

# Pandalungan Consumers Decision Making on Purchasing Culinary Product: An Experimental Study on Price, Halal and Eco-Friendly Label

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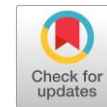
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## ABSTRACT

This study aims to analyze the considerations of consumers with Pandalungan cultural backgrounds in buying culinary products, especially during the covid-19 pandemic. The pandemic has made people more selective in choosing healthy and affordable culinary products. Halal and eco-friendly labels on any products are viewed as a guarantee of good quality. Based on the attribution theory, purchasing decisions are determined by several factors. By conducting a 2x2x2 factorial experiment (price, halal, and eco-friendly label) involving 304 participants from the Pandalungan community, this study found that price and halal label influence Pandalungan consumers in purchasing culinary products, whereas eco-friendly labels have no effect. Thus, this study shows that Pandalungan consumers should increase their awareness about eco-friendly products, not only products with halal labels and low prices. A significant contribution of this study lies in its ability to shed light on the pressing need for heightened eco-consciousness within the Pandalungan consumer base. While Halal certifications and competitive pricing continue to hold sway in their decision-making processes, the study underscores the imperative of expanding their awareness and consideration of eco-friendly products. Such a holistic perspective is not only vital in the context of the Covid-19 pandemic but also resonates with broader sustainability concerns and the evolving landscape of consumer preferences, offering valuable insights for both scholars and practitioners in the field of consumer behavior.



## KEYWORDS

Consumer Decision Making  
Purchasing Product  
Culinary



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## Introduction

The Covid-19 pandemic significantly impacted the sustainability of all economic sectors, including Micro, Small and Medium Enterprises (MSMEs). Based on a survey by the Ministry of Cooperatives and SMEs (2021), as many as 78% of MSMEs have experienced a decrease in turnovers, with the type of business most affected by the Covid-19 pandemic being the culinary business with a percentage of 43.09% (Berita Satu, 2020). However, as information from the Ministry of Cooperatives and SMEs (2021) indicates, the culinary business remains the top choice for MSME players. It is one of the sectors whose numbers have increased by 55% from the previous year. The information indicates that the increasing number of MSMEs has not been followed by the growth of its profitability. Hence, efforts are still needed to direct the business sector to grow. The increasing number of MSMEs in the difficult conditions experienced due to the Covid-19 pandemic has created increasingly fierce business competition. Therefore, MSMEs must develop more creative and innovative marketing strategies. Apart from MSMEs, the community is also experiencing economic difficulties, thus reducing spending or shopping costs for daily needs. It pushes them to be more selective in making purchasing decisions. Generally, the most essential factor in a consumer's decision to buy a product or service is the price offered (Anwar & Satrio, 2015). Human choices and tastes are constructed by individual personality and factors from the surrounding environment. It raises other factors, besides product prices, as the primary consideration.

There is a health factor in choosing the type of food purchased outside (Wachyuni & Wiweka, 2020). Food safety and quality assurance are major concerns when consumers buy a product. Considering that the public health condition is a looming threat of the Covid-19 Virus, the public will be more vigilant in consuming food products.

Nowadays, many people base their trust in a food product on the presence of a halal label (Yusuf *et al.*, 2019). Some researchers say that halal certification is crucial for the sustainability of MSMEs. Ali & Suleiman (2016) stated that halal standards affect the sustainability of production results. It is relevant to the statement made by the Ministry of Trade (2015), which explained that a halal label is a must on a product as a form of guarantee and protection for consumers and provides assurance of quality. The halal label can also guarantee the public transparency on the production process and the materials used (Ahmed *et al.*, 2019). The public's perception of products with the halal label is a product that is more environmentally friendly/eco-friendly products (Bux *et al.*, 2022). Environmentally friendly products, including green products, are defined as products with safe components that do not cause damage to the environment or its resources and do not pollute nature (Dianti & Paramita, 2021). Being categorized as an environmentally friendly product is an attribute that also influences consumer buying interest (Samsudin *et al.*, 2021).

The consumer's decision to buy a product is based on attribution theory which explains the determinants of the occurrence of an event. During the Covid-19 pandemic, consumers must be more considerate of low prices, halal and eco-friendly products. Alfian & Marpaung (2017) revealed that prices and halal labels influence people's buying decisions. Similarly, Nasution (2018) also revealed that the halal label influences people's purchasing decisions. Research by Pinem *et al.* (2018) also reports that environmentally friendly labels affect 98% of consumer buying decisions. Therefore, this study will examine these three factors in the purchase decisions of the Pandalungan community in East Java. This is because the Pandalungan community still has high religious presence with most of them practicing Islam (Prasetyo, 2021). In addition, consumer interest in buying halal and/ or eco-friendly products are determined by attitudes and trust that are built from their environmental culture. So, in efforts to develop the local economy such as culinary MSMEs, it is very important to identify the needs and desires of consumers by considering cultural factors. This study makes a substantial contribution by providing empirical evidence that advocates for a broader awareness and adoption of eco-friendly culinary products among the Pandalungan consumer base. It advocates for a paradigm shift towards a more holistic approach to consumption, emphasizing sustainability alongside traditional considerations of quality and affordability. This nuanced perspective is essential in navigating the evolving landscape of consumer preferences, particularly in the milieu of persistent global challenges such as the ongoing Covid-19 pandemic.

## Literature Review

### *Attribution Theory*

The attribution theory used in this study is a theory that explains human behavior and what determines the occurrence of an event (Romadhon & Diamastuti, 2020). There are three models of the attribution process. Samsuar (2019) explained one of Kelley's attribution process models, namely the causal attribution theory, which focuses on the possible causes of behavior influenced by internal or external factors. Maretaniandini *et al.* (2023) explained that internal factors originate within each individual's personality, while external factors originate from external conditions such as government regulations, environmental conditions, and so on. In consumer behavior, attribution theory becomes the foundation that shows some factors influencing consumer decisions in buying a product. In this case, the main factor that causes consumer behavior in purchasing products is environmental conditions, namely the Covid-19 pandemic.

### ***Product Price***

Price is defined as the agreed value as a condition of exchange in a purchase transaction (Satria, 2017). Price is the amount of money needed to obtain specific goods or services following the quality and benefits provided by the product (Setyo, 2017). The price of a product is influenced by the cost of production, which consists of all the sacrifices made by producers to produce the product (Purwanto, 2020). Zulkarnaen & Amin (2018) stated that price is an element of strategy for marketing managers to be able to control consumer purchasing power. It can be concluded that price is a value agreed in a sale and purchase transaction, which is determined based on the quality and benefits of the product as well as the cost of production.

### ***Halal Label***

The label is a part of product packaging in the form of verbal information about the product (Setianingrum & Sanjaya, 2021). One label often sought for in Muslim-majority countries, such as Indonesia, is the halal label. The halal label is a sign or written evidence as a form of guarantee for halal products in the form of halal writing in Arabic letters or others, as well as motor code issued by the Minister (Alfian & Marpaung, 2017). Halal labels on food products are issued by the Indonesian Ulama Council Research Institute for Food, Drugs and Cosmetics (LPPOM MUI). LPPOM MUI is an institution tasked with researching, studying, analyzing and deciding whether food products and their derivatives, medicines and cosmetics are safe for consumption from a health standpoint and an Islamic perspective (Khanifa *et al.*, 2020). The halal label's application is to protect Muslim consumers from ingredients that are unlawful to consume according to religion. The halal label is placed in hopes that the Muslim community feels safe and comfortable consuming said products.

### ***Eco-friendly Label***

Increasing public awareness of the impact caused by companies' business activities on the environment has also increased consumer demand for eco-friendly products. Environmentally friendly products, also known as green products, are defined as products containing safe, non-toxic, recyclable components and using environmentally friendly packaging to reduce the negative impact of product consumption on the environment (Melander, 2017). To meet consumers' needs and desires for environmentally friendly products, as well as a form of responsibility to the environment, companies carry out green marketing or marketing of environmentally friendly products (Dangelico & Vocalelli, 2017). One form of responsibility from producers to consumers is to label environmentally friendly products (eco-labeling). Ecolabelling can be in the form of statements, symbols/symbols, or graphics on a product label on the packaging, product literature, technical bulletins, advertisements, or publications. This label is useful for providing information to consumers about the components of the product, its packaging, and the environment in which the product is made.

### ***Pandalungan Community***

Culturally, "Pandalungan community" is a term for a hybrid society, a community of new cultures that occurs due to the mixing of two dominant cultures. The symbolic-cultural understanding of the word Pandalungan is an area that accommodates various ethnic groups with various cultural backgrounds, which then gives birth to a new cultural typology that takes the cultural elements that shape it. The Pandalungan cultural area refers to an area in the northern coastal region and the eastern part of East Java Province where the majority of the population has a Madurese cultural background. In the context of the "Tapal Kuda" (horseshoe) area of East Java, Pandalungan culture is a mixture of two dominant cultures, namely Javanese and Madurese.

Based on people's daily behavior and the acculturation of cultural differences, the people of Pandalungan are very accommodating and respect differences. Social ethics such as manners and politeness of the Pandalungan people are rooted in the values carried by the two underlying cultures, namely Javanese and Madurese culture. In subsequent developments, Pandalungan culture is rich with religious nuances.

This happens because in this region the *ulama* and *kiai* are not only role models, but also figures who has strong roots in several political forces (Prasetyo, 2021).

## Hypothesis Development

### *Consumer Decisions with Price Tags*

The price of a product or service is one of the most important factors in helping consumers to make purchase decisions. Anwar & Satrio (2015) stated that the price of a product depends on the ability to negotiate between the seller and the buyer to obtain an agreed price, in which initially the seller sets a high price and the buyer will bid at a low price. In a competitive market, the price of a product is determined based on the market demand and supply. Prices that are affordable and commensurate with the value of the benefits tend to be the people's choice. If these statements are connected to attribution theory, it can be concluded that price is an external factor influencing consumer buying decisions. This statement is supported by the results of research by Alfian & Marpaung (2017), which show that price influences purchasing decisions.

H1. The consumer's decision to buy Pandalungan MSME culinary products with a cheaper price tag is higher than that with an expensive price tag.

### *Consumer Decision with Halal Label*

Indonesian people who are predominantly Muslim, especially the Pandalungan people, have higher awareness and understanding of the importance of consuming halal food or drinks. In addition to religious practice, halal food is guaranteed good health quality. It is one of the reasons foods with a halal label is more in demand by consumers. Several previous studies tested the effect of using halal labels on consumer interest in buying culinary products, including research by Nugraha *et al.* (2017) dan Nurhasanah *et al.* (2017). The results of the studies indicate that the use of the halal label has a positive effect on consumer interest in buying food products.

H2. The consumer's decision to buy Pandalungan MSME culinary products with a halal label is higher than that without a halal label.

## Research Method

This study uses a laboratory experiment method, which is set in an artificial environment where the researcher can provide a stimulus to prove the causal relationship between the variables studied (Boniface, 2019). Participants in this study were consumers of MSME products in the culinary sector in the Tapal Kuda area with Pandalungan cultural background. They live in the Tapal Kuda area, such as Jember, Bondowoso, Situbondo, Lumajang, Probolinggo, and Pasuruan.

The experiment instrument was formulated by conducting a focus group discussion (FGD) with practitioners in eco-friendly and halal-certified products. The practitioners in question include the Indonesian Consumers Foundation (YLKI), the Indonesian Ulama Council (MUI), and the Ministry of Cooperatives and SMEs. Experiment instrument design also involves a system designer. The stimulus provided is in the form of a video as the main part of the experiment instrument, with the aim that the stimulus can be given consistently and is attractive to participants. Then a pilot test was carried out in the form of an experimental design trial to ensure that the participants could understand the stimulus provided by the researcher.

The experiment design used was 2x2x2 between subjects, with the factorials studied being eco-friendly products, halal labels, and product prices. The first factor, eco-friendly products, was manipulated into two levels, namely products that disclose eco-friendly product information and products that are not eco-friendly. The second factor, the halal label, was manipulated into two levels: products with a halal label and those without a halal label. The third factor, product prices, was manipulated into two levels, namely expensive product prices and cheap product prices. The dependent variable in this study is the consumer's

decision to buy MSME culinary products. The decision to buy a product is measured by answers using a Likert scale of 1-7.

To test differences in consumer decisions in buying products with consideration to price, halal labels, and eco-friendly labels are given using the 2x2x2 ANOVA test. The first test was carried out on hypotheses 1, 2 and 3 to test the main effect, namely the influence of the independent variable on the dependent variable at all levels of the dependent variable. This main effect is tested on rows and columns without looking at each cell. Hypothesis 1 tests the main effect on price tags (cells 1, 2, 3, 4 compared to cells 5, 6, 7, 8). Hypothesis 2 tests the main effect on the halal label (cells 1, 3, 5, 7 compared to cells 2, 4, 6, 8). Hypothesis 3 tests the main effect on the eco-friendly label (Cells 1, 2, 5, 6 compared to cells 3, 4, 7, 8). The experimental group related to the main effect test is explained in Table 1. The second test is carried out for hypothesis 4 by testing the interaction effect between all independent variables, namely price, halal label, and eco-friendly label.

**Table 1.** Distribution of Experimental Groups

	Cheap Product Prices		Expensive Product Prices		
	Halal label	Non-Halal	Halal label	Non-Halal	
<i>Eco-friendly</i>	Cell 1	Cell 2	<i>Eco-friendly</i>	Cell 5	Cell 6
<i>Non-Eco-friendly</i>	Cell 3	Cell 4	<i>Non-Eco-friendly</i>	Cell 7	Cell 8

Source: Primary Data Processed (2022)

## Results and Discussion

Three hundred four participants said they were willing to be experiment participants and passed the manipulation check. Table 2 shows the number of participants based on the cell studied.

**Table 2.** Number of Participants Based on Experimental Cells

Cell	Price Label	Halal Label	<i>Eco-friendly</i> Label	Total Participant
1	Expensive	Present	Present	37
2	Expensive	Present	Absent	41
3	Expensive	Absent	Present	37
4	Expensive	Absent	Absent	38
5	Cheap	Present	Present	35
6	Cheap	Present	Absent	40
7	Cheap	Absent	Present	36
8	Cheap	Absent	Absent	40
Number of Participants				304

Source: Primary Data Processed (2022)

The placement of the participants into each cell group was done randomly and ignored demographic characteristics. A randomization test was carried out using chi-square to ensure that the difference in the decision to purchase Pandalungan MSME culinary products is not due to differences in demographic characteristics. Table 3 shows the results of the randomization test.

**Table 3.** Randomization Test Results

No.	Demography Data	Pearson $\chi^2$	Sig.
1	Gender	11.708	0.111
2	Domicile	14.544	0.042
3	Monthly Expenditure	20.300	0.502

Source: Primary Data Processed (2022)

Then descriptive statistical tests were performed, normality and homogeneity tests. Table 4 shows descriptive statistics. Most participants are in cell 2 (expensive, there is a halal label, and there is no halal

label). Furthermore, cell 6 (cheap, has a halal label, no eco-friendly label) and 8 (cheap, no halal label, no eco-friendly label) have the same number of participants and the difference in the number of participants with cell 2 is minimal. Then the use of the ANOVA statistical test tool has the conditions for fulfilling several assumptions: observations between subjects are independent, the variance of observations in cell data is the same (homogeneity of variance), and the data is normally distributed (Gudono, 2017).

Experiments in this study were carried out by observing between subjects 2x2x2, in which each participant in one research cell differed from others. The first assumption requirement, observation between independent subjects, is met in this case. Then the homogeneity test was carried out with Levene's Test, which showed a significance level of  $p > 0.05$ , which means that the variance of the observations is homogeneous, so it fulfills the second assumption requirement. Finally, the results of the normality test show that the data is normally distributed.

**Table 4.** Descriptive Statistics

Cell	Price Label	Halal Label	Eco-friendly Label	N	Min	Max	Mean	Std. Dev
1	Expensive	Present	Present	37	1	7	4.43	1.425
2	Expensive	Present	Absent	41	2	7	4.54	1.227
3	Expensive	Absent	Present	37	3	6	4.41	0.985
4	Expensive	Absent	Absent	38	1	7	4.05	1.451
5	Cheap	Present	Present	35	4	7	5.49	1.067
6	Cheap	Present	Absent	40	3	7	5.35	1.027
7	Cheap	Absent	Present	36	3	7	5.17	1.108
8	Cheap	Absent	Absent	40	2	7	4.60	1.257
Valid N (listwise)				35				

Source: Primary Data Processed (2022)

Hypothesis testing was carried out using a three-way ANOVA test with the independent variables price label, halal label, and eco-friendly label. Table 5 shows the test results.

**Table 5.** Three-Way ANOVA Test of Price Variables, Halal Labels, and Eco-friendly Labels

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	68.964 <sup>a</sup>	7	9.852	6.773	0.000
Intercept	6850.660	1	6850.660	4709.968	0.000
Price	47.761	1	47.761	32.836	0.000
Halal	11.826	1	11.826	8.130	0.005
Eco	4.284	1	4.284	2.945	0.087
Price * Halal	1.475	1	1.475	1.014	0.315
Price * Eco	0.975	1	0.975	0.671	0.414
Price * Halal * Eco	3.734	1	3.734	2.567	0.110
Price * Halal * Eco	0.003	1	0.003	0.002	0.963
Error	430.533	296	1.455		
Total	7349.000	304			
Corrected Total	499.497	303			

a. R Squared = 0.138 (Adjusted R Squared = 0.118)

Source: Primary Data Processed (2022)

### Consumer Decisions with Price Tags

Table 5 shows the significance value of the price variable of 0.000 ( $p < 0.05$ ). It shows that the price tag significantly affects consumer decisions with Pandalungan culture in buying MSME culinary products, so hypothesis 1 is supported. This finding is in line with the result of Alfian & Marpaung (2017), showing that price affects buying decisions. Furthermore, it is formulated from Table 4 that cells with



cheap price tag (cells 5, 6, 7, and 8) show a higher average of 5.15 compared to cells with expensive price tag (cells 1, 2, 3, and 4), which is 4.36. It shows that consumers prefer cheap culinary products over expensive culinary products. Economic difficulties due to the Covid-19 pandemic are one of the factors that consumers prefer cheaper products.

#### ***Consumer Decisions with Halal Label***

The results of the three-way ANOVA test on the halal label variable obtained a significance value of 0.005 ( $p < 0.05$ ), as shown in Table 5. It means that hypothesis 2 is accepted. This finding supports the finding of Nasution (2018), indicating that halal labels can influence consumer decisions to buy a product with an influence percentage of 54.1%. The results of the calculations refer to Table 4 that the cells with halal label (cells 1, 2, 5, and 6) show a higher average of 4.95 compared to cells with expensive price tag (cells 3, 4, 7, and 8) with 4.56. Therefore, it can be concluded that consumers prefer culinary products that have a halal label compared to culinary products that do not have a halal label.

#### ***Consumer Decisions with Eco-friendly Labels***

The significance value of the eco-friendly label in the One-Way ANOVA test results on the Eco-friendly label variable shown in Table 5 is 0.087 ( $p > 0.05$ ), so hypothesis 3 is rejected. This result contradicts the research of D'Souza *et al.* (2021), which states that ecolabel information influences consumer decision-making. The eco-friendly label does not affect consumer decisions with Pandalungan culture in buying MSME products in the culinary sector. It shows that most consumers within the Pandalungan cultural backgrounds are unaware of environmentally friendly products. Eco-friendly labels are not one of the consumer considerations in making decisions to buy MSME culinary products.

#### ***Interaction of Price, Halal Label, and Eco-friendly Label***

Table 5 reports the Three-Way ANOVA test result in analyzing the interaction effect of price variables, halal labels, and eco-friendly labels. All the independent variables tested simultaneously produced a significance value of 0.963 ( $p > 0.05$ ). It shows that all independent variables have no interaction effect on the dependent variable, so hypothesis 4 is not supported. The results of this study confirm the attribution theory that the factors influencing the Pandalungan community's decision to buy MSME culinary products are prices and halal labels. Meanwhile, the eco-friendly label has no effect, so the interaction of the three factors is not significant to the buying decision of the Pandalungan people. The results of this study are not in line with Raziqi's research (2022), which shows significant results on the simultaneous effect of price, halal labels, and product quality on consumer buying decisions. It can happen because the eco-friendly label cannot be represented by product quality.

### **Conclusion**

Prices and halal labels on a product influence consumers' decisions in the Pandalungan culture background in buying MSME culinary products. Meanwhile, the eco-friendly label in MSME culinary products does not affect buying decisions. It means that consumers in the Pandalungan cultural background do not yet understand environmentally friendly products. The interaction between price, the halal label, and the eco-friendly label does not affect the buying decision of consumers with Pandalungan culture background. This research can contribute to MSMEs to better understand consumer preferences in buying culinary products, so that MSMEs can develop products according to consumer preferences and develop marketing strategies that are right on target. The limitation in this study is the measurement of the dependent variable, measured by just one question using a Likert scale of 1-7. This measurement is good because participants' decisions can be seen directly to the point; however, it cannot show consumer considerations before purchasing decisions.

In terms of its contributions, this study offers valuable insights that hold implications for both scholars and practitioners in the field of consumer behavior, particularly within multicultural contexts and during times of crisis such as the ongoing Covid-19 pandemic. Furthermore, it highlights the imperative for

Pandalungan consumers to broaden their awareness and engagement with eco-friendly product alternatives, transcending their preoccupation with products bearing Halal certifications and competitive pricing. This call for heightened ecological consciousness underscores the evolving landscape of consumer preferences and consumption patterns, underscoring the necessity for multifaceted considerations beyond traditional markers of quality and affordability. Ultimately, this study furnishes a comprehensive perspective on the complex interplay of factors influencing the culinary product choices of Pandalungan consumers, thereby contributing to a more nuanced understanding of consumer behavior in a culturally diverse and challenging global environment.

Further research is suggested to re-elaborate the dependent variable with several questions to show consumer consideration in purchasing decisions. It can also be conducted on participants with different cultural characteristics because cultural differences may influence consumer behavior in buying a product. In addition, the research instrument uses MSME culinary products which are very popular with consumers in the region.

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