

The Influence of Halal Business Legality and Product Packaging on Purchasing Decisions at Umkm Chips Partner House Bumh Bandar Lampung

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Abstrack

This study aims to investigate the effect of halal business legality as well as product packaging on purchasing decisions at MSMEs in the field of chips, with a focus on BUMN House Partners in Bandar Lampung. In the era of increasingly fierce business competition, aspects of product halalness and packaging design play an important role in shaping consumer perceptions and influencing purchasing decisions. Quantitative research methods are used by collecting data through questionnaires distributed to consumers of BUMN Home Partners who buy chips. The data collected was then analyzed using regression techniques to test the effect of halal business legality variables and product packaging on purchasing decisions. The result of this study is that there is a significant influence between halal business legality and product packaging for purchasing decisions. The implications of the results of this study are expected to help SOE House Partners and similar MSMEs in optimizing their marketing strategies, improving brand image, and accessing markets more effectively.

Keywords: Halal Business Legality; Product Packaging; Purchasing Decisions



INTRODUCTION

In the midst of increasingly complex market dynamics, MSMEs play an important role in the local economy, especially in the chips sector, which is one of the processed products in demand by consumers. In this context, factors such as halal business legality and product packaging play a crucial role in shaping consumer purchasing decisions (Suci, 2017). One of the MSMEs operating in the chips sector in Bandar Lampung is Mitra Rumah BUMN. This study aims to investigate the influence of halal business legality as well as product packaging on purchasing decisions in this MSME.

In recent years, consumer demand for halal products has increased, requiring manufacturers to ensure the legality of their halal businesses (Harmani, 2018). Therefore, halal business legality is considered an important factor that can influence consumers' perceptions of product halalness and, ultimately, influence their purchasing decisions (Kusmanto & Warjio., 2019). Prospective consumers currently care about the importance of legality in the products they will buy or consume where with halal legality consumers know the content contained in the product, so the presence of a halal logo on the packaging greatly influences consumer purchasing decisions, where in these decisions buyers will feel more secure when buying and consuming these products. Not only that, packaging that is in accordance with market standards also affects purchasing decisions, where it can be seen with potential consumers, they will see the packaging and points "that are on the packaging of their products, with packaging that is in accordance with market standards, consumers will know the content, composition and other information contained in the packaging. product packaging is a determining factor in creating visual appeal, providing product information, and enhancing brand image, all of which can influence purchasing decisions (Akbar, 2013). Mitra Rumah BUMN as the object of research was chosen because of its significant role as an MSME in the chips sector in Bandar Lampung. This research uses quantitative methods by involving respondents who are consumers or potential consumers of chips products from Mitra Rumah BUMN. By collecting data from consumers, this research aims to provide a deeper understanding of how halal business legality and product packaging can influence purchasing decisions at the consumer level.

Through this research, it is expected that a better understanding of consumer preferences related to halal business legality and product packaging will be obtained. The implications of the results of this study can provide practical guidance for SOE House Partners and similar MSMEs in improving their marketing strategies, making products that



are more in line with customer desires, as well as increasing competitiveness in an increasingly competitive market.

LITERATURE REVIEW

Halal business legality refers to the status and compliance of a business with applicable rules and regulations in the context of the halalness of its products and services (Rahmanisa, 2021). In practice, halal business legality refers to the process of registering and certifying products or services as halal by authorized institutions, for example LPPOM MUI in Indonesia. The halal business legality process involves meeting certain standards as well as requirements set for halal certification bodies (Yeni et al., 2021). This includes ensuring that the ingredients used, the production process, and the overall business environment are in accordance with the principles and values recognized in Islamic teachings. Halal business legality provides assurance to consumers that the products or services produced by a business meet halal standards recognized by religious authorities (Budiarto et al., 2022).

Product packaging refers to the process of designing, developing, and arranging enclosure or packaging materials involving products, with the aim of protecting these products and providing relevant information to consumers (Petkosa et al., 2021). Product packaging is not just a physical container, but also an important element in marketing strategy, branding, and user experience. Product packaging includes various aspects, such as visual design, materials used, product information, labels, and other elements that can differentiate products from their competitors on store shelves (Ncube et al., 2023). Good packaging design not only considers aesthetic aspects and visual appeal, but also must fulfill practical functions, such as protecting products from damage, maintaining hygiene, and extending shelf life (Pocas et al., 2021).

Purchasing decisions refer to the mental process and consumer behavior in choosing, buying, and consuming a product or service (Fure, 2013). This process involves a series of stages, starting from the initial recognition of needs or wants, information search, evaluation of choices, decision making, to purchase actions (Iryanita & Sugiarto, 2013). Purchasing decisions are the result of interactions between internal individual factors, such as motivation, perceptions, attitudes, and values, with the influence of external factors, such as promotions, brands, prices, and recommendations from others. Purchasing decisions can be influenced by various factors, including product characteristics, brand attributes, brand image, previous experience, price factors,



promotions, as well as social factors such as the influence of friends, family, or consumer reviews. The external environment, market trends, and economic conditions are also able to play an important role in making purchasing decisions (Eveline et al., 2013).

RESEARCH METHODS

Quantitative research is a research method that uses quantitative approaches in data collection, analysis, and interpretation. This method is usually used to examine phenomena that can be measured quantitatively, and is done by collecting data from certain populations or samples. This quantitative approach is based on the philosophy of positivism, which is the view that knowledge can be obtained through objective empirical observation and testing. Sugiyono (2019). Quantitative research is a type of research method used to test theories or hypotheses by measuring certain variables as well as analyzing the relationship between these variables. Quantitative research usually involves collecting measurable data in the form of numbers or statistics, as well as applying statistical analysis techniques to test hypotheses. (Hardani et al., 2020).

Table 1. Respondent characteristics by gender

Gender	Frequency	Persentasion(%)
Male	38	39,6%
Woman	58	60,4%
Ammount	96	100%

Source: primary data processed by researchers, 2024

Table 1 illustrates the distribution of respondents based on gender in this study. Of the total 96 respondents involved, the majority were female, 58 people (60.4%), while males accounted for 38 respondents (39.6%).



Table 2. Respondent characteristics by age

Age	Frequency	Persentase (%)
< 20 years	13	13,5 %
20 years – 30 years	79	82,3 %
31 years – 40 years	3	3,1 %
41 years – 50 years	1	1%
> 50 years	0	0%
Ammount	96	100%

Source: primary data processed by researchers, 2024

Table 2 shows the distribution of respondents by age group in this study. Of the total 96 respondents, the majority of respondents were in the age range of 20-30 years old as many as 40 people (82.3%). Meanwhile, <20 years old included 13 (13.5%), 31-40 years old included 3 (3.1%), 41-50 years old included 1 (1%).

Table 3. Respondent characteristics by last education

Last Education	Frequency	Persentase (%)
SD	0	0%
SMP	2	2,1%
SMA	63	65,6%
Diploma	5	5,2%
S1/S2/S3	27	28,1%
Ammount	96	100%

Source: primary data processed by researchers, 2024

Table 3 illustrates the distribution of respondents based on education level in this study. Of the total 96 respondents, most had a high school education level, reaching 63 respondents (65.6%). Junior high school education level includes 2 respondents (2.1%), diploma education level includes 5 respondents (5.2%), while S1-S3 education level has a frequency of 27 respondents (28.1%).



Table 4. validity test results Halal Business Legality (X1)

Variable	Item	significance level	R (Count)	R (Table)	Description
Halal Business Legality (X1)	X.1.1	0.05	0.624	0.2006	Valid
	X.1.2	0.05	0.641	0.2006	Valid
	X.1.3	0.05	0.760	0.2006	Valid
	X.1.4	0.05	0.730	0.2006	Valid
	X.1.5	0.05	0.623	0.2006	Valid
	X.1.6	0.05	0.646	0.2006	Valid
	X.1.7	0.05	0.678	0.2006	Valid
	X.1.8	0.05	0.591	0.2006	Valid
	X.1.9	0.05	0,673	0.2006	Valid

Source: Data processed by researchers using SPSS 25, 2024

The validity test results show that for each indicator tested, the value of $r_{count} > r_{table}$. Therefore, it can be concluded that all product innovation items are statistically valid, because the high r_{count} value indicates that no items need to be removed.

Table 5. validity test results Packaging Product (X2)

Variable	Item	significance level	R (Count)	R (Table)	Description
Packaging Product (X2)	X.2.1	0.05	0.644	0.2006	Valid
	X.2.2	0.05	0.791	0.2006	Valid
	X.2.3	0.05	0.697	0.2006	Valid
	X.2.4	0.05	0.704	0.2006	Valid
	X.2.5	0.05	0.689	0.2006	Valid
	X.2.6	0.05	0,734	0.2006	Valid
	X.2.7	0.05	0.660	0.2006	Valid
	X.2.8	0.05	0.727	0.2006	Valid
	X.2.9	0.05	0,694	0.2006	Valid

Source: Data processed by researchers using SPSS 25, 2024

The validity test results show that for each indicator tested, the value of $r_{count} > r_{table}$. Therefore, it can be concluded that all product quality items are statistically valid, because the high r_{count} value indicates that no items need to be removed.



Table 6. validity test results Purchase Desicion(Y)

Variable	Item	significance level	R (Count)	R (Table)	Description
Purchase <u>Desicion</u> (Y)	Y.1	0.05	0.622	0.2006	Valid
	Y.2	0.05	0.596	0.2006	Valid
	Y.3	0.05	0.688	0.2006	Valid
	Y.4	0.05	0.647	0.2006	Valid
	Y.5	0.05	0.675	0.2006	Valid
	Y.6	0.05	0.792	0.2006	Valid
	Y.7	0.05	0.693	0.2006	Valid
	Y.8	0.05	0.707	0.2006	Valid
	Y.9	0.05	0,616	0.2006	Valid

Source: Data processed by researchers using SPSS 25, 2024

The validity test results show that for each indicator tested, the value of $r_{count} > r_{table}$. Therefore, it can be concluded that all competitive advantage items are statistically valid, because the high r_{count} value indicates that no items need to be eliminated.

Table 7. Reliability test results

Variable	Cronbach's Alpha	Value Alpha	Description
Halal Business Legality (X ₁)	0,835	0,70	Reliabel
Packaging Product (X ₂)	0,871	0,70	Reliabel
Purchase <u>Desicion</u> (Y)	0,846	0,70	Reliabel

Source: Data processed by researchers using SPSS 25, 2024

Table 7 shows the results of the Reliability Test for variable X₁, with a Cronbach's Alpha value of .835, variable X₂, with a Cronbach's Alpha value of .871, and variable Y, with a Cronbach's Alpha value of .846. Cronbach's Alpha values close to or over .70 are generally considered indicators of high reliability in measurement instruments.



Table 8. Descriptive Statistics test results

	N	Minimu m	Maximu m	Mean	Std. Deviation
Halal Business Legality	96	33	45	40.98	3.437
Packaging Product	96	28	45	39.89	3.871
Purchase Desicion	96	25	45	38.80	4.259
Valid N (listwise)	96				

Source: Data processed by researchers using SPSS 25, 2024

The test results of the table above regarding descriptive statistical analysis show that the Halal Business Legality variable (X1) has a mean value of 40.98% with a std. deviation of 3.43%, for the Product Packaging variable (X2) it has an average value of 39.89% with a std. deviation of 3.87% while the Purchasing Decision variable has an average value of 38.80% with a std. daviation of 4.25%. It can be concluded that this research data is of fairly good quality because the standard error of each variable is very small and the average value (mean) is greater than the std. daviation.



Table 9. Normality test results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.04978581
Most Extreme Differences	Absolute	.102
	Positive	.093
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.016 ^c
Exact Sig. (2-tailed)		.255
Point Probability		.000

Source: Data processed by researchers using SPSS 25, 2024

In the normality test, the basis for decision making is if the sig value > .05 until the conclusion is obtained that the data is normal. In this study, the sig value is .255 > .05 so that it can be categorized as normal data for this study.



Table 10. Multicollinearity test results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.745	4.363		2.463	.016		
	Halal Business Legality	.295	.174	.238	1.693	.094	.367	2.727
	Packaging Product	.401	.155	.364	2.592	.011	.367	2.727

Source: Data processed by researchers using SPSS 25, 2024

For the multicollinearity test, the basis for decision making is if the VIF value < 10 and the Tolerance value $> .10$ so that it can be said that the data does not experience multicollinearity symptoms. In this study, the VIF value of $2.727 < 10$ and the Tolerance value of $.367 > .10$ so that it can be concluded that there are no symptoms of multicollinearity.

Table 11. heteroscedasticity test results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.414	1.605		3.996	.000
	Halal Business Legality	-.016	.064	-.041	-.252	.801
	Packaging Produk	-.106	.057	-.301	-1.865	.065

Source: Data processed by researchers using SPSS 25, 2024

From the heteroscedasticity test, the data shows that if the sig value is $> .005$ then the data does not occur heteroscedasticity.



Table 12. Multiple linear regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.910	.175		33.867	.000
	Halal Business Legality	.162	.007	.414	23.276	.000
	Packaging Product	.220	.006	.633	35.646	.000
a. Dependent Variable: Y1						

Source: Data processed by researchers using SPSS 25, 2024

From the table above, the equation formed is

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$= 5.910 + 0.162 X_1 + 0.220 X_2$$

Table 13. t test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.910	.175		33.867	.000
	Halal Business Legality	.162	.007	.414	23.276	.000
	Packaging Product	.220	.006	.633	35.646	.000
a. Dependent Variable: Y1						

Source: Data processed by researchers using SPSS 25, 2024

In the T test analysis, the basis for decision making is if the sig value < .05 as well as the calculated T value > T table, it can be concluded that there is an influence between one variable and another. In this study for the halal business legality variable .000 > .05 and the calculated T value of 23.276 < 19.858 so that it can be concluded that variable X1 has an influence on Y. For the product quality variable, the sig value is .000 < .05 as well as the calculated T value of 35.646 > T table 19.858 so that it can be concluded that variable X2 has an effect on Y.



Table 14. f test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.455	2	85.227	4271.459	.000 ^b
	Residual	1.856	93	.020		
	<u>Ammount</u>	172.310	95			
a. Dependent Variable: Y1						
b. Predictors: (Constant), Packaging Product, <u>Halal Business Legality</u>						

Source: Data processed by researchers using SPSS 25, 2024

From the results of the F test, it is found that the data has a sig value of $.000 < .05$ so that and Fcount of $4271.459 > F$ table 2.701, therefore it can be concluded that there is an influence between the X1 and X2 variables for the Y variable.

Table 15. Coefficient of determination test results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.734	.728	1.48317
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y1				

Source: Data processed by researchers using SPSS 25, 2024

In the determination test results, the data obtained that the effect of X1 as well as X2 for Y is 0.797 or 79.7%. The remaining 21.3%.

CONCLUSIONS AND SUGGESTIONS

Conclusions :

From the results obtained, the conclusion is obtained, namely:

1. The halal business legality variable has a significant effect on the decision to purchase chips that are partnered in the Bandar Lampung bumh house.
2. Product packaging variables have a significant effect on purchasing decisions for chips that are partnered in the Bandar Lampung bumh house.
3. The variables of halal business legality and product packaging have a significant effect on purchasing decisions for chips that are partnered in the Bandar Lampung bumh house.



Suggestions

Suggestions on this research are:

a. For future researchers

1. The next research hopes to be able to add more variables that have an influence on purchasing decisions to obtain more diverse results as well as multiply other theories.
2. Future research hopes to expand the scope of research, not only MSMEs in the chip sector and not only in the Bandar Lampung BUMN House so that the scope is broad, using different objects and samples, so that there is renewal of research.

b. For Company

The company hopes to ensure that all its products are halal legal to carry out various product packaging innovations and use market-standard product packaging to increase purchasing decisions.

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