



Descriptive Analytical Study: Motivation, Perception And Consumer Preferences Towards Halal Packaging Among MSME Enterprises in Muhammadiyah Surabaya

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Abstract. Muslim consumers' need for halal and sharia-compliant products continues to grow over time. The implication of this is an increase in demand for products with halal certificates. This research aims to reveal the motivations, perceptions and preferences of groups of entrepreneurs towards packaging products with halal certification. Data was obtained through a survey with a questionnaire to collect primary data from 100 respondents who were Muhammadiyah MSME business owners in Surabaya. The average analysis of research results shows that consumers' motivation to use halal packaging is mainly due to the need for quality packaging that is safe for use and according to religious law. Consumers perceive that halal packaging is guaranteed halal, quality and has an affordable price. Their level of preference is relatively high, consumers as entrepreneurs place halal packaging as the main choice and will use it continuously. Overall, the results of this research show that Muhammadiyah Surabaya business actors have quite positive motivations, perceptions and preferences for halal packaging. However, there is a need to increase awareness of the more attractive aspects of design as well as further education regarding the importance of innovation in halal packaging.

Keywords: Packaging, Halal, Consumer Motivation, Consumer Perception, Consumer Preferences

INTRODUCTION

A religion is a person's belief about the absolute provisions and truth of the quality of a religious teaching and its inherent holy books. Allah commanded His servants to eat what is halal and healthy, which has been given to them. Halal can be interpreted as something that is permitted by Islamic teachings, the meaning of halal can be translated as halal for the object and halal for the method of obtaining it. Meanwhile, *toyib* is in terms of the usefulness of an object, whether the object contains benefits and benefits for the body, contains nutrients, vitamins, protein and so on. Not only does unhealthy food contain no nutrition, if consumed it will damage your health. For Muslims, consuming halal products is an obligation. The word "halal" comes from Arabic which means permitted or in accordance with Islamic law. (Anas, Saputro, & Wahdah, 2023)

Indonesia guarantees every religious adherent to worship and carry out the teachings of their religion, especially for Muslims it is necessary to guarantee halalness for all food, drink, medicine, packaging and consumer goods products that are traded and of course widely consumed by Muslims. The halal guarantee is not only stated by the manufacturer, but must go through an objective inspection and testing process by a halal inspection agency. (Latifah, Anas, & Saputro, 2023)

Packaging is a very important need for every human being. Whether we realize it or not, in our daily lives we cannot escape from packaging. Packaging products are used by most people from morning to evening. Therefore, many companies are trying to meet the need for packaging with various kinds of product innovations. (Ambarwati, Saputro, & Fathurochman, 2019)

The increasing demand for packaging made from halal materials and packaging with halal positioning indirectly reflects the large influence of religion in consumer decision making. Religion is an important cultural factor to study in the field of consumer behavior because it is one of the most universal social institutions and has a significant influence on a person's attitudes, values and behavior at both the individual and societal levels. (Saputro, 2022)

In the era of globalization and increasing public awareness of halal products, the issue of halal packaging or halal packaging is increasingly gaining attention in various circles, including business actors in Indonesia. As a country with a majority Muslim population, Indonesia has great potential in the halal product market. Various halal regulations and standards issued by the government and halal certification bodies, such as the Halal Product Guarantee Agency (BPJPH), emphasize the importance of fulfilling halal criteria not only for products, but also for their packaging. (Latifah, Anas, & Saputro, 2023)

Halal packaging covers various aspects such as packaging raw materials, production processes and distribution that do not come into contact with haram or unclean elements. Apart from being a symbol of halal products, halal packaging can increase product competitiveness in local and international

markets. However, business actors understanding and acceptance of this concept is still a challenge. Many business actors do not fully understand the importance of halal packaging in supporting the image of their products as products that are safe, healthy and in accordance with Islamic law. (Anas, Latifah, Saputro, & Sari, 2023)

Muhammadiyah, as one of the largest Islamic organizations in Indonesia, has many business actors who have the potential to become pioneers in implementing halal packaging. In the context of Surabaya, Muhammadiyah business actors spread across various business sectors have a great opportunity to become agents of change in promoting halal products that are in accordance with Islamic values. Therefore, understanding their motivations, perceptions and preferences for halal packaging is important as a basis for encouraging effective policy implementation. (Latifah, Anas, Kunsah, Saputro, & Nuraini, 2024)

With the emergence of more halal packaging offers, it is thought that consumer preferences for this packaging have increased. Consumer preferences can mean preferences, choices or things that consumers prefer. This preference is formed from consumer perceptions of the product. Public perception of halal packaging will also shape their purchasing attitudes. Perception is understanding or knowledge that has an influence on the intention to purchase a product. Perception as part of a consumer's attitude towards an object can influence the processing of related information, judgment and resulting behavior. A negative attitude can have a bigger or longer lasting impact than a positive or neutral attitude.

Consumer purchasing behavior whether they realize it or not will involve motivational factors. Motivation is defined as the initiation and direction of behavior and motivation lessons are actually lessons about behavior. Motivation also lies behind consumer preferences for halal cosmetics. In an effort to meet the needs of the Muslim community for products and services that are more guaranteed to be sharia-compliant for the products consumed, manufacturers are encouraged to market products with a halal positioning. Along with social dynamics and economic growth, demand for packaging products continues to increase, more and more packaging manufacturers are positioning their products as halal packaging. It is not yet known what the perceptions, motivations and preferences of the Muslim community in Indonesia are regarding halal packaging products. (Nuraini, Saputro, Kusnanto, Novita, & Putra, 2024)

This study aims to descriptively and analytically analyze the motivation, perceptions and preferences of Muhammadiyah Surabaya business actors towards halal packaging. It is hoped that this research can provide a comprehensive picture of the factors that influence business actors decisions in choosing halal packaging as well as provide recommendations for policy makers and halal certification institutions to increase awareness and implementation of halal packaging among business actors.

METHODS

This research is descriptive analytical in nature to reveal and explain factors in consumer purchasing behavior, in this case consumer motivation, perceptions and preferences. Data analysis is mainly carried out using average analysis (mean), which will explain motivational tendencies, perceptions and preferences. This research uses secondary data from primary data collected by conducting a survey using a questionnaire with a number of respondents of no less than 100 people. The questionnaire is a list of closed questions using a Likert scale. The survey was conducted using non-probability purposive sampling, which was dominated by business actors in the city of Surabaya who used packaging with halal labels.

FINDINGS AND DISCUSSION

Being sensitive to the psychological and religious segmentation of Indonesian society is a need for every company, several packaging manufacturers position their products as halal packaging. They communicate as halal packaging that is safe for users by including a halal label. The behavior of purchasing packaging with a halal positioning is of course motivated by the motivation or reason why consumers buy halal packaging. In terms of the highest priority, it turns out that consumer motivation is the high need for quality and safe packaging products. This motivation is related to raw materials, manufacturing and the product's ability to carry out its function. Consumers hope that halal packaging can not only improve their appearance, but is also safe, in the sense that the raw materials and manufacture do not pose risks and are also safe in the sense that they comply with sharia. (Saputro, Nuraini, & Alfiyan, Strategi Pemasaran Kuliner Halal: Studi Kasus UMKM Kota Surabaya, 2022).

Table 1. Perceived, Motivation, and Preferences regarding Halal Packaging

Motivation, Perception, and Preference	Mean
Halal packaging requirements	3,57
The need for safe packaging	3,48
Standard packaging requirements	3,54
Attractive packaging needs	3,23
Perceptions regarding innovation in packaging design	3,42
Perception of packaging made from environmentally friendly materials	3,76
Motivation related to halal branding on packaging	3,45
Desire for affordable packaging prices	3,55
Desire to buy halal packaging	3,66

Another motivation that encourages consumers to buy halal packaging is the desire to get packaging that is different

from the packaging used. They also want to be able to follow trends, indeed halal packaging products are also positioned as an Islamic lifestyle that continues to develop among society. The product price level can be a driving force for consumers to decide to buy the product. In considering this purchase, the reason consumers buy halal packaged products is because they want cheap packaging. Apart from price, the hope of ease of purchasing packaged products is also a motivation for consumers. Indeed, halal packaging is sold intensively, in fact only a few halal packaging brands are sold. (Anas, et al., Sertifikasi Halal untuk Peningkatan Pelayanan Unggul Suplaier Gizi Unit Poned Puskesmas, 2023)

Next, what is the consumer's perception of packaging that is positioned as halal? The halal positioning of product packaging has been successful, consumers are truly convinced that halal packaging is truly halal, in the sense that the raw materials and manufacturing process really do not violate the sharia of packaging production. At the same time, consumers believe that the product can be used comfortably as a halal product. Halal packaging is also perceived as quality packaging, consumers are confident in the benefits of the product.

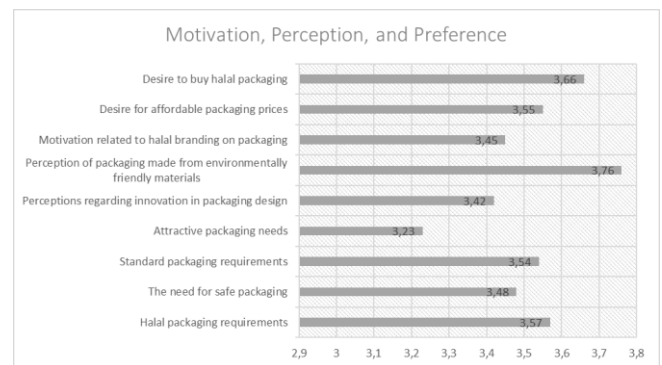


Figure 1. Perceived, Motivation, and Preferences regarding Halal Packaging

Based on the results of data analysis, the overall average score for aspects of motivation, perception and preference of Muhammadiyah Surabaya business actors towards halal packaging is 3.52. This value shows that business actors have a positive and quite high opinion of aspects related to halal packaging.

Halal Packaging Needs Average: 3.57. Business actors show a fairly high need for the use of halal packaging. This shows positive awareness of the importance of packaging that meets halal standards.

Need for Safe Packaging with Mean: 3.48. There is a fairly high preference for the need for safe packaging. Business actors realize that the safety aspect of packaging is an important consideration in supporting product quality.

Standard Packaging Requirements with Average: 3.54. Business actors have a significant need for packaging that complies with industry standards. This reflects their desire to comply with regulations and maintain product quality.

Attractive Packaging Needs with Average: 3.23. The need

for attractive packaging is relatively lower than other aspects. This shows that the visual attractiveness of the packaging is not a top priority for Muhammadiyah Surabaya business actors.

Perceptions Regarding Innovation in Packaging Design with Mean: 3.42. Business actors perceptions of innovation in packaging design are in the quite positive category. They have an open view towards developing more innovative packaging designs.

Perception of Environmentally Friendly Packaging with Mean: 3.76. This aspect received the highest score, showing that business actors have a very positive awareness of the use of environmentally friendly packaging.

Motivation Related to Halal Branding on Packaging with Average: 3.45. The motivation of business actors to use halal branding on packaging is at a fairly high level. This shows that the halal label is considered an added value in product marketing.

Desire for Affordable Packaging Prices with Average: 3.55. Business people have a high preference for affordable packaging prices. Competitive prices are an important consideration in choosing packaging.

Desire to Buy Halal Packaging with Average: 3.66. Business people show a high preference for purchasing halal packaging. This indicates a strong awareness of the importance of ensuring overall product halalness.

Overall, the results of this research show that Muhammadiyah Surabaya business actors have quite positive motivations, perceptions and preferences for halal packaging. However, there is a need to increase awareness of the more attractive aspects of design as well as further education regarding the importance of innovation in halal packaging.

In terms of price, packaging is not considered a cheap product, but it is still considered affordable. Meanwhile, from marketing efforts, namely branding and consulting services, halal packaging products on the market are considered to have widely known brands, but the quality assurance of these brands is not very high. Consumers of halal packaging products feel that they feel comfortable enough to consult.

Post-purchase behavior is also a strong indication of consumer preferences for the product they have purchased. Consumers of halal packaging admit that they are satisfied with the use of the product, this shows that sharia packaging has been able to meet consumer expectations. Furthermore, regarding consumers' willingness to make repeat purchases, it turns out that consumers are confident in repurchasing halal packaging, even regularly. It is emphasized that customer preferences in Islamic teachings encourage Muslims to be more careful in spending their wealth. Individuals must be really careful in using their wealth to avoid misuse which can lead to harm.

In an increasingly competitive business world, business actors are required to not only pay attention to product quality but also ensure that all elements in the production process meet certain standards, including packaging aspects. One standard that is receiving increasing attention is halal packaging. Business actors motivation to implement halal packaging is influenced by various factors that reflect business needs and

the values they want to promote.

1. Meet the needs of the Muslim market

Indonesia, as a country with a majority Muslim population, has a large market for halal products. The main motivation for business actors in adopting halal packaging is to meet the expectations of Muslim consumers who are increasingly aware of the importance of halal products, including the packaging aspect. Halal packaging provides a sense of security and increases consumer confidence in the products offered. Based on research by Labolo (2023), there is a significant relationship between halal labels on products and consumer purchasing interest. Consumers are 11.39 times more likely to be interested in products with halal labels compared to those without (Labolo et al., 2023).

2. Increase Product Competitiveness and Branding

The halal label on packaging is not only a sign of compliance with religious standards, but also has high commercial value. Business actors are motivated to use halal packaging as a branding strategy that can improve the positive image of their business. Products that have halal packaging are often more popular with consumers, both in local and international markets. Research conducted in Taiwan indicates that the presence of a halal label does not negatively impact non-Muslim consumers, who constitute the majority of buyers. In fact, 33% of non-Muslim respondents chose to continue purchasing, 55% considered purchasing, and the remaining respondents opted not to buy (Nugraha et al., 2022).

3. Compliance with Halal Regulations and Certification

The increasingly stringent government regulations and halal certification encourage business actors to use halal packaging. This motivation arises because business actors want to ensure that their products not only meet quality standards but also comply with applicable regulations to maintain business continuity (Ab Talib & Mohd Johan, 2012; Rahma & Phahlevy, 2024).

4. Awareness of Halal Values in Business

For some business actors, the motivation to use halal packaging is not solely driven by business factors, but also by spiritual awareness and the religious values they adhere to. They want to ensure that every aspect of the business process, including packaging, does not conflict with sharia principles (Syauquillah, 2024).

5. Increase Global Consumer Confidence

Another motivation that encourages business actors to choose halal packaging is the opportunity to expand into the global market. The international market, especially in Muslim countries, has a high demand for halal certified products. By using halal packaging, business actors can increase the attractiveness of their products in the global market (Harati & Farzaneh, 2024).

6. Increasing innovation in packaging

The motivation of business actors to use halal packaging also encourages them to innovate in packaging design and materials. They realize that halal packaging can be combined with an environmentally friendly concept and attractive design to provide added value to the product (Effendi et al., 2023).

Business actors motivation for halal packaging shows a combination of business, spiritual and regulatory factors. With

increasing awareness of the importance of halal packaging, business actors have the opportunity to increase the competitiveness of their products while maintaining values in accordance with Islamic law. However, support is needed from the government and related institutions to provide more affordable halal packaging and provide adequate education for business actors (Ab Talib & Mohd Johan, 2012).

In the modern era, the halal concept is no longer limited to food and beverage products, but has expanded to cover all aspects of production, including packaging. Halal packaging not only ensures that products are protected from haram and unclean ingredients, but is also an important part of maintaining product quality, safety and competitiveness in domestic and global markets (Harati & Farzaneh, 2024).

Business actors perception of halal packaging is one of the key factors in determining the level of adoption of this concept in the business world. Based on the results of various studies and observations, business actors perceptions of halal packaging can be influenced by several important factors:

1. Awareness of Halal Aspects

Business actors who have a deep understanding of the halal concept tend to view halal packaging as an inseparable part of the halal product itself. They realize that packaging that comes into contact with products must be free from haram ingredients and not contaminated with unclean things (Mulyana et al., 2023).

2. Perception of the Added Value of Halal Branding

Many business actors see halal labels on packaging as added value in their branding strategy. The existence of the halal label not only increases the confidence of Muslim consumers but also attracts consumers from international markets who are increasingly concerned about halal certified products (Harati & Farzaneh, 2024; Nugraha et al., 2022).

3. Perception of Halal Packaging Design Innovation

Business actors have quite positive perceptions of the importance of innovation in halal packaging design. They understand that attractive and innovative packaging designs can increase the attractiveness of products in the eyes of consumers, while providing a professional image for their business (Habibie et al., 2024).

4. Environmental Awareness and Eco-Friendly Packaging

Business actors perceptions of environmentally friendly packaging show a very positive response. Many business actors are starting to understand that halal packaging can be combined with environmentally friendly concepts, thereby creating added value in supporting environmental sustainability (Bujang & Bakar, 2023; Effendi et al., 2023).

5. Price and Availability of Halal Packaging

Even though they have a positive perception of halal packaging, several business actors still face challenges related to the price and availability of affordable halal packaging. High prices and limited supply can be obstacles to the widespread implementation of halal packaging (Natsir & Triastuti, 2024).

6. Perception of Halal Regulations and Certification

Business actors who understand halal certification regulations and procedures have a more positive perception of halal packaging. They tend to be more confident in marketing

products that meet halal standards, including the packaging aspect (Mulyana et al., 2023).

Business actors perceptions of halal packaging generally show a positive trend. They realize that halal packaging has a strategic role in maintaining product image, meeting the needs of Muslim consumers, and increasing business competitiveness. However, further education is still needed regarding the importance of design innovation, environmental sustainability, as well as efforts by the government and certification bodies to provide halal packaging at more competitive prices (Natsir & Triastuti, 2024; Rahma & Phahlevy, 2024).

In the process of selecting and using halal packaging, business actors preferences play an important role. This preference is influenced by various factors, ranging from business needs, consumer expectations, to regulations regarding halal packaging. The right preference for halal packaging not only supports compliance with halal standards but can also increase the attractiveness and added value of products in the market.

1. Halal and Safe Packaging Materials

One of the main preferences of business actors is the use of halal and safe packaging materials. Business actors tend to choose ingredients that do not contain haram or unclean elements and have high safety standards to maintain product quality. Biodegradable and environmentally friendly materials are also increasingly in demand (Ab Talib & Mohd Johan, 2012).

2. Attractive and functional packaging design

Business actors preference for attractive and functional packaging designs is quite high. Packaging that has a creative design can increase the visual appeal of the product in the market and provide a positive experience for consumers. Ergonomic design and ease of use are also important considerations (Muhamedbegović et al., 2022; Natsir & Triastuti, 2024).

3. Environmentally Friendly Packaging

Along with increasing awareness of environmental issues, many business actors are showing a preference for packaging made from environmentally friendly materials. Packaging that can be recycled or comes from organic materials is becoming an increasingly popular choice because it can improve the positive image of a business in the eyes of consumers who care about the environment (Effendi et al., 2023).

4. Packaging with Clear Halal Certification

Business actors preferences for halal packaging are also influenced by the existence of clear and reliable halal certification. Packaging that has a halal label from a recognized certification body provides a sense of security for business actors and increases consumer confidence in the product (Effendi et al., 2023; Harati & Farzaneh, 2024).

5. Competitive packaging prices

Packaging price is one of the main preferences in business decision making. Affordable halal packaging is more popular because it can help businesses maintain production cost efficiency without sacrificing product quality (Effendi et al., 2023).

6. Availability of packaging on the market

Preference for halal packaging is also influenced by the availability of packaging products on the market. Business actors tend to choose packaging that is easy to find and has a stable supply to support the sustainability of their production (Saleh et al., 2024).

7. Ease of Ordering and Distribution Process

Ease of ordering and distribution of halal packaging is a factor that influences business actors preferences. They tend to choose suppliers who can provide fast and flexible services to meet their needs (Bujang & Bakar, 2023).

Business actors preferences for halal packaging reflect diverse needs, ranging from halal and safe materials, attractive designs, to competitive prices. This preference shows that business actors do not only focus on halal aspects but also consider business efficiency and market needs. Support from the government and halal packaging providers is needed to meet this preference and encourage wider adoption of halal packaging among business actors (Saleh et al., 2024).

Business actors perception of halal packaging is one of the key factors in determining the level of adoption of this concept in the business world. Based on the results of various studies and observations, business actors perceptions of halal packaging can be influenced by several important factors:

1. Regulatory and Certification Requirements

Compliance with halal certification standards and regulations can shape business actors' views on the feasibility and necessity of adopting halal packaging (Natsir & Triastuti, 2024; Rahma & Phahlevy, 2024).

2. Consumer Demand and Market Trends

The growing demand for halal products, especially in Muslim-majority and global markets, can influence businesses to adopt halal packaging to meet consumer expectations (Harati & Farzaneh, 2024; Shaari et al., 2020).

3. Cost and Economic Considerations

The financial implications of switching to halal-compliant packaging, including material costs and certification fees, can impact business decisions (Natsir & Triastuti, 2024).

4. Awareness and Knowledge

The level of understanding among business actors regarding the principles, benefits, and requirements of halal packaging affects their willingness to implement it (Natsir & Triastuti, 2024; Panggiarti et al., 2022).

5. Competitive Advantage

Businesses may perceive halal packaging as a strategy to differentiate themselves in the market and enhance brand credibility (Effendi et al., 2023).

6. Supply Chain and Material Availability

The ease of sourcing halal-certified packaging materials and maintaining a halal-compliant supply chain can affect adoption rates (Muhamedbegočić et al., 2022).

7. Government and Institutional Support

Policies, incentives, and support from regulatory bodies can encourage businesses to adopt halal packaging (Natsir & Triastuti, 2024; Rahma & Phahlevy, 2024).

CONCLUSIONS

The packaging product market in Indonesia is very large and packaging products positioned as halal packaging have become the choice of business owners who become consumers. Their motivation for choosing halal packaging is because they need the right packaging, but they also want a sense of security in terms of materials and manufacturing process, but also safe in the sense of complying with sharia, so they can be used comfortably. The desire to follow trends is also the reason they buy halal packaging. Sharia packaging products have a very good image, namely that they are perceived as packaging that is truly sharia compliant, of high quality and has a positive brand image. Meanwhile, in terms of price, halal packaging is not perceived as cheap, but it is still affordable. Consumers are satisfied with halal packaging, they place halal packaging as the main choice for their packaging needs. Furthermore, they tend to continue to use halal packaging. This indication shows that consumer preferences for halal packaging are at a high level.

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