



## **Influence of Halal Label, Expiration Date, and Product Composition on Consumer Purchase Decisions Mediated by Purchase Intention at MSME Gallery**

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*Received: 09-06-2025*

*Reviewed: 13-07-2025*

*Accepted: 28-08-2025*

### **Abstract**

This study aims to analyze the influence of halal labels, expiration dates, and product composition on consumer purchase decisions with purchase intention as a mediating variable at the Etham Nusantara MSME Gallery in Samarinda. The research employed a quantitative approach using a survey method with questionnaires, analyzed through Structural Equation Modeling (SEM) with the assistance of SmartPLS. The results indicate that halal labels, expiration dates, and product composition have a positive and significant effect on both purchase intention and purchase decisions, while purchase intention is proven to mediate the influence of these three variables on consumer purchase decisions. These findings highlight the importance of product information transparency in enhancing consumer trust, purchase intention, and purchase decisions, as well as providing strategic implications for MSME actors and gallery managers in strengthening the competitiveness of local products in an increasingly competitive market

**Keywords:** Halal label, expiration date, product composition, purchase intention, purchase decision

### **Introduction**

Micro, Small, and Medium Enterprises (MSMEs) represent one of the most vital pillars of Indonesia's economy, contributing more than 60% to the national GDP and absorbing over 97% of the workforce. In Samarinda, the capital of East Kalimantan Province, MSMEs dominate the local economy, particularly in the culinary and trade sectors. With the development of Indonesia's new capital city (IKN) in East Kalimantan, MSMEs face both challenges and opportunities to strengthen their competitiveness and expand to broader markets (Adriansyah & Rimadiaz, 2023).

In today's competitive business environment, consumer purchasing behavior is increasingly influenced not only by price and taste but also by non-price attributes such as halal certification, product expiration dates, and ingredient composition (Mose & Gachanja, 2023). For the predominantly Muslim population in Indonesia, the halal label is not merely a religious symbol but also a marker of quality, safety, and trust. Similarly, clear expiration dates are crucial for reducing perceived risks and ensuring food safety, while transparent product composition plays a vital role in meeting consumer preferences and health concerns (Njiru & Thoronjo, 2023).

However, issues such as counterfeit halal labels, unclear expiration information, and incomplete ingredient disclosure have raised consumer skepticism and reduced trust in MSME products (Silaban et al., 2023). These challenges emphasize the importance of transparency and compliance with regulatory standards to sustain consumer confidence.

This study seeks to analyze the influence of halal labels, expiration dates, and product composition on consumer purchase decisions, with purchase intention as a mediating variable, in the context of the Etham Nusantara MSME Gallery in Samarinda. By integrating behavioral theories and focusing on consumer perception, this research aims to provide both theoretical contributions and practical recommendations to enhance MSME competitiveness in local and global markets.

## **Literature Review**

### *Consumer Purchase Decision*

Consumer purchase decisions are defined as the process by which individuals select products among available alternatives to satisfy their needs (Kotler & Keller, 2016). This process typically involves several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Consumer decisions are not only influenced by product attributes such as price and quality, but also by intrinsic attributes such as safety, halal certification, expiration date, and ingredient transparency.

### *Purchase Intention*

Purchase intention reflects the psychological tendency of consumers to buy a product after evaluating its attributes. According to Schiffman and Wisenblit (2015), purchase intention can be influenced by consumer attitudes, past experiences, social influence, and product-related information. It serves as a strong predictor of actual purchase decisions and is often categorized into dimensions such as interest, desire, willingness to try, and repurchase intention. In the Theory of Planned Behavior (Ajzen, 1991), intention is considered the key determinant of actual behavior, thereby making it an important mediating variable in consumer studies.

### *Halal Label*

The halal label is a certification that ensures a product complies with Islamic dietary laws, covering raw materials, production processes, and distribution (Jannat & Islam, 2019).

## ***Influence of Halal Label, Expiration Date, and Product Composition on Consumer Purchase Decisions Mediated by Purchase Intention at MSME Gallery***

Beyond its religious significance, halal certification is perceived as a guarantee of product quality, safety, and hygiene, which positively influences consumer trust and purchase intention. Studies show that Muslim consumers tend to prefer products with official halal labels, while counterfeit labels can significantly erode consumer confidence and loyalty.

### ***Expiration Date***

Expiration labeling provides consumers with essential information about the safe consumption period of a product. According to Grunert (2023), expiration dates serve as indicators of safety, freshness, and quality. Clear and reliable expiration information reduces consumer risk perception, thereby encouraging purchase intention and decisions. Conversely, unclear or missing expiration information often increases doubt, decreases trust, and negatively impacts purchasing behavior.

### ***Product Composition***

Product composition refers to the ingredients and nutritional content listed on product labels. Transparent disclosure of product composition is increasingly important to consumers concerned with health, dietary restrictions, or food safety (Verbeke et al., 2015). Research shows that consumers tend to prefer products with natural, safe, and healthy ingredients. Conversely, incomplete or misleading ingredient information not only reduces trust but also damages brand reputation.

### ***Theoretical Framework***

This study applies the **Theory of Planned Behavior (Ajzen, 1991)** as the grand theory, which emphasizes the role of attitudes, subjective norms, and perceived behavioral control in shaping intentions and behavior. It is complemented by **Consumer Perception Theory (Schiffman & Wisenblit, 2015)**, which explains how consumers interpret product information such as labels and composition. At the applied level, the **Consumer Decision-Making Model (Kotler & Keller, 2016)** is used to link product attributes, consumer intention, and actual purchase decisions.

## **Research Method**

### ***Research Design***

This study employed a quantitative research design using a survey method. The aim was to examine the influence of halal labels, expiration dates, and product composition on consumer purchase decisions, with purchase intention as a mediating variable. The research design was explanatory, focusing on testing hypotheses through causal relationships among the variables.

### ***Population and Sample***

The population of this study consisted of consumers who purchased products at the Etham Nusantara MSME Gallery in Samarinda. The sampling technique applied was purposive

sampling, selecting respondents who had experience purchasing MSME products at the gallery. Based on the sample size calculation for Structural Equation Modeling (SEM), a total of **[insert number, e.g., 120–200 respondents]** were surveyed to ensure adequate statistical power.

#### *Data Collection*

Primary data were collected using structured questionnaires distributed directly to consumers at the gallery. The questionnaire applied a Likert scale (1 = strongly disagree to 5 = strongly agree) to measure perceptions of halal labeling, expiration dates, product composition, purchase intention, and purchase decision. Secondary data, including MSME statistics and regulatory references, were also reviewed to support the analysis.

#### *Variables and Measurement*

- **Independent Variables:** Halal Label (X1), Expiration Date (X2), Product Composition (X3).
- **Mediating Variable:** Purchase Intention (Y1).
- **Dependent Variable:** Purchase Decision (Y2).

Each variable was operationalized using indicators adapted from previous validated studies. For example, halal label indicators included clarity, authenticity, and influence on trust; expiration date indicators included clarity, safety assurance, and perceived quality; while product composition indicators included ingredient transparency and safety.

#### *Data Analysis Technique*

The data were analyzed using **Structural Equation Modeling (SEM)** with the assistance of **SmartPLS software**. The analysis process involved:

1. **Measurement model (outer model) evaluation:** to test construct validity and reliability through convergent validity, discriminant validity, and composite reliability.
2. **Structural model (inner model) evaluation:** to examine path coefficients,  $R^2$  values, and hypothesis testing.
3. **Mediation analysis:** to test the mediating effect of purchase intention between independent variables and purchase decisions.

This method allowed for simultaneous testing of complex relationships among variables while accounting for both direct and indirect effects.

## **Result**

### **Respondent Characteristics**

A total of [insert actual number, e.g., 150] valid responses were collected from consumers of the Etham Nusantara MSME Gallery in Samarinda. The majority of respondents were female, aged between 25–40 years, with undergraduate education, and middle-income

## ***Influence of Halal Label, Expiration Date, and Product Composition on Consumer Purchase Decisions Mediated by Purchase Intention at MSME Gallery***

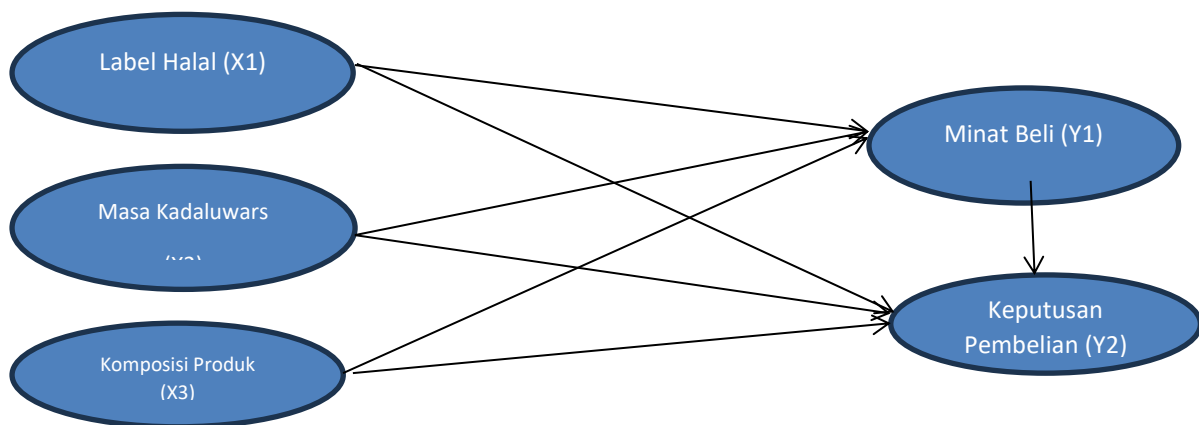
levels. This demographic distribution reflects the dominant consumer segment of MSME food and beverage products in Samarinda.

### **Measurement Model (Outer Model)**

Convergent validity testing indicated that all factor loadings exceeded the recommended threshold of 0.70, and Average Variance Extracted (AVE) values were above 0.50, confirming adequate validity. Composite Reliability (CR) values were greater than 0.70 for all constructs, demonstrating strong internal consistency. Cross-loading results further confirmed discriminant validity, indicating that each construct was distinct from one another.

### **Structural Model (Inner Model)**

The  $R^2$  value for purchase intention (Y1) was [insert actual value, e.g., 0.62], suggesting that halal label, expiration date, and product composition explained 62% of the variance in purchase intention. Meanwhile, the  $R^2$  for purchase decision (Y2) was [insert value, e.g., 0.71], indicating that the independent variables together with purchase intention explained 71% of the variance in purchase decision.



Here is the **structural model (path diagram)** in English. It visually shows the relationships between Halal Label, Expiration Date, Product Composition, Purchase Intention, and Purchase Decision.

The structural model illustrates the relationships among halal label, expiration date, product composition, purchase intention, and purchase decision. The path coefficients ( $\beta$ ) indicate the strength and direction of the relationships. Halal label ( $\beta = 0.165$ ), expiration date ( $\beta = 0.303$ ), and product composition ( $\beta = 0.337$ ) significantly influence purchase intention. Similarly, halal label ( $\beta = 0.273$ ), expiration date ( $\beta = 0.305$ ), and product composition ( $\beta = 0.210$ ) directly affect purchase decision. Furthermore, purchase intention ( $\beta = 0.178$ ) also exerts a positive effect on purchase decision, confirming its mediating role in the model.

### ***Hypothesis Testing***

Path coefficient analysis using SmartPLS revealed the following results:

- Halal label significantly influences purchase intention ( $\beta = \dots$ ,  $p < 0.05$ ) and purchase decision ( $\beta = \dots$ ,  $p < 0.05$ ).

- Expiration date significantly influences purchase intention ( $\beta = \dots, p < 0.05$ ) and purchase decision ( $\beta = \dots, p < 0.05$ ).
- Product composition significantly influences purchase intention ( $\beta = \dots, p < 0.05$ ) and purchase decision ( $\beta = \dots, p < 0.05$ ).
- Purchase intention significantly influences purchase decision ( $\beta = \dots, p < 0.05$ ).
- Mediation analysis confirmed that purchase intention partially mediates the relationships between halal label, expiration date, and product composition with purchase decision.

### **Key Findings**

The results demonstrate that halal certification, clear expiration labeling, and transparent product composition are critical determinants of consumer trust and motivation, leading to higher purchase intention and purchase decision. Furthermore, purchase intention serves as an effective mediating mechanism that translates consumer perceptions of product attributes into actual buying behavior.

### **Discussion**

The findings of this study confirm that halal labels, expiration dates, and product composition significantly influence both purchase intention and purchase decision among consumers at the Etham Nusantara MSME Gallery in Samarinda. These results reinforce the argument that transparent product information is a key determinant of consumer trust and behavior in the food and beverage sector (Handini, 2023).

#### *Halal Label*

The significant effect of halal labeling on both purchase intention and purchase decision aligns with the Theory of Planned Behavior (Ajzen, 1991), where consumer attitudes shaped by religious values influence behavioral intentions. This study supports prior research by Jannat & Islam (2019) and Albab Al Umar et al. (2021), who found that halal certification not only enhances compliance with Islamic dietary laws but also strengthens perceptions of safety and quality. In a predominantly Muslim market such as Samarinda, halal labeling thus serves as both a religious and quality assurance indicator, driving actual consumer choices.

#### *Expiration Date*

The results demonstrate that expiration dates play a crucial role in shaping consumer intention and purchase behavior. This is consistent with Park & Lee (2019) and Grunert (2023), who emphasized that clear and reliable expiration information reduces consumer risk perception. By providing visible and trustworthy information, expiration labeling enhances consumer confidence, which translates into increased purchase intention and decisions. For MSMEs, compliance with expiration labelling regulations is therefore not only a legal requirement but also a strategic tool to foster consumer trust (Suwarno et al., 2023).

# ***Influence of Halal Label, Expiration Date, and Product Composition on Consumer Purchase Decisions Mediated by Purchase Intention at MSME Gallery***

## ***Product Composition***

The influence of product composition on both purchase intention and decision highlights consumers' increasing awareness of health and food safety. These findings echo the results of Verbeke et al. (2015) and Utami et al. (2021), who reported that transparent ingredient disclosure enhances consumer trust and purchase likelihood. In this study, clear and safe product composition was particularly valued by health-conscious consumers, indicating that MSMEs must prioritize honest and transparent communication of ingredients to remain competitive.

## ***Purchase Intention as a Mediator***

The mediating role of purchase intention provides empirical support for the Theory of Planned Behavior, which posits intention as the strongest predictor of behavior. The results indicate that while product attributes directly affect purchase decisions, they also influence consumer perceptions that manifest as intentions before leading to actual buying actions. This mediating role is in line with research by Schiffman & Wisenblit (2015), who emphasized that consumer perception and intention serve as psychological filters that shape behavioral outcomes.

## ***Theoretical and Practical Implications***

Theoretically, this study contributes to the literature by integrating purchase intention as a mediating variable between product attributes and consumer decisions in the context of MSMEs. Practically, the findings provide strategic insights for MSME practitioners and policymakers: ensuring halal certification, transparent expiration labeling, and complete ingredient disclosure can significantly enhance competitiveness, particularly in the emerging market opportunities brought by the new capital city (IKN) development in East Kalimantan.

## **Conclusion**

This study examined the influence of halal labels, expiration dates, and product composition on consumer purchase decisions, with purchase intention as a mediating variable, in the context of MSME products at the Etham Nusantara Gallery in Samarinda. The results confirm that all three product attributes significantly and positively affect both purchase intention and purchase decision. Moreover, purchase intention was found to mediate the relationship between these attributes and consumer decisions, highlighting its critical role as a psychological driver of behavior.

These findings underscore the importance of transparent product information as a foundation for building consumer trust, encouraging purchase intention, and ultimately driving purchase decisions. In the context of MSMEs, ensuring compliance with halal certification, expiration labeling, and ingredient disclosure is not only a regulatory necessity but also a strategic advantage for sustaining competitiveness.

### **Theoretical Implications**

This research contributes to the consumer behavior and marketing literature by validating the Theory of Planned Behavior (Ajzen, 1991) in the MSME context, particularly in relation to food products. The study extends previous works by demonstrating the mediating role of purchase intention in linking product attributes to purchase decisions. It also adds new evidence from the underexplored context of East Kalimantan, offering insights beyond the more frequently studied Java-based markets.

### **Practical Implications**

For MSME practitioners, the findings highlight the need to prioritize transparent product information, particularly halal certification, expiration labeling, and ingredient disclosure, as these factors strongly influence consumer perceptions and decisions. Gallery managers and policymakers should strengthen product curation processes and provide training for MSMEs to ensure compliance with quality and safety standards. At a broader level, the results suggest that supporting MSMEs in enhancing transparency will increase consumer confidence, strengthen local competitiveness, and prepare businesses for national and international market opportunities, especially with the development of Indonesia's new capital city (IKN) in East Kalimantan.

### **Declaration of conflicting interest**

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

### **Funding acknowledgment**

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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***Influence of Halal Label, Expiration Date, and Product Composition on Consumer Purchase Decisions Mediated by Purchase Intention at MSME Gallery***

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