The influence of halal labeled food products in purchasing decisions

Atthala Adeliana Alfaini[1], *Isdiana* Suprapti[1*], *Fuad* Hasan[1], *Resti Prastika* Destiarni[1], *Peni Sinto* Rahayu[2]

[1]Program study of Agribusiness, Department of Agricultural Science and Technology, Faculty of Agriculture, Universitas Trunojoyo Madura, Bangkalan, Indonesia
[2]Food Security and Agriculture Office of Pamekasan Regency, Indonesia

Abstract. The obligation to have a halal certificate in the form of the inclusion of a halal label for business actorsis an obligation that must be fulfilled by MSME actors according to the rules set by the government until 2024. The existence of a halal label on a product provides certainty that the MSME has carried out halal certification, so as to increase consumer confidence in making purchases. Thepurpose of this study is to determine the characteristics, attitudes, and stages of final consumer decisions in purchasing halal-labeled food products in Pamekasan Regency.The sampling technique in the study used accidental sampling technique. The data analysis method uses descriptive analysis and Fischbein analysis. The results showed that consumer characteristics are dominated by men of productive age and have a good level of education and finance. The large total attitude value with a very positive category shows that consumers in Pamekasan Regency agree with all attributes in purchasing decisions for halal labeled food products and allow repeat purchases. The purchase decision stage is a form of further reaction from the positive attitude of consumers generated so that consumers purchase food products labeled halal in Pamekasan Regency. This research recommendation is intended for business actors to pay attention to the attributes of their product packaging with complete information, because these attributes are most paid attention to consumers and have the highest attitude value in purchasing decisions for halal labeled food products.

1 Introduction

Provisions for the implementation of halal certification, especially on food and beverage products, continue to be carried out gradually until 2024. This refers to the obligation to have a halal label contained in the rules of Law No. 33 concerning Halal Product Assurance [1]. In addition, [2] issued Government Regulation No. 9 concerning the Implementation of the Field of Halal Product Assurance, namely in Article 2 states that every "product entering, circulating and traded in the territory of Indonesia must be halal certified". Based on data from the State of the Global Islamic Economy (SGIE) Report [3], It is known that halal food products in Indonesia rank second highest after Malaysia.

The existence of government programs and regulations that support halal product certification should be a special attraction for business actors in building a good image in front of the public. According to Handayani & Resti [4], The government continues to create a free of charge program for MSMEs in managing halal certification. Currently, the halal label has become an important thing in food products offered to MSMEs [5] So that the halal label has become something that consumers also pay attention to in making purchasing decisions.

When viewed internationally, halal labeled products have become something that is widely discussed. Directorate General of National Export Development (DJPEN) Ministry of Trade of the Republic of Indonesia [6], said that non-Muslim countries such as Thailand, South Korea, and Japan have used and sold halal products in their respective countries. According to Azam &; Abdullah [7], The growth of the halal industry has been a potential growth sector globally in Turkey since 2018. Regulations, halal standards, and halal product regulatory bodies are the backbone in the halal industry [8].

The halal label which is part of the regulation is an added value for food products to be able to increase consumer confidence so that they feel more secure and safe. The level of halal awareness has a significant influence on purchasing decisions [9]. Thus, it is known that some consumers are beginning to realize the urgency of the halal label. According to Mustakim et al., [10], An increase in consumer confidence in the halalness of a product can trigger an increase in the volume of purchases of the product. However, conditions that occur in the field show that there are some consumers who consider the halal label as something that is not so important.

Some consumers tend not to see whether there is a halal label on food product packaging if the majority of

---

* Corresponding author: isdiana@trunojoyo.ac.id

the business environment is a citizen who is indeed Muslim. Because they think the products offered are definitely halal products. This is supported by the results of Suprapto and Azizi's research [11], that halal labels and P-IRT permits are variables that do not affect the purchase decision of food products. Then the law does not regulate clear criminal sanctions in writing or implied about violations for business actors who do not take care of halal label certification [12].

Pamekasan Regency is one of the districts on Madura Island that has an even distribution of education in every region ranging from elementary schools to universities. The strategic location of the area and ease of access make Pamekasan Regency has many Micro, Small and Medium Enterprises (MSMEs). Based on data from the Cooperatives and SMEs Office of Pamekasan Regency [13], It is known that the total number of SMEs is 195,554 with details of the industrial sector (8,195), services (8,749), finance (136), construction (764), trade (35,846), mining (2,496), agriculture (132,003), and transportation (7,365). From the recapitulation data, not all business actors have SME licenses. The number of issuance of business licenses or Business Identification Number (NIB) experienced a significant increase in 2020, although in 2019 it decreased from the previous year. The increase in the number of NIBs continues to increase until 2022 (Table 1).

Table 1. Recapitulation of the number of micro small business license issuances pamekasan regency.

Year	Number of Business Licenses	% Change
2018	933	0,0%
2019	312	-66,6%
2020	1.289	313,1%
2021	1.722	33,6%
2022	2.654	54,1%
Total	6.910	

Source: Data from the cooperatives and SMEs Office of Pamekasan Regency Processed, 2022.

The percentage increase in the number of business license issuances in the last three years shows that the level of awareness of business actors on the importance of business license ownership continues to increase every year. Possession of a business license or business master number is one of the requirements in managing halal certification to obtain a halal label. Thus, the increase in the issuance of business licenses in Pamekasan Regency is directly proportional to the increasing awareness among business actors of the importance of halal certification. The increase in the number of business actors who take care of business licenses in addition to awareness from business actors, is also caused by the government regulation Law Number 11 of 2020 concerning Job Creation which provides convenience in managing this permit through the Online Single Submission (OSS) System website or Risk-Based Business Licensing Implementation so

that MSME actors do not need to queue in the management of their business legality.

Therefore, the objectives of the study are: (1) identifying consumer characteristics, (2) analyzing consumer attitudes in purchasing halal-labeled food products, (3) understanding the stages in making purchasing decisions for halal-labeled food products . By understanding consumer characteristics, consumer attitudes and stages in the purchasing decision process will provide an illustration for business actors that increasing consumer awareness of the halal label listed in a food product will have an impact on the repurchase process by consumers of the product. This means that the existence of a halal label on a food product will provide its own added value for the product and expand market share of halal-certified products or in other words this product can compete with foreign products that have been circulating in the country.

2 Research methods

The location determination of the study was carried out purposively in Pamekasan Regency. The selection of locations with consideration of the education aspect is evenly distributed and the Human Development Index (HDI) of Pamekasan Regency (2022), is the second largest position on Madura Island in 2021, which is 66.40. With a high HDI, it shows that the literacy level of the people of Pamekasan Regency is quite high, it is hoped that when making a product purchase, they pay attention to the attributes on the product in the form of halal labels, expired dates, brands and so on listed on the product packaging. Thus, some people in Pamekasan Regency become consumers who have realized the importance of the existence of halal labels, especially on food products.

The research implementation time is carried out in September-November 2022, with consideration of the time in accordance with LPPM independent research activities and research MBKM determined by LPPM UTM. This stage includes the preparation of research instruments, data collection, data processing, and data analysis until conclusions. This research is a type of quantitative research with a descriptive approach. Quantitative research measures variables with values and then analyzes the relationship between existing variables [14]. Where the source of data used is primary data from questionnaires and interviews with respondents. Supporting secondary data are obtained from sources of journal articles, books, institutional administrative data and other sources that can be accounted for.

The population in the study was all people who had purchased food products labeled halal in Pamekasan Regency. Because people in Pamekasan Regency are literate, it means that they pay attention to the label on the packaging of a product and there are several schools that have taught their students to get used to paying attention to the information on the packaging label, especially regarding the existence of halal labels, expired dates, the content of the product and so on. The

object of research is food products processed by MSMEs that have halal labels in Pamekasan Regency, both marketed at stalls / shops / souvenir centers around. The MSMEs referred to here are not specific because of the consideration of the number of MSMEs that have more than one product produced. So that the focus of this research is more on consumers who make purchasing decisions on foods labeled halal.

The sampling technique in research uses non-probability sampling techniques, namely accidental sampling techniques on the basis of chance. This means that anyone, consumers found by researchers and in accordance with the specified characteristics can be used as respondents. The consideration of choosing this technique is to make it easier to find consumers who match the criteria, namely purchasing products labeled halal from an MSME. The determination of the number of samples is based on the opinion of Orme (2010) with the formula minimum number of samples = (level – attribute + 1) x 5. In this study using 3 attributes and 15 levels so that the number of samples = (15 – 3 + 1) x 5 = 65 respondents. The measurement scale used on variables is the Likert scale with a range of 5 scales. This is because this scale is easier to describe consumer choices and easier to analyze. According to Sugiyono (2014), Likert scale is used to measure the attitudes, opinions, and perceptions of individuals regarding phenomena.

The research stage begins with the creation and collection of data through questionnaires. The first objective and the third objective regarding consumer characteristics and purchasing decision making are answered through descriptive analysis. Descriptive analysis was chosen to explain the identification of consumers who have been considering food products labeled halal in their purchase decision process. In descriptive analysis, the answers of the same respondents will be grouped and percentaged based on the number of respondents. While the second goal regarding consumer attitudes is answered through fishbein analysis. This analysis was chosen because this analysis is able to explain consumer attitudes in purchasing decisions based on attributes that have been selected. Where this analysis is able to explain how much trust consumers have in the object under study and also how much consumer evaluation of the selected attributes, so as to describe consumer attitudes towards a purchase decision. According to Engel et al., (1994), The multi attribute model of Fishbein can be described by the following formula:

$$Ao = \sum_{i=1}^{n} bi.ei \qquad (1)$$

Information:
Ao = Attitude to objects
bi = The power of belief that an object has an i attribute
ei = Evaluation of the i attribute
n = Number of attributes the object has

Consumer attitude measurement is carried out using a Likert scale range from 1-5 for the belief table and

evaluation table. The data obtained were then tested for validity and reliability using SPSS tools before fishbein analysis was carried out. In general, the stages carried out in fishbein analysis are: (1) conducting interviews with several MSME owners as a basis for determining initial attributes, (2) the attributes formed are analyzed for validity and reliability, and (3) using these results to test bi and ei values to calculate attitude values.

The first step taken to calculate the attitude is to determine the attributes of the object. The attributes used in the study are: packaging, halal label and P-IRT permit. Packaging is the physical appearance of the product packaging offered, which includes shape, color, appearance of motifs and sizes [11]. Packaging attributes consist of 5 levels (attractive appearance, color suitability, protective packaging shape, non-perishable materials, and complete information). The halal label is a halal statement on the product packaging that shows that the product has halal status and has a halal certificate [17]. The attributes of the halal label consist of 6 levels (easy to see, original, good foodstuffs, process safety, religious values and religiosity, and health). The P-IRT license is a home industry production license given to the home-scale food and beverage industry, especially food products [18]. The P-IRT permit attribute consists of 4 levels (original, quality assurance, consumption safety, and product fit for circulation).

The second step is to measure the confidence component (bi) and evaluation component (ei) using a likert scale ranging from 1-5. The results of the assessment of consumer attitudes towards food products labeled halal as a whole will be classified into the categories in Table 2.

Table 2. Attitude value categories and total attitude value.

Attitude Categories	Value	Categories Total Attitude	Total Value
Very Negative	$1,0 \leq Ao \leq 5,8$	Very Negative	$-375 \leq Ao \leq -225$
Negative	$5,8 \leq Ao \leq 10,6$	Negative	$-225 \leq Ao \leq -75$
Neutral	$10,6 \leq Ao \leq 15,4$	Neutral	$-75 \leq Ao \leq 75$
Positive	$15,4 \leq Ao \leq 20,2$	Positive	$75 \leq Ao \leq 225$
Very Positive	$20,2 \leq Ao \leq 25,0$	Very Positive	$225 \leq Ao \leq 375$

Source: Processed Primary Data, 2022.

3 Results and Discussion

3.1 Characteristics of respondents

This research was conducted to a total of 65 respondents, namely the people of Pamekasan Regency who had bought and consumed food products labeled

halal. The following is a Table 3 of overall characteristics of respondents.

Based on a total of 65 consumers of halal-labeled food products in Pamekasan Regency, 80% have the age of 21-30 years. Consumers are at a productive age and are able to make their own decisions in purchasing food products labeled halal. According to Astutik et al., [19] at productive age most consumers begin to pay attention to the type of food they want to consume. Then, 52.3% were male and 47.7% were female. Men dominate more because the majority of men are the heads of families who decide more about purchasing products for their family. This means that male consumers are more concerned in deciding to buy products labeled halal for consumption by all family members.

Table 3. Consumer characteristics.

Indicator	Percentage	Information
Age	80%	21-30
Gender	52,3%	Man
Work	36,9%	Student
Recent education	49,2%	High School/Equivalent
Number of dependents	43,1%	2 Dependents
Earnings per month	38,5%	> 1,5 million
Expenses per month	41,5%	500 thousand – 1 million

Source: Processed Primary Data, 2022.

Every consumer has a variety of jobs, 36.9% dominated by students / students. Consumers already have their own responsibility for fulfilling their daily needs, both as students who live in boarding houses or live at home. The last level of education consumers 49.2% graduated from high school / equivalent. Consumers already have enough knowledge information compared to previous levels of education. If the knowledge information owned by consumers is lacking, then consumers tend to prioritize desires without considering the safety and health of the products they consume [20].

When viewed from the number of family dependents, it is known that 43.1% of respondents have 2 dependents. Total monthly income of 38.5% > Rp. 1,500,000. Consumers are categorized as having finances that are able to support the purchase of safe and healthy food products, because income is the main indicator to measure the ability of consumers to pay for the purchase of a product [21]. Then, 41.5% have an expenditure of Rp. 500,000 – Rp. 1,000,000. When viewed from the majority of income earned by consumers, consumers are able to manage their finances well because monthly expenses are not greater than the amount of income. So that in purchasing decisions, consumers are also considered to have good management to determine the product to be purchased.

3.2 Consumer attitudes in purchasing food products labeled halal

3.2.1 Level of Trust in the Attributes of Halal-Labeled Food Products

Analysis of the level of trust (bi) on the attributes of food products labeled halal is carried out to determine the level of performance of the attributes most trusted by consumers. Attribute trust level data is shown in Table 4. The higher the trust value of the attribute, the better the level of consumer trust in the attribute.

Table 4. Attribute trust level.

Attribute	Level	Scale	Category	Order
Packaging	Attractive look	3,95	Agree	14
	Color match	3,65	Agree	15
	Packaging shape protects	4,06	Agree	13
	Non-perishable materials	4,23	Agree	3
	More information	4,43	Very Agree	1
Label Halal	Easy to see	4,22	Agree	4
	Original	4,12	Agree	9
	Good groceries	4,29	Very Agree	2
	Process safety	4,12	Agree	10
	Religious values and religiosity	4,15	Agree	6
	Health	4,15	Agree	7
P-IRT License	Original	4,11	Agree	12
	Quality Assurance	4,15	Agree	8
	Safety of consumption	4,17	Agree	5
	Products worthy of circulation	4,12	Agree	11

The packaging attribute with the complete information level is the attribute with the largest value of 4.43 in the strongly agree category. This means that complete information on the packaging of food products labeled halal is very trusted by consumers in purchasing food products labeled halal. This is in line with research by Astutik et al., [19], the completeness of information on product packaging has the second highest consumer attitude index value (8.595) after the net weight attribute in moringa fortified salt purchasing decisions. While the lowest attribute confidence value is the packaging attribute with a color conformity level (bi = 3.65) in the agree category. Overall, the attributes of food products labeled halal in the study have been trusted and assessed well by consumers in Pamekasan Regency as evidenced by the overall attributes that are in the category of strongly agree and agree. This means that the attributes believed by consumers are in accordance with what they think, so that responses to all attribute levels are expressed according to their level of trust.

3.2.2 Level of Evaluation of Food Product Attributes Labeled Halal

Analysis of the evaluation level (ei) of the attributes of halal-labeled food products was carried out to determine the level of propensity of the attributes most considered important by consumers of halal-labeled food products in Pamekasan Regency. Attribute evaluation level data is shown in Table 5.

Table 5. Attribute evaluation level.

Attribute	Level	Scale	Category	Order
Packaging	Attractive look	4,03	Important	14
	Color match	3,86	Penting	15
	Packaging shape protects	4,35	Very Important	5
	Non-perishable materials	4,43	Very Important	1
	More information	4,40	Very Important	2
Label Halal	Easy to see	4,09	Important	13
	Original	4,29	Very Important	7
	Good groceries	4,37	Very Important	4
	Process safety	4,32	Very Important	6
	Religious values and religiosity	4,26	Very Important	9
	Health	4,38	Very Important	3
P-IRT License	Original	4,26	Very Important	10
	Quality Assurance	4,23	Important	11
	Safety of consumption	4,23	Important	12
	Products worthy of circulation	4,29	Very Important	8

The packaging attribute with the level of non-perishable material is the attribute with the largest value of 4.43 in the very important category. This means that ingredients are not easily damaged on the packaging of food products labeled halal is considered very important by consumers in considering the purchase of food products labeled halal. This is in line with the results of Astutik et. al., [19] product packaging materials have the third highest consumer attitude index value (8,476) in moringa fortified salt purchasing decisions. While the lowest attribute evaluation value remains on the packaging attribute with a color conformity level (ei = 3.86) in the important category. The overall attributes of food products labeled halal in the study were well assessed by consumers in Pamekasan Regency. This is evidenced by the overall attributes that are in the category of very important and important.

3.3 Consumer attitudes of food products labeled halal

The assessment of consumer attitudes towards the level of trust and evaluation of the attributes of food products labeled halal was measured using the fishbein multiattribute attitude model. The following is a table of attitude analysis results towards the attributes of food products labeled halal (Table 6).

Table 6. Consumer attitudes of food products labeled halal.

Attribute	Level	Bi	Ei	Ao	Category
Packaging	Attractive look	3,95	4,03	15,9	Positive
	Color match	3,65	3,86	14,1	Neutral
	Packaging shape protects	4,06	4,35	17,7	Positive
	Non-perishable materials	4,23	4,43	18,7	Positive
	More information	4,43	4,40	19,5	Positive
Label Halal	Easy to see	4,22	4,09	17,3	Positive
	Original	4,12	4,29	17,7	Positive
	Good groceries	4,29	4,37	18,8	Positive
	Process safety	4,12	4,32	17,8	Positive
	Religious values and religiosity	4,15	4,26	17,7	Positive
	Health	4,15	4,38	18,2	Positive
P-IRT License	Original	4,11	4,26	17,5	Positive
	Quality Assurance	4,15	4,23	17,6	Positive
	Safety of consumption	4,17	4,23	17,6	Positive
	Products worthy of circulation	4,12	4,29	17,7	Positive
Total Ao				263,8	Very Positive

Based on the table of attitude values (Ao) in each attribute, it is known that the highest value is in the packaging attribute with a complete information level (Ao = 19.5) in the positive category. Consumers of halal-labeled products expressed a positive attitude towards packaging attributes with a complete level of information. That is, complete information on the packaging of food products labeled halal is considered very good and acceptable to consumers in that category. The completeness of the information in question can be in the form of brand information, halal labels, distribution permits, expiration dates, composition materials, production locations, contacts that can be contacted, and other information. Product packaging with an area of <10 cm2 should contain information about the product name (brand), expiration date, and distribution permit [22]. These three pieces of information are the minimum limits of information seen by consumers so that product packaging remains attractive and not saturated.

This is inversely proportional to the results of the research of Riskiana et. al., [23], the product packaging attribute actually has the lowest attitude value (Ao = 11.66) with a neutral category compared to other attributes. This condition occurs because consumers of Megono Instan products in Pekalongan City are more considering having halal certification. In contrast to consumers of halal-labeled food products in Pamekasan Regency who have a perception of ownership of halal labels and P-IRT permits, it can be seen from the complete information included on the packaging. However, based on product observations of one of the souvenir centers in Pamekasan Regency, there are still many manufacturers who need to complete information on the packaging of food products to be marketed such as the inclusion of expiration dates.

The lowest attitude value (Ao) is in the packaging attribute with a color conformity level (A0 = 14.1), which is in the neutral category. The neutral category attitude means that consumers do not necessarily consider the suitability of colors on the packaging of food products labeled halal in purchasing decisions. So it can be concluded that consumers of halal-labeled food products in Pamekasan Regency do not see attributes with this level as something that must be considered. This is inversely proportional to the results of Suprapti and Sukma [24] research, packaging in addition to functioning as protective equipment is also considered to have aesthetic value for products in order to attract consumers. The total attitude value (Ao = 263.8) shows that consumers in Pamekasan Regency have a very positive attitude on all attributes in purchasing decisions for halal labeled food products and allow purchases, good recommendations for new consumers, to repeat purchasing.

3.4 Decision making on purchasing food products labeled halal

Purchasing decisions consist of five (5) stages, including: needs recognition, information search, alternative evaluation, selection and purchase, and post-purchase The following is a table of consumer purchase decisions on halal-labeled food products in Pamekasan Regency:

First, the stage of recognition of needs (Table 7). The consumer will realize the difference between the need to buy based on the actual state and the desired state. Consumer needs are usually influenced by impulses within consumers (internal stimulus) and impulses from outside consumers (external stimulus). Consumers in Pamekasan Regency are motivated to purchase food products labeled halal with the highest percentage of 69.2% because halal products are in accordance with religious law, 92.3% of the time purchases are made at any time, and 76.9% of the reason for the need to meet family needs. At this stage, consumers have the value of religiosity as a Muslim community which results in the introduction of the need for food products labeled halal. The higher the religiosity possessed by consumers, the interest in

consumer consumption of halal products will certainly increase [25].

Table 7. Needs recognition stage.

	Indicators	Respondents' Answers	Sum	(%)
Needs Recognition Stage	Reason/ Buying Motivation	Want to try	1	1,5%
		Easy to get	2	3,1%
		Halal in accordance with religious law	45	69,2%
		Healthy and safe for consumption	17	26,2%
	Time of purchase	Morning	-	-
		Noon	3	4,6%
		Afternoon	1	1,55%
		Evening	1	1,55%
		Every time	60	92,3%
	Reasons for need	Individual needs	15	23,1%
		Family needs	50	76,9%

Second, the information search stage (Table 8). Consumers in Pamekasan Regency 98.5% know information about halal labels, 86.2% of information is obtained from TV advertisements and social media, and 78.5% product interest is because halal food is in accordance with Sharia. This shows that at this stage, consumers carry out the information search stage in accordance with the knowledge possessed by consumers. So that the better the knowledge possessed by consumers, the more efficient the purchase decision process will be. According to Bayu et al., [20], knowledge and information about the products to be consumed are needed on the basis of safety and health when consuming.

Table 8. Information search stage.

	Indicators	Respondents' Answers	Sum	(%)
Information Search Stage	Know the halal label	Yes	64	98,5%
		Not	1	1,5%
	Origin of information	Ads on Tv and social media	56	86,2%
		Family	4	6,15%
		Friends/relatives	4	6,15%
		Neighbor	-	
		Don't know	1	1,5%
	Product interest	Halal food in accordance with Sharia	51	78,5%
		Food is safe to eat	7	10,75%
		Not harmful to health	7	10,75%

Third, the alternative evaluation stage (Table 9). Consumers will make a selection of alternative choices available and choose one product as the main

consideration. Consumers in Pamekasan Regency 83.1% see the halal label attribute and 55.4% as a substitute attribute for the halal label chosen by consumers is the composition material on the packaging. This shows that consumers pay more attention to this attribute when evaluating alternatives to other products. According to Isdiana & Susiana [26], consumers will be more selective to determine the products they want to buy according to their needs. This relates to each consumer consideration that is not the same.

Table 9. Alternative evaluation phase.

	Indicators	Respondents' Answers	Sum	(%)
Alternative Evaluation Phase	First-seen attributes	Halal label	54	83,1%
		P-IRT/NIB License label	2	3,1%
		Other labels	9	13,8%
	Halal label replacement attributes	Expiry date	28	43,1%
		Composition material	36	55,4%
		Other	1	1,5%

Fourth, the selection and purchase stage (Table 10). Consumers in Pamekasan Regency 47.7% purchase food products labeled halal indefinitely, 72.3% with the number of purchases ≥ 3 pcs, 64.6% of purchase decisions are made in a planned manner, 89.2% of product purchases come from their own initiative, 66.2% of consumers make purchases at stalls or stores, and 73.8% will look for substitute products for other halal-labeled food products if the product to be purchased is not available. At this stage, consumers have acted rationally in making purchase decisions in accordance with the results of previous evaluations. This is related to the awareness of Muslim consumers on the safety and guarantee of consumption of halal-labeled products [12].

Table 10. Selection and purchase stage.

	Indicators	Respondents' Answers	Sum	(%)
Phase Selection and Purchase	How many times the purchase	Every day	29	44,6%
		Once a week	4	6,2%
		Once every two weeks	1	1,5%
		Indeterminate	31	47,7%
	Number of purchases	1 pcs	11	16,9%
		2 pcs	7	10,8%
		≥ 3 pcs	47	72,3%
	Forward purchases	Yes	63	96,9%
		Not	2	3,1%
	Purchase decision	Planned	42	64,6%
		Suddenly	23	35,4%
	Who influences	Own initiative	58	89,2%
		Family/friend influence	4	6,2%
		Advertisement	3	4,6%
	Where to buy	Souvenir center	6	9,2%
		Stalls/shops	43	66,2%
		Traditional markets	10	15,4%

	Indicators	Respondents' Answers	Sum	(%)
		Others (anywhere, etc)	6	9,2%
	If the product does not exist	Not Buying	17	26,2%
		Looking for replacement products	48	73,8%

Fifth, the post-purchase stage (Table 11). Consumers in Pamekasan Regency 95.4% expressed satisfaction with the purchase, 96.9% continued to make purchases at rising prices, 100% would make repeat purchases, 93.8% planned to recommend products to others, 84.6% had educated halal consumption with their families and 72.3% to the wider community. This means that at this stage, it will determine how consumer loyalty is formed after making a purchase. Naturally, continuous repurchases will cause consumer loyalty to the product [27]. Based on the purchase decision process, business actors need to pay attention to product packaging attributes which contain packaging designs, labels, halal, and P-IRT permits. These three attributes are attributes that are the main concern of a consumer in purchasing behavior. Thus, business actors should include complete information as a form of attribute that consumers pay the most attention to and have the highest attitude value in purchasing decisions for food products labeled halal. The hope is that in the purchase decision process, consumer loyalty will be formed so that repeat purchases and positive recommendations will occur to other consumers. In addition, further research is expected to examine attributes such as brand and expiration date to expand the research results. Because of these two attributes, it becomes important in product development as well as product depth.

Table 11. Post-purchase stage.

	Indicators	Respondents' Answers	Sum	(%)
Post-Purchase Stage	Customer satisfaction	Yes	62	95,4%
		Not	3	4,6%
	If the product increases in price	Keep buying	63	96,9%
		Not buying	2	3,1%
	Buyback	Yes	65	100%
		Not	-	-
	Recommendation plan	Yes	61	93,8%
		Not	4	6,2%
	Family education	Yes, ever	55	84,6%
		Never	10	15,4%
	Education to the community	Yes, ever	47	72,3%
		Never	18	27,7%

4 Conclusion

The results showed that consumer characteristics are dominated by men of productive age and have a good level of education and finance. The total attitude value (Ao) of 263.8 in the very positive category, meaning that consumers in Pamekasan Regency showed a very positive attitude on all attributes in purchasing

decisions for halal labeled food products and allowed repeat purchasing. The stages of decision making consist of the stages of need recognition, information search, alternative evaluation, selection and purchase, and post-purchase. The purchase decision stage is a form of further reaction from the positive attitude of consumers generated so that consumers purchase food products labeled halal in Pamekasan Regency. This research recommendation is useful for business actors to be able to pay attention to the attributes of their product packaging with complete information, because it is the attribute that consumers pay the most attention to and has the highest attitude value in purchasing decisions for food products labeled halal. Then, further research is expected to add attributes such as brand and expiration date outside the research to expand the research results.

References

1. Ministry of Religious Affairs of the Republic of Indonesia. *Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee*.https://www.dpr.go.id/dokjdih/document/uu/1615.pdf. (2014).

2. Ministry of Religious Affairs of the Republic of Indonesia. *Government Regulation of the Republic of Indonesia Number 39 of 2021 concerning the Implementation of the Field of Halal Product Assurance*. https://jdih.setkab.go.id/PUUdoc/176351/PP_Nomor_39_Tahun_2021.pdf. (2021)

3. Indonesia Sharia Economic Festival. *SGIE Report 2022: Indonesian Halal Food Ranked Second in the World*. https://isef.co.id/id/blog-id/sgie-report-2022-food-halal-indonesian-rank-two-world/. (2022)

4. Handayani, T., & Resti, A. A. Millennial Generation's Perception in Choosing Halal-Certified Products in Jakarta. *JESYA: Jurnal Ekonomi Dan Ekonomi Syariah*, *5*(1), 57–70. (2022).

5. Armiani, Nursansiwi, D. A., Hidayat, S., Amri, S., Siswanto, T., & Saori, S. The Urgency of Certified and Halal-Labeled MSME Food and Drink Products in Mataram City. *VJP: Valid Jurnal Pengabdian*, *1*(1), 20–27.

6. https://stieamm.ac.id/jurnal/index.php/vjp/article/view/248. (2022)

7. Ministry of Trade of the Republic of Indonesia. *Healthy Living with Halal Products* (July Edition). Warta Ekspor. http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/6221448614980.pdf. (2015).

8. Azam, M. S. E., & Abdullah, M. A. Global Halal Industry: Realities and Opportunities. *IJIBE (International Journal of Islamic Business Ethics)*, *5*(1), 47–59. (2020).

9. Ali, M. H., Chung, L., Kumar, A., Zailani, S., & Tan, K. H. A Sustainable Blockchain Framework for the Halal Food Supply Chain: Lessons from Malaysia. *Technological Forecasting and Social Change*. (2021).

10. Sari, M., Harahap, S. F., & Aisyah, S. The Influence of Suplly Chain Halal Awareness Level in Driving Purchasing Decisions (Halal Food UMKM Medan). *Jurnal Ilmu Komputer, Ekonomi Dan Manajemen (JIKEM)*, *2*(1), 2365–2369. (2022)

11. Mustakim, Z., Setiawan, O., Chalim, A., & Maulana, M. R. Socialization of Halal Certification for MSMEs in Sidayu District, Gresik Regency. *DedikasiMU (Journal of Community Service)*, *4*(2), 221–226. (2022).

12. Suprapto, R., & Azizi, Z. W. The Effect of Packaging, Halal Labels, P-IRT License Labels on MSME Consumer Purchasing Decisions of Fish Crackers. *Jurnal REKOMEN: Riset Ekonomi Manajemen)*, *3*(2), 125–133. (2020).

13. Pratama, S. A., & Nurcahya, Y. A. The Influence of Halal and Brand Labeling on Food Product Purchasing Decisions by Muslim Consumers in Magelang. *Jurnal Penelitian Pendidikan Dan Ekonomi*, *19*(1), 141–150. (2022).

14. Office of Cooperatives and SMEs of Pamekasan Regency. Recapitulation of the Number of Micro Business License Issuances for Micro Business Actors in Pamekasan Regency. (2022).

15. Busrah. The Effect of Halal Labeling on the Purchase Decision of Packaged Food Products in FKIP UNASMAN Students. *J-ALIF: Jurnal Penelitian Hukum Ekonimi Syariah Dan Sosial Budaya Islam*, *4*(2), 1–16. (2019).

16. Sugiyono. *Educational Research Methods Quantitative, Qualitative, and R&D Approaches*. Alfabeta. https://opac.perpusnas.go.id/DetailOpac.aspx?id=911046. (2014).

17. Engel, James, F., Blackweel, & Winiard. Consumer Behavior. Binarupa Aksara. https://scholar.google.com/citations?user=t8DDUoQAAAAJ&hl=en&oi=sra. (1994).

18. Mardhotillah, R. R., Putri, E. B. P., Karya, D. F., Putra, R. S., Khusnah, H., Zhulqurnain, M. R. I., & Mariati, P. Halal Certification Training in an Effort

to Increase Customer Satisfaction as Part of Scale-Up Business for MSMEs. *Jurnal Surya Masyarakat*, *4*(2), 238–246. (2022).

18. Indrawati, S., & Rachmawati, A. F. Business Legality Education as an Effort for Legal Protection for MSME Owners. *Jurnal Dedikasi Hukum*, *1*(3), 231–241. (2021).

19. Astutik, A. D., Maflahah, I., & Rakhmawati. Analysis of Consumer Preferences for Moringa Fortified Salt. *Agriekonomika*, *8*(2), 117–127. (2019).

20. Bayu, D. K., Ningsih, G. M., & Windiana, L. The Effect of Halal Labeling, Brand and Price on Chatime Beverage Purchasing Decisions. *JSEP: Jurnal Sosial Ekonomi Pertanian*, *16*(3), 239–256. (2020).

21. Razak, M. *Consumer Behavior*. Alaudidin University Press. (2016).

22. Food and Drug Supervisory Agency of the Republic of Indonesia. Processed Food Label Guidelines. In *Bpom Ri*. BPOM RI. https://standarpangan.pom.go.id/dokumen/pedoman/Pedoman_Label_Pangan_Olahan.pdf. (2020).

23. Riskiana, I., Wahyuningsih, S., Awami, S. N., & Widiyani, A. Analysis of Consumer Attitudes towards Instant Megono Products H. Masduki Production CV. Anglur Selur Kota Pekalongan. *In Prosiding Seminar Nasional Fakultas Pertanian UNS*, *6*(1), 691–700. (2022)

24. Suprapti, I., & Sukma, K. P. W. Empowering Women in Supporting the Independence of Village Communities through Training on Making Mocaf (Modified Casssava Flour). *Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, *2*(1), 7–15. (2021).

25. Setyowati, A., & Anwar, M. K. The Influence of Halal Literacy and Religiosity on the Interest in Consumption of Halal Products of the People of Madiun Regency. *Lisan Al-Hal: Jurnal Pengembangan Pemikiran Dan Kebudayaan*, *16*(1), 108–124. (2022)

26. Isdiana, F., & Susiana. The Effect of Halal Labeling and Food Ingredient Composition on the Purchase Decision of Mai Satun Chili Cracker Packaged Food Products in the Muslim Community of Dumai City. Jurnal Al-Hisbah, 1(2), 1–14. (2020).

27. Astuti, R., & Hakim, M. A. The Influence of Halal Labels and Product Availability on Consumer Purchasing Decisions at 212 Marts in Medan City. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, *4*(1), 1–10. (2021)