

Small Industrial Awareness against Halal Certification and Product Quality Groceries Gift Shop North Sumatra against the Interest in Purchasing through Experiential Buying Consumer

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Keywords: Halal Certification, Quality Groceries, Buying Interest, Experiential Buying.

Abstract: Sales has become the goal of various business activities. Purchasing behaviours are often formed by through purchase intention. This study aimed to evaluate the factors that influence people's purchase intention and actualization on souvenirs in Medan. The concept of Halal was suggested as one of the factors that influence both of these behaviour. The development of halal awareness in souvenirs business has not been optimally implemented in the Medan as many of the businesses has not had halal certification yet. In addition to this, marketing activities through social media and references were also evaluated as factors that shape consumer behavior in purchase intention and actualization. A number of 100 Islamic students from outside Medan participated in this study. Data obtained through a self administered questionnaire. Data were analyzed and evaluated using the partial least square structural equation model (SEM-PLS). The results of this study indicate that although halal has an important role to stimulate purchase intention from Muslim consumers, in the case of souvenirs this effect is not significant to influence their purchasing decisions. These decisions are more influenced by purchase intention, recommendations and marketing exposure through social media.

1 INTRODUCTION

Currently employers faced with the fact that consumers, especially the middle up segment will be increasingly savvy, with so many choices and information received about a product. This applies also in the consciousness are small in meeting the needs of customers, especially the awareness against the use of raw materials to be used in making products, especially food. Food products are usually in use as a fruit hand kesuatu while visiting the region. Indonesia is one of the countries in the world with a majority muslim population in a survey done by the Central Bureau of statistics in 2010 a number of Indonesia's muslim population of 207,176,162 or 87.18% of the population in Indonesia is a muslim. While the number of muslim communities in North Sumatera in particular, a number of 8,579,830 this is one opportunity entrepreneurs gift shop in meeting the needs of muslim consumers, one of which is to set out the halal aspect in choosing materials raw materials to be used.

Consumers who will buy gift shop will usually know if the product is halal or not from the halal label

in the list at every food packaging in gift shop, the halal label also has the characteristic if he issued the official relevant agencies as well as in Indonesia halal label issued by the Tribunal of scholars Indonesia coupled with the existence of the certificate and will usually be on the list by the entrepreneur in his shop and halal label on the packaging in order to convince consumers that buying.

This is related to the experiential marketing i.e how do marketers so that penguasaha can close, expand and retain loyal consumers against products that are on offer by increasing consumer confidence in products that will use halal as well as quality up to into the hands of consumers.

Based on the research of Hidayat and Siradj (2015) stated that as a trade commodity, food has a huge role in increasing national food imagery and international world along with producer of foreign exchange. The inception of the Act Guarantees the products Halal (UUJPH) became the measuring instrument and tool control so as not to disadvantage and harm consumers. Research of Chairunnisyah (2017) Note that labelisasi halal certification and the new small products such as part of reaching food

products, beverages, pharmaceuticals, cosmetics, and other products that are circulating in the community. While the results of the research and Prabowo Abdurrahman (2016) show that commodities halal-based agriculture has grown rapidly in the world market, but the role of Indonesia is still very low. Kosher issues can actually be huge opportunities to boost the power of the agribusiness economy.

2 LITERATURE REVIEW

2.1 Experiential Marketing

2.1.1 Understanding of Experiential Marketing

Nowadays the competition of products and services are increasingly tight. Many companies are moving on to a new level to create value for customers. The company creates and manages a customer experience on a product or company for the purpose of making a difference from competitors (Kotler and Armstrong, 2012). Schmitt (1999) said that experience is the experience of personal events that occur in response to some stimulus.

Understanding of experiential marketing, according to Schmitt (1999) is a way to create an experience that will be perceived by customers when using a product or service through the five senses (sense), affective (feel) experience, the experience of thinking creative (think), customer experience associated with the physical body, with behavior and lifestyle, as well as with those experiences as a result of interactions with other people (act), as well as creating experiences that connect with the social, lifestyle, and culture that can reflect the brand which is the development of a sense, feel, think, and act (relate) (Schmitt 1999).

Experiential marketing is the development of traditional marketing strategies, the development of experiential marketing factors influenced by information and communication technology (Schmitt, 1999). The difference between traditional marketing and experiential marketing is described through the main characteristics of experiential marketing, adapted from the opinion of Schmitt (1999) as follows.

2.1.2 Dimensions of Experiential Marketing

a. Sense

Sense of business is the creation of an experience that is related to the five senses through sight, sound,

touch, taste, and smell. Sense marketing is used to differentiate the company and products, motivating customers, as well as providing added value to the product. The key to success in creating the experience of the five senses (sense) is to ensure the consistency and create diversity.

b. Feel

The company uses the strategy to provide the experience feel the influence of the brand to customers through communication (advertising), the ads are feel good used emotional merangsan customers with a product or service and provide a stimulus to the customers to react to these messages, advertisements or products (identity, packaging, and contents), environment, web- sites, or those that offer products (Schmitt, 1999). Feel the experience at a higher level is the affective experience that drives the stimulus emotion and mood (Schmitt, 1999). The company uses the strategy to provide the experience feel the influence of the brand to customers through communication (advertising), the ads are feel good used emotional merangsan customers with a product or service and provide a stimulus to the customers to react to these messages, advertisements or products (identity, packaging, and contents), environment, web- sites, or those that offer products (Schmitt, 1999). Feel the experience at a higher level is the affective experience that drives the stimulus emotion and mood (Schmitt, 1999).

c. Think

Think of making customers do interaction in creative and cognitive. The goal of the strategy is to encourage customers think so interested and think creatively (Schmitt, 1999).

d. Act

Act experience designed to create a customer experience that is associated with the body physically, behaviour and lifestyle long term and the experiences that occur as a result of interaction with others (Schmitt, 1999). Act experience designed to create a customer experience that is associated with the body physically, behaviour and lifestyle long term and the experiences that occur as a result of interaction with others (Schmitt, 1999).

e. Relate

Relate experience aims to connect customers with the cultural and social environment (society). Relate is intended to form a self improvement, socio economic status, and image (Schmitt, 1999).

2.2 The Quality of the Product

2.2.1 Understanding the Quality of Product

According to Kotler and Armstrong (2004:354) "product quality is the ability of a product in the exercise of the function and its performance can meet the needs and desires of customers". Product quality be important things that should be possessed by a product, so manufacturers are required to produce a quality product in order to attract consumer perhatian and win the market.

2.2.2 Dimensions of Product Quality

According to Tjiptono (2008:25), there are eight dimensions of quality of products developed and can be used as a framework for strategic planning and analysis. The dimensions are:

1. Performance
2. Features
3. Reliability
4. Conformance
5. Durability
6. Service
7. Aesthetics
8. Perceived Quality

3 RESEARCH METHOD

Type of this research is descriptive research with quantitative approach. This research was conducted in 5 counties of cities such as Medan, Perbaungan, high cliffs, Deli Serdang and Toba Samosir whereby time researches carried out for seven months.

4 RESULT AND DISCUSSION

Simultaneous Significance Tests (Test-F).

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig	
1	Regr ession	203.302	3	97.767	21.978	.000 ^b
	Resi dual	427.058	96	4.449		
	Tota l	720.360	99			

- a. Dependent Variable: Buy Interest
- b. Predictors: (Constant), Moderate, Halal Certification, The Quality Of Food Products

1. If $F\text{-count} \leq F\text{-table}$, then H_0 and H_a accepted rejected meaning halal certification factor (X 1), product quality food ingredients (X 2) and moderate (MRA) simultaneously have no effect against the interest in buying (Y).
2. If $F\text{-count} > F\text{-table}$, then H_0 denied and H_a received halal certification which means the factor (X 1), product quality food ingredients (X 2), and moderate (MRA) simultaneously affects the interest of buying (Y).

Then it can be seen that the value of F-count is 21.978 with a level of significance of 0.000. While the F-table on a confidence level of 95% ($\alpha = 0.05$) is 2.70. Therefore $F\text{-count} (21.978) > F\text{-table} (2.70)$ and their significance level of 0.000 0.05 indicates that the variables < non halal certification (X 1) and product quality food ingredients (X 2) simultaneously is a positive and significant effect against the interests (Y) the buy gift shop from North Sumatra through experiential buying (Z).

Partial Significance test (test-t)
Coefficient^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	
	B	Std. Error	Beta			
1	(Constant)	6.041	3.246		1.861	.066
	Halal certification	.063	.107	.070	.588	.558
	The Quality of Food Product	.108	.078	.231	1.374	.173
	Moderate	6.336	.000	.371	2.002	.048

- a. Dependent Variable: Buy Interest

1. Variable halal certification (X 1) influential positive and insignificant partially against the interest in buying (Y) it is seen from the significant value (0.558) > 0.05. This means that if the variable halal certification increased one unit then purchase interest will be increased by 0.063.

2. Food product quality Variables (X 2) a positive effect and partially against insignificant interest buy (Y) it looks significant value (0.173) > 0.05. This means that if the variable quality of food products increased one unit then purchase interest will be increased by 0.108.
3. Moderate Variable (MRA) a positive and significant effect partially against the interest in buying (Y) it is seen from the significant value (0.048) < 0.05. This means that if the variable moderate increased one unit then purchase interest will be increased by 6.336.

5 CONCLUSIONS

Based on the discussion, it can be concluded that halal certification and product quality simultaneously positive and significant effect against interest buy gift shop North Sumatra through experiential consumer buying. While partially, halal certification and product quality is not significant and positive effect toward interest buy gift shop North Sumatra.

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