



## The Relationship Between Halal Labeling and Product Design on Consumer Purchase Interest (Marketing Management Literature Review)

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**Abstract:** This study aims to examine The Relationship between Halal Labeling and Product Design on Consumer Purchase Interest (marketing management literature review). In this study, researchers used descriptive qualitative methods and library research. By reviewing previous articles that are relevant to this research. The results of this study are: 1) Halal Labeling related to Consumer Purchase Interest, and 2) Product Design related to Consumer Purchase Interest.

**Keywords:** Halal Labeling, Product Design, Consumer Purchase Interest

### INTRODUCTION

Halal is one of the most important things for all humans, especially Muslims. Halal means regarding the feasibility of an item, food or product in the context of being produced or made in accordance with the provisions of the Islamic religion. Halal labels also indicate that the content contained in a product or food is free from materials prohibited by religion, for example those from pigs, carcasses, blood and animals slaughtered not according to Islamic law. With the halal label, it is a sign that the product is fit for consumption or use because it has been checked by the authorized institution.

#### Formulation of the problem

Based on the above background, the researchers determined the formulation of the problem as follows:

1. Does Halal Labeling relate to Consumer Purchase Interest ?.
2. Does Product Design relate to Consumer Purchase Interest ?.

### LITERATURE REVIEW

#### Consumer Purchase Interest

Consumer buying interest is consumer behavior that arises in response to an object that describes the customer's desire to make a purchase (Kotler & Keller, 2013). Consumer buying

interest is the stage of a consumer in determining his choice between several brands, so that in the end he makes a purchase about the most preferred product with various considerations (Pramono, 2012). Consumer buying interest is something related to consumer plans in buying a product in a certain period (Durianto & Liana, 2004). Indicators of consumer buying interest include: 1) Transactional interest; 2) Referential interest; 3) Preferential interest; and 4) exploratory interest (Ferdinand, 2014).

Consumer Purchase Interest has been studied by previous researchers, namely: (Haitao & Ali, 2022), (Gusfa et al., 2017), (Subronto et al., 2021), (Pitri et al., 2022).

### Halal Labeling

Halal label is the provision of written evidence as a guarantee of halal products with Halal writing in Arabic letters, other letters and a motor code from the Minister issued on the basis of a halal inspection from a halal inspection agency established by MUI (Ian, Alfian., 2018). Halal label indicators include: 1) Pictures, which are imitations of goods (animals, people, plants and so on) made with pencil scribbles on paper; 2) Writing, is a result of writing activities that are expected to be read; 3) Combination of pictures and writings, is a combination of pictures and writings which are made into one whole part; and 4) Sticking to the package, which is something that is attached to a package. The inclusion of halal labels must be easy to see and read and not easily removed, removed and damaged (Hendar, 2010).

Halal labeling has been researched by previous researchers, namely: (F. Saputra & Ali, 2022), (Sudiantini & Saputra, 2022), (Yassir Araffat et al., 2020), (Fardinal et al., 2022).

### Product Design

Product design is the totality of features that affect the product can be seen, felt and functioned for the customer (Kotler & Keller, 2017). Product design is a systematic approach in integrating product planning and processes that influence it, including manufacturing and support (Widodo, I, D., 2018). Product design is the development of products (goods) designed to meet consumer satisfaction (Brutou & Margaret, 2006). Product design indicators include: 1) Characteristics; 2) Quality of conformity; 3) Durable; 4) Withstand test; 5 Ease of repair; and 6) Model (Kotler, 2017).

Product Design has been studied by previous researchers, namely: (Masruhin et al., 2021), (Suharyono & Ali, 2015), (Richardo et al., 2020), (Zahran & Ali, 2020).

**Table 1. Relevant previous research**

No	Author (year)	Research results	Similarities with this article	Difference with this article
1	(F. Saputra & Mahaputra, 2022)	Relationship of Purchase Interest , Price and Purchase Decisions to IMEI Policy	Discussing about Purchase Interest	There are difference variables in Price, Purchase Decisions and IMEI Policy
2	(Al Hafizi & Ali, 2021)	Purchase Intention and Purchase Decision Model: Multi Channel Marketing and Discount on Medcom.Id Online News Portal	Discussing about Purchase Interest	There are difference variables in Halal Labeling and Purchase Decisions.
3	(Fasha et al., 2022)	Determination of Purchase Decisions Through Purchase Interest: Brand Ambassador And Brand Image (Marketing Management Literature Review)	Discussing about Purchase Interest	There are difference variables in Purchase Decisions, Brand Image and Brand Ambassador
4	(Mujahid, 2017)	Halal Labeling, Price and Celebrity Endorser on Purchase Decisions on Wardah Products	Discussing about Halal Labeling	There are difference in variables Price, Celebrity Endorser and Purchase Decisions

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5	(Hidayat, 2018)	Effect of Halal Label and Product Quality on Purchase Decision Process Brand Wardah Cosmetic Using Brand Image As an Intervening Variable ( Case Study on Facebook Fans Page Wardah C	Discussing about Halal Labeling	There are difference variables in Product Quality, Purchase Decision and Brand Image
6	(Yanti & Darwanto, 2021)	Analysis of the Effect of Halal Labeling and Digital Selling on Interest in Buying Halal Cosmetics	Discussing about Halal Labeling and Purchase Interest	There is an object of research, namely halal cosmetic products
7	(Kamilah, 2017)	The Effect of Halal Labeling and Brand Image on Purchase Decisions Through Purchase Intention	Discussing about Halal Labeling	There are difference variables in Brand Image, Purchase Decisions and Purchase Intention
8	(Suari et al., 2019)	The Influence of Product Quality and Product Design on Purchase Decisions	Discussing about Product Design	There are difference variables, namely: Product Quality and Purchase Decisions
9	(Ramadhan & Soemarsono, 2017)	Packaging Design Training for Solid Disc Product Box Types for High School Graduates and the equivalent in Tangerang Regency	Discussing about Product Design	There are locus research in Tangerang Regency
10	(Mahaputra & Saputra, 2021b)	Relationship Word of Mouth , Advertising and Product Quality to Brand Awareness	Discussing about Product Design	There are difference variables in Word of Mouth, Advertising, Product Quality and Brand Awareness

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## RESEARCH METHODS

In this study, researchers used descriptive qualitative methods and library research. By reviewing previous articles that are relevant to this research. Data collection in this study was through the Google Scholar application by searching for previous scientific articles related to this variable. In this study, theoretical studies must be used consistently and based on methodological assumptions. In the sense that it must be applied inductively so that it does not raise questions that will be asked to the researcher. Researchers conduct qualitative research, namely because of its exploratory nature (Ali, H., & Limakrisna, 2013).

## FINDINGS AND DISCUSSION

### 1. The Relationship of Halal Labeling on Consumer Purchase Interest

If the halal label can be applied and implemented properly in accordance with the indicators, namely: 1) Pictures, are imitations of goods (animals, people, plants and so on) made with pencil scribbles on paper media; 2) Writing, is a result of writing activities that are expected to be read; 3) Combination of pictures and writings, is a combination of pictures and writings which are made into one whole part; and 4) Sticking to the package, which is something that is attached to a package. The inclusion of halal labels must be easy to see and read and not easily removed, removed and damaged, so it will relate to consumer buying interest, especially for someone who is Muslim. Islam is the religion with the largest number of adherents in the world, so it is necessary to have a halal label as an indicator that the product or food is feasible and permissible to consume. Not only in Indonesia, the halal label is also owned by almost all countries in the world, with different designs and appearances but the goal is the same.

Halal Labeling is related to Consumer Purchase Interest, this is in line with research conducted by: (Darwisyah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020),

(Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021), (Ridwan et al., 2020a), (Ridwan et al., 2020b).

## 2. The Relationship of Product Design on Consumer Purchase Interest

If the product design can be applied and implemented properly in accordance with the indicators, namely: 1) Characteristics; 2) Quality of conformity; 3) Durable; 4) Withstand test; 5 Ease of repair; and 6) Model, it will relate to consumer buying interest. An attractive packaging design will make potential buyers curious, and increase the curiosity of potential buyers. Product design must also always be updated to be more varied and not boring.

Product Design is related to Consumer Purchase Interest, this is in line with research conducted by: (Mahaputra & Saputra, 2021a), (Yassir Araffat et al., 2020), (Fardinal et al., 2022), (Haitao & Ali, 2022), (Gusfa et al., 2017), (Faisal et al., 2021), (Ali et al., 2020), (Thanh Nguyen et al., 2019), (Gusfa et al., 2017), (Subronto et al., 2021), (Pitri et al., 2022).

### Conceptual Framework

Based on theoretical studies and discussions that have been discussed by researchers, the conceptual framework is determined as follows:

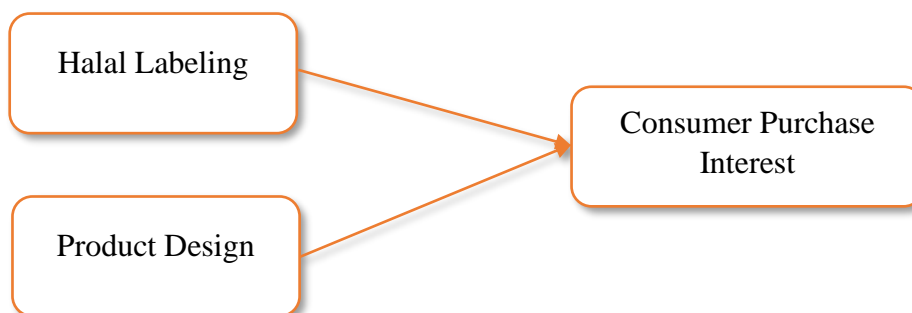


Figure 1. Conceptual Framework

Based on the relevant theoretical studies and the above discussion, then: The Relationship of Halal Labeling and Design Product related on Consumer Purchase Interest. Apart from the above variables related to Consumer Purchase Interest, there are other variables that relates, namely:

- 1) Product Quality: (F. Saputra, 2021), (Chauhan et al., 2019), (Zulkarnain & Manurung, 2020), (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ali, H., & Limakrisna, 2013), (Ilhamalimy & Ali, 2021), (D. A. Setyadi & Ali, 2017), (Nofrialdi, 2021), (E. B. Saputra et al., 2019).
- 2) Place: (F. Saputra, 2022b), (Octavia & Ali, 2017), (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021), (Hasyim & Ali, 2022), (Werita & Nofrialdi, 2021), (Desmiwerita & Saputra, 2019), (E. B. Saputra, 2022), (Hardiansyah et al., 2019), (F. Saputra & Saputra, 2021).
- 3) Service Quality: (Mahaputra & Saputra, 2021a), (Kholisoh & Ali, 2020), (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017), (Paijan & Ali, 2017), (Zulhendra & Nofrialdi, 2022).
- 4) Brand Image: (F. Saputra & Ali, 2022), (Masruhin et al., 2021), (Suharyono & Ali, 2015), (Richardo et al., 2020), (Zahran & Ali, 2020), (Yassir Araffat et al., 2020), (Fardinal et al., 2022), (Haitao & Ali, 2022), (Gusfa et al., 2017), (Nofrialdi, 2022).
- 5) Necessary: (F. Saputra, 2022a), (Darwisyah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021), (Ridwan et al., 2020a), (Ridwan et al., 2020b), (Rahmayani & Nofrialdi, 2022).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the discussion above, the researchers determined the following conclusions:

1. Halal Labeling is related to Consumer Purchase Interest.
2. Product Design is related to Consumer Purchase Interest.

### Recommendation

Based on the conclusions above, there are other factors that related to Consumer Purchase Interest, namely: Product quality, Place, Service Quality, Brand Image and Necessary.

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