



Product Label Perception, Product Quality On Purchasing Decisions Of UMKM Culinary Products Through Trust As An Intervening Variable In Pasuruan City.

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Abstract. *This study aims to analyze the effect of product label perception and product quality on purchasing decisions of UMKM (Micro, Small, and Medium Enterprises) culinary products, with trust acting as an intervening variable in Pasuruan City. The research employs a quantitative approach with a survey method to gather data from culinary product consumers. The study investigates how consumers' perceptions of product labels and the quality of culinary products influence their purchasing decisions. Furthermore, it explores the role of trust in mediating these relationships. The results of this study are expected to provide valuable insights for UMKM businesses in Pasuruan to improve their marketing strategies, product offerings, and customer engagement by focusing on enhancing product labels, product quality, and building trust with consumers.*

Keywords: *Product Label Perception, Product Quality, Buying decision*

1. INTRODUCTION

The existence of micro, small and medium enterprises (UMKM) is currently increasing with all the variations of products and creativity. As a form of encouragement to grow and develop UMKM, the government has made regulations as a derivative of the Job Creation Law through PP No. 7/2021. In addition to protecting consumer safety, every food or beverage product must have a distribution permit and must meet safety standards that refer to Government Regulation No. 28 of 2004 concerning food quality and nutritional safety and Decree of the Head of the Indonesian POM Agency No. HK.00.05.5.16640.

Consumer protection and distribution permit requirements should be a concern for both producers and consumers. In reality, this is not always an important thing to pay attention to. Some people still don't care about product labels as a form of quality and safety of food and beverages because they feel confident that sellers will maintain consumer trust. In addition, as long as the product that has been purchased repeatedly provides taste satisfaction and does not provide significant effects, there is an understanding that the product is suitable for consumption even though there is no distribution permit on the label.

The purpose of this study is to determine the extent to which public perceptions regarding product labels influence consumers' purchasing decisions. Product labels are product identities that have passed a feasibility test for consumption which of course also ensures the quality of the product. Product reliability can provide consumers with confidence to make

repeat purchases of a product and this should be a concern and responsibility of micro, small and medium enterprises (UMKM) as producers.

2. LITERATURE REVIEW

Buying decision

(Kotler & Keller., 2016) stated that the definition of purchasing decisions "In the evaluation stage, consumers from preferences among the brands in the choice set and may also from an intention to buy the most preferred brand".

Meanwhile, according to (Tjiptono, 2015) purchasing decisions are actions taken by consumers to buy a product and determine the decision-making process. According to (Kotler & Keller., 2016) indicators of the consumer purchasing decision process can be seen from the following characteristics:

1. Recognition of Needs

The purchasing process begins when the buyer recognizes a problem or need, the buyer feels the difference between his actual state and the desired state.

2. Information Search

A person who is moved by a stimulus will try to find more information involved in the search for needs, information search is a motivated activity from knowledge stored in memory and obtaining information from the environment.

3. Alternative Evaluation

Alternative evaluation is a process where an alternative choice is adjusted and selected to meet consumer needs.

4. Purchase Decision

The decision to purchase here is a real purchasing process, so, after the previous stages are done, then the consumer must make a decision whether to buy or not, the consumer may also form a purchase intention and tend to buy the brand they like.

5. Post-Purchase Behavior

After the product purchase occurs, the consumer will experience a level of satisfaction or dissatisfaction. The buyer's satisfaction or dissatisfaction with the product will affect subsequent behavior. Consumers who feel satisfied will show a higher chance of buying on the next occasion.

Purchasing decisions made by consumers are influenced by product quality. This is in line with research (Sakinah & Firmansyah, 2021)

Product Label Perception

Perception is a process of receiving stimuli by individuals through the senses or also called the sensory process. However, the process does not stop there, but the stimulus is continued and the next process is the perception process (Walgito, 2010). According to Bimo Walgito (2004), perception indicators consist of:

1) Absorption of Stimuli

Absorption or reception of stimuli by the five senses, either in the form of sight, hearing, touch, smell, and taste, is done individually or together. The senses that receive or absorb the stimulus will create a response image or impression in the brain

2) Understanding or Comprehension

After an impression or image occurs in the brain, the image or impression is managed, classified, compared or interpreted so that an understanding or comprehension is formed. Old images that individuals have previously had (apperception) can form an understanding or comprehension uniquely and quickly.

3) Assessment or Evaluation

Individual assessment occurs after someone has an understanding or comprehension. Through this understanding or comprehension, individuals compare with the criteria that the individual has. Each individual's assessment is different even though the object is the same, therefore perception is subjective.

(Mushlihin, 2013) states that labels are a number of information on product packaging. In general, labels must contain at least the name or brand of the product, raw materials, additional ingredients, composition, nutritional information, expiration date, product contents, and legal information. Product label indicators include:

1. Information on Additional Ingredients Additional ingredients are ingredients that are not used as the main ingredients that are added in the production technology process. Most manufacturers do not specify the types of additional ingredients used. Usually, general

terms are used such as stabilizers (types of ingredients such as starch powder and dextrin and others that can stabilize and thicken food with higher humidity temperatures), dyes, flavors, enzymes (protein compounds used for hydrolysis or synthesis of organic ingredients used for food ingredients), antifoaming, gelling agents, or only include the International E code for additional ingredients.

2. Composition and Nutritional Value Labels that generally indicate the nutritional information provided are water content, protein content, fat content, vitamins and minerals.
3. Expiration Date A product must be equipped with an expiration date stating the age of use and the suitability of use or use of the product. According to PP No. 69 of 1999 concerning Food Labels and Advertisements Article 27, "Best used before the date according to the type and durability of the product concerned." "In the case of food products that expire more than three months, it is permissible to only include the month and year of expiration".
4. Legality Information Legality information provides information that the product has been registered with the Food and Drug Supervisory Agency (BPOM), in the form of a registration number code. MD and SP codes are for local food and ML for imported food. However, there are still many products that are labeled halal, but are not registered as products that have been certified halal, this is especially the case for products with the SP code or no code at all.

Regarding research on perceptions of product labels, several studies that have been conducted are still limited to halal labels and do not yet include the entire product label, such as expiration date, nutritional content, etc.

Product Quality

Product quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes (Kotler, & Keller, 2017)). According to (Kotler, & Keller, 2017) there are several indicators of product quality including:

1. Form, includes the size, shape, or physical structure of the product.
2. Features, Is a complement to the basic function of a product.
3. Customization, Marketers can differentiate the product with individual desires.
4. Performance Quality

5. The degree to which the main characteristics of the product operate. Quality becomes an increasingly important dimension for differentiation when companies implement a value model and provide higher quality for lower money.
6. Conformance Quality
The degree to which all units produced are identical and meet the promised specifications.
7. Durability
A measure of the expected operating life of a product under normal or stressful conditions, a valuable attribute for certain products.
8. Reliability, A measure of the likelihood that a product will not fail or fail within a specified time period.
9. Repairability, A measure of the ease of repairing a product when it malfunctions or fails.
10. Style, Describes the appearance and feel of the product to the buyer.
11. Design, Is the totality of features that affect the look, feel and function of the product based on customer needs.

Purchasing decisions made by consumers are influenced by product quality. This is in line with research (Sakinah & Firmansyah, 2021), (Grace Haque, 2020) dan (Riska Oktavenia & Ketut Sri Ardani, 2019).

Trust

Trust is one party's belief in the reliability, durability, and integrity of another party in a relationship and the belief that his or her actions are in the best interests and will produce positive results for the trusted party (Maharani, 2010). Trust is the expectation that an individual or group has when words, promises, oral or written statements from another individual or group can be realized. Meanwhile, according to Mowen & Minor, consumer trust is all the knowledge possessed by consumers and all conclusions made by consumers about objects, their attributes and benefits. Objects can be products, people, companies and anything where someone has trust and attitudes. Attributes are characteristics or features that an object may have (Mowen & Minor, 2002). Still according to Mowen & Minor, trust can be measured by indicators: consistent in quality, understanding consumer desires, composition of information with product quality, consumer trust, reliable products.

The trust variable is able to become an intervening variable in deciding on purchases made by consumers, this is in line with research (Wijaya & Saporso, 2019) dan (Gimor & Yuliviona, 2022).

3. METHODS

Research design is a research plan that includes things to be studied by making hypotheses and their implications which end with conclusions and recommendations. The research conducted is fundamental research with the aim of advancing scientific knowledge. This research begins with a study of relevant literature and supporting secondary data. The explanatory research approach is used to obtain an overview of explaining phenomena, investigating causal relationships and finding differences and comparisons. The purpose of inferential statistical analysis in explanatory research is to generalize sample data to the existing population. This study analyzes the behavior of MSME product consumers in the city of Pasuruan. This study uses primary data, namely questionnaires and is processed using path analysis techniques..

The population in this study were consumers of UMKM culinary products in Pasuruan City. The reason the study was conducted on MSME consumers is because there are still consumers who do not care about product labels which should be the main concern as a form of consumer safety protection. The research sample was all consumers of culinary products of MSMEs in the city of Pasuruan with an age range of 17-60 years. Sampling determination technique is non-probability sampling with quota sampling technique, which is a way to determine the number of research samples first, which is 100 consumers. In determining the sample, certain criteria are used, namely consumers in the age range of 17 years - 60 years with the consideration that consumers already understand literacy about product labels.

To support the validity of the data, a research instrument test was first used using a validity test and a reliability test. The types of data used include primary data in the form of questionnaires distributed to respondents, as well as secondary data in the form of supporting documents and literature. For data collection techniques, researchers distributed questionnaires, conducted interviews and also observations.

In this study, 2 (two) analysis techniques were used, namely descriptive analysis and Path Analysis. Path analysis allows researchers to analyze more complex models that cannot be done by multiple linear regression. Path analysis can also be used to determine direct or indirect relationships, one of which is through intervening variables. Path analysis presents the causal relationship between variables in the form of images to make it easier to read. This depiction is done to explain the relationship that occurs between both dependent and independent variables or other relationships to the intervening variables.

4. RESULTS

Classical Assumption Test

In order to detect multicollinearity in the regression model, multicollinearity can be seen from the tolerance value and variance inflation factor (VIF). If there is a tolerance of more than 10% or VIF less than then it is said that there is no multicollinearity. The following is a table of multicollinearity test results.

Table 1

	Tolerance	VIF			
Decision	0.42	2.38			
Label	0.60	1.67			

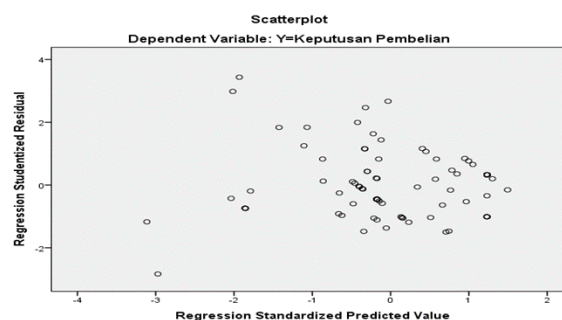
Dependent Variable: Y=purchase decision
 Predictors: (Constant), X2 = product quality, X1=product label perception

Source : primary research data, 2024

Based on the table above, it can be concluded that all VIF values <10 and tolerance values >0.10 . This can be interpreted that there is no multicollinearity so that the multicollinearity test is met.

Heteroscedasticity Test

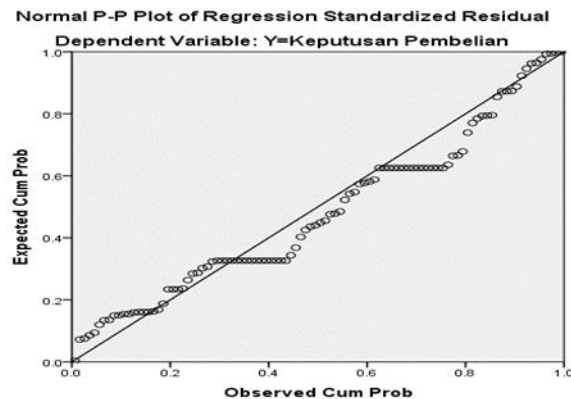
Figure 1



Based on Figure 1. above, it can be seen that the points do not form a clear pattern, spread from left to right and some are clustered. So it can be concluded that there is no heteroscedasticity problem in the regression of this study.

Data Normality Test

Figure 2



The test results using P-Plot in Figure 2 state that the research results are spread around the diagonal line where the data follows the direction of the diagonal line, thus the results are normally distributed and the multiple linear regression in this study meets the assumption of normality.

Hypothesis Testing

Perception of product labels, product quality simultaneously influences purchasing decisions with trust as an intervening variable.

Table 2 Simultaneous Test Results Against Y

Model	Collinearity Statistics	
	Tolerance	VIF
Product label perception (X1)	0,880	1,136
Product quality (X2)	0,733	1,546
Trust (Z)	0,732	1,560

Based on Table 2, the results of the calculated F value are 142,786 with a significance level of 0.000, this value is <0.05 , which shows that the variables of product label perception, product quality, and trust simultaneously have a significant influence on purchasing decisions.

Product label perception (X1) influences purchasing decisions (Y)

a. Regression analysis model I

Regression analysis model I is used to determine the strength of the relationship between the Independent Variable and the Dependent Variable. In the regression analysis

model I, the structural equation is: Purchase Decision (Y) = α + b1 product label perception (X1) + e

Table 3. Regression Analysis Model I

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	22.345	.615		36.324	.000
1 X1=product label perception	-.014	.006	-.219	-2.219	.029

Dependent Variable: Y=purchasing decision

Source : primary research data, 2024

Based on the test results in table 2 above, the regression equation obtained in this study is as follows: $Y = 22.345 - 0.14 X1 + e$

a. Individual Parameter Significance Test (t-test)

Based on the results of the t-test of product label perception, the t-value is -2.219 and with a significance of 0.02 so < 0.05 , then H2 is supported. Therefore, it can be concluded that the perception of product labels has a significant positive effect on the use of Purchasing Decisions.

Determination Test (R²)

Table 4. Determination Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.219 ^a	.048	.038	3.05000

Source : primary research data, 2024

Based on the results of the determination test (R²), the results obtained were 0.48 or 48%, so the perception of the product label has a contribution influence on the dependent variable of 48% and the remaining 52% is explained by other variables outside the model.

Product quality (X2) influences purchasing decisions (Y)

a. Regression analysis model II

Model II regression analysis is used to determine the strength of the relationship between Product Quality (X2) and the influence of purchasing decisions (Y). In model II regression analysis, the structural equation is:

$$\text{Purchase Decision (Y)} = \alpha + b_2 \text{ Product Quality (X2)} + e$$

b. Regression analysis model II

Model II regression analysis is used to determine the strength of the relationship between Product Quality (X2) and the influence of purchasing decisions (Y). In model II regression analysis, the structural equation is:

$$\text{Purchase Decision (Y)} = \alpha + b_2 \text{ Product Quality (X2)} + e$$

Table 5. Regression Analysis Model II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.789	1.051		3.604	.000
X2=product quality	.419	.025	.860	16.718	.000

a. Dependent Variable: Y=purchase decision

Source : primary research data, 2024

Based on the results of the regression test in table 4 above, the regression equation obtained in this study is as follows: $Y = 3.789 + 0.419 X_2 + e$

c. Individual Parameter Significance Test (t-test)

Based on the results of the t-test of product quality/quality, the t-value is 16,718 with a significance of 0.00 so <0.05 , then H3 is supported. Therefore, it can be concluded that product quality/quality has a significant positive effect on the use of purchasing decisions.

d.. Coefficient of Determination (R2)

Table 6. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.740	.738	1.59258

Source : primary research data, 2024

Based on the results of the determination test (R²), the results obtained were 0.74 or 74%, so the quality of the product has a contribution influence on the dependent variable of 74% and the remaining 26% is explained by other variables outside the model.

The influence of product label perception (X1) and product quality (X2) on Trust (Z)

a. Regression Analysis Model III

Table 7

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.877	.762		1.150	.253
1 X1=product label perceptio	-.002	.002	-.029	-.742	.460
X2 = product quality	.382	.016	.921	23.467	.000

a. Dependent Variable: Z= trust

Source : primary research data, 2024

a. Regression Analysis Model III

Model III regression analysis is used to determine the strength of the relationship between the Independent Variable and the Intervening Variable. In the model III regression analysis, the structural equation is: $Trust (Z) = \alpha + b_1x_1 + b_2x_2 + e$ Based on the test results in table 7 above, the regression equation in this study is as follows: $Z = 8.77 - 0.02 X_1 + 0.382X_2 + e$

b. Individual Parameter Significance Test (t-test)

Based on the results of the t-test, the results of the product label perception test showed a t value of -0.742 with a significance of 0.460 so > 0.05 , so it is not supported. Therefore, it can be concluded that the perception of the product label does not have a significant positive effect on Trust. Based on the results of the t-test, the results of the product quality test showed a t value of 23.467 with a significance of 0.00 so < 0.05 , so it is supported. Therefore, it can be concluded that the use of product quality has a significant positive effect on trust.

c. Determination Test (R²)

Table 8.Determination Test (R²)

	X2 = product quality	.382	.016	.921	23.467	.000
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a. Dependent Variable: Z= trust

Source : primary research data, 2024

Based on the results of the determination test (R2) in table 8, the results obtained were 0.868 or 86.8%, so all independent variables have a contribution to the influence on the intervening variable of 86.8% and the remaining 13.2% is explained by other variables outside the model.

Influence of Trust (Z) on Purchasing Decisions (Y)

a. Regression Analysis Model IV

Table 9. Regression Analysis Model IV

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.595	1.046		4.392	.000
	Z= trust	.999	.062	.851	16.029	.000
Dependent Variable: Y=purchase decision						
Source : primary research data, 2024						

Regression analysis model IV is used to determine the strength of the relationship between the Intervening Variables and the purchasing decision variables. In the regression analysis model III, the structural equation is:

$$Y = \alpha + b1 \text{ Trust (Z)} + e$$

Based on the test results in table 9 above, the regression equation in this study is as follows: $Y = 4.595 + 0.999 X1 + e$

b. Individual Parameter Significance Test (t-test)

Based on the results of the t-test, the results of the Trust test showed a t value of 16.029 with a significance of 0.00 so <0.05, so it is supported. Therefore, it can be concluded that Trust has a significant positive effect on purchasing decisions.

c. . Determination Test (R2)

Table 10. Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.721	1.64242

Source : primary research data, 2024

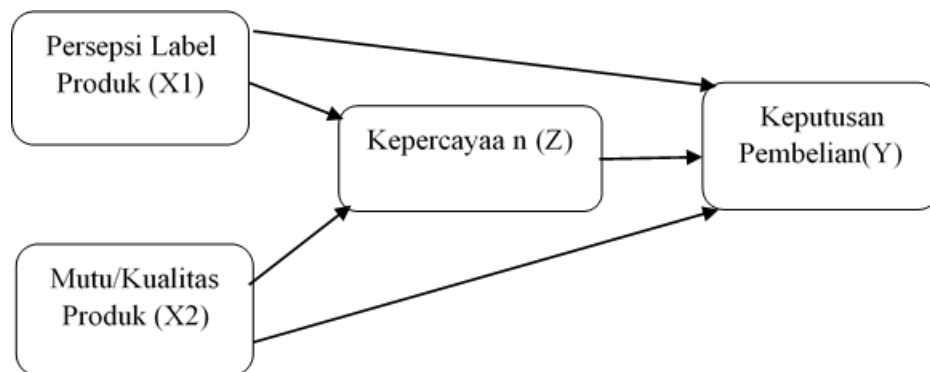
Based on the results of the determination test (R^2) in table 10, the results obtained were 0.724 or 72.4%, so variable Z has a contribution influence on variable Y of 72.4% and the remaining 27.6% is explained by other variables outside the model.

Path Analysis

Direct Influence

- The influence of product label perception on trust. $X1$ to $Z = -0.742$ Not supported
- The influence of product quality ($X2$) on trust. $X2$ to $Z = 23.467$ supported
- The influence of product label perception on purchasing decisions. $X1$ to $Y = -2.219$ Not supported
- The influence of product quality on purchasing decisions. $X2$ to $Y = 16.718$
- supported
- The influence of trust on purchasing decisions. Z to $Y = 16.029$ supported.

figure 3. Path Analysis Results

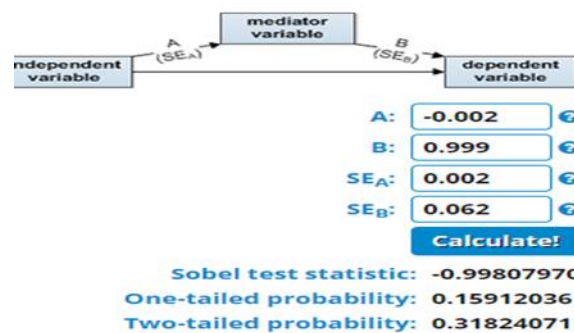


Source : primary research data, 2024

Indirect Influence

Path analysis used in the study aims to determine the greater influence between the variables of product label perception, product quality / quality on purchasing decisions through or without trust. The test in this study uses the Sobel test. It is said to have a better indirect influence than a direct influence if the resulting Z is >1.96 or <-1.96 . Sobel analysis in this study can be seen as follows:

Picture 4.Sobel Test Results



Sobel Test X1- Z -Y

Table 11.Path Analysis and Sobel Test Results

Model	X1 – Z - Y	X2 – Z - Y
Direct influence	-0,742	23,467
Indirect influence	-0,742 x 16,029 = -11,893	23,467 x 16,029 = 376,184
Total influence	-12,635	399,651
<i>Sobel Test</i>	-0,998	13,355
Z Score $\alpha = 0,05$	1,96	1,96

Source : primary research data, 2024

Path Analysis and Sobel Test Results

Table 12.Results of Direct and Indirect Influence Analysis

No	Variabel	Langsung	Tidak Langsung	Kesimpulan
1	persepsi label produk	Tidak terdukung	Tidak terdukung	No Mediation
2	Mutu / kualitas produk	Terdukung	Terdukung	Quasi Mediation

Source : primary research data, 2024

1. The intervening variable of trust does not act as a variable (No Mediation) in the relationship between product label perception and purchasing decisions. This is because the perception of the product label does not have a significant effect on either the intervening variable or the dependent variable
2. The intervening variable of trust acts as a quasi-mediation in the relationship between product quality and purchasing decisions. This is because the product quality variable can have a significant effect on the intervening variable and also have a significant effect on purchasing decisions without having to go through the intervening variable first.

5. DISCUSSION

The importance of product legality as a provision like a product to be consumed and as a requirement for a product to enter a wider market should be a concern for both sellers and consumers. The government's appeal has also become a program that continues to be an innovation. Public concern about the completeness and importance of product labels creates a difference in perception of the importance and unimportance of a product having a complete label as its legality.

In practice, not all consumers care about product labels, especially for UMKM products in the form of snacks or frozen food, because they already trust them and what is important is that they taste good and do not cause illness. In this study proves that from respondents who are consumers of food products made by MSMEs, both snacks and frozen food, that product labels including halal labels, expiration dates, nutritional content and packaging do not have a significant effect on purchasing decisions. Because of this, trust cannot mediate the perception of different product labels in this community into something that influences purchasing decisions taken. This phenomenon provides a new reality that product quality, including taste, shape and perceived benefits, can be enough to make consumers decide to purchase.

6. CONCLUSION

Trust as an Influencing Variable of the Influence of Product Label Perception on Purchasing Decisions

Based on the results of the path analysis calculations in table 11, it is known that the direct influence of perception is -0.742, which is smaller than the indirect influence of product label perception on purchasing decisions through trust as a mediator of -11.893. While the total influence of product label perception on purchasing decisions is -12.635. Based on the results of the Sobel test in Figure 4. the result is -0.998 less than the Z score of 1.96. These results can be interpreted that trust does not mediate the influence of product label perception on purchasing decisions, in other words, trust cannot be an intervening variable in the relationship between product label perception and purchasing decisions. Thus, hypothesis five is not supported

The influence of product quality on purchasing decisions through trust

Based on the results of the path analysis calculation in table 11, it is known that the direct influence of product quality is 23.467, which is smaller than the indirect influence of 376.184. While the total influence of product label perception on purchasing decisions is

399.651. Based on the results of the Sobel test in Figure 4. the result is 13.355, which is greater than the Z score of 1.96. These results can be interpreted that trust mediates the influence of product quality on purchasing decisions, in other words, trust can be an intervening variable in the relationship between product quality and purchasing decisions. Thus, hypothesis five is supported

LIMITATION

In this study there are still many weaknesses, namely that respondents are still not evenly distributed in terms of domicile, age and status. So that there is still a wide opportunity for further researchers to be able to do it with more heterogeneous respondents. In addition, in this study the focus of the product being assessed is still too broad and does not focus on a particular product.

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