



## **Consumer Preferences for Interest in Buying at Supermarkets (Study on TIP TOP Ciputat)**

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### **ABSTRACT**

*The halal label is the result of a halal certification process by LPPOM MUI on a product. The purpose of this research is to analyze the influence of the halal label on purchasing decisions by consumers in TIP TOP Ciputat Supermarket and its significance. This research uses descriptive correlational method with a quantitative approach. The results show that halal label has a significant positive influence on purchasing decisions by consumers in TIP TOP Ciputat Supermarket, with a significant correlation value of 0.420 and a coefficient of determination of 17.64%. However, other factors contribute 82.36% influence on purchasing decisions.*

**Keywords:** *Preferences; Purchases; Products; Halal; Unlawful; marketing*

### **ABSTRAK**

*Label halal merupakan hasil dari proses sertifikasi halal oleh LPPOM MUI pada suatu produk. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh label halal terhadap keputusan pembelian oleh konsumen di Supermarket TIP TOP Ciputat dan seberapa besar pengaruhnya. Penelitian ini menggunakan metode deskriptif korelatif dengan pendekatan kuantitatif. Hasil penelitian menunjukkan bahwa label halal memiliki pengaruh positif signifikan pada keputusan pembelian konsumen di Supermarket TIP TOP Ciputat, dengan nilai korelasi signifikansi sebesar 0,420 dan koefisien determinasi sebesar 17,64%. Namun, faktor lain memberikan pengaruh sebesar 82,36% terhadap keputusan pembelian.*

**Kata Kunci:** *Preferensi; Pembelian; Produk; Halal; Haram;*

## INTRODUCTION

Consumption is a human need to live life, although it is often difficult for humans to distinguish between wants and needs (Sobirin, 2014). The urge to fulfill desires continues to exist and can have an impact on the consumption of non-halal products. However, in Islam, consumption is only limited to halal products, and it is not permissible to consume unclean products (Putriani & Shofawati, 2015). Therefore, LPPOM-MUI is the institution responsible for ensuring the halal food, beverage and medicine products in Indonesia. Every product that has been audited has the right to receive a halal certificate from LPPOM-MUI and a halal label on the product packaging as an indicator that the product is free from prohibited elements (Lubis & Fuad, 2019). The consistency of the Muslim community in trying to fulfill their subsistence needs only from halal products has an effect on increasing awareness of halal products. Muslim consumers are expected to be more careful in choosing products to be consumed to avoid incidents such as one consumer who has already consumed cereal products containing pork in Bima City. Halal labels are important for Muslim consumers to ensure the halalness of the products they will consume (Atiah & Fatoni, 2019).

Some of the problems of halal certification in Indonesia include: (1) Lack of Consistency in Halal Certification: This problem is related to the existence of several halal certification bodies that do not have the same standards in the certification process. This can lead to confusion among producers, consumers and regulators regarding certification requirements and processes; (2) Complicated Certification Process: The complicated and convoluted process of halal certification often complicates and prolongs the time needed to obtain halal certification. This can increase costs for producers, so that some small and medium producers are reluctant to obtain halal certification. (3) Lack of Credibility Guarantee: Some producers and consumers doubt the credibility of several halal certification bodies in Indonesia, giving rise to distrust and doubts about product halalness; (4) High Cost of Certification: Halal certification process requires a lot of money. This has sparked debate about who should be responsible for certification costs and whether these costs can be reduced so that they are more affordable for small and medium producers; (5) Technical Problems in Certification: There are several technical problems in the halal certification process, such as difficulties in determining the ingredients used in the product, or in ensuring that the production process does not contain any prohibited elements. This problem requires greater effort and the development of more sophisticated technology to overcome it (Farhan, 2018).

The National Sharia Finance Committee (KNKS) in the Islamic Economic Masterplan states several solutions related to obstacles to halal certification of products in Indonesia, including: Improving coordination between relevant agencies such as the Ministry of Religion,

the Halal Product Guarantee Agency (BPJPH), the Drug Supervisory Agency and Food (BPOM), as well as halal food and beverage industry players (Lubis & Latifah, 2019) . Increasing socialization about the importance of halal certification and providing education to the public about halal products so that consumers can choose halal products correctly. Encouraging the use of technology to speed up and facilitate the halal certification process. One of them is by utilizing the blockchain to speed up and facilitate tracking of halal certificates. Improving the quality and quantity of qualified and trained halal auditors. Optimizing supervision and monitoring of halal products through strengthening the role of BPJPH and other related institutions. Encouraging the creation of awareness in business actors of the importance of halal certification as part of a marketing strategy and competitive halal products in the global market. By carrying out these solutions, it is expected to improve the quality of halal certification in Indonesia and strengthen the Islamic economy in Indonesia (KNKS, 2018) .

### **Meaning of Halal Label on Product Packaging**

Wood (2019)in his explanation stated that product packaging can add added value to the product, because packaging can maintain product safety. In addition, when the packaging is designed with strength and practicality, it will add value to the product. Furthermore, product labels can also add information value by providing communication facilities regarding product content, uses, and warnings (Ibrahim & Lubis, 2021). With this information, it is hoped that consumers will not buy the wrong product they want. Meanwhile, William J Stanton stated that there are three types of product labels, namely brand labels, descriptive labels, and grade labels. Brand labels include the brand on the product or product packaging, while descriptive labels provide objective information about the product. A grade label is a label that provides an assessment of product quality with letters, numbers or words. Not only that, packaging labels are also influential in product marketing (William J Stanton, 1994).

The Indonesian Halal Label issued by the Ministry of Religion's Halal Product Assurance Organizing Agency (BPJPH) and applies nationally reaps pros and cons on social media. Minister of Religion Yaqut Cholil Qoumas announced that the halal label previously issued by the Indonesian Ulema Council (MUI) would gradually no longer be valid.

The application of the Indonesian Halal Label is contained in the Decree of the Head of BPJPH Number 40 of 2022 concerning Determination of Halal Labels as the implementation of the mandate of Article 37 of Law Number 33 of 2014 and Government Regulation (PP) Number 39 of 2021 concerning Implementation of the JPH Field. This new Halal label has a philosophy that adapts Indonesian values and exhibits unique and strong characteristics that represent Indonesian Halal.

### **Halal Concept In Islam**

Perwitasari (2022) explains that the form of the Indonesian Halal Label consists of two objects, namely the Gunungan shape and the Surjan or Lurik motif. The shape of the gunungan is composed in the form of Arabic calligraphy consisting of the letters Ha, Lam Alif and Lam in one series to form the word Halal. Surjan's motif is also called pious clothing and has deep philosophical meanings, such as the neck of Surjan's shirt which has 3 pairs of buttons (6 buttons) depicting the pillars of faith. The main color of the Indonesian Halal Label is purple, which represents the meaning of faith, inner and outer unity, and imagination. Toska green is used as the secondary color. The Indonesian Halal Label aims to provide convenience, security, safety and certainty of the availability of halal products for the public in consuming and using products. This Decree was stipulated in Jakarta on February 10, 2022 and is effective as of March 1, 2022.

The concepts of halal and haram play an important role in Islam. According to Nor Aini Haji Idris and Mohd Ali Mohd Noor (2013), halal is the main parameter in fulfilling life's needs. In the Qur'an, Allah SWT orders people to eat halal food as stated in Surah Al-Baqarah verse 168 (Shihab, 2002). Although Allah created everything on earth for human beings, not everything on earth becomes halal food. For example, Allah created venomous snakes, not to be eaten but to take their venom as medicine. Therefore, Allah commands to eat halal food (Helmi & Sarasi, 2020).

Buyer behavior in the market is influenced by internal and external factors. External factors include culture, social class, family, and social and reference groups. Culture includes understanding, belief, art, morals, laws, customs, and human habits as members of the community. Social class is a group that is relatively homogeneous and hierarchically arranged with members who share the same values, interests and behavior. Family includes mother, father, children, and people who have sibling ties with the family. A reference group is a group that is used as a measure of a person's personality to shape his behavior, while a social group is a collection of people who live together, have mutual relations, influence and influence, as well as awareness to help and help each other (Nurhasah et al., 2018) .

## **Research Method**

The type of research used in this study is descriptive research. This type of descriptive research has the aim of describing the object of research at the present time by referring to existing facts, then analyzed and interpreted. This research is included in the category of correlational research that uses a quantitative approach. Correlational research aims to analyze the relationship between one or several variables with one or several other variables, with the aim of explaining the importance of human behavior or to predict an outcome (Siregar, 2013).

The population used in this research is TIP TOP Ciputat Supermarket consumers. The sampling technique uses non-probability sampling techniques with convenience sampling and

quota sampling methods. Non-probability sampling is when each element in the population does not have an equal chance of being selected as a sample, and quota sampling is a technique for determining a sample from a population that has certain characteristics to the desired number. The sample used in this research is 100 consumers. The data collection technique used was a questionnaire technique with a closed questionnaire type and the instrument measurement scale used a Likert scale (Muslich & Iswati, 2009).

**Table 1:**  
**X Variable Instrument Table**

| Variable    | Indicator                                       | No. Items                        |
|-------------|---|----------------------------------|
| Halal label | 1. Halal Consumption Order                      | 1, 2, 3, 4,                      |
|             | 2. Prohibition of consuming what is forbidden   | 5, 6, 7, 8,                      |
|             | 3. Halal labeling on products by LPPOM MUI      | 9, 10, 11, 12, 13, 14, 15,<br>16 |
|             | 4. Benefits of Consuming Halal Labeled Products | 17, 18, 19, 20                   |

**Table 2:**  
**Y Variable Instrument Table**

| Variable        | Indicator               | No. Items       |
|-----------------|-------------------------|-----------------|
| Buying decision | 1. Cultural factors     | 1, 2, 3, 4,     |
|                 | 2. Social class factor  | 5, 6, 7, 8,     |
|                 | 3. Family factor        | 9, 10, 11, 12,  |
|                 | 4. Social Group Factors | 13, 14, 15, 16, |
|                 | 5. Internal Factors     | 17, 18, 19, 20  |

Once compiled, the following are the hypotheses (temporary conclusions) from this study:  
 $H_0 = r_{xy} \leq 0$  means that there is no effect of the halal label on the product on the purchasing decision of Ciputat Tip Top supermarket consumers (if  $r_{count} \leq r_{table}$  at a significance level of  $\alpha$  1% and 5%).

$H_1 = r_{xy} \geq 0$  means that there is an effect of the halal label on the product on the purchasing decision of Ciputat Tip Top supermarket consumers (if  $r_{count} > r_{table}$  at the significance level  $\alpha$  1% and 5%).

## RESEARCH RESULTS AND DISCUSSION

### TIP TOP Supermarket Company Profile

**Figure 1:**  
**TIP TOP Supermarket logo**



*Source: [www.tiptop.co.id](http://www.tiptop.co.id)*

A statement from the TIP TOP supermarket manager states that this supermarket is an Islamic supermarket chain that seeks to apply Islamic principles in buying and selling and trading activities. This store has several branches in Indonesia, especially in Jakarta, and offers more than 200 food, beverage and other necessities of life. Rusman Maamoer is the founder of TIP TOP Supermarkets, which was first established in 1979 and in 1985, changed from a convenience store to a supermarket and department store. TIP TOP Ciputat Supermarket is the only outlet out of 7 TIP TOP Supermarket outlets spread across Jakarta, Depok, Bekasi and Tangerang which are the object of research.

This study involved 100 consumer respondents, with the majority of female respondents at 86% and the rest male, as shown in the following table:

**Table 3:**  
**Gender of Respondents**

| <b>Gender</b> | <b>Amount</b> | <b>Percent (%)</b> |
|---------------|---------------|--------------------|
| Man           | 14            | 14%                |
| Woman         | 86            | 86%                |
| <b>Amount</b> | <b>100</b>    |                    |

**Table 4:  
Respondent Age**

| <b>Age</b>    | <b>Amount</b> | <b>Percent (%)</b> |
|---------------|---------------|--------------------|
| 15 yrs-24 yrs | 71            | 71%                |
| 25 yrs-34 yrs | 7             | 7%                 |
| 35 yrs-44 yrs | 13            | 13%                |
| >44 yrs       | 9             | 9%                 |
| <b>Amount</b> | <b>100</b>    |                    |

## **CONCLUSION**

In this study, it was concluded that H1 was accepted, meaning that there was an influence of the halal label on the product on consumer purchasing decisions at TIP TOP Ciputat Supermarket. In addition, the regression between the variables X and Y is significant and linear, and the linear regression line equation shows that each increase or decrease in the value of variable X by 1 unit will increase or decrease the value of variable Y by 0.430 with a constant of 32.987. The effect of the existence of a halal label on products on consumer purchasing decisions at TIP TOP Ciputat Supermarket is positive and significant, with a significant correlation value of 0.420 and a coefficient of determination of 17.64%. This shows that the presence of a halal label on products contributes 17.64% to consumer purchasing decisions at TIP TOP Ciputat Supermarket, while the rest (82.36%) is influenced by other factors.

## **IMPLICATIONS**

The findings from this research can make an important contribution to producers in producing and marketing products to consumers. The implications of these findings show how important it is to include a halal label on products. In addition, this research also

provides insights for market parties, especially TIP TOP Ciputat Supermarket, in choosing products to sell which can influence consumer purchasing decisions. In addition, the results of this study can be used as a source of information and reference for further research in this field.

## **SUGGESTIONS** \_

The following are suggestions that can be drawn from the results of this study:

1. For the management of TIP TOP Ciputat Supermarket, it is advisable to maintain their commitment to providing halal products, especially products that already have a halal label from LPPOM MUI. The manager can also work with related agencies or experts in their fields to socialize the importance of consuming products that are guaranteed to be halal.
2. Consumers, especially Muslim consumers, are advised to pay attention to the halal label on products before deciding to purchase, as a form of caution regarding the halal product to be consumed.
3. For future researchers, it is suggested to review and develop this research by including other variables that influence consumer purchasing decisions, such as price, location, service quality, and other factors. This will broaden our understanding of the factors that influence consumer purchasing decisions.

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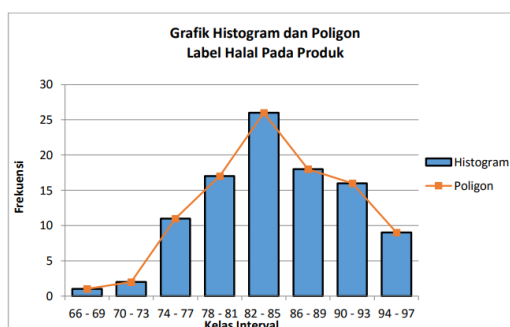


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## Attachment:

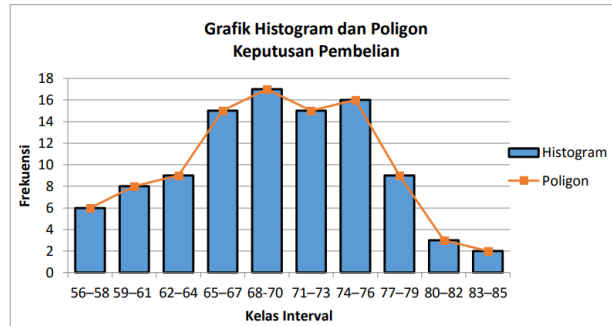
**Figure 2:**  
**X Variable Histogram and Polygon Graph**

**Source:** (Lubis & Fuad, 2019)



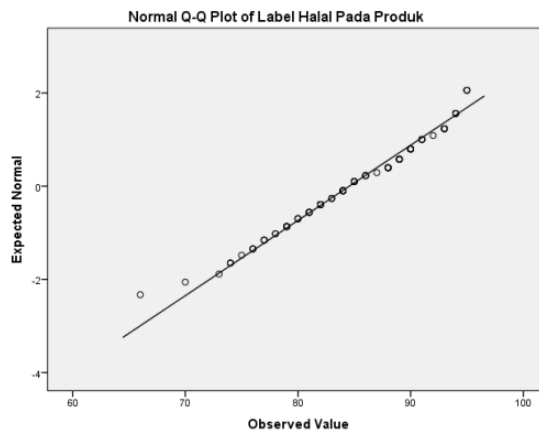
Gambar 2  
 Grafik Histogram dan Poligon Variabel X

**Figure 3:**  
**Histogram and Variable Y Polygon Graphs**



Gambar 3  
Grafik Histogram dan Poligon Variabel Y

**Figure 4:**  
**Normal QQ Plot X Variable Diagram**



**Figure 5:**  
**Normal QQ Plot Variable Y Diagram**

