

The influence of flavours and halal labels on purchasing decisions

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ABSTRACT

Indonesian cuisine is as diverse as its multicultural ethnicities and regions. Indonesian cuisine is characterised by a variety of spices, cooking methods and local ingredients. Some of these have influences from India, China, the Middle East and Europe (Indonesian Embassy). The diversity of traditional food is also influenced by the variety of local ingredients available in each region. Every consumer has a particular flavour culinary preference. From street vendors to fine dining restaurants and cafes, you will find a variety of menus with unique flavours, both traditional and present day. The research location was held in Bojong Kulur Village, Gunung Putri District, Bogor with a total of 32 respondents of SME culinary business owners. This research uses quantitative methods. With information collection techniques in the form of observation, document study, questionnaire collection, and interviews. The information analysis techniques used are: linear regression, correlation, and heterocdestige methods using SPSS application collected from surveys, interviews and case studies.

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1. Introduction

Indonesian cuisine is diverse, influenced by ethnicity, region and multicultural culture. With a variety of spices, cooking techniques and local ingredients, Indonesian cuisine also has Indian, Chinese, Middle Eastern and European influences. There are around 5,300 types of traditional cuisine, but this diversity makes it difficult for the government to determine the typical food that represents Indonesia. Rice is the main staple food. Corn, sago, cassava and sweet potato are other staple foods, especially in eastern Indonesia. The 1/3 of Indonesia's sea area also provides food with very high nutritional value in the form of fish and other seafood, especially in Indonesia, tofu and tempeh are used as side dishes and snacks in many places. Every consumer has culinary preferences with specific flavours (Masterson, 2021; Nagai & Tamang, 2010). A varied menu with distinctive flavours, both traditional and modern, is offered from street vendors to exclusive restaurants and cafes (Gupta et al., 2020; Martin, 2014). People's lifestyles are becoming increasingly practical. This phenomenon has made Indonesia's food industry face significant development and still has growth potential. At this time, changes in people's purchasing habits that are increasingly selective and changes in consumer attitudes towards businesses will lead to competition to win the competition. Companies take advantage of existing business opportunities and try to implement the right marketing strategy to dominate the market (Egelhoff, 1993; Hunt & Derozier, 2004; Varadarajan & Jayachandran, 1999).

Indonesia's Muslim population is the largest in the world (M. Van Bruinessen, 2018; M. M. van Bruinessen, 2018). Therefore, every company that wants to open a business must ensure that its products are halal. According to Islam, all Muslims must consume halal products because any food that enters the body becomes blood and flesh and becomes a very important source of energy for our body. Currently, the Muslim community in Indonesia is getting smarter in choosing food products that are labelled halal or not (Sayogo,

2018; Susiang et al., 2024). One of the problems that Indonesian consumers often face is that there are still many culinary entrepreneurs who do not use halal labels on their products but only rely on trust. The function of the halal label is important because it can be used as a tool to distinguish between halal food consumed by Muslims and non-halal food. When consumers see the Halal label on the product in question, they automatically choose and compare the prices of other similar products before deciding to buy the product (Arifin et al., 2023; Usman et al., 2022; Vizano et al., 2021).

Based on data from the Central Statistics Agency (BPS), the number of micro businesses engaged in the culinary sector reached 1.51 million business units in 2020 (Hamdani & Rawita, 2023; Tambunan, 2022). The proportion of micro businesses in the food sector reached 36 per cent of the total number of micro businesses in the country, which totalled 4.21 million business units. The second dominant sector is the wood and bamboo products industry (except furniture), with a total of 632,000 business units or equivalent to 15% of the total number of micro enterprises in the country. The business sectors where micro enterprises are least involved are the electricity equipment and IT sectors, with less than a thousand micro enterprises in each sector. The micro enterprises mentioned in this report are those with less than 20 employees. The classification of business units in this report is based solely on the number of employees without considering the amount of capital, use of production machinery, or revenue of the company.

Apart from halal certification, product flavour is also an important factor in purchasing decisions (Aslan, 2023; E. Rios et al., 2014). According to Shepherd, Richard (2001), the type of food choice is defined as the taste of food or can be distinguished from its taste. Taste is an attribute consisting of appearance, taste, smell, texture, and temperature that form the interaction of the five human senses. The existence of flavour provides opportunities for humans to broaden their horizons, in the sense that flavour allows us to communicate with others. Taste characteristics include colour, appearance, temperature, texture, aroma, and ripeness. To provide maximum consumer satisfaction, the six flavour characteristics must be combined in a balanced manner. Therefore, the following problems can be formulated: (a). How much influence do flavours and halal labels have on consumer purchasing decisions?, (b). Can flavours influence consumer purchasing decisions?. (c). What is the role of the halal label in influencing consumer purchasing decisions?

Consumer behaviour is the basis for consumer purchasing decisions. The decision-making process is easy, but requires careful consideration in the decision-making process (Schwenk, 1984; Svenson, 1979). According to Purchasing decisions are consumer actions whether to buy a product or not. This is based on various factors that can influence the purchase of one or more products by consumers. And consumers always consider quality, price, and products that are well known to the public. In Butler research (1998), purchasing decisions are a problem-solving process for humans when buying goods or services to meet their needs. Purchase decision is a purchase decision is a reason that drives how consumers make choices regarding the purchase of a product according to their needs (Ansari et al., 2019; Rachmawati et al., 2019; Zhang & Dong, 2020).

Purchasing decisions are part of consumer behaviour: how individuals, groups and organisations buy and use products, services, ideas and experiences, and how they meet their needs and wants (Qazzafi, 2019). According to Ali, Bayad Jamal et al. (2021), purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, places, promotions, physical evidence, people, and processes. Faith, Dudu Oritsematosan (2018) states Consumer purchase decisions are made after deciding whether or not to choose an alternative product. There is a time lag between making a purchase decision and the actual purchase. Research by Zahara (2020) suggests that purchasing decisions according to Peter and Olson that purchasing decision making is an integrative process that combines knowledge to evaluate two or more alternative actions and choose one of them. Guo, Kristina L (2020) also argues that consumer decision making can be described as problem solving. In the decision-making process, consumers set goals and what actions they want to take to achieve these goals.

Klee (2018) states Flavour is a type of food choice that needs to be distinguished from food taste. Flavour is a property of food that has indexes such as appearance, aroma, taste, texture, and temperature. To ensure delicious flavours, you need to use fresh and clean ingredients and hire experienced chefs. According to Dijksterhuis (2024), the definition of taste is the consumer's assessment of food or drink and includes the sense of stimulation or attraction that comes from outside or inside and is felt in the mouth. Meanwhile, according to Spence (2019), taste is a way of choosing food and drinks, distinguishing them based on taste which can be distinguished based on shape / appearance, smell, taste, texture, and temperature.

According to Gómez-Corona (2019), the taste of a product can cause a sense of addiction in consumers so that it can result in increased demand for the product and provide satisfaction to consumers. This study can provide an overview of how flavours and halal labels will influence consumer purchasing decisions in buying a culinary product and research can be carried out on an ongoing basis. Luo (2022) states that there

are several flavour indicators, namely: 1. Odour is an indicator of the taste of a food or drink because of the aroma that is characteristic of a certain type of food or drink and can also be an unpleasant aroma. know the taste of food or drink. 2. Taste can be recognised by the presence of taste buds located on the papillae, the reddish-orange part of the human tongue. The taste buds are located in the pharynx, soft palate and hard palate and are also located on the human tongue. 3. Oral stimulation is the sensation that occurs when swallowing something, whether food or drink, can stimulate the taste buds located under the skin of the face, teeth, and even the human tongue. In this case, flavour can also be affected by the texture of the ingredients used to prepare the food or drink. If an ingredient can produce odour and taste, it will affect the stimulation of receptor cells.

Halal food cannot be separated from the objectives of Islamic law to achieve benefit and prevent harm. If a food is likely to be harmful to health, its consumption is prohibited. Katuk, Norliza, et al (2021) state that halal certification and labeling are effective consumer communication tools to help consumers more easily identify halal foods.

A halal certificate is a written fatwa from MUI stating that a product is halal under Islamic law. Halal certification is a prerequisite for halal labeling. Halal products are foods, medicines and cosmetics that, in terms of raw materials, additives, other trace elements (including ingredients) and other products, do not contain any prohibited elements or products in the manufacturing process and are prohibited for consumption by Muslims. through the processes of genetic engineering and irradiation. A label attached to a product, such as a halal label, can provide information and confidence to consumers. In reality, there are still many cosmetic products out there that do not have halal labels on their packaging. Halal and non-halal products are a topic that is often discussed in Indonesia, because the majority of the population is Muslim and halal products are a major part of production (Farhan & Sutikno, 2024). Indicators of Halal Labelling, The indicators of Halal labelling used in this study (Zainuddin et al., 2019) are: Image, An image is an imitation of a shape or pattern (e.g. an animal, person, plant, etc.). Writing, is written primarily with the intention of being read. Image-text combination, An image-text combination is a combination of an image and text in one piece. Follow the packaging, "Following the packaging" refers to any material that is not labeled (intentionally or not)

The purpose of Halal certification and labelling is to provide legal certainty and consumer protection, increase the competitiveness of domestic products and increase national income. Products subject to verification for Halal label: Manufacturing Process, Companies using the Halal label in their production process must adhere to the following guidelines: a). Animals must be properly cleaned or deceased after slaughter. b). Ingredients used in production must not include prohibited substances, materials, or their derivatives. c). Water utilized for washing materials must be pure or clean, flowing water. d). The processing area must remain free from contamination, ensuring no prohibited or impure items are mixed or stored nearby. Processed raw materials serve as the primary components in production activities, including raw materials, semi-finished goods, or finished products. Meanwhile, additional product materials are supplementary components incorporated into the manufacturing process but not considered primary materials.

2. Research Method

This research uses quantitative methods. Quantitative Research Methods Quantitative research is research that usually uses statistical analysis to conduct its analysis. Therefore, in quantitative research, it is important to measure the phenomenon of interest. According to Berlianti, D. F., Abid, A. Al, & Ruby, A. C. (2024) Quantitative research is conducted using a structured, formal and specific design, with a detailed operational design. The data collected is quantitative, or quantifiable by counting or measuring. Quantitative studies are moment-based, using specific time intervals, or of short duration used except for specific purposes.

The quantitative approach is a research approach based on the development of the post-positivist paradigm of science. The characteristics of the quantitative approach are: it relies on the collection and analysis of quantitative (numerical) data, uses survey and experimental strategies, makes measurements and observations, and tests theories using statistical tests (Muhajirin, Risnita, and Asrulla, 2024). Data collection methods were developed based on the measurement of the variables under study and were conducted using structured questionnaires (surveys) that provide quantitative information. 1. Variable Measurement Scale

The variables of this study are the influence of taste (X1), halal label (X2), and people's purchasing decisions (Y) in Nusa Indah 2 Villa, Bojong Kulur Village, Gunung Putri District, Bogor. In measuring the independent and dependent variables, the Likert scale is used to measure attitudes, perceptions, and opinions. These are converted into variable indicators and used as a starting point for building tools by presenting statements to respondents and answering the questions asked.

Table 1. Likert scale

No	Alternate Answer	Score
1	Strongly Agree	4
2	Agree	3
3	Disagree	2
4	Strongly Disagree	1

Alternative answer table

a. Object of Research

The object of this research is all SMEs in the Bojong Kulur village environment, Gunung Putri District, Bogor.

b. Population and Sample

Sugiyono (2018) states population is a general area consisting of objects / subjects that have certain properties and properties that researchers want to study and draw conclusions. The population in the study were SME culinary traders in the Nusa Indah 2 Villa environment, Bojong Kulur Village, Gunung Putri District, Bogor. Sudana & Sentianto (2018) a sample is a small part of a population selected based on a predetermined number; not all populations can be sampled.

2. Research Design

Research design is a series of processes that provide an overview of planning, implementation, data collection, analysis, and interpretation of data from the beginning to the end of a study.

Quantitative research design according to Arikunto (2013) is a flexible research with steps and results that cannot be ascertained in advance. The steps taken in this study are as follows:

- 1) Literature study; literature review related to relevant theories and previous research on flavours and halal labels in SMEs then identify the problems to be studied.
- 2) Surveys and interviews; conducting surveys and interviews with SME traders and consumers in the Bojong Kulur area, Gunung Putri Bogor West Java to measure understanding of flavours and halal labels
- 3) Analysis of SME readiness; analysing the readiness of SMEs in selling their products that have distinctive flavours and installing halal labels in the Bojong Kulur village environment,
- 4) Data analysis and findings; analysing all data using linear regression, correlation, and heterocdesticity methods using SPSS application collected from surveys, interviews and case studies, then identifying key factors that affect the successful implementation of flavours and halal labeling in increasing competitive advantage.

Then, due to the importance of data processing in research, the information received will be processed according to the principle of quantitative description, which aims to identify the degree of correlation between variations in one factor and variations in another factor. To research the social situation to be studied, a descriptive approach is used, which focuses on describing the object of research. This study corresponds to the following objectives:

1. Provide insights and information regarding flavour and halal labelling that influence consumers before making a decision to buy a product.
2. Recommend and follow up on the description and information on the importance of halal flavours and labels to business owners in the Bojong Kulur village area so that consumers feel that the products they buy are safe.

3. Results And Discussions

1. Research Result Data

Table 2. Statistics

		Flavour	Halal Label	Purchasing Decision
N	Valid	32	32	32
	Missing	0	0	0
Mean		17.34	27.91	23.00
Median		17.50	28.00	23.50
Mode		17 ^a	28	25
Std. Deviation		1.945	1.729	2.342
Sum		555	893	736

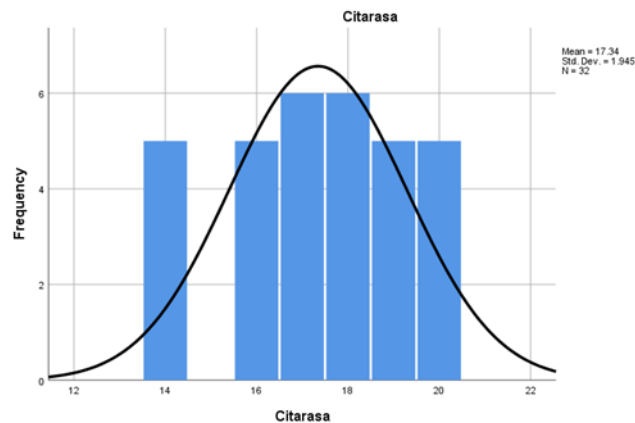
a. Multiple modes exist. The smallest value is shown

2a. Frequency Distribution of Flavour

Table 3. Flavour

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	5	15.6	15.6
	16	5	15.6	31.3
	17	6	18.8	50.0
	18	6	18.8	68.8
	19	5	15.6	84.4
	20	5	15.6	100.0
Total	32	100.0	100.0	

2b. Flavour Histogram

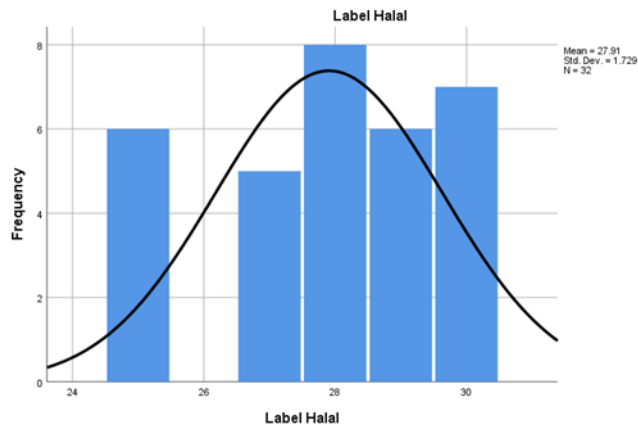
**Figure 1.** Flavour Histogram

3a. Frequency Distribution of Halal Label

Table 4. Halal Label

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25	6	18.8	18.8
	27	5	15.6	34.4
	28	8	25.0	59.4
	29	6	18.8	78.1
	30	7	21.9	100.0
Total	32	100.0	100.0	

3b. Histogram of Halal Label

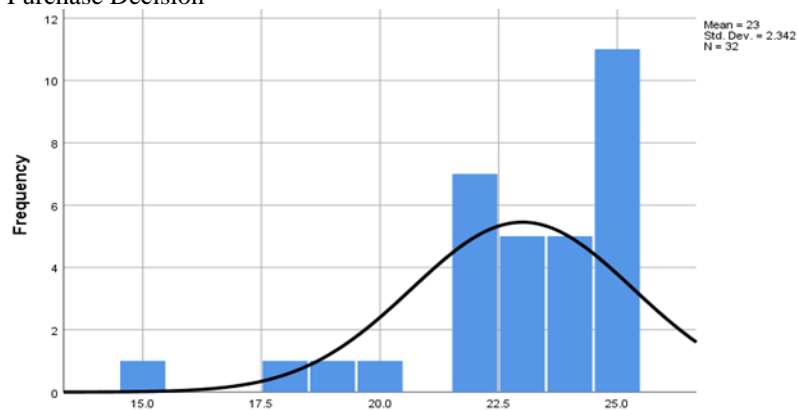
**Figure 2.** Histogram of Halal Label

4a. Frequency Distribution of Purchase Decision

Table 5. Purchase Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	1	3.1	3.1
	18	1	3.1	6.3
	19	1	3.1	9.4
	20	1	3.1	12.5
	22	7	21.9	34.4
	23	5	15.6	50.0
	24	5	15.6	65.6
	25	11	34.4	100.0
Total	32	100.0	100.0	

4b. Histogram of Purchase Decision

**Figure 3.** Histogram of Purchase Decision

B. Classical Assumption Test

1. Normality Test

1a. Normality Test of Purchase Decision with Flavour

Table 6. Normality Test of Purchase Decision with Flavour

	Flavour	Kolmogorov-Smirnov ^a		
		Statistic	df	Sig.
Purchase Decision	14	.235	5	.200*
	16	.339	5	.062
	17	.263	6	.200*
	18	.299	6	.100
	19	.241	5	.200*
	20	.221	5	.200*

1b. Test of Normality of Purchasing Decisions with Halal Label

Table 7. Test of Normality of Purchasing Decisions with Halal Label

	Halal Label	Kolmogorov-Smirnov ^a		
		Statistic	df	Sig.
Purchase Decision	25	.161	6	.200*
	27	.231	5	.200*
	28	.162	8	.200*
	29	.293	6	.117
	30	.253	7	.197

2. Linearity Test

2a. Linearity Test of Purchasing Decision with Flavour

Table 8. Linearity Test of Purchasing Decision with Flavour

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.

Purchase Decision * Flavour	Between Groups	(Combined) Linearity	17.333	5	3.467	.590	.707
		Deviation from Linearity	10.451	1	10.451	1.780	.194
			6.883	4	1.721	.293	.880
	Within Groups		152.667	26	5.872		
	Total		170.000	31			

2b. Test of Continuity of Purchasing Decisions with Halal Label

Table 9. Test of Continuity of Purchasing Decisions with Halal Label

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Halal Label	Between Groups	(Combined) Linearity	54.538	4	13.635	3.188	.029
		Deviation from Linearity	45.568	1	45.568	10.656	.003
			8.970	3	2.990	.699	.561
	Within Groups		115.462	27	4.276		
	Total		170.000	31			

C. DATA ANALYSIS

C.1. Multiple Correlation Coefficient Analysis

Table 10. Multiple Correlation Coefficient Analysis
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545 ^a	.297	.249	2.030

a. Predictors: (Constant), Halal Label, Flavour

b. Dependent Variable: Purchase Decision

C.2. Multiple Determination Coefficient Analysis

Table 11. Multiple Determination Coefficient Analysis
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545 ^a	.297	.249	2.030

a. Predictors: (Constant), Halal Label, Flavour

b. Dependent Variable: Purchase Decision

C.3. Multiple Linear Regression Equation Analysis

Table 12. Multiple Linear Regression Equation Analysis
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.837	6.355	
	Flavour	.208	.190	.172
	Halal Label	.665	.213	.491

a. Dependent variable: Purchase Decision

As a result of the analysis obtained above, it is known that the multiple regression equation, namely $0.837 + 0.190 + 0.213 + 0.838e$, shows that if the taste changes by 1 point, the purchasing decision will change by 0.190. And if the halal label changes by 1 point, the purchasing decision will change by 0.213. The results of this analysis also shows that the influence of halal label is greater than that of flavour.

$$Y = 0.837 + 0.208X_1 + 0.665X_2 + 0.838e \quad (1)$$

C.4. Multiple Hypothesis Testing

Table 13. Multiple Hypothesis Testing ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.501	2	25.251	6.128	.006 ^b
	Residual	119.499	29	4.121		
	Total	170.000	31			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Halal Label, Flavour

The simultaneous hypothesis test yielded the following result: $F_h = 6.128 > F_t = 2.305$, with a significance level of 0.006 at $\alpha = 0.05$. These findings suggest that strong taste and effective Halal labeling significantly impact consumers' purchasing decisions.

C.5. Partial Hypothesis Testing

Table 14. Partial Hypothesis Testing Results

Model		t	Sig.
1	(Constant)	.132	.896
	Flavour	1.094	.283
	Halal Label	3.118	.004

Furthermore, as the results of the partial hypothesis test, the test results for the effect of taste on flavours obtained are $t_h = 1.094 < t_t = 1.677$ with a significance of 0.000 at $\alpha = 0.05$. The results of this test indicate that if the flavour does not affect consumer purchasing decisions, it will not affect consumer satisfaction.

Furthermore, the partial hypothesis test results showed that the test result on the impact of halal label on purchasing decision was: $t_h = 3.118 > t_t = 1.677$, significance level 0.004, $\alpha = 0.05$. The test results show that halal label can affect consumers' purchasing decision. From the hypothesis test results, it is clear that the two studied variables, namely, the variable of halal label, affect purchasing decision as the main variables.

Discussion

Based on the results of the hypothesis tests performed, both the simultaneous hypothesis test and partial hypothesis test gave positive and significant test results from the two variables studied. At the same time, the result of $F_h = 6.128 > F_t = 2.305$, with a significant difference of 0.006 at $\alpha = 0.05$, shows that it can be understood that the purchase decision will be highly influenced when both the taste variable and the Halal label variable match the consumer's needs. However, the consumer's purchase decision is influenced by the Halal label variable.

To provide a sense of security to consumers in consuming food, in accordance with Islamic teachings that require Muslims to consume halal food, special attention is needed. In addition, the food and beverages consumed are also related to health aspects, especially for individuals with special needs for certain types of food and beverages. Therefore, it is hoped that every shop and restaurant in Bojong Kulur Village can include halal labels on their products. Furthermore, the partial hypothesis test results show that the test results for the impact of halal label on consumer purchasing decision, i.e., $t_h = 3.118 > t_t = 1.677$ with a significant difference of 0.004 at $\alpha = 0.05$, while the impact of flavor on purchasing decision, $t_h = 1.094 < t_t = 1.677$ with a significant difference of 0.283 at $\alpha = 0.05$. From the test results, it can be seen that if one of the two variables is controlled first to support the development and progress of the catering industry in Bojong Kulur village and to expect to increase the total income of all traders in the village, the first thing to do is to make the halal label available. The components of the halal label that need to be maintained and improved include the procedure for applying for the halal label and educating traders on the importance of the halal label for food service establishments.

4. Conclusion

This study shows that both the taste variable and the Halal label have a positive and significant influence on consumer purchasing decisions, with a stronger influence on the Halal label. This finding confirms the importance of Halal certification as a key factor in building consumer trust, especially in communities that adhere to the principles of consumption according to Islamic law. The integration of taste aspects and Halal assurance in marketing strategies not only improves product competitiveness but also strengthens the business

sustainability of local traders in Bojong Kulur Village. However, the limitations of this study lie in the narrow geographical coverage and possible respondent bias, which may affect the generalizability of the results. To overcome these limitations, future research is recommended to expand the geographical coverage to areas with different demographic and cultural characteristics to obtain a more holistic understanding of consumer behavior. In addition, the use of more diverse data collection methods, such as in-depth interviews or longitudinal studies, can help reduce respondent bias and provide deeper insights. Future research could also consider additional variables, such as price, brand or service quality, to provide a more comprehensive analysis of the factors that influence consumer purchasing decisions. With this approach, research in this area can make a more significant contribution to the development of evidence-based marketing strategies.

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