The Influence of MUI Halal Certificates on Buying Interest and Consumer Confidence

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Abstract

This study aims to determine the effect of halal certificates on buying interest and consumer confidence in mixue. The method used by this research is quantitative method. The data source in this study comes from primary data, namely the results of distributing questionnaires / surveys through google form media. The population of this study were FEBI UINSU students totaling 4,490 people. The sampling method uses simple random sampling technique, where the sample is drawn randomly in the population. The number of samples in this study were 100 respondents using the Slovin formula. Data analysis using SPSS 25 for windows software with instrument test, validity test, reliability test, normality test, linearity analysis, and significance test (t test). The results showed that halal certificates had a positive and significant effect on buying interest as indicated and the halal certificate variable has a positive and significant effect on consumer confidence.

Article Info

1. INTRODUCTION

Indonesia is the country with the largest number of believers in the world. Following the data published, the proportion of Muslims in Indonesia reaches 12.30% of the world's population. With a majority Muslim population, Islam requires its followers to consume halal products, because halal is a superior benchmark in determining products, including food and beverages (Rizaty, 2022). Food is a basic human desire, apart from clothing and shelter. Both are like the spirit that supports individuals to continue to exist after every activity is carried out. In Islam, food consumption is not just consumption that can support survival, but there are also sharia regulations that regulate the food that can be served by Muslims. Food and beverages are declared halal if the ingredients they contain meet Islamic requirements and contain halal certification from the Indonesian Ulema Council (Batubara & Harahap, 2022).

The growth of halal certification in Indonesia is making rapid progress. In October 2023, the Head of BPJPH published 2.9 million products that were halal certified. Therefore, Muslims will browse consumption products that are in accordance with the granted religious rules. This is evidenced by the high recommendation for halal certified halal products in Indonesia. Halal certification is a peace collateral so that Muslims can consume products (Pamuji, 2023).

One of the products that is often popular in the community, especially students, is mixue (Lidia, 2024). Mixue is a franchise company that promotes smooth treat ice cream

and tea solutions from Zhengzhou, Henan, China and was founded in June 1997. Mixue is rooted in the Chinese words Mi and Xue. Mi means "Honey" which is transported from the words feng mi and tiang mi meaning "sweet". While Xue means "honey". Combined, Mixue means "snow that is sweet like honey".

Mixue has appeared in Indonesia since 2020 with the first store in Cihampelas Walk, Bandung city and now controls more than a thousand stores throughout Indonesia (Ramadhan & Fitriyah, 2023). The existence of the mixture raises consumer suggestions or disputes between adolescents and adults about its halal nature, especially in the student environment, especially in the student area of the State Islamic University of North Sumatra, which we know that the majority of students are Muslim. This becomes their consideration in buying a food or beverage product, depending on whether the food or beverage is halal or not.

In the final thesis assignment on Fauzia et al. (2019) shows the decree that halal notes have a significant effect on buying interest. And in the research of Legowati & Albab (2019) in his journal also stated that halal deed has a significant influence on purchase intention with a positive regression coefficient value. Quoted in the journal in Hidayati & Yuliandani (2020) suggests that the halal label has a significant and positive impact on buying interest in Wardah cosmetic products. And in the research of Harminingtyas & Noviana (2021), in their journal explained that halal certification has a positive and significant impact on buying interest in halal food products in Semarang. In his article Hamdani et al. (2021) revealed that halal certificates also have a significant impact on buying interest in KFC consumers in Banda Aceh City. In the research of Novagusda & Deriawan (2019) in his journal also said that: "the halal label has been found to have a significant impact on the level of consumer confidence in Redoxon in Jabodetabek. In a scientific article on research by Putri et al. (2021) stated that halal certification has a positive and significant effect on the level of consumer confidence". And in the research conducted by Sinaga et al. (2023), in his journal also devoted that: "Halal letter has a positive and significant effect on consumer trust".

The researcher took the case of Febi Uinsu students and not in other locations because it makes it easier for researchers to get data, saves time in data collection, and because many students sort out half their money for snacks and treats. Students' shopping ambitions are usually based on their determination to taste new foods and drinks rather than scrutinizing the halalness of the product. Moreover, mixes that are known to be affordable are cheap among the public, including students. So that many are interested in trying it.

Literature Review
Halal Certificate

According to MUI, a halal license is a teaching listed by the Indonesian Ulama Council that states the halalness of a product according to Islamic law. According to Calder (2020), a halal certificate is a deposit for believing consumers to define products that are suitable for them and in accordance with Islamic religious norms. Products with Halal documents are products that meet the norms of safety and cleanliness in their codification and manufacturing procedures. Halal certification labels a product can be brushed or suggested by Muslims without worrying about its safety and hygiene.

Generally, the MUI organization manifests a formal Halal certification to Indonesian Mukminat consumers, stating that the product has passed Halal trials. In order to instill faith in the formers and help them block Halal standards, product certification in the form of Halal logo will assure Muslims that what they consume is in harmony with Islamic norms. In order for a food to be Halal certified, the manufacturer must have the Halal symbol or Original certification as a signal that the product is legitimate for the religious principle of following the Quran. So, Halal certified snacks can also mean that the preparations meet the norms of strict clarity and hygiene.

For Muslims, knowledge about halal certificates is very important. Because not everyone understands the ingredients in the products they eat. So, he needs to ask people

who understand. In this case, MUI has its own laboratory to test the halalness of a product. So, trusting or relying on the halal label issued by MUI in buying or using a product is the same as asking an expert. In Islam, asking an expert if we do not know something, it is a religious command, as Allah says in the Qur'an Surah An-Nahl verse 43 which means:

"And We did not send before you (Muhammad), but men to whom We gave revelation; so ask those of knowledge if you do not know".

This verse indicates that it is important to ask someone who knows something they do not understand. In this case, consumer decisions before buying a product, ask first whether the product is halal certified or not. Because the existence of this halal certificate is important as a guarantee that the product is halal or not for consumption by Muslim consumers.

Indicators of Halal certification according to Shafiq et al. (2015) are understanding Halal attributes, choosing Halal products based on authorized institutes, choosing products with Halal stamps, knowing the variety of Halal symbols with imitation stamps and interpretation of products that use other government Halal certifications.

Purchase Intention

Is a dream that is born in a person's body regarding an item as an effect of a control mechanism and client guidance on a product. According to Kotler & Keller (2017) hobby buying means the action that comes at the end of a response to a target that generates a customer's desire to make a purchase (Yatminiwati et al., 2021; Saputri & Sidanti, 2022)

Preference is something that does arise from within a person and everyone does have an interest or desire that does come from his own impulse. This is clarified by the Quran in Surah Al-Imran verse 14 which means:

"It is beautiful in man's sight to love what he desires: women, children, wealth accumulated in the form of gold and silver, choice horses, cattle and fields. This is the pleasure of life in the world, and with Allah is a good return".

This verse indicates that there is the word Syahwat, which is a desire that arises that creates a desire to gather it. In this case, there is a consumer desire to set aside a new product. People are very interested in new things, be it food, cosmetics, clothing, drinks, and so on. One of the new and interesting things is mixue. So that many people buy and try the mixue drink.

According to Kotler and Keller, consumer buying interest is stimulated by two factors, namely:
a. People's Actions
   The extent to which the behavior of members discourages the options that people love will depend on two things, namely:
   1) Atmosphere of character minus people about the anthology that customers love.
   2) The inspiration of the subscriber to abide by the creature's determination.
b. The unpredictable aspect of the atmosphere.
   This component will later be able to remodel the consumer's assumptions in launching procurement. The most predictable thing is related to the idea of a single customer, whether he is firm in deciding whether to pay for an object or not.

Consumer Trust

It is the faith that the persona will find what he wants in others. According to Pelemo (2022), consumer referral is the impression, from the consumer's perspective, of the hawker's loyalty in professionalism and fulfilling their dreams and happiness.

There are some measures and markers to determine consumer constancy, according to Kotler et al. (2017) there are four consumer role model indices, namely:
a. Elegance (Perseverance)
   Benevolence, which is how much confidence that entrepreneurs will behave nicely towards consumers.

b. Ability

Expertise is a new assessment of what a person is capable of doing. In this case, how does the merchant offer the bidder and bet on the guarantee of joy and success in doing business.

c. Integrity

Integrity shows how gigantic the seriousness of the human sincerity of the dealer in protecting and covering the agreements made with consumers.

d. Willingness to depend

Dependency is the ability to rely on the merchant and accept the consequences or adverse consequences that appear to arise.

2. METHODS

This investigation includes a quantitative scheme. The initial data utilized in this assessment is primary data. The type of checking used is a survey surveillance structure organized by implementing a questionnaire as a tool in conducting data accumulation. The questionnaire was sent using Google Forms which was distributed to all respondents. The replies of each respondent using 5 Likert scales have gradations of very disagree, disagree, objective, agree and very like-minded.

The residents in this exploration are active FEBI UINSU students totaling 4,490 people. The pattern of sample stacking in this interrogation is a simple random sampling mode, which is a random model deprivation step on the group. In line with this Sugiyono (2016) elaborates that "the collection of specimens from the community is organized in an orderly manner without observing the levels that exist in the community". By embedding the strategy of simple random sampling is able to submit a more accurate response to the population without listening to the rank of the components of the community that are selected as members of the sample.

To estimate the size of the sample to be investigated, pioneers need the Slovin formula, where this formula can weigh the size of the sample to be explored. The sample size to be examined is:

$$n = N / 1 + N(e)^2$$

Clarification:

n : Benchmark Specimen

N : Number of Nations

e : Profit margin of error due to fraud.

Accumulation of examples that can still be coveted.

In this tracking is 10%.

By prioritizing the above formula, the following recapitulation is then welcomed:

n = 4.490 / 1 + 4.490(0,01)

n = 100

From the above budget reflections, the total sample required for this exploitation is 100 informants.

After all the data has been collected, it goes through various stages of research. First is the qualitative test which consists of validity test and reliability test. A valid test has a criterion which states that if the value of r count is greater than r table then the criterion can be valid. In addition, there are criteria for reliability testing, namely if the Cronbach alpha value α> 0.6 then the instrument reliability is good, in other words: the instrument is reliable or trustworthy, and vice versa. Second, the classical testing methods are standardized testing and comparative testing. The normality test has one criterion; that is, if the value is greater than 0.05, the data distribution is declared to fulfill the assumption of

normality and vice versa. Third, hypothesis testing, namely partial tests, where if the critical value> 0.05 then the null hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted.

3. RESULT AND DISCUSSION

3.1. Results
Profile of Respondents
Classification of respondent data based on study programs is obtained from the results of research conducted by researchers. The data grouping provides the following information:

Table 1. Profile of Respondents

Profile	Category	%
Gender	Male	25
	Female	75
Age	17-20 year	10
	21-25 year	90
Study Program	Management	70
	Islamic Accounting	4
	Islamic banking	16
	Islamic Economics	10

Source: Data Processed (2023)

Based on table 1, it can be seen that most of the respondents are women, namely 75 people and the remaining 25 people are men with the age composition of most respondents aged around 21 to 25 years with a percentage of 90%, and most of them come from management study programs.

a. Validity Test
Helping the researcher understand the validity or suitability of the questionnaire ridden by the manager in guiding and pocketing sharpening evidence from the respondents. It is known that the r_{table} value in this study is 0.195.
Accompanying the validity test victory in this emphasis, namely:

Table 2. Consequences of Validity Test

Variables	Indicator	Pearson Correlation	Validity
Halal Certificate	HC1 : Before deciding to buy, I always make sure the store I visit already has halal certification products	0.374**	Valid
	HC2 : For me, halal certification is more important than product information, where I will feel more secure when I know the product I will consume has a halal certificate.	0.767**	Valid
	HC3 : I only consume halal food or drinks marked with a halal certificate.	0.747**	Valid
	HC4 : I always check the halal certificate that is available on the wall of the shop that I go to.	0.813**	Valid
Purchase Intention	PI1 : I ask people who have already bought Mixue information	0.600**	Valid
	PI2 : I am interested in buying Mixue because it is different from other ice creams.	0.826**	Valid

	PI3 : Mixue ice cream catches my attention more	0.864**	Valid
	PI4 : I am willing to recommend Mixue to others	0.849**	Valid
Consumer Trust	CT1 : Sellers on Mixue provide the best service	0.808**	Valid
	CT.2 : I feel Mixue has a good reputation	0.822**	Valid
	CT3 : I believe Mixue will provide the best possible quality for customer satisfaction.	0.804**	Valid
	CT4 : I feel the quality of Mixue is very good compared to other brands	0.720**	Valid

Source: Data Processed (2023)

It can be seen that the table above ensures that all questions asked by researchers in the questionnaire are declared valid.

b. Reliability Test

A questionnaire is remembered as reliable or trustworthy if the respondents are stable. That is, when the questionnaire is reapplied to investigate a case, the performance that is welcomed is relatively not contradictory to the victory received earlier. Reliability is pegged by the value (α). Accompanying the reliability test performance on this hunt, namely:

Table 3. Reward Reliability Test

No.	Variables	Cronbach's Alpha Value	Description
1.	Halal Certificate	0,770	Reliable
2.	Purchase Intention	0,811	Reliable
3.	Consumen Trust	0,811	Reliable

Source: Data Processed (2023)

A structure is said to be reliable if it leaves a Cronch Alpha rating> 0.6. Based on the above provisions, it verifies that the halal certificate variable, purchase interest and consumer confidence are factual.

c. Normality Test

It is an assessment to measure whether the data moves normally until it can be used in parametric statistics to be needed in path interpretation (Ghozali, 2009: 74). In explaining the normality test that came out, there is a guideline for collecting the determination through the Kolmogorov-Smirnov Test, namely:
- Sig pontent or probability <0.05 until the data allocation is **Unnatural**.
- Quality significance > 0.05 then the data quota is **Natural**.
 After that the results of the normality test on this dredging, namely:

Table 4. Normality Test Performance

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.94081732
	Absolute	.037
	Positive	.037
Most Extreme Differences	Negative	-.034
Test Statistic		.037
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Data Processed (2023)

According to the above calculation, the acceptance rank is greater than 0.05 (0.200 > 0.05), which means that the data circulates normally.

d. Linearity Test

According to Sugiyono and Susanto (2015: 323) the linearity test can be used to detect whether the shackled variable and the free variable maintain a linear relationship or not significantly. The base of the Decree Collection, viz :
- If the value of Sig. deviation from linearity > 0.05, then **there is a linear bond** between the independent variable and the wrapped variable.
- If the value of Sig. deviation from linearity < 0.05, then **there is no linear network** between the field variable and the entangled variable.

Table 5. Bounce Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention * Halal Certificate	Between Groups	(Combined)	146.638	10	14.664	1.482	.159
		Linearity	64.228	1	64.228	6.490	.013
		Deviation from Linearity	82.410	9	9.157	.925	.507
	Within Groups		880.802	89	9.897		
	Total		1027.440	99			
Consumer Trust * Halal Certificate	Between Groups	(Combined)	86.365	10	8.636	1.360	.212
		Linearity	62.401	1	62.401	9.828	.002
		Deviation from Linearity	23.964	9	2.663	.419	.922
	Within Groups		565.075	89	6.349		
	Total		651.440	99			

Source: Data Processed (2023)

Based on the table above, it is interpreted that there is a linear relationship between the halal certificate variable and purchase interest and consumer confidence, where the significance value of deviation linearity of the purchase interest variable and consumer confidence is greater than 0.05.

e. Partial Test (t -Test)

Fragmentary sub-arrangement testing, launched with the personal barometer test stepping over the t-test of estimation. In the statistical t-test the foundation highlights how tenuous the effect of one variable X is on variable Y by claiming the other variable X is permanent. Accompanying the view of the significance test (t test) in this investigation, namely:

1) Halal Certificate on Buying Interest

Table 6. Impact of Purchase Intention t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.735	2.409		3.626	.000
	Halal Certificate	.348	.136	.250	2.556	.000
a. Dependent Variable: Purchase Intention						

Source: Data Processed (2023)

Based on the above results, it explains that the value of t count > t table or 2.556 > 1.984. It can be summarized that the halal certificate variable (X) has a positive and significant

effect on buying interest (Y1). This control is in line with maintenance Intani (2022) halal certificates have a significant influence on buying interest.

2) Halal Certificate on Consumer Trust

Table 7. Income of Consumer Trust t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.142	1.884		4.854	.000
	Halal Certificate	.343	.107	.309	3.222	.000
a. Dependent Variable: Consumer Trust						

Source: Data Processed (2023)

Based on the results of the t test above, it is confirmed that the value of t count > t table or 3.222> 1.984. It can be deduced that the halal certificate variable (X) has a positive and significant effect on consumer confidence (Y2).

3.2. Discussion
a. Effect of Halal Certificate on Purchase Intention

The halal certificate variable has a significant and positive charisma towards buying interest in mixue. This means that the more consumers care about halal certificates, the greater their interest in buying. Consumers will also be more interested in referring to products that have been declared Halal by a competent council analogous to products without certification. Because, if a product is Halal certified, in addition to avoiding Haram substances, it is also a product that contains and does not place critical particles. These results support the theory presented that the halal label on food and beverages is the most important factor considered by Generation M (Muslim generation) when deciding to buy a product. This review is similar to Legowati & Albab (2019) that halal certificates have a significant influence on buying interest with a positive regression coefficient value. This investigation is also in sync with the exploration of Hidayati & Yuliandani (2020), that the halal seal has a positive and specific horn on the purchase intention of Wardah cosmetic products. This investigation is also in line with the description of Harminingtyas & Noviana (2021), that halal certification maintains a positive and substantial influence on purchase intention on halal food products in Semarang. This investigation is also equivalent to the diagnosis of Hamdani et al., (2021), that halal certification is one of the ways for the state to protect the profits of Muslim consumers for the food they consume, so that people do not have to worry about what they eat.

The results of this research show that halal certificates have a positive and significant influence on consumer purchasing interest in mixue products. This means that the more consumers care about halal certificates, the greater their interest in buying. Consumers also tend to be more interested in choosing products that have been declared halal by competent institutions compared to products without certification. The implication is that manufacturers and brands must consider the importance of halal certification in their marketing strategies to attract the attention of consumers, especially Generation M (Muslim generation), who view the halal label as a major factor in their purchasing decisions. Support from this research also shows that halal certification is not only important in the context of religious observance, but can also increase consumers' overall purchasing interest. Therefore, investing in obtaining halal certification can be a smart strategy for manufacturers and brands to expand the market and increase consumer confidence.

b. The Effect of Halal Certificates on Consumer Trust

This study found that halal certificates have an effect on consumer confidence in mixue. This means that the existence of a halal certificate can give consumers confidence in a product or brand that they consume. This research agrees with the study of Novagusda & Deriawan (2019) that halal certificates have a concrete influence on consumer confidence. This experiment also agrees with the experiments of Putri et al., (2021), that halal certificates have a positive and relevant influence on consumer confidence. This exploration is also in line with the reviews of Sinaga et al. (2023), that the existence of a halal certificate is a guarantee that consumers believe that the product being sold is halal according to Islamic law.

The results of this research have important implications in the context of the halal food and beverage market. It was found that halal certificates have a significant influence on consumers' trust in the products or brands they consume. The implication is that manufacturers and brands that prioritize halal certification can increase consumer confidence and expand their market share among consumers who care about the halal aspects of their products. Thus, this research provides strong support for manufacturers and brands to consider investing in obtaining halal certification as a strategy to increase consumer confidence and strengthen their position in an increasingly competitive market.

4. CONCLUSION

Based on the studies carried out, it can be summarized that halal certificates have a significant effect on buying interest in mixue and the halal certificate variable also has a significant effect on consumer confidence in mixue. This shows that the presence of a halal certificate in the product is a valuable explanation for customers to prove that the product is halal in accordance with Islamic law.

The limitation of this research is that it was only conducted on consumers of the FEBI UINSU community and only investigated the impact of halal certification on purchase intention and consumer confidence. In future research, the research area can be expanded to other regions and cities so that the research can provide results that represent regions in Indonesia. In addition, future searches can provide updates on the items to be searched by adding or changing new updates when searching for the same item.

This study suggests that the government should issue more halal certificates. Then, producers should prioritize halal certification in the form of a halal logo on each package of their products to convince consumers that the products sold are halal. For consumers, they should be more concerned about the food and drinks they want to consume, seeing the proliferation of outside products, it is really necessary to pay attention to the halal icon to support products that are included in the authentic halal and commensurate physics mandated by Islamic law.

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