

The Effective of Halal Certification and Product Quality Food Ingredients on the Interest of Buying through Experiential Buying of Consumers in Small Souvenir Industries Sumatera Utara

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ABSTRACT

Purpose of this study was to determine the effect of halal certification and the quality of foodstuff products on buying interest through consumer experiential buying in the small souvenir industry in North Sumatra. This research was conducted in North Sumatra in 5 urban districts in North Sumatra. The study time was seven months. In this study data was collected to answer research problems from primary data, namely data that was collected and processed by an organization or individual directly from the object (Supranto, 2000). Data collection techniques with surveys were carried out through interviews with related parties and answers to Questionnaire questions filled out by respondents. The analytical method used by the author in this study is statistical using SmartPLS software. The results show that directly halal certification has a significant effect on buying interest, the quality of foodstuff products has a significant effect on buying interest and experiential buying also has a significant effect on buying interest, then indirectly halal certification has an effect on buying interest through experiential buying and the quality of material products. food also has a significant effect on buying interest through experiential buying.

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

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INTRODUCTION

Marketing helps companies improve business-oriented business performance in meeting customer needs and increasing profits for the company. Entrepreneurs must have an advantage in competing in order to maintain their existence. Currently, entrepreneurs are faced with the fact that consumers, especially the middle up segment, will get smarter, with the many choices and information they receive about a product. This also applies to the awareness of small industries in meeting consumer needs, especially awareness of the use of raw materials to be used in making products, especially food. Food products are usually used as souvenirs when visiting an area. In Islam it is obligatory to consume halal food and drinks, because every food and drink we consume will be ingrained in the body and become an important source of energy for life. Halal is the main parameter in the product selection process. Labels on food products are very important to note.

Halal label is the issuance of a halal sign or written evidence as a guarantee for a halal product with the writing of Halal in Arabic letters, Latin letters and code number from the Minister issued on the basis of a halal inspection from a halal inspection agency established by MUI, a halal fatwa from MUI, a halal certificate. from MUI as a valid guarantee that the product in question is halal for consumption and is used by the public in accordance with sharia provisions. The halal label aims to meet the demands of the market (consumers) in general. Food and beverage products that have the best quality and are able to make consumers believe in addition to feeling safe when consuming them.

Indonesia is one of the countries in the world with a majority Muslim population in a survey conducted by the Central Statistics Agency in 2010, the number of Indonesian Muslims is 207,176,162 or 87.18% of the population in Indonesia is Muslim. Meanwhile, the number of Muslim communities in North Sumatra in particular is 8,579,830. This is one of the opportunities

for souvenir entrepreneurs to meet the needs of Muslim consumers, one of which is to prioritize the halal aspect in choosing the raw materials to be used.

Consumers who will buy souvenirs will usually know whether the product is halal or not from the halal label listed on each food packaging that is used as souvenirs, the halal label also has the characteristics of whether it is officially issued from related agencies such as in Indonesia the halal label issued by the Indonesian Ulema Council together with the existence of a certificate and usually will be listed by the entrepreneur in his shop and a halal label on the packaging to convince consumers who buy.

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

LITERATURE REVIEW

Halal Products

Products according to Law No. 33/2014 are products that have been declared halal in accordance with Islamic law. Halal products are food products, medicines, cosmetics and other products which if consumed or used do not result in punishment (sin) and haram products are food products, medicines, cosmetics and other products which

if consumed or used will result in a sin and torment (doom) from Allah SWT. In Islam, the determination of the halal and forbidden products of a product cannot be based solely on assumptions or likes and dislikes. Halal and haram must be decided through an in-depth understanding and knowledge of religious issues and issues that will be determined by law.

The requirements for the halalness of a product that is consumed include:

1. Halal, the substance
2. Halal, how to obtain it,
3. Halal in processing it,
4. Halal in storage,
5. Halal in transportation,
6. Halal in its presentation

Halal Product Certification

Although most of the Indonesian population is Muslim, there are still many people who consume what is unclear whether it is halal or even haram. Even though Muslims are ordered to eat halal and nutritious food and abandon haram food. Intended to create *maslahat* and eradicating harm to mankind. That is why Islam provides a boundary between food that is halal and food that is haram. Human intellectual level and level of knowledge are also influenced by what they consume.

Furthermore, the quality, integrity and progress of the nation and state are influenced by the food consumed. In connection with this, the problem of food is not a trivial matter and a guarantee is needed so that the public can be protected, both physical and spiritual health. This guarantee is manifested in the form of regulation, guidance and supervision of food circulating and consumed by the public. The main objective is to fulfill the requirements of safety, quality and nutrition for the benefit of health, fair, responsible food trade and regulation of national food sufficiency. Basically, the existence of halal product guarantees departs from the noble concept that people have the right to obtain correct, clear and complete information both in terms of quantity and quality of the products they consume.

Inclusion of a transparent halal label will restore the right of consumers to select and consume the types of food they want to consume. Inclusion of the label must be done clearly and openly so that there is good faith from the producers to fulfill consumer rights. The basis for the inclusion of the halal label is a health factor, so that the products consumed are safe for public health. In addition to health factors, what causes the importance of the halal label is a form of guaranteeing the protection and inner satisfaction of the community. Moreover, the majority of Indonesia's population is Muslim, so it is necessary to guarantee the safety of the products they consume.

Product Quality Food ingredients

Definition of Quality can mean different things for each person, because quality has many criteria and is very context dependent. So that here will be included the definition of quality from some very popular international level experts, namely W. Edwards Deming, Philip B. Crosby and Joseph M. Juran (Zulian Yamit, 2010). According to Goetsch Davis (Zulian Yamit, 2019) quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations.

From the above definition, it can be argued that Quality is a consumer need that must be purchased but meets or exceeds the specifications/expectations of the consumer.

Buying Interest

Interest According to Yudrik Jahja (2011: 63) states that: Interest is an impulse that causes individual attention to a certain object, interest is related to cognitive, affective, and motoric aspects and is a source of motivation to do what you want. Interests have special characteristics and characteristics as follows:

1. Interests are personal (individual), there is a difference between the interests of a person and another.
2. Interest has a discriminatory effect.
3. Closely related to motivation, influences and is influenced by motivation.
4. Interest is something that is learned, not innate and can change depending on needs, experiences and modes.

The factors that include interests are as follows:

- a) Physical, social, and egotistical needs.
- b) Experience.

Experiential Marketing

Experiential marketing is literally defined as experience. In the current era, the marketing war is not in the market but in the minds of customers, so that every marketing activity is always carried out to win the hearts of customers through products and services (*service*) or commonly called *excellence* has become a basic concept that must be carried out by a marketer.

Consumer experience in communicating goods and services closely related to the concept of *experiential marketing*, Schmitt and Zarantonello (2013) argues: "what they want is product, communication and marketing campaigns that dazzle sense, touch Reviews their hearts, and stimulate Reviews their minds" It can be concluded that the *experiential Marketing* is the ability of a product to offer emotional experiences that touch the hearts and feelings of consumers.

RESEARCH METHOD

Type of research is a descriptive study with a quantitative approach. According to Sugiyono (2012) quantitative research is a research method based on the philosophy of positivism, used to examine specific populations and samples, namely research that explains an existing phenomenon and clearly describes the object of research. This research was conducted in North Sumatra in 5 urban districts in North Sumatra.

The study time was seven months. In this study data was collected to answer research problems from primary data, namely data that was collected and processed by an organization or individual directly from the object (Supranto, 2000). Data collection techniques with surveys were carried out through interviews with related parties and answers to Questionnaire questions filled out by respondents. The analytical method used by the author in this study is statistical using SmartPLS software.

DISCUSSION

Research Result

Table 1: results of the direct and indirect effect test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Effect					
Halal Certification -> Buying Interest	0.244	0.253	0.138	1.773	0.038
Product Quality Food ingredients -> Buying Interest	0.581	0.575	0.137	4.236	0.000
Experiential_Buying -> Buying Interest	0.344	0.355	0.101	3.412	0.000
Indirect Effect					
Halal Certification -> Experiential_Buying -> Buying Interest	0.127	0.134	0.076	1.667	0.048
Product Quality Food ingredients -> Experiential_Buying -> Buying Interest	0.149	0.152	0.057	2.624	0.004

Halal certification on buying interest.

It is known based on Table 1, that halal certification has a significant effect, this is known from the p-value <0.05 (0.038 <0.05). Which means that the halal certification on the product affects consumer interest in buying. This research is in line with research conducted by Aziz and Vui (2012). Where it is said that halal certification is one of the important aspects in increasing consumer buying interest

Product Quality Food ingredients on buying interest.

Based on Table 1, it is known that the p-value of product quality food ingredients on purchase intention is 0.000, which means that the product quality food ingredients has a significant effect on buying interest, this is in line with research conducted by Latiff *et al. al* (2013), which states that the product quality of these foods can affect consumer purchase interest, where consumers first assess how the product is sold so that the product will attract consumers to buy it.

Experiential buying terhadap buying interest.

In the table it is known that experiential buying has a significant effect on buying interest, this is known in Table 1, where the p-value is 0.000, which is smaller than 0.05. Experiential buying is very much needed in consumer interest in buying, where the existing experience makes consumers feel a unique, positive and impressive experience.

Sertifikasi halal terhadap buying interest melalui experiential buying.

The effect of halal certification on buying interest through experiential buying obtained significant results, where based on Table 1, it is known that the p-value of halal certification on buying interest through experiential buying is 0.048 which is smaller than 0, 05. This shows that experiential buying can mediate the relationship between the halal certification variable and buying interest. Experience in buying is also one of the factors that can influence consumer buying interest, with the existence of a halal certificate, consumers will also be interested in buying a product.

Product Quality Food ingredients terhadap buying interest melalui experiential buying.

The results showed that the product quality food ingredients had a significant effect on purchase intention through experiential buying, where the p-value of the product quality food ingredients was 0.004 less than 0.05. This indicates that product quality mediated by experiential buying can also influence consumer buying interest.

Saran

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

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