The Influence of Halal Labeling, Packaging Design, and Product Variations on Consumer Purchasing Decisions of Kanzler Chicken Nuggets at Happy Frozen &; Fresh 2 Kediri

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Research Objective: *The purpose of this study is to determine the effect of halal labeling, packaging design, and product variations partially and simultaneously on consumer purchasing decisions of Kanzler chicken nuggets in Happy Frozen &; fresh 2 Kediri*

Design/method/approach: *This study uses a quantitative approach with causal research techniques. The population in this study is consumers who have purchased Kanzler chicken nugget products and the sample used in this study was 40 respondents who had made purchases and data collection through observation, questionnaires, interviews, and literature studies. The analysis techniques used are classical assumptions, multiple linear regression, hypothesis tests (T-test and F-test), and determinant coefficients.*

Research findings: *The results of this study are halal labeling, packaging design, and product variations have a partial and simultaneous effect on consumer purchasing decisions for Kanzler chicken nuggets at Happy Frozen & fresh 2 Kediri.*

Research Limitations: *a limitation of this study is the difficulty of retrieving consumer data.*

Keywords: *Halal labeling, packaging design, product variations, purchasing decision*

1. Introduction

Nowadays, along with lifestyle changes, people are becoming more selective in choosing to consume food and pay attention to the products they want to buy. Ready-to-eat foods or packaged products are much favored by millennials, as well as halal awareness in consuming food, halal. Before consuming millennials, first pay attention to the packaging, raw materials or ingredients, cleanliness, and safety, and look for information on whether the product has a halal label mark or not [1]. Frozen food has grown rapidly in Indonesia and one of the most popular products is chicken nuggets. Chicken nuggets are currently in great demand by the public and are widely sold in various places and it is very easy to get them.

Products needed with good quality can be found in stores or supermarkets that we can find in various places and regions in Indonesia. One of them in stores in Indonesia is Happy Frozen &; fresh 2. Happy Frozen & fresh 2 provides chicken and beef products, frozen

foods, and various kitchen seasoning needs. Frozen food or frozen food has various types, namely nuggets, sausages, french fries, pizza crusts, kebabs, meat kebabs, and sliced meat. One of the frozen foods is Kanzler chicken nuggets. Kanzler Chicken Nugget is a ready-to-eat food made from processed chicken meat with extra crispy bubble crumbs has a distinctive taste and is usually golden[2].

Fast food is very easy to find through digital technology, especially through social media because many people share food reviews and then people become tempted and want to try. . Indonesia has many nugget producers with various basic ingredient innovations and promising business potential. Therefore, companies or entrepreneurs must be smarter, try harder and be more innovative, and always be creative in creating products and developing different packaging products according to consumer tastes, so that their products get high appreciation, are trusted by consumers, and can grow. Companies must always pay attention to several things such as halal labeling, packaging design, and product variations to help increase consumer buying interest.

[3]Purchasing decisions are part of consumer behavior, namely how individuals, groups, and organizations must choose, buy, and use and how goods, services, ideas or experiences satisfy the needs and desires of the growing selection of products sold to the market, so consumers are increasingly free to choose products that match their expectations. [4]Product purchases are needed by manufacturers of food, beverages, and other necessities. The advantages of the product can be known by consumers and can make consumers interested in trying and then will make a decision to buy a product. So that purchasing decisions on products can be created by providing products that suit the needs of consumers and the market. In purchasing decisions, several factors are considered by consumers, including by providing halal labeling on a product [5], In additional to factors that can improve purchasing decisions Packaging design [6], and in addition also factors that influence consumer buying decisions, namely Product Variations [7].

The majority of the Muslim population of Indonesia protects Muslims regarding food products consumed because there are some foods Muslims do not allow or haram. Muslim consumers need information that the product is halal for consumption and under Islamic law. The halal label is a means of information conveyed by producers to consumers about the ingredients contained in the product [8]. The halal label does not have a significant positive effect on purchasing decisions [9]. In addition, the halal label has a positive influence on consumer confidence and purchasing decisions [10]. With this halal label, Muslim consumers can ensure which products they can consume. So, for devout Muslims, the choice of food products they choose is halal food represented by halal labeling on the product.

In addition to halal labeling, a factor that can improve purchasing decisions on a product is packaging design. . Packaging is the first thing seen by consumers when going to buy a product and is one of the considerations [11]. Design is a set of characteristics that

affect the form and function of a particular product based on what the customer determines According to Kotler [12]. According to [13] Packaging design is inseparable from aesthetics, aesthetics arise from colors, information, and facts about the product, this is to win the hearts of consumers in choosing a product.

The next factor that influences purchasing decisions is product variety. Product diversity is one of the effective competitive strategies for entrepreneurs [14]. Product variations are not new in the world of sales, where this strategy is widely used by entrepreneurs for marketing in launching their products [15]. Product variation is the evolution of a product to create many different options. A product assortment is a collection of all products and goods offered by a particular seller to a buyer according to Kotler in [16]. This is because consumers' increasingly diverse preferences and their knowledge of the food products they consume such as products, packaging designs, and product variations can influence purchasing decisions. The needs of each consumer are different, with product purchase decisions by the needs desired by consumers.

Previous research conducted [17] In its research stated that consumer purchasing decisions can be influenced by factors such as halal labeling, packaging design, and product variations, but the research conducted [18]and [19] In its research states that consumer purchasing decisions can be influenced by halal labeling and packaging design. Based on several previous research results, it is confirmed that purchasing decisions can be influenced by clear halal labels, attractive packaging designs, and product variations. Researchers conducted this study because there were weaknesses in previous studies that could influence purchasing decisions. Therefore, researchers continue to continue and develop research on factors that can influence purchasing decisions.

1.1. Problem Statement

What is the influence of halal labeling, packaging design, and product variations partially and simultaneously on consumer purchasing decisions Kanzler chicken nuggets at Happy Frozen &; Fresh 2 Kediri.

1.2. Research Objectives

The purpose of this study is to determine the effect of halal labeling, packaging design, and product variations partially and simultaneously on consumer purchasing decisions of kanzler chicken nuggets in Happy Frozen &; fresh 2 kediri.

2. Method

Quantitative is the research approach used, and the causality technique used. Happy Frozen &; Fresh 2 Kediri. The sampling used in this study was non-probability with purposive sampling techniques and the number of respondents was 40 people data collection through observation, questionnaires, interviews, and literature studies. The analysis techniques used are classical assumptions, multiple linear regression, hypothesis tests (T-test and F-test), and determinant coefficients. The independent variables in this study are halal labeling (X1), packaging design (X2), and product variations (X3).

3. Results and Discussion / Results and Discussion

The analysis technique used is multiple linear analysis, aiming to obtain a comprehensive picture of the independent variables, namely halal labeling, packaging design, and product variations against the dependent variable, namely purchasing decisions using the IBM SPSS for Windows version 23 program. So to meet the requirements specified in the classical assumption model, multiple linear regression, hypothesis tests (T-test and F test), and determinant coefficients as follows:

3.1 Classical Assumption Testing

Normality Test

Based on the normality test using the SPSS program, the following figure is obtained:
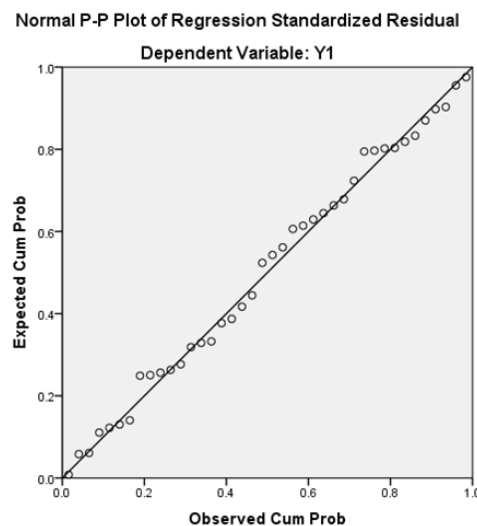
Source: SPSS Test Results (2024)

Figure 1. Probability Plot Normality Test Results

Based on the results of Figure 1, it can be seen that the data always follows and approaches the diagonal line. Thus the regression model satisfies the assumption of normality. The data results from respondents' answers about halal labeling, packaging design, product variations, and purchasing decisions spread among diagonal lines.

Multicholinerity Test

<p align="center">**Table 1. Multicholinerity Test Results**</p>

	Coefficients		
		Collinearity Statistics	
Type		Tolerance	VIF
1	(Constant)		
	Halal Labeling	.199	5.022
	Packaging Design	.199	5.025
	Product Variations	.980	1.021

Source: SPSS Test Results (2024)

Based on Table 1 it can be seen that the Tolerance and VIF values show that there is no independent variable whose VIF value is greater than 10, and there is no independent variable whose tolerance meets the tolerance value, which is less than 0.1. Thus it means that there is no multicollinearity.

Heteroscedasticity Test
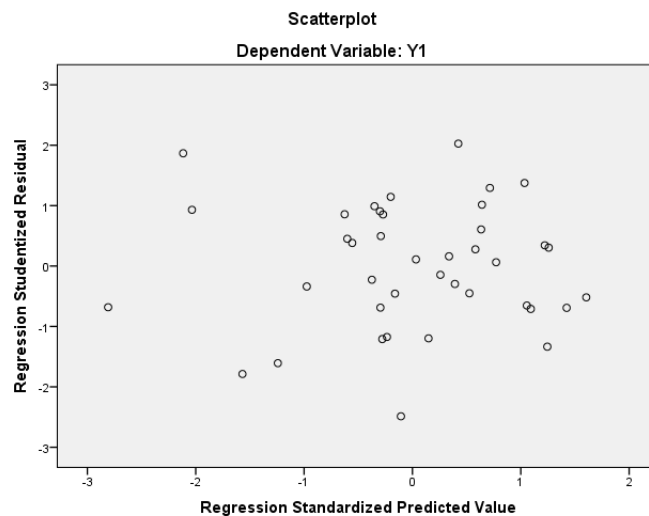
Source: SPSS Test Results (2024)

<p align="center">**Figure 2. Heteroskedasticity Test Results**</p>

Based on the figure it is known that it does not have a regular pattern, and the points spread above and below the Y axis, the conclusion is that heteroscedasticity does not occur or has homoscedasticity properties.

3.2

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test Results

		Coefficientsa		Standardized Coefficients
		Unstandardized Coefficients		
	Type	B	Std. Error	Beta
1	(Constant)	9.587	1.299	
	Halal Labeling	.324	.068	.437
	Packaging Design	.476	.080	.549
	Product Variations	.091	.029	.129

Source: SPSS Test Results (2024)

$Y = a + b1X1 + b2X2 + b3X3 + e$

$Y = 9.587 + 0.324\,(X1) + 0.476(X2) + 0.091\,(X3) + e$

The linear regression equation has the following meaning:

a. A constant value (a) of 9.578 indicates that if the hala labeling variable, packaging design, and product variation are considered constant or equal to zero (0) to the purchase decision is 9.587

b. The regression coefficient of halal labeling (X1) of 0.324 states that the halal labeling variable has a positive relationship with the value of purchasing decisions. This shows that every increase in halal labeling by one unit will cause an increase in the value of purchasing decisions by 0.324.

c. The Packaging design regression coefficient (X2) of 0.476 states that the packaging design variable has a positive relationship with the value of the purchase decision. This shows that every increase in packaging design by one unit will cause an increase in the value of the purchase decision by 0.476.

d. The product variation regression coefficient (X3) of 0.091 states that the product quality variable has a positive relationship with the value of the purchase decision. This shows that every increase in product quality by one unit will cause an increase in the value of the purchase decision by 0.091.

3.3 Adjusted Coefficient of Determination (R^2)

Table 3. HaSil Test Coefficient of Determination Adjusted (R^2)

Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969a	.939	.934	.760

a. Predictors: (Constant), Product Variations, Halal Labeling, Packaging Design

b. Dependent Variable: Y1

Source : SPSS Test Results (2024)

Based on the table above, the magnitude of R square (R^2) is 0.939. This result shows that 93% show the variables of halal labeling (X1), packaging design (X2), Product Variation (X3), against the variable of purchase decision (Y) of 93%. While the remaining 7% of the value of purchasing decisions is influenced or explained by other factors not examined in this study.

3.4 Hypothesis testing

Table 4. Test Results t

Coefficientsa

Type		T	Sig.
1	(Constant)	7.377	.000
	Halal Labeling	4.755	.000
	Packaging Design	5.967	.000
	Product Variations	3.111	.004

Source : SPSS Test Results (2024)

To determine the magnitude of the influence of each independent variable (halal labeling, packaging design, and product variations, on the dependent variable (purchase decision) can be seen from the significant value of each variable.

a. From the calculation results of table 4, halal labeling has a significant effect on purchasing decisions because the calculated value > table or 4.755> 1.683 and the resulting significant value is 0.000<0.05. So it can be concluded that Ho was rejected and Ha was accepted. So the halal labeling variable has a significant effect on purchasing decisions.

b. From the results of the calculation of table 4 data, packaging design has a significant effect on purchasing decisions because the calculated value > table or 5.967> 1.683 and the resulting significant value is 0.000 < 0.05. Ha accepted and Ho rejected in other words that packaging design variables have a significant influence on purchasing decisions

c. From the calculation results of table 4 product variations have a significant effect on purchasing decisions because the value of tcal>tTable or 3.111> 1.683 and the resulting significant value is 0.004< 0.05. Ha is accepted and Ho is rejected in other words that product quality variables have a significant effect on purchasing decisions.

Table 5. F Test Results

ANOVAa

	Type	F	Sig.
1	Regression	186.072	.000b
	Residuals		
	Total		

Source : SPSS Test Results (2024)

From the results of data processing in table 5, it is known that halal labeling, packaging design, and product variations simultaneously have a significant effect on purchasing decisions because Fcalculate > Ftable or 186.072 > 2.61. The resulting significant value of 0.000 is less than the level of significant 0.05. Because Fhitung > FTabel, Ha was accepted and Ho was rejected, which means that halal labeling variables, packaging design and product variations simultaneously affect purchasing decisions at Happy Frozen &; fresh 2 Kediri.

4. Conclusion

Based on the results of research and data analysis that has been done, it can be concluded that halal labeling partially has a significant effect on purchasing decisions on Happy Frozen &; fresh 2 Kediri, packaging design partially has a significant effect on purchasing decisions on Happy Frozen &; fresh 2 Kediri, product variations have a significant effect on purchasing decisions on Happy Frozen &; fresh 2 Kediri and halal labeling, packaging design, and product variations simultaneously have a significant influence on purchasing decisions at Happy Frozen &; fresh 2 Kediri.

The implications that can be done by Happy Frozen &; fresh 2 Kediri related to the results of this study are halal labeling on packaging is very influential because the majority of Indonesia's population is Muslim, unique and innovative packaging designs can attract buyers and various product variations can provide choices to consumers according to taste to determine the decision to buy the product.

Researchers in this study proved that there are still other variables that influence consumer purchasing decisions but are not discussed in this study, this can be used as material to conduct similar follow-up research by including other variables that are not yet in this study such as price, promotion, and brand variables to get better results.

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