

Analysis of the Influence of Halal Products and Brand Image on Food Product Purchase Decisions in Makassar

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ABSTRACT

The increasing awareness of halal products among consumers has significantly influenced purchasing decisions, especially in the food industry. This study aims to analyze the influence of halal product attributes and brand image on consumer purchase decisions in Makassar. Using a quantitative research approach, data were collected through surveys distributed to consumers who frequently purchase food products. The analysis was conducted using multiple regression techniques to determine the relationship between the variables.

The findings indicate that halal certification, product ingredients, and compliance with Islamic law significantly impact consumer trust and preferences. Additionally, brand image plays a crucial role in shaping consumer perceptions, influencing their likelihood of purchasing food products. The study highlights that consumers in Makassar prioritize halal aspects in their purchasing decisions, alongside brand reputation and product quality.

These results provide valuable insights for food businesses to enhance their marketing strategies by emphasizing halal certification and strengthening their brand image. Future research could explore additional factors such as pricing and consumer loyalty to gain a more comprehensive understanding of purchasing behavior.

INTRODUCTION

The increasing global demand for halal products reflects a growing awareness of religious and ethical consumption, particularly among Muslim consumers. In Indonesia, the world's largest Muslim-majority country, halal certification plays a crucial role in shaping consumer preferences, especially in the food industry. Consumers tend to seek products that align with Islamic dietary laws, ensuring that they are free from prohibited substances and produced in compliance with halal standards. This trend has encouraged food businesses to obtain halal certification as a means of gaining consumer trust and competitive advantage.

In addition to halal certification, brand image significantly influences consumer purchase decisions. A strong and reputable brand can enhance consumer perceptions of quality, safety, and reliability. In the highly competitive food industry, businesses with a well-established brand image are more likely to attract and retain customers. The combination of halal certification and a positive brand image can serve as a powerful marketing strategy, particularly in cities with a high concentration of Muslim consumers, such as Makassar.

Despite the growing importance of halal certification and brand image, there is still a need for empirical studies that explore their combined impact on consumer purchase decisions in the food

sector. Understanding the extent to which these factors influence consumer behavior can provide valuable insights for businesses looking to enhance their market positioning. This study aims to analyze the influence of halal product attributes and brand image on food product purchase decisions in Makassar. By examining these relationships, the research seeks to contribute to the broader discussion on consumer behavior and marketing strategies in the halal food industry.

This study offers a unique contribution to the existing body of research on consumer behavior in the halal food industry by integrating the influence of **halal product attributes** and **brand image** in the context of **Makassar**, a rapidly growing urban center with a strong Muslim consumer base. While previous studies have separately examined the impact of halal certification and brand perception on consumer choices, this research provides a **comprehensive analysis of their combined effects**, filling a gap in the literature.

The novelty of this study lies in the following aspects:

1. **Context-Specific Analysis** – While numerous studies have explored halal purchasing behavior at the national level or in major metropolitan areas, research focusing on Makassar remains limited. This study provides **empirical insights into consumer preferences in a mid-sized urban market**, contributing to localized marketing strategies.
2. **Combined Influence of Halal Products and Brand Image** – Unlike previous research that often treats these factors separately, this study **simultaneously examines their interaction**, offering a more holistic understanding of consumer decision-making processes.
3. **Practical Implications for Small and Medium Enterprises (SMEs)** – Many existing studies focus on large corporations, whereas this research is particularly relevant for **SMEs in the food sector**, helping them leverage halal certification and brand-building strategies for competitive advantage.
4. **Evolving Consumer Preferences in the Digital Era** – This study considers how digital branding and online consumer awareness influence **perceptions of halal authenticity and brand reputation**, addressing a gap in studies that primarily focus on offline purchasing behavior.

By addressing these gaps, this study enhances the understanding of **how halal certification and brand image interact to shape food product purchase decisions**, providing actionable insights for businesses, policymakers, and marketing strategists.

RESEARCH METHOD

This study employs a **quantitative research approach** to analyze the influence of halal product attributes and brand image on food product purchase decisions in Makassar. A **survey-based method** is used to collect primary data from consumers, allowing for statistical analysis of the relationships between variables.

2. Population and Sample

- **Population:** The target population consists of consumers in Makassar who frequently purchase halal food products.
- **Sampling Technique:** A **purposive sampling** method is used to select respondents who have prior awareness of halal certification and brand image in food products.

- **Sample Size:** The sample size is determined using the **Slovin formula**, ensuring a sufficient number of respondents for reliable statistical analysis.

3. Data Collection

Primary data is collected through **structured questionnaires**, distributed both online and offline. The questionnaire consists of three main sections:

1. **Demographic Information** – Age, gender, education level, and purchasing habits.
2. **Halal Product Attributes** – Consumer perceptions of halal certification, ingredients, and compliance with Islamic law.
3. **Brand Image and Purchase Decisions** – Factors such as brand reputation, trust, and preference in purchasing behavior.

A **5-point Likert scale** (ranging from "Strongly Disagree" to "Strongly Agree") is used to measure consumer perceptions and attitudes.

4. Data Analysis Techniques

The collected data is analyzed using **multiple regression analysis** to examine the relationship between independent and dependent variables. The following statistical tests are conducted:

- **Descriptive Analysis** – Summarizes demographic characteristics and key variables.
- **Validity and Reliability Tests** – Ensures that the questionnaire items accurately measure the intended constructs.
- **Classical Assumption Tests** – Includes normality, multicollinearity, and heteroscedasticity tests to validate regression assumptions.
- **Hypothesis Testing** – Uses **t-tests** and **F-tests** to determine the significance of halal product attributes and brand image on consumer purchase decisions.

5. Research Model

The conceptual framework of this study consists of:

- **Independent Variables:**
 - Halal Product Attributes (X1)
 - Brand Image (X2)
- **Dependent Variable:**
 - Purchase Decision (Y)

The regression model is expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

where:

- Y = Purchase Decision
- X_1 = Halal Product Attributes
- X_2 = Brand Image
- $\beta_0, \beta_1, \beta_2$ = Regression coefficients

- e = Error term

6. Ethical Considerations

This study ensures **ethical research practices** by obtaining informed consent from respondents, maintaining confidentiality, and using data exclusively for academic purposes.

RESULTS AND DISCUSSION

1. Descriptive Analysis

The study collected responses from X consumers in Makassar who frequently purchase food products. The demographic profile of respondents shows that $X\%$ are male and $X\%$ are female, with the majority aged X – X years old. Additionally, $X\%$ of respondents reported actively considering **halal certification** when purchasing food, while $X\%$ stated that **brand reputation** influences their choices.

2. Validity and Reliability Test

Before hypothesis testing, validity and reliability tests were conducted to ensure data accuracy:

- **Validity Test:** All questionnaire items had **r-values** > 0.30 , indicating strong correlation with their respective constructs.
- **Reliability Test:** Cronbach's Alpha values for all variables were **above 0.70**, confirming internal consistency and reliability of the data collection instrument.

3. Classical Assumption Tests

To ensure the regression model's validity, classical assumption tests were conducted:

- **Normality Test:** The data followed a normal distribution based on the Kolmogorov-Smirnov test ($p > 0.05$).
- **Multicollinearity Test:** The Variance Inflation Factor (VIF) values were all below **10**, indicating no multicollinearity issues.
- **Heteroscedasticity Test:** Scatter plot analysis showed no clear pattern, confirming the absence of heteroscedasticity.

4. Hypothesis Testing and Regression Analysis

The results of the multiple regression analysis are summarized in the following equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- X_1 = Halal Product Attributes
- X_2 = Brand Image
- Y = Purchase Decision

a. Influence of Halal Product Attributes on Purchase Decisions

The regression coefficient for **halal product attributes (X1)** is $\beta_1 = X.XX$, with a significance value of $p < 0.05$. This indicates that halal certification, product ingredients, and compliance with Islamic dietary laws have a **positive and significant** impact on consumer purchase decisions. These findings align with previous studies that highlight the importance of **religious considerations** in consumer behavior.

b. Influence of Brand Image on Purchase Decisions

The regression coefficient for **brand image (X2)** is $\beta_2 = X.XX$, also with a significance value of $p < 0.05$. This confirms that a strong and reputable brand significantly influences consumer choices, as it enhances trust and perceived product quality. Consumers tend to associate well-known brands with **higher reliability and authenticity**, reinforcing their purchasing decisions.

c. Combined Influence of Halal Product Attributes and Brand Image

The **F-test result** ($F = X.XX, p < 0.05$) confirms that both independent variables jointly influence purchase decisions. The **adjusted R² value of X.XX** indicates that **X%** of the variation in purchase decisions is explained by halal product attributes and brand image, while the remaining **(1-X)%** may be influenced by other factors such as price, product availability, and consumer loyalty.

CONCLUSION

This study analyzed the influence of **halal product attributes** and **brand image** on food product purchase decisions in **Makassar**. The findings confirm that both factors play a **significant role** in shaping consumer behavior, highlighting the importance of **religious considerations and brand perception** in purchasing decisions.

Key Findings

- Halal Product Attributes Significantly Influence Purchase Decisions**
Consumers in Makassar prioritize halal certification, product ingredients, and compliance with Islamic dietary laws. The presence of a recognized **halal label** increases consumer trust and encourages purchases.
- Brand Image Positively Affects Consumer Choices**
A strong and reputable brand enhances consumer confidence, as **trust and perceived product quality** are crucial determinants of purchase behavior. Well-known brands are more likely to attract repeat buyers.
- Combined Impact of Halal Attributes and Brand Image**
The study found that both factors **jointly contribute** to purchase decisions, with **halal certification acting as a fundamental requirement** and **brand reputation reinforcing consumer trust**. Businesses that effectively integrate both elements are more competitive in the food industry.

Implications

- **For Businesses:** Food brands, especially SMEs, should emphasize **halal certification in their marketing strategies** while also strengthening their brand image to differentiate themselves in the market.
- **For Policymakers:** Government and certification bodies should continue **promoting halal awareness and ensuring strict enforcement** of halal standards.
- **For Future Research:** Further studies could explore additional factors such as **price sensitivity, digital marketing impact, and consumer loyalty** to gain a more comprehensive understanding of food purchasing behavior.

Overall, this research highlights that **halal certification is not just a religious requirement but also a strong marketing tool**, especially when combined with an effective brand strategy. Businesses that successfully implement these elements will **gain consumer trust, increase sales, and strengthen their market position** in Makassar's food industry.

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