

Effectiveness Of Product Diversification And Halal Labeling On Purchasing Decisions Of Msme Food Products During The Covid Pandemic 19

Syihabudin¹, Najmudin²

¹Department Sharia Economy, Universitas Sultan Ageng Tirtayasa Serang Banten

²Department Sharia Economy, Universitas Sultan Ageng Tirtayasa Serang Banten

ABSTRACT

This research aims to determine 1. The effect of product diversification on purchasing decisions for MSME Domas Makmur food products. 2. The effect of Halal labeling on purchasing decisions for MSME Domas Makmur food products. And 3. The effect of product diversification and halal labeling on purchasing decisions for Domas Makmur MSME food products. The object of this research is the customers of Domas Makmur UMKM products, Domas Village, Pontang District, Serang Regency, Banten. The research method used is a quantitative method. The data collection method used a questionnaire. Data were analyzed using multiple linear regression method. The results of this study indicate that (1). Product diversification (x1) partially has a significant effect on consumer decisions in buying for MSME Domas Makmur food products (y). It is indicated by the t value greater than the t table (5,515 > 1,670) and the significance value smaller than the alpha value (0,000 < 0.05). (3) Product diversification (x1) and halal labeling (x2) simultaneously have a significant effect. on consumer decisions in buying Domas Makmur MSME food products (y). It is indicated by the value of Fcount greater than Ftable (38,775 > 3.14) and the significance value is smaller than the alpha value (0.000 < 0.05). It is indicated by the t value greater than the t table (5,515 > 1,670) and the significance value smaller than the alpha value (0,000 < 0.05). (3) Product diversification (x1) and halal labeling (x2) simultaneously have a significant effect. on consumer decisions in buying Domas Makmur MSME food products (y). It is indicated by the value of Fcount greater than Ftable (38,775 > 3.14) and the significance value is smaller than the alpha value (0.000 < 0.05).

Keywords: Product Diversification, Halal Labelization, Purchase Decisions

INTRODUCTION

The food and beverage industry is one of the economic sectors that has contributed greatly to encouraging the growth of the Indonesian state. This is supported by the fact that the food and beverage industry contributes 33.27% to the GDP of the Indonesian Non-Oil and Gas Industry (Dewi & Sindarko, 2018). However, since the emergence of the Covid 19 pandemic, sales of food and beverage products produced by industry and MSMEs have decreased quite drastically. This is based on a survey conducted by the Development Service Indonesia (ABDSI) of 6000 MSMEs spread throughout Indonesia. based on a survey as many as 36.7 percent of MSMEs had no sales due to the pandemic. Then as much as 26.6 percent of MSME sales fell by more than 60 percent. Then 15 percent of MSMEs admit that their sales have decreased by around 31-60 percent. As well as 14.2 percent of MSME sales fell 10-30 percent. (Yohana Artha Uly, 2020).

Smesco Indonesia, one of the institutions under the Ministry of Cooperatives and SMEs explained the results of the survey, that SMEs in the processed food sector were hit the most by the corona effect. From the results of a survey of 722 MSME respondents from March 31 to April 20, 2020, it was found that 35.6 percent of MSME players in the food processing sector were affected by Covid 19, then the craft sector 13.8 percent and so on. From the survey, around 35.9 percent of respondents experienced a decrease in turnover of more than 60 percent and 27.7 percent of respondents were forced to temporarily stop operating. (Waseso, 2020).

One of the MSMEs in the Serang Regency area is the UMKM which is engaged in the food and beverage sector. According to Suprpto and Azizi (2020), one that contributes to market growth in the food and beverage industry is the snack business. The high desire of the community to consume snacks, thus providing opportunities for entrepreneurs to participate in the snack industry (Suprpto & Azizi, 2020) One of the things that enter the snack food industry is small and medium micro enterprises (MSMEs) bontot, shrimp crackers, Payus fish crackers and fish meatball crackers which are mostly produced by MSMEs in Domas Village, Pontang District, Serang Regency.

Prior to the Covid 19 pandemic, small snacks of Domas Village UMKM products such as Bontot, Shrimp Crackers, Payus Fish Crackers and Baso Crackers were crowded and were in demand by the public, but after the pandemic period it was not so, many people did not buy. In addition, entering the rainy season early in 2021, there is a scarcity of payus fish in Domas village. The cause is the rainy season and high tide. The fish ponds in Domas experience the impact of sea rab (high tide) itself (Tirta, 2021). So that the players of the Domas Village Snack Food MSME admit that their income has decreased during the pandemic period. Thus the authors are interested in researching about Effectiveness of Product Diversification and Halal Labeling on Purchasing Decisions of Food Products at Domas Village MSMEs during the Pandemic Period

This research was conducted by Dewi and Sindarko (2018) in their research entitled the effect of product diversity and quality on consumer purchasing decisions. La Cherie, Suprpto and Azizi (2020) in their research entitled the effect of packaging, halal labels, P-IRT permit labels on decisions. purchase of MSME consumers of fish crackers. Bulan (2016) in her research entitled the effect of halal labeling on Sausage purchase decisions at Kuala Simpang, Aceh Tamiang Regency, Bachtiar (2018) in her research entitled analysis of the effect of product diversification and price on purchasing decisions at SMEs Coconut Sugar, Wibowo and Mandusari (2018) in his research entitled the effect of halal labeling on purchasing decisions by Muslim consumers on food products in Pekalongan City,

LITERATURE REVIEW

1. Buying decision

Purchasing decisions are actions taken by consumers to purchase a product (Chairina Kusumaningrum, 2015). According to Schiffman and Kanuk (2009) as quoted by Marendra (2018), a purchase decision is the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision, several alternative choices must be available. The decision to buy can lead to how the process of making that decision is carried out. Consumer purchasing decisions are influenced by consumer behavior (Marendra, 2018). The five stages of purchasing decisions according to Kotler and Keller (2011) as cited (Dewi & Sindarko, 2018) among others:

1. Need Recognition. The process begins when the buyer recognizes a problem that is experienced or driven by external factors.

2. Information searching. Often consumers are looking for a number of information related to the product to be purchased.
3. Evaluation of Alternatives. Consumers will pay close attention to the attributes that have the most visible benefits.
4. Purchase Decision. At this stage the consumer sets several choices from all available brands and also sets the intention to choose the desired brand.
5. Post purchase behavior.

According to Kotler and Armstrong (2012) as quoted by Senggetang et al (2019), there are four indicators for purchasing decisions, namely:

1. Steadiness in a product.
2. The habit of buying products
3. Give recommendations to others.
4. Make repeat purchases.

2. Product Diversification

Product diversification according to Sudarsono (2001) as cited by Bachtiar (2018) is an effort to diversify the nature and physical characteristics of goods or services produced by companies for consumer use in satisfying their needs.(Bachtiar, 2018). According to Kotler (2002) as quoted by Efendi (2018) product diversification is a separate unit in a brand or product line that can be differentiated based on size, price, or other characteristics.(Efendi, 2018). Sinta (2011) as quoted by Ulya and Karneli (2018) defines product diversification as an expansion of the selection of goods and services sold by companies by adding new products or improving types, colors, modes, sizes, types of existing products in order to obtain maximum profit(Ulya & Karneli, 2018). Product diversification indicators are as follows(Efendi, 2018): size, price, appearance, and composition

3. Halal Labeling

Halal labeling is the permit for placing the word Halal on product packaging of a company by the POM (Agustin H, 2013). Halal labeling is a set of requirements that should be fulfilled by business actors engaged in food and beverage processing products or are generally termed food. Halal is related to the guarantee of halalness which is shown by the existence of halal certification from LPPOM MUI. In addition to ensuring good food, granting halal guarantees will also increase the competitiveness of Indonesian local food products against imported products that do not get halal certification (Andriansyah et al., 2019). The indicators of halal labeling are as follows (Andriansyah et al., 2019): there is a halal label on the product packaging, the halal composition is written on the product packaging, and there is a belief in the halalness of the product. Based on the above theory, the conceptual framework of this research can be seen in the following figure 1.

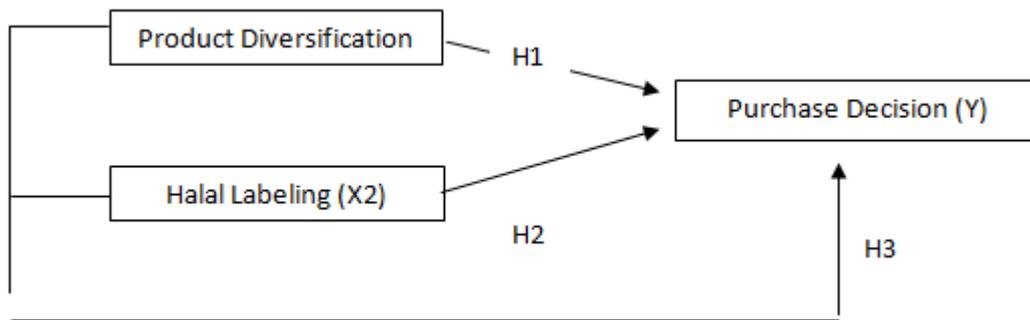


Figure 1. Conceptual framework

Based on the conceptual framework above, there are three hypotheses in this study, namely as follows:

H1: Product diversification has a positive effect on purchasing decisions for MSME food products.

H2: Halal labeling has a positive effect on purchasing decisions for MSME food products

H3: Product diversification and halal labeling together affect the purchasing decisions of MSME food products.

METHOD

The method used in this research is quantitative method. According to Arikunto (2010) as quoted by Efendi (2018), quantitative research is research whose data is expressed in the form of numbers or numbers that can be calculated systematically (Efendi, 2018). The population according to Arikunto (1998) as cited by Bachtiar is the entire research subject (Bachtiar, 2018). The population in this study were the people around Domas Village who had bought and consumed fish meatballs, payus fish crackers, and fish balls produced by Domas Makmur MSME, totaling 200 people. Sampling was done by using the Slovin formula. After calculating, the sample obtained was 67 respondents.

The type of data used in this research is primary data. According to Bungin (2015) as cited by Dewi and Sindarko (2018) primary data is data that is collected directly from the source and processed itself for use. The data collection method used was a questionnaire. The questionnaire according to Bungin (2015) as cited by Dewi and Sindarko (2018) is a questionnaire method or in the form of a series or collection of questions that are systematically arranged in a list of questions, then sent to respondents to be filled in (Dewi & Sindarko, 2018). The questionnaire was distributed to 67 customers of MSME Domas Makmur food products.

The data analysis method in this study is a quantitative descriptive approach, the analysis tool used is the SPSS version 23 program, the first test is the validity test used to measure whether a questionnaire is valid or not. Furthermore, the reliability test is where a questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. After the instrument is valid and reliable, then multiple linear regression analysis is carried out, because there are two independent variables in this study. Hypothesis test which consists of t test to partially see the effect of the independent variable on the dependent variable. Furthermore, the F test is to see the effect of the independent variable on the dependent variable simultaneously. (Ulya & Karneli, 2018)

RESULTS AND DISCUSSION

Domas Makmur is one of the Micro, Small and Medium Enterprises (MSMEs) in Domas Village that produces snacks made from Payus Fish. The snack products produced by Domas Makmur UMKM are Fish Meatballs, Fish Bontot and Fish Crackers with the Domas Makmur brand. MSMEs Domas Makmur has

registered its products at the Institute for the Assessment of Food, Drugs and Cosmetics, the Indonesian Ulema Council (LPPOM-MUI) to obtain halal certification. Currently, UMKM products have received a halal certificate from LPPOM MUI with a certificate number 1703004990919 and is valid until 11 October 2021.

RESEARCH RESULT

RESEARCH INSTRUMENT TEST

The validity test according to Ghozali (2011) in Faisal and Sari (2020) aimsto measure whether a questionnaire is valid or not. An item is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire(Faisal & Sari, 2020). The validity test was carried out using the SPSS version 23 program, the test results can be seen in the following table:

Table 1. Validity Test Results

Question Items	R _{Count} value	R _{Table} Value	Conclusion
Product Diversification Variable			
X1.1	0.785	0.244	Valid
X1.2	0.703	0.244	Valid
X1.3	0.833	0.244	Valid
X1.4	0.876	0.244	Valid
Halal Labeling Variable			
X1.1	0.883	0.244	Valid
X1.2	0.878	0.244	Valid
X1.3	0.912	0.244	Valid
Purchasing Decision Variable			
X1.1	0.762	0.244	Valid
X1.2	0.847	0.244	Valid
X1.3	0.821	0.244	Valid
X1.4	0.886	0.244	Valid

Source: SPSS data processed in 2021

Based on the results of the validity test in the table above, it is known that the rcount value of all question items is greater than r table (0.244), so it can be concluded that the question items in the questionnaire are all valid.

Reliability test according to Ghozali (2011) in Faisal and Sari (2020) was conducted to test the consistency of respondents' statements from time to time. (Faisal & Sari, 2020). The reliability test was carried out using the SPSS version 23 program, The results of the reliability test can be seen in the following table:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha value	R Value Table	Information
Product Diversification (X1)	0.808	0.244	Reliable
Halal Labeling (X2)	0.869	0.244	Reliable
Y	0.840	0.244	Reliable

Source: SPSS data processed in 2021

Based on the reliability test results in the table above, it is known that the cronbach's alpha value of the product diversification variable (X1) is greater than the rtable ($0.808 > 0.244$), the cronbach's alpha value of the halal labeling variable (X2) is greater than the rtable ($0.869 > 0.244$) and the value cronbach's alpha purchasing decision variable (Y) is greater than rtable ($0.840 > 0.244$). Thus it can be concluded that all variables in this study are reliable and reliable.

CLASSIC ASSUMPTION TEST

Normality test aims to test whether residuals in the regression model follow the normal distribution or not. The normality test was carried out using the SPSS program v. 23. The results of the normality test can be seen in the following table:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		67
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.62443955
Most Extreme Differences	Absolute	.113
	Positive	.052
	Negative	-.113
Statistical Test		.113
Asymp. Sig. (2-tailed)		.033c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed SPSS data. 2021

Based on the results of the normality test in the table above, it is known that the significance value of the Kolmogorov Smirnov test is greater than the alpha value ($0.033 > 0.05$), so it can be said that the model data residuals are normally distributed or the normality assumption has been fulfilled.

Multicollinearity test according to Ghozali (2011) in Ayuwardani and Isroah (2018) aims to test whetherThe regression model found a correlation between one independent variable and the other independent variables. The regression model can be said to be good when there is no correlation between the independent variables by looking at the VIF value and the Tolerance value of each independent variable, if the tolerance value > 0.10 and the VIF value < 10 , it can be concluded that the data is free from multicollinearity symptoms (Ayuwardani & Isroah, 2018). The multicollinearity test was carried out using the SPSS v program. 23, the multicollinearity test results can be seen in the following table:

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics
-------	-----------------------------	---------------------------	---	------	-------------------------

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,495	1,659		1,504	.137		
	Product Diversification	.470	.083	.540	5,694	.000	.786	1,272
	Halal Labeling	.460	.138	.315	3,324	.001	.786	1,272
a. Dependent Variable: Purchase Decision								

Source: Processed SPSS data. 2021

The table above shows that the product diversification variables and halal labelization variables each have a tolerance value greater than 0.10 ($0.786 > 0.10$) and a VIF value less than 10 ($1.272 < 10$), it can be concluded that the data is free from multicollinearity symptoms. The autocorrelation test according to Ghozali (2011) in Ayuwardani and Isroah (2018) aims to test whether in the linear regression model there is a correlation between confounding error in period t and confounding error in period $t-1$ (previous). If there is autocorrelation, it is said that there is an authentication problem (Ayuwardani & Isroah, 2018). In this study, to test the presence or absence of autocorrelation symptoms using the Durbin-Watson test (DW test), with the following criteria:

- 1) $0 < d < dl$, meaning that there is no positive autocorrelation and the decision is rejected.
- 2) $dl \leq d \leq du$, meaning there is no positive autocorrelation and the decision is no decision.
- 3) $4 - dl < d < 4$, it means that there is no negative autocorrelation and the decision is rejected.
- 4) $4 - du \leq d \leq 4 - dl$, meaning there is no negative autocorrelation and the decision is no decision.
- 5) $du < d < 4 - du$, means that there is no positive or negative autocorrelation and the decision is not rejected.

Autocorrelation test was performed using the SPSS v program. 23, the results of the DW autocorrelation test can be seen in the following table:

Table 5. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.740a	.548	.534	1,650	2,254
a. Predictors: (Constant), Halal Labelization, Product Diversification					
b. Dependent Variable: Purchase Decision					

Source: Processed SPSS data. 2021

The test results above show that the value of Durbin-Watson = 2.254, the value of $dL = 1.536$, the value of $dU = 1.662$, the value of $4 - dL (1.536) = 2.464$ and the value of $4 - dU (1.536) = 2.338$. according to the criteria above, if $Du < d < 4 - du (1,662 < 2,254 < 2,338)$ means that there is no autocorrelation. The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from one observation to another is constant, it

is called homoscedasticity and if it is different it is called heteroscedasticity.(Chairina Kusumaningrum, 2015). The heteroscedasticity test in this study used the Glejser test. The test was carried out using the SPSS v. 23, the test results can be seen in the following table:

Table 6. Heteroscedasticity Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.081	1,017		-.079	.937
	Product Diversification	.093	.051	.251	1,833	.072
	Halal Labeling	-.011	.085	-.017	-128	.899
a. Dependent Variable: RES2						

Source: Processed SPSS data. 2021

The table above shows that the significance value of the Product Diversification variable is greater than the alpha value ($0.72 > 0.05$) and the significance value of the Halal labeling variable is greater than the alpha value ($0.899 > 0.05$), so it can be concluded that there is no heteroscedasticity in the regression model in this study.

CORRELATION COEFFICIENT TEST

The coefficient of determination test aims to determine the percentage contribution of the influence of the product diversification variable (X1), halal labeling (X2) on purchasing decisions (Y). The coefficient of determination (R^2) from the multiple regression results shows how much the dependent variable is influenced by the independent variable. The correlation coefficient test was carried out using the SPSS v program. 23. The test results of the coefficient of determination (R^2) can be seen in the following table:

Table 7. Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740a	.548	.534	1,650
a. Predictors: (Constant), Halal Labelization, Product Diversification				

Source: Processed SPSS data. 2021

The test results table above shows that the value of the correlation coefficient of the variable product diversification and halal labeling on the purchasing decision of Domas Makmur MSME food products is 0.534. This value indicates that the purchasing decision of Domas Makmur MSMEs food products is influenced by product diversification and halal labeling as much as 53.4 percent, while the remaining 46.6 is influenced by other variables not examined in this study.

HYPOTHESIS TESTING: F TEST STATISTICS

The statistical F test aims to test the hypothesis of the simultaneous effect of the independent variable (X) on the dependent variable (Y). In this research hypothesis, it is assumed that the product diversification variable (X1) and halal labeling (X2) together affect the Product Purchase Decision (Y). The independent variable forming the regression model is said to have a significant effect simultaneously if $F_{count} > F_{table}$ or significant $< \alpha = 0.05$. F statistical test was performed using the SPSS program v. 23, the test results can be seen in the following table:

Table 8. F Test Statistics

Annova						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	211,033	2	105,516	38,775	.000b
	Residual	174,161	64	2,721		
	Total	385,194	66			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Halal Labelization, Product Diversification						

Source: Processed SPSS data. 2021

Based on the results of the statistical F test above, it is known that the F value of the variable product diversification and halal labeling is 38,775 and the significance value is 0,000. while the F_{table} value is 3.14 and an alpha value is 0.05. When compared according to the formula above, the value of F_{count} is greater than F_{table} ($38.775 > 3.14$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). Thus, product diversification and halal labeling have a simultaneous effect on purchasing decisions for MSME products.

STATISTICAL T TEST

Partial regression model testing is used to determine whether each independent variable forming the regression model individually has a significant effect on performance or not. To test for the partial effect, the t test was used, namely by comparing the value of t count with t table. The independent variable forming the regression model is said to have a significant effect if $t_{count} > t_{table}$ or significant $< \alpha = 0.05$. The partial regression model testing is as follows:

Table 9. Product Diversification Statistics t-test results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,380	1,265		5,045	.000
	Product Diversification	.597	.079	.685	7,590	.000
a. Dependent Variable: Purchase Decision						

Source: Processed SPSS data. 2021

Based on the results of the t statistical test, it is known that the t statistical value (t_{count}) of the product diversification variable is 7.590 and the significance value is 0.000, while the t value of the product diversification variable is 1.670 and the alpha value is 0.05. when compared, the t value is greater than the t_{table} ($7.590 > 1.670$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). thus, product diversification has a significant effect on purchasing decisions.

Table 10. Result of t-test for Halal Labelization Statistics

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,273	1,931		2,731	.008
	Halal Labeling	.825	.150	.565	5,515	.000
a. Dependent Variable: Purchase Decision						

Source: Processed SPSS data. 2021

Based on the results of the statistical t test, it is known that the t statistical value (t count) of the halal labeling variable is 5,515 and the significance value is 0,000, while the t value of the product diversification variable is 1,670 and the alpha value is 0.05. When compared, the t-count value is greater than the t-table ($5,515 > 1,670$) and the significance value is smaller than the alpha value ($0,000 < 0.05$). thus, halal labeling has a significant effect on purchasing decisions.

DISCUSSION

1. Effect of Product Diversification on Purchasing Decisions of Food Products for MSME Domas Makmur

Product diversification according to Sudarsono (2001) as quoted by Bachtiar (2018) is an effort to diversify the nature and physicality of goods or services produced by companies (MSMEs) for use by consumers in satisfying their needs.(Bachtiar, 2018). Based on the results of the above research, product diversification affects the purchasing decisions of food products at Domas Makmur MSMEs. This conclusion is based on the results of statistical tests which explain that the tcount is greater than the ttable ($7.590 > 1.670$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). product diversification can be in the form of Size, Price, Appearance and Composition of food products. If MSMEs want to increase sales, then MSMEs need to pay attention to size, adjust prices, improve appearance and include the composition of their food products.

The results of this study are in line with the research that has been done (Dewi & Sindarko, 2018), the results of his research stated Product diversity has a significant effect on La Cherie consumer purchasing decisions. Then research (Bulan, 2017), the results of his research stated that the product diversification variable had a significant effect on customer satisfaction at Juragan Jasmine Langsa. Then research(Ulya & Karneli, 2018), the results of his research stated that product diversification had an effect on customer satisfaction of Rabbani products, Pekanbaru Branch. Then research(Bachtiar, 2018), the results of his research show that product diversification has an effect on purchasing decisions by 0.286 or 28.6%. Then research

2. The Influence of Halal Labeling on the Purchase Decision of Domas Makmur MSME Food Products.

Halal labeling is the permit for placing the word Halal on product packaging of a company by the POM (Agustin H, 2013). Based on the results of the above research, halal labeling has a significant effect on purchasing decisions for Domas Makmur MSME food products. This conclusion is based on the t value is greater than t table ($5,515 > 1,670$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). Halal labeling in the form of halal label on product packaging, halal composition on product packaging and belief in the halalness of the product. If MSMEs wish to increase sales of their products, then MSMEs need to include a halal label on all their diversified products, include a halal composition on their product packaging, and guarantee the halalness of the product in order to attract the trust of consumers.

This research is in line with research (Mahendri et al., 2020), the results of his research stated Religiosity and Halal labels have a significant effect on purchasing decisions. Which means that the better religion owned by a person and a halal label owned by a brand will affect consumers to decide to buy products from the brand. Then research (Simbolon, 2019), the results of his research show, there is the impact of the halal label on purchase decisions at Wagyu Meatballs in Kota Wisata Cibubur. Then research (Harahap et al., 2018), the results of his research explained that there was a positive influence between the halal labeling variable (X) on purchasing decisions (Y) which was seen from the regression equation for Purchasing Decisions = $23.181 + 0.695 \text{ Halal labeling} + 0.115$. Then research (Hayet, 2019), the research results show The halal label has an effect on 78.07 percent of the respondents' decision to buy cosmetics. Then research (Chairina Kusumaningrum, 2015), the results of his research explain, partially, the variables of Halal Labeling (X1), and Promotion (X2), indicate that there is a significant influence on product purchasing decisions with a significance of 0.002 respectively; 0,000. Then research (Andriansyah et al., 2016), the results of his research show that partially the halal label variable has a significant effect on the purchasing decision variable. Then research (Edi Wibowo & Diah Madusari, 2018), the results of his research show that, halal labeling and price have a relationship and simultaneously (simultaneously) have a significant influence on purchasing decisions for food products. Then research (H, 2013), the results of his research show that, Halal labeling affects the purchasing decisions of Muslim consumers, if the halal labeling is 1, the purchase decision will increase by 0.761.

3. The Effect of Product Diversification and Halal Labelization on Purchasing Decisions of Food Products for Domas Makmur MSMEs.

Product diversification and halal labeling simultaneously have a significant effect on purchasing decisions for Domas Makmur MSMEs food products. This conclusion is based on the results of the F statistical test, the value of F_{count} is greater than F_{table} ($38.775 > 3.14$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). The amount of influence of product diversification and halal labeling on purchasing decisions for Domas Makmur MSMEs products was 53.4 percent. Thus, if MSMEs wish to increase sales of their products, then MSMEs need to pay attention to size, adjust prices, improve appearance, include food product composition, include halal labels on all diversified products, include halal composition on product packaging,

This research is in line with research (Setiawan, 2016), the results of his research show that, The results of the F test show a significance value of 0.000 less than 0.05, so that simultaneously product diversity, product quality and halal labels have a significant effect on consumer repurchase interest. Then research (Nugroho & Alfarisi, 2016), the results of his research show that taste, halal label, and product diversification simultaneously have a significant effect on consumer purchasing decisions with F-statistic 31.548 at a significance of 0.000. The strong relationship between the independent variable simultaneously to the dependent variable is shown by the acquisition of the value of R² amounted to 0.417 or 41.7%. Then

research (Hidayat & Resticha, 2019), the results of his research stated Product variations and halal labeling partially have a positive and significant effect on consumer satisfaction

CONCLUSION

Based on the results and discussion of the above research, it can be concluded, (1) product diversification affects the purchasing decisions of Domas Makmur MSMEs food products. This conclusion is based on the results of statistical tests which explain that the t_{count} is greater than the t_{table} ($7.590 > 1.670$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). (2) Halal labeling has a significant effect on purchasing decisions for MSMEs Domas Makmur food products. This conclusion is based on the t value is greater than t table ($5,515 > 1,670$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). (3) Product diversification and halal labeling simultaneously have a significant effect on the purchasing decisions of Domas Makmur MSME food products. This conclusion is based on the results of the statistical F test that, the value of F_{count} is greater than F_{table} ($38.775 > 3.14$) and the significance value is smaller than the alpha value ($0.000 < 0.05$). The amount of influence of product diversification and halal labeling on purchasing decisions for Domas Makmur MSME products is 53.4 percent.

REFERENCES

1. Andriansyah, Y., Arifin, R., & S., A. R. (2016). Pengaruh Label Halal, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Teh Racek. *Jurnal Riset Manajemen*, 98–112.
2. Andriansyah, Y., Arifin, R., & S., A. R. (2019). Analisis Pengaruh Label Halal Terhadap Keputusan Pembelian Makanan Impor Dalam Kemasan Pada Mahasiswa Kedokteran Universitas Sumatera Utara. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
3. Ayuwardani, R. P., & Isroah, I. (2018). Pengaruh Informasi Keuangan dan Non Keuangan Terhadap Underpricing Harga Saham Pada Perusahaan yang Melakukan Initial Public Offering (Studi Empiris Perusahaan Go Public yang terdaftar di Bursa Efek Indonesia Tahun 2011-2015). *Nominal, Barometer Riset Akuntansi Dan Manajemen*, 7(1). <https://doi.org/10.21831/nominal.v7i1.19781>
4. Bachtiar, D. I. (2018). Analisis Pengaruh Diversifikasi Produk dan Harga terhadap Keputusan Pembelian pada UKM Gula Kelapa. *Jurnal Ekonomi Dan Bisnis*, 52–60.
5. Bulan, T. (2017). Pengaruh Diversifikasi Produk dan Harga terhadap Kepuasan Konsumen pada Juragan Jasmine Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 6(1), 679–687.
6. Chairina Kusumaningrum, F. R. (2015). Pengaruh Labelisasi Halal dan Promosi Terhadap Keputusan Pembelian Produk Makanan Dalam Kemasan (Studi Kasus di Masyarakat Kecamatan Lowokwaru Kota Malang). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 3(2), 1161–1163.
7. Dewi, L., & Sindarko, W. (2018). Pengaruh Keragaman Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen La Cherie. *Jurnal Ilmu Manajemen Dan Akuntansi Terapan (JIMAT)*, 9(2), 61–69.
8. Edi Wibowo, D., & Diah Madusari, B. (2018). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Oleh Konsumen Muslim Terhadap Produk Makanan di Kota Pekalongan. *Indonesia Journal of Halal*, 1(1), 73. <https://doi.org/10.14710/halal.v1i1.3400>
9. Efendi, W. D. (2018). Pengaruh Variasi Produk, Kemasan dan Iklan terhadap Keputusan Pembelian Ice Cream Campina di Mini Market Wilayah Kota Kediri. *Jurnal SIMKI - Economic Universitas Nusantara PGRI Kediri*, 2(2), 1–12.
10. Faisal, Y., & Sari, E. G. (2020). Pengaruh Kemudahan Informasi Dan Kualitas Informasi Terhadap

- Keputusan Bersedekah Di Masjid – Masjid Kota Batam. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 3(2), 70–80. <https://doi.org/10.36778/jesya.v3i2.191>
11. H, E. A. (2013). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Konsumen Studi Kasus Pada Produk Wall's Conello. *Jurnal Ilmiah Manajemen Kesatuan*, 1(2), 169–178.
 12. Harahap, D., Nando, F., & Masbulan, N. (2018). *At-Tijaroh: Jurnal Ilmu Manajemen dan Bisnis Islam*. 4(1), 155–168.
 13. Hayet. (2019). Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Produk Kosmetik (Studi Kasus di Kota Pontianak, Kalimantan Barat, Indonesia). *Islamiceconomic: Jurnal Ekonomi Islam*, 10(1), 21–38.
 14. Hidayat, R., & Resticha, D. (2019). Analisis Pengaruh Variasi Produk Dan Labelisasi Halal Terhadap Kepuasan Konsumen Untuk Meningkatkan Minat Beli Ulang Pada Kosmetik Wardah. *Journal of Applied Business Administration*, 3(1), 40–52. <https://doi.org/10.30871/jaba.v3i1.1282>
 15. Mahendri, W., Darsono, J. T., & Firdiansjah, A. (2020). The Influence of Religiosity and Halal Label through Halal Awareness Purchase Decisions. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(3), 1739–1746. <https://doi.org/10.33258/birci.v3i3.1105>
 16. Marendra, G. (2018). Pengaruh Bauran Pemasaran (Produk, Harga, Lokasi Dan Promosi) Terhadap Keputusan Pembelian Konsumen Di Minimarket (Alfamart Atau Indomaret). 1(3), 2598–2823.
 17. Nugroho, S., & Alfarisi, S. (2016). Analisis Pengaruh Cita Rasa, Label Halal, dan Diversifikasi Produk terhadap Keputusan Beli Konsumen Pada Produk Olahan Tuna Inggil Pacitan Jawa Timur (Studi Kasus Pada UD Bina Makmur Pacitan, Jawa Timur). *At-Tauzi: Islamic Economic Journal*, 15(2), 131–148.
 18. Setiawan, B. (2016). Pengaruh Keragaman Produk, Kualitas Produk dan Label Halal Produk Kosmetik Terhadap Minat Beli Ulang (Study Empiris Pada Toko Ratu di Jember). *E-Journal Ekonomi Manajemen*.
 19. Simbolon, F. P. (2019). The Impact of Halal Label, Price, And Brand on the Purchase Decision of Bakso Wagyu in Kota Wisata Cibubur. *The Winners*, 20(2), 111. <https://doi.org/10.21512/tw.v20i2.5891>
 20. Suprpto, R., & Azizi, Z. W. (2020). Pengaruh Kemasan, Label Halal, Label Izin P-Irt Terhadap Keputusan Pembelian Konsumen Umkm Kerupuk Ikan. *Jurnal Riset Ekonomi Manajemen (REKOMEN)*, 3(2), 125–133. <https://doi.org/10.31002/rn.v3i2.1984>
 21. Tirta, A. N. (2021). Bontot Domas, Makanan Khas Dari Pesisir Teluk Banten. <https://www.bantenhejo.com/2021/02/15/bontot-domas-makanan-khas-dari-pesisir-teluk-banten/>
 22. Ulya, A. N., & Karneli, O. (2018). Pengaruh Diversifikasi dan Kualitas Produk terhadap Kepuasan Pelanggan pada Toko Rabbani Cabang Pekanbaru. *JOM FISIP*, 5(Edisi II Juli – Desember), 1–14.
 23. Waseso, R. (2020). Bisnis UMKM olahan makanan paling terdampak corona. *Kontan.Co.id*. <https://nasional.kontan.co.id/news/bisnis-umkm-olahan-makanan-paling-terdampak-corona>
 24. Yohana Artha Uly. (2020). Kompas. <https://money.kompas.com/read/2020/07/15/131013826/hampir-seluruh-umkm-di-indonesia-turun-penjualannya-di-masa-pandemi?page=all>