**The Relationship of Consumer Perception of Muslim Students on Label Food Products Packaging With Their Purchase Decision Making**

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**Abstract.** This research is motivated by the problems of food technology that has been growing rapidly at this time, so the use of ingredients is the vital thing to be considered in its preparation. For the Muslim community, the problem that arises is the number of food ingredients, both the main raw material and the additive material that aredifficult to determine the halal origin of the ingredients. There is also a public perception that is not too concerned about the clarity or label of halal food products purchased. It would impact the decision of purchasing the food product. Through the case method by using questionnaire for moslem students in UPI Department of Culinary Study Program, the correlation of conception on label food with purchase decision making done by analyzing of correlation between them. The research show that there is a significant correlation between both respondents’ (consumers’) conception on label information of food ingredients and *halal* with their purchase decision making. This is proven by the correlation test results which indicate the presence of a significant relation (r=0,546). Thus, it could be recommended that in any attempt of producing food, especially in Indonesia, the important thing that must be considered is use of ingredients which are hygienic and *halal*, included in its making process, and always to receive a *halal* certificate of the authorities, which in this case is MUI.

1. **Introduction**

Food is one of primary needs for living things, chiefly of human beings. A human being , as other living organisms of getting their energy source to run activities are to be implemented from food which is carried by they consumed. The human body nutritional intake need to continue running their activities well. The increasing human population, already will impact on the availability of food, so many parties tried to develop and producing many kinds of food from various materials, both natural or unatural ingredients to be able fulfilling the demands of the need for food. That is why, there’re a lot of the types of food that process at local industry centres food and packed in such a way, so that itcan produce food in numbers and long enough.

Food industry development having strategic positions in the national economic growth in Indonesia. Until 2013, this industry have contributed income gross domestic product (GDP) of 7,42 % with the IDR 674,3 billion and the number of its export reached 6 % of the total Indonesia exports.

The food industry development was supported by increased per capita consumption as a result of an increase in the number of people who has been increased with a population growth 1.4 % per year. In 2030, it is estimated that indonesia would suffer the increasing number of population become 300 million people therefore it would be the market that have been getting lured in the business of food [1].

Many kinds of food that develops today can be obtained in the market, ranging from sweet to sour food are everything packed and served in attractive form.

It cannot be refuse that preparing and appearance of food is an important role in marketing a food products, both instant and packaged food. That some say “people eat with the eyes not with the mouth”. It is related to the understanding the qualities of meal itself.

Along with it, public awareness of the quality of food consumed is increased, especially in terms of nutrition and health food. There’re many countries in the world that obliges every food industry to include the information keys of food on its package that has already been stated :

In many countries, the provision of nutrition information on packaged foods is mandated by governments or voluntarily applied by food manufacturers. The Nutrition Facts Panel (NFP), the most commonly applied form of nutrition information, comprehensively lists the amounts of positive and negative nutrients within a product. In some countries, front-of-pack labels (FoPLs) that present a simplified version of the information contained in the NFP are also provided [2].

It is not just the quality of nutrition and health that is continuously being attentive, especially in Indonesia, but is also related to *halal* or *haram* of food that sold based on placed their trust in the Islam, where majority of Indonesia people are moslem.

Muslims are taught to eat health and good food. Islam take special care and cleanliness how to cook food, serving, manner of feeding until on how to throw the rest of the food. The *haram* food have wisdom hidden [3].

That is why, any packaged food that be distributed in market especially in Indonesia, In addition to inform the content and nutrients and the expire date, it must be required to include a halal certificate logo which means that the food has been tested by MUI for examination of halal in accordance with the manner of Islam, so it can be consumed by muslims.

The problems that appear in selection of many kinds of food in Indonesia today is attention to label food itself. There are still many people are more likely to see the brand than the key information around food to be known. For that reason, the government should pay attention to the problems this halal certificate.

...not having a global Muslim halal certification head cause to many different halal standards around the world. Excluding Malaysia and Indonesia, many Muslim governments do not make great supports for halal certification and awareness. The logic behind these banns is to protect health of people and environment. There is an urgent need for a head of Muslim halal standards like ISO otherwise Muslims consumption habits and religious differences can be used in bad faith and force them to eat haram foods [4].

Meanwhile, in the educated community, is generally tending to see information of nutrition and health food itself. So that their decision to purchase a foods product more determined by their own perceptions on the brand and nutrition of food than the *halal* of it. Relating to how a perception tendency of muslem students as any one group the muslim community highly educated in choose the food, it would have to do is considered the research which is quite deep. These matters become attraction to assess and check on the relationship between perception of muslem students to *halal* label of food with the purchase decision.

For that reason, a problem which was formulated in research is what is the relationship between the perception of muslem students to *halal* label of food with the purchase decision at Department of Culinary Study Program of UPI?.

**2. Theoritical Framework**

*2.1. Halal Food in Islam*

There’re many types of food products can be found in the market, today, both packed and opened food, including the instant food. It cannot be refuse that preparing and appearance of food is an important role in marketing a food products, both instant and packaged food. For the moslems, there is one factor that much more important than taste and appearance food, namely *halal* or *haram* of the food.

In Islam, behind the *haram* of food have a hidden wisdom. Pointed out that blood is *haram* (forbidden) to be eaten [3]. The blood is a medium which is rich in nutrients and played a role as a main system for transporting oxigen and nutrient in the body of human and animals, and so distributed it. Blood also transport toxic (venom) and the rest of food metabolism. Hence if an animal has a disease caused by pathogenic microorganisms, it would harm for human who ate it.

In Islam, the food can called *halal* if it fulfillment of the following provisions [3]:

a. Not consisting of or containing the matter of the animals for the Islamic banned according to law of *syarak* to eat it or not slaughtered according to *syariah*.

b. Does not contain materials law unclean (*najis*) according to *syariah*.

c. Does not prepared or processed using materials or apparatus that is not free from unclean (*najis*) according to shariah.

d. Did not in contact or adjacent to materials that did not fulfil the point a, b and c or any materials that law unclean (*najis*) according to *syariah*.

In processing a food, it can not take off from selection raw of food and the use of additive ingredients. This additive ingredients are made from many source both animals and plants. If it is made from plants, *halal* status rarely doubtful, but what if an additional material for this food derived from animals? If the animal has forbidden according to *syariah* of Islam, it has clear status. If additional food originated from the animal, it would depend on the type of the animal and the slaughtered. In Islam, there are four kinds of food and/or in the substance of animal that it was deemed to be thrown away or refused to be eaten, namely carrion, blood, pork, and animals that has not on behalf of *Allah Swt*. In addition , there are still many other hadith that explain the types of food that has forbidden in Islami.

Suggested that there’re at least seven thing to be observed in forming and the presenting *halal* food [5], namely:

1. Sources of halal food and drink which include animals (land and aquatic), plants, mushrooms and microorganism, natural minerals and chemicals, drinks and genetically modified food (GMF).
2. Slaughtering requirements and process guidelines
3. Product processing, handling and distribution
4. Product storage, display and servings
5. Hygiene, sanitation and food safety
6. Packaging and labelling
7. Legal requirements

It is important to be considered that muslem consumers in general always looking for food products, especially packaged food with *halal* certificate logo to decide purcashing it. This logo as an indicator of the food were suitable be consumed by the muslem people. For that reason, the government of Indonesia provide authority to a Majelis Ulama Indonesia (MUI) as the head official which issued certificate on food products that fulfills the requirements of *syariah* that be marketed in Indonesia.

*2.2. Product Purchase Decision of Consumen*

Theoretically, has suggested that purchase decision which is taken by the consumer such is in fact as a collection of a number of a decision which was made [6]. Every purchase decision has structures as follow: (a) Decision about the kind of product, in this case consumers can decide what product to be purchased to meet and satisfactory needs; (b) A decree regarding the product, consumers can take the decision to buy a product with the form of the consistent with their passion; (c) Decision about brand, consumers had to decide about a brand which to be purchased because every brand have its own differences; (d) Decision about its sales, consumers can judge where the products needed to be purchased; (e) Decisions about amount of products, consumers can make decisions about how many products to be purchased; (f) Decision about the time of purchase , consumers can come to a decision about when did he/she has to purchase the product; and (g) Decision about payment methods, consumers can come to a decision about method or manner the purchase of products that to be purchased, do in cash or credit.

To be able to understand the extent of the process of consumers purchasing, needed to assess are the consumers need information about the product which is how much it would buy, or it might be necessary should also be encouraged to do purchases it? Through information support which is available, consumers are encouraged to make a decision included the purchase.

Someone very rational in making use of information that available generally and consider the implications of action before deciding to engage or not in their activities, in other words the information is vital [5]. In conducting the purchase decision, consumers do several phases, one of them is search information. Various product information known by consumers largely through advertisment of product namely mass media, electronic media and information media around these product package.

There’re three types of decision [5], that is follow:

a. Programmed decision /structured decision: the decision that repeated and regularly, so that it can be programmed.

b. Semi programmed decision/semi structures decision: the some decisions can be programmed, some repeated and regularly and some unregularly.

c. Unprogrammed decision/unstructured decision: the decisions does not happen repeatedly and does not always happen.

This purchase decision types are the action which consumers were directly involved in obtaining, consume, and spent products or services, ncluding the process that precedes and pursued this course of action

1. **Method**

In keeping with the central theme of research whis is The Relationship of Consumer Perception of Muslim Students on Label Food Products Packaging with Their Purchase Decision Making on Students of Department of Culinary Study Program of UPI, so the approach that is used is the one shot case study approach which is focused to examine a cases events on a particular subject with one times data collection [7].

This approach had been designed in quatitative research design which is the collected data would be computed by statistical test system to obtain the answer and conclusion of the problem.

Meanwhile, the subjects or participants as the research population are focused on students of UPI Department of Culinary Study Program as many as 55 moslem students.

In accordance to the research design, data collection that be done in this research is distribute the Likert scale questionnaires, that be included some statement which is categorized into two groups of variable, perception students on *halal* food products label and food product purchase decision. Meanwhile, the analysis technique that be applied to assess relatinship between the both variables is product moment correlation test [8]..

1. **Result and Discussion**

The assessment of the customers to informations on the package of food product done as preference of consumers on that product. The main informations of this related to nutritions, ingredients, and the *halal* certificate always be considered by consumers, especially moslem consumers.

Based on this research, the respondents seemed understand that any food they consumption shall things that are halal according to *syariah* of Islam. It can be seen that the majority of respondents (92,7 %) said that the essential point of the food that they consumption is food expressed *halal*.

The *halal* of food, especially food in the pack that they choose, in general (82.7 %) they knew that there is a *halal* logo which has issued by *Majelis Ulama Indonesia* (MUI) as an institution which has authority to issue a *halal* certificate for every food products in Indonesia.

In addition to the *halal* of products, respondents would always see the information of the composition/substances which is in the labeling food products package, which are more than half of respondents (65,5 %) were focusing their attention to this thing, although they are still quite a lot of them (34,5 %) which was not so will lay it to their heart.

It is estimated that because they are quite great deal of trouble to understand the complex terms that used to describe a material at a food product pacjage. Regarding this, more of them (90,9 %) stated that the complex terms that used to describe a material at food products package was hard to understand. However, most of them (92,7 %) understand that the ingredients that used in a product pacjage reflects the food safety and has a quality of *halal*.

The attention of the respondents who have enough good about informations on the package in order to information of *halal*, shows that basically, the respondents have own perception a fairly high to the health, security, and *halal* of food products that will they consumption. State that a thing to be observed in food was *halal*, hygienic, and legal [9].

The reality of high perceptions of respondents to the information of substances and *halal* on the food package is certainly has had an impact on their purchase decision to buy and consume the product. This can be seen from the majority of respondents (98,1 %) who stated that the ingredients are written in a label on a package is the considerations being the fact to choose and purchase the food products in package.

The same thing happened to the *halal* food products, where most of respondents (98.2 %) stated that they would decide purchase the food products which has *halal* label on its package. Who suggested that the decision to buy of the consumer is a decision about the kind of product, in this case, the consumers can decide about what product are purchased to meet and satisfactory needs [6][10].

Here apparent that they have had a relationship of correlational between the perception of respondents about the information of substances and *halal* certificate on the food package with a decree of the purchase of food products. This is proven by the results of the test and been approved a correlation in which shows that there has been a significant relation exists (r = 0,546) between the perception of the additional information on the food package with the decision of the purchase of food products.

1. **Conclusion**

Based on of discussion to be addressed that were analyzed, it can be concluded that the respondents perception as moslem consumers to the information on food package have a significant correlation to their purchase decision to buy the food. This is apparent from the high of their perception towards any information stated around the food and strong their decisions to choose the types of food products that healthy and *halal*.

For that reason, it can be recommended that in the efforts to grow food production, especially in Indonesia, both by high industries or home industries,

The most important thing is the use ingredients that should be given to a hygienic and halal, including in the making process, and always to gain the *halal* certificate from the autority institution, that in this case is MUI.

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