

AN ANALYSIS OF MILLENIAL PRODUCER BEHAVIOR TO USE HALAL LABEL AS A TANGIBLE ASSET

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ABSTRACT

Purpose: The research is aimed at identifying the behaviour of manufacturers on halal labels as a competitive advantage in order to maintain the viability of the business..

Research implications: The research is also expected to contribute to improved standardization and quality assurance of halal products already established by the government, so that the products produced can meet the halal standards established in Islamic Shariah..

Results and conclusion: Millennial producers' awareness of the legality of halal products has proven to be good. This proves that the five variables of this research, namely the knowledge of business owners about halal, product characteristics, brand image, competitors and the use of social media have a significant influence on the tendency of millennial manufacturers to include halal labels on their products..

Originality/Value: This research focus on the behavior of millennial producers specifically regarding the use of the Halal label as a tangible asset. The intersection of millennial behavior and Halal certification in the context of production could be relatively novel, depending on existing literature in this area.

Theoretical reference: The originality of the theoretical model in this study contributes to the producer behavior in using the halal label as the tangible asset

Keywords: Competitive advantage, business sustainability, halal logo



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1 INTRODUCTION

The Indonesian economy is one of those marked by the number of new that have been born. Of course, or that are either UMKM or retail have a positive impact on the sustainability of the economy in Indonesia. However, business or business problems in Indonesia are still related to classical problems such as the quality of human resources, capital constraints, weak management of organizations, low mastery and use of technology. Not to stop until the problem, according to Resalawati (2011) the low ability of enterprises in Indonesia to follow market trends is also a major problem. Market trends such as consumer behavior and tastes are one of the most influential in the sustainability of a business in Indonesia. The problem of business sustainability in Indonesia as stated by Fahriyah (2020) is closely related to the competitive advantage that each enterprise has. Competitive advantage is the ability of a business or enterprise to be able to have higher performance than its competitors in a similar industry through the management of resources managed optimally. Dube dkk. (2016) found that a halal certificate in a company provides a competitive advantage for the company in internationalization. Halal certification provides safety and hygiene, attracts more consumers, better market signals and business expansion (Yusuf et al, 2016).

Furthermore, this is because the halal logo has become one of the aspects that producers are paying great attention to as the consumer market grows based on the Muslim community. The halal logo is important because the Muslims have very strict rules related to the behavior of daily life. Therefore, the halal label becomes one of the indicators that the product consumed is something that is already in line with the rules of Shariah. (Wahab & Kamarubahrin, 2019). In addition, halal labels also gain greater consumer confidence when compared to products without a halal logo because the process in meeting the standards set by the halal certification agency is quite long and not easy (Selim dkk, 2019). Thus, this huge market potential is what makes many manufacturers race to capture that potential by making adjustments and producing goods with the inclusion of a halal logo as a legitimacy for the status of “halal” of the products sold. However, the halal context in the Muslim consumer view is a very sensitive matter, and Muslim consumers are not reluctant to boycott and reject certain products that violate and offend Islam. (Iserhan, 2010).

A halal certificate is a primary requirement for manufacturers who want to put a halal logo on the goods they produce in order to gain consumer confidence in consuming their products. The placement of a halal logo supported by the legitimacy of a legal certificate from an authorized agency can be used as a leverage in increasing the sales of its products, even though the manufacturer of such products is a conventional business whose motive is the sole profit. This can be demonstrated in a study conducted by Rafiki (2014) that found there was an increase in the consumption of legally processed goods in Muslim minority countries in Europe. This is in line with Yusuf dkk (2016) which states that halal certificates provide a guarantee of safety, hygiene of a product so that it can attract more consumers to buy and consume such goods. Increased sales can bring positive results to the market and can help the company develop and expand its business.

In other research, Dube dkk (2016) mentioned that a halal certificate held by a company provides a competitive advantage for the company in carrying out the internationalization of its product marketing. The Indonesian economy is one of those marked by the number of new that have been born. Of course, or that are either UMKM or retail have a positive impact on the sustainability of the economy in Indonesia. However, business or business problems in Indonesia are still related to classical problems such as the quality of human resources, capital constraints, weak management of organizations, low mastery and use of technology. Not to stop until the problem, according to Resalawati (2011) the low ability of enterprises in Indonesia to follow market trends is also a major problem. Market trends such as consumer behavior and tastes are one of the most influential in the sustainability of a business in Indonesia. The problem of business sustainability in Indonesia as stated by Fahriyah (2020) is closely related to the competitive advantage that each enterprise has. Competitive advantage is the ability of a business or enterprise to be able to have higher performance than its competitors in a similar industry through the management of resources managed optimally. Dube dkk. (2016) found that a halal certificate in a company provides a competitive advantage for the company in internationalization. Halal certification provides safety and hygiene, attracts more consumers, better market signals and business expansion (Yusuf et al, 2016).

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a competitive advantage for the company in carrying out the internationalization of its product marketing.

2 THEORETICAL FRAMEWORK

Halal certification becomes one of the sources of competitive advantage that will bring differentiation and product quality. Wilson and Liu (2011) argue that the halal label philosophically covers all constructs such as branding, marketing, product development and further related to management, organizational behavior, anthropology and sociology. It is more than just a symbol or recognized sign associated with a religious obligation. They also argued that halal certification is a way to inform and convince consumers about products and ingredients that conform to the Shariah. The range of halal products is not limited to the food and general finance industries but extends to new industries such as cosmetics, pharmaceuticals, tourism, entertainment. (Ismaeel & Blaim, 2011).

Based on previous studies on halal branded products including Islamic branding and millennial consumers, it is known that there is no study referring to millennials as part of the halal product market that plays a major role in guaranteeing the quality of halal logo products. (Alserhan, 2010). Concerned, if the intention (or intention) of millennial manufacturers is to apply a halal logo to their products only to attract consumers or profit, the halal logo is no longer trusted as a product quality shaper. Pardiansyah & Rahmat (2018) conducted research aimed at investigating factors that influence millennial Muslim awareness of halal food products. The findings of this study that partially denounces self-identity (X2), attitudes towards halal food (X2) and media exposure (X3) significantly influence millennial Muslim awareness of halal food products. Simultaneously, all of the above variables have a significant influence on millennial consciousness. Other research conducted by Handriana et al., (2020) conducted research with the aim of analyzing the purchasing behaviour of the millennial generation against illegal cosmetic products in Indonesia. The accepted hypotheses are the influence of perceived value on faith, brand image of faith, image of brand on attitude, religious belief on attitudes, halal certification on halal consciousness, faith in attitude and halal conscience on attitude. Besides, H5 is unacceptable, that is, the influence of religious beliefs on halal consciousness.

Conventional use halal certification as a tool to generate more sales than religious considerations. Evidence shows an increasing demand for halal products in some non-Muslim countries in Europe where they are slowly becoming aware of healthy products produced by halal processes. (Rafiki, 2014). Yusuf et al. (2020) concluded that halal certificates do bring benefits to their business performance, such as financial capital, which serves as an internal resource to increase sales and influence customer purchasing decisions. Dube dkk. (2016) found that a halal certificate in a company provides a competitive advantage for the company in internationalization. Halal certification provides safety and hygiene, attracts more consumers, better market signals and business expansion (Yusuf et al., 2016). Research conducted by Krishnan et al., (2017) revealed the issues and challenges of the implementation of halal food industry in Malaysia. It was found

that consumers still have a sceptical attitude towards logos and halal certifications. In the food business, Wijaya et al., (2018) concluded that halal certification is still a public phenomenon for restaurant operators, especially small restaurant organizers. It is clear that many of the restaurant business owners have little knowledge about halal certification and the definition of halal itself. Sometimes entrepreneurs have not yet understood how to implement halal certification on their products. (Mellita & Apriyadi, 2020). A study conducted by Amalia et al. (2020) conducted a study to determine the determinants of Muslim Millennial Halal food buying behavior in Muslim majority countries. It was found that although buying halal food is no longer alien to Muslim millennial consumers in religious societies, this study suggests that intentions and habits of buying independently can influence consumer buying behaviour.

3 METHODOLOGY

The approach utilized in this study is quantitative. A quantitative approach is deemed appropriate for this research because it emphasizes objective measurement aspects regarding the social phenomenon of applying the Halal label to products from the perspective of business owners. To conduct measurements, each research model is formed from several variables, and each predetermined variable is measured numerically through a specific measurement scale. The population in this study is the millennial generation in Indonesia. The sample consists of 150 millennial business owners in Indonesia. The sampling technique employed is non-probability sampling using purposive sampling technique, as the research sample is restricted by birth year criteria (1980-2000) as per the definition of millennials by Reuters and Standard (2018) and actively running a business for at least one year. The sampled business owners are not limited to those of Islamic faith. This research employs primary data sources. Data collection is conducted through survey method using questionnaires distributed both online and offline. The research defines the Halal label as the official Halal logo from the Indonesian Ulema Council's Halal Certification Institute (LPPOM – MUI), whether it is displayed on product packaging or at business premises.

To address the research questions and test hypotheses, the research is conducted using the Structural Equation Model (SEM) based on Partial Least Squares (PLS) approach, thus, the model in this research consists of exogenous, endogenous, and moderation variables. The SEM model is considered appropriate because SEM is a multivariate analysis technique that combines factor analysis and regression analysis (correlation), aimed at testing relationships between variables within a model, whether between indicators and their constructs or between constructs themselves (Santoso, 2011).

Exogenous variables are independent variables that influence dependent variables. In the SEM model, exogenous variables or independent variables are indicated by arrows originating from these variables towards endogenous variables and are not influenced by other variables. The exogenous variables in this study are business owner's knowledge, product characteristics, brand image, competitors, and social media. Furthermore, there are

moderation variables which strengthen or weaken the relationship between exogenous variables and endogenous variables. The moderation variables in this research are awareness and business strategy. Lastly, endogenous variables are dependent variables influenced by exogenous variables. The endogenous variable in this study is the application of the Halal label. Measurement indicators for all variables use a five-category Likert scale, with criteria: 1 for strongly disagree and 5 for strongly agree

4 RESULTS AND DISCUSSIONS

4.1 Results

Logistic regression estimates are made using data that has been converted from the ordinal scale to intervals using the successive interval method.

Table 1. The logistic regression estimates

Variabel Independen	β	S.E.	Wald	Prob	Exp (β)	95% C.I. for Exp (β)	
						Lower	Upper
Constant	-12.143***	2.375	-5.11	0.000	0.000***	-16.799	-7.488
PPBH	0.405***	0.140	2.88	0.004	1.500***	0.129	0.681
KP	0.345***	0.127	2.72	0.007	1.412***	0.096	0.594
BI	0.202**	0.088	2.29	0.022	1.224**	0.029	0.376
K	0.169**	0.082	2.05	0.040	1.184**	0.007	0.331
SM	0.202**	0.085	2.37	0.018	1.224**	0.035	0.369
Pseudo R ²					0.4019		
Prob Chi ²					0.0000		
catatan: signifikansi level ***1%, **5%, *10%							

The estimates show that all independent variables have a significant positive influence on the application of the halal label. There are two significant variables for $\alpha=1\%$, that is, business owners' knowledge of halal and product characteristics. Meanwhile, there are three significant variable for $\alpha=5\%$, namely brand image, competitors, and social media. By looking at the prob value of chi², it can be concluded that simultaneously all free variables have a significant influence on the application of the halal label. The use of logistical regression often results in low R² values, this is due to the limited variation of data on the dependent variable that is only spread between 0 and 1. The interpretation of each variable is as follows:

1. The Business Owner Knowledge Variable about Halal (PPBH). If PPBH rises 1 unit, then the probability of a millennial business owner in Indonesia to apply a halal label will increase by 1.5 times.

2. The Variable Product Characteristics (KP). If KP goes up 1 unit then the possibility of an Indonesian millennium business owner to apply the halal label would increase by 1.412 times.
3. The Brand Image Variable (BI). If the BI goes up one unit, the chance of a Millennium Business owner in India to apply an halal label is increased by 1.224 times.
4. The Competitor Variable. If the owner of K1 goes up then the likelihood of a millennium enterprise owner to use the Social Media label increases by 1.24.4 times.

DISCUSSION

Milenial and Halal Lifestyle

Generation Y, or better known as the millennial generation, is the generation born between 1980 and 2000. They are called millennials because their birth year is close to the Millennium period and were raised in a more digital age. Nowadays, Indonesia has a population of about 269 million (Karim, 2020). Generation Y or more we know is the generation of millennials who were born between 1980 and 2000, called millennials because their birth year approaches the millennial era and has grown in the more digital era. According to statistics released by the Ministry of Women's Empowerment and Child Welfare of the Republic of Indonesia (Kemenpppa) and the Central Statistical Agency (BPS), in 2018, about 3% of the total Indonesian population belonged to the millennial generation. Millennials in the productive age group have occupied various strategic positions in Indonesia. Specifically, they could be Indonesian economy drivers in the 2025-2030 demographic bonus. The number of millennials gives Indonesia a great opportunity to become a high-income country. (Hutagalung, Fitri, & Ritonga, 2019).

In Febriani (2020), the number of millennials reached about 88 million people, representing about 33.75% of the total Indonesian population. It's bigger than the previous generation, especially Generation X, which only reached 25.7 percent and the baby boomers, the 12th generation (older) by 11.27 percent. After that, the number of new Generation Z also reached around 29.23 percent. (Nurhidayat, 2020). At present, millennials are being sought to boost the economy in Indonesia, one of which is the development of the halal product industry. Hidayat (2016) stated in his report that there are six sectors that could be the economic development of Islam in 73 countries, namely 57 member states of OKI and the remainder of non-member states. As for one of the sectors mentioned is the halal food sector and it was revealed that the first trigger of the rise of halal food industry is the millennial generation. Even proved by research to find out the millennial view of the sharia economy and the result of the Indonesian millennials recorded the most involved in the Sharia economic discourse of 126 thousand interactions (Sari,2020).

Halal itself can be defined as a standard of quality that conforms to Islamic Shariah and is used in all Muslim activities. (Hassan, 2013). Although the concept of halal is related to the Muslim community, there is a huge potential to exploit the interests of the non-Muslim community in terms of food. This is because food is a common need for everyone, even though societies from different cultural and religious backgrounds have their own views on food. (Alam & Sayuti, 2011). In the

study, it was shown that halal food was not only beneficial to Muslims but also to society in general. The non-Muslim acceptance of halal food is also explained in the Mubarok & Imam study (2020) that halal food actually avoids illegal ingredients and also convinces consumers that halal is a healthy food and not only can be consumed by Muslims but also by non-muslims can consume it. It is consistent with the results of this research that the characteristics of the product also appears to influence the decision of the manufacturer in legalizing its product with halal certification and listing the halal label on its product.

In recent years, millennials have played an important role in various researches because of the significant differentiating factors associated with the attributes, behaviors, values, and perceptions they have compared to their predecessors. (Marmaya, Zakaria, & Desa, 2019). In addition, in the theory of consumer behavior described by Kotler, several factors can influence a consumer's decision to buy a product. As for the factors that influence it are internal factors and external factors. One of the internal factors is consciousness, where younger generations use their perceptions as a driving force to choose their needs and desires. The mindset to focus on the millennial generation is characterized by its consumption orientation, characterized as the value of the generation that understands technology as a determinant of trends and brand awareness. Furthermore, the millennials' benchmark leads to a common system of values, perceptions and attitudes. (Kupperschmidt, 2000). Including in this study, the product brand image is believed to be able to increase consumer awareness of the product, thus making millennial manufacturers have a consciousness to apply halal labels on their products including also the use of social media in disseminating their products that have been labeled halal.

Halal Industry Policy for Millennial Manufacturers: Opportunity or Demand?

As massive industrial races occurred in the homeland, many big industrial opportunities emerged due to variations in production demand and consumer lifestyle amongst the communities. Unquestionably, there are millennial entrepreneurs who compete to seize the opportunity. Let's just say some of the business in the homeland like culinary, fashion, cosmetics, creative industries and services began to be embedded in the millennials. In other words, competitors also have a stake in influencing millennial manufacturers to apply a halal label to their products in order to compete with other manufacturers who already have a legal label.

Referring to the context of regulation and policy of economic development, it can not be denied that at present in the homeland is being launched industry based on halal. This means all entrepreneurs are obliged to understand halal standards including halal certification obligations. This term is commonly referred to as the "Millennial Law Enlightenment". This law enlightener is, however, consistent with the findings of this study that manufacturers' knowledge of the halal labels affects their decision to apply the halal label to their products.

The release of PP number 31 in 2019 indicates that halal certification is required. Halal certification is the recognition of the validity of a product by the Organizing Body for the Guarantee of Halal Products. (BPJH). The MUI halal logo has been recognised by many halal certification

organizations around the world. With halal certification, the product will have many competitive advantages, including penetrating Muslim communities in many countries. In Lubis (2019), the Global Islamic Economy Report 2016/2017 published by Thomas Reuters, puts Indonesia in the first place for consumers of halal products, amounting to \$15.9 billion. However, so far, Indonesia has not been able to maximize its market potential, as in the category of halal food producers, Indonesia is only in the tenth place. The high demand for halal products from domestic and foreign markets is not compatible with the company's awareness of the implementation of halal legalization. As in most Muslim-majority countries, companies assume that every product made by Muslims is Halal, so it does not need to have Halal certification. This hypothesis cannot be fully proven because currently halal certification is one of the tools that the government must take into account in order for Indonesia to compete in the halal industry. This is in accordance with article 3 letter b of the JPH Act which states that JPH maintenance is aimed at increasing the added value for member companies to produce and sell halal products. In addition, national companies must learn from non-Muslim majorities like Thailand, Korea, Mexico, Japan and Spain.

Although the Muslim demographics of these countries are low, corporate awareness of the needs of global industries is high. Even lately, halal food is seen as a very potential market. According to data from the Central Statistical Agency (BPS), the food and beverage industry remains one of the most reliable processing industries. The important role of this strategic sector emerges from its constant and substantial contribution to the gross domestic product (GDP) over the past five years. This number is expected to rise with the awareness of the perpetrators attempting to register their legalization.

Besides, in addition to the high awareness of millennial entrepreneurs to include a halal logo on their products, the acceleration of Indonesian products at the world level turns out to have a lot of controlled legalization issues. This puts Indonesian products behind by other products that have been certified halal. It is undeniable that the existence of a valid certificate is the main factor for consumers to buy. Problems arise, many companies, especially SMEs, have not applied for certification due to limited human resources. For small and micro industries, halal certification is not yet a priority so it is not included in the calculation of Indonesian halal food production. According to BPS data (2020), there are about 57 million micro, small, and medium-sized enterprises (MSMEs) in Indonesia and only a few have been certified halal. Based on the data of MUI as the authority issuing halal certificates, between 2014 and 2015, the national halal certificate was issued to 6,231 companies and UMKM. That means there are still millions of UMKM that have not implemented halal certification. Therefore, to support the acceleration of Indonesian products, synergies from various parties are needed to help UMKM go public, including simplification of certification procedures for UMKM, increased funding, Sharia support and national socialization of halal lifestyle.

6 CONCLUSION

Based on the background and the results of the research, it can be concluded that the halal industry provides a great opportunity for manufacturers who have a halal label on their products. Moreover, the awareness of millennial manufacturers about the legality of halal products has proved to be a good one. This proves that the five variables of this research - the knowledge of business owners about halal, product characteristics, brand image, competitors and the use of social media - have significantly influenced the tendency of the millennials manufacturers to include halal labels on their product.

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