



# The Effect of Product Quality, Price, and Halal Labels on HNI Products on Consumer Buying Interest in Aceh Tamiang

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## ABSTRACT

This research aims to determine the influence of product quality, price and halal labels on HNI products on consumer buying interest in Aceh Tamiang. The research method used in this research is a quantitative method. The instruments in this research use validity tests, reliability tests, classic assumption tests which include normality tests, multicollinearity tests, heteroscedasticity tests. This research was conducted on Aceh Tamiang consumers who had purchased HNI products. The data source used in this research is primary data collected directly by researchers through distributing questionnaires using two models, namely Google Form and survey techniques or direct distribution to 96 respondents. The data analysis technique used is multiple linear regression analysis with the help of data processing tools, namely the SPSS application. The results of this research show that the halal label variable has a significant effect on consumer buying interest, product quality and price do not have a significant effect on consumer buying interest in HNI products in Aceh Tamiang.

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## Introduction

Currently, many companies in Indonesia are launching herbal products that are beneficial to health. Competition in the era of globalization requires companies to compete in order to win the market. The focus of marketing is now shifting from profit to consumer satisfaction. Based on observations, HNI-HPAI products have good quality and attractive packaging, which increases consumer buying interest (Rantisah, 2023).

Price is also an important factor. Competitive prices attract consumers, while prices that are too high or low can reduce buying interest (Sukmariah, 2023). In addition, the halal label is very influential, providing a guarantee of halalness in accordance with Islamic law, which is regulated by Law No. 8 of 1999 (Silvia, 2023). HPAI, which was established in 2012, has obtained halal certification from MUI and focuses on quality halal products, including in Aceh Tamiang (HNI - Halal Network International, 2021). BC already has 150 resellers spread throughout Aceh Tamiang and the data can be seen from the following table:

**Table 1. HNI-HPAI BC Aceh Tamiang Sales Data 2021-2023**

No	Moon	Products sold		
		2021	2022	2023
1	January	Rp 260.100.000,00	Rp 525.014.000,00	Rp 702.250.000,00
2	February	Rp 235.000.000,00	Rp 515.000.000,00	Rp 700.100.000,00
3	March	Rp 210.015.000,00	Rp 522.050.000,00	Rp 700.000.000,00
4	April	Rp 206.000.000,00	Rp 538.102.120,00	Rp 728.140.000,00
5	May	Rp 90.210.014,00	Rp 416.030.000,00	Rp 750.523.000,00
6	June	Rp 98.060.000,00	Rp 410.000.000,00	Rp 767.134.000,00
7	July	Rp 130.209.130,00	Rp 450.100.000,00	Rp 780.250.000,00
8	August	Rp 147.253.000,00	Rp 420.250.000,00	Rp 763.000.000,00
9	September	Rp 165.301.210,00	Rp 460.100.000,00	Rp 795.127.000,00
10	October	Rp 179.460.000,00	Rp 465.309.000,00	Rp 837.246.000,00
11	November	Rp 202.000.000,00	Rp 487.000.000,00	Rp 855.203.000,00
12	December	Rp 210.052.000,00	Rp 576.250.000,00	Rp 1.215.014.000,00
<b>Sum</b>		Rp 2.133.660.354,00	Rp 5.785.205.120,00	Rp 9.593.987.000,00

Source: data taken based on observation and seen from the large number of members, resellers and customers of HNI-HPAI BC Aceh Tamiang (2024).

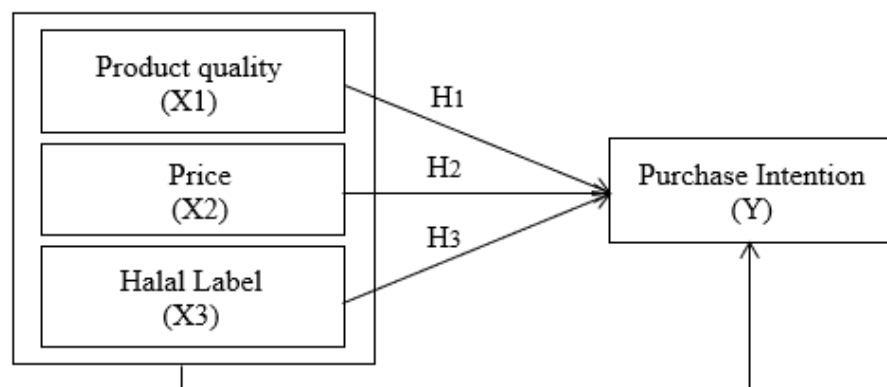
HNI-HPAI sales in 2019 and 2020 did not necessarily increase every month, influenced by quality, price, and halal labels. Muslim consumers prioritize halal certification to ensure product safety. Sukmariah said that even though the price of HNI-HPAI products is relatively expensive, consumers still choose it because of its quality and halal label. HNI is known as a manufacturer of health products in Aceh Tamiang, and despite the high price, consumers are interested because health is considered a priority. PT Herba Penawar Alwahida Indonesia (HPAI), established in 2012, focuses on quality halal products with the vision of becoming a world halal industry leader, as well as encouraging people's awareness to choose products in accordance with Islamic law (Irwany Handayani, 2022).

## Literature Review

Marketing management is an important element in supporting the success of a company. According to Sudaryono (2018), marketing is a series of activities that aim to understand consumer needs through product creation, offering, and promotion. Philip Kotler (2019) adds that marketing involves social and managerial processes, where individuals or groups meet their needs through value exchange.

Product quality, price, and halal labels are the main factors that affect consumers' decisions in purchasing products. Quality products tend to increase consumer buying interest, as revealed by Cesariana (2022), while halal labels provide assurance that the product is in accordance with Islamic law, which plays an important role in attracting the attention of Muslim consumers (Yuswohadi & Tarigan, 2019). In addition, a price that is balanced with the benefits of the product is also an important consideration. According to Philip Kotler (2019), price is the value that consumers pay, and the right price can affect the perception of product value in the eyes of consumers (Suwardi & Berliana, 2022).

Consumer buying interest, according to Anisa and Marlana (2022), is the desire to buy products after being affected by the quality and information obtained. Durianto (2019) added that buying interest often arises after consumers assess the quality of the product, and this is one of the main factors in making purchase decisions. Consumer interest in attractive products also plays an important role in triggering buying interest (Kartini, 2019). Based on the description above, the conceptual framework developed in this study is as follows:



**Figure 1. Conceptual Framework**

## Materials & Methods

The object of this research is BC HNI which is located on Jln. Medan Banda Aceh, Terban Karang Baru District, right in front of the Terban Mosque, Aceh Tamiang Regency, Aceh Province. The population in this study is 1,420 people. The sample of this study is 93 consumers of Halal Network International (HNI) products found in Halal Mart in Aceh Tamiang. Sample selection was carried out by *the Probability sampling* method.

The type of data used in this study is multiple liner regression, which is a combination of time series and cross section data.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Information:

And = Buying Interest

a = Koeficin Konstanta

$b_1, b_2, b_3$  = Regression Coefficient

X1 = Product Quality



X2 = Price  
 X3 = Label Halal  
 and = error

## Results and Discussion

**Table 2 Validity Test**  
**Product Quality Variable (X1)**

Statement	rcalculate	rtabel	Information
X1.1	0,748	0,203	Valid
X1.2	0,759	0,203	Valid
X1.3	0,803	0,203	Valid
X1.4	0,705	0,203	Valid

**Price Variable (X2)**

Statement	rcalculate	rtabel	Information
X1.1	0,777	0,203	Valid
X1.2	0,659	0,203	Valid
X1.3	0,758	0,203	Valid
X1.4	0,595	0,203	Valid

**Halal Label Variable (X3)**

Statement	rcalculate	rtabel	Information
X1.1	0,878	0,203	Valid
X1.2	0,860	0,203	Valid
X1.3	0,813	0,203	Valid
X1.4	0,848	0,203	Valid

**Consumer Buying Interest Variable (Y)**

Statement	rcalculate	rtabel	Information
X1.1	0,788	0,203	Valid
X1.2	0,711	0,203	Valid
X1.3	0,833	0,203	Valid
X1.4	0,791	0,203	Valid

Sumber: data processed



Based on table 2, the resulting  $r$  value of the table is 0.203. From the explanation above, it can be seen that the calculated value of all statements/questions in the questionnaire regarding independent variables and also dependent variables is greater than the table, thus it can be concluded that all of these statements are declared Valid.

**Table 3 Reliability Test**

Variable	Cronbach's Alpha	Information
Product Quality (X1)	0,732	Reliable
Price (x2)	0,624	Reliable
Label Halal (X3)	0,871	Reliable
Minat Beli (Y)	0,783	Reliable

Sumber: data processed

Based on the results of the reliability test shown in the table, all the variables in this study—Product Quality (X1), Price (X2), Halal Label (X3), and Consumer Buying Interest (Y)—had Cronbach's alpha value  $\geq 0.6$ . This shows that the data used in this study is considered reliable.

### Multiple Linear Regression Estimation

**Table 4 Multiple Linear Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		<i>t</i>	<i>Mr.</i>
		B	Std. Error	Beta			
1	(Constant)	4,544	1,968			2,309	0,023
	X1	0,191	0,115	0,171		1,666	0,099
	X2	0,146	0,136	0,123		1,078	0,284
	X3	0,402	0,101	0,415		3,990	0,000

a. Dependent Variable: Y

Sumber: data processed (2024)

From the equation given, it can be seen that a constant value of 4.544 indicates that if the independent variables—Product Quality (X1), Price (X2), and Halal Label (X3)—do not change, the level of Consumer Buying Interest will remain 4.544. The Product Quality Coefficient (X1) of 0.191 indicates that any increase in product quality will increase consumer buying interest by 0.191. The Price Coefficient (X2) of 0.146 indicates that each price increase



will increase consumer buying interest by 0.146. Meanwhile, the Halal Label coefficient (X3) of 0.402 shows that an increase in halal labels will increase consumer buying interest by 0.402 in Aceh Tamiang.

**Table 5 Partial Test Results (t-Test)**

Coeffisientsa				
	Model	Calculation	ttable	Mr
1	(Constant)	2,309	1,986	0,023
	X1	1,666	1,986	0,099
	X2	1,078	1,986	0,284
	X3	3,990	1,986	0,000

Sumbelr: data processed (2024)

Based on table 5, the partial test results can be explained as follows:

The results of the SPSS test show that for the Product Quality variable (X1), the t-calculated value of 1.666 is smaller than the t-table of 1.986 with a significance level of 0.99 which is greater than 0.05. A positive regression coefficient of 0.191 indicates that Product Quality has no significant effect on Consumer Buying Interest, so H1 is rejected. For the Price variable (X2), the t-calculated value of 1.078 is also smaller than the t-table of 1.986 with a significance level of 0.284 which is greater than 0.05. A positive regression coefficient of 0.146 indicates that Price has no significant effect on Consumer Buying Interest, so H2 is rejected. On the other hand, for the Halal Label variable (X3), the t-count value of 3.990 is greater than the t-table of 1.986 with a significance level of 0.000 which is less than 0.05. A positive regression coefficient of 0.402 shows that the Halal Label has a significant effect on Consumer Buying Interest, so H3 is accepted.

**Table 6 Simultaneous Test Results (Test F)**

	Model	Sum of Squares	Df	Mean Square	F	Mr.
1	Regression	173,712	3	57,904	16,185	0,000b
	Residual	318,417	89	3,578		
	Total	492,129	92			

a. Variable Dependent: Minat Beli

b. Predictors: (Constant), Halal Label, Product Quality, Price

Sumbelr: Data processed (2024)

Based on the results of the simultaneous test (F test) in the table above, it can be seen that the significant value  $< 0.05$  or  $0.000 < 0.05$ , then it can be concluded that  $H_a$  is accepted.



## Discussion

### The Effect of Product Quality on Consumer Buying Interest in HNI Products in Aceh Tamiang

The analysis shows that the regression coefficient of Product Quality is 0.191, with a tcal value of 0.961 (less than 1.986 table) and a significant value of 0.99 (greater than 0.05). This shows that Product Quality (X1) does not affect Consumer Buying Interest (Y) for HNI Products in Aceh Tamiang. Factors such as brand loyalty, focus on price, lack of consumer education, local preferences, and social influences may influence purchasing decisions more than the quality of the product itself. These findings support the results of Hernandez (2024) and Ade (2024), who also found that Product Quality is not significant to Consumer Buying Interest, although it is different from the research of Nurul (2024) and Slamet Prayogi (2019) which shows the opposite.

### The Effect of Price on Consumer Buying Interest in HNI Products in Aceh Tamiang

The analysis shows that the price regression coefficient is 0.146, with a tcal value of 1.078 (less than 1.986 in the table) and a significant value of 0.284 (greater than 0.05). This means that the Price (X2) does not affect the Consumer Buying Interest (Y) for HNI Products in Aceh Tamiang. Several factors may explain why Price has no impact, including the perception of high product value, brand loyalty, adequate revenue and purchasing power, the special needs that the product caters to, and consumer habits and cultures that prioritize health-important products. This finding is in line with the research of Puji Muniarty (2021) and Guen (2018) which also showed that Price was not significant to Consumer Buying Interest, although it was different from the results of Jonathan (2024) and Rayuwati (2022) who found a significant influence. While Price is important, other factors may further influence the buying interest of consumers in the area.

### The Effect of Halal Labels on Consumer Buying Interest in HNI Products in Aceh Tamiang

The results of the analysis showed that the regression coefficient of the Halal Label was 0.402 with a tcal of 3.990, exceeding the table of 1.986, and a significant value of 0.000, which showed a significant influence on Consumer Buying Interest (Y) on HNI Products in Aceh Tamiang. Factors supporting this influence include: the majority of the Muslim population requires halal products, halal labels provide a sense of security and trust, and are considered indicators of quality and safety. Halal labels also improve brand image and are strongly accepted in Muslim culture. These findings are consistent with the research of Hanik (2024) and Ernawati (2023), but different from Budi (2020). Respondents generally agreed that halal labels are important, emphasizing their crucial role in purchasing decisions for HNI products.

## Conclusions

Based on research on the influence of Product Quality, Price, and Halal Label on Consumer Buying Interest in HNI Products in Aceh Tamiang, it can be concluded that: 1) Product Quality has no significant effect on Consumer Buying Interest, with a tcal value of 1.666 smaller than ttable 1.986 and a significant level of 0.99 greater than 0.05. Thus, the H1 hypothesis was rejected. 2) Price also had no significant effect, with a tcount of 1.078 smaller





than a table of 1.986 and a significant level of 0.284 greater than 0.05. Thus, the H2 hypothesis was rejected. 3) Halal labels have a positive and significant effect on Consumer Buying Interest, with a tcount of 3.990 greater than ttable 1.986 and a significant level of 0.000 less than 0.05. Thus, the H3 hypothesis was accepted.

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