

Consumers' Consciousness of Halal Certified UMKM Snack Food Products in Bandung City

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ABSTRACT

This research was motivated by the majority of Muslim consumers in Bandung. This of course affects the demand and supply of halal food products. This is in line with the development of SME snacks that are increasingly rife. This study aims to determine the relationship of halal consumer awareness factors to halal SME certified snack products in Bandung. Five factors that have been tested are religious beliefs, the role of halal certification, exposure information, health reasons, and self-identity. This research uses quantitative methods and survey research uses a questionnaire as an instrument with 100 respondents. The targeted population is consumers who have never consumed halal-certified SME snack products in Bandung. The sampling technique uses purposive sampling method. The results of this study are, partial factors that influence consumer awareness of halal-certified SME snack products in Bandung, there are five factors that have a significant influence on religious beliefs, the role of halal certification, exposure information, health reasons, and self-identity and simultaneously the fifth factors that influence consumer awareness of halal SME certified snack products in Bandung have a significant influence. The continuum view of the halal consumer awareness line is very high. It is expected for further research to test orthher factors that have not been examined in this study because of the influence of the studied variables by 58.7%, while the remaining 41.3% of company variables have not been examined in this study

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1. Introduction

The World Travel & Tourism Council (WTTC) said that Indonesia's tourism growth was the 9th fastest in the world, in Asia and number 3 and ASEAN number 1 (Yahya, 2018). This proves that the growth of tourism in Indonesia is growing rapidly. A city that has a lot of visitor interests, one of them is Bandung. Bandung is a city that has many destinations and atmosphere as well as very interesting tourist attractions to visit. Bandung is also a city with a million charms. No wonder, Bandung has become one of the favorite tourist destinations. In addition, Bandung also has various types of tourist attractions ranging from nature tourism to culinary tourism and so on.

Administratively, Bandung consists of 30 districts in which there are 151 villages spread across Bandung (PPID Kota Bandung, 2018). Along with the advancement of natural tourism, of course, also accompanied by the advancement of culinary tourism. In addition, nature tourism is also inseparable from culinary tourism.

Bandung is one of the three cities with the highest Islamic city values in the Maarif Institute survey (Tarigan, 2016). The value achieved by Bandung is 80.64. So, it can be concluded that the population was guided by Muslim residents. So, of course food products that is marketed must be halal.

According to (Kettani, 2010), Muslim population itself grows periodically by 1.75% each year. The demand for halal food consumption is increasing rapidly in line with the expansion of 2.1 billion worldwide Muslim populations. According to Mariam (2010) the development of halal market is around 2.1 trillion USD and in 2011 it is estimated that the market development for halal food sector is USD 661 billion (World Halal Forum, 2011). The halal market is growing fast and increasing around 25% per year (Economic Council, 2011) in (Waskito, 2015).

In the teachings of Islam there are restrictions in consuming food, because there are some foods that are prohibited for consumption by Muslims if it is not in accordance with Islamic Sharia. Islam teaches consuming halal food products is one form of obeying God's commands. So that the halal guarantee of a halal food product needs to be examined further (Waskito, 2015). Thus, Bandung is very suitable to be used as halal tourism. As we all know that the most important part of halal tourism is Halal Food.

Businesses competition can't be avoided, everyday, businessman continues to creative an innovate product. In addition, there are also many unique, interesting food snacks that are interested for tourists and the wider community in Bandung. So, food business was born began from in house production to finally abled to skyrocket to the minimarket and arrived to consumers' hands. The food businesses are mostly fostered by Micro, Small and Medium Enterprises (MSMEs) which are under the auspices of the Office of Cooperatives for Micro, Small and Medium Enterprises in Bandung.

In addition, the Provincial Government also supports and gives great attention to SME activists and hopes that West Java will be able to become an international halal province in 2020 later. West Java LPPOM MUI Chairperson and West Java MUI LPPOM Mustofa Jamaludin emphasized the importance of halal certificates role in attracting consumers' interest, which can have an impact on improving the creative economy of the community. In West Java, he said, the number of SMEs requiring halal certification amounts are nearly one million SMEs, but only around 23,000 SMEs have already been halal-certified. The SMEs began to have an awareness of the importance of halal labels, in order to maintain consumers' reliance in West Java foods, which is predominantly Muslim. Based on the results of the study, it showed

that SMEs that were halal-certified had bigger sales. That means there is a correlation between halal certification and consumer appeal (Adisudarm, 2018).

Halal certificates issued by the Food, Drug and Cosmetic Research Institute of the Indonesian Ulama Council (LPPOM-MUI) is the only official indicators of halal food products. According to data released by (LPPOM MUI, 2014), there are still many food products in Indonesia that have not been guaranteed halal aspects. Thus, Indonesian people who are predominantly Muslim have not been fully protected from food that is haram.

This study, based on previous research conducted by Ambali & Bakar in 2014. According to (Ambali & Bakar, 2014), the level of consumer awareness is influenced by several sources, including religious beliefs, halal certification's role, exposure to informations, and health reasons. But in his research, health reasons is the most contributing factors.

Based on the background above, and according to (Salman and Siddiqui, 2011) the results of his study stating that religion is the main source of faith for Muslim consumers, the faith is closely related to commitment in religion, even religious people do not necessarily have awareness. The high attitude about halal food and the attitude towards halal food are closely related to the idea of faith. In addition, religious factors that are determinants of consumer behavior certainly there are a variety of other factors that underlie consumer awareness of the purchase of a product. This also certainly can affect the demand and supply of halal food products. Therefore, it becomes very important to know the level of consumer awareness and know what are the factors that can influence consumer awareness of halal food products. So, the researchers intend to examine more deeply about consumer awareness of halal-certified UMKM snack food products in Bandung.

2. Literature Review

2.1. Tourism

According to Yoeti in Wahid (2015), tourism is a human activity that is done consciously that receives services interchangeably between people within a country itself or abroad, including the inhabiting of people from other regions temporarily looking for a satisfaction that is various and different from what he experienced, where he got a permanent job.

According to (Ningsih, 2014) the tourism industry is very closely related to the creative industry, this is what is called the creative economy industry. Collaboration between creative and tourism-based industries will support the creation of national industrial development and overcome the negative impacts of globalization and liberalization of the world economy. Just as planned by the Indonesian government to exploit the potential of abundant natural and cultural resources in Indonesia.

2.2. MSME

Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs) there are several criteria used to define the MSME definition and criteria including the following:

a. Micro Business

Productive businesses owned by individuals and / or individual business entities that meet the criteria for micro businesses stipulated in the law.

b. Small Business

A productive economic business that is independent and is run by individuals or business entities that are not subsidiaries or not a branch of the company that is owned, controlled, or is part of either directly or indirectly a medium or large scale business that meets the criteria for small businesses stipulated in the law

invite.

c. Medium Business

A productive economic business that stands alone, which is run by an individual or business entity that is not a subsidiary or a branch of a company that is owned, controlled, or becomes a part either directly or indirectly with a small business or large business in numbers.

2.3. Halal Concept

2.3.1. Definition of Halal Food

The word halal, derived from Arabic rooted from the word halla which means "loose" or "not bound", etymologically the word halal means things that are permissible and can be done because they are free or not bound by provisions that prohibit them, or can also be interpreted as all things that are free from the dangers of the world and the hereafter. In the context of food, halal food is a food that can be consumed, produced and commercialized (Praja, Chrisna BE & Yulia Kurniaty, 2017).

According to one of the technical manuals of halal production systems published by the Indonesian Ministry of Religion, 2003 that; food is goods that are intended to be eaten or drunk by humans, as well as materials used in the production of food and drinks. While halal is something that is allowed according to Islamic teachings.

Based on the Decree of the Minister of Religion of the Republic of Indonesia Number 518 of 2001, halal food is a food that does not contain illicit elements or ingredients or is prohibited for consumption by Muslims, and its processing does not fight Islamic Sharia.

2.3.2. Halal Food Criteria

Yaqub (2008), divides the halal food criteria into 5 parts, namely:

a. Thayyib

At-Thayyib is something that is holy, delicious, and harmless to the human body

and mind. The scholars disagree about the criteria of al-Mustathib (who has authority in determining something is good) and al-Mustakhbits (who has authority something is bad). The first opinion of al-Mustathib and al-Mutakhbits is the Arabs, so something that is considered good by the Arabs is halal, and something that is considered bad by the Arabs is haram.

b. No harm / dharar

Al-Dharar is something that humans do that is something that is not liked or painful, both befall on his mind, his descendants, his wealth, his soul, and his religion. Because everything that endangers humans, is prohibited from using it, whether for eating, drinking, and medical treatment.

c. Unclean

Unclean is something that is considered disgusting and can obstruct the validity of prayer, and there is no relief in it. Unclean is one of the criteria that is prohibited in food, drinks, medicines and cosmetics. For example Pig and its descendants as well as khamar and their derivatives belong to unclean groups. Forbidden pig and khamar are listed in the Quran and Hadith.

d. Not intoxicating / iskar

Iskar (intoxicating) is one of the criteria that determines the dark factor, whether found in liquid drinks such as khamar and intoxicating or solid objects such as narcotics and other addictive substances. Any liquor, of any kind, liquid or solid, raw or cooked, derived from grape juice or other ingredients, is haram. The majority of scholars are from various circles of Hiqa fiqh, hadith experts, and Hanafiyah scholars. Malikiyah, Shafi'iyah, and Hanabilah argue that the forbidden levels in intoxicating drinks are small and large while having the potential to be intoxicating. The drink is forbidden even if it is consumed is not intoxicating.

e. Does not contain human organs

The content of human organs contained in food is one of the prohibited criteria. Al Quran Surah Al-Isra (17:70) becomes the argument for the prohibition of products containing human organs. The letter explained that God had glorified the children of Adam. The meaning of "glorifying" in that verse is not to punish unclean people, both Muslims and infidels, both life and death. Glorifying also means being prohibited from using human body parts for food, medicine, and cosmetics.

According to (Ministry of Religion of the Republic of Indonesia, 2003), the requirements for halal food products according to Islamic law are as follows, halal is delicious, how to get it, halal in the process, halal in its storage, halal in its transportation, halal in its presentation.

In this case, it can be said that the religion of Islam has clearly arranged everything from complicated things to easy and small things.

2.3.3. Factors that Influence Halal Awareness

a. Belief Religion (Religious Belief)

Jusmaliani (2009) : The higher one's commitment to religious outcomes, the stronger the decision to consume halal food. This is consistent with the statement of previous research, namely the statement of Hussaini (1993) in Pramintasari, Talisa R and Indah Fatmawati (2017), that the religious beliefs of Muslims in their religion can affect the level of awareness of halal food.

b. The Role of Halal Logo / Certification (Role of Halal Certification)

According to Ambali and Bakar (2014), currently consumers are faced with various choices of products and services, it can be said there are still those who need to question the clarity of these products. Thus, it becomes a form of encouragement for producers / marketers to include the halal

logo as a means to inform consumers to ensure that the product is halal to be used / consumed.

c. Information Exposure (Exposure)

According to Patnoad (2005) in Ambali and Bakar (2014), one of the best ways to help people become aware of what they consume in a hygienic and safety context where a primary goal is halal is through exposure to educational information. So they are able to make the right choices for their consumption.

d. Health Reasons (Health Reason)

Bonne, et al (2007) in Ambali and Bakar (2014), not only religious motives can determine consumer awareness of halal food products. But also, health reasons related to religious identity, and the level of acculturation in whatever we consume daily.

e. Self-Identity

According to (Salman & Siddqui, 2011). Literature studies also show that consumer behavior towards certain products tends to be influenced by self-concept.

2.4. Halal Certification

Halal certification is a guarantee of security for Muslim consumer to be able to choose good food, beneficial for his body and of course in accordance with Islamic religious rules. Food products that have a halal certificate are the products which the cooking process have met the standards in safety and cleanliness (Lada et al. 2009).

Based on the Decree of the Minister of Religion of the Republic of Indonesia number 518 states that halal certification is a written fatwa stating the halal status of a food product issued by the Indonesian Institute of Food, Drugs and Cosmetics Research Institute (LPPOM MUI).

Products that have halal certification are products that have been tested in halal and can be consumed by Muslims. Products that already have halal certification are proven by the inclusion of the halal logo in

the product packaging (www.halalmui.org)

3. Materials and Methods

In this study, researchers used quantitative research. The variables used are dependent and independent variables. The dependent variable in this study is consumer awareness. Meanwhile, the Independent Variables here are religious beliefs, kosher certification, exposure information, reasons of health and self-identity.

The population in this study, are Muslim consumers who live in Bandung. However, for the amount can't be known. Based on the formula of Ridwan (2004), the number of samples that will be used in this study is 96,04 people. However, to facilitate statistical calculations, so rounded up to 100 people.

Meanwhile, the sampling method in this study was conducted by nonprobability sampling with purposive sampling technique. Purposive sampling can be done through sampling of populations based on criteria determined by researchers.

Data collection techniques, in this study using a questionnaire. In this study, the scale used is a Likert scale with a score range of 1-5. Likert scale used to measure attitudes, opinions and perceptions person or a group of social phenomenon (Sugiyono, 2013). Based on the type of descriptive research conducted through data collection in the field conducted by the authors the method used in this study is the descriptive survey method and the explanatory survey method.

The object of research is that millennial consumption behavior towards the interest of visiting Sundanese restaurants in Bandung. Research subjects were millennials aged 20-34 who had dined at Sundanese restaurants (Sindang Reret, Alas Daun, Sunda Raja, Ponyo, Bu Imas Restaurant, Sambara, Warung Bancakan Rice, Ampera Rice Restaurant, Ma 'Uneh Restaurant, Sundanese Pavilion) in the city of Bandung.

The population determined by researchers in this study is that millennial who have made dinner to Sundanese restaurants in Bandung. S Ampel research is that the millennial range of 20-34 years who have eaten at Sundanese restaurants, to get the number or size of the study sample. The population in this study amounted to 699,395 people, the popularity of table 3.2 with the standard error set by the author by 10%, then the samples obtained amounted to 270 people. The method used in this research is exploratory factor analysis. Factor analysis is a model that does not determine independent and dependent variables but rather looks for interdependent relationships between variables to identify the dimensions or factors that shape them. The purpose of factor analysis is to summarize data so that relationships and patterns can be easily interpreted and understood. Usually used to classify the back end of a variable into a set of groups limited by the variant divided.

Factor analysis was first used by Charles Spearman who has an interest in human abilities. Factor analysis has two main techniques, which are Confirmatory Factor Analysis (CFA), which attempts to confirm hypotheses and use path analysis diagrams to represent variables and Exploratory Factor Analysis (EFA) to try to uncover complex patterns to explore collections. data and prediction test. (Yong & Pearce, 2013).

4. Results and Discussion

4.1 General description of Halal Certified UMKM Snack Food Products in Bandung

Geographically, Bandung is located in West Java region and is the capital of the Province of West Java. Bandung City is located between 1070 - 430 East Star and 6000 - 6020 South Latitude. Bandung city is located at an altitude of 768 meters above sea level, the highest point in the north with an altitude of 1,050 meters and the lowest in the south is 675 meters above sea level.

The city of Bandung in the southern part of the land surface is relatively flat, while in the northern part of the city of Bandung the area is hilly, so it is a beautiful panorama.

- a. The administrative boundaries of Bandung City are as follows:
- b. North side is bordered by Lembang District, West Bandung Regency.
- c. East side is bordered by Cileunyi District, Bandung Regency.
- d. West side is bordered by Terusan Pasteur Street, North Cimahi District, South Cimahi and Cimahi City.
- e. South side is bordered by Dayeuh Kolot Subdistrict, Bojongsoang, Bandung Regency.

At present, business opportunities in Bandung is continue to increase, especially snack. Because, the city of Bandung has a large population and many young people. Apart from that, the city of Bandung is also a city that is creative in innovating and popularizing food products.

It is motivated by the majority of its Muslim population and slowly increasing public awareness of halal food products. This can be a reference for food producers. So that the products sell well in the market. Thus, the city of Bandung as a culinary center now has a variety of snacks that are already halal certified and ready to be marketed.

SMEs is recently present to empower the potential of the community and existing business opportunities. The existence of MSMEs in the midst of the community was warmly welcomed by people with creative hands. Even the impact is felt by the community itself. Because MSMEs have a significant impact on the regional economy and the business itself.

4.1.1. *Characteristics of Respondents*

The characteristics of respondents in this study, which are used to determine the diversity of respondents based on domicile, gender, age, occupation, last education and monthly income. The samples used in this study were 100 respondents who had

consumed halal certified halal snacks in Bandung.

4.2. *Characteristics Based on Domicile*

Based on the results in the field, it can be seen that the results of 100 respondents. Resident respondents came from the North Bandung area by 42 people with a percentage of 42%, East Bandung by 14 people by a percentage of 14%, South Bandung by 3 people by a percentage of 3%, West Bandung by 11 people by a percentage of 11%, Central Bandung by 30 people with a percentage of 30%. Thus, it can be interpreted that respondents who live in North Bandung are more dominant than those who live in other Bandung areas. This is due to the rise of souvenir centers typical of Bandung in the North Bandung region where the product is a UMKM product produced by the people of Bandung

4.2.1. *Characteristics Based on Gender*

Based on the results in the field, it can be seen that the results of 100 respondents. The number of female respondents consisted of 85 people with a percentage of 85%, while the number of male respondents consisted of 15 people with a percentage of 15%. Thus, it can be interpreted that female respondents tend to be more dominant compared to men. This is because, women are more consumptive and have a higher interest in food products compared to men.

4.2.2. *Characteristics Based on Age*

Based on the results in the field, the results of respondents based on age very various from young to old it can be seen that from 100 respondents, the number of respondents aged ≤ 20 years was 41 with a percentage of 41%, for ages 21-30 years as many as 36 with a percentage of 36%, for age 31-40 years as much as 6 with a percentage of 6%, for ages 41-50 years as much as 10 with a percentage of 10%, for ages 51-60 years as much as 6 with a percentage of 6% and for > 60 years as

much as 1 with a percentage of 1%. Thus, respondents aged ≤ 20 years dominate more than other ages, in this case respondents aged ≤ 20 years have a higher interest in consuming snack foods than other ages.

4.2.3. *Characteristics Based Job*

Based on the results in the field, the results of 100 respondents based on work can be seen that the number of civil servant respondents was 3 people with a percentage of 3%, private employees as much as 3 people with a percentage of 3%, entrepreneurs as many as 14 people with a percentage of 14%, students as many as 65 people with a percentage of 65 %, farmers are 0 people with a percentage of 0%, laborers are 0 people with a percentage of 0%, professionals are 1 person with a percentage of 1%, and others are 14 people with a percentage of 14 people. Thus, it can be seen that the number of student respondents dominates more than other job respondents. This is because, the proliferation of snack foods among students even some students become sellers.

4.2.4. *Characteristics Based on Recent Education*

Based on the results of the respondents based on their last education. The number of respondents educated at the end of elementary school were 0 people with a percentage of 0%, junior high school 2 people with a percentage of 2%, high school as many as 66 people with a percentage of 66%, Diploma as many as 6 people with a percentage of 6%, Bachelor as many as 24 people with a percentage of 24%, Masters as many as 1 person with a percentage of 1%, and Doctor as much as 1 person with a percentage of 1 person. Thus, it can be seen that respondents are dominated by those who have a high school education. This means that respondents with a high school education have sufficient knowledge about halal snack products.

4.2.5. *Characteristics Based on Revenue Per Month*

Based on the table and figure above, the results of 100 respondents are based on income per month. The number of respondents who have income per month <1 million are 50 people with a percentage of 50%, 1-5 million are 43 people with a percentage of 43%, 6-10 million are 2 people with a percentage of 2% and > 10 million are 5 people with a percentage 5%. Thus, it can be seen that respondents who have monthly income <1 million are more dominant than other respondents. This is because, the price of snacks is still relatively cheap so that it can still be affordable by the lower classes.

4.2.6. *Perception of Respondents*

Based on the results in the field, it shows that respondents' perceptions of the importance of UMKM snack foods. Stating very important as many as 63 people with a percentage of 63%, important 30 people with a percentage of 30%, less important 6 people with a percentage of 6%, not important 1 person, and very unimportant 0 people with a percentage of 0%. Then, it can be seen that states are very important to dominate more than other statements. This shows that consuming halal-certified UMKM snack food is a part of consumer needs.

4.2.7. *Respondents' Perception of Halal Snack Food Criteria*

Based on table 4.8, it shows that the perception of respondents towards the criteria for halal snack food. With the statement of criteria there is no pig content and its derivatives are 81 people with a percentage of 81%, do not contain alcohol as many as 67 people with a percentage of 67%, are not damaged and do not expire as many as 32 people with a percentage of 32%, do not contain as many as 41 people with a percentage of 41 %, there are 85 MUI halal labels with 85% percent, there are 43 halal writings with 43% percentage,

and 37 illegal products with 37% percentage. It can be seen that according to respondents there are 3 statements that dominate in the halal snack food criteria namely there are 85 MUI halal labels with 85% percent, no pig content and 81 derivatives with 81% percentage, and no alcohol 67 people with 67% percentage. So, it can be concluded that the 3 criteria that dominate can be said to be the main criteria in choosing food products. This indicates that the respondent's basic understanding as a consumer is quite understanding related to prohibited food, halal food that is in accordance with Islamic Sharia and consumer trust is very high towards the inclusion of the halal MUI label.

4.3. Validity test

Based on the results of validity test, the data obtained from 30 items statement on the X variable questionnaire namely religious beliefs, the role of halal certification, information exposure, health reasons, and self identity that has 23 items declared valid and for variable Y namely consumer awareness of halal food products that have 7 items declared valid. Thus, it can be concluded that of the 30 items all statements are said to be valid so that these items can be used as data collection tools.

4.4. Reliability Test

Based on the results of the reliability test can be obtained the value of the reliability of the 6 research variables is greater than the cronbach alpha value which is required at > 0.60 . The results of this reliability test indicate that all statements are declared to be reliable, so that the questionnaire used can be said to be reliable to provide consistent test results.

4.5. Normality test

Based on the results of the normality test using One Sample Kolmogorov Smirnov value of 0.200 which means the value has a significant effect, because the

value of the results of One Sample Kolmogorov Smirnov means above 0.05, it can be said that the data is normally distributed.

For more details, in normality testing is also done by using the P-Plot analysis with a clear look can be seen in the graph 4.13 below:

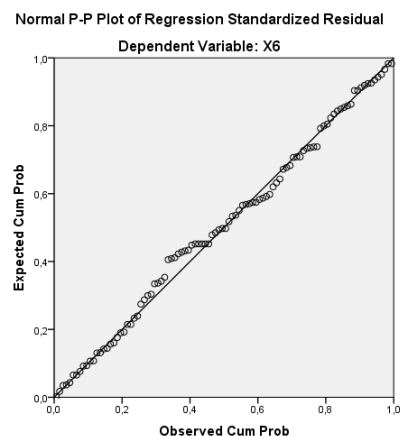


Figure 1. P-Plot Grafik

Source: Data Processing Results, 2019

Based on Figure 3.1 the distribution of data (points) around the diagonal line and direction in the P-Plot graph. Thus, it can be said that the data distribution has been normally distributed.

4.6. Multiple Analysis Regression Test

From the results of the regression analysis it can be seen that the multiple regression equation is as follows:

$$Y = 6.270 + 0.238X_1 + 0.202X_2 + 0.146X_3 + 0.175X_4 + 0.519X_5$$

The above equation can be explained as follows:

- The value of 0.238 on the X₁ variable is positive so it can be said that the higher the level of religious belief of the respondent (X₁), the higher the consumer's halal awareness of halal-certified UMKM snack food products in the city of Bandung.
- The value of 0.202 on the X₂ variable is positive so it can be said that the higher the level of respondents' trust in halal certification (X₂), the higher the consumer's halal awareness of halal-

- certified UMKM snack food products in Bandung.
- c. The value of 0.146 on the X3 variable is positive so it can be said that the higher the level of understanding of the respondent's information exposure (X3), the higher the consumer's halal awareness of halal-certified UMKM snack food products in the city of Bandung.
 - d. The value of 0.175 on the X4 variable is positive so it can be said that the higher the level of respondents' confidence in health reasons (X4), the higher the consumer's halal awareness of halal-certified UMKM snack food products in the city of Bandung.
 - e. The value of 0.519 on the X5 variable is positive so it can be said that the higher the level of understanding of the respondent's self-identity (X5), the higher the consumer's halal awareness of halal-certified UMKM snack food products in Bandung.

4.7. T test

Explanation of the results of the t test for each independent variable is as follows:

- a. Religious beliefs have a significance level of 0.072. From the results of the t test on the variable of religious belief with a t-count of 1,819 and a t-table value of 1.661 then H0 is rejected which shows that the value is significant because the t-value is greater than 1.661 and Ha is accepted.
- b. The role of halal certification has a significance level of 0.002. From the results of the t test on the variable of religious belief with a t-test of 3.263 and a t-table value of 1.661 then H0 is rejected which shows that the value is significant because the t-value is greater than 1.661 and Ha is accepted.
- c. Information exposure has a significance level of 0.201. From the results of the t-test on the variable of religious belief with a t-count of 1.286 and a t-table value of 1.661 then H0 is

- rejected which shows that the value is significant because the t-value is greater than 1.661 and Ha is accepted.
- d. Health reasons have a significance level of 0.098. From the results of the t test on the religious belief variable with a t-count of 1.672 and a t-table value of 1.661 then H0 is rejected which shows that the value is significant because the t-value is greater than 1.661 and Ha is accepted.
- e. Self identity has a significance level of 0,000. From the results of the t test on the variable of religious beliefs with a t-test of 3.665 and a t-table value of 1.661 then H0 is rejected which shows that the value is significant because the t-value is greater than 1.661 and Ha is accepted.

It can be concluded that X1 (religious belief), X2 (the role of halal certification), X3 (information exposure), X4 (health reasons) and X5 self identity significantly influence the variable Y (consumer's halal awareness of halal food products). Thus, the hypothesis is accepted and Ha is accepted.

4.8. F test

Based on the F test table results obtained with a significance level of 0,000 and a tab el of 2.31, then the calculated f value of $26.732 > 2.31$ can be said that H0 is rejected. X1 (religious beliefs), X2 (the role of halal certification), X3 (information exposure), X4 (health reasons) and X5 self identity significantly influence the variable Y. Maka thus. Ha is accepted and the hypothesis is accepted.

4.9. Correlation coefficient

Explanation of the results of the correlation coefficient for each independent variable is as follows:

- a. Religious belief has a correlation value of 0.488 which means it has a positive direction with a significance value of 0,000. With a significance level of 5%

($\alpha = 0.05$), the significance value of $0,000 < 0.05$ can be said that X1 (religious belief) has a correlation or relationship with Y (consumer's halal awareness of halal food products) with a correlation of 0.488 which means it can be interpreted as a moderate correlation.

- b. The role of halal certification has a correlation value of 0.592 which means it has a positive direction with a significance value of 0,000. With a significance level of 5% ($\alpha = 0.05$), the significance value of $0,000 < 0.05$ can be said that X2 (the role of halal certification) has a correlation or relationship with Y (consumer's halal awareness of halal food products) with a correlation of 0.488 which means the correlation can be interpreted.

4.10. Discussion

Based on the results of the author's analysis, it was found 5 factors that influence the consumer's halal awareness of halal-certified UMKM snack food products. The five factors include; religious beliefs, the role of halal certification, information exposure, health reasons and self identity.

Based on the order of the largest to lowest influence factors. The first factor is religious belief which has an influence of 0.238 with a percentage (18.59%) on consumer awareness of halal-certified UMKM snack food products in the city of Bandung.

This factor has the greatest influence because this is in accordance with the statement of Hussaini (1993) in Pramintasari, Talisa R and Indah Fatmawati (2017), in her research which states that the religious beliefs of Muslims in their religion can affect the level of awareness of halal food, so the results from this study in accordance with existing theories and consistent with the results of previous studies. From the results of this research, it can be used as a reference that religious

beliefs contained in a person can be taken into consideration and affect the level of halal awareness when choosing or consuming a product. The better or higher the religious beliefs a person has, the higher their halal awareness will be.

The second factor is the role of halal certification which has an influence of 0.202 with a percentage (15.78%) on consumer awareness of halal-certified UMKM snack food products in the city of Bandung. This factor has the second biggest effect because this is in accordance with the statement of Osman (2002) in Ambali & Bakar (2014) stated in his research that one needs to know the food status' either by the logo or by the halal or non-halal label before buying or consuming product, so the results of this study are in accordance with existing theories and consistent with the results of previous studies. From the results of this research, it can be used as a reference that with the halal logo or label can be taken into consideration and affect the level of halal awareness when choosing or consuming a product. However, the results are lower than the first factor, this is indicated by the lack of consumer confidence in the halal label on food products that are rife in the market. This happens because consumers get an issue that halal certification can be bought and sold. Therefore, it is necessary to educate consumers regarding the superiority of halal certification.

The third factor is health reasons which have an effect of 0.175 with a percentage (13.67%) on consumer awareness of halal-certified UMKM snack food products in the city of Bandung. This factor has the third biggest effect because this is in accordance with the statement of Bonne et al (2007) in Ambali and Bakar (2014), that if a Muslim is worried about health reasons, they can choose halal food because it offers healthy ingredients. Based on the results of this study, in accordance with existing theories and consistent with the results of previous studies. However,

the results are lower than previous factors, this can occur due to the lack of trust and knowledge of respondents that halal food is a reference for healthy products, safety guarantees, guaranteed food hygiene, and quality food. In addition, most people begin to become aware of their health after old age or above 60 years, while the average respondent obtained is 37-46 years old. From the results of these studies, it can be used as input to consider health from an early age and start from choosing foods that are good for us to consume.

The fourth factor is self identity which has an influence of 0.519 with a percentage (12.42%) on consumer awareness of halal certified UMKM snack food products in the city of Bandung. This factor has the fourth biggest influence because this is in accordance with the statement of Gover and Schoormans (2005) in Salman & Siddqui (2011), that self-identity factors can also have an impact on consumer behavior in terms of purchases, where people relate themselves to what is he bought. However, the results are lower than previous factors, this can occur due to respondents 'lack of understanding of respondents' self-identity as Muslims. It can also be influenced by the social environment. Based on the results of this study, in accordance with existing theories and consistent with the results of previous studies. From the results of the study, self identity is needed to increase or influence the level of halal awareness when choosing or consuming products.

5. Conclusions

Based on research that has been conducted with the title "consumer awareness of halal-certified UMKM snack food products in the city of Bandung", it can be concluded that:

Consumers' perceptions of the criteria for halal snack foods, there are 3 statements that dominate in halal snack food criteria, namely there is a MUI halal label, no pork content and derivatives and no alcohol.

These three criteria are the main criteria for consumers in choosing halal snack food products. This shows that the basic understanding of consumers of halal snack food products is quite understandable.

Factors that influence consumer awareness of halal-certified UMKM snack food products in Bandung, there are 5 variables that have a significant effect on t-test results with t-values, namely religious belief, the role of halal certification, health reasons, information exposure and self identity.

Seen on the continuum line, the level of consumer awareness of halal-certified UMKM snack food products in the city of Bandung is already very high.

The fifth factor is information exposure which has an effect of 0.146 with a percentage (11.40%) on consumer awareness of halal-certified UMKM snack food products in the city of Bandung. This factor has the fifth biggest influence, because this is in accordance with the statement of Patnoad (2005) in Ambali and Bakar (2014), that exposure can include advertisements in newspapers, television, radio, internet or other communication channels, can affect the level of Muslim awareness about halal food, so the results of this study are in accordance with existing theories and are consistent with the results of previous studies, but only a slight effect. This can occur due to the lack of advertisements from related products and also the lack of information from sellers and producers about the halal products so that respondents do not get complete information, especially in terms of halal. The results are obtained from the Descriptive Statistics Table, which shows that the majority of respondents felt they did not get enough information exposure from advertisements or sellers or producers of related products. From these results, it can be used as input for related companies that information exposure is needed to increase or influence the level of halal awareness when choosing or consuming

products.

To find out how much the contribution of each factor to consumer awareness can be calculated using the calculation of the coefficient of partial determination. The result is the contribution of self identity by 12.53%, this means that respondents already have a basic understanding of self identity. The role of halal certification is 10.17%, this means that the existence of halal certification has a considerable influence in identifying food products. Religious beliefs of 3.38%, this means that respondents' knowledge is still lacking on religious beliefs. Health reasons of 2.89%, this means that respondents still lack knowledge of the impact of consuming halal food as a guarantee of safety and health. Information exposure of 1.74%, this means that there is still a lack of information related to halal food products. If seen together, the contribution of all factors affecting consumer awareness is 58.7%.

Based on the results of the t test, it can be seen that all variables X (religious beliefs, the role of halal certification, information exposure, health reasons, and self-identity) have a partially significant effect on Y (consumer's halal awareness of halal food products). This can be interpreted that, respondents were able to pay attention to almost all aspects when going to buy halal food products. Meanwhile, for simultaneous influence on Y (consumer's halal awareness of halal food products). Then, an F test is performed. To obtain the results of the calculation it is said that H_0 is rejected. Thus, H_a is accepted and the hypothesis is accepted, which means that all factors simultaneously influence the consumer's halal awareness of halal food products.

To find out the correlation between each factor, a correlation test was performed. Meanwhile, for religious belief factors have a correlation value of 0.488 which means a moderate level of correlation, the role of halal certification

has a correlation value of 0.592 which means a strong correlation level, information exposure has a correlation value of 0.553 which means a moderate level of correlation, health reasons have correlation value of 0.490 which means a moderate level of correlation and self identity has a correlation value of 0.676 which means a strong degree of correlation.

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