Evaluating Purchase Decisions of Regional Specialty Food Gethuk Semar: Halal Logo, Innovation, and Product Quality

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ABSTRACT

It has been found that many regional specialty foods do not have halal certification logos, despite being well-known and popular among consumers. However, some have obtained halal certification and have implemented product innovation. Policymakers and producers of regional specialty foods need to prepare for halal certification, innovation, and product quality to compete in the global economy. This study aims to examine the influence of the halal logo, innovation, and product quality on purchasing decisions. The research design used in this study is quantitative research. The population of this study includes all consumers who have purchased Getuk Semar Karanganyar products in the Soloraya region. The sampling technique used is a nonprobability sampling technique with purposive sampling of 160 respondents. The data analysis method used is multiple linear regression analysis with the assistance of Statistical Product and Service Solution (SPSS) version 23. The findings of this study show that the halal logo, innovation, and product quality significantly impact purchasing decisions. This highlights the importance of halal certification and product innovation in increasing consumer purchasing decisions for regional specialty foods. The results of this study have implications for policymakers and regional specialty food producers in developing strategies for a sustainable economy.
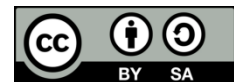
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1. INTRODUCTION

Indonesia is one of the countries with the world's largest Muslim population and the country with the largest market potential for halal products in Asia. As of December 31, 2021, Indonesia's total Muslim population was 237.53 million people based on data from the Ministry of Home Affairs (Kemendagri). This figure corresponds to 86.9% of the population, reaching 273.32 million people (Mahdi, 2022). This proves that the level of public consumption of halal food and products in Indonesia tends to be higher than in other countries. In this regard, Micro, Small, and Medium Enterprises (MSMEs) play an important role in meeting the food needs of Muslim communities in Indonesia (Sucipto et al., 2021).

In the creative industry sector, there are three areas of competitive advantage developed by the Ministry of Industry, including the hotel, fashion, and craft sectors, which are the largest contributors to gross domestic product (GDP) in Indonesia (Almira & Sutanto, 2018). In the culinary sector, especially regional specialties, it is hoped that it will be able to improve the economy and become an attraction for tourists to visit the area (Hartuti et al., 2022). Cassava production in Karanganyar Regency is quite abundant, this is what was developed by Mrs. Hj. Nurul Retno the founder and owner of the Gethuk Semar Karanganyar souvenir center. Made from cassava, Getuk Semar is a typical traditional food in the Karanganyar region, Central Java. Gethuk semar has a special characteristic, namely that it is made from jalak towo cassava which goes through a steaming process, then pounded together with brown sugar, then sliced and served immediately (Iswadi, 2019).

The problem with the product is that the appearance of the gethuk is quite simple, without any additional flavors or food coloring it makes the gethuk semar look less attractive. The soft texture of gethuk and the fragrant smell of cassava combined with the delicious taste of grated coconut are the characteristics of the product. Another problem is that because it is considered traditional and does not use additional preservatives, gethuk semar does not last long and can change taste when stored for more than 12 hours at room temperature and lasts two days in the refrigerator. Gethuk Semar Karanganyar started making various variations of processed products with innovative frozen food products such as gethuk semar, fried gethuk, thymus, durian pandan, etc. so that the products last longer. Product prices vary quite a bit, starting from 15,000 to 30,000 rupiah (Iswadi, 2019).

The halal logo is a label that provides information to product users that the product is guaranteed halal and does not contain elements that are forbidden in Islam so that the product is good for consumption (Harahap, 2018). Product innovation is the result of applying ideas expressed in a product or process that did not exist before (Rachman, 2021). Product quality is a product characteristic that determines the extent to which the product can meet consumer needs. The quality of an item is determined by the assessment measure. The more the product matches the specified size, the more quality it is considered (Almira & Sutanto, 2018).

Consumer behavior which is influenced by the surrounding environment can have an impact on purchasing decisions. The meaning of purchasing decisions is the stage where customers form a preference or perception of the brand they will choose and then create the intention to purchase the preferred brand (Harahap, 2018). Purchasing decisions are based on consumer behavior, which is influenced by psychographic factors in the form of motivation, learning, perceptions, and attitudes of consumers themselves (Maria & Pandoyo, 2020).

Literature Review

Buying Decision

a. Definition of Purchasing Decision

The purchasing decision is defined as a determining stage for each individual in purchasing the desired product (Saputri & Guritno, 2021). According to Schiffman & Kanuk (2009), a purchasing decision is a choice from several alternative purchasing decision options, which means there must be several choices for a consumer to make a decision. The decision to buy a product determines how the decision-making process is carried out.

Purchasing decisions are solutions to solving individual problems by choosing the appropriate alternative from several options that are considered the most appropriate action for purchasing by previously carrying out the decision-making stage. Decision-making is seen as a cognitive process that leads to the outcome of a choice and an action among various available options. The decision result can be an action or an opinion regarding the choice (Astuti et al., 2019).

b. Purchasing Decision Indicators

Based on Said (2019), purchasing decision indicators include:

1) Recognition of the problem of needs

Recognizing needs is a matter of customers realizing what they want and need.

2) Search for various information

Information is the first thing consumers do to decide to buy or not to buy a product.

3) Evaluate various alternatives

Evaluating various alternatives means consumers will compare what they get after paying for the product.

4) Purchase decision

Purchasing decisions are consumer actions to select a particular product, buy it, and consume the product.

5) Post-purchase behavior

At this stage, it determines purchasing decisions and consumers take further action based on the satisfaction or dissatisfaction they feel after making a purchase.

Halal Logo

a. Definition of Halal Logo

A label is something that is part of a product whose aim is to provide information contained in the sale of the product. The word halal comes from Arabic which means to free, resolve, dissolve, and allow. Based on Mardiah (2021), the definition of halal based on the Koran and Hadith is anything good for the body, mind, and soul, so it is halal. The halal logo is defined as the inclusion or writing of halal truths on product packaging which explains that the product is halal (Ismunandar et al., 2021). The halal label is regulated in Government Regulation No. 69 of 1999.

b. Halal product requirements

Based on Maulana et al. (2021), the requirements for halal products according to Islamic law include:

1) Halal means it does not contain haram ingredients which are prohibited according to Islamic law.
2) Halal in the method of obtaining it means that it is not obtained in a prohibited way such as stealing or cheating.
3) Halal in processing means it is produced in a halal way and is not mixed with haram ingredients.
4) Halal storage means that the storage area does not contain prohibited things such as pork and others.
5) Halal when serving means that it is not mixed with unclean items.

c. Indicator in Halal Logo

According to Government Regulation Number 69 of 1999 in Gunawan et al. (2022), which are indicators in the halal logo as follows:

1) Image

Drawings are defined as the result of imitation in the form of shapes or patterns (animals, humans, or plants) made with written strokes.

2) Writing

Writing is defined as the result of writing that is expected to be able to be read by everyone.

3) Combination of Images and Writing

The combination of images and writing is defined as a unity of images and writing that are combined into one part.

4) Stick to the Packaging

Sticking to the packaging means something that is attached to the packaging (product protection).

Product Innovation

a. Definition of Product Innovation

Innovation can be interpreted as a fundamental challenge to the entire business where innovation can easily be included in matters related to product or technology development (Hartuti et al., 2022). According to Tjiptono (2008), innovation is the result of the practical application of an idea into a new product or process. Innovation comes from individuals, companies, research at universities, laboratories, and other non-profit organizations. With the emergence of new products, we can provide many choices according to consumers' tastes (Ernawati, 2019).

b. Product Innovation Indicators

Based on Dewi et al. (2021) indicators of product innovation include the following:

1) Design changes

Design changes are steps taken by business actors aimed at obtaining appropriate results such as improvements from before.

2) Technical innovation

Technical innovation means business actors make technical changes in making their products, such as using new technology, new services, and more useful ways to increase product sales.

3) Product development

Product development is the effort made to develop the products produced so that they are more varied.

Product Quality

a. Definition of Product Quality

Product quality is defined as the strength of a product because of its usefulness which includes skill, durability, accuracy, ease of operation, product improvement, as well as other supporting valuable attributes (Saputri & Guritno, 2021). A product must be able to highlight the strengths of the product, whether in the form of taste quality, service quality or vice versa, consumers feel satisfaction with the product by giving a positive response (Saputri & Guritno, 2021).

Quality products become something of value in the target market that can provide benefits and meet consumer expectations, including objects, services, places, organizations, and ideas. In this regard, business people can focus their efforts on creating products and continuing to improve their advantages. Therefore, improving the quality of products and services is an obstacle for business people to be able to compete in the market. Improving product quality improvements can reduce costs and build long-lasting competitive advantages (Mursidi et al., 2020).

b. Product Quality Indicators

Based on Tjiptono (2008), indicators of product quality are:

1) Features

Additional features are the level of completeness that characterizes or characterizes a product.

2) Conformance to Specifications

Conformity to specifications is defined as conformity between the product and predetermined industry standards.

3) Durability

In the economic aspect, durability is defined as the economic life of a product which is measured by the amount of use achieved before damage occurs and the decision to replace it with a new product.

4) Aesthetics

Aesthetics is defined as a product that has its appeal to the five senses. The aesthetics of a product are described by how the product is received by customers, such as the product's appearance, taste, and smell.

5) Perceived Quality

Perceived quality is the customer's impression of the overall quality of the product or the advantages of the product.
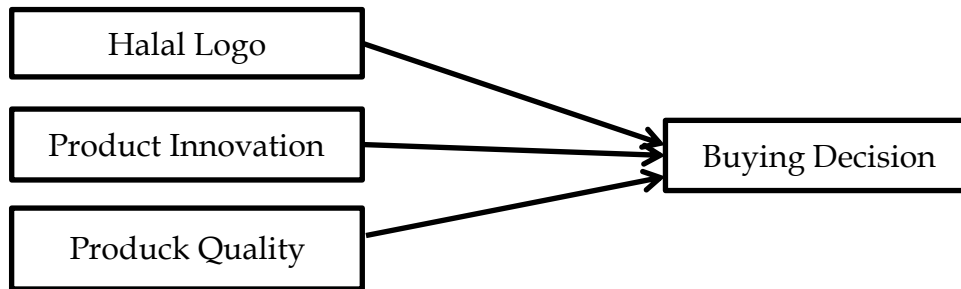
Hypotheses Development

Figure 1: Research Model

a. The halal logo has a significant influence on purchasing decisions

According to Hanifah & Ridwan (2020), it is known that the halal label has a significant influence on purchasing decisions.

H1: The halal logo has a significant influence on purchasing decisions for Gethuk Semar Karanganyar.

b. Product innovation has a significant influence on purchasing decisions

According to Almira & Sutanto (2018), it is known that product innovation has a significant influence on consumer purchasing decisions.

H2: Product innovation significantly affects purchasing decisions for Gethuk Semar Karanganyar.

c. Product quality has a significant influence on purchasing decisions

According to Ernawati (2019), it is known that product quality has a significant influence on purchasing decisions.

H3: Product quality significantly affects purchasing decisions for Gethuk Semar Karanganyar.

2. METHOD

This research uses a quantitative type of research. According to Sugiyono (2013), quantitative research is a method usually used in researching a population or sample where the data collection technique uses quantitative research instruments and data analysis to study an applied hypothesis. In this study, the population consists of all consumers who have purchased Gethuk Semar Karanganyar products at least once, reside in the Soloraya region, and are aged at least 15 years old. The sampling technique used is nonprobability sampling with the purposive sampling method. Purposive sampling means not all samples meet the criteria specified by the author (Ernawati, 2019). The data collection technique employed in this study is an online questionnaire distributed as a Google Form survey to respondents. Respondents' answers are measured using a Likert scale ranging from 1 to 5 (Nugroho & Anwar, 2020).

3. RESULTS AND DISCUSSION

Respondent data is grouped based on gender, age, domicile, and occupation. A total of 160 respondents were used in the analysis. Gender grouping shows a dominance of female respondents,

totaling 110 people with a percentage of 69%, while male respondents are only 50 people with a percentage of 31%. Respondents are grouped by age as follows: 120 respondents (75%) aged 15-25 years, 23 respondents (14%) aged 26-35 years, 13 respondents (8%) aged 36-45 years, and 4 respondents (3%) aged over 45 years.

The domicile-based grouping includes 43 respondents (27%) from Karanganyar, 21 respondents (13%) from Surakarta, 21 respondents (13%) from Sukoharjo, 20 respondents (13%) from Sragen, 18 respondents (11%) from Boyolali, 19 respondents (12%) from Klaten, and 18 respondents (11%) from Wonogiri. Lastly, occupation-based grouping consists of 89 students (56%), 47 private sector employees (29%), 4 civil servants (3%), 5 entrepreneurs (3%), and 15 others (9%).

Normality Test

Table 1. Normality Test

	Unstandardized Residual
N	160
Test Statistic	0,060
Asymp. Sig. (2-tailed)	0,200[c,d]

(Source: processed SPSS output, 2023)

From the table above, the value of Asymp. Sig. (2-tailed) is 0.200, which is > the significance level of 0.05. Therefore, it can be concluded that the research data is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test Result

Variable	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Halal Logo	0,709	1,410	No Multicollinearity
Product Innovation	0,672	1,489	No Multicollinearity
Product Quality	0,620	1,612	No Multicollinearity

(Source: processed SPSS output, 2023)

Based on the table, it can be seen that the tolerance value for the halal logo variable is 0.709 with a VIF (Variance Inflation Factor) of 1.410. The tolerance value for the product innovation variable is 0.672 with a VIF of 1.489. The tolerance value for the product quality variable is 0.620 with a VIF of 1.612. Therefore, all tolerance values for the variables are > 0.10 and VIF < 10. It can be concluded that there is no multicollinearity or significant correlation among the independent variables, namely halal logo, product innovation, and product quality.

Heteroscedasticity Test

Table 3. Heteroscedasticity Test Result

	Sig.	Conclusion
Halal Logo	0,717	No Heteroscedasticity
Product Innovation	0,247	No Heteroscedasticity
Product Quality	0,471	No Heteroscedasticity

(Source: processed SPSS output, 2023)

Based on the table above, the significance value of the halal logo variable is 0.717. The significance value of the product innovation variable is 0.247. And the significance value of the product quality variable is 0.471. It can be concluded that all three variables have significance values > 0.05, indicating that there is no heteroscedasticity.

Coefficient of Determination

Based on the analysis of the coefficient of determination (R^2), it is known that the Adjusted R Square value is 0.433, which means that purchasing decisions are influenced by the halal logo, product innovation, and product quality by 43.3%. The remaining 56.7% is influenced by other variables outside of this study.

F-test

Table 4. F-Test Result

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	632.160	3	210.720	41.397	.000[b]
Residual	794.084	156	5.090		
Total	1426.244	159			

(Source: processed SPSS output, 2023)

Based on the table above, the calculated F-value is 41.397 with a significance value of 0.000. The critical F-value for a two-tailed test at a significance level of 0.05 and degrees of freedom df = n-1-k (where n = sample size, k = number of independent variables) is 3.200. Therefore, since the calculated F-value (41.397) is greater than the critical F-value (3.200), and the significance value (0.000) is less than 0.05, it is concluded that the independent variables (halal logo, product innovation, and product quality) have a significant simultaneous effect on purchasing decisions.

Multiple Linear Regression

Table 5. Multiple Linear Regression Tes Result

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.678	2.104		-.797	.427
Halal Logo	.255	.125	.145	2.043	.043
Product Innovation	.611	.140	.318	4.356	.000
Product Quality	.428	.096	.340	4.476	.000

Based on the table above, the equation can be formulated as follows:

$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

$Y = 1{,}678 + 0{,}255 X_1 + 0{,}611 X_2 + 0{,}428 X_3 + e$

From the equation above, it can be concluded that:

1. The constant value (α) of 1.678 indicates that when the independent variables (halal logo, product innovation, and product quality) are assumed to be zero, the purchasing decision is 1.678. A negative constant value is not a concern as long as the regression model meets the assumptions of classical tests (normality, multicollinearity, and heteroscedasticity) in multiple linear regression.
2. The coefficient of the halal logo variable is 0.255, which means that a one-unit increase in the halal logo variable will increase the purchasing decision by 0.255 units, assuming that the product innovation (X2) and product quality (X3) variables remain constant.
3. The coefficient of the product innovation variable is 0.611, indicating that a one-unit increase in product innovation will increase the purchasing decision by 0.611 units, assuming that the halal logo (X1) and product quality (X3) variables remain constant.
4. The coefficient of the product quality variable is 0.428, meaning that a one-unit increase in product quality will increase the purchasing decision by 0.428 units, assuming that the halal logo (X1) and product innovation (X2) variables remain constant.

Hypothesis Results

Table 6. Hypothesis Results

Model	B	Std Error	Beta	t	Sig.
Halal logo	.255	.125	.145	2.043	.043
Product Innovation	.611	.140	.318	4.356	.000
Product Quality	.428	.096	.340	4.476	.000

(Source: processed SPSS output, 2023)

Based on the table above, the calculated t-value for the halal logo variable is 2.043 with a significance level of 0.043. The calculated t-value for the product innovation variable is 4.356 with a significance level 0.000. The calculated t-value for the product quality variable is 4.476 with a significance level 0.000. The critical t-value is 1.975 for a two-tailed test at a significance level of 0.05, with degrees of freedom df = n-k-1 (where n = sample size, k = number of independent variables).

Therefore for the halal logo variable, the calculated t-value (2.043) > critical t-value (1.975), and significance (0.043) < 0.05. Hence, H0 is rejected and H1 is accepted, indicating that the halal logo variable significantly affects purchasing decisions.

For the product innovation variable, the calculated t-value (4.356) > critical t-value (1.975), and significance (0.000) < 0.05. Thus, H0 is rejected and H2 is accepted, indicating that the product innovation variable significantly affects purchasing decisions.

For the product quality variable, the calculated t-value (4.476) > critical t-value (1.975), and significance (0.000) < 0.05. Therefore, H0 is rejected and H3 is accepted, indicating that the product quality variable significantly affects purchasing decisions.

4. CONCLUSION

Based on the research findings on the influence of the halal logo, product innovation, and product quality on purchasing decisions, it can be concluded that the halal logo variable significantly affects the purchasing decision of Gethuk Semar Karanganyar. The product innovation variable also significantly influences the purchasing decision of Gethuk Semar Karanganyar. Similarly, the product quality variable significantly affects the purchasing decision of Gethuk Semar Karanganyar. There are several recommendations that the author provides to stakeholders. Future research should consider adding more variables influencing purchasing decisions to obtain more diverse results and expand existing theories. Additionally, future studies should broaden their scope beyond the Soloraya region, utilize different subjects and samples, thus introducing novelty to the research. Companies are encouraged to ensure all their products are halal-certified, engage in various product innovations, and enhance product quality to improve purchasing decisions for Gethuk Semar Karanganyar products.

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