DETERMINANTS OF DECISION MAKING IN PURCHASING HALAL-CERTIFIED PACKAGING PRODUCTS: A CASE STUDY OF UNIVERSITY OF MATARAM STUDENTS

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ABSTRACT

Halal certification on food packaging products, medicines, cosmetics, and other products is carried out to provide certainty of halal status, thus providing confidence to consumers in consuming them. This study aims to evaluate the influence of religiosity, product quality, halal awareness, preferences, and motivation on decision making in purchasing halal-certified packaging products. This research is a fieldresearch with a quantitative descriptive approach. The sample consisted of 395 students of Mataram University. The data analysis method uses SEM – Partial Least Square analysis with the help of SmartPLS software. In this study, results were obtained that showed that halal awareness did not have a significant effect on decision making, while religiosity, product quality, preferences and motivation had a significant effect on decision making.

Keywords: Halal Certificate, Religiosity, Product Quality, Halal Awareness, Preference, Motivation, Decision Making

ABSTRAK

Sertifikasi halal pada produk kemasan makanan, obat-obatan, kosmetik, dan produk lainnya dilakukan untuk memberikan kepastian status kehalalan, sehingga memberikan kepercayaan kepada konsumen dalam mengkonsumsinya. Penelitian ini bertujuan untuk mengevaluasi pengaruh religiusitas, kualitas produk, kesadaran halal, preferensi, dan motivasi terhadap pengambilan keputusan pembelian produk kemasan bersertifikat halal.

Penelitian ini merupakan penelitian lapangan dengan pendekatan deskriptif kuantitatif. Sampel terdiri dari 395 mahasiswa Universitas Mataram. Metode analisis data menggunakan analisis SEM – Partial Least Square dengan bantuan software SmartPLS. Pada penelitian ini diperoleh hasil yang menunjukkan bahwa kesadaran halal tidak berpengaruh signifikan terhadap pengambilan keputusan, sedangkan religiusitas, kualitas produk, preferensi dan motivasi berpengaruh signifikan terhadap pengambilan keputusan.

Kata Kunci: Sertifikat Halal, Religiusitas, Kualitas Produk, Kesadaran Halal, Preferensi, Motivasi, Pengambilan Keputusan

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. With a total population of 275,773.8 in 2022 and 87.02% of the total followers embrace Islam (bps, 2023). Of the total population of Indonesia, Muslims make Indonesia has the potential to become the center of the largest halal industry in the world, considering the very large number of Muslim consumers (Pratama, 2021).

Human beings are created with varying characteristics and varying levels of needs, all intended to maintain their survival. Needs are everything that is needed by man to achieve prosperity in his life (Tri et al., 2021). In this context, understanding the diversity of human characteristics and needs plays an important role in the consumer decision-making process. The decision-making process is the result of thinking about a problem that is perceived as a deviation from the original plan, by choosing one of the various options to solve it. Decision making is a systematic approach to overcoming problems. The problem at hand is analyzed by considering the facts, then a reasonable alternative solution is sought, and finally the results achieved are assessed. Thus, decision making is the process of determining the best choice among the various alternatives that have been formulated. The decisions taken must have analytical characteristics, be flexible, and can be implemented using available resources (Hayati et al., 2021).

The decision-making process in purchasing a product involves a series of steps, ranging from consideration before purchase to the impact felt after consuming the product (Nuni Anggraini, Clara Yolandika, Bambang Utoyo, 2021). Consumer decision making is a process that does not happen

instantly. The decision to buy a product may require different evaluations and considerations compared to other products (Amarilis Rahmadani, 2021).

Halal is a very important factor for every individual Muslim, Therefore, one of the factors that can influence purchasing decisions is the halal label or the presence of halal certification on the product. The presence of halal labels can provide a sense of security and comfort to Muslim consumers. Moreover, halal labels can also increase producers' income, because consumers tend to prefer products that have halal labels over products that do not have these labels (Selvianti & Hakiem, 2021).

Halal Certificate itself is a form of recognition of halal products issued by the Halal Product Assurance Organizing Agency (BPJPH) based on halal fatwas issued by MUI. Meanwhile, the halal label is an indicator of the halal of the product. Entrepreneurs who have obtained halal certificates are required to display halal labels on their products in accordance with the provisions of halal labels that apply nationally (D.Q. Alva Salam, 2022).

Indonesia, as a country with the largest Muslim population in the world, has a great interest in regulating the circulation of products that are safe and have halal certification. This is because automatically, the Muslim community becomes the largest consumer in Indonesia and also becomes a target for imported products from other countries. Therefore, it is very important for domestic consumers to get protection that ensures the halality of food products in circulation (Warto & Samsuri, 2020).

Currently, there are 29.2 million products that have not obtained halal certification (Cnnindonesia.com, 2023), while around 2.9 million products have successfully obtained halal certification (Kemenag.go.id, 2023). This shows that there is still great work that needs to be done in ensuring that more products are available to consumers who want products that comply with halal principles.

In addition to getting benefits, halal in these products is a very important must for Muslims, be it related to food, medicine, cosmetics, or goods used this is due to the guarantee that halal products have been guaranteed cleanliness and in accordance with health standards (Syafitri et al., 2022). In addition, products that have been certified halal not only mark the halalness of the product, but get a guarantee of cleanliness, safety and product quality (Fithriana & Kusuma, 2019).

The island of Lombok, where the majority of the population adheres to Islam, is also known to have many universities. One of the best and largest universities on the island of Lombok is the University of Mataram. Mataram University is a center of higher education that is a destination for many students from various backgrounds. The majority of students at Mataram University are Muslim with a percentage of 93.89% of the 33,927 active students, Among these students, there are individuals who follow halal principles in all aspects of their lives, including in the selection of products used. However, amid the dynamics of different levels of religiosity, variations in product quality, awareness of halal, diverse preferences, and various individual motivations, some students in Lombok, including those studying at Mataram University, explore product choices that do not always meet halal criteria.

This phenomenon can be found in various shopping centers on the island of Lombok. The author's observation found that many students purchase products that do not have halal certificates. Based on this phenomenon, the author is interested in conducting research aimed at analyzing consumer behavior on purchasing halal-labeled products. Based on the background explanation above, the author wants to study and carry out research at the University of Mataram with the title "The Influence of Religiosity, Product Quality, Halal Awareness, Preferences and Motivation on Decision Making in Purchasing Halal-Certified Packaging Products (Case Study on Mataram University Students)".

LITERATURE REVIEW
Religiosity

Religiosity is an expression of the individual's relationship with society in the development of creativity through devotion to God. It involves a combination of religious knowledge, feelings, and religious actions in various aspects of life, including activities not only related to rituals of worship, but also to the motivation of a supreme or intrinsic power (Zuhirsyan & Nurlinda, 2018). Religiosity is stated to have a positive and significant influence on decision making in research Fitri Agustina, Hilda, Mahmud Alfan Jamil (2023) and Intan Nurrachmi, Setiawan (2020). Thus, the following hypothesis can be formulated:

H1: Religiosity has a positive and significant influence on decision making in purchasing halal-certified packaging products

Product quality

Kotler (2002) and Feigenbaum (1986) state that product quality is a combination of features and characteristics that affect the ability of a product or service to meet customer expectations, either explicitly or implicitly. This quality covers aspects of marketing, engineering, manufacturing, and product maintenance, and is in accordance with customer expectations. In a competitive market, measures of product quality are based on actual customer experience, which can be technical or subjective (Mawardi & Bafadhal, 2018). Product quality is stated to have a positive and significant influence on decision making in research Alim et al., (2018), Zakiya Ulin Nukha, Rini Rahayu Kurniati, Ratna Nikin Hardati (2021) and Lucky Aminudin (2015). Thus, the following hypothesis can be formulated:

H2: Product quality has a positive and significant effect on decision making in purchasing certified packaging products

Halal awareness

Awareness in the context of halal means understanding what is good or allowed to be consumed in accordance with the rules in Islam in the Qur'an and Hadith. Halal awareness It is Muslim knowledge about the concept of halal, halal processes, and consuming halal food. Awareness of halal products in Islam is where a religious person realizes that his religion requires its adherents to consume halal products (Budi Suryowati, 2020). Halal awareness It is stated that there is a positive and significant influence on decision making in the research of Budi Suryowati and Nurhasanah (2020). Thus, the following hypothesis can be formulated:

H3: Halal awareness has a positive and significant effect on decision making in purchasing halal-certified packaging products

Preferences

Marwan (2009) argues that customer preferences are attitudes and behaviors of consumers who need and want to get certain goods or services that are considered to provide a form of satisfaction with the goods obtained. Consumer preferences are considered as the dynamic interaction between cognition, behavior and events that humans interact with in their lives (Iis Ariska Nurhasanah, Dr,. Rahmani Trimorita Y., 2018). Preferences are stated to have a positive and significant influence on decision making in the research of Iis Ariska Nurhasanah and Rahmani Timorita (2018) and Siti Aldhawaty Syam, Muhammad Ilham Wardhana

Haeruddin, Zainal Ruma, Muhammad Ichwan Musa, and Siti Hasbiah (2022). Thus, the following hypothesis can be formulated:

H4: Preference has a positive and significant influence on decision making in purchasing halal-certified packaging products

Motivation

Motivation, derived from the Latin movere, refers to the push or pusher. In the context of management, particularly in human resources and employees, motivation is the internal force that drives individuals to action. According to Schiffman and Kanuk (2010), this impulse arises in response to an unmet need, creating a state of tension. In the face of these tensions, individuals will take action in hopes of meeting those needs (Nurhasanah, 2018). Motivation is stated to have a positive and significant influence on decision making in research by Iis Ariska Nurhasanah, Muhammad Sanjaya and Mega Putriyani (2021) and Darma Wijaya (2017). Thus, the following hypothesis can be formulated:

H5: Motivation has a positive and significant influence on decision making in purchasing halal-certified packaging products

RESEARCH METHODS

The purpose of the research conducted was to analyze the influence of religiosity, product quality, halal awareness, preferences and motivation on decision making in purchasing halal-certified packaging products at Mataram University. Therefore, all students of Mataram University (S1) who are still active become the population of the research conducted. The samples taken using the slovin formula with an error sampling rate of 5%, which then the number of samples collected and used amounted to 395 samples from 31,531 populations.

Through research conducted by distributing questionnaires to respondents, the results of the research questionnaire containing 49 questions regarding the variables studied will be processed using SmartPLS software.

This study used two types of variables, namely exogenous and endogenous variables. Endogenous variables in this study are decision making, while in exogenous variables there are 4 constructs, namely; religiosity, product quality, halal awareness, preference and motivation.

Each construct will be measured using a likert point scale ranging from strongly agree (SS) to strongly disagree (STS). The method used in

this study is Partial Least Square (PLS)-based SEM to test the hypothesis that has been formulated.

RESULTS AND DISCUSSION
A. Results

Researchers distributed a research questionnaire using a google form with the criteria that respondents were active students of Mataram University (S1). From the results of the questionnaire distribution, 395 questionnaires were collected and the results were analyzed using SmartPLS software. All sample data have gone through the validity and reliability test stage and are declared valid and reliable.
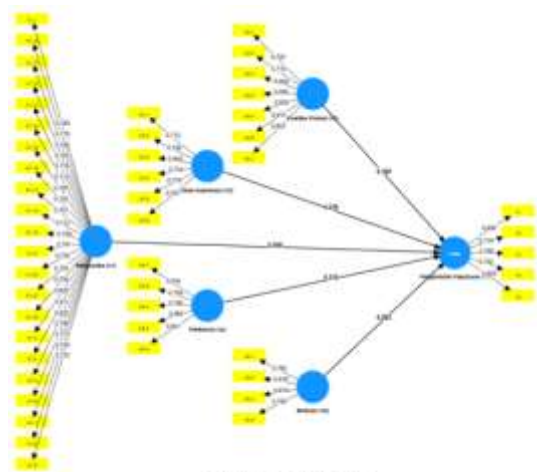

Figure 1.1 PLS-SEM Results
Source: Primary Data processed (2023)

Coefficient of Determination (R-Square) R2

R-Square is used to analyze whether exogenous variables are able to provide all the information needed to predict variations in endogenous variables where the R-Square value

must be greater than 0.50 (Alfidella et al., 2015). The following is a table of the results of estimating the coefficient of determination (R-Square) using the SmartPLS application:

Table 1. Results of R-Square Value

Variable	R-Square
Decision Making (Y)	0.689

Source: Primary Data processed (2024)

Based on the data in table 4.9, it can be concluded that the exogenous variables in this study, namely Religiosity (X1), product quality (X2), halal awareness (X3), preference (X4) and motivation (X5) affect endogenous variables by 68% and the remaining 32% are explained by other variables that are not included in the research model.

Goodness of Fit (GoF)

GoF (Goodness of Fit) testing is used to evaluate the overall model, GoF (Goodness of Fit) test to see the goodness of the path model built by looking at SRMR (Standardized Root Mean Residual), Chi-Square and NFI (Normed Fit Index) values. Here are the results of SRMR (Standardized Root Mean Residual) Chi-Square and NFI (Normed Fit Index) using the SmartPLS application:

Table 2. SRMR value

	Saturated Model	Estimated Model
SRMR	0.074	0.074

Source: Primary Data processed (2024)

Referring to the results of the analysis, the SRMR (Standardized Root Mean Residual) value is 0.074, so the model is said to be fit. These results refer to the theory of Ghozali (2012), the structural equation model can be said to be fit if the SRMR value < 0.10 and the model is declared infeasible if the SRMR value > 0.15 (Astiti et al., 2019).

Table 3. Chi-square value

	Saturated Model	Estimated Model
Chi-Square	7006.325	7006.325

Source: Primary Data processed (2024)

The Chi-square value was obtained at 7006,325, so the empirical data used in this study is very identical to the theory used, because Chi-square has a value range of > 0.05.

Table 4. NFI value

	Saturated Model	Estimated Model
NFI	0.620	0.620

Source: Primary Data processed (2024)

The table above shows that the NFI value in this model is 0.620. This shows that the research model is fit because the range of NFI values < 0.90. From the results of SRMR, Chi-square and NFI values, the model in this study is fit.

Hypothesis Testing

To find out whether a hypothesis is accepted or rejected can be done by taking into account the significance value between constructs, t-statistics and P-Values. According to Hair (2008) hypothesis testing is done by looking at the magnitude of the value T-statistics which uses a significant rate of 95% (α= 0.05). The value of the t-table with a significance level of 95% is 1.96. The limit for rejecting and accepting the proposed hypothesis refers to a value of 1.96. Where a hypothesis will be accepted if it has T-statistics greater than 1.96 and p-value ≤ 0.05 (Dr. willy abdillah, M.Sc dan Prof. Jogianto H.M., Ph.D., M.B.A., 2015).

Table 5. T-Statistics and P-Value Results

Hypothesis	Flow	T Statistics ($|O/STDEV|$)	P-Values
H1	Religiosity (X1)-> Decision Making (Y)	2.477	0.013
H2	Product Quality (X2) -> Decision Making (Y)	2.553	0.011
H3	Halal Awareness (X3) -> Decision Making (Y)	1.434	0.152
H4	Probability (X4) -> Decision Making (Y)	4.873	0.000
H5	Motivation (X5) -> Decision Making (Y)	5.374	0.000

Source: Primary Data processed (2024)

B. Discussion
Religiosity

The influence of religiosity on decision making resulted in a t-statistic of 2.477 and a p-value of 0.013. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and p-value ≤ 0.05. It can be concluded that the variable of religiosity has a significant effect on decision making. Based on these

results, H1, which suspects that religiosity has a significant effect on decision making, is acceptable.

This result is in line with the results of several previous studies, including research conducted by Fitri Agustina, Hilda and Mahmud Alfan Jamil (2023), in which the results of the researchers said Muslims with higher levels of religiosity generally have a stronger intention to buy halal-certified packaging products, leading to a positive response to their consumption. Students become concerned and realize that everything used must be halal to have a positive impact on students' lives in the future.

The results of research conducted by Intan Nurrachmi and Setiawan (2020), where the results of the research say The higher the level of religiosity of consumers, the more careful they are in paying attention to the halal products to be purchased. This religious factor is the main foundation in consumer decision making, where awareness of the halalness of a product has a central role in the purchasing process. Therefore, consumers who have a high level of religiosity tend to be more selective and committed to ensuring that the products they buy meet halal standards in accordance with the principles of their religion.

Product Quality

The effect of product quality on decision making resulted in a t-statistics value of 2.553 and a p-value of 0.011. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and p-value ≤ 0.05. So it can be concluded that product quality has a significant effect on decision making. Based on this, H2 that suspects product quality has a significant effect on decision making is acceptable.

This is the same as the research of Alim et al., (2018) views, an overview of the inclusion of halal labels on product packaging, which includes: safety or security, religious values, health, specificity and product quality is an influence on product characteristics about its ability to meet needs represented by performance indicators (performance) features (features) reliability (reliability) conformance (durability) durability service ability (service ability) aesthetics (aesthetics) and perceived quality (perceived quality) drive the purchase decision or action taken by consumers to make a purchase of a product.

Then the research of Zakiya Ulin Nukha, Rini Rahayu Kurniati and Ratna Nikin Hardati (2021), whose research results say consumers will choose products based on the quality of ingredients and also the

consistency of the quality / performance of a product.

Research conducted by Lucky Aminudin (2015) also shows that product quality has a significant impact on consumer purchasing decisions. This can be seen from the calculated t value of 221,518, which is significantly greater than the table t value of 1.984, with a significance level of 0.000, which is smaller than 0.05. This study involved one hundred respondents who made purchases at KFC Mega Mas Manado.

Halal Awareness

The influence of halal awareness on decision making resulted in t-statistics of 1.434 and p-value of 0.152. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and p-value ≤ 0.05. So it can be concluded that halal awareness does not have a significant effect on decision making. Based on these results, H3 who suspect halal awareness has a significant effect on decision making is unacceptable. However, if you look at the original sample value of 0.079 which is a positive value, this means that halal awareness can affect decision making but is not significant.

This is not in line with research conducted by Budi Suryowati and Nurhasanah (2020), where the results of the study show that halal

awareness factors affect buying interest. Based on the test results, the path coefficient value of 0.286 with a t value of 2.107 is greater than the table t (1.976). This result means that Halal Awareness has a significant effect on Buying Interest.

The same is the case with research conducted by Putri Indah Lestari and Agus Supriyanto (2020) where the results of the study show that halal awareness factors influence the decision of marriage. Based on the results of hypothesis testing in the form of partially obtained t-value calculated > t table which is 3.857 > 1.985 and significance value 0.0 00 smaller than 0.050, the second hypothesis (X2): Halal awareness (X2) has a positive and significant effect on purchasing decisions (Y).

However, the results of this study do not contradict because there are several previous studies that have the same output, namely research conducted by Sri Ernawati and Iwan Koerniawan (2023) where the results of the study show that halal awareness has no effect on purchase interest. Based on the results of data processing where the t value of calculating the halal awareness variable (X2) is 0.997>1.660 with a significant value of 0.321 more than 0.05 (0.321>0.05. Similarly, research conducted by Ananda Nabilah Aprilliani and Nurul Hasanah (2022)

where the results of the research show that halal awareness has no effect on purchase interest.

Preferences

The influence of preference on decision making results in a t-statistics value of 4.873 and a p-value of 0.000. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and p-value ≤ 0.05. So it can be concluded that preferences have a significant effect on decision making. Based on this, H4 suspects that preference has a significant effect on decision making is acceptable.

Research conducted by Iis Ariska Nurhasanah and Rahmani Timorita (2018), also revealed that preferences influence purchasing decisions. Based on the test results, it is known that the preference variable has a t-count value of 8.545 with a sig.t of 0.000 (p < 0.05), so the decision rejects H0 and accepts Ha. This means that preference variables have a significant and positive influence on purchasing decisions for cosmetic products labeled halal.

As well as research by Siti Aldhawaty Syam, Muhammad Ilham Wardhana Haeruddin, Zainal Ruma, Muhammad Ichwan Musa, and Siti Hasbiah (2022) also revealed that preferences influence purchasing decisions. Based on the results, consumer preference has a regression coefficient value of 0.550 positive value and has a t-count value of 7.054 > from the t-table (1.985) and a significance value of 0.000 or < of 0.05, which means that consumer preference partially has a positive and significant effect on purchasing decisions. Then it can be concluded that H0 is rejected and H1 is accepted.

Motivation

The influence of motivation on decision making resulted in a t-statistics value of 5.374 and a p-value of 0.000. Where a hypothesis will be accepted if it has t-statistics greater than 1.96 and p-value ≤ 0.05. So it can be concluded that motivation has a significant effect on decision making. Based on this, H5 that suspects motivation has a significant effect on decision making is acceptable.

Research conducted by Iis Ariska Nurhasanah, Muhammad Sanjaya and Mega Putriyani (2021), also revealed that motivation influences purchasing decisions. Based on the test results, it is known that the motivation variable has a t-count value of 3.318 with a sig.t of 0.001 (p < 0.05), so the decision rejects H0 and accepts Ha. This means that motivational variables have a significant and positive influence on the decision to purchase beauty products labeled halal.

Similarly, research conducted by Darma Wijaya (2017) also revealed that motivation influences purchasing decisions. Based on the test results, it is known that the motivation variable has a P-value for the first hypothesis of 0.000 (< alpha 0.05). This means that Ho1 is rejected Ha1 is accepted. In this regard, it can be stated that there is a significant positive influence between Motivation on Purchasing decisions.

CONCLUSION

Based on the results of data analysis in this research, it can be concluded that: The variables religiosity, product quality, preference and motivation have a significant influence on decision making in purchasing halal certified packaged products, while the halal awareness variable does not have a significant influence on decision making. The case study was conducted on Mataram University students.

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