ANALYSIS OF PUBLIC PERCEPTION OF HALAL LABELING ON NON-FOOD HALAL PRODUCTS IN BANDUNG CITY

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Abstract

Penelitian ini bertujuan untuk mengetahui secara jelas dan berdasarkan bukti ilmiah bagaimana persepsi masyarakat tentang pelabelan produk non-pangan, apakah mereka setuju atau tidak setuju, sangat penting. Kemudian juga untuk mengetahui faktor-faktor apa saja yang mempengaruhi persepsi tersebut. Metode yang digunakan dalam penelitian ini adalah analisis deskriptif dengan pendekatan kuantitatif. Berdasarkan kesimpulan penelitian ini, sebanyak 86% masyarakat Kota Bandung menyatakan "setuju" dengan pemberian label halal pada produk non-pangan. Kemudian 14% lainnya mengatakan mereka tidak setuju dengan label halal pada produk non-makanan. Adapun persepsi pentingnya, sebanyak 73,7% masyarakat Kota Bandung mengatakan "penting" untuk pelabelan halal pada produk non-makanan. Kemudian 26,3% lainnya menyatakan bahwa pelabelan halal pada produk non-makanan tidak penting. Pada saat yang sama, faktor-faktor yang mempengaruhi persepsi ini secara signifikan dipengaruhi oleh faktor-faktor tingkat pendidikan, usia, pendapatan, pemahaman, akses ke media informasi, dan pengalaman.

Kata Kunci: **Pelabelan Halal, Persepsi, Produk Halal**

Abstract

This study aims to determine clearly and based on scientific indication how people's perceptions of labeling non-food products, whether they agree or disagree, are essential. Then also to find out what factors influence these perceptions. The method used in this research is descriptive analysis with a quantitative approach. Based on the conclusions of this study, as many as 86% of the people of Bandung City said they "agreed" with halal labeling on non-food products. Then another 14% said they disagreed with halal labeling on non-food products. As for the important perception, as many as 73.7% of the people of Bandung City said it was "important" to halal labeling on non-food products. Then another 26.3% stated that halal labeling on non-food products is unimportant. At the same time, the factors that induce these perceptions are significantly induced by factors of education level, age, income, understanding, access to information media, and experience.

Keywords: Halal Labeling, Perception, Halal Product

1. INTRODUCTION

Islam is a religion that regulates various aspects of the lives of its adherents that aim for the benefit of the people. Everything about life has been arranged in it from the part of worship (the relationship between servants and God) and the aspect of muamalah (relationships with fellow humans). (Wahyuni, 2015)

It is the largest Muslim country in the world, with a Muslim population of 87.17%, or equivalent to 209.12 million people of the total population of Indonesia. Likewise, with the Muslim population in 2019 in West Java of around 41,314,121 people, this is an enormous market potential for halal products. Because if we view it from an Islamic perspective, the concept of halal is vital for a Muslim. Halal means permissible or permitted by Islamic law. A Muslim will search for products that he will consume by Islamic teachings. Therefore, Muslims prioritize the halal of a product that they will consume or that they will use. Halal is essential for the Muslim community because it is a principle, so consumer protection is one of Indonesia's main principles in halal regulation. (BPS, 2019) (katadata.co.id, 2020) (Waskito, 2015)

The director of the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) said that the number of halal products in Indonesia is only around 10% or 688,615 products, the number of halal-certified companies is 55,626 units, and the number of halal certificate holders is 65,116 pieces. This indicates that the guarantee of halal products in Indonesia still requires to be improved. Even though the importance of halal certification in development has been regulated in Law number 33 of 2014 concerning halal product assurance which in it says products circulating and traded in the territory of Indonesia must be halal certified, these goods and/or services in the form of food, beverages, drugs, cosmetics, chemical products, biological products, genetic engineering products, and also used goods, used, or utilized by society. (Halal.mui.org, 2020) (Halal.mui.org, 2020)

Law number 33 of 2014 emphasizes that not only food products must be halal certified but also non-food products. This is the government's support as an effort to protect consumers. The vast market potential for halal products must be balanced with the willingness of producers to produce products that have been certified halal by producer standards, including halal labeling on products that have been approved. Halal certification is a guarantee for Muslims, and the halal label listed on the product also tends to provide a sense of security and comfort for consumers in consuming the product.

According to the Global Islamic Finance Report, there are four phases of halal evolution. The first phase guarantees that the halal product is based on trust alone. And the second phase of halal assurance is based on the halal labeling attached to the product. In the third phase, confidence regarding the halal security of its products has been audited and certified by the competent authorities to assure that the entire supply chain of halal products

is by Islamic sharia. And the last phase is related to the halal value chain where Islamic multinational food companies can control and guarantee their products' entire halal supply chain from agriculture to the dinner table. And presently, Indonesia can be said to be in the third phase, where the guarantee of halal products has been certified by Law No. 33 of 2014 by the competent authority in this case, namely by BPJPH. (Kusnandi, 2019)

Nowadays, halal labeled products can also continue to experience development coupled with the demand for halal products that continue to increase. Even halal labeled products are not only on food products but also on non-food products such as medicines, cosmetics, fashion, and even household appliances such as refrigerators are halal-certified. Of course, this development must also be balanced with the increasing halal literacy of the community. Because this public literacy or understanding will also affect public perception of halal certification on these non-food products. Understanding is one fundamental thing that will affect a person's perception, behavior, attitude, and response to an object. (Efrizon, 2008)

However, the current problem is that many people still believe that halal certification is generally essential only for food or beverage products. However, it turns out that the JPH Law states that 8 products are essential to be certified halal, including food, beverages, drugs, cosmetics, chemical products, biological products, and genetically modified products, as well as use goods used, used, or utilized by the community. And most people do not know the existence of halal labeling on non-food products. Not many realize that halal products are also found in non-food products, such as those used daily. There are still many people who know what non-food products that have been certified halal. LPPOM MUI said that although it is not a food product, goods included in the category of use goods are also required to be halal certified according to Law no. 33 of 2014 concerning Halal Product Guarantee. Given the many products on the market today, there are halal and non-halal, it is essential to pay attention to how consumers can choose the products they buy are halal to provide a sense of security when consuming or using them. (Timeless, 2011)

The inclusion of the halal label is an essential means of information from producers to consumers about the products they sell that the product has been certified halal so that consumers know what ingredients are used, including additives listed on the packaging and all of them do not contradict what is not allowed in Islamic law. Because when we take advantage of advances in science and technology in processing a product, this can lead to the possibility of mixing between halal and haram intentionally and unintentionally. Therefore, to maintain halal in its products, a particular study is needed such as knowledge in food, chemistry, biochemistry, industrial engineering, biology, pharmacy, and an understanding of Sharia. Because in reality, there are still many products circulating in the community that have not been guaranteed halal, while various laws and regulations related to Halal Products have provided legal certainty and guarantees for the Muslim community.

By looking at this reality, how does the public perceive halal labeling on products, especially non-food products.

The existence of halal certification on a product will also protect consumers from erroneous perceptions of the product. Because the perception of an individual will be induced by internal factors that come from himself and external factors such as halal certification and labeling on the product. Along with the current times, there are so many circulating products, both halal and no halal originating from within the country or imported from abroad, this certainly makes consumers or prospective buyers have to be more careful in sorting or choosing a product. In addition to the inclusion of halal labels on products that have been certified and the delivery of messages through the media or advertisements regarding halal products, of course, it will form a perception for the public of these products. When a Muslim consumer cares and pays attention to the halal certificate by looking at the halal label listed on the product before he buys, it indicates that the consumer considers the importance of halal labeling.

Halal labeling is also widely discussed among the public, especially when there are rampant non-food products labeled halal, such as halal refrigerators, halal socks, to halal cooking utensils. The Indonesian Ulema Council admits that halal labels can be related to marketing strategies, but some consider it only limited to marketing strategies or *"value-added"*. Because every trader or company can submit their products to be labeled halal, MUI cannot refuse if there are people who wish to apply for halal certification and non-food products. Some perceive that this halal labeling is solely to increase the quality and value of the product because there is already a halal label or use religion for business/trade purposes (religious capitalization). (BBC, 2019)

This study discusses halal labeling on non-food products, especially on used goods, used or utilized by the community.

Based on this background, the author is interested in conducting a research entitled "Analysis of Public Perception of Halal Labeling on Non-Food Halal Products in Bandung City" to obtain precise information and scientific studies. The phenomenon of today's people who do not know very well what the use of halal labeling on non-food products is because many assume a negative stigma that halal labeling is only a marketing strategy, which drives this research to be carried out.

2. LITERATURE REVIEW

2.1 Perception

Perception is defined as the process of combining and organizing our sense data (senses) to be developed so that we can be aware of our surroundings, including being aware of ourselves. (Saleh, 2004) (Sholihah, 2004) Perception can also be defined as an actual process of receiving stimuli by individuals through their receptors. But the process does not stop there, but the motivation is passed to the central nervous system in the brain, and a

psychological process occurs so that the individual is aware of what is seen, heard, and so on so that the individual experiences perception. Therefore, the sensing process is inseparable from perception. (Ardani, 2008)

2.2 Label

A label is part of a description (words) about the item or its sale, to exemplify, the "Caladine Lation" product to treat itching due to allergies to the skin. The label contains "Caladine Lation" product information about net fallow, ingredient composition, how to use it, storage method, warning, product registration number, Caladine Lation company, namely PT. Yupharin Pharmaceuticals, Bogor, Indonesia (Sunyoto, 2012)

2.3 Halal

Halal is an Arabic term in Islam meaning "permitted" or "permissible". Etymologically, halal means things that can and can be done because they are free or not bound by the provisions that prohibit it. According to Yusuf Qardhawi, halal is an accessible (allowed), which is free from the bond of prohibition, and is permitted by the makers of Islamic shari'a to be done. According to Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee, halal products are products that have been declared halal by Islamic law. Fatwas on halal products are fatwas set by the MUI fatwa commission regarding food products, beverages, medicines, cosmetics and other products. The fatwa has been determined after a series of discussions in the fatwa commission meeting, which was preceded by an auditing report by LPPOM MUI and the meeting participants considered that the product did not contain things that could be seen that the product did not have something that was forbidden, both in terms of ingredients and the production process.(Qardhawi, 2000)(Qardhawi, 2000) (Kemenag.go.id, 2014) (Efrizon, 2008).

3.4 Halal Labeling

The halal label is a sign of the halalness of a product. At the same time, halal certification recognizes the halalness of a product issued by BPJPH Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Assurance based on a written halal fatwa issued by MUI. Meanwhile, according to Wiku Adisasmito in "National Policy Analysis of MUI and BPOM in Drug and Food Labeling", halal certification is a written fatwa of the MUI that states the halality of a product by Islamic law. This halal certificate is a requirement to include a halal label. Halal labeling aims to meet the demands of the market (consumers) universally. Therefore if the needs can be met, Indonesian business people economically will be able to host in terms of products marketed. Another fundamental goal is to protect the creed of consumers, especially those who are Muslim. This implies that with the labeling, Muslim consumers will no longer be hesitate to consume something needed(Kemenag.go.id, 2014)(Adisismato, 2008)(Agustian, 2013).

3.5 Variable Education Level Factor on Halal Labeling on Non-Food Halal Products

Education positively influences consumers' understanding and awareness of halal labeling. Consumers with a higher education level tend to understand the halal label better and pay more attention to the products they consume. Therefore, efforts need to be made to improve education about halal labeling and standards among the public so that they are more aware of the importance of halal labels and can choose quality halal products. (Abdullah, 2020)

3.6 Variable Age Factor on Halal Labeling on Non-Food Halal Products

The Effect of Age Factors on Halal Labeling on Non-Food Products can affect consumer awareness of halal labeling on non-food products. A study by Wardah et al. (2020) in Indonesia reveals that the age factor significantly influences consumer awareness about halal labels on cosmetic products. Older consumers tend to be more aware of the importance of halal labels on cosmetic products than younger consumers. (Wardah, 2020)

3.7 Variable Income Factor on Halal Labeling on Non-Food Halal Products

Income factors can influence consumer perceptions of halal labeling on non-food halal products. High-income consumers tend to pay more attention to halal labeling on cosmetic products and medicines. However, income factors do not necessarily influence consumer perceptions of halal labeling on non-food halal products, depending on the type of product considered. (Tjiptono, 2019)

3.8 Variable Income Factor on Halal Labeling on Non-Food Halal Products

Understanding factors influence consumer perceptions of halal labeling on non-food halal products. Consumers who better understand halal labeling on cosmetic and pharmaceutical products tend to prefer products that have been certified halal. However, the understanding factor does not continually influence consumer perceptions of halal labeling on non-food halal products, depending on the type of product considered. (Samori, 2020)

3.9 Variable Factors of Information Media Access to Halal Labeling on Non-Food Halal Products

Information media access factors affect consumer perceptions of halal labeling on non-food halal products. Consumers who have access to adequate information media tend to prefer products that have been certified halal, especially cosmetic and pharmaceutical products. However, information media access factors do not continually influence consumer decisions towards halal labeling on non-food halal products, depending on the type of product considered. (Rizal, 2017)

3.9 Variable Experience Factor on Halal Labeling on Non-Food Halal Products

Consumer experience factors influence perceptions of halal labeling on non-food halal products. Consumers who have experienced shopping at halal stores or using halal products tend to prefer products that have been halal-certified, especially cosmetic products. However, consumer experience factors do not continually influence consumer

decisions towards halal labeling on non-food halal products, depending on the type of product considered. (Fauziah, 2018)

3. RESEARCH METHODS

This research is a type of *field research* with a descriptive analysis method of quantitative approach. (Sugiyono, Business Research Methods (Qualitative Quantitative Approach and R&D), 2014). This descriptive analysis aims to explain the results of research obtained and linked to existing theories of perception. At the same time, the quantitative approach is used to display data in the form of tables and numbers and analyze the extent of public perception regarding halal labeling on non-food products. At the same time, the data analysis method used in this study is the logistic regression method. Logistic regression analysis was conducted to determine and analyze the public perception of halal labeling on non-food products. In this study, the population referred to by the researcher is the people of Bandung City

Research Instrument Test:

    a. Validity Test

    b. Reliability Test

Data Analysis Techniques:

    a. Formation of logistic regression models

    b. Regression Model Feasibility Test

    c. Overall Model Fit Test

    d. Test the hypothesis

4. RESULTS OF DISCUSSION

4.1 Data Description

West Java is one of the largest provinces with a population of 48.27 people and Bandung is the capital of West Java province with a majority population of 2,829,089 Muslim population. This will undoubtedly be a big market for halal products in Bandung. Not to mention that the number of halal products is increasingly widespread, not only in the food and beverage sector but has now penetrated fashion, cosmetics, medicine, and even household goods are halal-certified.

This study had 300 respondents from Muslim communities in Bandung City as research samples using data collection methods using questionnaires. The characteristics of respondents will be described descriptively supported by the presentation of tables and graphs of the number of respondents by dividing them into several categories, namely based on gender group, domicile, occupation, age, recent education, and income.

Based on existing data, it can be discovered that out of 300 respondents, 51% were dominated by male respondents, which was 154 people. The average domicile of respondents was in the Ujung Berung District area of 53 people, which was 17.67%. The

average age of respondents ranged from 15-26 years or 54% and had the last educational background of SMA / MA / SMK as many as 186 people or 62%. And as many as 44.67% have a basic income of 0 - Rp. 1,000,000.

4.2 Testing Hypothesis Results

4.2.1 Validity Test

The validity test measures whether a questionnaire is valid or not. In this study, the validity test used was with *bivariate pearson* correlation (person moment product) using *SPSS Statistic Version 25 software*. This validity test is by correlating each item's score with its total score. One item in the questionnaire can be declared valid if the *calculated* r value is greater than *the table r* with a signification level of 5% or 0.05. The output results obtained from SPSS on testing the validity of variable X in this study will be presented in the form of the following table:

Table 1

Comprehension Variable Validity Testing (X4)

Item	r calculate	r table (α = 5%)	Conclusion
P1	0.761	0,361	Valid
P2	0.795	0,361	Valid
P3	0.614	0,361	Valid
P4	0.772	0,361	Valid
P5	0.863	0,361	Valid
P6	0.682	0,361	Valid

Source: Primary Data 2021 (Processed)

In table 1 above, it can be seen that from the 6 points of statements submitted by researchers to measure the level of understanding of respondents regarding halal labeling, it was found that the r count was more significant than the r of the table. Therefore, it is ensured that the statement items are valid and can be used for research because they can measure respondents' understanding of halal labeling. Furthermore, the results of testing the validity of the variable X3 will be presented in the table below:

Table 2

Information Media Access Variable Validity Testing (X5)

Item	r calculate	r table (α = 5%)	Conclusion
P1	0.659	0,361	Valid
P2	0.841	0,361	Valid
P3	0.786	0,361	Valid
P4	0.578	0,361	Valid

Source : Primary Data 2021 (Processed)

In table 2 above, it is disovered that of the 4 points of statements submitted in this study that was used to measure the intensity of respondents in accessing information media regarding halal labeling, all of them had a greater r count than the r table. That implies that the 4 statements can be valid and represent or measure variables of information media access in respondents. Then for the results of testing the validity test of the X4 variable it is presented in the table below:

Table 3

Experience Variable Validity Testing (X6)

Item	r calculate	r – table (α = 5%)	Conclusion
P1	0.686	0,361	Valid
P2	0.778	0,361	Valid
P3	0.872	0,361	Valid
P4	0.584	0,361	Valid

Source: Primary Data 2021 (Processed)

The table above reveals that the 4 points of statements submitted to respondents to measure the condition of the surrounding environment all have a greater r count than r table. Therefore it can be said that the statement items are all valid and can be used and can measure the environmental conditions around the respondent.

4.2.2 Reliability Test

Since the data used in this study is primary data derived from questionnaires, it is also necessary to test reliability in addition to testing validity. The reliability test used in this study used the Cronbach Alpha statistical test (α) in the *SPSS Statistical Version 25* software application. According to Ghazali, when the *Cronbach Alpha* coefficient is more than 0.60, the variable can be said to be reliable. The following are the results of testing the reliability of variables of understanding halal labeling, access to information media, and experience in this study:

Table 4

Reliability Test Results

No	Variable	N of items	*Cronbach's Alpha* coefficient	Decision
1	Understanding of Halal Labeling	6	0.831	Reliable
2	Access Information Media	4	0.696	Reliable
3	Experience	4	0.711	Reliable

Source: Primary Data 2021 (Processed)

It can be seen in table 4 above that the results of questionnaire reliability testing using the Cronbach Alpha statistical test can be stated that the variables used in this study meet the reliability criteria. The variable understanding of halal leblization using 6 statement items has a Cronbach Alpha value of 0.831. While the information media access variable that applies 4 statement items also has a Cronbach Alpha value of 0.696. Then the experience variable using 4 statement items also has a Cronbach Alpha value of 0.7.

Thus, it can be stated that all variables used in this study have a Cronbach Alpha coefficient value above 0.60. This result can be applied to indicate that respondents' answers to the statements given to measure each variable have a good level of consistency and that the variables can be trusted. Thus, it can be concluded that all variable indicators in the questionnaire can be applied as a measurement model.

4.3 Descriptive Analysis

4.3.1 Analysis of the influence of education level factors on public perception of halal labeling on non-food products

Based on descriptive analysis, it is discovered that of the 300 respondents sampled in this study, the majority of respondents 62%, had the last high school education, which is 186 people. This implies that it can be concluded that the respondent's education level is still at the secondary level.

Based on logistic regression analysis, it is known that the significance value of the variable level of education on public perception to agree with halal labeling on non-food products is 0.161 > 0.05, meaning that the level of education does not have a significant effect on public perception to agree with halal labeling on non-food products. However, the value of the coefficient is positive, which implies that the result is a positive influence even though the effect is not significant. At the same time, the odds ratio value is 1.551 which implies that when there is an increase in the level of education, it will increase public perception to agree with halal labeling on non-food products by 1,551 times greater.

Meanwhile the results of logistic regression of the influence of education level on public perception of the importance of halal labeling on non-food products have a significance value of 0.000 < 0.05 and the value of the coefficient is positive. Therefore it implies that this variable level of education has a positive and significant influence on public perception of the importance of halal labeling on non-food products. Then the odds ratio value is 3.184 which implies that when there is an increase in education, it will increase public perception of the importance of halal labeling on non-food products by 3,184 times greater.

Education is one of the stimuli that can shape a person's perception. Someone with a higher education level tends to be easier to receive and process information well compared to those with lower education. Based on the results of the analysis, this study states that with an increasing level of education, a person will tend to have the perception that halal

labeling on non-food products is considered important, but they do not necessarily agree with the existence of halal labeling on non-food products. The argument that can support this study's results is that some people currently consider halal labeling as "value-*added"* just for added value or marketing strategy. There are even more extreme ones saying that is the capitalization of religion. And people who think to that extent are those who have a higher education background.

4.3.2   Analysis of the influence of age factors on public perception of halal labeling on non-food products

Based on descriptive analysis, it is discovered that of the 300 respondents sampled in this study, the majority of respondents 54% are 15-25 years old, which is as many as 162 people. It can be concluded that the age level of respondents is still in the productive category.

Based on logistic regression analysis, it is discovered that the significance value of the age level variable on public perception to agree with halal labeling on non-food products is $0.770 > 0.05$, meaning that the age level does not have a significant effect on public perception to agree with halal labeling on non-food products. However, the value of the coefficient is negative, which implies that the result is a negative influence even though the effect is significant. At the same time, the odds ratio value is 0.947 which implies that an increase in the age level will reduce public perception to agree with halal labeling on non-food products by 0.947 times greater.

While the results of logistic regression of the influence of age level on public perception of the importance of halal labeling on non-food products have a significance value of $0.075 > 0.05$ and the value of the coefficient is positive. Therefore it implies that this age level variable has a positive and significant influence on public perception of the importance of halal labeling on non-food products. Then the odds ratio value is 1.392 which implies that increasing the age level will increase public perception of the importance of halal labeling on non-food products by 1,392 times greater.

One of the factors that can also shape a person's perception that comes from his perception is age. Age is considered to affect a person's knowledge and experience significantly. The more mature one's age, the level of maturity and strength of a person in thinking will be more mature. So that in giving a response and tendency towards something will be more mature and better. Thus, in the results of this study it is discovered that it turns out that age has a negative and significant influence on public perception to agree with halal labeling on non-food products. However, although it is not significant, it has a positive effect on public perception of the importance of halal labeling of non-food products. The majority of respondents here are aged 15-25 years, so it can be said that the more mature the age, the more they increasingly disagree with halal labeling on non-food products. However, he may

consider that even though halal labeling is also important. This can happen because thinking patterns are more mature and critical as we age.

4.3.3 Analysis of the Effect of Income Factors on Public Perception of Halal Labeling on Non-Food Products

Based on descriptive analysis, it is discovered that of the 300 respondents sampled in this study, the majority of respondents, 44.67%, had an income of 0 – Rp. 1,000,000, which is as many as 134 people. It can be concluded that the income level of respondents still falls into the low category.

Based on logistic regression analysis, it is discovered that the value of the significance of the income level variable on public perception to agree with halal labeling on non-food products is 0.561 > 0.05, meaning that the income level does not have a significant effect on public perception to agree with halal labeling on non-food products. But the value of the coefficient is negative, which implies that the result is a negative and insignificant influence. At the same time, the odds ratio value is 0.887 which implies that when there is an increase in income level, it will reduce public perception to agree with halal labeling on non-food products by 0.887 times greater.

While the results of logistic regression on the influence of income level on public perception of the importance of halal labeling on non-food products have a significance value of 0.000 < 0.05 but the value of the coefficient is negative. Therefore it implies that this income level variable has a negative but significant influence on public perception of the importance of halal labeling on non-food products. Then the odds ratio value is 0.387, which implies that when there is an increase in income level, there will be a decrease in public perception of the importance of halal labeling on non-food products by 0.387 times greater.

Mulyana (2002) states that the level of income (economy) can affect a person's perception of reality. The more significant the difference in income between two people, the greater the difference in one's perception of reality. The results of this study stated that income has a negative but significant influence on public perception of the importance of halal labeling on non-food products. This implies that someone with a high income tends to assume that halal labeling on non-food products is not important. Several indications can support this study, first because payment will affect a person's lifestyle, sometimes they are not more concerned with halal labeling on non-food products because the most important thing is to follow trends and lifestyle.

4.4.4 Analysis of the influence of understanding factors on public perception of halal labeling on non-food products

Based on descriptive analysis, it is discovered that of the 300 respondents, the majority of the total score obtained by respondents is 30 with 50 respondents or about 17% of the total respondents. Then the average respondent's answers were in the range of 4-5

scores in each answer item to the statement given. Therefore, it can be said that respondents have a good understanding of halal labeling.

Based on logistic regression analysis, it is known that the significance value of the variable level of understanding of public perception to agree with halal labeling on non-food products is 0.034 < 0.05, meaning that the level of understanding has a significant effect on public perception to agree with halal labeling on non-food products. And the value of the coefficient is positive, which implies that the influence is positive, the effect is significant. At the same time, the odds ratio value is 1.154 which implies that when there is an increase in the level of understanding, it will increase public perception to agree with halal labeling on non-food products by 1.154 times greater.

Meanwhile the logistic regression results influence the level of understanding of the public perception of the importance of halal labeling on non-food products, they have a significant value of 0.013 < 0.05 but the value of the coefficient is positive. Therefore it implies that this variable level of understanding has a positive and significant influence on public perception of the importance of halal labeling on non-food products. Then the odds ratio value is 1.178 which implies that when there is an increase in the level of understanding, there will be an increase in public perception of the importance of halal labeling on non-food products as much as 1.178 times greater.

Understanding indicators in this variable include understanding knowing the official halal logo from MUI, understanding the process or process materials of halal products, how to find out whether a product is halal or not, understanding the benefits and importance of halal labeling on a product, knowing the presence of halal products on non-food products, and understanding that non-food halal labeled products have advantages. According to Robbins' theory, it is said that understanding becomes one of the internal factors that can affect a person's perception. Because when someone knows and understands the object of perception, it can be someone's consideration in perceiving something. Thus based on the study results, it is discovered that this understanding has a positive and significant influence on public perception to agree and consider the importance of halal labeling on non-food products. Therefore this can emphasize that the understanding of halal labeling is high, and the community tends to agree and consider the importance of halal labeling on non-food products.

4.4.5   Analysis of the influence of information media access factors on public perception of halal labeling on non-food products

The results of the descriptive analysis stated that of the 300 respondents, the majority of respondents were the most with a total score of 16, which was 62 people. Then it was also known that the average answers of respondents per item were on scores of 3 and 4. Respondents stated that accessing information media could shape their perceptions, but their intensity in accessing information media regarding halal labeling on non-food products is still relatively not too frequent.

Based on logistic regression analysis, it is discovered that the significance value of the information media access variable on public perception to agree with halal labeling on non-food products is 0.105 > 0.05, meaning that the level of information media access does not have a significant effect on public perception to agree with halal labeling on non-food products. However, the value of the coefficient is positive, which implies that the result is a positive influence but does not have a significant effect. At the same time, the odds ratio value is 1.142 which implies that increased access to information media will increase public perception to agree with halal labeling on non-food products by 1,142 times greater.

While the results of logistic regression on the influence of information media access variables on public perception of the importance of halal labeling on non-food products have a significance value of 0.006 < 0.05 and the value of the coefficient is positive. Therefore it implies that this variable of information media access has a positive and significant influence on public perception of the importance of halal labeling on non-food products. Thus the odds ratio value is 1.238 which implies that when there is an increase in the level of understanding, there will be an increase in public perception of the importance of halal labeling on non-food products as much as 1,238 times greater.

Udai Pareek's theory is that the intensity with which a person interacts with things related to objects of perception can shape and influence a person's perception of the object. This also aligns with the research results that the intensity of accessing information media positively and significantly affects the public perception of the importance of halal labeling on non-food products. Therefore the more someone often accesses information media, both those that educate or market non-food halal products, the more someone perceives that halal labeling on non-food products is important, although the effect on the perception of agreeing with halal labeling has no significant impact, the effect is positive.

4.4.6 Analysis of the influence of experience factors on public perception of halal labeling on non-food products

Based on the results of descriptive analysis, it is discovered that of the 4 statements presented, the majority of respondents with a total score of 16 are 45 respondents, and those who get the highest total score of 20 are 30 people. And the average answer of these respondents was on a score of 3 to 4. From this descriptive analysis, it is also discovered that respondents have experience and know that halal labeling can be used on non-food halal products, but the frequency with which they see and even buy their products is still relatively rare.

Based on logistic regression analysis, it is discovered that the significance value of the experience variable on public perception to agree with halal labeling on non-food products is 0.082 > 0.05, meaning that the level of experience does not have a significant effect on public perception to agree with halal labeling on non-food products. However, the value of the coefficient is positive, which implies that the result is a positive influence but does not have a significant effect. At the same time, the odds ratio value is 1.123 which implies that

when there is an increase in the level of experience, it will increase public perception to agree with halal labeling on non-food products by 1,123 times greater.

Meanwhile the results of logistic regression of the influence of experience variables on public perception of the importance of halal labeling on non-food products have a significance value of 0.004 < 0.05 and the value of the coefficient is positive. Therefore it implies that this experience variable has a positive and significant influence on public perception of the importance of halal labeling on non-food products. Thus the odds ratio value is 1.194 which implies that when there is an increase in the level of understanding, there will be an increase in public perception of the importance of halal labeling on non-food products as much as 1,194 times greater.

Just as background experience factors will affect a person's perception because experience makes a person look for people, things, and symptoms that may be similar or different from his personal experience. A person with previous experience will bring up an orientation to other environmental conditions that have been known before and will automatically produce a comparison process on which the resulting perception is based. The experience indicator used in this study is the experience of respondents who have seen and bought non-food halal products. The results of this study stated that this experience had a significant effect on the perception of the importance of halal labeling on non-food products, meaning that when someone has bought or seen non-food halal products, he will have an assessment of the product so that it will lead to the perception that halal labeling on non-food products is important. However, the perception of agreement and disapproval does not have a significant effect, indicating that because you have seen or bought, it may cause dissatisfaction which may eventually make the perception disagree with the halal labeling on these non-food products.

4.4.7   Analysis of the Influence of Factors of Education Level, Age, Income, Understanding, Access to Information Media and Experience on Public Perception of Halal Labeling on Non-Food Products

Based on descriptive analysis, it is discovered that out of 300 respondents, 258 respondents or 86% said they agreed with halal labeling on non-food products, and the remaining 42 people or 14% said they did not agree with the existence of halal labeling on non-food products. As for the perception of the importance of halal labeling on non-food products, it is discovered that 221 out of 300 respondents or 73.7% stated that halal labeling on non-food products is important, and the remaining 79 people or 26.3% said that halal labeling on non-food products is not important.

Thus based on the results of the logistic regression analysis, the results of the Omnibus Test of Model Coefficient, the two Y variables, both perceptions of agreeing and the importance of halal labeling on non-food products, both have a significant value smaller than alpha 0.05. This implies that H_0 rejected and H_a accepted, meaning simultaneously or together the variables of education level, age, income, understanding, access to information

media, and experience affect people's perceptions to agree and consider the importance of halal labeling on non-food halal products. Then if we look at the value of Nagelkerke R Square on the Y1 variable, which is 0.207, which implies that the variables of education level, age, income, understanding, access to information media, and experience can predict and explain public perceptions about whether or not to agree with halal labeling on non-food products by 20.7%. At the same time, the value of Nagelkerke R Square on the Y2 variable is 0.431, which implies that the variables of education level, age, income, understanding, access to information media, and experience can predict and explain public perceptions about the importance of halal labeling on non-food products by 43.1%.

5. CONCLUSION

The research implication of these results is the importance of public awareness and understanding of halal labeling on non-food products. This can increase consumer confidence in non-food halal products and encourage producers to pay more attention to the quality of their products and carry out halal labeling consistently. In addition, factors such as education, age, understanding, access to information media, and experience also need to be considered in promoting halal labeling on non-food products. Education can help increase consumer understanding of halal labeling, while age and experience can influence consumer perceptions of the importance of halal labeling on non-food products.

However, there are some limitations to this study. First, this research was only conducted in Bandung and did not represent all Indonesian people. Second, the study only involved respondents over the age of 18, so it cannot describe the perceptions of younger consumers. Third, this study uses quantitative methods with questionnaires as data collection instruments, so it cannot obtain more in-depth information about consumer perceptions and attitudes towards halal labeling on non-food products. The benefit of the results of this study is that it can help producers and business people better to understand consumer perceptions of halal labeling on non-food products. Producers can design more effective marketing strategies to increase consumer confidence in non-food halal products by paying attention to factors that influence consumer perception.

In addition, the results of this study can also be a reference for related parties, such as halal certification bodies and the government, to develop more comprehensive regulations related to halal labeling on non-food products. This can help improve the quality and safety standards of non-food halal products so that consumers can be more confident and certain in choosing these products. Thus, the results of this research have the potential to positively contribute to improving the halal industry in Indonesia and strengthening Indonesia's position as a leading country in the development of halal products.

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