

Influence of Halal Label on Impulsive Buying Towards Indonesian Society

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Abstract. Indonesia is a country with the largest Moslem population in the world, this is what makes the prospect of halal products grow and develop in Indonesia. Because for a Muslim is recommended by Islam to consume halal food and beverage. Therefore it is necessary to research the influence of halal label on impulsive buying towards Indonesian society. Research aims to investigate the effect of halal label on impulsive buying towards Indonesian society. Collecting data use non probability sampling method. The method used in this research is multiple linear methods and SWOT analysis. The results of research indicating that the halal label has an influence on impulsive buying of 52% and has an effect on a value of 2,8. Consumer behavior buying a product spontaneously is strongly influenced by a halal label, so halal label incarnation becomes one of the decisions of someone in impulsive buying. SWOT analysis results obtained some strategies that must be done by the food and beverage industry, among others; to manage halal product certification to Halal Product Assurance Organizing Agency hereinafter abbreviated (BPJPH), to supervise halal product from raw material to finished product, to provide training to the workers about the importance of halal assurance for the product, to compare the product by giving the halal label on product packaging.

Keywords: Halal label; impulsive buying; Indonesian society

1 Introduction

Indonesia is a country with the largest Moslem population in the world, this is what makes the prospect of halal products grow and develop in Indonesia. Because for a Muslim is recommended by Islam to consume halal food and beverage. Islam is a religion that guides Muslims in every aspect of life. One aspect of guidance that Islam has provided is what can be consumed. Muslims should consume halal food and avoid illegal food. This means that in Islam the concept of halal is the absolute key to consumption. Muslims are required to consume only halal food. Muslim consumers eat kosher meat to follow and express their religious teachings [1]. These religious commitments and beliefs affect people's feelings and attitudes toward consumption [2]. Religious obligations and beliefs direct society's attitude and feel to various products, such as food, finance, cosmetics, and pharmaceutical products [3].

Buy that occur when the consumer makes a buy with little or no consideration at all due to a sudden feeling of urgency that raises the desire to have or feel the need of the object is known as impulse buying [4]. Solomon & Rabolt states that impulse buying is a condition that occurs when the individual experiences a sudden, unresponsive feeling of urgency [5]. It is also supported by Rook & Fisher's remarks that the tendency to buy spontaneously can generally result in buy when the consumer believes that the action is a natural thing [6]. According to Utami, the phenomenon of impulse buying is not only happening in Indonesia,