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The Influence Of Halal Logos, Religiosity, And Knowledge About Halal On Buying Interest In Ice Cream Products From China.

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Abstract: The purpose of this study was to determine the effect of halal logo, religiosity, halal knowledge on buying interest in ice cream products from China, namely Mixue. The study employed quantitative methods with purposive sampling. It gathered primary data through surveying 100 Mixue consumers in Purwokerto. Statistical analysis using multiple linear regression revealed that the presence of a halal certification significantly increases purchase intent. However, religious commitment and knowledge about halal products did not show a significant influence on Mixue's purchase intention in Purwokerto. This study aims to provide valuable insights for Mixue's operations in Purwokerto and other related parties regarding what halal logo, religiosity, and halal knowledge are most attractive to Mixue consumers in Purwokerto city.

Keywords: Halal Logo, Religiosity, Halal Knowledge, Interest Buying, Products from China.

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1. Introduction

Islam stands as the predominant faith in Indonesia. This is illustrated by the country's contribution of 12.7% to the global Muslim population. With an estimated total population of 273 million, the proportion of Muslims in Indonesia is approximately 86.93% (Basri & Kurniawati, 2019). Islam itself is a religion that regulates guidelines regarding consumption (Regeinstein, 2003). Consumption that will be carried out by an individual is clearly regulated in the Qur'an and Hadith, especially the consumption of halal products. So that individual belief in halal products becomes stronger (Maftuhah, 2014). Halal products that are sought after by the Indonesian people are food and beverage products. Based on the Global Status Report for 2019/2020, the food and beverage market share is second only to Islamic finance amounting to 1.7 trillion in Indonesia. The surge in the need for halal food and drinks is significantly indicated by the growing number of businesses in this sector (Aziz & Chok, 2013).

The halal certification is a symbol that signifies the product is permissible according to Islamic law (Heidarzadeh Hanzae & Reza Ramezani, 2011). Having a halal logo makes a product more trustworthy and more easily recognized by the public. The presence of a halal certification mark on a product is utilized to assure customers of its compliance (Mian, 2003). The halal logo is also used so that the product is more clearly halal and so that it can compete with other products (Mohamed et al., 2008).

The consumption pattern carried out is influenced by the religiosity possessed by each individual because it is influenced by the orientation of the choices made (Ahmad et al., 2015). A person's intention to buy is also positively impacted by their level of religiosity (Mukhtar & Butt, 2012). Consumer behavior towards choosing a good product is influenced by the knowledge they have (Petrovici & Ritson, 2006).

Over time, the development of the beverage industry has become one of the industries whose development has increased drastically. This is evidenced by the number of beverage companies established in Indonesia. One of the well-known beverage companies in Indonesia is Mixue from China. When it first arrived in Indonesia, Mixue received high enthusiasm from the public. However, as time goes by, Mixue is getting less and less enthusiastic. This is evidenced by several Mixue stores in Purwokerto which are empty of buyers even though the company is certified and has a halal logo from the Indonesian Ulema Council. With these problems, Mixue is suitable as a case study in research that has a population of Mixue Purwokerto consumers aged 18-26 years. The aim is to develop a model of the problem gap regarding the variables of halal logo, religiosity, and knowledge about halal on consumer buying interest.

2. Results

2.1 Statistic deskriptive Analysis

Table 1. Result of Statistic Deskriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Logo Halal	100	31.00	40.00	36.3000	3.30136
Religiusitas	100	17.00	30.00	26.4100	2.60184
Pengetahuan halal	100	17.00	25.00	22.3300	2.31401
Minat Beli	100	13.00	20.00	16.8000	1.95918
Valid (listwise)	N 100				

Source : SPSS Output Recapitulation (2024)

According to the aforementioned test results, which are based on respondents' answers rated on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), the findings reveal that the highest average score is 36.3000 on the halal logo variable (X1) and the lowest average value is 16.8000 on the purchase intention variable (Y).

2.2 Hypothesis Testing

Table 2. Result of t-Partial Testing

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	4,899	1,905		2,572	,012
Total logo halal	,238	,090	,401	2,630	,010
Total Religiusitas	-,032	,099	-,042	-,319	,750
Total Pengetahuan halal	,184	,129	,217	1,426	,157

Source : SPSS Output Recapitulation (2024)

The halal certification icon received a t-score of 2.630, surpassing the critical t-value of 1.984, with a significance level of 0.10, which is less than 0.05. Thus, it can be deduced that the halal certification icon positively and significantly influences the purchasing interest variable. According to this information, it is affirmed that the initial hypothesis regarding the halal certification icon (X1) and purchasing interest (Y) is upheld. Conversely, the religiosity factor recorded a t-score of -319, falling below the critical t-value of 1.984, with a significance level of 0.750, exceeding 0.05. Therefore, it can be inferred that the religiosity factor negatively and insignificantly affects the purchasing intention

variable. Based on these findings, it is concluded that the second hypothesis concerning religiosity (X2) and purchasing interest (Y) is dismissed. Similarly, the knowledge regarding halal attained a t-score of 1.426, which is below the critical t-value of 1.984, with a significance level of 0.157, surpassing 0.05. Hence, it can be concluded that knowledge about halal has a negative and insignificant impact on the purchasing intention variable. Consequently, the third hypothesis regarding knowledge about halal (X3) and purchasing interest (Y) is rejected based on this data

2.3 Coefficients Determinant Testing

Table 3. Result of Coefficient Determinant Testing

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,558 ^a	,312	,290	1,65039

Source : SPSS Output Recapitulation (2024)

Based on table 3, it is evident that the R squared value stands at 0.312, equivalent to 31.2% in percentage terms. This suggests that the halal logo variable has a significant impact, religiosity, and knowledge about halal on buying interest is 0.312 or equivalent to 31.2%.

2.4 Coefficients Simultaneous Testing

Table 4. Result Coefficients Simultaneous Testing

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	118,518	3	39,506	14,504	,000 ^b
	Residual	261,482	96	2,724		
	Total	380,000	99			

Source: SPSS Output Recapitulation (2024)

Based on the data presented in Table 4, the computed F value stands at 14.504, yielding an F significance (F sig) of 0.000. These findings indicate that F sig is below 0.05, and the computed F value of 14.504 exceeds the critical F value of 2.70. Therefore, it can be inferred that the variables of halal logo, religiosity, and knowledge about halal collectively influence purchase intention. These data support the hypothesis regarding the impact, religiosity, and knowledge about halal on buying interest is jointly accepted.

2.5 Multiple Regression Analysis

Table 5. Multiple Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	T
1	(Constant)	4,899	1,905		2,572
	Total logo halal	,238	,090	,401	2,630
	Total Religiusitas	-,032	,099	-,042	-,319
	Total Pengetahuan halal	,184	,129	,217	1,426

Source : SPSS Output Recapitulation (2024)

Based on table 5 shows that the regression coefficient value in the coefficients table is in column B, where in this section there is a constant value with a constant value of 4.899 and a regression coefficient value for the halal logo of 0.238, religiosity -0.032 and knowledge of halal 0.184. Based on these results it can be formulated that:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

$$Y = 0.4899 + 0.238 + (-0.32) + 0.184$$

3. Discussion

The findings of this study indicate that the halal certification logo positively impacts and significantly affects consumers' purchase intentions. Numerous studies have explored the influence of the halal logo on consumer purchasing behavior, consistently demonstrating its positive and significant impact, as evidenced by research conducted by Haryani Dwi & Mahmud (2023). Similarly Bashir (2019) research in the African market reaffirms that the halal logo substantially boosts consumer interest in halal products.

Conversely, the research reveals that religiosity has a negligible and negative impact on consumers' purchase intentions, aligning with Faradina & Istyakara Muslichah (2022) findings on Korean cuisine. This observation is further supported by Ikhsan & Sukardi (2020) study at Ahmad Dahlan University, which found no significant effect on purchasing behavior within the Faculty of Economics and Business. However, these findings contrast with the results of Yaakub & Sham (2021) research, which identified a positive and significant influence.

Based on the findings of the study, the level of awareness regarding halal has shown a detrimental impact and lacks significant influence on purchasing intentions. This study contrasts with Suarjana et al (2018) research, which found a positive and substantial correlation with purchase interest.

In alignment with by Sholihah et al (2022) research, this study affirms that the halal certification exerts a favorable and noteworthy influence on consumer purchasing interest in Wardah lipstick products within Banyuwangi Regency. Furthermore, it corroborates Aziz & Chok (2013a) findings, emphasizing the significant impact of halal labeling on purchase intentions. The level of religiosity possessed by an individual greatly influences what he will consume. Religiosity itself is an individual's commitment to the religion he adheres to Johnson et al (2001). According to by Aji (2018)) findings, the research demonstrated a notable increase in purchasing interest for halal-certified detergent products. Similarly, the study by Arifah & Usman (2017) concluded that religious adherence significantly boosts consumer preference for halal-certified food products. With knowledge they can distinguish between good and bad. Knowledge about halal is also an understanding of what is consumed Vristiyana (2019). This research is in line with Hidayati & Prabowo (2021) who argue that knowledge influences buying interest. This is also in line with res who argue that knowledge has an effect on buying interest. This is also in line with the research of Maharani & Silvia (2019) where halal knowledge and purchase intention of halal cosmetics are significantly interconnected Based on previous research data, it can be concluded that the halal logo, religiosity and knowledge about halal together have a positive and significant influence on buying interest.

4. Materials and Methods

This study employed quantitative research methodologies. These methods are utilized for investigating specific populations or samples, employing research instruments for data collection, and employing quantitative statistical analysis to test predefined hypotheses. Quantitative research is characterized by its reliance on numerical data, and it is employed to examine relationships between variables. Data in this study were gathered through the distribution of questionnaires, a method involving presenting respondents with a series of questions or statements to respond to (Sugiyono, 2018). The study focused on Mixue Purwokerto consumers as its population, and the Lemeshow formula will be applied due to the unknown size of this consumer base. So that the use of this formula is very suitable to be used to be really precise so that the results taken from the existing population can be representative (represent part of the population). Using the Lemeshow formula described earlier, the sample size was determined to be 96.4, which was subsequently rounded up to 100 individuals.

The sampling procedure employed non-probability techniques, which do not ensure equal representation across the entire population. Furthermore, the chosen approach was purposive sampling, as defined by Sugiyono (2018) where the researcher selects participants based on specific criteria. The criteria used by researchers in taking respondents as samples are as follows:

1. Consumers who have purchased Mixue in Purwokerto.
2. Consumers aged 18 – 26 years (Sekar Arum et al., 2023)

5. Conclusions

The presence of the halal certification greatly influences consumer interest in purchasing Mixue ice cream products in Purwokerto. Religiosity does not impact the purchasing intent for Mixue ice cream products in Purwokerto. Similarly, familiarity with halal standards does not influence consumer interest in Mixue ice cream products in Purwokerto. However, the combination of the halal certification, religiosity, and knowledge about halal collectively exerts a positive and significant influence on consumer interest in Mixue ice cream products in Purwokerto.

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