

The Influence of Halal Labels and Digital Marketing Strategies on Purchasing Decision on Colis Sakura Collagen Products

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Abstract

This study aims to examine the impact of halal labeling and digital marketing strategies on purchasing decisions in buying Colis Sakura Collagen products in the Medan Belawan area. This study implements a correlational approach and applies purposive sampling technique, one of the methods in non-probability sampling. Based on estimates using the Slovin formula, the required sample value is 1756 respondents with a margin of error of 10%, so the sample taken in this study was 95 respondents. Data analysis was conducted through multiple linear regression. The achievement of the study states whether the halal label and digital marketing strategy have a positive and significant effect on purchasing decisions for Colis Sakura collagen products. The Corrected R-squared value of 0.781 indicates that 78.1% of the variation in the dependent element can be explained by the independent element, while the remaining 21.9% is due to other aspects not examined during this study.

Keywords: Halal Labels, Digital Marketing Strategies, Purchasing Decisions

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Introduction

The rapid growth of information technology in today's digital era strongly encourages business people to keep up with the times in order to compete effectively with other companies. One very significant impact of the development of information technology is the increasing use of social media. The use of social media has become a very effective means for producers to market their products to a wide audience. Moreover, Indonesia is a country with many social network users, based on the Wearesosial survey (2021). Digital marketing strategies on colis sakura collagen products are carried out through Facebook campaigns, creating campaigns that focus on one customer problem using the marketing funnel strategy. Philip Kotler (2020) Funnel is a conceptual model that describes the customer's journey from the first stage of knowledge about a product or brand, to buying or adopting that product.

The principles of Islamic law guide marketers to develop marketing strategies that emphasize noble values of honesty. In this context, Islamic marketing must pay attention to several aspects, including providing access to consumers to obtain adequate product label information to assist them in making purchasing decisions (Kasnely, 2019). Through the inclusion of a clear halal label on a product, consumers are given the convenience of recognizing products that suit their preferences and needs. When the packaging contains the halal label and halal certification indicated, this provides confidence and satisfaction to consumers, indicating that the product has gone through a rigorous assessment process.

This factor is very influential on purchasing decisions for a product. Colis sakura collagen is a beverage supplement sourced from natural resources. collagen is in the form of a syrup-flavored powder that contains collagen, Vitamin C, Cherry Blossoms, Glutathione, and other ingredients designed to treat the skin deep into the body. Consuming collagen has equally important benefits, it will increase skin elasticity, tighten skin, and reduce wrinkles. In addition, collagen also plays a role in maintaining bone and muscle strength. But according to Farid (2023) collagen generally comes from pigs or cows. However, this is a problem factor in Indonesia because pigs are forbidden animals for Muslims and cows are prohibited for Hindus, as well as buffaloes, goats and chickens need to be slaughtered in order to get the halal aspect.

Table 1. Sales of Colis Sakura Collagen Decline in 2020 – 2022

Year	Unit	Persentase
2020	1540	Last Year
2021	1222	26%
2022	792	54%

Can be seen in Table 1. There is a decrease in sales for 2020 to 2022, this is influenced by the less convincing halal label logo on colis sakura collagen products and this problem is also influenced by digital marketing strategies that use funnel marketing strategies. However, the marketing funnel strategy used by the colis sakura collagen company in providing advertisements or providing information that does not match the facts or is exaggerated is often referred to as overclaim. Therefore, if this continues to be applied, it will affect the purchasing decision of colis sakura collagen products so that sales will continue to decline and will result in losses.

The study is based on (Santosa, 2022), which examines the influence of digital marketing, halal certificates, and product quality on the shopping decision-making process. The findings indicate that digital marketing has no significant positive effect on purchasing decisions. Similar findings were reported by (Suwardana, 2022), who examined the impact of digital marketing and customer relationship marketing on traveler decisions. This study also found no clear positive effect of digital marketing on traveler decisions. This suggests that current digital

The Influence of Halal Labels and Digital Marketing

marketing initiatives are less effective in influencing purchasing decisions and do not contribute enough to increasing sales.

Due to this fact, this situation triggers the author's curiosity about whether the halal label and digital marketing strategy are also elements that consumers take into account in the process of making product purchasing decisions. Colis sakura collagen in Medan Belawan District, Medan City, simply put, whether the halal label and digital marketing strategy are able to have a high effect on purchasing decisions for colis sakura collagen products in Medan Belawan District, Medan City. Thus the authors want to conduct this research with the thesis title, namely "The Influence of Halal Labels and Digital Marketing Strategies on Purchasing Decision on Colis Sakura Collagen Products (Case Study Kecamatan Medan Belawan)".

Research Methods

This study implements quantitative methods. Based on Sugiyono's (2019) thinking, in quantitative research, measurements are conveyed through numbers that can be processed and analyzed mathematically. Quantitative data obtained from field data collection results are then calculated and analyzed.

Population

Based on Sugiyono's (2017) thinking, population is a collection of people or objects that have certain characteristics of interest to researchers. Based on this definition, the researcher identified a relevant and unique population. For this research, the target population is 1,756 respondents.

Sampling

Sugiyono (2016) defines a sample as part of the population selected for analysis, with certain characteristics relevant to the research. The sample of this study amounted to 95 people selected based on certain criteria. The determination of the sample size was carried out using the Slovin sample, a statistical technique for determining the sample size of a particular population.

$$n = \frac{1.756}{1 + 1.756(10\%)^2}$$

$$n = \frac{1.756}{1 + 17,56}$$

$$n = \frac{1.756}{18,56}$$

$$n = 94,7$$

With a population size of 1,756 and a margin of error of 10%, the sample size (n) of 94.7 was rounded up to 95 samples.

Multiple Linear Regression Analysis Test Results

Table 2. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	4.725	1.852	
	X1	0.739	0.107	0.621
	X2	0.472	0.143	0.297

Based on the results of compiling the data with this study, the multiple linear regression equation was determined as follows:

Purchase Decision =

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 4.725 + 0.739X_1 + 0.472X_2$$

Description:

X1 = Halal Label

X2 = Digital Marketing Strategy

Y = Purchasing Decision

The constant value (a) of 4.725 shows that if X1 and X2 do not change, the value of Y is 4.725.

1. The coefficient of 0.739 shows that every increase in X1 will cause Y to increase by 0.739, assuming X2 remains constant.
2. The coefficient of 0.472 shows that any increase in X2 will cause Y to increase by 0.472, assuming X1 remains constant.

Partial Test Results (t-Test)

Table 3. Test Results t

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.725	1.852		2.552	0.012
	X1	0.739	0.107	0.621	6.887	0.000
	X2	0.472	0.143	0.297	3.294	0.001

1. The effect of Halal Label on Purchasing Decisions: The t value for the Halal Label variable (X1) is 6.887. By using the t distribution table at $\alpha/2 = 0.025$ and N-k-1 degrees of freedom, namely $95 - 2 - 1 = 92$, a t-table of 1.986 is obtained. Because the t-count (6.887) is much higher than the t-table (1.986) and the significance value (Sig.) 0.000 is smaller than 0.05, it can be concluded that the Halal Label has a significant influence on purchasing decisions.
2. The effect of Digital Marketing Strategy on Purchasing Decisions: The t-value for Digital Marketing Strategy (X2) is 3.294. Referring to the t distribution table with $\alpha/2 = 0.025$ and N-k-1 degrees of freedom, namely $95 - 2 - 1 = 92$, the t-table obtained is 1.986. Because the t-count (3.294) is greater than the t-table (1.986) and the significance value (Sig.) 0.001 is smaller than 0.05, it can be concluded that Digital Marketing Strategy also has a significant influence on purchasing decisions.

Simultaneous Test Results (Test F)

Table 4. Test Result f

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3504.887	2	1752.443	168.813	.000 ^b
	Residual	955.050	92	10.381		
	Total	4459.937	94			

Based on the SPSS output, the F-value is 168.813. By using the F distribution table at $\alpha = 0.05$ and N-k degrees of freedom, namely 93 ($95 - 2$), the F-table is 3.10. Therefore, the F-count value (168.813) is greater than the F-table (3.10) and the significance value of 0.000 is

The Influence of Halal Labels and Digital Marketing

less than 0.05, it can be concluded that there is a significant influence between the Halal Label and Digital Marketing Strategy on Purchasing Decisions.

Determination Coefficient Test Results (R²)

Table 5. Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.886 ^a	.786	.781	3.222

Based on Table 4.13 above, the R value of 0.886 or 88.6% indicates that there is a close relationship between the Halal Label and Digital Marketing Strategy on Purchasing Decisions. In the SPSS output table, the Adjusted R-squared value of 0.781 or 78.1% indicates that the independent variable (Halal Label and Digital Marketing Strategy) affects the dependent variable (purchase decision) by 78.1%. The remaining 21.9% is influenced by other factors such as product quality, price, or BPOM which also have an impact on purchasing decisions.

The Effect of Halal Label on Purchasing Decisions

The results of hypothesis testing (H1) indicate that there is a significant influence of the Halal Label variable on purchasing decisions for Colis Sakura Collagen products in Medan Belawan District. The calculation shows that the t-value of 6.887 exceeds the t-table value of 1.986, and the significance value (Sig.) of 0.000 is smaller than 0.05. This proves that the Halal Label has a significant impact on purchasing decisions for these products, so the hypothesis (H1) is accepted.

This study is consistent with a study conducted by Rika Pujiah (2020), which found that the Halal Label has a positive and significant influence on purchasing decisions for d'BestO food products in Bondes Bogor. The greater the trust in the Halal Label, the higher the purchasing decision. Based on descriptive statistical analysis, it is known that the highest average is found in the statement that I am aware of the Halal Label image on the Colis Sakura Collagen product packaging. This shows that the majority of respondents tend to feel that the Halal Label on the product is very much noticed and recognized by consumers.

Conversely, the lowest average is found in the statement that I know the Halal Label provides protection and a sense of security when buying and consuming Colis Sakura Collagen products. This shows that the majority of respondents do not feel that the Halal Label provides protection and a sense of security when buying and consuming these products.

The Effect of Digital Marketing Strategy on Purchasing Decisions

Based on the results of hypothesis testing (H2), there is a significant effect of Digital Marketing Strategy on Purchasing Decisions for Colis Sakura Collagen products in Medan Belawan District. The t-count value of 3.294 exceeds the t-table value of 1.986, and the significance value (Sig.) 0.001 is smaller than 0.05, which proves that the Digital Marketing Strategy has a significant effect on purchasing decisions for these products, so the hypothesis (H2) is accepted. This finding is in line with previous research by Acep Samsudin (2022), where the t value also shows a significant effect on product purchasing decisions at Camille Market Shopee, with a significance value of 0.05.

Based on respondents' answers to descriptive statistical analysis, the highest average was found in the statement after I saw the advertisement, there was an urge to buy Colis Sakura Collagen products. This shows that the majority of respondents feel that this advertisement is effective in influencing consumer interest and purchasing decisions. On the other hand, the lowest average was found in the statement that I feel positive feelings when I see advertisements

for Colis Sakura Collagen products. It is clear that most respondents feel that advertisements are less able to generate positive feelings.

The Effect of Halal Label and Digital Marketing Strategy on Purchasing Decisions

Based on the study results, the Halal Label and Digital Marketing Strategy have a positive and significant influence on Purchasing Decisions. This is stated by the F-count value of 168.813 along with a significance level of 0.000 ($0.000 < 0.05$), which indicates that Halal Label (X1) and Digital Marketing Strategy (X2) have a positive and significant influence on Purchasing Decisions simultaneously.

As a result, hypothesis (H3) is accepted. This finding is in line with the research of Regita et al. (2022) entitled “The Effect of Halal Label and Digital Marketing on Purchasing Decisions for Wardah Cosmetic Products (Case Study on Management Study Program Students of the Six Kendari College of Economics),” which also states that the Halal Label and Digital Marketing simultaneously have a positive and significant effect on Purchasing Decisions, so that hypothesis (H3) is accepted.

This research is also in line with Ade Dea's research (2023) entitled “The Effect of Digital Marketing and Product Halal Certification on Public Purchasing Decisions at Ilhamumtaza Jambi Business.” The results of his research state that Digital Marketing and Product Halal Certification simultaneously have a positive and significant influence on purchasing decisions. As a result, the hypothesis (H3) is accepted.

Conclusion

This study entitled “The Effect of Halal Label and Digital Marketing Strategy on Purchasing Decisions for Colis Sakura Collagen Products in Medan Belawan District” produces the summary below:

1. Halal Label (X1) has a positive and significant impact on Purchasing Decisions (Y) of Colis Sakura Collagen products (Case Study in Medan Belawan District).
2. Digital Marketing Strategy (X2) has a positive and significant impact on Purchasing Decisions (Y) of Colis Sakura Collagen products (Case Study in Medan Belawan District). Halal label (X1) and Digital Marketing Strategy (X2) simultaneously have a positive and significant influence on Purchasing Decisions for Colis Sakura Collagen products (Case Study in Medan Belawan District).

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The Influence of Halal Labels and Digital Marketing

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