

The Role of the Halal Label in Purchasing Bottled Drinking Water: A Sharia Business Management Perspective

Peran Label Halal pada Pembelian Air Minum dalam Kemasan: Perspektif Manajemen Bisnis Syariah

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ABSTRACT

The research aims to determine the role of the halal label in purchasing decisions for Ayudes Packaged Drinking Water (AMDK) products in Ambon City and what the role of the halal label is in reviewing sharia business management. This research was carried out in the Ambon City community and at the Ayudes AMDK company using qualitative methods. The data collection techniques used were observation, interviews, and documentation with a number of informants who were directly involved in the research. The results of this research show that the decision to purchase Ayudes bottled drinking water in Ambon City based on the role of the halal label shows that consumers do not pay attention to the inclusion of a halal label on the product packaging and pay more attention to the quality and location of the bottled water factory.

Keywords: halal label, purchasing decision, sharia business management

ABSTRAK

Penelitian bertujuan untuk mengetahui peran label halal terhadap keputusan pembelian produk Air Minum dalam Kemasan (AMDK) Ayudes di Kota Ambon, dan bagaimana peran label halal dalam tinjauan manajemen bisnis syariah. Penelitian ini dilaksanakan di masyarakat Kota Ambon dan perusahaan AMDK Ayudes dengan menggunakan metode kualitatif. Teknik pengumpulan data yang digunakan berupa observasi, wawancara, dan dokumentasi kepada sejumlah informan yang terlibat secara langsung berkaitan dengan penelitian. Hasil penelitian ini menunjukkan keputusan pembelian air minum kemasan Ayudes di Kota Ambon berdasarkan peran label halal menunjukkan bahwa konsumen tidak memperhatikan pencantuman label halal pada kemasan produk, dan lebih melihat pada kualitas dan lokasi pabrik air minum kemasan tersebut.

Kata Kunci: label halal, keputusan pembelian, manajemen bisnis syariah



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1. Introduction

As Indonesia's population increases, its needs and desires also increase. On the other hand, humans compete to get what they need and want. Only for the sake of momentary satisfaction do they fulfil their desires, because they are driven by a feeling of liking for goods, not mere needs. The need for food, drink, clothing, food, and shelter always increases from year to year. Therefore, producers are competing to dominate the market by producing a variety of foods and drinks. Producers who are aware of people's needs have their own ways to attract consumers. One of them is the label, which becomes a characteristic of a particular product so that it makes an impression in the minds of consumers (Wibowo & Medusari, 2018).

Today's society pays little attention to the halal label of a product, even though producing a product does not only pay attention to the raw materials. The halal label of a product needs to be considered because following religious teachings requires that the products consumed are legally guaranteed to be halal and pure (Farhan, 2018). In terms of food and drink hygiene, the value of Islamic teachings has reached its peak scientific height, even though it has to go back 14 centuries. Therefore, Islam commands us to always maintain food cleanliness. The Muslim community's unwillingness to consume haram products will increase carefulness in the product selection process (Prianto, Amir, & Lubis, 2020). So, there will be products chosen for consumption and products that will be left out. Halalness is the main parameter in the product selection process.

This provision applies to food products entering the Muslim market. The Muslim community's unwillingness to consume haram products will increase carefulness in the product selection process. So, there will be products that are chosen for consumption and products that are excluded. Halalness is the main parameter in the product selection process. This provision applies to food products entering the Muslim market. Ensuring that the drinks consumed are halal is the responsibility of every Muslim. To make it easier to find out whether the drinks you are consuming are halal, especially packaged drinks, you can look at the halal label on the drink packaging. Labels on food are very important to pay attention to. The existence of halal drinks in Indonesia has so far been obtained through the halal labelling of beverage products by the drug and food distribution and supervision agency, the Indonesian Ulema Council (LPPOM-MUI), tasked with carrying out inspections, supervision, and selecting types of drinks. However, in reality, what is their knowledge about halal drinks? Has been fulfilled when they choose the type of packaged drink.

Islam really says, loudly, not to pollute water as a source of life. Islam pays great attention to the cleanliness of drinking water, milk, and other drinks. In fact, to maintain its purity, there are several requirements. Among them are that it has no smell, does not change taste, and does not change colour. If the drink has become sour, then the drink is considered to have become dirty, and drinking it is prohibited. As stated in Q.S. Al Baqarah: 168, which means "*O people, eat everything on this earth that is lawful and good; don't follow in the footsteps of the devil because, in fact, the devil is a real enemy for you.*"

Ways and means of seeking haram wealth are strictly prohibited, and a Muslim is only allowed to choose halal and honest ones. As explained in the verse above, it is forbidden to follow the steps of the devil. This means that taking what is not halal, namely haram, means following the steps of the devil. By including the halal label, Muslim consumers are protected (Hosanna & Nugroho, 2018). The inclusion of a halal label provides information from producers to consumers

regarding the products they will sell. So that consumers really know what ingredients are used, including additional ingredients listed on the packaging. Correct labelling in accordance with applicable regulations will create honest and responsible trade (Abdurrahman, Arimar, & Qomariah, 2024). This will make it easier to monitor food safety and protect consumers from wrong perceptions.

The rapid growth in the bottled drinking water industry and the emergence of various brands of bottled water products circulating in the city of Ambon have caused increasingly tight competition among producers. This requires producers to be more sensitive, critical, and reactive to existing changes, both political, socio-cultural, and economic. The condition that must be met by a company in order to achieve success in competition is to try to create and acquire customers. The issue of halal and haram for Muslims is something very important that is part of their faith and piety. The command to consume what is halal and the prohibition against using what is haram are very clear in the guidance towards halal products, which is increasingly being voiced to Muslim consumers both in Indonesia and other countries. Currently, many people who consume products no longer pay much attention to the halalness of a product. Most of them only think narrowly that products that are directly produced from raw materials that are not known by the Indonesian Ulama Council (MUI) to live a blessed life with halal products (alcohol or pork, for example) are haram. In fact, producing a product is not only based on raw materials but also starts with the production procedures for additional materials or other elements that accompany halal production.

AMDK AYUDES is one of the companies that has a halal label. With this halal label, Muslim consumers can confirm which products are allowed to be consumed. From the consumer side, of course, they have different perceptions when deciding to buy a product. It is known that Ambon City has a large Muslim population, who are the ones who suffer losses if the product purchased does not have a halal label. This will, of course, make the residents of Ambon City, especially Muslim residents, consumers of the products offered by the AYUDES Company. The reason is that for Muslims, the level of purity or halalness of a product greatly influences it when consumed or used. Therefore, this research wants to look further into the role of the halal label in influencing consumers' decisions to consume halal-labelled products and see the perspective of sharia business management on this matter.

2. Literature Review

2.1 Product Labels

The label is a part of a product that conveys information about the seller and the product itself (Alim, Mawardi, & Bafadhal, 2018). According to Marinus, a label is a part of a product that carries verbal information about the product or seller. Meanwhile, according to Kotler, a label is a simple display on a product or an intricately designed image that is an integral part of the packaging. Labels can only include brands or information.

Labels are not only a means of conveying information but also function as advertising and branding for a product (Dwijayanti & Pramesti, 2021). According to Kotler, the functions of labels include identifying the product or brand, determining the product class, and describing several things about the product (who made it, where it was made, when it was made, what is in it, how

to use it, and how to use it safely), as well as promoting the product through various interesting pictures.

Providing information about the contents of a labelled product without having to open the packaging functions as a means of communication between producers and consumers about things that consumers need to know about the product, especially things that are visible or physically unknown. The purpose of labels is as follows: to provide information about the contents of the product being labelled without having to open the packaging; to function as a means of communication between producers and consumers about things that consumers need to know about the product, especially things that are invisible or unknown. physically, providing appropriate instructions to consumers to obtain optimum product function, advertising means for producers, and providing a sense of security for consumers.

Labels are basically part of a package (wrapper) or can be loose labels that are attached to the product (Nurdin & Setiani, 2021). Thus, it is natural that packaging, brands, and labels can have a very close relationship. There are three types of labels based on their function, including: Brand labels are labels that are used solely as brands. Grade labels are labels that indicate a certain level of quality of an item. This label is expressed in writing or words. And finally, the descriptive label contains objective information about the use, construction, appearance, maintenance, and other characteristics of the product.

2.2 Halal Concept

Halal in Arabic comes from the words *Halla*, *Yahillu*, and *Hillan*, which mean to free, release, solve, dissolve, and allow (Wijayanti & Meftahudin, 2018). Etymologically, halal means things that are permissible and can be done because they are free or not bound by provisions that prohibit them. In the Islamic frame of reference, goods that can be consumed are only those that demonstrate good values and will bring benefits to the people both materially and spiritually. Halal is something that is permitted according to Islamic teachings, as contained in the words of Allah Q.S. Al-Maidah: 88:

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Translation:

And eat what is lawful and good from what Allah has provided for you, and fear Allah in whom you believe. (Q.S. Al Maidah [5]:88).

The meaning in this verse does not only refer to food that is eaten through the mouth but also to something that is consumed or used. For Muslims who are aware of this, it will create feelings of unease and doubt when using it, especially when praying. In Islam, personal purity is absolute when a Muslim performs prayer. Doubt in worship, especially prayer, is not permitted in Islam.

The concept of halal in the lives of Indonesian people is widely known and applied, especially by Muslims. Halal is intended for everything that is good and clean to be eaten or consumed by humans according to Islamic law (Sari et al., 2018). The opposite of halal is haram, which means "not permitted or prohibited" according to Islamic law. Allah has confirmed this in the Qur'an Surah Al-Maidah verse 3, which means, "It is forbidden for you (to eat) carrion, blood, or pork

flesh." In this verse, the word "eat" does not only mean eating through the mouth, but eating also means consuming in the sense of using processed pork for various purposes, including cosmetics. Halal or not is a very basic food safety factor for Muslims.

Apart from that, in the Al-Qur'an Surah An-Nahl verse 114, it is also explained that "So eat what is halal and good from the sustenance that Allah has given you; and thank Allah for His blessings if you worship Him alone." Allah has commanded humans to only eat and consume halal food. If applied in the current context, this verse applies not only to food.

The halal label on the product packaging will make it easier for consumers to identify the product (Herudiansyah et al., 2019). In Indonesia, the use of the National Halal label is easy to find, one of which is cosmetic products. A product whose raw materials and processing methods are not clear can be "stuffed" with halal writing (in Arabic writing), and then the product will appear to be halal for consumption. Consumers who lack knowledge about halal labels will assume that the halal label listed on the product they buy is a valid label. In fact, determining a product's halal label cannot just be stuck on; it must be based on the provisions of Islamic law, involving experts from various scientific disciplines, both religious and other supporting sciences.

2.3 Halal Label

A halal label is the provision of a halal mark or written evidence as a guarantee of a halal product with halal writing in Arabic letters, other letters, and a motor code from the Minister issued on the basis of a halal inspection from a halal inspection institution established by the MUI, a halal fatwa from the MUI, and a halal certificate from the MUI as a legal guarantee that the product in question is halal for consumption and use by the public in accordance with sharia provisions. The halal label is obtained after obtaining a halal certificate. A halal certificate is a written fatwa from the Indonesian Ulema Council (MUI), which states that a product is halal in accordance with Islamic law. This halal certificate is a requirement to obtain permission to include a halal label on product packaging from the authorized government agency. What is meant by halal products are products that meet halal requirements in accordance with Islamic law. The aspects that are reviewed in halal labelling are: (1) manufacturing process; (2) main raw materials; and (3) auxiliary materials.

Every person who produces or imports packaged food into Indonesian territory for trade is required to include a halal label in and/or on the food packaging. The label in question is not easily separated from the packaging, is not easily faded or damaged, and is located on a part of the food packaging that is easy to see and read. The halal label is a guarantee provided by an authorized institution, namely LPPOM MUI (Institute for the Study of Food, Medicine, and Cosmetics of the Indonesian Ulema Council), to ensure that a product has passed halal testing (Hartati, 2019).

Government Regulation Number 69 of 1999 concerning food labels and advertising states that labels contain any information about food in the form of pictures, writing, a combination of both, or other forms that are attached to food, included in, attached to, or are part of food packaging. To guarantee the halalness of a product that has received a halal certificate, the MUI stipulates and emphasizes that if at any time it is discovered that the product contains elements of haram (unclean) ingredients, the MUI has the right to revoke the halal certificate for the product concerned.

Apart from that, every product that has received a halal certificate is also required to pay attention to or extend its halal certificate every two years, with the same procedures and mechanisms. If, after two years from the validity of the halal certificate, the company concerned does not submit an application (extension) for a halal certificate, the company is deemed no longer entitled to a halal certificate, and the halalness of its products is beyond the responsibility of the MUI. For people who want to get information about products (companies) that have received MUI halal certificates and their validity period, LPPOM MUI has published the Halal Journal.

2.4 Buying Decision

According to Kotler, the purchasing decision itself is a consumer action to form references between brands in the preferred group and buy the most preferred product (Miati, 2020). Complex decision-making processes often involve multiple decisions. A decision involves a choice between two or more alternative actions or behaviours. The decision then requires a choice between several different behaviours. The essence of consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of them. The result of this integration process is a choice, which is presented cognitively as a behavioural desire. Human life cannot be separated from buying and selling. Before making a purchase, someone will usually make a purchase decision first about a product. Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by sellers (Rahayu, 2018). Purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not when making a purchase and this decision is obtained from previous activities.

Purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfil their desires and needs which consists of recognizing needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions, and behaviour after purchase (Azis, 2019). Another definition says that purchasing decisions are an individual activity that is directly involved in obtaining and using the goods offered. Based on the definition of purchasing decisions above, it can be concluded that purchasing decisions are a process carried out by someone in determining a product choice to achieve satisfaction according to consumer needs and desires. which includes problem recognition, information search, evaluation of purchasing alternatives, purchasing decisions, and post-purchase behaviour.

3. Methodology

The type of research used in this research is qualitative research. Suharsimi Arikunto's (2006) qualitative approach to research involves viewing the object of study as a system, meaning that the object of study is seen as a unit consisting of elements that are interrelated and describe existing phenomena. The research used is phenomenological research, which is a type of research that aims to describe a phenomenon, and then the phenomenon appears as itself. Data was obtained through observation, interviews, and documentation. The data that has been obtained is then analysed using data reduction, data display, and conclusion drawing techniques. Data was obtained using two types of data, namely primary and secondary data, where primary data is direct data obtained from consumers who consume the product and secondary data is complementary supporting data that is relevant to the research object.

4. Research Results and Discussion

4.1 Ayudes AMDK Halal Label in Consumer Purchasing Decisions

The input research results show that the halal label plays a significant role in purchasing decisions, especially for consumers who pay attention to the halal aspect of the Islamic religion. Consumers' perception of the halal label is not only related to the certainty of the halalness of a product but also provides a sense of security and confidence that the product has passed the halal standards set by the competent authority, such as the Indonesian Ulema Council (MUI) and the Halal Product Guarantee Agency (BPJPH). One important aspect that emerged from the interview results is that purchasing decisions do not completely depend on the presence of a halal label. Although the halal label is considered important, other factors, such as product quality, price, and production location, also influence consumer preferences. This shows the complexity of the purchasing decision-making process, where consumers evaluate various product attributes before making a final decision.

It is important to note that the halal label is not the only factor influencing consumer purchasing behaviour. Several respondents revealed that they pay more attention to product quality and taste, as well as production location, as the main factors in purchasing decisions. Nevertheless, the halal label still has an important role as a signal of product quality and halalness for most consumers, especially in the context of food and drinks that have high religious value. From the perspective of producers and marketers, emphasizing halal labels can be an effective marketing strategy to attract consumers who are sensitive to halal products. However, it is important to remember that the presence of a halal label is not a guarantee of success in the market. Manufacturers and marketers also need to pay attention to other aspects, such as product innovation, pricing strategy, and effective marketing communications, to win market competition.

In the context of purchasing decisions, there are various complex considerations that influence consumer behaviour. Based on the data provided, it appears that consumers do not only consider one factor in choosing a product but also evaluate several aspects before making a final purchasing decision. One of the main considerations that arises is the presence of a halal label on the product packaging. Although some respondents consider the halal label important as a sign of halal products, there are also views that emphasize that purchasing decisions do not only depend on the presence of a halal label alone.

First of all, consumers pay attention to product quality as the main factor in their purchasing decisions. In the context of Ayudes bottled drinking water, several respondents stated that the quality of taste and freshness of the product were their main considerations. This shows that consumers tend to look for products that provide a satisfying consumption experience, regardless of the halal status of the product. Therefore, producers and marketers need to ensure that the products they offer are of adequate quality and can meet consumer expectations in terms of taste and quality.

Apart from product quality, the price factor is also an important consideration in consumer purchasing decisions. Most respondents stated that the affordable price of Ayudes products was one of the main reasons they chose these products. This indicates that economic factors play a

significant role in influencing consumer preferences, especially for price-sensitive market segments. Therefore, producers and marketers need to pay attention to appropriate pricing strategies to maintain the competitiveness of their products on the market while taking into account consumer needs and preferences. Production location is also an important consideration for some consumers when choosing products. Several respondents emphasized the importance of the origin of Ayudes products in influencing their purchasing decisions. They tend to choose products produced in environments that they perceive to be in line with their values and beliefs. This shows that consumers tend to pay attention to ethical and social aspects when choosing products, apart from just focusing on the attributes of the product itself. Therefore, manufacturers need to consider production location as a strategic element in building brand image and winning consumer trust.

In evaluating these considerations, it needs to be recognized that consumer purchasing decisions are not static and can be influenced by various external factors. A dynamic market context, changing consumer trends, and competition between brands are factors that producers and marketers also need to pay attention to in formulating effective marketing strategies. Therefore, a deep understanding of consumer behaviour, as well as the ability to adapt to market changes, is the key to success in facing challenges in the business marketing industry. Thus, from the data provided, it can be concluded that considerations in consumer purchasing decisions are very complex and involve evaluation of various aspects, including product quality, price, and production location. Therefore, manufacturers and marketers need to dig deeper to understand consumer preferences and motivations and formulate appropriate marketing strategies to win market competition and win consumer trust.

In addition, it is important to recognize that consumer trust in the halal label can be influenced by external factors such as brand reputation, information transparency, and responses to relevant religious and social issues. Therefore, manufacturers and marketers need to build strong relationships with consumers, commit to complying with halal standards, and maintain the integrity of their brands. In the context of the food and beverage industry, where consumer trust plays a crucial role, halal labels can be an effective tool for building and maintaining good relationships with consumers. However, it should be remembered that the success of halal labels in influencing purchasing behaviour depends on a deep understanding of consumer preferences and values, as well as appropriate marketing strategies to communicate product halalness to relevant target markets.

4.2 The Role of the Halal Label from a Sharia Business Management Perspective

From an Islamic economic perspective, the role of the halal label is an important factor in business management in order to create consumer purchasing decisions. Every consumer definitely has different tastes or needs, so as the owner of an Ayudes AMDK company, you should be able to see and try to meet the needs of your consumers.

If it is related to the role of the halal label in sharia business management, it is clear that Allah has commanded us to only eat halal food and be grateful for Allah's blessings, so it is the same with the owner of this Ayudes company. If the owner does not pay attention to various things related to his business, it is wrong. The only thing is that the product is halal; how can the goal be achieved? If applied in the current context, every person who produces or imports packaged

food into Indonesian territory for trade is required to include a halal label in and/or on the food packaging. The label in question is not easily separated from the packaging, is not easily faded or damaged, and is located on a part of the food packaging that is easy to see and read.

Sharia business management occupies an increasingly important role in the context of consumer purchasing decisions, especially with regard to halal labels on products. In the era of globalization and increasing awareness of the importance of halal products in Islam, sharia business management has become the main focus for producers and marketers. Basically, sharia business management aims to ensure that all aspects of the business, including production, marketing, and distribution, comply with the sharia principles set out in Islam. One important aspect of sharia business management is consumer purchasing decisions based on the halal label.

In general, the halal label is a sign or guarantee that the product has met the halal standards set by religious authorities, such as the Indonesian Ulema Council (MUI) and the Halal Product Guarantee Organizing Agency (BPJPH). The halal label plays a significant role in Muslim consumers' purchasing decisions because it is directly related to aspects of their religion and beliefs. In the context of sharia business management, it is important for producers and marketers to understand how crucial the halal label is in influencing consumer preferences and purchasing behaviour.

The main consideration in sharia business management regarding consumer purchasing decisions based on the halal label is ensuring that all products produced and marketed are halal. This means ensuring that the raw materials used, the production process, and the entire supply chain comply with Islamic halal principles. Producers and marketers need to ensure that there are non-halal elements involved in the production process, from selecting raw materials to distributing the final product to consumers.

Furthermore, in sharia business management, it is important to avoid the practice of usury in all its forms. This means that producers and marketers must avoid all forms of usury in the process of buying and selling products. In the context of consumer purchasing decisions, this could mean avoiding unfair pricing practices or utilizing interest systems to finance production or distribution.

Another aspect of sharia business management that is relevant to consumer purchasing decisions is ensuring that every transaction is carried out with the principles of fairness and honesty. This means that producers and marketers must offer products at reasonable and proportional prices and provide consumers with clear and accurate information about the quality and halalness of the product. In the context of halal labels, it is important not to mislead consumers by placing halal labels on products that do not actually meet the established halal standards.

In addition, in sharia business management, it is important to ensure that every transaction is carried out through a clear and valid contract according to Islamic sharia. This means that producers and marketers must carry out the transaction process with clear and transparent principles of consent and ensure that there are no elements of *gharar* or *maysir* in the transaction process. In the context of the halal label, producers and marketers must ensure that there is a strong guarantee that products labelled halal have gone through an inspection and certification process that complies with sharia provisions.

From a sharia business management perspective, it is important to recognize that the halal label is not just a marketing tool but is also a moral and religious responsibility for producers and marketers. In the context of consumer purchasing decisions, the halal label is a determining factor in influencing consumer preferences and behaviour, especially for Muslim consumers who are sensitive to halal products. Therefore, producers and marketers must understand how important it is to comply with sharia business management principles to maintain consumer integrity and trust. In practice, the implementation of sharia business management in consumer purchasing decisions based on the halal label involves a complex and ongoing process. This requires a strong commitment from all relevant parties, including producers, marketers, halal certification bodies, and religious authorities, to ensure that all products traded comply with Islamic halal principles. Thus, sharia business management is not only about complying with rules and regulations but also about building good relationships with consumers based on trust and integrity.

In the context of consumer purchasing decisions, the halal label represents the commitment of producers and marketers to maintain the halal status of their products, as well as a signal of trust for Muslim consumers. Therefore, sharia business management has a crucial role in shaping consumer perceptions and preferences for halal products. By applying sharia business management principles consistently and responsibly, producers and marketers can win consumer trust and loyalty, as well as strengthen their business position in an increasingly competitive market.

5. Conclusions and Recommendations

The research results show that purchasing decisions due to the inclusion of a halal label on the Ayudes packaging are the main determining factor because there is a perception that the ingredients and substances contained have definitely gone through a process that is in accordance with Islamic law. Another opinion states that consumers do not really care about labelling, but the main issue is how the management process and also where Ayudes bottled drinking water (AMDK) is produced. This is because the majority of consumers of Ayudes products already know the location of the factory, which is in the middle of the Muslim community, so from this arises consumer confidence in the product, whether it carries the halal label or not. Based on a Sharia Business Management perspective, the halal label on Ayudes bottled water products is one of the main factors determining consumer purchasing decisions, so the owner of an Ayudes AMDK company should pay attention to every production process in accordance with Islamic law and continue to understand what the consumers' needs are. If the owner of AMDK Ayudes is serious about managing it with management that adheres to Islamic law and pays attention to the factors that influence consumer purchasing decisions, then his goal will be achieved.

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