

Analysis of Consumer Perceptions of Interest in Buying Halal Hand Soap Products

Juliza Hidayati

Departement of Industrial Engineering, Faculty of Engineering
Universitas Sumatera Utara, Medan, Indonesia
rivaijuliza@gmail.com

Rosdanelli Hasibuan

Departement of Chemical Engineering, Faculty of Engineering
Universitas Sumatera Utara, Medan, Indonesia
rosdanelli@yahoo.com

Sawarni Hasibuan

Departement of Industrial Engineering, Faculty of Engineering
Universitas Mercu Buana, Jakarta, Indonesia
Corresponding author: sawarni02@mercubuana.ac.id

Abstract

Based on data obtained in the field, it is known that the number of sales of hand soap products that have a halal label is more attractive to the public during the pandemic. This becomes interesting to study the factors that cause this can happen. The factors of buying interest in hand washing soap are examined based on factors of halal certification, halal awareness, and the materials used to make the halal hand soap. This research was conducted with a quantitative approach to determine the influencing factors by using primary data from interviews with consumers. Data processing is done by testing the validity and reliability of the instruments used. Then analyzed descriptively covering the characteristics of the respondents and the category of variables so that hypothesis testing can be carried out in this study using the T-test, F test, and the coefficient of determination. The results of this study indicate that halal certificates, halal awareness, and halal hand soap ingredients in a hand soap product affect people's buying interest. Meanwhile, these three factors simultaneously affect people's buying interest in halal hand soap with a percentage of 88%.

Keywords

Halal Hand Soap, Buying Interest, Halal Certification, Halal Awareness, Material Composition.

1. Introduction

The demand for high product quality standards to ensure safety with the composition of the product is a major concern of today's society, including the Muslim community who are increasingly critical of halal assurance and the quality of the products they consume. Consumer perception of the current halal concept is not purely a religious issue, but because halal has become a symbol for quality assurance and lifestyle choices (Budiman and Suyana 2021). The halal product market is developing into an arena that promises profits and affects product competition, which can be seen from the projected demand for halal products. Where there is a growth rate of 9.5% world demand for halal products from 2013 of US\$2 trillion to 2019 of US\$3.7 trillion; This is supported by data from the Ministry of Industry which states that the world's demand for halal products will grow by 6.9% in the next six years. The Secretary General of the Ministry of Industry stated that the halal industrial area in Indonesia has the potential to be developed along with the increasing number of Muslim population so that it reaches 85.2% or as many as 200 people out of a total population of 235 million people who embrace Islam. The government is aggressively urging the public to maintain personal hygiene by diligently washing hands with soap and hastening to take a shower after activities outside the home (Sampurno 2020). This appeal is intensively carried out through product advertisements. Washing our hands frequently in an appropriate manner (at least 20 seconds) is an important step in preventing

COVID-19 infection. Washing hands with soap is much more effective in killing germs, bacteria, and viruses than washing hands with water alone. Soap can easily destroy the lipid membrane of COVID-19, rendering the COVID-19 virus inactive (Sampurno 2020). Washing hands with soap is proven to be effective in preventing transmission of the corona virus because clean hands after washing with soap can reduce the risk of the virus entering the body (Nugraha 2020).

The demand for the need for hand washing has resulted in the community's need for the use of hand soap to also increase. The main raw material for soap commonly uses edible oil such as palm oil and coconut oil (Hasibuan et al., 2014). Based on data obtained in the field, it is known that the number of sales of hand soap products that have a halal label are more in demand by the public. So it is necessary to investigate what factors cause the demand for halal hand soap products to be higher than products without halal labels (Ambali and Bakar 2014). This study tries to explore the possibility of this. factors that can influence people's buying interest in halal hand soap products. Until now, although halal hand soap products are widely available, it is necessary to examine the relationship between halal concepts such as halal awareness and halal certification with people's purchase intentions in the context of buying halal hand soap products (Hambali 2020).

2. Literature Review

2.1 Halal Hand Soap Products

Halal hand soap products are liquid soaps that are safe and environmentally friendly, because they use natural dyes and natural fragrances. The use of natural dyes from suji leaves and fragrance from lime extraction in the manufacture of liquid soap has advantages over liquid soap that uses synthetic dyes and fragrances because the waste is easily decomposed by microorganisms and aquatic biota. Natural dyes are dyes that come from plants, which are usually used to give an attractive appearance. Natural dyes that are widely used include suji leaves. Suji leaves contain chlorophyll dye to give a charming green color. Suji leaves are commonly used as a green color for food. Because of the beauty of the shape of the leaves, this plant is often used as an ornamental plant.

2.2 Halal Concept

The demand for high product quality standards to ensure safety with the composition of the product is a major concern of today's society, including the Muslim community who are increasingly critical of halal assurance and the quality of the products they consume (Fathoni 2020). Consumer perception of the current halal concept is not purely a religious issue, but because halal has become a symbol for quality assurance and lifestyle choices. Halal in Arabic means permitted, usable, and legal. The opposite of halal is haram which means it is not permitted, cannot be used, and is not valid according to the law while mushbooh (syubha, shubhah, and mashbuh) means black and white, is still questionable, and doubtful therefore it should be avoided. Halal products mean that they are permitted or legal by sharia law which must meet several conditions, namely (Ilyas Masudin et al. 2021):

1. Does not consist of ingredients that contain animals that are not allowed in Islamic law that are slaughtered not according to sharia rules.
2. Safe to consume and harmless
3. Does not contain ingredients that are unclean according to Shari'a law
4. Not produced using tools that are unclean according to Shari'a law.
5. Food and the ingredients contained therein do not contain parts of living things that are not permitted under Shari'a law
6. During preparation, processing, packaging, as well as storage, food is physically separated from other foods as described above, or anything else that is defined by Shari'a as najis.

2.3 Halal Certification and Awareness

Halal certification is a guarantee for a Muslim regarding safety to be able to choose products that are halal and good for the Muslim. Halal certified products are products that have gone through the testing stages by an institution. Halal certification greatly affects the interest in buying a product for the community (Samsuri 2020). Apart from being a country with a Muslim majority, the halal label on the product is considered very important because it guarantees the safety of the product itself. As many as two billion Muslim consumers in the world need halal products. Included in the halal criteria are the substances, namely the content contained in the laundry soap is a product that is in accordance with Islamic law which is basically halal for consumption. And it has been determined halal in the Qur'an and hadith (Ambali and Bakar 2014).

In a study conducted by Golnaz et al. (2010) who found that the halal label affects buying interest, because the halal label is a guarantee of the halalness of a product. Apart from increasing behavioral trends and interest in buying halal products, Muslim consumers are increasingly aware of the importance of halal products starting from the tools and materials used, processes, to distribution. Moreover, the need for hand washing soap during the pandemic, which consumers really need, is its availability and halal assurance. In addition to the halal certification factor, it is believed that the variable of public awareness of the need for halal products will affect buying interest in these products. Halal awareness is a predictor of whether or not a Muslim understands the concept of halal, and how they prioritize the halal concept for their needs (Samsuri 2020).

3. Methods

This research is a research with a quantitative approach. The data used is primary data obtained by using a questionnaire. The samples chosen to fill out this questionnaire are users of halal hand washing soap products in the city of Medan, North Sumatra Province . Data processing in this study was started by testing the validity and reliability of the research instrument, analyzing the characteristics of the respondents such as gender, age and last education. Then proceed with analyzing the categories of variables. After this stage is passed, the research hypothesis is tested using the T, F test and the coefficient of determination.

4. Data Collection

The data needed in carrying out this research is primary data in the form of data obtained from the results of distributing questionnaires. Questionnaires were distributed to users of halal hand soap as many as 45 respondents using the help of Google Forms. The results of data collection obtained are then analyzed for their descriptions which can be seen in the table in the next sub chapter.

5. Results and Discussion

5.1 Validity and Reliability Test

Test the validity and reliability of the data instruments used by using SPSS software. The results of the validity test showed that from a total of 40 questions, the 40 questions were declared valid. The instrument was then retested for reliability using SPSS software and showed a value that the 40 questions had been declared reliable.

5.2 Descriptive Analysis

5.2.1 Analysis of Respondents Characteristics

The subjects of this study were users of hand soap products produced by the Chemical Industrial Process Laboratory (PIK). The object under study is consumer buying interest in halal hand soap products. Characteristics of respondents in the study are as follows:

Table 1. Characteristics of respondents

Characteristics		Frekuensi	Persentase
Gender	Male	27	60%
	Female	18	40%
	Total	45	100%
Age	16-20	1	2%
	21-30	7	16%
	31-40	14	31%
	41-50	8	18%
	51-60	14	31%
	>60	1	2%
	Total	45	100%
Last Education	Primary School	0	0%
	Junior High School	2	4%
	Senior High	7	16%

	School		
	University	36	80%
	Total	45	100%

5.2.2 Variable Category analysis

The results of descriptive analysis on variables in research related to public perception on the use of halal hand soap were carried out on the variables of halal certification, halal awareness, food ingredients and buying interest. Descriptive analysis was carried out by testing the questionnaire recapitulation using SPSS software with the following results:

Table 2. Descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
halal certification 1	46	1	5	4,41	1,024
halal certification 2	46	1	5	4,63	,903
halal certification 3	46	1	5	4,41	1,066
halal certification 4	46	1	5	4,37	1,142
halal certification 5	46	1	5	4,28	1,167
halal certification 6	46	1	5	3,83	1,270
halal certification 7	46	1	5	3,91	1,151
halal certification 8	46	1	5	4,43	,958
halal certification 9	46	1	5	4,15	1,074
halal certification 10	46	1	5	3,59	1,002
halal certification 11	46	1	5	4,41	1,002
halal certification 12	46	1	5	3,83	1,161
halal certification 13	46	1	5	3,24	1,268
halal certification 14	46	1	5	4,35	1,100
halal certification 15	46	1	5	4,50	,937
halal certification 16	46	1	5	4,28	,911
halal certification 17	46	1	5	4,46	,936
halal awareness 1	46	1	5	4,30	1,008
halal awareness 2	46	1	5	4,37	,928
halal awareness 3	46	1	5	3,59	1,066
halal awareness 4	46	1	5	3,87	1,087
halal awareness 5	46	1	5	4,30	1,008
halal awareness 6	46	1	5	4,46	,959
halal awareness 7	46	1	5	4,41	1,002
halal soap ingredients 1	46	1	5	4,48	1,027
halal soap ingredients 2	46	1	5	4,37	,974
halal soap ingredients 3	46	1	5	3,91	1,132
halal soap ingredients 4	46	1	5	4,13	1,046
halal soap ingredients 5	46	1	5	3,76	1,119
halal soap ingredients 6	46	1	5	4,15	1,229
halal soap ingredients 7	46	1	5	4,33	,920
halal soap ingredients 8	46	1	5	4,07	,998
buying interest1	46	1	5	4,30	,840
buying interest2	46	1	5	4,43	,860
buying interest3	46	1	5	4,46	,887
buying interest4	46	1	5	4,41	,858
buying interest5	46	1	5	4,22	,964
buying interest6	46	1	5	4,46	,887
buying interest7	46	1	5	4,48	,888
buying interest8	46	1	5	4,52	,888
Valid N (listwise)	46				

From the table above, it can be concluded that from 17 questions related to the halal certificate variable, from 17 questions that have been declared valid and reliable, it is known that 45 respondents indicated that the average answer was in the high range (3.41 - 4, 20) as many as 2 items, and from a very high range (4.21 – 5.00) by 15 items, which means that halal certification is a variable used by the public in choosing halal hand washing soap products.

Based on the table above, it can be concluded that from the table above, precisely on the halal characteristics, of the 7 questions that have been declared valid and reliable, it is known that 45 respondents indicated that the average answer was in the high range (3.41 - 4.20) as many as 2 items, and from a very high range (4.21 – 5.00) by 5 items, which means that halal characteristics are variables used by the community in choosing halal hand washing soap products.

Based on the table above, it can be concluded that from the table above, precisely on the characteristics of hand soap ingredients, from 8 questions that have been declared valid and reliable, it is known that 45 respondents indicated that the average answer was in the high range (3.41 - 4.20) as many as 2 items, and from a very high range (4.21 – 5.00) by 6 items, which means that the characteristics of hand soap ingredients are variables used by the community in choosing halal hand washing soap products.

From the table above, it can be concluded that from 8 questions related to the buying interest variable, from 8 questions that have been declared valid and reliable, it is known that 45 respondents indicated that the average answer was in the very high range (4.21 – 5 ,00) of 8 items, which means that buying interest is a variable used by the public in choosing halal hand soap products.

5.3 Hypothesis Testing

Based on the exposure to the variables that influence buying interest in halal hand soap products, the hypotheses found in this study are ;

1. halal certification (X1) affects buying interest in halal hand washing soap products (Y).
2. Halal awareness (X2) affects buying interest in halal hand washing soap products (Y)
3. Halal hand washing soap ingredients (X3) affect buying interest in halal hand washing soap products (Y)
4. Halal certification (X1), Halal awareness (X2) and Halal hand soap ingredients (X3) simultaneously influence buying interest in halal hand washing soap products (Y)

In testing this hypothesis, the T test and F test were carried out, and the degree of determination was reviewed with SPSS software with the following results;

a. T test

The t-test or t-test is one of the statistical tests to test the truth of the hypothesis proposed by the researcher in differentiating the average in the two populations. Parametric statistical tests have several types of tests that are used to obtain conclusions about the population from the samples taken.

The T test in this study was run using SPSS software with the following processing results:

Table 3. T test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,335	,245		1,366	,179
Sertifikasi Halal	,457	,130	,451	3,514	,001
Kesadaran Halal	,292	,113	,305	2,593	,013
Bahan Halal	,215	,132	,223	1,626	,112

a. Dependent Variable: Minat Beli

1. hypothesis test 1

It is known that the significance value of the influence of XI on Y is $0.001 < 0.05$ and the t value is 3.514 > t table is 2.020 so it can be concluded that H1 is accepted, which means that the halal certificate for one hand washing soap product affects people's buying interest.

2. hypothesis test 2

It is known that the significance value of the influence of X2 on Y is $0.013 < 0.05$ and the t value is $2.593 > t$ table is 2.020 so it can be concluded that H2 is accepted which means that Halal awareness in the community affects people's buying interest in hand washing soap products.

3. hypothesis test 3

It is known that the significance value of the influence of X3 on Y is $0.112 > 0.05$ and the t value is $1.626 < t$ table 2.020 so it can be concluded that H3 is rejected, which means that the ingredients of halal hand washing soap in the community affect people's buying interest in hand soap products.

b. F test

The F test in this study was run using SPSS software with the following processing results:

Table 4. F test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,811	3	5,270	99,800	,000 ^b
	Residual	2,165	41	,053		
	Total	17,976	44			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Bahan Halal, Kesadaran Halal, Sertifikasi Halal

based on the output in table hh, it is known that the significance value for the effect of halal certificate (X1), halal awareness (X2) and halal hand soap ingredients (X3) on halal hand washing soap products (Y) is 0.000, 0.05 and the F value is calculated of $99.8 > f$ table 2.83 so it is concluded that H3 is accepted and it is stated that Halal Certificate (X1), Halal Awareness (X2) and Halal Handwashing Soap Ingredients (X3) simultaneously affect buying interest in halal hand washing soap products (Y).

c. Coefficient of Determination

The analysis of the coefficient of determination in this study was carried out using SPSS software with the following processing results:

Table 5. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,938 ^a	,880	,871	,22980

a. Predictors: (Constant), Bahan Halal, Kesadaran Halal, Sertifikasi Halal

based on the results of data processing R Square of 0.880 which indicates that the simultaneous influence of variables X1, X2 and X3 is 88%.

6. Conclusion

In dealing with the current pandemic situation, of course, efforts to prevent yourself from being exposed to the virus are very important. One of the ways to prevent yourself from being exposed to the virus is to diligently wash your hands with soap. This need has led to an increase in the demand for hand soap. By starting to increase public awareness of the dimensions of halal quality, it also causes a significant increase in demand for products that have a halal label than those without a halal label. This is the cause of an increase in the demand for halal hand soap on the market. The results of research on factors that influence buying interest in halal hand washing soap products found that a halal certificate in a hand soap product affects people's buying interest, Halal awareness in the community affects people's buying interest in hand soap products and halal hand soap ingredients in society has an effect on people's buying interest in hand soap products. While these three factors simultaneously affect people's buying interest in halal hand soap with a percentage of 88%.

References

Ambali, Abdul Raufu, and Ahmad Naqiyuddin Bakar. 2014. "People's Awareness on Halal Foods and Products:

- Potential Issues for Policy-Makers.” *Procedia - Social and Behavioral Sciences* 121(September 2012): 3–25.
- Budiman, Andika Nuraga, and Hilma Suyana. 2021. “The Influence of Restaurant Attributes on Muslim Consumers Towards Subscribing Halal Restaurant in Comparison Study: Bogor and Kota Kinabalu.” *Jurnal Manajemen Pemasaran* 15(2): 99–109.
- Fathoni, Muhammad Anwar. 2020. “Potret Industri Halal Indonesia: Peluang Dan Tantangan.” *Jurnal Ilmiah Ekonomi Islam* 6(3): 428.
- Hambali. 2020. “Pemberlakuan Sertifikasi Halal Secara Wajib Terhadap Produk Asing Menurut Persetujuan Tentang Hambatan Teknis Dalam Perdagangan (Technical Barrier To Trade Agreement).” 2(33): 48–61.
- Hasibuan, Sawarni, Sahiran, Sahirman, and Ma'ruf, Amar. 2014. The quality of transparent soap from farmer's crude Calophyllum seed oil, *International Journal on Advanced Science, Engineering and Information Technology*, Vol. 4 No. 5, pp. 349-353. <http://dx.doi.org/10.18517/ijaseit.4.5.432>
- Ilyas Masudin, Faradilla Witha Fernanda, Fien Zulfikarijah, and Dian Palupi Restuputri. 2021. “Customer Loyalty on Halal Meat Product: A Case Study of Indonesian Logistics Performance Perspective.” *International Journal of Business and Society* 21(1): 433–53.
- Nugraha, Alifian. 2020. “Pelatihan Pembuatan Hand Sanitizer Berstandar WHO Bagi Kelompok Ibu Penerima Pkh Di Desa Jarisari Kecamatan Jenggawah.” *Majalah Ilmiah Pelita Ilmu* 3(2): 152.
- Sampurno, Muchammad Bayu Tejo. Tri Cahyo Kusumandyoko. 2020. “Budaya Media Sosial , Edukasi Masyarakat Dan Pandemi.” *Jurnal Sosial & Budaya Syar-i* 7(6): 529–42.
- Samsuri, Warto. 2020. “Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia.” *Journal of Islamic Economics and Banking* (July).