

Halal Label and Legality on Purchasing Decision: A Case Study of JacQue Products

Sri Indriyani Ali¹

¹ Islamic Economic, STAI Sulthan Syarif Hasyim, Riau, Indonesia. Email: sriindriyaniali@gmail.com

ARTICLE HISTORY

Received: January 20, 2025
Revised: February 01, 2025
Accepted: October 15, 2025

DOI

<https://doi.org/10.52970/grdis.v5i4.1046>

ABSTRACT

This study aimed to assess the impact of halal labelling and legality on purchasing decisions for health drink goods, JaeQue, in the Lubuk Dalam District in 2023. The sampling formula was used to choose a sample of 100 responders. This is a quantitative research methodology, using data collected via a questionnaire. The determination coefficient (R²) analysis yielded 46.9%, with the remaining 53.1% explained by other variables. According to the F-test results, F-count > F-table (42.810 > 3.09), halal labelling and legality have a substantial effect on purchase decisions. If the T-test of halal labelling (X1) on purchase decisions (Y) is T-count < T-table (1.458 < 1.984), H₀ is accepted and H₁ is rejected. This demonstrates that halal labelling has little influence on purchase decisions. If the T-test of legality (X2) on purchasing decisions (Y) is T-count > T-table (5.887 > 1.984), H₂ is allowed, whereas H₀ is denied. This implies that there is a strong link between legality and purchase decisions.

Keywords: Halal Labeling, Legality, Purchasing Decisions.

I. Introduction

Entrepreneurs are required to have halal and legal labelling, particularly for consumable products, even when operating as micro, small, and medium enterprises (MSMEs) (Anwar et al., 2023). The absence of a halal label is likened to a photocopy of an identity card with blurred writing—untrustworthy—while a lack of business legality is akin to not possessing an identity card at all. Business legality, often in the form of a business license, is crucial as it serves as legal recognition and self-identification for a business, thereby increasing its acceptance within society (Salim et al., 2022). Labels, or etiquettes, refer to written, printed, or illustrated information displayed on product packaging, functioning as an important source of product information. A halal certificate is formal proof that a product has met halal standards, issued by the Halal Product Assurance Organizing Agency (BPJPH) based on a halal fatwa from the Indonesian Ulema Council (MUI) (Nugroho & Anwar, 2020). This certification affirms that the product is permissible for consumption under Islamic law and ensures public safety (Hafizi & Athar, 2024). Products with halal certification must display halal labels on their packaging for easier public recognition.

According to the Regulation of the Minister of Home Affairs No. 83 of 2014, a business license is official written proof issued by an authorized institution, confirming that MSMEs meet regulatory requirements and are permitted to operate. The process involves collaboration between business owners and local governments. Halal labelling and legal certification aim to increase market share and sales volume (Hafizi & Athar, 2024), while also enhancing product quality, consumer confidence, and satisfaction—particularly among Muslim consumers (Khoffah & Supriyanto, 2022). These factors also influence consumer purchasing

decisions, which involve evaluating alternatives and making final choices based on trust, preference, and product perception (Paramita et al., 2022).

Lubuk Dalam District in Siak Regency, where 91.97% of the population is Muslim, presents a relevant context for this research. One notable MSME in the area is JaeQue, a herbal drink brand established in October 2020. JaeQue has obtained legal certifications, including a Business Identification Number (NIB), a Home Industry Food Production Permit (SPP-IRT), and a halal certificate. The NIB was issued on April 21, 2021, followed by the SPP-IRT on July 8, 2021, and the halal certificate on October 1, 2021. Although initial monthly revenue prior to certification ranged between Rp 1–2 million, significant increases were recorded after the acquisition of the NIB and halal certificate, with turnover reaching Rp 3–4 million. Despite challenges during the COVID-19 pandemic, JaeQue's sales consistently grew, continuing post-pandemic in October 2023. Based on this context, this study aims to examine the influence of halal labelling and legal certification on the purchasing decisions of Muslim consumers in Lubuk Dalam District.

II. Research Method

This research employed a quantitative approach, which emphasizes data in numerical form (Setiawan et al., 2024). Quantitative data were obtained from consumers of JaeQue herbal drinks in Lubuk Dalam District through the distribution of questionnaires via Google Form and printed sheets. This study aimed to examine the influence of halal labelling and business legality on consumer purchasing decisions. According to Sugiyono (2012), quantitative methods utilize numerical data analyzed with statistical tools to produce objective conclusions. Data analysis in this study was performed using Microsoft Excel and SPSS version 23, which included instrument validity and reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

III. Results and Discussion

This study involved 100 respondents who were given 15 statement items through questionnaires. These items were divided into three variables: halal labelling (X1), legality (X2), and purchasing decisions (Y), with five statements each. The validity test showed that all items used in the questionnaire were valid. The reliability test also confirmed that each variable had a Cronbach's Alpha value above 0.60, which means the instrument used is reliable. The data were tested for normality using the Kolmogorov-Smirnov test. The significance value was 0.079, which is greater than 0.05. This means the data is normally distributed. The heteroscedasticity test using scatterplot diagrams also showed that the data points were randomly distributed and formed no specific pattern, indicating that the regression model used was appropriate and free from heteroscedasticity.

The multiple linear regression analysis produced the following equation:

$$Y = 6.035 + 0.153X1 + 0.528X2 + c.$$

This equation indicates that both halal labelling and legality have a positive effect on purchasing decisions. The regression coefficient for halal labelling (X1) is 0.153, meaning that an increase in halal labelling by one unit will increase purchasing decisions by 0.153 units. Likewise, the regression coefficient for legality (X2) is 0.528, indicating a stronger influence of legality on purchasing decisions.

3.1. Hypothesis Testing

The hypothesis testing in this study was conducted using both the F-test (simultaneous test) and the T-test (partial test). Based on the results of the F-test, it was found that the calculated F value was 42.810, which is greater than the F-table value of 3.09. The significance value obtained was 0.000, which is less than 0.05.

These results indicate that halal labelling and legality, when tested simultaneously, have a significant effect on purchasing decisions. Therefore, the regression model used in this study is considered appropriate. For the T-test, the halal labelling variable (X_1) produced a T-count value of 1.458, which is lower than the T-table value of 1.984, with a significance level above 0.05. This means that, partially, halal labelling does not have a significant influence on purchasing decisions. In contrast, the legality variable (X_2) showed a T-count value of 5.887, which is greater than the T-table value, and a significance level of 0.000. This indicates that the legality of the product has a significant positive influence on purchasing decisions. Furthermore, the coefficient of determination (R^2) obtained from the regression model was 0.469. This means that 46.9% of the variation in purchasing decisions can be explained by the independent variables (halal labelling and legality), while the remaining 53.1% is influenced by other factors not included in the study.

IV. Conclusion

Based on the findings of the investigation into the impact of halal labelling and legality on purchase decisions for health drinks from Ja-que products in Lubuk Dalam District in 2023, the author concludes that the coefficient of determination (R^2) is 0.469. This suggests that the independent factors, halal labelling and legality, can account for 46.9% of the dependent variable, which is purchasing decisions. The remaining 53.1% is explained by variables not considered in this study. The simultaneous influence (F-Test) rejects H_0 and accepts H_1 . The calculated F calculated of 42.810 and the F-table value ($df = 100-2-1$) of 3.09 indicate that the halal labelling and legality variables have a significant effect on purchasing decisions. The regression model in this study is suitable for use. And the partial effect (T-Test) can be explained, specifically, the impact of halal labelling on purchasing decisions. Based on past research, it is known that the regression coefficient value derived from this study was 0.153 with a positive coefficient sign; however, the significance. value of $0.148 > 0.05$, H_1 is rejected. This demonstrates that the presence of halal labelling (X_1) on Jae-que products has a positive but not substantial impact on people's purchase decisions (Y). This means that the presence or lack of halal labelling on the packaging influences but does not significantly influence Jae-que herbal drink purchases in the Lubuk Dalam district.

The presence of halal labelling is thought to be appropriate for providing a sense of comfort and security to consumers, particularly Muslims, because it ensures that the product has no haram ingredients and is prepared in a halal and ethical manner. However, some residents of the Lubuk Dalam sub-district believe that halal labelling is not especially important. Regarding the Impact of Legality on Purchase Decisions, based on previous research findings, the regression coefficient value derived from this study was 0.528 with a positive coefficient sign. It is also known that the significance value (sig) for legality (X_2) is 0.000. Because the sig value of 0.000 is more than 0.05, we can assume that H_2 is accepted. This suggests that legality (X_2) has a positive and considerable influence on purchase decisions (Y). This demonstrates that the presence of legality in a product has a positive value and influences people's purchase decisions. Legality is one of the most significant considerations for business actors, both legal entities and individual firms. This is because having legality helps persuade the general public that the products managed comply with existing laws. And the inhabitants of Lubuk Dalam sub-district are worried that legality is important.

References

- Anwar, Suhadarliyah, Mariana, Rahmawati, C. H. T., Amelia, D., & Fariantin, E. (2023). *Kewirausahaan Berbasis UMKM*. Seval Literindo Kreasi (Penerbit SEVAL). www.penerbitseval.com
- Hafizi, M. A., & Athar, H. S. (2024). Pengaruh Sertifikat Halal, Legalitas Usaha, dan Kualitas Kemasan dalam Membentuk Keputusan Pembelian Konsumen Pada Produk Mixue Dikota Mataram. *Journal of Economics, Business, & Entrepreneurship (ALEXANDRIA)*, 5(1), 100–105. <https://doi.org/10.29303/alexandria.v5i1.578>

- Khofifah, S., & Supriyanto, A. (2022). Pengaruh Labelisasi Halal, Citra Merek, Online Customer Review, Selebrity Endorsement, dan Perceived Advertising Value Terhadap Keputusan Pembelian Produk Kosmetik Yang Bersertifikat Halal. *Jurnal Manajemen Dan Penelitian Akuntansi (JUMPA)*, 15(1), 1–13.
- Nugroho, W. A., & Anwar, M. K. (2020). Hubungan Religiusitas Dan Labelisasi Halal Terhadap Keputusan Pembelian Produk Non Makanan Dan Minuman. *Jurnal Ekonomika Dan Bisnis Islam*, 3(2), 13–25.
- Paramita, A., Ali, H., & Dwikoco, F. (2022). Pengaruh Labelisasi Halal, Kualitas Produk, Dan Minat Beli Terhadap Keputusan Pembelian (Literatute Review Manajemen Pemasaran). (*Jurnal Manajemen Pendidikan Dan Ilmu Sosial (JMPIS)*, 3(2), 660–669. <https://doi.org/10.38035/jmpis.v3i2>
- Peraturan Menteri Dalam Negeri Republik Indonesia, Pub. L. No. 83, Republik Indonesia (2014).
- Salim, A., Yusta, R. N., & Purnamasari, A. (2022). Pengaruh Labelisasi Halal dan Promosi terhadap Keputusan Pembelian di Store Beringin Rajawali Kota Palembang. *Jurnal Ekombis Review – Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(Special Issue DNU 14 TH,)), 159–168. <https://doi.org/10.37676/ekombis.v10iS1>
- Setiawan, Z., Hildawati, H., Sanulita, H., Afrizal, D., Ibrahim, S. M., Susanto, A., Indahyani, T., Adiwijaya, S., Laka, L., Ansor, M., Andari, S., Putra, M. F. M., Martawijaya, A. P., & Judijanto, L. (2024). *Methodologi Dan Teknik Penulisan Ilmiah*. PT. Sonpedia Publishing Indonesia.
- Sugiyono. (2012). *Metode Penelitian Bisnis*. Alfabeta.