

THE EFFECT OF PRODUCT LABELING AS A MODERATION OF THE INFLUENCE OF PRODUCT PACKAGING ON THE PURCHASE INTENTION OF UMKM PRODUCTS (EXPERIMENTAL STUDY)

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Article Info	ABSTRACT
Keyword: Product labeling, moderation, product packaging, purchase intention	pork fat issue in certain products circulating in Indonesia. Several products such as noodles, milk, snacks and the like were found to contain raw materials gelatin, sorting, leatin and fat derived from pork, this condition triggered unrest in the community, especially Muslims, a number of people finally held a demonstration demanding the Indonesian government to guarantee a product free from pork fat. This study uses an experimental design method with a factorial design type, as many as 120 respondent data obtained by distributing questionnaires to students of the Faculty of Economics and Business Unisla Lamongan and the data was analyzed using SPSS version 16. The results of the study showed that the higher the effect of the halal label, the higher the influence of promotion on purchasing decisions, the lower the influence of promotion on purchasing decisions, the weaker it is in shaping consumer attitudes towards advertised products.

INTRODUCTION

The issue of pork fat in certain products circulating in Indonesia, several products such as noodles, milk, snacks and the like were found to contain raw materials of gelatin, sorting, leachate and fat derived from pork, this condition triggered unrest in the community, especially Muslims, a number of people finally held a demonstration demanding the Indonesian government to guarantee a product free from pork fat.

Although the news is just a negative issue or fake news, of course this condition has an impact on sales and public trust in the products that will be consumed, then in 2024 the issue related to pork fat resurfaced on social media circulating chain messages, Actually, research related to purchase intentions has been carried out by previous studies. Among those that can be explained is the research conducted by Akim (2023). The attractiveness of this variable focuses on halal product labeling and packaging to influence sales of MSME products, the method used is quantitative research conducted in the South Cilacap sub-district with the results of halal product packaging having a significant positive

effect on sales intentions of MSME products.

It can be concluded that the factors that form purchase intention are diverse and varied. There are still raw models from various previous studies so that there is no conclusive opinion on the factors that form purchase intention. Meanwhile, if observed from previous references, the product packaging variable often appears as a variable that forms purchase intention. So in this study it is conceptualized as an independent variable that influences purchase intention,

Therefore, this study develops a new model called attitude and purchasing factors (APF) to understand how product packaging with product labeling effects can influence purchase intentions.

RESEARCH METHODS

This study uses quantitative research using experimental design. with two treatment variables, namely high product packaging and high halal product labeling effects. The hypothesis that was compiled was tested using the 2x2 method between subjects by manipulating the packaging level (high vs low) and the labeling effect (high vs low).

The method of data collection in this research is done by distributing questionnaires to students of the Faculty of Economics and Business Unisla Lamongan. The researcher uses student participants because students have the ability and way of thinking that can describe consumer behavior in real terms.

RESULTS AND DISCUSSION

1. Study 1 (the influence of high product packaging in influencing attitudes towards high purchase intentions)

The purpose of the first study was to determine the influence of high product packaging in influencing attitudes towards high purchasing intentions. The participants used in the first study were students at Lamongan College, Faculty of Economics and Business, Unisla, totaling 60 students.

- 1) Manipulation Check Test

Table 4.1 Product packaging manipulation check results

Product packaging group	Number of items	N	Mean	Standard deviation	Levene and statistics	Sig	Byein F	Group Sig
Tall	5	30	17.22	1,975	567	455	1577,852	0,000
Low	5	30	9.17	5,042				

Source: SPSS 16 Output Results

The results in table 4.1 show that participants who received high product packaging had a mean value of 17.22 with a standard deviation value of 1.975. While participants who received low product packaging had a smaller mean value of 9.17.

- 2) Data Homogeneity Test

Table 4.2 Results of Homogeneity Test of Study 1 Data

Group Packaging product	Dependent variable	Mean	Standard deviation	F	Sig
Tall	Purchase Intention	18.23	1,406	1165,038	0,000
Low		6.93	1,574		

Source: SPSS 16 Output Results

The results of the homogeneity test are shown in the standard deviation value. Based on table 4.2, the value of the ilevene statistic on the purchase intention variable is 2.403 with a significance of $127 > 0.05$.

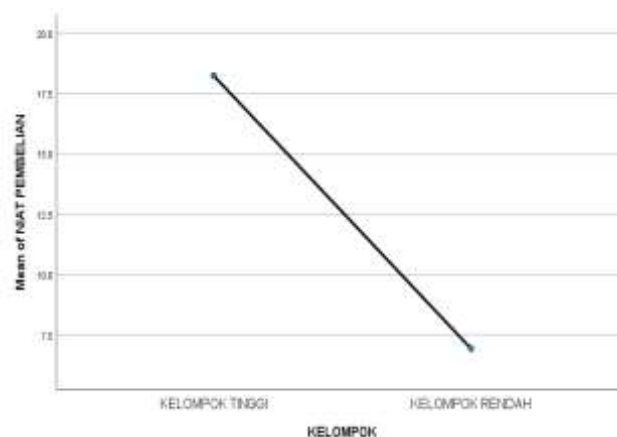
3) Testing Hypothesis One (H1)

Table 4.3 One Way ANOVA Test Results

Group Packaging product	Dependent variable	Mean	Standard deviation	F	Sig
Tall	Purchase Intention	18.23	1,406	1165,03 8	0,000
Low		6.93	1,574		

Source: SPSS 16 Output Results

The results in the table show that participants who received high product packaging had a mean value of 18.23 with a standard deviation value of 1.406. while participants who received low product packaging had a smaller mean value of 6.93. this indicates that the group of participants who were given higher product packaging stimuli showed higher purchase intentions than the group given low product packaging stimuli treatment. (H1 is supported).



Source: SPSS 16 Output Results

Figure 4.1 The influence of product packaging on purchase intentions

Figure 4.1 shows the negative slope for the influence of product packaging on purchase intentions. This means that individuals who are given lower product packaging treatment are lower than individuals who are given high product packaging treatment.

2. Study 2 (halal labeling as a moderator of product packaging)

The purpose of the second study was to determine the effect of halal labeling as a moderator of product packaging. The participants used in the second study were students at Lamongan College, Faculty of Economics and Business, Unisla, totaling 120 students.

1) Manipulation Check Test

Table 4.4 Results of Halal Labeling Manipulation Check

Group Halal Labeling	Number of items	N	Mean	Standard deviation	Leaven statistics	Sig	Between F	Group Sig
Tall	5	30	15.40	3,426	4,630	036	1,903,667	0,000
Low	5	30	10.98	5,441				

Source: SPSS 16 Output Results

The results in the table show that participants who received high halal labeling had a mean value of 15.40 with a standard deviation value of 3.426. While participants who received low Halal Labeling had a smaller mean value of 10.98.

2) Data Homogeneity Test

Table 4.5 Results of Homogeneity Test of Study 2 Data

Product packaging group	Dependent variable	Standard deviation	Levene statistics	Sig
Tall	Purchase Intention	1,163	2,403	127
Low		1,501		

Source: SPSS 16 Output Results

The results of the homogeneity test are shown in the standard deviation value which is homogeneous. Based on table 4.5, the Levene statistic value for the purchase intention variable is 2.403 with a significance of $127 > 0.05$.

3) Hypothesis Two Testing (H2)

Table 4.6 Two Way ANOVA Test Results

Packaging Products	Halal Labeling	Mean	Sig
Tall	Tall	18.23	0,000
	Low	16.20	
Low	Tall	12.57	5.77
	Low	5.77	
Total product packaging	Tall	3,080	2,197
	Low	2,197	
Total product benefits	Tall	15.40	10.98
	Low	10.98	

Source: SPSS 16 Output Results

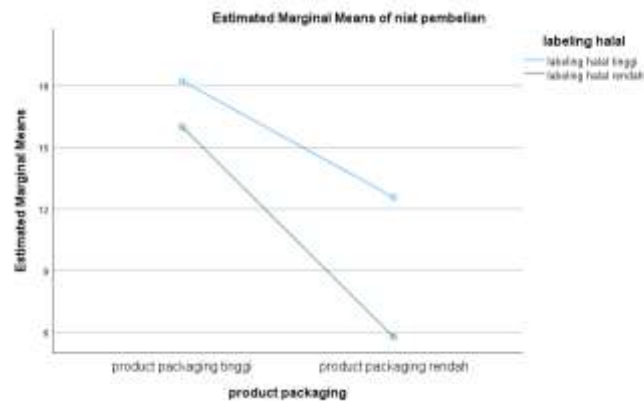
Based on the results of the study shown in the table, the mean value in the group given high product packaging and halal labeling was 18.23 and in low product packaging was 16.20. While the mean value in the group given low product packaging and high halal labeling was 12.57 and in low halal labeling was 5.77. This indicates that the group of participants given high product packaging and high halal labeling showed higher Purchase Intentions than the group given low halal labeling. Higher mean values were seen in the group given high halal labeling stimuli.

Table 4.7 Results of the Interaction Test (Between-Subject Effects)

Interaction	F	Sig
Packaging product	691,433	.000
Labeling Halal	223,178	.000
<u>p a c * h a l</u>	<u>57,037</u>	<u>.000</u>

Source: SPSS 16 Output Results

The test results in Table 4.7 show that product packaging has an influence on Purchase Intention as indicated by the calculated F value of 691.433 with a significance level of 0.000 <0.05.



Source: SPSS 16 Output Results

Figure 4.2 Two-study test interaction

It can be concluded that when receiving a product that has high halal labeling, the influence of product packaging on purchasing intentions becomes higher than products with low halal labeling.

CONCLUSION

From the results of the study entitled "The Effect of Product Labeling as a Moderator of the Influence of Product Packaging on Purchase Intentions of MSME Products (Experimental Study)". It can be concluded that Product Packaging has an influence on consumer Purchase Intentions. The results of the study showed that high halal labeling resulted in a higher level of purchase intention than low halal labeling, indicating that the perception of product packaging is still an important factor in shaping consumer attitudes.

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