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**THE INFLUENCE OF HALAL LABELS AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS OF FOOD AND BEVERAGE PRODUCTS ON THE SHOPEE ONLINE SITE****Muhamammad Abdul Rosyid<sup>1</sup>****Institut Pesantren KH. Abdul Chalim, Mojokerto, Indonesia**[mabdrosyid77@gmail.com](mailto:mabdrosyid77@gmail.com)**Muhammad Mujtaba Mitra Zuana<sup>2</sup>****Institut Pesantren KH. Abdul Chalim, Mojokerto, Indonesia**[mujtaba.mitrazuana@ikhac.ac.id](mailto:mujtaba.mitrazuana@ikhac.ac.id)**Muawanah****Institut Pesantren KH. Abdul Chalim, Mojokerto, Indonesia**[anadarto54@gmail.com](mailto:anadarto54@gmail.com)

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**Abstract**

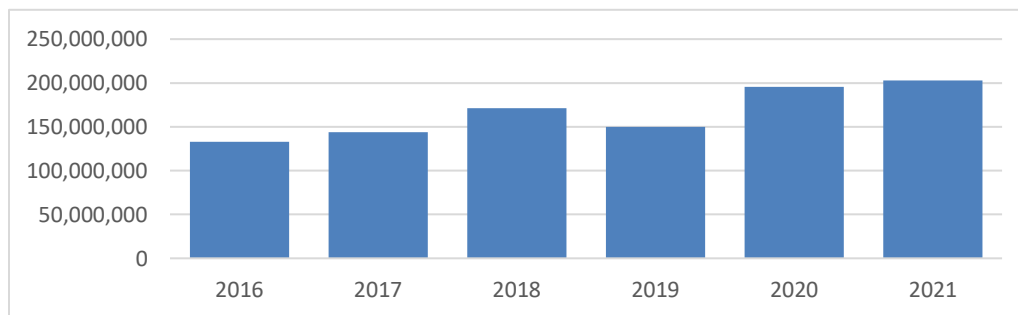
E-commerce is a new concept that can be used as a process of buying and selling goods or services. Shopee is one of the e-commerce companies whose users are increasing every year. The use of the Shopee application is in great demand through sharing circles, especially among students. In buying a product, halal labels and information about the product are very important with the existence of electronic word of mouth as an information medium usually a consideration for deciding to buy the product. The purpose of this study is to prove that there is an influence of halal labels and electronic words of mouth partially and simultaneously on purchasing decisions in students of the Faculty of Sharia. This type of research is quantitative research with the survey method. The data used in this study are primary data and also secondary data. Data collection is carried out using the questionnaire method. The number of populations in this study is not known exactly the number, the sample used in this study amounted to 82 respondents. The analysis technique used in this study is a multiple linear regression analysis technique. Halal labels and electronic word of mouth simultaneously have a positive and significant effect on purchasing decisions for food and beverage products on the Shopee online site. This is indicated by a calculated F value of 59.149 and a table F value of 3.11. The significance value is  $< 0.001$ . The value indicates that the calculated F value  $> F$  of the table and the significance value of the  $< 0.05$ .

**Keywords:** Halal Label, Electronic Word of Mouth, Purchase Decision



## INTRODUCTION

In this digital era, internet progress is growing so rapidly that it has become a primary need. With the internet, the process of transmitting data becomes easier, faster, and more extensive. At first, the internet was only used as a medium for obtaining data such as browsing or surfing, until it coincided with the growth of the digital era, and internet usage continued to expand. People use the internet not only for browsing or surfing but also for chatting, mailing, or social media (Facebook, Instagram, Path, YouTube). The Internet can change human lifestyle patterns and lifestyles in terms of communication, data sharing, or social lifestyle, moreover, the Internet can change human trade patterns or economic transactions from conventional economics to digital economies (Kurniawati, 2019). This can be seen from the diagram below:



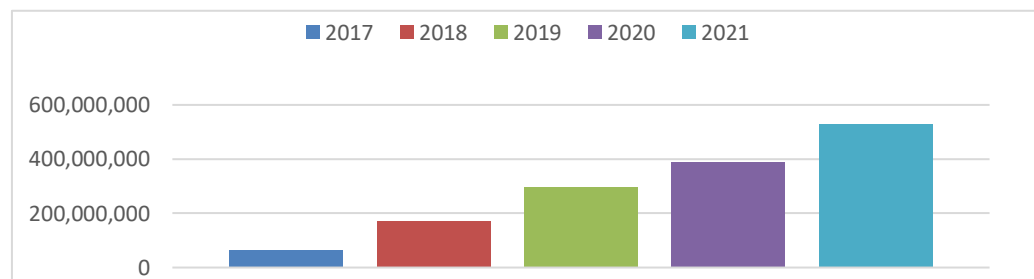
**Figure 1**  
**Internet User Data in Indonesia**  
Source: <https://lokadata.beritagar.id> (2021)

In 2016 the number of internet users in Indonesia was 132.7 million people, in 2017 there were 143.3 million internet users, in 2018 there were 171.2 million internet users, in 2019 internet users decreased from the previous year which amounted to 150 million, In 2020 there was an increase of 195.4 million internet users from the total population of Indonesia in 2020 of approximately 273.5



million people (Lokadata, 2021). Meanwhile, in 2021 internet users will increase to 202.6 million people (Databoks, 2022), internet users in Indonesia in the 2022-2023 period reached 215.63 million people (Finaka, 2023). The digital economy continues to develop in the country, especially as Indonesia is considered to have great capabilities because the level of penetration of Internet users continues to increase. The Indonesian government targets that Indonesia will become the largest digital economic power in ASEAN by 2020 with a projected value of e-commerce transactions reaching 130 million USD (Waras, 2018). E-commerce is permitted in Islam provided that there are no factors of *riba'*, *gharar*, or *maisir* (Kurniawati, 2019). Shopee is an e-commerce company under the auspices of Garena (changed name to SEA group), an internet company in Southeast Asia. Shopee was formally introduced in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. Shopee Indonesia is experiencing very rapid development, especially to the point that the application has been downloaded by more than 100 million users. Currently, PT Shopee International Indonesia has successfully become the Indonesian internet industry with the most visitor data increasing every year from 2017 to 2021. (Brenda R. Leonardo, 2021).

**Figure 2**



**Number of Shopee E-Commerce Visitor Data in Indonesia in 2017-2021**

Source: <https://iprice.co.id>(2021)



From data collected from iprice.co.id or a website that provides development data on e-commerce visitors in Indonesia, namely Shopee, it can be analyzed that e-commerce visitors have increased from the 2017-2021 period. In 2017 there were 64,999,000 visitors, 2018 there were 171,914,100 visitors, 2019 there were 294,638,600 visitors, 2020 there were 390,826,700 visitors, 2021 there were 527,556,700 visitors (iprice, nd), 2022 there will 1,958,000,000 visitors, 2023 there will be 1,345,500,000 visitors (Bard, 2023). In 2017, the number of visitors was the lowest compared to the following year, as the era progressed, the increase in Shopee e-commerce visitors can be seen in 2018, which had an increase of approximately 60% from 2017. From the data above, it can be concluded that e-commerce has an important role in economic development. digital in Indonesia. The government also supports the development of the digital economy through e-commerce and in 2020 the government targets Indonesia to become the largest digital economic power in ASEAN by 2020 with a projected value of e-commerce transactions reaching 130 million USD. In the data above, consumer interest in visiting the Shopee e-commerce site is based on several things including product quality, halal labels, word-of-mouth promotion directly or digitally, and so on.

A product is something that can be offered in the market to attract attention, acquisition, use or consumption that can satisfy a want or need. Products include tangible objects, services, activities, people, places, organizations, ideas, or more recently these entities (Philip Kotler, 2008). When purchasing a food and beverage product, a smart consumer will always consider the halal aspect of the product. The halal level of a product can be seen from the halal label which has been tested by the Indonesian Ulema Council (MUI). Halal labeling aims to meet universal market (consumer) demands. So if these demands



can be met, economically Indonesian business people will be able to host the products they market. Another very basic goal is to protect the faith of consumers, especially those who are Muslim (Dwi Edi Wibowo, 2018). Head of the Center for Halal Registration and Certification at BPJPH Mastuki added that his party had issued a Decree of the Head of BPJPH No. 33 of 2022 concerning Technical Guidelines for Accompanying Halal Product Processes in Determining Halal Certified Obligations for Micro and Small Business Actors Based on Business Actors' Statements. Proven by a halal certificate, or included in the list of ingredients in accordance with Decree of the Minister of Religion Number 1360 of 2021 concerning Materials that are excluded from the Halal Certified Obligation. Documents for submitting halal certification with an online business actor statement mechanism via SIHALAL. A halal certificate is a requirement to obtain permission to include a halal label on product packaging from an authorized government agency (Khoeron, 2022).

Kotler and Armstrong stated that the consumer purchasing decision process consists of five stages carried out by a consumer before arriving at a decision, namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Obviously, the buying process starts long before the actual purchase and continues for a long time after the purchase (Philip Kotler, 2008). Before deciding to buy a product, consumers also look for information about the product from other people or from e-commerce sites (Gao, 2022). Word-of-mouth (WOM) is an informal mode of communication where consumers share information about products, brands, and services when making informed purchasing decisions, consumers seek advice from friends and



family or turn to marketer-generated information such as advertising (Kirchgeorg, 2016).

According to Hennig-Thurau et al., e-WOM is the recipient and provider of every positive or negative statement made by consumers who have purchased the product and then provide an assessment of the product that has been purchased or the company's services with the aim of being an information medium for potential future buyers (Elvira Ismagilova, 2017). In short, e-WOM is defined as a place to obtain information related to products to be purchased by potential consumers on electronic media where this information has previously been written by previous consumers.

The use of the Shopee application is very popular with several groups, especially students. Based on the description above, researchers are interested in conducting in-depth research on one e-commerce, namely Shopee. This selection is based on consumption patterns, trends among students, whether there are still those who use products whose halal quality is not guaranteed, both in terms of the main raw materials, manufacturing process, and supporting materials, in the food products they buy and in the digital era of e-commerce. is one of the supports for the development of the digital economy in Indonesia and many of the food and drinks in circulation are not guaranteed to be halal.

## **LITERATURE REVIEW**

### **Online Buying and Selling**

According to Akhmad Farroh Hasan, the definition of online buying and selling is a buying and selling contract carried out using electronic means. Online buying and selling is a contract agreed upon by determining certain



characteristics by paying the price first while the goods are delivered later. Meanwhile, according to Alimin, online buying and selling is defined as a dynamic set of technology, applications and business processes that connect companies, consumers and certain communities through electronic transactions and electronic trading of goods, services and information (Akhmad Farroh Hasan, 2018). Online buying and selling or e-commerce is defined as buying and selling goods and services through electronic media, especially via the Internet or online. E-commerce is a trading procedure or buying and selling mechanism on the Internet where buyers and sellers meet in cyberspace (Saprida, 2023).

### **Halal Label**

Based on government regulation number 69 of 1999 concerning halal labels and food advertisements mention halal labels. According to government regulation No. 69 of 1999, the halal label is measured by the following indicators:

1. Images are the result of imitation of shapes or patterns (animals, people, plants) made with writing tools.
2. Writing is the result of writing that is expected to be read.
3. The combination of images and writing is a combination of images and writing combined into one part.
4. Sticking to the packaging, can be interpreted as something that is attached (intentionally or unintentionally) to the packaging (protecting a product) (Fazrin, 2017).

According to the MUI, a halal label is a permit for the installation of halal words written in Arabic on a company's product packaging, which has obtained permission to include a halal label on product packaging issued by BPOM based on MUI recommendations in the form of an MUI halal certificate. The MUI halal



certificate is issued by the MUI based on the results of the MUI LP BPOM inspection. Technically, Head of the Center for Halal Registration and Certification at BPJPH Mastuki added that his party had issued Decree of the Head of BPJPH No. 33 of 2022 concerning Technical Guidelines for Accompanying Halal Product Processes in Determining Halal Certified Obligations for Micro and Small Business Actors Based on Business Actors' Statements. Proven by a halal certificate, or included in the list of ingredients in accordance with Decree of the Minister of Religion Number 1360 of 2021 concerning Materials that are excluded from the Halal Certified Obligation. Documents for submitting halal certification with an online business actor statement mechanism via SIHALAL. A halal certificate is a requirement to obtain permission to include a halal label on product packaging from an authorized government agency (Khoeron, 2022).

### **Electronic Word of Mouth**

According to Hennig-Thurau, e-WOM is the recipient and provider of every positive or negative statement made by consumers who have purchased the product and then provide an assessment of the product that has been purchased or the company's services with the aim of being an information medium for potential future buyers (Elvira Ismagilova, 2017). It was also explained that the electronic form of Word of Mouth called e-WoM according to Kotler and Keller is a form of communication, both positive and negative, made by capable consumers, honest consumers, and former users of products or services related to goods or services sold by the company via the internet. So, it can be concluded that e-WOM is a form of communication in the form of statements, both positive and negative, about a product that is distributed from





one consumer to another on the internet (Yulindasari, 2022). In South Korea, while traditional media has shown a drastic decline as a source of information, 80% of consumers refer to product posts or customer reviews on the internet when they need product information (Hwang., 2009). There are four indicators to measure e-WOM, namely:

1. Intensity in electronic Word of Mouth is the number of opinions or comments written by consumers on social media, dividing indicators of intensity including the frequency of accessing information from social media, the frequency of interactions with social media users, the number of reviews written by social media users.
2. Content is the information content of social networking sites related to products and services. Indicators of content include product choice information, product quality information, information about the prices offered, information about transaction security and the internet networking sites provided.
3. Positive opinions occur when good news, testimonials and support are desired by the company, namely positive comments from social media users, recommendations from social media users.
4. Negative opinions are negative comments from consumers regarding products, services and brands, namely negative comments from social media users, talking negative things to other people from social media users (Hardoko., 2020).



Kotler and Armstrong stated that the consumer purchasing decision process consists of five stages carried out by a consumer before arriving at a decision, namely need recognition, information search, alternative evaluation, purchase decision and post-purchase behavior (Philip Kotler, 2008). According to Kotler and Armstrong, a consumer in making a purchasing decision has several indicators, namely:

1. Problem Recognition. The consumer purchasing process begins when the buyer recognizes a need or problem.
2. Information Search. Once consumers' needs are aroused, consumers will be encouraged to look for more information.
3. Alternative Evaluation. After searching for as much information as possible about many things, consumers must then make an assessment of several existing alternatives and determine the next steps.
4. Purchase Decision. After these stages have been carried out, now is the time for the buyer to make a decision whether to buy or not.
5. Post-Purchase Behavior Marketers must pay attention to consumers after purchasing a product (Firmansyah, 2018).

## **RESEARCH METHOD**

This research is quantitative research using a survey method due to the large amount of data collected regarding potential respondents and the distribution of questionnaires. The population in this study were students of the Sharia Faculty of the Institut Pesantren KH. Abdul Chalim is still actively pursuing college education from the 2018-2021 class. In this study, a probability sampling technique was used with a simple random sampling method, taking



sample members from the population randomly without paying attention to the strata in the population (Sugiyono, 2019). In this research, researchers used a data collection tool in the form of a questionnaire. Data analysis techniques were carried out using simple linear regression analysis tests and multiple regression analysis tests with the help of SPSS.

## **RESULTS AND DISCUSSION**

### **The Influence of the Halal Label on Purchase Decisions of Food and Beverage Products on the Shopee Online Site**

Based on the results of the calculated t analysis of 6.938, this value will be compared with the value from the t table. The t table value obtained is  $(0.025; 79) = 1.99045$ . From these results it can be seen that the calculated t value  $>$  t table is  $6.938 > 1.99045$ . From the results of the analysis, a significance value of  $< 0.001 < 0.05$  is obtained, which means that  $H_0$  is rejected and  $H_1$  is accepted. Based on this hypothesis, this means that if the calculated t value is greater than t table then there is a positive and significant influence between the halal label variable (X1) on purchasing decisions (Y) for food and beverage products on the Shopee online site. This means that there is a partial influence between the halal label variable (X1) on purchasing decisions (Y). It can be concluded that the halal label factor positively and significantly influences purchasing decisions for food and beverage products on the Shopee online site. The halal label variable shows a fairly large regression coefficient number, namely 0.782, meaning that if the value of other independent variables remains constant and the halal label variable increases, then purchasing decisions will increase by 78.2%. The halal label (X1) and purchasing decisions (Y) have a positive relationship because the coefficient



is positive. From this perception, the process in which people choose, organize, and consider the products to be consumed or consume food and drinks, especially regarding the halalness of the product, has been guaranteed. Wikayanti Luvita Sari's Research (2022) *Pengaruh Label Halal, Celebrity Endorser dan Electronic Word of Mouth Terhadap Keputusan Pembelian Produk Ms Glow Pada Mahasiswa Program Studi Manajemen Bisnis Syariah IAIN Kudus* found that Ms Glow's product purchasing decisions were significantly influenced by the halal label through social media.

### **Electronic Word of Mouth on Purchase Decisions of Food and Beverage Products on the Shopee Online Site**

Based on data analysis, it was obtained that the t count was 2.332. This value will be compared with the value from the t table. The t table value obtained is  $(0.025; 79) = 1.99045$ . From these results it can be seen that the calculated t value  $> t$  table is  $2.332 > 1.99045$ . From the results of the analysis carried out, a significance value of  $0.22 < 0.05$  was obtained, which means that  $H_0$  was rejected and  $H_1$  was accepted. Based on this hypothesis, this means that if the calculated t value is greater than t table then there is a positive and significant influence between the electronic word of mouth variable (X2) on purchasing decisions (Y) for food and beverage products on the Shopee online site. This means that there is a partial influence between the electronic word-of-mouth variable (X2) on purchasing decisions (Y). It can be concluded that the electronic word-of-mouth factor positively and significantly influences purchasing decisions for food and beverage products on the Shopee online site. The electronic word-of-mouth variable shows a regression coefficient of 0.274, meaning that if the value of the other independent variables remains constant and the electronic word-of-mouth



variable increases, then purchasing decisions will increase by 27.4%. Meanwhile, electronic word of mouth (X2) and purchasing decisions (Y) have a positive relationship because the coefficient is positive. An increase in the electronic word-of-mouth variable will also cause an increase in purchasing decisions for food and beverage products on the Shopee online site. The results of this research are also in accordance with Islamic recommendations which teach that when providing information you must be appropriate or speak honestly. Research on e-WOM conducted by Iman Prayoga & M. Rachman Mulyandi (2020) regarding e-WOM resulted that purchasing decisions for Fore Coffee were significantly influenced by e-WOM via social media. Another similar research was conducted by SA Pratiningsih, Eriana Astuty, V. Mardiansyah with the title Pengaruh Electronic Word of Mouth dan Citra Merek terhadap Keputusan Pembelian in 2019 with research results that electronic word of mouth had a positive effect on purchasing decisions.

### **The Influence of Halal Labels and Electronic Word of Mouth on Purchase Decisions of Food and Beverage Products on the Shopee Online Site**

Based on the results of the F statistical test that has been carried out, it is stated that the halal label variables, electronic word of mouth simultaneously (together) have a positive and significant influence on the decision to purchase food and beverage products at Shopee's online store. it can be seen that the calculated F value is 59.149 and this figure is greater than the F table value, namely 3.11 with a significance obtained of  $< 0.001$ . This shows that the higher the value resulting from the halal label and electronic word-of-mouth variables together, the higher the value of the decision to purchase food and beverage products on the Shopee online site. Based on data analysis which explains how big the



influence of the independent variable is on the dependent variable. The coefficient of determination value of 0.600 or 60% was obtained by the halal label and electronic word-of-mouth variables on purchasing decisions. The remaining 40% was influenced by other variables that were outside this research or that were not included in this research. Based on the results of this research, it can be seen that purchasing decisions can be influenced by the halal label and electronic word of mouth on a product. This research can be categorized as good because the results obtained during the F test and the coefficient of determination test have a positive influence on each other. Wikayanti Luvita Sari's research (2022) resulted that the decision to purchase Ms Glow products was significantly influenced by the halal label and electronic word of mouth via social media.

## CONCLUSION

The halal label partially has a positive and significant effect on purchasing decisions for food and beverage products on the Shopee online site. This is shown by the calculated t value (6.938) > 1.99045 (t table) and a significance value of < 0.001 < 0.05, so H0 is rejected and H1 is accepted. Electronic word of mouth partially has a positive and significant influence on purchasing decisions for food and beverage products on the Shopee online site. This is shown by the calculated t value (2.332) < t table (1.99045) and a significance value of 0.22 > 0.05, so H0 is accepted and H1 is rejected.

Halal labels and electronic word of mouth simultaneously have a positive and significant effect on purchasing decisions for food and beverage products on the Shopee online site. This is shown by the calculated F value of 59.149 and the F



table value of 3.11. The significance value is  $< 0.001$ . This value shows that the calculated F value is  $> F$  table and the significance value is  $< 0.05$ .

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