



## Halal Marketing Elements as Determinants of Consumer Product Purchase Decisions

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh unsur pemasaran halal terhadap pilihan konsumen dengan menggunakan metode paradigma *positivist* dan kuantitatif. Populasi terdiri dari 398.561 penduduk yang bekerja di Kota Padang, mengikuti Survei Angkatan Kerja Nasional Agustus 2019. Rumus Slovin digunakan untuk mendapatkan jumlah sampel sebanyak 400 responden. Selain itu, teknik purposive sampling digunakan untuk memperoleh data, yang kemudian dianalisis menggunakan analisis jalur. Fokus utama adalah pada elemen pemasaran halal yang berkontribusi pada keputusan pembelian produk konsumen. Hasil penelitian menunjukkan bahwa pilihan konsumen ditentukan oleh elemen inti pemasaran halal, termasuk positioning halal, diferensiasi, dan branding. Selanjutnya, positioning dan diferensiasi halal secara signifikan mempengaruhi branding dan pilihan konsumen. Pilihan konsumen halal dipengaruhi oleh positioning dan diferensiasi melalui branding. Halal positioning mempengaruhi penerapan *high* dan *low* halal branding sebesar 52%. Diferensiasi halal mempengaruhi tinggi rendahnya halal branding sebesar 21%. Pilihan konsumen halal dipengaruhi oleh positioning, diferensiasi, dan branding masing-masing sebesar 28%, 35%, dan 30%. Hasil ini menunjukkan efek tidak langsung yang rendah dari branding. Penerapan tinggi rendahnya pilihan konsumen halal dipengaruhi oleh positioning dan diferensiasi melalui branding masing-masing sebesar 18% dan 7%.

**Kata kunci:** Halal, Pemasaran, Keputusan Pembelian

### Abstract

**HALAL MARKETING ELEMENTS AS DETERMINANTS OF CONSUMER PRODUCT PURCHASE DECISIONS.** This research aimed to analyze the effect of halal marketing elements on consumer choice using positivist paradigm and quantitative methods. The population consisted of 398561 residents working in Padang City, following the August 2019 National Labor Force Survey. The Slovin's formula was used to obtain a sample size of 400 respondents. Moreover, purposive sampling technique was used to obtain data, which was then analyzed using path analysis. The main focus was on the elements of halal marketing that contribute to consumer product purchase decisions. The results showed that consumer option is determined by the core elements of halal marketing, including halal positioning, differentiation, and branding. Furthermore, halal positioning and differentiation significantly affect branding and consumer choice. Halal consumer choice is affected by positioning and differentiation through branding. Halal positioning affects the implementation of high and low halal branding by 52%. Halal differentiation affects the high and low halal branding by 21%. Halal consumer choice is affected by positioning, differentiation, and branding at 28%, 35%, and 30%, respectively. These results indicated a low indirect effect of branding. Implementing high and low halal consumer choice is affected by positioning and differentiation through branding at 18% and 7%, respectively.

**Keywords:** Halal, Marketing, Purchase Decision

## INTRODUCTION

Wilson (2012) explained that Islamic marketing implements morally acceptable marketing practices and concerns academics, students, practitioners, and consumers in Muslim-majority and minority countries. Islam is a comprehensive culture that regulates everything, including commercial activities (Arham, 2010).

Halal business growth and certification positively lead to increased halal-certified products. According to Lukihardianti (2017), halal certification reached less than 20% in Indonesia, as shown by the data from the National Standardization Agency (B.S.N.). During 2011-2014, the Directorate General of Islamic Community Guidance showed halal-certified products by 26.11%. Furthermore, Bimas (2019) established that 73.89% of products circulating and not halal-certified consisted of food, cosmetics, and medicines.

Research on the elements of halal marketing originate from monotheism, specifically vertical and horizontal relationships. The vertical relationship is between humans and their creators, while horizontal describes relationships under God's law. Monotheism believes that Allah is the only architect of the universe and humans and governs this world and all its contents in his way (Abusulayman, 1998; Badawi, 2002).

Conventional marketing involves segmentation, targeting, positioning, differentiation, marketing mix, selling, branding/labeling, service, and process. Positioning, differentiation, and brand triangle are the marketing elements. Consequently, positioning affects differentiation, which also impacts the brand. Kartajaya et al. (2005) established that positioning and differentiation indirectly influence purchase decisions. However, they established that the brand directly influences purchase decisions.

According to Paujiah et al. (2020), Islamic marketing and halal label significantly affect purchasing decisions. Intense Islamic marketing and confidence in the halal label directly improve purchase decisions. Previous research established the direct and indirect effects of marketing elements on consumer choice. These include Marketing in respect to Islamic Law (Syahrul, 2012), Sharia Marketing Mix and Halal Label effects on Purchasing Decisions (Paujiah et al., 2020), Halal Labeling effects on Sausage Purchase Decisions in Kuala Simpang, Aceh Tamiang Regency (Month, 2016), Advertising, Branding, Packaging, Halal Labels and Price effects on Indomie Instant Noodle Purchase Decisions for Students of the Islamic Economics and Business Faculty of UIN Raden Fatah Palembang (Yesi, 2017), Halal Labels and Branding effects on Sariayu Cosmetics Purchasing Behavior with Religiosity as Moderating Variable (Prastiwi, 2018), Brand Equity and Halal Labeling Influence on Purchase Interest of Lifebuoy Products (Kurniaputri and Usmaan, 2020) and Labeling, Service Quality and Lifestyle effects on Hoka-Hoka Bento Purchase Decisions at Malioboro Mall Yogyakarta (Rakhmawati, 2016)

This research focused on direct and indirect halal marketing effects, including positioning, differentiation, and branding, directly and indirectly on consumer choice. Specifically, this analyzed halal marketing

elements' effects on consumer choice using different positioning, differentiation variables, and path analysis.

## Hypotheses and Conceptual Framework of Halal Marketing

### Positioning effects on branding

Wijaya & Sirine's (2016) examined segmenting, targeting, positioning, and pricing strategies at the Blekok Soy Sauce Company in Cilacap. The results showed that the lower middle class is the target market. However, the selected target market is a segment concentration or single market. The Blekok Soy Sauce Company found that the lower middle class was their target market using the cost-plus pricing method. Based on this research, segmentation, targeting, and positioning influence branding. The first hypothesis is formulated as follows:

Hypothesis 1: Positioning affects branding significantly in halal marketing.

### Differentiation effects on branding

Differentiation is distinguished from competitors by providing unique and valuable goods and services to consumers. Kartajaya et al. (2005) established that the difference is created through what is offered, infrastructure, enabler, and technology.

A brand is developed by positioning and differentiation while supporting its solid marketing mix and selling strategy. Kartajaya et al. (2005) stated that brands are developed through segmentation and targeting, positioning, differentiation supported by a marketing strategy. The second hypothesis is formulated as follows:

Hypothesis 2: Differentiation significantly affects branding in halal marketing.

### Positioning effects on purchasing decisions

Mutiara and Wibowo (2020) concluded that trust, safety, and product quality influence online consumers. Therefore, the third hypothesis is formulated as follows:

Hypothesis 3: Positioning significantly affects consumer choice in halal marketing.

### Branding effects on purchasing decisions

Brand Image is transitioning tactics to product value, which positively influences consumers. Prasetya, Yulianto, and Sunarti (2018) stated that brand image significantly affects purchasing decisions. The fourth hypothesis is formulated as follows.

Hypothesis 4 Branding significantly affects consumer choice in halal marketing.

### Differentiation effects on purchase decisions

Product differentiation significantly affects consumer choice, hence, if the company increases product differentiation, the purchase decision rises (Suparman et al., 2021; Aprileny and Andriani, 2018). The fifth hypothesis is formulated as follows:

Hypothesis 5: Differentiation significantly affects consumer choices in halal marketing.

### Positioning effects on purchase decisions through branding

Marketing strategy achieves the right target market and examines the product's position by understanding customer behavior. Lestari (2017) discussed segmenting, targeting, and positioning strategy's effects on purchasing decisions for Zoya brand hijab products on BSI University Postgraduate Students and brand loyalty impact.

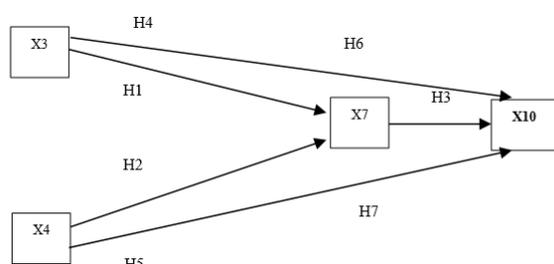
Therefore, the sixth hypothesis is formulated as follows:  
Hypothesis 6: Branding is significant in positioning and consumer choice in halal marketing.

Differentiation effects on purchase decisions through branding

Differentiation is the introduction of unique and valuable products compared to competitors. Agus and Wiwaha (2019) determined that product differentiation and promotion mix significantly affected purchasing decisions of good tea consumers at Gajah Mada Plaza. The seventh hypothesis is formulated as follows:

Hypothesis 7: Branding is significant in differentiation and consumer choice in halal marketing.

Figure 1 illustrates the research and path analysis model



Description:

X3 = positioning, X4 = differentiation, X7 = branding, X10 = purchase decisions, H1 = hypothesis 1, H2 = hypothesis 2, H3 = hypothesis 3, H4 = hypothesis 4, H5 = hypothesis 5, H6 = hypothesis 6, H7 = hypothesis 7

Figure 1: Conceptual Framework for Purchase Decisions in Halal Products

## RESEARCH METHOD

### A. Data Collection

This research used the positivist paradigm and quantitative methods. The online questionnaires were made using google forms and distributed through WhatsApp contacts, email, groups, and online fan pages in Padang City. The results were descriptively presented, followed by hypothesis testing (Bungin, 2010). The questionnaires distributed directly to consumers helped to collect relevant data.

The solving formula was used to determine the sample size (Sugiyono, 2017). Specifically, a sample size of 400 respondents was obtained from a total population (N) of 398 561 with an inaccuracy level (e) of 0.1. The research duration was three months from October - December 2021.

### B. Research Instruments

A validity test is a tool to establish whether the questions are valid. 72 respondents were tested for the instrument to ensure its validity and reliability. The 5-point Likert scale was used to measure the instrument (Sugiyono, 2017).

This research used independent, dependent, and intervening variables. Consumer choice was an independent variable, while positioning and differentiation as well as branding were dependent and intervening variables, respectively. The indicators were developed to form the measurement of halal marketing

elements. Credibility, attributes, trust, position, and image measured positioning. Similarly, differentiation was measured by features, performance, conformity, durability, reliability, repairability, style and design, ease of ordering, delivery, installation, customer training, customer consultation, maintenance, and repair.

Names, terms, signs, symbols, and designs were branding indicators. The purchase decisions independent variables were measured from the need, suitability, information, explanations, knowledge, alternatives, understanding, quality, evaluation, and recommendations of halal products.

### C. Data Analysis

This research used the path analysis method (Ghozali, 2013: 249), which creates a path diagram and determines the structural equations. The direct and indirect effect of independent on the dependent variable was also determined (Loehlin, 2004, Loehlin & Beaujean, 2017, Li, 1986).

Hypothesis testing helped to analyze whether there was a significant independent variable level on the dependent. The t-test established whether the model was significant or not partial. Moreover, the F test determined whether the model was significant and simultaneous. The determinant coefficient (R2) was used to see the model's goodness of fit. R2 illustrates the independent variable's contribution percentage to the dependent variable. In addition, the difference (1 - R2) is determined by variables outside the model (Sugiyono, 2017).

## RESULTS AND DISCUSSION

### A. Respondent Profile

In general, 80.3% of respondents knew the halal logo/label. Respondents working in Padang with a bachelor's education were 61.5%. The majority of the respondents were women (50.3%). Most were productive, aged from <22 – 40 years old (66%), many respondents were Muslims (93.3%), 44.8% worked as civil servants, 16% worked in the private sector, and 34% were unspecified.

### B. Instrument and Model Analysis

Validity and reliability were the test instruments used on 71 respondents. The validity test results showed that the corrected item-total correlation value of r count was greater than r table, 0.2335 with  $\alpha$  5%, indicating that the questions were suitable to analyze the elements of halal marketing. The reliability test was positive showing a Cronbach's alpha of 0.992 greater than 0.60. Furthermore, these instruments are used in model analysis. Classical assumptions are required in path analysis, including normality, autocorrelation, heteroscedasticity, and multicollinearity tests (Ghozali, 2013; Gujarati, 2004). The results of the classical assumption test were obtained, and the data was normally distributed. It is evident from the Kolmogorov-Smirnov Z sub-structural normality test 1;  $4.148 > 0.05$  then the residual value is normally distributed. Sub-structural autocorrelation test 1 of Durbin-Watson; 1.995 where the result shows  $1.851 < 1.995 < 2.149$ , meant no autocorrelation. A heteroscedasticity test involved observing the scatter plot where the distribution points are above and below or around the number 0, hence, there was no heteroscedasticity in sub-structural 1, and

multicollinearity was not present in the model. This is observed from the sub-structural 1 tolerance value x3; .358, x4; .358 is greater than  $> 0.10$ , which meant no multicollinearity. Additionally, the V.I.F. value of x3; 2.796, x4; 2.796 is smaller than  $< 10.00$ , meaning no multicollinearity.

#### C. Sub-structural 1

Halal positioning and differentiation simultaneously affect halal branding positively (Table 1), meaning that increasing halal positioning and differentiation halal improve branding.

Table 1. ANOVA of Sub-structural 1b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1833.827	2	916.914	189.931	.000 <sup>a</sup>
	Residual	1916.563	397	4.828		
	Total	3750.390	399			

a. Predictor: (Constant), x4, x3

b. Dependent variable: x7

Halal positioning and differentiation jointly influence branding by 49%, while the contribution of factors outside the model is 51%.

Table 2. Coefficient of Determinant for Sub-structural 1

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.699a	.489	.486	2.197

a. Predictor: (Constant), x4, x3

The simultaneous model is significant as observed from the probability (sig.) F count less than 5%. The partial test is significant as identified from the probability (sig.) t count of positioning and differentiation less than 5%. It also shows that positioning and differentiation significantly affect branding.

The empirical causal effect between positioning and differentiation is described through sub-structural 1 equation as follows:  $x7 = \rho x7x3 + \rho x7x4 + \rho x7\epsilon1$ , or  $x7 = 0,518x3 + 0,211x4 + 0,715\epsilon1$ .

Table 3. Positioning Differentiation Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.526	.860		7.585	.000
x3	.534	.062	.518	8.640	.000
x4	.073	.021	.211	3.523	.000

a. Dependent variable: Branding

Halal positioning partially affects branding positively and significantly. Hypothesis 1, which states that positioning significantly affects branding in halal marketing, was accepted. Halal positioning effect on branding is 0.518 (51.8%), meaning that the change in halal branding by 0.518 is the outcome of a change in positioning by one unit. Furthermore, hypothesis 2, stating that differentiation significantly affects branding in halal marketing, was accepted. Halal differentiation effect on branding is 0.211 (21.1%), meaning that the change in halal branding

by 0.211 is the outcome of a change in differentiation by one unit.

#### D. Sub-structural 2

Positioning (x3), differentiation (x4), and branding (x7) simultaneously contribute to purchase decisions (x10) by 70% (0.695), while other factors outside the model contribute 30%. This sub-structural 2 model is significant, as shown by the simultaneous test of F count probability sig. which smaller than 0.05.

Table 4. Coefficient of Determinant for Sub-structural 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834a	.695	.692	3.781

a. Predictor: (Constant), x4, x7, x3

A partial effect path was searched after the simultaneous model was proven significant. The three variables assigned as predictors have sig values smaller than 0.05, hence, all predictors partially affect purchase decisions. The positioning positively and significantly affects halal consumer choice meaning that hypothesis 3, stating that positioning significantly affects consumer choice in halal marketing, was accepted. The direct positioning effect on halal product purchase decisions was 0.278 (27.8%), meaning that the change in the halal consumer choice by 0.278 results from a change in positioning by one unit.

Table 5. ANOVA of Sub-structural 2b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12887.838	3	4295.946	300.497	.000a
	Residual	5661.272	396	14.296		
	Total	18549.110	399			

a. Predictor: (Constant), x4, x7, x3

b. Dependent variable : x10

Halal branding positively and significantly affects halal consumer choice, hence, hypothesis 4 is accepted. Halal branding effect on halal product purchase decisions is 0.352 (35.2%). The change in the halal product purchase decisions by 0.352 is the outcome of one unit changing halal branding.

Table 6. Positioning Branding Differentiation Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.050	1.584		1.925	.055
x3	.636	.116	.278	5.490	.000
x7	.784	.086	.352	9.073	.000
x4	.232	.036	.302	6.403	

a. Dependent variable: Purchase Decisions

Hypothesis 5 was accepted because halal differentiation positively and significantly affects consumer choice. Halal differentiation effects on halal product purchase decisions are 0.302 (30%). Therefore, consumer choice is affected by halal differentiation by 30%. In comparison, 70% is affected by factors outside the model. Halal branding is the strongest variable that affects consumer choice.

In general, the effects formed from sub-structural 2 are illustrated through the following equation  $x10 = \rho x10x3 + \rho x10x7 + \rho x10x4 + \rho x10\epsilon1$  or  $x10 = 0,278$

$x_3 + v_0,352x_7 + 0,302x_4 + 0,552\epsilon_1$ . According to the testing results of the 3rd, 4th, and 5th hypotheses in sub-structural 2 equation above, the empirical path diagram for the  $x_{10}$  model is shown in the following figure:

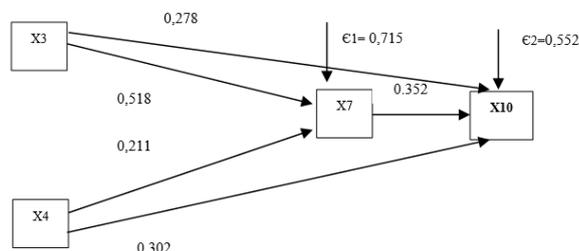


Figure 2. Path Diagram of Halal Product Purchase Decisions

Multiplying the respective path coefficients shows the indirect effect of hypotheses 6 and 7. For Hypothesis 6,  $\rho_{x_7x_3}$  multiplied by  $\rho_{x_{10}x_7}$  equals 0.518 multiplied by 0.352 is 0.182 (18%), meaning that consumer choice is affected by positioning through halal branding by 18%. In comparison, 82% is explained by factors outside the model. Hypothesis 6 was accepted because branding is significant in positioning and consumer choice in halal marketing. Furthermore, for hypothesis 7,  $\rho_{x_7x_4}$  multiplied by  $\rho_{x_{10}x_7}$  equals 0.211 multiplied by 0.352 is 0.07 (7%). This hypothesis was accepted because branding is significant in differentiation and consumer choice in halal marketing.

## CONCLUSION

This research contributed to elements of halal marketing to consumer choice associated with Islamic law. Consumer choice is influenced by the core elements of halal marketing, which include positioning, differentiation, and branding. Positioning and differentiation significantly affect branding in halal marketing. Halal positioning affects the implementation of high and low halal branding by 52%. Halal differentiation affects the high and low halal branding by 21%.

Halal consumer choice is affected by positioning, differentiation, and branding at 28%, 35%, and 30%, respectively. These results indicated a low indirect effect of branding. Implementing high and low halal consumer choice is affected by positioning and differentiation through branding at 18% and 7%, respectively.

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