

Purchase Decision Factors on Halal Products of Processed Food in SMEs Semarang

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Keywords: Halal Products, SMEs, Halal Label, Religiosity, Halal Awareness, Buying Interest, Purchase Decision.

Abstract: Halal is the lifestyle choice of most Muslim consumers in Indonesia, including the selection of food products that must be guaranteed halal. The purpose of this research is knowing and analysing the purchase decision factors on halal products of processed food in SMEs Semarang. Based on the data of SMEs Semarang, the development of Food Processed is ranked 2nd by 31%. Due to the large portion of the Processed Food SMEs sector in Semarang, it is necessary to strengthen the processed food SME industry, so they can survive and thrive in the current Covid-19 pandemic. The phenomenon is supported by the requires to be fulfilled of Halal standards, so that the products marketed of SMEs produce proceed food must have a guarantee that the product are halal certified. The sample in this study amounted to 154 consumer respondents of processed halal products. Analysis technique uses path analysis. The study indicates that halal label, religiosity, halal awareness is positively significant to purchase decisions. On the other hand, halal label does not impact significantly on the buying interest. Different results were found religiosity and halal awareness have a positive and significant effect on the buying interest on halal products of processed food in SMEs Semarang. Meanwhile, the impact of halal label, religiosity, halal awareness through buying interest had a significant positive effect on the decision to purchase halal products of processed food in SMEs Semarang.

1 INTRODUCTION

According to Semarang City SMEs Data, the development of Processed Food SMEs in Central Java, especially in Semarang 2021, is ranked 2nd after other products by 31%. Due to the large portion of the Food Processed SMEs sector in Semarang, it is necessary to strengthen the Food Processed SME industry, so that they can survive and thrive in the current Covid-19 Pandemic. Executive Director and Head of the SMEs Development and Consumer Protection Department of Bank Indonesia, Budi Hanoto said that 72 percent of SMEs are affected by the Covid-19 pandemic (<http://iwmk.semarangkota.go.id/>)

Indonesia is country with a Muslim majority. Therefore, consuming halal products is an obligation for the majority of people in Indonesia. This is because halal food is one of the Islamic Sharia and is contained in the Al-Quran. So, Muslim when buying

food products will definitely pay attention and make sure the product is in accordance with Islamic Shari'a.

There are several factors that influence the decision of Muslim consumers when buying products, namely halal label, religiosity and also halal awareness. Halal label is a guarantee that halal products are proven so that they are provide confidence and increase consumer buying interest, especially those who are Muslim for the assurance of halal and also product safety. In addition, halal label on processed food products is a means of providing information for producer to consumers regarding the halal content of the ingredients used in manufacturing process. Therefore, the provision of halal labels on SMEs food products that are sold in general in Indonesia, can ensure that these goods are safe for consumption by the Indonesian people, who are predominantly Muslim. According to the Director of LPPOM-MUI, Dr. Ir. Lukmanil Hakim (2020), stated that halal label on SMEs product packaging will

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affect the level of sales, be able to complete and increase the selling value of the product. This is in line with RUU Cipta Kerja 2020, where SMEs business actors can apply for a single license, one of which is guaranteeing halal products. The existence of halal label on the packaging of processed food in SMEs products is expected to increase consumer decisions to buy those products.

Religiosity is an individual's commitment that is reflected in the attitudes and actions of an individual (Mahardika, 2019). The level religiosity of a person can be seen from the activities of religion in daily life that are conducted in a consistent and regular way. A Muslim who has a high religious value will obey his religion, so that person will prefer to consume products that are clearly halal and tend to make decisions to buy these products. Because in principle if a Muslim wants to consume a product, he/she must understand the composition of all the ingredients used are included in the halal category, so it can be concluded that religiosity has a significant effect on purchasing decisions (Imamuddin, 2017).

According to Ambali and Bankar (2014), stated that halal awareness has an indirect effect on buying interest so that it can improve consumer purchasing decisions on Halal food products. Islamic law teaches that a Muslim is characterized by knowledge of the raw materials for making food, the manufacturing process, to the packaging of food or drinks (Setyaningsih, 2019). This shows that halal awareness has an important role for a consumer in consuming halal food.

The concept of LPPOM-MUI, halal awareness on the halal assurance system must be described in writing in the form of a halal manual which includes a) company policy statement on halal, b) halal guidelines, c) halal management system, d) critical description of product haram, e) system halal audit.

In this study, the three determining factors, namely halal label, religiosity, and halal awareness were used as independent variables, while buying interest was the mediating variable. The object of this research is the consumer of processed food SMEs in Semarang. Meanwhile, the business phenomenon pandemic has a major impact on the economic and retail sectors, especially SMEs. In maintaining the current sales of Food Processed SMEs products, it is necessary to pay special attention to the Halalness of a product. Halal label, religiosity, and halal awareness are able to measure the influence purchasing decisions of halal products through buying interest.

2 LITERATURE REVIEW

2.1 Halal Label

The labelling of halal has a relationship which is closely related to marketing. The label itself is an important part of a product that is offered by sellers in marketing their products. Based on UU. No. 33 Th. 2014 concerning Halal Product Guarantee, the materials used in the halal product process consist of raw materials, additional materials, and also auxiliary materials.

Regarding halal products that meet the following halal requirements: 1) Not containing pork and ingredients are derived from pigs, 2) Not containing khamr and product derivatives, 3) All material origin of animals must originate from animals halal slaughtered by order means the Shari'a of Islam, 4) Not containing material ingredients other an organ of human, etc, 5) All place of save a materials, sale places, and tools of transportation for product halal are not may be used for pork or other haram materials. Wibowo and Madusari (2018), mentioned that the label has function as: 1) Identification: Label can introduce a product, 2) Grade (value): the label can indicate the value or grade of a product being offered, 3) Describe: The label will show the value or class of a product being offered, 4) Promote: Label will promote through images that are presented. Based on the findings of the previous research, is formulated with the following hypothesis:

H₁: Halal Label has a direct effect on buying interest,

H₄: Halal Label has a direct effect on purchase decision,

H₈: Halal Label has an indirect effect on purchase decision through buying interest.

2.2 Religiosity

Religiosity refers to the quality of appreciation and attitude of a person's life based on the religious values he believes in, so that it places more emphasis on the substance of religious noble values. In Islam, religiosity must have an muslim, because religiosity is an identification for a Muslim and have impact on his entire life (Nugroho, 2015). In general religiosity is defined as the extent to which an individual is able to commit to study and practice the values of religion and its teachings. The attitude of religiosity is a complex between knowledge about religion, feelings, and actions of religion that exist in themselves. Five aspects that exist in the implementation of the teachings of the sharia of Islam: 1) aspect of faith aligned with religious belief, associated confidence to

Allah SWT, prophets, and so on, 2) aspects of Islam aligned with religious practices, associated with the frequency or intensity of implementation of the teaching of religion such a prayer, fasting, and another, 3) aspects of ihsan aligned with religious experience in touch with the experience and the feeling of someone about the existence of Allah SWT, 4) aspects of science aligned with religious knowledge, which is knowledge of a person on the teaching of this religion, 5) aspect community and so on. The indicators of religiosity are: 1) Belief, 2) Obedience, 3) Experience, 4) Religious knowledge, 5) Understanding the consequences of products selection. Based on the findings of the previous research, is formulated with the following hypothesis:
 H₂: Religiosity has a direct effect on buying interest,
 H₃: Religiosity has a direct effect on purchase decision,
 H₉: Religiosity has an indirect effect on purchase decision through buying interest.

2.3 Halal Awareness

Halal awareness is a state in which a person understands and implements something. As the Muslims in the activities of daily consumption, especially food and beverage, will avoid foods that are doubtful of halal, both in terms of ingredients and processing methods. According to Ambali and Bakar (2014), stated that halal awareness is a context in which halal food reflects on a condition where costumers have an interest, special attention, or experience as well as good information about foods that are allowed in Islamic law. According Setyaningsih (2019), revealed that halal awareness is an understanding of people of a Muslim on the concept of halal process, and also the principles of halal have priority in food halal which will be consumed. Increasingly understand the concept of halal eating a Muslim to be more selective in the products that will be consumed in accordance with QS. Al-Maidah: 88.

رزقكم مما وكلوا الله حلالا طيبا واتقوا الله الذي انتم به مؤمنون
 “And eat of anything that has been given of God

unto you as sustenance is lawful and good and keep your duty to Allah that you are faithful to His.”

Based on the findings of the previous research, is formulated with the following hypothesis:

- H₃: Halal Awareness has a direct effect on buying interest,
 H₆: Halal Awareness has a direct effect on purchase decision,
 H₁₀: Halal Awareness has an indirect effect on purchase decision through buying interest.

2.4 Buying Interest

In general meaning, interest is something that can be obtained from the process from learned and think, then form a perception so that it can created a motivation recorded on costumer minds and to make strong sense for desire to be able to fulfil and realized they needs. According to Fauzia, dkk (2019), buying interest a plan to be associated with a plan to make a purchased of the desired them.

Buying interest is something related to consumer's plans to buy certain products and how many units of products are needed in a certain period. Buying interest can be identified with the following indicators: 1) interest in transaction, 2) referential interest or recommending to others, 3) preferential interest, 4) interest in product exploration. Based on the findings of the previous research, is formulated with the following hypothesis:

- H₇: Buying Interest has a direct effect on purchase decision.

2.5 Purchase Decision

Marketing activities carried out by producers are expected to be able to influence consumers in making purchasing decisions. In general, the decision is an activity of selecting two or more alternative options, in other words, consumers have the choice to make a purchase or not purchase a product, whether it is goods or services. Purchasing decision according to Kotler (2008), is a behavior carried out by consumers, individuals, and households in buying goods or services for personal consumption.

According to Hahn (2002) there are three indicators in the purchasing decision process, namely: 1) the routine of consumers in making purchases, consumers need, and use the product regularly so that they will continue to decide to buy the product, 2) the quality obtained from a purchase decision, consumers in buying the product will feel the benefits of the product purchased, 3) Commitment or consumer loyalty to not replace products that are already commonly purchased with competing products.

The stages in the consumer decision making process are as follows: 1) Recognition of the problem of need, 2) Achievement of various information obtained on the product, 3) Evaluation of various alternative choice of good products of the same kind that have the same benefits, 4) Choice of product brands for purchased, 5) evaluation of the purchase process (post purchase evaluation) which can see the existence of consumer satisfaction and dissatisfaction with a product.

3 RESEARCH MODEL

3.1 Sample and Data Collection

This research is comparative causal research which has causal characteristics between two or more variables. The population used in this research is all consumers of Halal Products of SMEs Processed Food in Semarang. The sample selection method used in this study is nonprobability sampling where there is no complete sampling frame, such as the unknown population size in the study (Ferdinand, 2011).

The sampling technique used is accidental sampling technique is based on "coincidence", so that anyone who coincidentally meets the researcher can be used as a sample if deemed suitable as a data source (Sugiyono, 2011).

3.2 Method of Collecting and Analysing Data

This research method uses quantitative research methods, is empirical and the data is in the form of numbers. Sources of data come from primary data obtained directly from respondents including responses obtained directly from consumers of Halal Products of SMEs Processed Food in Semarang City. Data were obtained from questionnaires distributed to consumers of processed food products of SMEs in Semarang City.

The measurement scale uses a Likert scale, starting with a scale of 1 means strongly disagree to scale 5, which states strongly agree. Hypothesis testing in this study uses the path analysis.

4 RESULT AND DISCUSSION

4.1 Descriptive Statistics

This study uses a quantitative research approach by taking the number of samples using incidental sampling techniques. Due to the pandemic condition, it was not possible to provide a paper questionnaire, so each sample encountered was asked to fill out a google form sent via whatsapp. The google form submission period is June 20 to July 20, 2021 (the transition from new normal to PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat)). Table 1 respondent demographic data shows the demographics of research respondents covering types of sex, occupation, income, payment system, and purchase frequency.

Table 1. Respondent Demographic Data.

Group		Total	Percentage
Sex	Male	41	26,6
	Female	113	73,4
Occupation	Student	83	53,89
	Civil Servant	33	21,43
	Housewives	7	4,54
	Private Employee	30	19,49
	Entrepreneur	1	0,65
Income (IDR)	0 – 999.999	75	48,70
	1.000.000 – 1.999.999	10	6,49
	2.000.000 – 3.999.999	34	22,07
	4.000.000 – 8.000.000	21	13,64
	>8.000.000	14	9,1
Payment System	100% by cash payment	24	15,6
	50% cash 50% digital	48	31,2
	More by cash payment	74	48
	More by digital payment	8	5,2
Purchase Frequency	1-5 times of purchase per 1 months	109	70,7
	6-10 times of purchase per months	23	14,9
	11-15 times of purchase per months	5	3,4
	15-20 times of purchase per months	4	2,6
	Rarely buying online per months	1	0,6
	1-2 times per 6 months	1	0,6
Never purchase	11	7,2	

Source: Data Result (2021)

Table 1 shows that female respondents were 113 people (73,4%), and male as many as 41 people (26,6%). The majority of respondents is students 83 people (53,89%) and at least is entrepreneur 1 person (0,65%). The majority respondent's income (IDR) is 0 – 999.0000 many as 75 people (48,70%). The majority respondents used cash payment system 74 people (48%). Likewise, the majority respondents make a purchase frequency 1-5 times of purchase 109 people (70,7%).

Table 2. Descriptive Statistics.

	Min	Max	Average	Std. Deviation
Halal Label	12	40	36,89	3,512
Religiosity	25	50	48,50	3,379
Halal Awareness	20	40	37,59	2,795
Buying Interest	20	40	36,68	3,048
Purchase Decision	25	50	47,27	3,545

Source: Data Result (2021)

Table 2 descriptive statistics, reveals that halal label has a minimum value of 12, a maximum value of 40, with an average of 36,89, and standard deviation of 3,512. This shows that the majority of respondents in this study agree about halal label and

the content and composition of halal products of processed food in SMEs Semarang. On the other hand, religiosity has a minimum value of 25, a maximum value of 50, with an average 48,50 and a standard deviation of 3,379. It indicates that the majority of respondents have a religiosity with a high level of confidence and obedience in choosing halal products of processed food in SMEs Semarang. While halal awareness has a minimum value of 20, a maximum value of 40, with an average of 37,59 and a standard deviation of 2,795. It exhibits that the majority of respondents have good awareness in choosing halal products of processed food in SMEs Semarang. In addition, buying interest has a minimum value of 20, a maximum value of 40, with an average of 36,68 and standard deviation 3,048. It states that the majority of respondents have a high interest in choosing halal products. However, the purchase decision has a minimum value of 25, a maximum value of 50, with an average of 47,47 and standard deviation 3,545. It shows that the majority of respondents have a decision based on halal in choosing a halal product of processed food in SMEs Semarang.

4.1 Validity and Reliability Test

To determine the level of validity of the questions on the questionnaire and to find out whether the questions are indicators / constructs of the research variables, it is necessary to test the validity and reliability of the statement items on the research questionnaire. In validity test the question item is declared valid if a significant below the Pearson Correlation significance level of 5%. While in reliability questionnaire declared reliable if someone answers consistent with the statement which is reflected in the value of Cronbach's Alpha of each variable is greater than 0,6.

Table 3. Validity Test.

	Significance	Result
Halal Label	< 5%	Valid
Religiosity	< 5%	Valid
Halal Awareness	< 5%	Valid
Buying Interest	< 5%	Valid
Purchase Decision	< 5%	Valid

Source: Data Result (2021)

Table 4. Reliability Test.

	Significance	Result
Halal Label	< 0,60	Reliable
Religiosity	< 0,60	Reliable
Halal Awareness	< 0,60	Reliable
Buying Interest	< 0,60	Reliable
Purchase Decision	< 0,60	Reliable

Source: Data Result (2021)

Table 3 and 4 show that the research data of variables of halal label, religiosity, halal awareness, buying interest, and purchase decision are valid and reliable.

4.2 Hypothesis Testing

Table 5. Coefficient of Determination and Simultaneous Test.

Information	Value
Coefficient of Determination	0,408
Coefficient of Determination (Mediation)	0,647
F Test	< 0,05
F Test (Mediation)	< 0,05

Source: Data Result (2021)

Table 5 shows that the value of R for the direct relationship model is 0,408 and for the mediation model is 0,647. This indicates the ability of independent variables in explaining variables dependent on the direct relationship model is 40,8% while the rest of 59,2% explained by other factors outside this model. Meanwhile, the relationship with the mediation indicates that the ability of independent variables in explaining by other factors outside this model. Meanwhile, the relationship with the mediation indicates that the ability of independent variables in explaining a dependent variable on the model of mediation amounted to 64,7%, while the rest of 35,3% is explained by factors other outside the models. It indicates that by the presence of additional mediation variables strengthen the effect of the overall independent variable in explaining the dependent variable.

The result of The F test in table 5 illustrate that significance values for the model with a direct relationship with mediation < 0,05. It can be said that all independent variables and mediating variable simultaneously have a significant effect on the dependent variable. These results indicate that the regression model in this study is fit and can be used to predict the determinants of purchase decisions for halal products mediated by consumer buying interest.

Table 6. Direct Relationship of Independent Variables to Buying Interest.

	Coeff.	T. count	Sig.	Result
Halal Label	,000	,001	,999	H ₁ rejected
Religiosity	,303	3,650	,000	H ₂ accepted
Halal Awareness	,407	4,372	,000	H ₃ accepted

Source: Data Result (2021)

Based on the table 6, it can be seen that the halal label does not impact significantly on the buying interest which looks at the level of significance of 0,999 which is higher than the value of alpha 0,05. The result indicates that H₁ which states that there is halal label has positive significance to buying interest consumers with halal product of processed food in SMEs Semarang is rejected. Different results were found, religiosity and halal awareness have a positive and significant effect on the buying interest on halal products of processed food in SMEs Semarang. It is reflected in the significance values of religiosity is 0,000 and halal awareness is 0,000 which both are smaller than 0,05. The result indicates that H₂, religiosity has a positive and significant effect on buying interest product consumers in halal products of processed food in SMEs Semarang is accepted. Likewise, H₃ halal awareness has positive and significant effect on buying interest product consumers in halal product of processed food in SMEs Semarang is also accepted.

Table 7. Direct Relationship of Independent Variables to Purchase Decision.

	Coeff.	T. count	Sig.	Result
Halal Label	,180	3,031	,003	H ₄ accepted
Religiosity	,224	3,348	,001	H ₅ accepted
Halal Awareness	,514	6,852	,000	H ₆ accepted

Source: Data Result (2021)

Based on Table 7, it can be seen that the significance value in the variables of halal label, religiosity and halal awareness have a significant positive effect on the decision to buy halal food products for SMEs. This can be seen in the significance value of halal label of 0,003, religiosity of 0,001 and halal awareness of 0,000 which are smaller than the alpha level of 0,05. Those result indicate that H₄ which states that halal label has a positive and significant effect on purchase decisions on halal products of processed food in SMEs Semarang, accepted. In addition, H₅ which states that religiosity has a positive and significant effect on purchase decisions on halal products of processed food in SMEs Semarang, is also accepted. Likewise, H₆ which states that Halal Awareness has a positive

and significant effect on purchase decisions on halal products of processed food in SMEs Semarang, is also accepted.

Table 8. Indirect Relationship of Independent Variables to Purchase Decision Through Buying Interest.

	Coeff.	T. count	Sig.	Result
Buying Interest	,237	3,765	,000	H ₇ accepted
Halal Label	,180	3,161	,002	H ₈ rejected
Religiosity	,152	2,271	,025	H ₉ accepted
Halal Awareness	,417	5,465	,000	H ₁₀ accepted

Source: Data Result (2021)

From the result on the table 8, it can be seen that the path analysis shows that the buying interest has mediating effect on the relationship between religiosity and halal awareness toward decision to purchase halal products of processed food in SMEs Semarang. It is showed from the significance value of the religiosity of 0,025, halal awareness amounted to 0,000, and buying interest of 0,000, which are smaller than the level of alpha 0,05. These results indicate H₇ which states that the buying interest as a mediating variable has a positive and significant effect on purchase decisions on halal products on processed food in SMEs Semarang, accepted. In addition, H₉, religiosity has a positive and significant effect on purchase decisions through buying interest on halal products of processed food in SMEs Semarang is accepted. Likewise based on Table 8 indicated that H₁₀, halal awareness has a positive and significant effect on purchase decisions through buying interest for halal products of processed food in SMEs Semarang has accepted.

On the other hand, buying interest found not mediating the relationship between Halal label toward decision to purchase halal products. It is because on table 6 found that halal label has significance value at 0,999 which is mean that halal label does not has significance effect toward buying interest as mediating variable. Therefore, even Table 8 shows that halal label has significance value at 0,002 which mean has significance effect, H₈ has to be rejected,

Likewise, H₈ which states that the Halal Label has a positive and significance effect on purchase decisions through buying interest on halal products of processed food in SMEs Semarang, accepted

4.3 Discussion

4.3.1 Halal Label and Buying Interest on Halal Product of Processed Food in SMEs Semarang

This research finds that the impact of halal labels did not significantly influence the buying interest on halal product of processed food in SMEs Semarang. It indicates that the presence or absence of halal label on halal products of processed food in SMEs Semarang will not interest of a person to buy more products. So, the factors that influence buying interest in halal food products are not only determined by the inclusion of the halal label on the product because it is likely that consumers who buy SMEs Semarang products are not Moslems majority, the process of licensing halal labels by SMEs is too long and requires no small cost, and lack of education on the importance of halal labels for consumers and producers of SMEs Semarang. The result of this research is supported by earlier research, such as Hendradewi et. al. (2021), Suryowati (2020), and Husaini (2016) that labelling halal is not only aspect product selector that will be buying interest consumers.

4.3.2 Religiosity and Buying Interest on Halal Product of Processed Food in SMEs Semarang

The results showed that religiosity influenced buying interest on halal products of processed food in SMEs Semarang. It indicates that the increasingly high level of religiosity of a person in obeying the Shari'a of Islam will further increase the interest of a person to buy a product. Someone with high obedience in obeying Islamic law will make himself only interested in consuming halal products. Therefore, the higher the level of one's religiosity, the more one's interest in buying halal products. The result of this research is supported by earlier: Zahri and Hafasnuddin (2016), Sudarti, K., and Ulum, S. B (2019), Mahardika (2019) and Widyaningrum (2019) which found that religiosity had a positive effect on buying interest.

4.3.3 Halal Awareness and Buying Interest on Halal Product of Processed Food in SMEs Semarang

The results showed that halal awareness has a positive significant effect on buying interest on halal products of processed food in SMEs Semarang. This indicates

that the higher a person's awareness of the halalness of the product, the higher the interest of the person to buy halal products of processed food in SMEs Semarang. Someone who has understanding, knowledge, halal awareness, cleanliness and safety of halal products will tend to prefer products and consume halal products. The result of this research is supported by earlier Nurhasanah (2017), Syukur and Nimsai (2018), Widyaningrum (2019), and Kusumastuti (2020) which found that halal awareness had a positive effect on buying interest. Consumers who believe in a product will easily from their intention to make a purchase and tend to re-purchase certain products more often (Sudarti, K., and Ulum, S. B., 2019).

4.3.4 Halal Label and Purchase Decision on Halal Product of Processed Food in SMEs Semarang

This study finds a halal label significant positive impact on the purchase decision of halal products of processed food in SMEs Semarang. It indicates that the halal label of MUI will increase the interest of consumers need to buy the product. Furthermore, the halal label is the guarantee for consumers because through the halal guarantee, consumers can gain trust in products that are hygienic, quality, and safe. The result of this research is supported by earlier Agustian and Sujana (2013), Kamilah and Wahyuati (2017), and Riski et. al (2019) that labelling halal is one aspect of the product selection that will be purchased by consumers.

4.3.5 Religiosity and Purchase Decision on Halal Product of Processed Food in SMEs Semarang

Religiosity has a positive significant impact on the decision to buy halal products of processed food in SMEs Semarang. It indicates that the level of consumer religiosity will improve their decision to buy the halal product of processed food in SMEs Semarang. The more religious a person is in complying with Islamic law, the more determined a person will be in buying halal products of processed food in SMEs Semarang. The result of this research is supported by earlier Imamudin (2017), Akhyar et. al (2019) that religiosity had positive significant effect on purchase decisions.

4.3.6 Halal Awareness and Purchase Decision on Halal Product of Processed Food in SMEs Semarang

The results showed that halal awareness is positive and significant on the purchase decision on halal products of processed food in SMEs Semarang, this indicates that the higher a person's halal awareness of the halalness of a product, the higher a person will be in deciding to buy products. Because someone who has better understanding, knowledge, halal awareness, cleanliness and safety of halal products will tend to decide to buy products and consume the halal product of processed food in SMEs Semarang. The result of this research is supported by earlier Ambali and Grill (2014), Munir et al (2019), Setyaningsih (2019), Saputra and Tresnati (2010), they found that halal awareness has a positive significant effect on purchase decisions.

4.3.7 Buying Interest and Purchase Decision on Halal Product of Processed Food in SMEs Semarang

The results showed that buying interest had a positive significant effect on the decision to buy halal products of processed food in SMEs Semarang. This shows that the higher consumer is interested in buying a product, the higher the tendency of a consumers the decides to buy the halal product of processed food in SMEs Semarang. The result of this research is supported by earlier Septifani (2014), Rahmawati (2018), Hana (2019), and Sari (2020); that the impact of buying interest is positive on purchase decisions.

4.3.8. Halal Label and Purchase Decision on Halal Product of Processed Food in SMEs Semarang Mediated by Buying Interest

The results showed that buying interest does not mediate halal label and purchase decision on halal products of processed in SMEs Semarang. It indicates there is no effect of halal label on buying decisions through buying interest, the halal label in products directly no effect on buying interest. When consumers the halal label on a product will be the main consideration in the decision to buy a product without increasing interest in the product. The result is supported with H1, label halal does not significant on buying interest. When costumers interested with the product, them the halal label is considered by consumers in making decisions to buy them. The

result of this research are supported by earlier Kamilah and Wahyuni (2017).

4.3.9 Religiosity and Purchase Decision on Halal Product of Processed Food in SMEs Semarang Mediated by Buying Interest

This result showed that religiosity is positive and significant on the purchase decision mediated buying interest on halal products of processed food in SMEs Semarang. It indicates that the higher a person's level of religiosity will increase the person's interest on purchase decision halal products of processed food in SMEs Semarang.

It can be seen the buying interest mediates the relationship of religiosity to purchase decisions with partial mediation as seen by the increase in the level of significance (from 0,001 to 0,025) with an indirect effect of $0,303 \times 0,152 = 0,046$ while the total influence of religiosity on purchase decisions is $0,303 + 0,046 = 0,349$. The result of this study are religiosity and purchase decision mediated by buying interest by weakening the relationship between religiosity and purchase decision. The result of this research is supported by earlier Nurrachmi and Setiawan (2016).

4.3.10 Halal Awareness and Purchase Decision on Halal Product of Processed Food in SMEs Semarang Mediated by Buying Interest

The result showed that halal awareness and purchase decisions mediated by buying interest on halal products of processed food in SMEs Semarang. It indicates that the higher a person's awareness about halal products, the more interest in halal products and this will increase the decision to buy halal products of processed food in SMEs Semarang. Furthermore, this study reveals that the effect of halal awareness through buying interest is lower than the direct effect. This means that the level of awareness of halal is more influential on purchasing decisions but does not always foster interest in halal products of processed food in SMEs Semarang.

It can be seen the buying interest mediates the relationship of halal awareness to purchase decisions with partial mediation as seen by the increase in the level of significance (from $1,759E^{-10}$ to 0,025) with an indirect effect of $0,303 \times 0,152 = 0,046$ while the total influence of religiosity on purchase decisions is $0,407 + 0,417 = 0,576$. The result of this study are religiosity and purchase decision mediated by buying interest by weakening the relationship between

religiosity and purchase decision. The result of this research is supported by earlier Nurrachmi and Setiawan (2016) while the religiosity has a direct effect on purchase decisions bigger than indirect effect. So that it will make a buying interest as a mediated to weaken the religiosity and purchase decisions.

5 CONCLUSIONS & SUGGESTIONS

5.1 Conclusions

Based on the results, can be conclude that religiosity and halal awareness has direct positive and significant effect on buying interest. The role of religiosity is to control customer behavior on buying interest of halal product of processed food in SMEs Semarang. This indicates that the higher the level of obedience of a person in religion can increasing buying interest that person on bought halal food. The existence halal awareness in a person will also affect the buying interest. Different result found with halal label, there is no effect on consumer buying interest. It is because buying interest does not only determined by the inclusion of the halal label on the product. The Majority consumers who bought SMEs Semarang products are not Moslems. Therefore, it is not made any different whether there is halal label or not on the SMEs product for someone in Semarang to bought it. Beside the consumers factor, the licensing halal label itself can be so problematic. The process of licensing halal labels was too long, require lot of cost for SMEs, and lack of education on the importance of halal labels for consumers and producers of SMEs Semarang can be the factor that halal label does not has effect on buying interest.

Furthermore, all independent variable halal label, religiosity, and halal awareness have a positive and significant on purchase decisions. With the existence of halal labels on processed food products sold by SMEs, it will improve consumer purchasing decisions with these products. The role of religiosity is to indicates that consumers believe that the product consumed are halal. With high halal awareness indicates that consumers believe that the products consumed do not contain haram food ingredients and accordance with the halal standard LPPOM-MUI.

Buying interest does not mediating on the relationship between Halal label and purchase decision. It indicates when consumers the halal label on a product will be the main consideration in the

decision to buy a product without increasing interest in the product. Religiosity and Halal awareness on purchased decision mediated by buying interest has an effect, it shows that the higher a person's level of religiosity will increase the person's interest on purchase decision and the higher a person's awareness about halal products, the more interest in halal products and this will increase the decision to buy halal products.

5.2 Suggestions

The research has suggestions is:

1. It is advisable to add and expand the demographics of the respondents so that the research result can better represent the population in this study.
2. It is necessary to add variables indicators to measure the impact of the factors related variables to improve the result in the next research.
3. The name of SMEs is not explained specific and general. The next research can look a name of SMEs and the field of production.

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