

ABSTRACT

Consuming halal products according to religious beliefs is the right of citizens guaranteed by the 1945 Constitution which is in accordance with the philosophy of Pancasila and Religion. Consuming halal products is now also a problem in the community, generally inaccuracy in checking halal labels is a problem that is often faced by the community. Today, halal products have a very large and attractive market, not only for Muslims, but also for non-Muslims.

The definition of halal has also developed. Halal products now must not only be free of pigs, but also must meet high criteria in terms of cleanliness and good for health. Even in countries where the population is not dominated by Muslims. This phenomenon is followed by the number of products that have halal labels on their products. Being the country with the largest Muslim population in the world, this phenomenon is also developing rapidly in Indonesia.

This makes producers competing to get halal certificates as an advantage of their products, including for small and medium enterprises (SMEs). Especially because the government has enacted Law No. 33 of 2014 which requires all products circulating in Indonesia to have halal certificates. Built in 1988 under the command of the Indonesian government for the Indonesian Ulema Council, the Indonesian Ulema Council for Food and Drug Management (LPPOM MUI) has full authority to issue halal certification in Indonesia. However, there are still rumors and issues regarding LPPOM MUI services.

Applicants still complain about certification rates and duration that are considered too expensive and take a long time. Therefore, this study aims to find out how much influence the inclusion of halal labels on purchasing decisions. So that SMEs can measure how much it is necessary to attach a halal label so that it can increase the number of transactions. This study uses a quantitative method with sampling using non-probability techniques, where the selection of population members uses the purposive sampling method. The population used in this study is consumers who have bought and used Wardah cosmetics, amounting to 100 respondents. Data analysis techniques in this study used simple linear regression analysis.

The research instrument used a questionnaire. This study uses SPSS version 22 tools. Based on the results of the study, the average percentage of the halal label variable (20 statement items) has a result of 76.74%, where the value is between the interpretation values > 68% - 84%

(in the continuum line) which is included in the good category, and the average percentage of the halal label variable has a result of 74.88%, where the value is between the interpretations of values > 68% - 84% (in the continuum line) included in the good category. The magnitude of the influence of the halal label on purchasing decisions at the Bandung City Culinary SMEs on the t value obtained t value of 10.253 and t table 1.984. Due to the value of t count > t table, then H0 is rejected and H1 is accepted, meaning that there is a significant influence of Halal Label Variable X on Purchasing Decision Variables. In the analysis of the coefficient of determination, the results obtained that the coefficient of determination (KD) of 51.6%. This shows that the halal label on purchasing decisions has an effect of 51.6%, while the remaining 48.4% is influenced by other variables not examined in this study.

Keywords: Halal Label, Purchase Decision, Bandung Culinary UMKM, Simple Linier Regression.