

The Influence Of Halal Label And Taste On Snack Products Toward Purchase Intention Of The Community In Metro City (East Metro)

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Abstract

Indonesia is a country with a majority Muslim population, so religious aspects and product quality are important considerations in determining food product purchasing decisions. Marker attributes such as halal labels and physical characteristics of products in the form of taste are important stimuli for consumers, especially in the snack product segment which has a very high level of market competition. This study aims to determine and analyze the effect of halal labels and taste on snack products on public purchasing interest in Metro City, especially in the East Metro area. This study uses a quantitative approach with a data collection method through distributing questionnaires to 100 respondents selected using a purposive sampling technique. Data analysis was carried out using multiple linear regression analysis with the help of IBM SPSS Statistics 25 software. The results of the partial t-test showed that the Halal Label variable has a positive and significant effect on purchasing interest, evidenced by a calculated t-value of $3.971 > t\text{-table } 1.98472$ and a significance value of $0.000 < 0.05$. The Taste variable also has a positive and significant influence on partial purchase intention, with a calculated t-value of $5.751 > t\text{-table } 1.98472$ and a significance value of $0.000 < 0.05$, and is the most dominant variable influencing consumer purchase intention in this study. Furthermore, the results of the simultaneous F-test showed a calculated f-value of $69.115 > f\text{-table } 3.09$ with a significance level of $0.000 < 0.05$, which means that the Halal Label and Taste together have a significant influence on purchase intention. The coefficient of determination (Adjusted R-Square) value of 0.579 indicates that the contribution of the halal label and taste variables can explain 57.9% of the variation in purchase intention in East Metro, while the remaining 42.1% is influenced by other variables outside this research model.

Keywords: Halal Label, Taste, Purchase Intention.

1. Introduction

The development of the food and beverage industry in Indonesia shows a continuously increasing trend in line with population growth, lifestyle changes, and the growing need for practical and easily consumed food products. One of the fastest growing segments is the snack food industry. Snack products are the public's choice because they offer diverse varieties, are easily accessible, and can be consumed anytime. Increasing competition in Indonesia's snack industry drives businesses to understand the factors influencing consumer purchase intention. Purchase intention is a consumer's tendency to purchase a product influenced by various considerations, both from product attributes and consumer perceptions of the product. It is an important indicator in consumer behavior because it can reflect the likelihood of future

purchases. Companies need to pay attention to factors that can increase consumer purchase intention, particularly for snack products with high competition.

Factors influencing consumer purchase intention are not only related to functional aspects of the product, but also to religious and quality aspects. In Indonesia, with its majority Muslim society, the issue of product halalness has become an important concern in consumer behavior. This phenomenon is known as the Halal Lifestyle, where the halal label is no longer considered a complementary attribute, but rather a primary indicator of quality and product safety, especially with the mandatory halal certification requirement for products circulating in Indonesia effective October 2026. The halal label plays a significant role because products conforming to halal principles have become a primary need for many consumers. The presence of a halal label provides a sense of security and increases consumer trust in a product. This is because of the belief that products with halal labels are processed and produced according to applicable religious provisions (Sopingi, 2024). The halalness of a product is a trust aspect that cannot be directly observed or proven by consumers. Consumers need protection regarding guaranteed halalness of the products they consume. The existence of halal certification and labels is important so that the public has confidence that products they purchase have met halal requirements. The inclusion of halal labels on products also functions as information for consumers regarding the halal status of those products. If a product does not have a halal label, consumers need to be more careful and cautious before making purchases. For Muslims, knowing the halal status of a product is very important because halal products are those produced according to Islamic Sharia standards and provisions (Wijaya, 2023).

In addition to halal labels, taste is an equally important factor in determining consumer purchase intention for snack products. Taste is a sensory characteristic felt by consumers through a combination of flavor, aroma, texture, and enjoyment of the product when consumed. Snack products with taste matching consumer preferences tend to be more easily accepted and preferred. In an increasingly competitive snack industry, consumers not only seek halal products, but also products that can provide a satisfying consumption experience through good taste. Taste is one of the most important factors in food, as it can become the distinctive characteristic of that food (Rozak & Utami, 2024). Consistent taste can attract customers to repurchase products. Taste can be used by marketers to offer products by associating the taste with consumer emotions. Excellence in creating consistent and captivating taste can be one of the differentiating points in efforts to retain consumers. With distinctive taste, consumers will be more interested in making purchases (Yuliana & Pratiwi, 2025). Taste is the primary determinant of whether a food product can be accepted by consumers. Regardless of how strong a marketing strategy is, if a food does not have a strong and consistent taste, consumer purchase intention will decline. Based on a review by (Aminatun Habibah, 2020) taste that matches the public's preferences acts as a strong motivation for consumers in choosing culinary products. Taste characteristics, along with price and packaging, become instant sensory stimuli sought by consumers when consuming snack foods. When the halal aspect is combined with taste quality, this ideal combination creates a very strong appeal to public purchase intention.

A number of studies in the past five years have shown that halal labels and taste have significant influence on consumer purchase intention. Research by (Annisa Jati Utami, 2023) using a mediation regression analysis model and Warp PLS (Partial Least Square) showed that halal labels have a positive and significant effect on purchase intention, while research by (Mundir & Tomiyadi, 2023) using multiple linear regression analysis showed that halal labels do not have a significant effect on consumer purchase intention. Most studies also found that taste has a positive and significant effect on consumer purchase intention, as shown by (Anggraini et al., 2024), but (Siregar & , Rizky Syahputra, 2023) showed different results, where taste partially does not affect consumer purchase intention. (Hanifah, 2024) reinforces this by stating that product quality has a more dominant influence than halal labels in determining consumer

purchase intention. Previous research generally examines taste in restaurant products, beverages, and fast food combined with price, service quality, brand equity, and product diversity variables, as also reinforced by (Damayanti et al., 2023). The difference between theoretical concepts that place halal labels and taste as important factors and empirical realities in society indicates that there remains a research gap that needs further examination to obtain a more comprehensive understanding of the influence of halal labels and taste on purchase intention, particularly in the context of snack products.

Based on the above description, it can be understood that halal labels and taste have a close relationship with public purchase intention, especially among Muslim consumers. Halal labels not only function as religious markers, but also as information sources capable of shaping consumer perceptions, trust, and attitudes toward products. Taste is one of the product attributes that plays an important role in creating consumer satisfaction and interest, because taste that matches consumer preferences can increase the desire to purchase and consume those products. Purchase intention itself reflects the consumer's tendency in determining purchasing decisions influenced by various internal and external factors, including the presence of halal labels and the taste quality of products. Although various previous studies indicate that halal labels and taste can influence consumer purchase intention, existing results still show inconsistencies. Some studies found that halal labels and taste have a positive and significant effect on purchase intention, while others showed different results. Research examining the simultaneous influence of halal labels and taste on purchase intention for snack products, specifically among Muslim communities in Metro City, is still relatively limited. This condition indicates a research gap that needs further investigation. This study aims to more deeply analyze the influence of halal labels and taste on snack products on purchase intention of the community in Metro City, specifically the East Metro area.

Table 1.1
Snack Products in East Metro with Halal Labels

No	Product Name	No	Product Name
1.	Dimsum Artomoro	6.	Pisang Keju Berkah
2.	Jagoan Kebab	7.	Pisang Sultan Metro
3.	Risol Kaulana	8.	Cikuroll's BDL
4.	Roti Bakar Crunchy	9.	Lumpia Beef Geh
5.	Takoyaki Go	10.	Grobak Pizza

Based on Table 1.1, it is evident that several snack products marketed in the East Metro area already bear a halal label. This indicates that some snack business operators in East Metro have made efforts to comply with halal certification requirements as a form of assurance to consumers. However, there are still snack business operators who have not included the halal label on their products. This situation presents an interesting phenomenon for further study regarding the extent to which the presence of the halal label alongside product taste influences consumer purchasing interest in East Metro.

2. Literature Review

Purchase Intention

Purchase intention (willingness to buy) is part of the consumer behavior component in consumption activities. Purchase intention can be interpreted as a behavioral response that arises toward an object and reflects consumer desire to make a purchasing decision. Purchase intention describes the stage of consumer tendency to act before ultimately deciding to make a purchase

(Hamdani et al., 2021). According to consumer behavior studies, the emergence of purchase intention is fundamentally explained through the Theory of Planned Behavior (TPB), which states that intention to act is the result of integration between individual attitude, subjective norm, and perceived behavioral control over an object (Purwanto, 2022). Through this theoretical perspective, purchase intention toward packaged products does not arise spontaneously, but is driven by consumer evaluations of prominent product attributes, such as the presence of a valid halal label. These factors form deep convictions that provide psychological certainty and a sense of security, thereby directly driving increased consumer purchase intention.

According to (Wardhana, 2024) in Consumer Behavior In The Digital Era, purchase intention is defined as a consumer's decision plan to purchase a particular product or brand formed through a process of selection and decision-making. Purchase intention can be understood as a plan to purchase a particular product after going through various careful considerations. According to Ferdinand, purchase intention can be identified through the following indicators: (1) Transactional interest, namely a person's tendency to purchase a product. (2) Referential interest, namely a person's tendency to recommend a product to others. (3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for that product — this preference can only be replaced if something happens to the preferred product. (4) Explorative interest, which describes the behavior of someone who is always seeking information about the product they are interested in and looking for information to support the positive characteristics of that product (Iltiham, 2019).

Halal Label

The word halal (halal, halaal) is an Arabic term in Islam meaning "permitted" or "allowed." Etymologically, halal refers to everything that can be done or used because it does not conflict with prohibiting provisions. A halal label is the inclusion of halal text or information on product packaging as a marker that the product has been declared halal. A product can only include a halal label after obtaining a halal certificate. Halal products are products produced and processed in accordance with halal provisions in Islamic Sharia (Harahap, 2025).

There are several requirements according to Islamic Sharia that must be fulfilled for a product to be declared halal. A product can be declared halal if it meets the following conditions: the ingredients used are halal, obtained in a manner consistent with Sharia, processed according to Islamic provisions, and stored, transported, and presented without contamination by forbidden elements (Adianti, 2023). According to Islamic Sharia, provisions regarding the consumption of halal products have a legal basis stated in the Quran, one of which is QS. Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy." This verse forms the basis that Muslims are obligated to pay attention to the halalness and goodness of products consumed in accordance with Islamic Sharia provisions.

Food products that do not include halal labels on their packaging are often considered not yet approved by LPPOM MUI. This condition can create doubt among Muslim consumers regarding the halal status of the product, thereby influencing their purchasing decisions (Wahyudin, 2025). This shows that halal labeling theory can be well applied and can have a positive influence on consumer purchase intention. In the context of packaged products, the presence of a halal label is increasingly important because such products are generally produced in mass quantities and may contain ingredients not directly known to consumers. Research by (Bernoldi & Sarudin, 2024) also showed that halal labels influence purchase intention for food and beverage products, indicating the relevance of halal labels in the context of modern packaged products. According to Government Regulation Number 69 of 1999, halal label indicators are: (1) Image: a result of imitation in the form of shapes or patterns (animals, people, plants, etc.) made with writing instruments. (2) Text: a result of writing that is expected to be readable. (3) Combination of Image and Text: a combination of images and text made

into one section. (4) Affixed to Packaging: can be interpreted as something attached (intentionally or unintentionally) to packaging (Sayyaf, 2023).

Taste

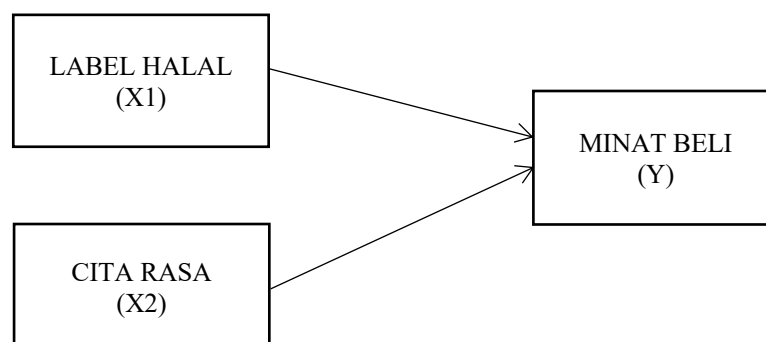
Taste is a perception that arises from food choices evaluated based on the flavor of the food. Flavor itself is the result of the work of taste receptors located on the tongue or mouth, and is an important part in the formation of food taste. Taste is primarily sensed by aroma receptors in the nose and taste receptors in the mouth (Liana et al., 2023). Taste is one of the most important factors influencing consumer decisions in choosing food and beverage products. Taste is the primary determinant of whether consumers will repurchase a product or not. Products with good taste will leave a positive impression on consumers, thereby increasing the likelihood of repurchase and recommendation to others. Taste can influence consumer perceptions of product quality. Products with delicious taste make consumers believe that the product is made from high quality ingredients and processed well during production. Poor taste can damage brand image and lead to declining reputation (Leonardo, 2023).

Consumer reactions to taste in products, such as salty, sweet, vanilla, chocolate, and other flavors, can be influenced by the quality, variety, taste, and overall flavor innovation of those products. Taste can be a marketer's strategy in introducing products by associating flavor with emotions felt by consumers. Flavor is the result of taste buds (tastebuds) located on the tongue, cheeks, throat, and roof of the mouth, which are parts of taste. Taste has a level of complexity arising from various natural perceptions (Lazuardi Putri et al., 2023). To attract consumer interest to purchase, taste is certainly prioritized. When food taste is not sufficiently satisfying to consumers, they will try to look for other foods (Damayanti et al., 2023).

Drummond and Brefere in (Rahmadhanimara et al., 2022) propose the following taste indicators for a product: (1) Aroma: Aroma is a component forming the taste of a food or beverage product. Consumers can identify the taste of food or beverages through the product's aroma. (2) Flavor: Flavor can be recognized through taste receptors. The identification results of five basic flavors are used to determine the taste of a product. (3) Texture: Texture is the structure and form of a product. Texture is the quality of a product intentionally created to form consumer perception of a product. (4) Temperature: Temperature is a quantity that indicates the degree of heat or cold in a product.

Conceptual Framework

Figure 1.1
Conceptual Framework



Hypotheses:

Partial T-test hypotheses:

H0: Partially, there is no significant effect between the dependent variables (X1 and X2) on the independent variable (Y).

H1: Partially, there is a significant effect of the halal label variable (X1) on purchase intention (Y).

H2: Partially, there is a significant effect of the taste variable (X2) on purchase intention (Y).

Simultaneous F-test hypotheses:

H0: Simultaneously, there is no significant effect between all independent variables (halal label and taste) on the dependent variable (purchase intention).

H3: Simultaneously, there is a significant effect of independent variables (halal label and taste) on the dependent variable (purchase intention).

3. Research Methods

This study uses a quantitative approach with community research objects in Metro City, especially the East Metro area. The data used is in the form of primary data through a Likert scale questionnaire that has been tested for validity and reliability, and supported by secondary data from official sources. Data collection was carried out online using Google Forms to respondents who met the research criteria. Data analysis includes descriptive and inferential statistics (linear regression, correlation, t-test, and f-test) using IBM SPSS Statistics 25. Before testing the hypothesis, classical assumptions (normality, multicollinearity, and heteroscedasticity) were tested to ensure the feasibility of the model, then the results were interpreted objectively and systematically.

The sample in this study was determined based on certain criteria (purposive sampling) that represented the Muslim community and consumers of snack products in the East Metro area. The population in this study is the Muslim community in the East Metro area with a total of 38,744 people obtained through BPS Metro City. The number of samples was determined using the Slovin formula with a margin of error of 10% (0.1). Based on the calculation of the slovin formula, a sample of 99.74 was obtained which was then rounded up to 100 samples, so that 100 respondents were obtained.

In this study, the relationship between the variables of Halal Label (X1) and Taste (X2) to Buying Interest (Y) is described through the formula of a simple linear regression equation as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Purchase Intention

a = constant

b = Regression Coefficient

X1= Halal Label

X2= Taste

4. Result and Discussion

A. Research Results

1. Test Research Instruments

a. Validity Test

Validity test is a test used to find out and test the accuracy and determination of a measuring instrument to be used as a measure of something that should be measured. The validity test of the questionnaire can be declared valid if each question item contained in the questionnaire can be used as an intermediary to reveal and know something that the questionnaire will measure (Rosita, 2021). According to Sugiyono (2021) in (Gede Subhaktiyasa, 2024), stating that the test can be carried out with a sample of at least 30 respondents. A statement item is declared valid if the value of the correlation coefficient (r calculated) is greater than the r of the table at a significance level of 0.05 or 5%. When r calculates > r table or significance value < significance level value (0.05) or 5%, then the statement item is declared valid and can be used in the research. If r counts < r table or

significance value > a value (0.05) or 5%, then the item is declared invalid and needs to be corrected or removed (Putri et al., 2024). This validity test is known that $n = 30$ and $\alpha = 5\%$ (0.05) then the r-table value of 0.361 is obtained. The data below shows the results of validity testing with 30 respondents using IBM SPSS 25.

Table 2.1
Validity Test

Variable	Item	r-count (Min–Max)	r-table	Sig.	Result
Halal Label (X1)	12	0,576 – 0,838	0,361	<0,05	Valid
Taste (X2)	12	0,488 – 0,829	0,361	<0,05	Valid
Purchase Intention (Y)	12	0,574 – 0,852	0,361	<0,05	Valid

Source: Data processed using IBM SPSS 25, 2026

Based on the validity test results, all statement items on the research variables are declared valid because r-count values are greater than r-table and significance values are less than 0.05. Thus, all research instruments are suitable to use as data collection tools.

b. Reliability Test

Reliability testing is used as a measurement of consistency in research using various different methods under certain conditions. The concept of reliability relates to the consistency of item score results tested in the research questionnaire. A reliability test is declared reliable if the Cronbach's Alpha value exceeds 0.60 (Rosediana, 2022).

Table 3.1
Reliability Test

Variable	cronbach's Alpha
Halal Label (X1)	0,917
Taste (X2)	0,921
Purchase Intention (Y)	0,917

Source: Data processed using IBM SPSS 25, 2026

Based on the reliability test results, Cronbach's Alpha values of 0.917 (X1), 0.921 (X2), and 0.917 (Y) were obtained. These values exceed 0.60, so it can be concluded that all statement items for variables X1, X2, and Y are declared reliable. Thus, the research instruments can be used as data collection tools because they have very good consistency levels.

2. Classic Assumption Test

a. Normality Test

The normality test is used to determine whether dependent, independent, or both variables are normally distributed or close to normal. The normality test used is the Kolmogorov-Smirnov method. The best model is one with a normal or near-normal data distribution. Data can be said to have a normal distribution if it has a significance value > 0.05 (Sapulette et al., 2024). The statistical normality calculation results are as follows:

Table 4.1
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	3.67064765
Most Extreme Differences	Absolute	.080
	Positive	.053
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.110 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

Source: Data processed using IBM SPSS 25, 2026

From the above results, the Sig. value of $0.110 > 0.05$ indicates that the data applied in this research has a normal distribution.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is correlation between independent variables in a regression model. If correlation occurs, it is called a multicollinearity problem. To detect the presence or absence of multicollinearity, it can be seen from the magnitude of the Variance Inflation Factor (VIF) and Tolerance. The VIF threshold is 10; if the VIF value is below 10 and the Tolerance value is above 0.100, there is no multicollinearity (Cassany, 2019). The following are the multicollinearity test results:

Table 4.2
Multicollinearity Test

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	Halal Label	.570	1.754
	Taste	.570	1.754

a. Dependent Variable: Purchase Intention

Source: Data processed using IBM SPSS 25, 2026

Tolerance values for all independent variables > 0.100 and VIF values < 10 indicate no multicollinearity symptoms, meaning the independent variables do not have high correlation with each other, so each variable can clearly explain the dependent variable. This makes the regression model stable and coefficient estimation results reliable.

c. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality of variance between residuals from one observation to another in a regression model (Feronika et al., 2024). The decision rule from this test is: if Sig. > 0.05 , there are no heteroscedasticity symptoms; conversely, if Sig. < 0.05 , it can be concluded that heteroscedasticity symptoms still exist. The following are the heteroscedasticity test results using the Park test:

Table 4.3

Heteroscedasticity Test

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	38.338	26.811		1.430	.156
	Halal Label	.183	.631	.039	.290	.772
	Taste	-.683	.619	-.147	-1.104	.272

a. Dependent Variable: LN_RES

Source: Data processed using IBM SPSS 25, 2026

From the table above, the significance value for the Halal Label variable is 0.772 ($0.772 > 0.05$) and for the Taste variable is 0.272 ($0.272 > 0.05$). Both variables have significance values greater than 0.05 ($\text{Sig.} > 0.05$), indicating no heteroscedasticity in the regression model used.

3. Hypothesis Testing

a. T-test (Partial)

The t-test is an individual partial regression coefficient test used to determine whether the independent variable (X) individually influences the dependent variable (Y).

Hypothesis criteria:

(a) If $t\text{-count} > t\text{-table}$, then H_0 is rejected and H_1 is accepted.

(b) If $t\text{-count} < t\text{-table}$, then H_0 is accepted and H_1 is rejected.

Table 5.1
Partial T-test

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	5.036	3.970		1.269	.208
	Halal Label	.371	.093	.343	3.971	.000
	Taste	.527	.092	.497	5.751	.000

a. Dependent Variable: Purchase Intention

Source: Data processed using IBM SPSS 25, 2026

The t-table value is 1.98472, derived from $df = n - k - 1$ ($100 - 2 - 1 = 97$). The testing results are as follows:

1. The t-count value for the Halal Label variable (X_1) is 3.971, which is greater than t-table 1.98472 with a significance value of $0.000 < 0.05$. This indicates that the Halal Label variable (X_1) has a positive and significant partial effect on Purchase Intention (Y). Thus, H_0 is rejected and H_1 is accepted.

2. The t-count value for the Taste variable (X_2) is 5.751, greater than t-table 1.98472 with a significance value of $0.000 < 0.05$. This indicates that the Taste variable (X_2) has a positive and significant partial effect on Purchase Intention (Y). Thus, H_0 is rejected and H_2 is accepted.

b. F-Test (Simultaneous)

The F-test is also known as the simultaneous test or Model/ANOVA test, which tests how all independent variables jointly influence the dependent variable, or to test

whether the regression model is good/significant or not good/non-significant The F-test is also known as the simultaneous test or Model/ANOVA test, which tests how all independent variables jointly influence the dependent variable, or to test whether the regression model is good/significant or not good/non-significant (Tahitu et al., 2024).

Table 5.2
Simultaneous F-Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1900.858	2	950.429	69.115	.000 ^b
	Residual	1333.892	97	13.751		
	Total	3234.750	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Taste, Halal Label

Source: Data processed using IBM SPSS 25, 2026

From Table 5.2, the F-count value of 69.115 is greater than F-table of 3.09 with a significance level of $0.000 < 0.05$. The F-table was obtained from $df\ 1 = k$ (independent variables) = 2, and $df\ 2 = n - k - 1 = 100 - 2 - 1 = 97$, yielding F-table of 3.09. This indicates that the Halal Label and Taste variables simultaneously have a significant effect on Purchase Intention. Thus, H_0 is rejected and H_3 is accepted.

4. Coefficient of Determination

The coefficient of determination (R^2) aims to determine the significance of variables. It shows how much influence the independent variables have on the dependent variable. R^2 ranges from 0 (zero) to 1 (one).

Table 6
Coefficient of Determination (R-Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.579	3.70830

a. Predictors: (Constant), Taste, Halal Label

Source: Data processed using IBM SPSS 25, 2026

Based on Table 6, the coefficient of determination (Adjusted R-Square) value of 0.579 was obtained. The results show that 57.9% of purchase intention is explained by halal label and taste variables, while the remaining 42.1% is influenced by other variables not included in this research.

5. Multiple Linear Regression Analysis

Multiple linear regression is a linear regression model involving more than one independent variable or predictor. According to Sugiyono (2012: 275), multiple regression analysis is used by researchers when they intend to predict the state (increase or decrease) of the dependent variable (criterion), when two or more independent variables as

predictor factors are manipulated (Sudariana & Yoedani, 2021). In this case, there are two independent variables and one dependent variable.

Table 7
Multiple Linear Regression Analysis

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	5.036	3.970		1.269	.208
	Halal Label	.371	.093	.343	3.971	.000
	Taste	.527	.092	.497	5.751	.000

a. Dependent Variable: Purchase Intention

Source: Data processed using IBM SPSS 25, 2026

Based on the multiple linear regression results above, the regression equation is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 5,036 + 0,371 X_1 + 0,527X_2$$

Based on the regression equation obtained, the following conclusions can be drawn:

1. A constant value of 5.036 states that if there are no Halal Label (X1) and Taste (X2) variables, then Purchase Intention (Y) is 5.036.
2. The beta coefficient value for Halal Label (X1) of 0.371 indicates that every one-unit increase in Halal Label (X1) will increase Purchase Intention (Y) by 0.371, and conversely, if Halal Label (X1) decreases by one unit, Purchase Intention (Y) will decrease by 0.371.
3. The beta coefficient value for Taste (X2) of 0.527 indicates that every one-unit increase in Taste (X2) will increase Purchase Intention (Y) by 0.527, and conversely, if Taste (X2) decreases by one unit, Purchase Intention (Y) will decrease by 0.527.

Discussion

Effect of Halal Label on Purchase Intention

Based on the t-test output, the Halal Label has a positive and significant effect on Purchase Intention with a t-count = 3.971 greater than t-table = 1.98472, and significance value of $0.000 < 0.05$. The regression coefficient of 0.371 indicates that if the Halal Label value increases by 1%, purchase intention will increase by 0.371, and conversely, if it decreases by 1%, purchase intention will decrease by 0.371. These results are consistent with research by (Rodiyah & Amir, 2023) and (Husna, 2023) who stated that halal labels have a positive and significant effect on purchase intention. These findings indicate that Muslim consumers tend to use product halalness as one of the main considerations in determining purchases, particularly for packaged food products.

Effect of Taste on Purchase Intention

Based on partial statistical testing (t-test), the Taste variable is proven to have a positive and significant effect on community purchase intention in East Metro. This is indicated by the t-count of 5.751 greater than t-table 1.98472 and a significance value below the critical threshold of $0.000 < 0.05$. The positive regression coefficient of 0.527 indicates that the better, stronger, and more consistent the taste offered by snack products, the higher the purchase intention that will emerge from prospective consumers.

These results also support the majority of previous studies conducted by (Parida et al., 2023), which showed that taste has a positive and significant effect on purchase intention. The distinctive taste that matches the preferences of East Metro residents becomes an important factor in attracting consumer purchase intention for snack products. Consistent and quality taste can differentiate products amid market competition and create satisfaction for consumers. For East Metro residents, taste not only functions as a complement, but also as a product quality indicator that can build positive impressions. When taste quality is supported by halal labels that provide halal guarantees and a sense of security, this combination of both factors can increase consumer trust and drive community purchase intention more strongly.

Effect of Halal Label and Taste on Purchase Intention

Based on simultaneous hypothesis testing through the F-test, the F-count value of 69.115 is far greater than F-table 3.09 with a significance level of 0.000. Because the significance value is far less than 0.05 ($0.000 < 0.05$), it can be empirically proven that the Halal Label variable (X1) and Taste variable (X2) simultaneously have a positive and significant effect on Purchase Intention (Y) for snack products among the community in the East Metro area. Based on the Coefficient of Determination test, the Adjusted R-Square value obtained is 0.579. This figure indicates that the joint contribution of the halal label and taste variables can explain 57.9% of the variation in community purchase intention in East Metro. The remaining 42.1% is explained by other variables outside this research model, such as price factors, brand image, business location, or product packaging design.

Theoretically, consumer purchase intention for snack products is influenced by a combination of religious and product quality aspects. Halal labels provide halal guarantees, safety, and trust, while taste provides consumption satisfaction. The combination of both factors can increase consumer confidence thereby driving purchase intention for snack products. These results are also consistent with the Theory of Planned Behavior (TPB) which explains that a person's intention to perform an action is influenced by attitudes and beliefs held toward certain objects. Halal labels form consumer beliefs and a sense of security, while taste forms positive attitudes toward the product. The combination of both factors produces a stronger intention to make purchases.

These results are consistent with research by (Iqbal, 2023), which showed that packaging, MUI halal label, and taste simultaneously affect consumer purchase intention for Roti Kacang. These findings indicate that halal labels and taste are complementary factors in forming purchase intention. Halal labels provide trust guarantees and certainty of product halalness, while taste creates consumer satisfaction. Their combination is able to form positive perceptions that drive community purchase intention. Therefore, business actors need to pay attention to both aspects equally to increase purchase intention and competitiveness of snack products.

5. Conclusion

Based on the results of research and data analysis on the influence of halal labels and taste on snack products on purchase intention of the community in Metro City (East Metro), the following conclusions can be drawn:

1. Partial Effect of Halal Label (X1): The Halal Label variable is proven to have a positive and significant partial effect on community purchase intention in East Metro. This is indicated by a t-count of 3.971 greater than t-table 1.98472 and a significance value of $0.000 < 0.05$. The regression coefficient value of 0.371 shows that every increase in positive perception or clarity of halal labels on product packaging will be followed by an increase in community purchase intention. For consumers in East Metro, halal labels function as a primary indicator providing information guarantees, psychological certainty, and a sense of security before consuming packaged products.
2. Partial Effect of Taste (X2): The Taste variable is proven to have a positive and significant partial effect on community purchase intention in East Metro. This is indicated by a t-count of 5.751 greater than t-table 1.98472 with a significance value of 0.000. The regression coefficient value of 0.527 indicates that every increase in taste quality in snack products will linearly increase

consumer purchase intention. In this research model, taste is a more dominant factor in influencing community purchase intention compared to halal labels. Simultaneous Effect of Halal Label (X1) and Taste (X2): Simultaneously, the Halal Label and Taste variables have a significant effect on Purchase Intention for snack products in East Metro. This is evidenced by F-count of 69.115 far greater than F-table of 3.09 with a significance level of $0.000 < 0.05$.

3. Variable Contribution (Coefficient of Determination): Based on the Adjusted R-Square value of 0.579, it can be concluded that the combination of Halal Label and Taste variables contributes 57.9% in explaining the variation of community Purchase Intention in East Metro. The remaining 42.1% is influenced by other factors outside this research model. This result affirms that the ideal combination of product halal guarantees and taste quality creates a strong stimulus for local community consumption decisions. Pengaruh Label Halal (X1) secara Parsial: Variabel Label Halal terbukti memiliki pengaruh yang positif dan signifikan secara parsial terhadap minat beli masyarakat di Metro Timur. Hal ini ditunjukkan oleh nilai t-hitung sebesar 3,971 yang lebih besar dari t-tabel 1,98472 serta nilai signifikansi sebesar 0,000 yang lebih kecil dari 0,05. Nilai koefisien regresi sebesar 0,371 menunjukkan bahwa setiap peningkatan persepsi positif atau kejelasan label halal pada kemasan produk akan diikuti dengan peningkatan minat beli masyarakat. Bagi konsumen di Metro Timur, label halal berfungsi sebagai indikator utama yang memberikan jaminan informasi, kepastian psikologis, dan rasa aman sebelum mengonsumsi produk kemasan.

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