

Marketing strategies and halal labels on Non-Food Products in Indonesia

Nurfadhilah¹, Salmayanti², Tenriyati. T³, Andi Arnita Alimuddin⁴

Institut Agama Islam Negeri Parepare, Faculty of Economic dan Islamic Bussines^{1,2,3,4}

ARTICLE INFO



Correspondence Email:

dhila.bakhtiar89@gmail.com

Keywords: Product; price; place; promotion; halal labels; Purchase decision

ABSTRACT

For Muslims, whether a product is haram or halal is fundamental and very important. The halal label on a product can now be categorized as an important thing due to the high number of Muslim populations in the world. This increase is accompanied by increasing awareness of consuming halal products, especially in Indonesia. Apart from food products, the halal label has also become a trend for other non-food products, such as cosmetics, medicines, toiletries, perfume, etc. This research aims to determine the relationship between marketing mix variables and halal labels on purchasing decisions for non-halal products in Indonesia, either partially or simultaneously. This research used a sample of 100 Muslims spread throughout Indonesia. Data collected in the form of a questionnaire was analyzed using multiple linear regression analysis with the help of the SPSS application. The research results show that partially, the product, place and halal label variables have a positive and significant effect on purchasing decisions, while price and promotion have no effect. However, when all variables were tested together, the results were found to have a positive and significant effect

ABSTRAK

Bagi umat muslim, haram dan halalnya suatu produk merupakan hal mendasar dan sangat penting. Label halal pada sebuah produk saat ini dapat dikategorikan sebagai suatu hal yang penting disebabkan oleh tingginya jumlah penduduk muslim di dunia. Peningkatan ini dibarengi dengan meningkatnya kesadaran untuk mengkonsumsi produk halal khususnya di negara Indonesia. Selain pada produk makanan, label halal juga menjadi trend pada produk-produk lain non pangan, seperti kosmetik, obat-obatan, alat mandi, parfume, dan lain-lain. Penelitian ini bertujuan untuk mengetahui hubungan dari variabel bauran pemasaran dan label halal terhadap keputusan pembelian produk non halal di Indonesia baik secara parsial maupun simultan. Penelitian ini menggunakan sampel sebanyak 100 orang muslim yang tersebar diseluruh wilayah Indonesia, data yang dikumpulkan dalam bentuk kuesioner dianalisis menggunakan analisis regresi linear berganda dengan bantuan aplikasi SPSS. Hasil penelitian menunjukkan bahwa jika secara parsial, variabel produk, place, dan label halal berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan price dan promotion tidak berpengaruh. Tetapi ketika semua variabel diuji secara bersama-sama ditemukan hasil berpengaruh positif dan signifikan



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

For Muslims, the haram and halal of a product are fundamental and very important. Haram means doesn't allow to be used while halal is something that can be used.(Bulan, Fazrin, & Rizal, 2017). Halal label on a product can currently be categorized as an important thing due to the high number of Muslim population in the world. This increase along with the raise of awareness to consume halal products, especially in Indonesia. Apart from food products, halal labeling has also become a trend in other non-food products, such as cosmetics, medicines, toiletries, perfumes, and others.

As a country with a Muslim majority society, the halal of a product is a very sensitive issue because it is part of spiritual life, when consumers believe that actions can break religious rules, such as the use of non-halal ingredients in a product, will have a major impact on their lives. Even a big company can lose its market share in a short time when the company offers products that contain non-halal material. In Indonesia. The Indonesia Ulama Council (MUI) is an institution that has a high responsibility to research, review, analyze and decide whether products that distribute in the community are safe for consumption in terms of health and Islamic way, which is halal or permissible and good for consumption for Muslim communities. Halal labels found on product packaging will make it easier for consumers to identify products. In Indonesia, the use of halal labels is easy to find, for example in cosmetic products. A product that is unclear about its raw materials and processing methods can be "labelled" with halal writing (with Arabic writing) so that the product seems to be halal for consumption. Consumers who lack knowledge about the halal label will assume that the halal label listed on the product they buy is a valid label. Whereas the decision of the halal label of a product cannot only be labelled based on the provisions of Islamic law which need to involves the experts from various disciplines, both religion and other supporting sciences.

Providing halal labeling on products will more or less reduce the consumer doubts about the halalness of the products that purchased. Consumers must be more selective about the halalness of a product, especially female consumers who always consume cosmetics every day to increase their confidence in appearance. This is because cosmetic products that are stated as halal tend to be safer and avoid of of harmful substances. In addition to the halal and haram factors of a product, many other factors also contribute to the success of a work or business that targets the Muslim community as its market. Management skills, especially in the field of marketing management is one of the many factors needed in achieving success in business. The success of a business can't be separated from the part of the marketing team which involved in the business. The marketing team is in control of how a product produced by a company or a business is offered to consumers. When the marketing team succeeds in offering its products appropriately to consumers, then it is a form of success for the business.

The marketing team has many roles in a work or business, one of them is to develop a marketing strategy that is suitable and relevant to the type of product of the company. Marketing strategy has many variables in it which when a team of marketers can control it very well then benefit will be on the marketing team. Develop a marketing strategy is not an easy thing. The harmony between the strategy compiled with the conditions of the company and the products that offered have to always be in line. Marketing strategies must be structured accordingly in order to achieve the goals of the company itself. One of the marketing strategies that mostly used by companies which work in manufacturing is the marketing mix. The marketing mix with four variables are product, price, place, and promotion, which are variables that can have a lot of influence on consumer purchasing behavior, therefore the marketing team as much as possible must manage the variables of the marketing mix to be able to attract consumer interest in the target market share. Currently Indonesian which majority of Muslims, start to realize the importance of halal labels on non-food products. In the past, people only understood halal products in food, but at this time, halal labels is looking for in various non-food products. This can be seen of many advertising that come in non-food products that started to appear in halal taglines on their products. One example is in cosmetic products, perfume, and toiletries. This causes changes in purchasing patterns in

society. In addition to the stimulus of the marketing mix provided by the company, consumers also began to choose and sort out the non-food products they would buy. This pattern will certainly affect the success of work or business greatly.

Marketing Strategy

The main success of every organization is marketing, as it is the main channel between organization and customers. Marketing has many strategies, but all of these strategies have one goal, this goal is to promote the organization's products or services by increasing purchasing decisions. The most important marketing strategy in the modern era is the marketing mix (Thabit & Raewf, 2018). The marketing mix is a set of marketing tools that can be used to achieve marketing objectives in target markets. (Kotler & Keller, 2012). The marketing mix is considered one of the most important aspects of the marketing process. The marketing mix plays an important role in creating value and satisfaction for customers. In particular, the marketing mix consisting of the 4P (*product, price, promotion, place*) which has major power when the demands of creating long-term purchasing decisions arise in an organization. (Al Badi, 2018).

a. Product

A product is all thing that can be offered to the market to have an attention, consideration, and purchase to fulfill consumer wants or needs. (Kotler & Keller, 2009). Having a high-quality product is very important to see the success of the company's activities (Mowen, Michael, & Kartini, 2002). Product quality is defined as an overall evaluation of product performance. High quality product is products that provide benefits to consumers beyond their expectation. (Maltio & Wardi, 2019). The products in this study are non-food items offered to consumers that have a halal label on the packaging. The non-food products that researched in this study consist of cosmetics, perfume, and toiletries. The indicators of the product variables used in this study are quality, packaging, and brand.

b. Price

Price is an element of the marketing mix that explain about how much money consumers spend in buying a product to fulfill their needs and wants. (Anjani, Irham, & Waluyati, 2018). Consumers believe that price is very important and is also an indicator of the quality or benefits obtained by consumers. (Shamami & Kheiry, 2019). Based on this, it can be explained that price is the total value that consumers exchange to get benefits from owning a product, both goods and services. Price is used to define quality before consumers have a buying experience. Price is the only element in the marketing mix that generates revenue, in determine the prices should not use methods that can harm the business, but also not excessive, price must be adjusted to the condition of the goods that sold (Maro'ah, 2019) .The price in this study is the amount of money that consumers pay to be able to buy non-food items that have a halal label in meeting their needs and wants. The price indicators measure to determine consumer purchasing decisions are price affordability, compatibility with quality, competitiveness, and price compatibility with the benefits obtained by consumers. (Korowa, Sumayku, & Asaloei, 2018)

c. Distribution Channel (Place)

Distribution and place are the simplest terms in the 4P marketing mix, distribution channel play a very important role in it. Distribution based on the marketing concept is delivery of products to consumers, which can also be explained as place to help consumers reach or find products. (Sudari, Tarofder, Khatibi, & Tham, 2019). The distribution channel manages the transfer of goods from producers to consumers either directly or indirectly by deciding the location and distribution channels to consumers. (Siripipatthanakul & Chana, 2021). The distribution channel

examined in this study is the process of delivering non-food items that have a halal label starting from the producer until the goods are finally received by consumers. Adequate quantity is an indicator of the distribution that functioned in this study as well as service incentives, also the completeness of product items (Tjiptono, 2008).

d. *Promotion*

Promotion is an activity in offering, selling, and introducing products to consumers. Promotion must be able to attract and encourage consumers to buy and consume the product which offered. (Sudari et al., 2019). Promotion is a communication process between service providers and consumers with the aim of forming a positive attitude towards an organization. (Brkanlić et al., 2020). The use of promotional strategies can be seen from the number of promotions carried out, the promotional media and the promotional budget are used. (Manafe, Setyorini, & Alang, 2018). Promotion that referred in this study is how a non-food product that has a halal label can be recognized or known by the need of the public. The promotional indicators used are advertising, sales promotion, and face to face sales.

Halal Label

Halal can be determined to be something by which a harmful can be destroyed, and Allah has obtained it to be done.¹³ In Islam, the term halal is usually used for an action, conversation, or action without being subject to sin. The opposite of halal is haram, which is something that Allah forbids him to do with a strict prohibition, everyone who opposes will face the punishment of Allah in the hereafter. In fact, sometimes he is also threatened with sharia sanctions in this world.

Halal labeling on product packaging first must obtain a halal certificate from an authorized government agency. In Indonesia, halal certificate is issued by the Indonesian Ulama Council (MUI). Product that has passed the halal test by MUI has been through a series of testing processes so that they are suitable for consumption which there isn't any of impurity contain. (Setyaningsih & Marwansyah, 2019). Currently, the halal label is considered a certification standard for quality products. Halal quality standard is applied to the procurement and production of products including food, cosmetics, medicines and medical products that have been extended to services related to halal product logistics (Noordin et al., 2014). Halal certificate is an important symbol for Muslim consumers because it is used as a guide to believe in the halalness of manufacturing, management, storage, transportation, cleanliness, quality and principles that established by Islam. Products with a halal certificate logo is easier to accept by both Muslim and non-Muslim consumers. In addition, halal certificate is not only mandatory but also provide additional value to these products. (Putri, Dachyar, & Nurcahyo, 2021). The halal label in this study is the presence of a halal logo on non-food products, which are cosmetics, perfume, and toiletries. The halal label indicators used in this study are knowledge, trust, and assessment of halal labeling.

Purchase decision

The purchase decision itself according to Kotler is a consumer action to form a reference between brands in a choice group and buy the most preferred product.⁵⁰ The Complexity of decision making processes often involve multiple decisions. A decision involves a choice between two or more alternative actions or behaviors. The decision then requires a choice between several different behaviors. The essence of consumer decision making is an integration process that unite the knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice, which is presented cognitively as a desired behavior.

RESEARCH METHOD

Quantitative approach is the approach that use in this research, which this approach is a research approach that refers to the analysis of data obtained in research and processed using statistical methods. The population in this study is the Indonesian Muslim community which is spread into several regions. The sample in this study was decided using the formula from Malhotra because the population size in this study was unknown. Malhotra's formula is to multiply 5 of the number of indicators or question items used in this study. The use of indicator is $20 \times 5 = 100$, so the number of samples in this study is 100 Indonesians who are Muslims which use non-food halal products including cosmetics, perfume, and toiletries. In this sample there are several criteria, which are Muslims, in the age 17 years old and over, of Indonesian citizens. In collecting data in this study, it carried out by distributing e-surveys which were distributed in google forms and distributed to Indonesian citizens spread into several regions including Sumatra, Kalimantan, Java, Sulawesi and Papua Island. The data obtained from the e-survey results will then be analyzed using multiple regression analysis using the SPSS application.

RESULTS AND DISCUSSION

A. Coefficient of Determination Analysis Results (R^2)

This coefficient of determination is used to determine how much the influence of independent variables effect the dependent variable. While the value of the R coefficient is between 0 and 1, if the result is close to 0, it means that the ability of the independent variables to explain the dependent variable is very limited. However if the result is close to 1 it means that the independent variables provide almost all the information needed to predict the dependent variable. According to Santoso (2001) that regression with more than two independent variables Adjusted R Square is used as the coefficient of determination. Then the coefficient of determination for 5 (five) independent variable can be seen in table1.

Table 1. **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.437	1.41248

a. Predictors: (Constant), Halal Label, Price, Distribution Channels, Product, Promotion

Source: Data processed by SPSS 26 for Mac

The analysis result effect of the marketing mix and halal label on purchasing decisions in table 1, show the coefficient value $R = 0.682$ which is close to 1. It means that there is a positive relationship and has a enough high influence between all independent variables, which are Product (X1), Price (X2), Distribution Channel (X3), Price (X4), and Halal Label (X5), on the dependent variable, which is Purchase decisions (Y).

This study relies on the Adjusted R Square value or the adjusted coefficient of determination, because if you use the R Square value that will cause a bias that can increase R Square if there are additional independent variables. Unlike R Square, the Adjusted R Square value will not cause bias because the Adjusted R Square value can go up and down if an independent variable is added to the model.

Based on this result the Adjusted R Square coefficient of determination is 0.437 points or 43.7% means the marketing mix and halal label variables can explain and contribute in the same time

which is 43.7% to decide the purchase for non-food products in Indonesia. While the remaining 56.3% is influenced by other factors that are not the focus of the object of this research.

B. Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study with the aim of proving the hypothesis relate with the influence of the independent variables of marketing mix and halal labeling (X) on Purchasing Decisions (Y). Statistical calculations in multiple linear regression analysis used in this study is supporting by SPSS 26 for Mac software. The confidence level used in multiple linear correlation calculation is 95% or with a significant level of 5% ($\alpha = 0.05$) The result can be seen in table 2.

Table 2. Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.271	1.571		2.082	.040
	Products	.385	.117	.298	3.301	.001
	Price	.090	.078	.102	1.144	.256
	Distribution Channels	.166	.079	.189	2.095	.039
	Promotion	.046	.080	.055	.578	.565
	Halal Label	.369	.099	.331	3.742	.000

a. Dependent Variable: Purchase Decision

Source: Data processed by SPSS 26 for Mac

Based on Table 2, the results of the multiple linear regression equation are as follows:

$$Y = 3.271 + 0.385 (X1) + 0.090 (X2) + 0.166 (X3) + 0.046 (X4) + 0.369 (X5) + e$$

Based on the regression equation, it can be explained as follows:

Constant Coefficient ($a = 1.450$)

The constant value of 3.271 indicates that the purchase decision will be constant at 1.450 points if there isn't (not influence) variables Product (X1), Price (X2), Distribution Channel (X3), Promotion (X4) and Halal Label (X5) or (X1, X2, X3, X4, and X5 = 0). So it explain that if the five independent variables are increased the purchase decision variable is positive.

C. T Test (Partial Test)

The t test is conducted to determine the effect of each or partially independent variable (Product, Price, Distribution Channel, Promotion, and Halal Label) on the dependent variable (Purchase decision). The conditions of the t test (partial) are:

H0 is accepted if $t_{count} \leq t_{table}$ at $\alpha = 5\%$ (No effect)

Ha is accepted if $t_{count} \geq t_{table}$ at $\alpha = 5\%$ (Affected)

The partial effect of the five independent variables on purchasing decisions is shown in Table 9. Multiple Linear Regression Analysis. To be able to find out whether partially the independent

variables consisting of Product (X1), Price (X2), Distribution Channel (X3), Promotion (X4) and Halal Label (X5) have an effect on purchasing decisions, this can be seen by comparing the t count which can be seen in the Coefficient table with the t table in the t distribution table.

The formula to find the t table value is:

$$t \text{ table} = (\text{Probability} = \alpha/2); (df = n - k)$$

Description : α = Probability test of two way (0.05 (5%))

n = Number of regression forming samples (100 people)

k = Number of variables (independent + dependent = 6 variables)

$$\text{Thus, T table} = (0.05/2) ; (100 - 6) \\ = 0,025 ; 94$$

Then research for the distribution of t table values, the t table value is found to be 1.985.

Based on the results of the SPSS analysis, the results of each variable are obtained, it can be seen which variables have an effect on purchasing decisions. The explanation of the partial research results is in table 3 below:

Table 3. Partial Test Values

Variables	t _{count}	t _{table}	Sig	Conclusion
Product (X1)	3.301	1.985	0,001	Positive and significant effect
Price (X2)	1.144	1.985	0,256	No effect and insignificant
Distribution Channel (X3)	2.095	1.985	0,039	Positive and significant effect
Promotion (X4)	0.578	1.985	0,565	No effect and insignificant
Halal Label (X5)	3.742	1.985	0,000	Positive and significant effect

D. F Test (Simultaneous Test)

Simultaneous test or F test is the same test to the significance of the influence of the independent variables of the marketing mix consisting of Product, Price, Distribution Channel, Promotion and Halal Label which together towards the purchasing decision variable. The requirements of the F Test (simultaneous) are:

H0 is accepted if $F_{count} \leq F_{table}$ at $\alpha = 5\%$.

H1 is accepted if $F_{count} \geq F_{table}$ at $\alpha = 5\%$.

The test result uses the SPSS 26 for Mac program can be seen in table 4.

Table 4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.210	5	32.642	16.361	.000 ^b
	Residuals	187.540	94	1.995		
	Total	350.750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Halal Label, Price, Distribution Channel, Product, Promotion

Source: Data processed by SPSS 26 for Mac

In table 4, it is obtained that the value of F count = 16.361 with a significant probability level ($0.000 \leq 0.05$). After understanding the number of F count, it will be compared with F table.

To find out the value of F table, the formula is used:

$$F \text{ table} = (df1 = k - 1); (df2 = n - k)$$

Where: k = Number of Variables (independent + dependent = 6 variables)

n = Number of regression forming samples (100 people)

$$\text{So, } F \text{ table} = (df1 = 6-1); (df2 = 100 - 6)$$

$$= (df1 = 5); (df2 = 94)$$

Then searched for the F table value distribution with a probability of 0.05, the F table value is found to be 2.31.

This means that F count ($16.361 \geq F \text{ table } (2.39)$). Where if F count \geq F table, explained that there is a positive influence between X1, X2, X3, X4, X5 simultaneously on Y, this shows that changes in the ups and downs of marketing mix variables and halal labels have a real effect on the level of purchasing decisions.

While the significance value is sig $0.000 \leq 0.05$ (sig $\alpha \leq 0.05$). Then H1 is accepted and H0 is rejected.

So it can be concluded that based on theory and research statistical results based on the F test, it shows that the marketing mix consisting of Product, Price, Distribution Channel, promotion, and Halal Label variables which same have a positive and significant influence on purchasing decisions for non-food products in Indonesia.

E. Discussion

Marketing mix is a marketing strategy that is highly used by companies to increase the number of sales. In the beginning of marketing mix consisted of 4P variables, which are product, price, place (distribution channel), promotion, become a strategy that could attract consumers to make a purchase. The marketing mix consisting of 4 variables is highly used by companies that produce goods for people's daily needs.

The marketing mix variables that are utilized by the company are always taken into consideration by a consumer in making purchasing decisions. The better a company manages its marketing mix, the more it will attract consumers to do purchasing.

1. Product variables on purchasing decisions.

The product variable in the marketing mix has several indicators that can be the company focus to attract the buyers, including product quality, product packaging, and variants of the products are offered.

In the results of the research above, it is found that the product variable has a positive and significant effect on purchasing decisions. This is in line with previous research conducted by Noraini Nasirun, et al, which provides the results of product research that has a positive and significant effect on consumer buying intentions. The product variable in this study focuses on three indicators which are product quality, product packaging and the brand of the product itself. Based on the research it is found that product quality is one thing that consumers pay attention to buy a product. The higher quality of a product is, the happier or more satisfied the consumer will be. Quality in a product is important because it is from quality that consumers get solutions to the problems they experience or in other words, the higher the quality of a product, the more it will give many benefits for these consumers.

In addition to quality, in this study the product is also assessed from its packaging, people prefer to look for a non-food product that has good and attractive packaging. Packaging is important in a product because in addition to beautify or embellish, packaging also offers the practical side of the product. The more practical a product is packaged, the more attractive it will be. Apart from packaging, brand is also one of the indicators of product variables in this study. Brand is also one of thing that consumer consider in buying a non-food product. Why is brand one of the influential in consumer purchasing decisions? This because in this study the object is a non-food product consisting of perfume, cosmetics, and toiletries. Where the three non-food products are products that are used repeatedly by consumers, so that when they feel comfortable with the brand, consumers will find it difficult to switch or in other words, consumers will tend to buy products with the same brand if they feel comfortable with it.

2. Price variable on purchasing decisions

Price is one of the marketing mix variables that is highly use as beneficial by the companies. Price is one of the benchmark used by consumers to measure their level of satisfaction. Based on the research result which is described above, it is found that price isn't effect and isn't significant on purchasing decisions. The results of this study is quite unique considering that price is also very important to consumer. Therefore, the results of this study is in line with the result of research by Muhammad Syukur and Suthep Nimsai who found that price also isn't effect and isn't significant on consumer buying interest in halal food products in Thailand. Concerning that Thailand and Indonesia are countries that have many similarities, this can cause the similarities of their purchasing patterns. Even though price is one of the most important variables in the marketing mix, it isn't effect on consumer purchasing decisions, this could be due to the high public awareness of the quality and benefits of a product, so that price is not the main thing.

In this study, there are four price indicators used, which are price level, comparison between product quality and price, price competition, and suitability between price and benefits. Price levels may not be the main consideration for consumers regarding the importance of the quality of non-food products of the consumer need, so consumer is willing to spend more fund or budget to get a quality product. In addition, price competition is also not a consideration for consumers in buying a non-food halal product, this can be due to the suitability of a brand for a consumers, this effect consumers prefer the brand rather than comparing the price of the product that they use with other same product.

3. Distribution channel variables on purchasing decisions.

Distribution channels or in the marketing mix namely places, are the third P in the mix marketing. Talking about products, the place in the marketing mix is the distribution channel of the product. How an item can reach the consumers is one that can determine consumer purchasing decisions.

The results of this study indicate that distribution channel has a positive and significant effect on purchasing decisions. The easy way of a consumer can find the item is the main point in this variable. There are three indicators used in this study which consist of easy of obtaining products, product variants, and direct sales. This distribution channel is one that influences consumer purchasing decisions because it relates to how a product is obtained. The easy way of obtaining a non-food product is important for consumers because it gives the convenience to meet their needs. However, the products which are difficult to generally find in the community make people not interested in these products. In addition of obtaining the products easily, the number of product variants offered to consumers also turns out to be important in the eyes of consumers. Consumers are happy with non-food halal products that offer many variants. This provides many alternative choices for consumers, so that consumers are not only focused on one variant, it can prevent consumers of getting bored with one type of product. Then,

the influences of consumer purchasing decisions is the direct sales system carried out by the company. This is one of the indicators that influence consumer purchasing decisions. The direct sales system attract the consumer buying interest could effect to the convenience of the consumers by purchasing which is offered directly. There are many positive things that consumers feel through a direct sales system that can influence a consumer purchasing decision, beside that through direct sales consumers can clearly know everything related to the product they are going to buy. Direct sales can usually provide a detailed explanation of the quality, benefit, and advantage of the products offering.

4. Promotion variables on purchasing decisions.

One of the marketing mix variables that is highly used by companies to attract consumer interest is promotion. Promotion is present to be able to inform and deliver about the existence of a product. Promotion is one of the variables that can attract people to buy as long as it manage properly. Promotion is very develop rapidly from time to time. The promotion process continues to develop along with technological developments. Company must be able to keep up with promotional developments to be able continue to attract the consumers.

The research results that described above is the result that the promotion variable has no effect and is not significant on purchasing decisions. In this promotion variable, three indicators are used to measure it, which are having a lot of advertisements, sales promotions, and face to face promotions. Today the consumers begin to be smart in choosing a product, no matter how good a company makes advertisements, this will not directly affect them, because the recent of technology allows consumers to find information about a product rather than trusted directly what is stated in a product advertisement. So that the number of advertisements is not affect consumer purchasing decisions. The next indicator is products that have a lot of sales promotions. Sales promotions in this study do not have an influence on consumer purchasing decisions, this can caused the consumers will prefer the quality of the product they want to buy rather than getting a lot of sales promotions but the product does not have quality.

The results of this study are in line with research conducted by Nasirun, Noor, Sultan, & Haniffiza. Where in their research was found that promotion had no effect and was not significant to the purchasing decisions. This supports that the indicators in the promotion variable can't influence consumers to buy a non-food halal product.

5. Halal label variable on purchasing decisions.

The fact of Indonesian which are Muslims majority, the halal label is very important for a product. The halal label plays a quite important role, because from this label there are many things that can answer the questions that might arise in the minds of consumers before deciding to buy a product. One of them is about the composition contained in the product. If a product has a halal label, consumers will feel safe to use it, this can be a guarantee for consumers to always obey the religion rules.

The research results is obtained from the data processing which previously discussed show the results that the halal label has a positive and significant effect on consumer purchasing decisions. In this variable, there are three indicators used to measure this influence, including the halal logo image, product composition, and the conditions of the Muslim-majority country of Indonesia. The halal logo label is always looking for by consumers in buying a non-food product. This shows that Indonesian consumers or people begin to understand the importance of halal labels even in non-food products. Consumers will prefer non-food products such as perfume, cosmetics, and toiletries that have a halal logo image.

The halal logo in a product release the consumer doubts about a product. This is very important in society considering that currently there are many products that are sold with unclear

compositions. Many companies do not think about this. Companies are only focused on getting their products sold, without thinking about the rights of consumers to get halal products as required for the poor people.

In addition the halal label logo, people also still pay attention to the composition of the non-food products they will buy. Currently, consumers are being smarter in purchasing a product. Consumers already know the compositions which meet their needs. So beside the halal of a product, but something that contained in the product is also important. This is one thing that influences people in making purchases.

CONCLUSIONS

Based on the results of the analysis and discussion that has been carried out, the following conclusions are:

1. The marketing mix consist of four variables which are product, price, distribution channel and promotion partially has a different influence on consumer purchasing decisions. The first variable is the product which provides influential and significant results on consumer purchasing decisions. The product variable has a positive influence and the variable that provides the highest influence value among all existing variables. Furthermore, the price variable, in this study, is found that the price variable has no effect and also insignificant on consumer purchasing decisions, this is something that is quite different, considering that price is a reference for consumers to determine their satisfaction. However, in this stud has no effect because the products studied are non-food products consisting of cosmetics, perfume, and toiletries, where consumers tend to be loyal to a brand and also feel that they are compatible with the brand, so that the price is not the main thing. Then the next variable is distribution channel, this variable has a significant influence on consumer purchasing decisions. This variable is the lowest influence among the other variables. And the last variable is promotion, this variable is the same as the price variable, it isn't effect and isn't significant on consumer purchasing decisions. Currently, consumers are smart in choosing a product, so that advertisements and sales promotions that are highly carried out by companies do not really influence consumer thinking about these products. Recently this consumers are not easily effect by advertisements so that their purchasing decisions are not influenced by the company advertisements.
2. The halal variable label in this study present of the results, which a effect and significant on consumer purchasing decisions. The halal label in the study is not only about the halal logo on a product, but also about the composition listed on a product. Consumers do not necessarily choose a product just because it has provided a halal label on the packaging, but consumers also started to pay attention to the composition of the product, this more increases the level of consumer confidence in the product.
3. Marketing mix variables consisting of four variables, which are product, price, distribution channel and promotion if unite with halal label variable and being tested together or simultaneously, have a positive and significant effect on consumer purchasing decisions. Five independent variables studied in this study change consumer purchasing decisions if it tested simultaneously. This is strongly in accordance with the current conditions of society, which they did comprehensively assessment of a product before finally deciding to make a purchase.

REFERENCE

- A'yunin, F. (2018). *Analisis Strategi Pemasaran Produk Halal Dalam Upaya Menjaga Loyalitas Konsumen (Studi Kasus Pada Perusahaan Kue Geti Ud Primadona Tulungagung)*.
- Afifah, E. L. A. N. U. R. (2019). *Strategi Pemasaran Dalam Meningkatkan Penjualan Pada Ukm Yang Telah Bersertifikasi Halal Menurut Perspektif Ekonomi Islam (Studi Pada Usaha Home Industri Kelapa Lestari, Blitar)*.
- Al Badi, K. S. (2018). The Impact Of Marketing Mix On The Competitive Advantage Of The Sme Sector In The Al Buraimi Governorate In Oman. *Sage Open*, 8(3), 2158244018800838.
- Anjani, H. D., Irham, I., & Waluyati, L. R. (2018). Relationship Of 7p Marketing Mix And Consumers' Loyalty In Traditional Markets. *Agro Ekonomi*, 29(2), 261–273.
- Brkanlić, S., Sánchez-García, J., Esteve, E. B., Brkić, I., Ćirić, M., Tatarski, J., ... Petrović, M. (2020). Marketing Mix Instruments As Factors Of Improvement Of Students' Satisfaction In Higher Education Institutions In Republic Of Serbia And Spain. *Sustainability*, 12(18), 7802.
- Bulan, T. P. L., Fazrin, K., & Rizal, M. (2017). Pengaruh Label Halal Dan Bonus Dalam Kemasan Terhadap Keputusan Pembelian Pada Produk Kinder Joy Pada Masyarakat Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(2), 729–739.
- Korowa, E., Sumayku, S., & Asaloei, S. (2018). Pengaruh Kelengkapan Produk Dan Harga Terhadap Pembelian Ulang Konsumen (Studi Kasus Freshmart Bahu Manado). *Jurnal Administrasi Bisnis (Jab)*, 6(003).
- Kotler, P., & Keller, K. L. (2009). *Marketing Management (13th Ed.)*. In Prentice Hall.
- Kotler, P., & Keller, K. L. (2012). *Principles Of Marketing Kotler 14th Edition* Pearson. In Pearson Education Limited, Essex, England.
- Maltio, M., & Wardi, Y. (2019). The Influence Marketing Mix, Islamic Tourism And Satisfaction To Visitor Loyalty: A Literature Review. *2nd Padang International Conference On Education, Economics, Business And Accounting (Piceeba-2 2018)*, 118–126. Atlantis Press.
- Manafe, J. D., Setyorini, T., & Alang, Y. A. K. (2018). Influence Of Implementation On Mix Promotion Model Strategy Towards Tourist Visitation In Indonesia. *International Research Journal Of Management, It And Social Sciences*, 5(6), 26–39.
- Maro'ah, S. (2019). The Implementation Of Community Economic Development Program Through Procurement Of Snack Production Machinery At The Jabon Baitussalam Foundation In Sidoarjo Based On Sharia Marketing Mix. *E-Prosiding*, 110.
- Mowen, J., Michael, M., & Kartini, D. Y. (2002). *Perilaku Konsumen*. Erlangga, Jakarta.
- Naseri, R. N. N. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal Of Computer And Mathematics Education (Turcomat)*, 12(10), 7674–7681.
- Nasirun, N., Noor, S. M., Sultan, A. A., & Haniffiza, W. (2019). Role Of Marketing Mix And Halal Certificate Towards Purchase Intention Of Agro Based Products. *International Journal*, 2(7), 37–46.
- Putri, H. M., Dachyar, M., & Nurcahyo, R. (2021). Measuring Service Quality Of Halal Certification In Indonesia Food Industry Using Fuzzy-Servqual Method For Service Quality Improvement. *Proceedings Of The International Conference On Industrial Engineering And Operations Management*, 34, 1782–1791.
- Sahir, S., Fahlevi, M., Kasbuntoro, K., & Sutia, S. (2021). Effect Of Halal Food Management System Certification On Buying Interest Of Indonesian Consumer Goods. *Uncertain Supply Chain Management*, 9(3), 731–738.
- Setyaningsih, E. D., & Marwansyah, S. (2019). The Effect Of Halal Certification And Halal Awareness Through Interest In Decisions On Buying Halal Food Products. *Syiar Iqtishadi: Journal Of Islamic*

- Economics, Finance And Banking*, 3(1), 65–79.
- Shamami, R. B., & Kheiry, B. (2019). The Effect Of Marketing Mix And After Sales Service Toward Brand Equity. *Journal Of Economics, Business, And Accountancy Ventura*, 22(1), 123–136.
- Siripipatthanakul, S., & Chana, P. (2021). Service Marketing Mix (7ps) And Patient Satisfaction In Clinics: A Review Article. *International Of Trend In Scientific Research And Development*, 5 (5), 842–850.
- Sudari, S., Tarofder, A., Khatibi, A., & Tham, J. (2019). Measuring The Critical Effect Of Marketing Mix On Customer Loyalty Through Customer Satisfaction In Food And Beverage Products. *Management Science Letters*, 9(9), 1385–1396.
- Syukur, M., & Nimsai, S. (2018). Factors Influencing The Purchase Intention Of Halal Packaged Food In Thailand. *Int. J Sup. Chain. Mgt Vol*, 7(4), 1–6.
- Thabit, T., & Raewf, M. (2018). The Evaluation Of Marketing Mix Elements: A Case Study. *International Journal Of Social Sciences & Educational Studies*, 4(4).
- Tjiptono, F. (2008). *Strategi Pemasaran, Edisi Iii*. Cv. Andi Offset.
- Widyaningrum, P. W. (2019). Pengaruh Label Halal, Kesadaran Halal, Iklan, Dan Celebrity Endorser Terhadap Minat Pembelian Kosmetik Melalui Variabel Persepsi Sebagai Mediasi (Studi Pada Civitas Akademika Universitas Muhammadiyah Ponorogo). *Capital: Jurnal Ekonomi Dan Manajemen*, 2(2), 74–97.