is an influence of halal awareness on buying interest in Samyang noodles but it is not significant. Which means that the higher the halal

awareness of the people of the city of Mataram, the lower the interest in buying Samyang noodles. As it is known that the majority of the people of the city of Mataram are Muslims.

Likewise, the respondents who became the sample of this study were Muslims. When viewed from the score of the halal awareness statement owned by the Muslim community in the city of Mataram, it is quite high, because the answers of the respondents on average agree and strongly agree. This is in accordance with what was found by Yunus, Rashid, Ariffin and Rashid (2013) that awareness of halal both in buying and consuming halal products is fundamental for every Muslim consumer. However, the results of this study contradict research conducted by Suksmasari (2018) which found that halal awareness has a positive effect on purchase intention. This is because buying interest in Samyang noodles is influenced by things other than halal awareness which are not used in this study.

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The things that influence this are the price which is quite expensive, the image of the country of origin of the product, and the respondents' doubts about the MUI halal label. First, namely Samyang noodles valued at approximately Rp. 19,000 per pack. This price is considered expensive for respondents considering that local instant noodles on the market are valued at around Rp. 3,000 per pack. So because of this the respondents were not interested in buying Samyang noodles.

Second, Samyang noodles are imported food products originating from South Korea. Where the country is a country with a minority Muslim population. So even though they have obtained halal certification from the Korea Muslim Federation (KMF), some consumers still doubt the halalness of Samyang noodles. Because according to Ahmad, Abaidah and Yahya (2013) halal awareness is known based on whether or not a Muslim understands what halal is, the correct slaughtering process and prioritizes halal food for consumption.



So, it is not enough if you just separate the Halal Samyang noodle product factory from the non-Halal one. But it is also accompanied by an understanding of halal itself. Then the issue of Samyang noodles containing pork still lingers in the minds of some respondents. This is because the Samyang company does produce other types of noodles that contain pork. However, the company has separated the factories between halal and non-halal noodles. However, some respondents still doubted the halalness of the Samyang noodles due to the respondents' high awareness of halal.

Third, some other respondents doubted the halal label from the MUI. This is because before having the halal label, Samyang noodles had received a distribution permit from BPOM (Food and Drug Supervisory Agency) without obtaining approval from LPPOM MUI. This indicates the lack of strict regulations on halal and health labels for products entering Indonesia. And after going through the testing process, the Samyang noodles passed the test and received a halal certificate from the MUI. Because of this, some respondents felt doubts about the MUI halal label. Based on the results of this study, it can be said that the higher the halal awareness of the people of the city of Mataram, the lower the interest in buying Samyang noodles.

### **Effect of Halal Label on Buying Interest through Halal Awareness**

In path analysis, besides looking at the direct effect of the independent variable on the dependent variable, it also looks at the indirect effect between the two. In this study it was found that the indirect effect of halal awareness was 0.044 and the total effect of all variables was 0.679.

Then the Sobel test results show a Z value of 0.290 which is smaller than the standard Z value of 1.96. Where the Sobel test is the significance value of the indirect influence of the halal awareness variable. So the decision taken is to accept  $H_0$  and reject  $H_a$ . This means that the value of the mediating effect (indirect) of the halal awareness variable on the effect of the halal label on purchase intention is not significant. In other words, the halal awareness variable has not been able to mediate the effect of the halal label variable on purchase intention. Namely, the increasingly high public awareness of halal actually reduces the interest in buying Samyang noodles.

## **CONCLUSION**

### **Conclusion**

Based on the results of data analysis and discussion described in the previous chapter, in general the two hypotheses proposed in this study are accepted and the other hypotheses are rejected. Several things can be concluded from this research, including:

1. The halal label on Samyang noodle packaging has a significant effect on purchase intention. This means that the halal label is one of the reasons why the people of Mataram are interested in buying Samyang noodles.
2. The halal label on Samyang noodle packaging has a positive and significant effect on Halal Awareness. This means that the halal label indicates the halal status required by the Muslim community in choosing halal products for consumption.
3. *Halal awareness* does not affect the purchase intention of Samyang noodles. This means that the higher the halal awareness owned by the people of the city of Mataram, the lower the interest in buying Samyang noodle products.
4. *Halal awareness* as a mediating variable has no effect on the effect of the halal label on buying interest in Samyang noodles. This means that halal awareness has not been able to mediate the people of the city of Mataram in the influence of the halal label on the interest in buying Samyang noodles.

### **Suggestion**

The suggestions and input in the research are:

1. Producers of food products are advised to immediately register their products with the MUI Institute to obtain the halal certification and labeling process. In this case, Samyang Food Inc. Considering that Indonesia is a country with the largest Muslim population in the world, it is important to meet the needs of Muslim consumers for halal food products. Not only that, it takes a thorough dissemination of information about the product to be issued so that it does not experience cases like before. Moreover, information regarding the separation of factories that produce Samyang noodles is halal and not and that halal certificates have been pocketed in South Korea and in Indonesia.
2. For institutions related to product inspection, such as LPPOM, BPOM, MUI, etc., to provide outreach to the public. This is done so that the public trusts the institution as a body that will ensure a product is safe for public consumption. Safe in the sense of halal and also healthy.

3. For future researchers, it is expected to continue research using different variables that are not used in this study. Some of them are the price and image of the producing country. Because even though it was not examined in this study, it turns out that these variables have a relationship with existing variables.

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