

THE INFLUENCE OF HALAL SLAUGHTER AND PRICE LEVEL ON PURCHASING DECISIONS AT CHICKEN SLAUGHTERHOUSES IN BANDA ACEH CITY

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ABSTRACT

Aceh, as an area that implements Islamic law, has people who are very concerned about the halalness of products, including chicken meat. However, there are still chicken slaughterhouses in Banda Aceh that are not halal certified. Despite this, many consumers continue to buy without questioning the slaughter process. Price fluctuations due to weather and seasonal demand also affect purchasing preferences. This study aims to analyze the effect of halal slaughter and price level on consumer purchasing decisions at chicken slaughterhouses in Banda Aceh City. A quantitative approach was used with data collection techniques through questionnaires to 100 respondents. Data analysis was carried out using multiple linear regression. The results showed that both halal slaughter and price level partially had a positive and significant effect on purchasing decisions. Simultaneously, these two variables also have a positive and significant effect. This finding indicates that the halal aspect of slaughtering as well as the price offered are the main factors in consumers' decision to buy chicken meat. Therefore, it is important for chicken slaughterhouse businesses to pay attention to these two aspects to increase consumer trust and loyalty.

Keywords: *Halal Slaughter, Price Level, Purchase Decision, Consumer, Chicken Slaughterhouse.*

INTRODUCTION

The Indonesian government, through the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs, issues halal certificates for products that meet halal requirements. This halal certification is mandatory for food, beverage, and other products circulating in Indonesia. On October 17, 2024 the government implemented halal certification obligations for three types of products, namely, food, beverages, services and slaughter products (Warto & Samsuri, 2020)

Halal slaughter is very important because it is in accordance with the provisions of Islamic law, in addition to the relationship between humans and their god, the relationship between humans is quite strong, such as consumers have

more trust in sellers who carry out halal slaughter, especially for business actors who have pocketed halal certification.(Khairuddin & Zaki, 2021)

The benefit of halal certification is to increase consumer confidence in halal products and the halal slaughter process, especially consumers who have full faith in Islam, namely the people of Aceh as a province that implements Islamic law. So that consumers believe that halal slaughter has a significant role in influencing purchasing decisions at the Chicken Slaughterhouse. Furthermore, the seller's income will increase.(Arsyad, 2025)

In addition to halal slaughter, pricing in chicken slaughterhouses also has a significant impact on customer decisions because any price set by a business or business actor will have an impact on demand. According to Indriyo Gitosudarmo quoted by Nur Hikmah, price is the amount of money needed to buy a good, service, or both. Pricing a product shows how happy customers are with the goods they buy.(Hikmah, 2021)

The final step in the decision-making process is to make a purchase. Based on the views of several experts, according to Kotler quoted by Arti Sukma, it can be concluded that making a purchase involves customers identifying a problem, researching brands or products, and determining how effectively each option addresses the problem to guide their choice.(Lengkawati & Saputra, 2021)

Halal and product prices have a huge impact on purchasing decisions, this research was conducted and accompanied by evidence on how these two variables influence. For this reason, scientific research was conducted by making the people of Banda Aceh City the population and consumers who made purchases at chicken slaughterhouses in Banda Aceh City. From this background , the researcher will conduct research with the title "The Effect of Halal Slaughter and Price Level on Purchasing Decisions at Chicken Slaughterhouses in Banda Aceh City".(Karimah, 2015)

METHODS

This study uses quantitative methods, data collection in accordance with the research design in the form of a survey, the authors used a questionnaire as the main tool for collecting data from respondents. According to Masri Sangarimbun quoted by Sitriana Awola, et al, survey research is research that uses questionnaires as the main tool for data collection and samples taken from a community.(Awola et al., 2023) The research location was carried out at chicken slaughterhouses in Banda Aceh City. The population in this study were consumers at chicken slaughterhouses in Banda Aceh City, while the sample in this study were 100 respondents who made purchases at chicken slaughterhouses in Banda Aceh City.(Alhamda, 2018)

The sampling technique in this study used non-probability sampling techniques because the population was unknown, with purposive sampling as a sampling technique based on the criteria of consumers of chicken slaughterhouses in Banda Aceh City. The data analysis method in this study uses Validity and Reliability Test, Classical Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test), Multiple Regression Test, Hypothesis Test (Partial t Test and Simultaneous F Test), and Determination Coefficient Test.(Darma, 2021)

RESULTS AND DISCUSSION

1. Validity and Reliability Test

a. Validity Test

The validity test is said to be valid if the questionnaire is able to reveal something that will be measured on the questionnaire.(Muhajirin & Panorama, 2017)

Table 1. Validity Test Results

No Statement	Variable	r count	r table (5%) N=100	Description
X1.1	Halal Slaughter	0,364	0,196	Valid
X1.2		0,662		
X1.3		0,618		
X1.4		0,563		
X1.5		0,668		
X1.6		0,717		
X1.7		0,726		
X1.8		0,680		
X2.1	Price Level	0,682	0,196	Valid
X2.2		0,718		
X2.3		0,624		

X2.4		0,624		
X2.5		0,585		
X2.6		0,679		
X2.7		0,834		
X2.8		0,771		
X2.9		0,648		
X2.10		0,721		
Y.1	Purchase Decision	0,571	0,196	Valid
Y.2		0,625		
Y.3		0,734		
Y.4		0,718		
Y.5		0,689		
Y.6		0,751		
Y.7		0,750		

Source: SPSS Processing Results

The table above shows that all the results of $r_{count} > r_{table}$ so it can be concluded that the halal slaughter variable (X1), price level (X2) and purchasing decisions (Y) with a total of 25 questions in the questionnaire are said to be valid and can be used for further detailed analysis. This is because these statements have met the requirements for further tests.

b. Reliability Test

Reliability shows that this instrument is used as a good data collection tool if the answers to the questionnaire are consistent over time. The higher the level of reliability, the more stable the measuring instrument is. This test uses Cronbach's Alpha. (Ghozali, 2018)

Table 2. Reliability Test Results

Variable	Variable Item	Alpha	Description
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		value	
Halal Slaughter	8	0,782	Reliable
Price Level	10	0,874	Reliable
Purchase Decision	7	0,814	Reliable

Source: SPSS Processing Results

Based on the table above, it shows that the Cronbach Alpha value on the halal slaughter variable (X1) produces a figure of 0.782, the price level (X2) produces a figure of 0.874 and the purchasing decision (Y) produces a figure of 0.814, all of which have a value greater than 0.60. It can be concluded that the variables in this study are declared reliable. So that data processing can be continued in the next step.

2. Classical Assumption Test

a. Normality Test

This test is used to determine whether the research variables are normally distributed or not. Can be seen in the table and figure below:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.92087021
Most Extreme Differences	Absolute		.061
	Positive		.038
	Negative		-.061
Test Statistic			.061
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.461
	99% Confidence Interval	Lower Bound	.448
		Upper Bound	.474

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The test is said to be normal if the significance value is > 0.05 and vice versa. Based on the table above, it is obtained that the significance value in the

Kolmogorof-Smirnov test is $0.200 > 0.05$, so it can be stated that this data is normally distributed.

b. Multicollinearity Test

The Multicollinearity test aims to test for correlation between independent variables (independent). If the variables are not correlated, the variables cannot be tested using a regression model. According to Sarjono and Julianita, there is no multicollinearity if the tolerance value > 10 and the VIF (Variance Inflation Factor) value < 10 . (Sarjono & Julianita, 2011)

Table 4. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.538	2.116		.254	.800	
	TOTALX1	.145	.059	.151	2.459	.016	.806
	TOTALX2	.556	.045	.762	12.395	<.001	.806

a. Dependent Variable: TOTALY

Based on the table of the calculation results above, it shows that the tolerance value column is 0.806 so that it is greater than 0.10 and the value in the VIF (Variance Inflation Factor) column is 1,241 smaller than 10. So based on the VIF value, it can be concluded that the regression model does not occur multicollinearity, so further testing can be done because it has met the requirements for testing classical assumptions.

c. Heteroscedasticity Test

Heteroscedasticity test is used to test for inequality of variance from the residuals of one observation to another. The method used in this test is using the Glejser Test. If the sig value > 0.05 then there are no Heteroscedasticity symptoms. (Ghozali, 2013)

Table 5. Heteroscedasticity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.153	1.336	1.612	.110		
	TOTALX1	-.025	.037	-.076	.502	.806	1.241
	TOTALX2	.005	.028	.018	.871	.806	1.241

a. Dependent Variable: Abs_RES

Based on table 4.13, there is that the sig value of variable X1 = 0.502 and variable X2 = 0.871. each variable is greater than the sig value of 0.05. Because the significant value of these variables > 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

3. Multiple Linear Regression Test

This analysis is used to determine and explain how much influence the independent variables of halal slaughter (X1) and price level (X2) have on purchasing decisions (Y). The formula used is $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$.

Table 6. Multiple Linear Regression Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.538	2.116	.254	.800		
	TOTALX1	.145	.059	.151	.016	.806	1.241
	TOTALX2	.556	.045	.762	<.001	.806	1.241

a. Dependent Variable: TOTALY

Based on the results of the multiple linear regression equation above, the interpretation is as follows:

- 1) The constant value (Y) is 0.538 if the halal slaughter variable and the price level are zero (0), then the variable chicken meat purchase decision by the people of banda aceh city (Y) will be at 0.538.
- 2) The regression coefficient of the halal slaughter variable (X1) is 0.145, meaning that if the other independent variables are constant and halal slaughter has increased by 1 unit, the decision to purchase chicken meat by the people of Banda Aceh City will also increase by 0.145 units. This means that the more the intensity of halal slaughter increases, the tendency to make purchases will be higher.
- 3) The regression coefficient of the Price Level variable (X2) is 0.556, meaning that if the other independent variables are constant and the price level increases by 1 unit, the decision to purchase chicken meat by the people of Banda Aceh City will also increase by 0.556 units. This means that the more the price intensity increases, the tendency to make purchases will be higher.

4. Hypothesis Test

a. Partial Test (t)

The t test is used to test the effect of the independent variable (independent variable) partially on the dependent variable (dependent).

Table 7. Partial Test Results (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	.538	2.116	.254	.800
	TOTALX1	.145	.059	.151	.016
	TOTALX2	.556	.045	.762	<.001

a. Dependent Variable: TOTALY

Based on the table above, the results of the Partial (t) test can be obtained as follows:

- 1) The Halal Slaughter variable (X1) has a t value of 2.459 > t table of 1.984 and a significant level of 0.016 < 0.05. In other words, Ho is rejected. So it can be concluded that halal slaughter (X1) has a positive and significant effect on purchasing decisions for chicken meat in Banda Aceh City.
- 2) The variable price level (X2) has a t value of 12.395 > t table of 1.984 and a significant level of 0.001 < 0.05. In other words, Ho is rejected. So it can be concluded that the price level (X2) has a positive and significant effect on purchasing decisions for chicken meat in Banda Aceh City.

b. Simultaneous Test (F)

Table 8. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	871.716	2	435.858	115.740	<.001 ^b
	Residual	365.284	97	3.766		
	Total	1237.000	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Based on the table of f test results (simultaneous) above, it is obtained that the fcount value is 115.740, while the ftabel value is obtained from the ftabel = k formula: $(n-k) = 2: (100-2) = 2: 98$ in the f table which obtained a result of 3.089. So that it explains that fcount > ftabel is $115.740 > 3.089$. At a significant value of $0.001 < 0.05$. So it can be concluded that the independent variables (halal slaughter and price level) have a significant influence simultaneously (together) on purchasing decisions for chicken meat in Banda Aceh City.

c. Test Coefficient of Determination

The coefficient of determination is used to measure how far the ability of the regression model to explain the variation in the dependent variable.

Table 9. Test Results of the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.705	.699	1.941
a. Predictors: (Constant), TOTALX2, TOTALX1				
b. Dependent Variable: TOTALY				

Source: SPSS Processing Results

Based on the table above presents the results of the coefficient of determination (R²) test with an *R Square* (R²) value of 0.705, it can be concluded that about 70.5% of the variation in the decision to purchase chicken meat by respondents can be explained by the independent variables in the model, including price level and halal slaughter. The adjustment of *R Square*, which is reflected in the *Adjusted R Square* value of 0.699, means that 69.9% of the purchasing decision variable (Y) can be explained by the halal slaughter variable (X1) and the price level (X2) while the remaining 30.1% is explained by other variables outside this study.

The Effect of Halal Slaughter on Purchasing Decisions at Chicken Slaughterhouses in Banda Aceh City

From the research results based on the SPSS application, the independent variable halal slaughter (X1) in the t test has a positive and significant effect on purchasing decisions (Y) at chicken slaughterhouses in Banda Aceh City, because it has a tcount value of 2.459 > t table of 1.984 and a significant level of 0.016 < 0.05. The test results show that with the increase in halal slaughter, the purchasing decision will also increase. This indicates that the halal factor of the product influences purchasing decisions and shows that awareness of product halalness has a real impact on purchasing decisions for chicken meat in Banda Aceh City.

The Effect of Price Level on Purchasing Decisions at Chicken Slaughterhouses in Banda Aceh City

From the research results, the independent variable price level (X2) in the t test has a positive and significant effect on purchasing decisions (Y) at chicken slaughterhouses in Banda Aceh City because it has a tcount > ttable value, namely

12.395 > 1.984 and at a significant level of 0.001 < 0.05. The test results show that price is one of the factors in determining purchasing decisions. Because the price set by the company or business actor will increase demand, both in terms of price affordability and quality. Because people in Banda Aceh City dominantly like low prices with good quality. If the price can be reached by the community, they will not think twice about buying chicken daging, especially halal chicken meat at an affordable price. Prices must also be able to attract consumers to buy so much that they can provide profits for chicken slaughterhouses.

The Effect of Halal Slaughter and Price Level on Purchasing Decisions at Chicken Slaughterhouses in Banda Aceh City

Based on the research conducted by the authors, it appears that there is a trend in the influence of halal slaughter and price level on consumer purchasing decisions on chicken meat products. Judging from the research results in the Simultaneous Test, the independent variables (halal slaughter, and price level) in the F test (simultaneously) have a significant influence together (simultaneously) on purchasing decisions (dependent variable) of chicken meat products in Banda Aceh City. It has an influence because there is an $F_{count} > F_{table}$ value, namely 115.740 > 3.089, and at a significant value of 0.001 < 0.05. Judging from the coefficient of determination (*R Square*) is 0.705. This explains that the independent variables (halal slaughter, and price level) are able to influence / explain the dependent variable (purchase decision) by 69.9%. While the remaining 30.1% is influenced / explained by other variables outside this study.

From these results, it can be concluded that the independent variables of halal slaughter and price level together have a significant influence on purchasing decisions for chicken meat products in Banda Aceh City. Therefore, it is important for business people or entrepreneurs to pay attention to these factors in designing marketing strategies in order to effectively attract consumer interest, especially in areas with a strong Islamic sharia background such as Banda Aceh City.

CONCLUSIONS

Based on the results of research conducted on the effect of halal slaughter and price level on purchasing decisions at chicken slaughterhouses in Banda Aceh City, the following conclusions can be drawn:

1. Halal slaughter has a positive and significant effect on purchasing decisions, the halal slaughter variable can be stated that the hypothesis is accepted, and can be seen in the value of $t_{count} > t_{table}$, namely 2.459 > 1.984 and a significant level of 0.016 < 0.05.

2. The price level has a positive and significant effect on purchasing decisions, the price level variable can be stated that the hypothesis is accepted, and can be seen in the value of $t_{count} > t_{table}$, namely $12.395 > 1.984$ and a significant level of $0.001 < 0.05$.
3. Halal slaughter and price level simultaneously have a positive and significant effect on purchasing decisions at chicken slaughterhouses. Characterized by the test value $f_{count} > f_{table}$, namely $115.740 > 3.089$. At a significant value of $0.001 < 0.05$. So it can be concluded that the independent variables (halal slaughter, and price level) have a significant influence simultaneously (together) on purchasing decisions for chicken meat in Banda Aceh City.

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