



THEORY OF PLANNED BEHAVIOR ANALYSIS OF MANUFACTURER'S INTEREST IN DOING HALAL LABELIZATION IN SHARIA ECONOMIC PERSPECTIVE (CASE STUDY OF SALT FARMING BUSINESS IN NORTH ACEH DISTRICT)

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ABSTRACT

This study aims to determine the interest of salt farmers in doing halal labeling on their business and on their products. This study uses primary data obtained by distributing questionnaires to 26 respondents. The data analysis method used is multiple linear regression with the SPSS 20 application. The results indicate partially that Attitude (X1) positively and significantly influences producers' interest in halal labeling in Bluka Teubai Village, Dewantara subdistrict, North Aceh Regency, and Subjective Norms (X2) positively and significantly influences producers' interest in halal labeling in Bluka Teubai Village, Dewantara subdistrict, North Aceh Regency, and Behavioral Control (X3) positively and significantly influences producers' interest in halal labeling in Bluka Teubai Village, Dewantara subdistrict, North Aceh Regency with the adjusted R square (R²) value of 50.6%, and the remaining 49.4% is influenced by other variables outside this study.

Keywords: *Attitude, Subjective Norms, Behavioral Control, and Producers' Interest.*

1. INTRODUCTION

In today's modern era, we cannot avoid global influence in any matter, including production problems. Businesses in the production sector have also experienced a very significant increase in line with the development of science and technology. The increase in production not only makes it easier for the public to consume, but also raises new concerns regarding product quality when viewed from the halal aspect (Ratih, 2018).

Efforts to provide halal guarantees for a product to the public are also the most important part for producers and consumers. This halal product guarantee is also carried out in accordance with the principles of protection, fairness, legal certainty, accountability and transparency, effectiveness and efficiency, and professionalism. The guarantee of the implementation of halal products aims to provide convenience, security, safety, and certainty of the availability of halal products for the public in consuming and using halal products, as well as increasing added value for business actors to produce and sell halal products. (Syafri, 2013).

The obligation of producers to carry out halal certification already exists based on Law No. 7 of 1996 concerning Food and Law no. 8 of 1999 concerning Consumer Protection (Karima et al., 2019). Basically, halal certification does not only benefit consumers but also producers. With the existence of a halal certificate, producers can put a halal label on their businesses and products which will provide comfort and peace for consumers who consume them. Thus it can also provide legal certainty to Muslim consumers that the product is halal according to Islamic law.

The object of this research is salt producers in Bluka Teubai Village, Dewantara District, North Aceh Regency. Most of the salt producers in Bluka Teubai village still use traditional methods, only one producer uses the tunnel method. Based on the results of a survey conducted by researchers in the field, only one producer has submitted an application to obtain halal certification.

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In addition, the researchers found that there were several reasons why other salt producers had not taken care of halal certification. Limited costs and complexity of processing as well as time constraints make them reluctant to take care of the certificate, but that doesn't mean they don't intend to take care of it.

2. THEORETICAL FRAMEWORK

2.1. Theory of Planned Behavior (TPB)

This theory, which was originally named Theory of Reasoned Action (TRA), was developed in 1967, then the theory continued to be revised and expanded by Icek Ajzen and Martin Fishbein. Starting in 1980 the theory was used to study human behavior and to develop more sophisticated interventions. In 1988, another thing was added to the existing reasoned action model and later named Theory of Planned Behavior (TPB), to overcome the advantages and disadvantages found by Ajzen and Fishbein through their research using TRA. (Nurul Cholidiyah, 2018).

Theory of planned behavior (TPB) is a theory that can be used to examine human social behavior such as producer behavior. The main concern in the theory of planned behavior is on a person's intention to perform a behavior because intention is an intermediate variable that causes behavior from an attitude or other variables. (Tantawi, 2017).

According to Ajzen and Driver (1991) *Theory of Planned Behavior* is an act that begins with an intention where the intention is influenced by three internal factors, namely: attitude, subjective norms, and perceived behavioral control. Attitude towards behavior in which a person makes an assessment of something that is favorable and unfavorable. Then there is a social factor called subjective norm, it refers to social pressure that is felt to do or not to do an action. And the antecedent of intention is the perceived degree of control over the behavior as we saw before, referring to the perceived ease or difficulty of performing the behavior, and is assumed to reflect past experiences as anticipated obstacles and obstacles.

Thus the authors can conclude that the theory of planned behavior (theory of planned behavior) is a theory that analyzes the attitudes of producers, subjective norms, and perceived behavioral control of producers. Producer attitudes, subjective norms, and perceived behavioral control are commonly used to predict behavioral intentions with certain actions. The producer's attitude also measures how a person perceives an object as something positive or negative, as well as profitable or detrimental.

2.2. Interest

According to KBBI interest is desire, liking, and willingness to something. Simply put, interest means high enthusiasm or a great desire for something. Interest is described as a person's situation before taking a particular action, which can be used as a consideration for predicting the behavior or action to be chosen. (Mulki, 2021). According to Abdul Rahman Shaleh (2004) interest can be interpreted as a person's attention, actions, tendencies, activities or interesting situations, and feelings of pleasure.

Meanwhile, a producer is someone who carries out production activities to produce an item that will be sold to consumers with the aim of making a profit from the goods it produces. So what is meant by producer interest is something the producer wants to do to achieve something better.



2.3. Stages of Interest

The stages of interest arising can be described as follows: (ii, nd).

1. Desire

Desire is the first stage of the emergence of interest that comes from the impulse of one's own desires. If the target is something real. So, from this impulse arises the desire and interest to do something. Such as the emergence of a desire in producers to carry out halal labeling.

2. Knowledge

At this stage, to find out whether producers are interested in carrying out halal labeling can be seen from the knowledge they have. Usually producers who have an interest in carrying out halal labeling have extensive knowledge about the importance of carrying out halal labeling.

3. Brave

Courage is not afraid of all the obstacles or appeals that will be faced. At this stage producers who have the desire to carry out halal labeling must have a courageous attitude and not feel afraid or give up whatever happens and do this until it's done.

4. Yes / believe

The point is that producers feel confident or believe in something seriously without being influenced by other things. At this stage producers who are interested in carrying out halal labeling will feel confident/trusted in carrying out halal labeling on their business and on their products.

5. Need

At this stage, the emergence of a need for a product or business in carrying out halal labeling is due to encouragement from oneself and from others.

6. decision to use

At this stage the producers have decided to carry out halal labeling on the business and on the products they have produced.

2.4. Halal Labeling

Halal labeling is the inclusion of halal writing or statements on a business or product packaging to show that the intended business or product has halal status. (Wiranda, 2020). With the existence of a halal label listed on the business or on product packaging, it will directly influence consumers, especially the Muslim community, to use these products. The emergence of a sense of security and comfort in consuming these products will increase the confidence in buying interest (Augustian, 2013). Halal labels found on business or product packaging will make it easier for consumers to identify a product. Based on the history of the implementation of halal in Indonesia, LPPOM MUI is the institution that pioneered the granting of the first halal certification and is still considered the only one in Indonesia. (Syafriada, 2013).

3. RESEARCH METHOD

3.1. Research Approach

In this study, the type of research used is Field Research using quantitative methods. The object in this study is the interest of salt farmers in carrying out Halal Labeling. The research location was determined purposively or intentionally, namely in Dewantara District, North Aceh Regency, precisely in Gampong Bluka Teubai. To obtain data and information in accordance with the object of this study, the authors used a questionnaire (questionnaire) for data collection. The method is to give the questionnaire directly to the respondent. Selection of respondents in this study using the census sampling method. Census is a way of collecting data when all elements of the population are investigated one by one. So the data obtained is the result of census processing with a sample of 26 people.

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4. RESULTS AND DISCUSSION

4.1.Data Analysis Method

Data analysis used in this study is quantitative analysis with multiple linear regression equations. Quantitative analysis is the analysis used to analyze data obtained from questions that require statistical calculations, so this analysis is often called statistical analysis. The results of data processing are multiple regression analysis with using the SPSS 20 program is shown in the following table:

Table 4.13
Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	8,418	8,376		1.005	,326
1 Total_x1	,406	,148	,414	2,734	,012
Total_x2	,884	,253	,499	3,494	,002
Total_x3	,789	,315	,380	2,503	,020

Source: Primary Data (Processed in 2022)

Based on table 4.13 above, the multiple linear regression equations are obtained as follows:

$$Y = 8.418 + 0.406X_1 + 0.884X_2 + 0.789X_3$$

From the regression equation it can be seen that the constant value is 9.055, this means that if the Attitude variable (X1) the Subjective Norm variable (X2) and the Behavioral Control variable (X3) are constant (value 0), then Producer Interest (Y) has a value of 8.418. The regression coefficient of the Attitude variable (X1) is 0.406 which means that if there is a change in the Attitude variable (X1) by 1 unit on the Likert scale, the Producer's Interest (Y) will increase by 0.406. The regression coefficient of the Subjective Norm variable (X2) is 0.884 which means that if there is a change in the subjective norm variable (X2) of 1 Likert scale unit Producer Interest (Y) will increase by 0.884. The regression coefficient of the Behavior Control variable (X3) is 0.

4.2.Partial Test (t-test)

Partial testing (t-test) is intended to determine whether individually (partially) there is an influence between the independent variable and the dependent variable. Testing the hypothesis in this study is a two-tailed test which is carried out by comparing the significance level (sig) with the error rate (α) = 5%. Testing each regression coefficient is said to be significant if the significance probability value is less than 0.05 (selected confidence level) then the alternative hypothesis (Ha) is accepted, otherwise it is said to be insignificant if the significance probability value is greater than 0.05 (selected confidence level) then the alternative hypothesis (ha) rejected.

The hypothesis testing used is the t-test, namely:

1. If $t_{count} > t_{table}$, then Reject Ho Accept Ha means that partially there is an influence of attitudes, subjective norms and behavioral control on producer interest.
2. If $t_{count} < t_{table}$, then Accept Ho Reject Ha means that partially there is no effect of attitudes, subjective norms and behavioral control on producer interest.



Table 4.14
Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	std. Error	Coefficients Betas		
1	(Constant)	8,418	8,376		1.005	,326
	Total_x1	,406	,148	,414	2,734	,012
	Total_x2	,884	,253	,499	3,494	,002
	Total_x3	,789	,315	,380	2,503	,020

Source: Primary Data (Processed in 2022)

Resultst-test testing is explained as follows:

1. Attitude (X1)

- If $t_{count} > t_{table}$, then Reject H_0 accepts H_a , meaning that partially attitudes influence producer interest.
- If $t_{count} < t_{table}$, then accept H_0 Reject H_a , meaning that partially attitudes do not affect producer interest.

The results of the regression calculations show that the alternative hypothesis H_a is accepted, this means that attitudes have a positive and significant effect on producer interest. This is indicated by the calculated t value of 2.734 which is greater than the t table value ($df = nk$) at $n = 26-3 = 23$ of 1.713 at $\alpha = 5\%$ and a significant value of $0.012 < 0.05$.

2. Subjective Norms (X2)

- If $t_{count} > t_{table}$, then Reject H_0 accepts H_a , meaning that partially subjective norms affect producer interest.
- If $t_{count} < t_{table}$, then accept H_0 Reject H_a , meaning that partially subjective norms do not affect producer interest.

The results of the regression calculations show that the alternative hypothesis H_a is accepted, this means that subjective norms have a positive and significant effect on producer interest. This is indicated by the calculated t value of 3.494 which is greater than the t table value ($df = nk$) at $n = 26-3 = 23$ of 1.713 at $\alpha = 5\%$ and a significant value of $0.002 < 0.05$.

3. Behavior Control

- If $t_{count} > t_{table}$, then Reject H_0 accepts H_a , meaning that partially behavioral control influences producer interest.
- If $t_{count} < t_{table}$, then accept H_0 Reject H_a , meaning that partially behavioral control does not affect producer interest.

The results of the regression calculations show that the alternative hypothesis H_a is accepted, this means that behavioral control has a positive and significant effect on producer interest. This is indicated by the calculated t value of 2.503 which is greater than the t table value ($df = nk$) at $n = 26-3 = 23$ of 1.713 at $\alpha = 5\%$ and a significant value of $0.020 < 0.05$.

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5. CONCLUSION

This study aims to determine the interest of salt producers in carrying out halal labeling for businesses and their products in Bluka Teubai Village, Dewantara District, North Aceh Regency. Based on the results of the analysis and discussion of the data described in the previous chapter, the following conclusions can be drawn:

1. Attitude has a significant positive influence on the interest of salt producers in carrying out halal labeling in the village of Bluka Teubai, Dewantara District, North Aceh Regency.
2. Subjective norms have a significant positive influence on the interest of salt producers in carrying out halal labeling in Bluka Teubai Village, Dewantara District, North Aceh Regency.
3. Behavioral control has a significant positive influence on the interest of salt producers in carrying out halal labeling in the village of Bluka Teubai, Dewantara District, North Aceh Regency.
4. There is a significant effect simultaneously on attitude variables (X1), subjective norms (X2) and behavioral control (X3) on the interest of producers (Y) in carrying out halal labeling in the village of Bluka Teubai, Dewantara District, North Aceh Regency.

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