Analysis of the Influence of the AIDA Method (*Attention, Interest, Desire, Action*) on Purchasing Decisions for Halal-Labeled Fast Food for FAI UMSU Students

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Abstract

This study is to determine how consumer purchasing decisions for halal-labeled fast food products are influenced by the AIDA (attention, interest, desire, action) method applied. As a marketing strategy, the AIDA approach is used to determine how much attention, interest, desire, and consumer behavior can influence the decision to buy fast food that has received halal certification. This study uses a quantitative approach by distributing questionnaires to 100 respondents from 925 FAI UMSU students. The sample collected in this study was purposive sampling, meaning that the sample was based on certain criteria, namely FAI UMSU students from 2020 - 2023. The results showed that simultaneously the attention, interest, desire, and action variables influenced the decision to purchase halal-labeled fast food. Based on the coefficient of determination, the AIDA approach influences 73.1% of purchasing decisions for halal-labeled fast food. The remaining 26.9% is influenced by factors not included in the research model.

Keywords: AIDA, Purchase Decision, halal label

1. INTRODUCTION

Indonesia tops the list of countries that consume halal food products. Only 37% of the products sold in Indonesia have halal certificates, although the level of public concern and awareness of halal products has reached 92.2% (Mulyono & Hidayat, 2022). Micro and small businesses must have a halal certificate for their processed products, according to Law Number 32 of 2018 concerning processed food labels. In addition, the halal label must be accompanied by a certification indicating that the product can be declared halal. It is said in surah Al Baqarah verse 168 that "O man! Eat of the lawful and good things found on earth, and follow not their steps." This is an absolute religious command for Muslims.". The verse states that all food and other means of livelihood must come from halal sources, both in terms of form and production. This is to keep away from harm and bring blessings.

The "halal" marking of a product ensures that the product is suitable for consumption by Muslims, but it has also become a worldwide recognized symbol of quality and a good lifestyle. However, the problem of counterfeiting halal labels sometimes arises in the food industry. Some parties try to deceive customers by putting false labels on goods that do not meet halal requirements. Labeling ensures the suitability of food products based on religion and vegetarianism. This is done to prevent diseases such as food product poisoning and to ensure whether food comes from organic materials or not (Bandara et al., 2016). According to (Fajaruddin, 2018) there are still many foods and drinks that are still constrained by halal issues. This means that there are still many products that contain illegal ingredients. The illegality of certain producers use halal labels because they adhere to halal principles in the food they sell (Kartika, 2020). The important role of food in Indonesian food policy, first, is to provide a legal basis for the protection of consumer interests, second, is to legalize the rights and obligations of all parties involved in the food supply chain, including consumers (Pramintasari & Fatmawati, 2020). Halal labeling helps business actors, including fast food, to develop their businesses.

Fast food products are a common choice among students studying at FAI UMSU. Survey results revealed that 68% of FAI UMSU students consume fast food products. Attractive and wallet-friendly marketing strategies for students, such as discounts and affordable packages, contribute to this. In addition, fast food consumption preferences are also influenced by student trends and lifestyles.

Consumption of halal-labeled fast food products can contribute to the development and promotion of micro-enterprises that use certification on their products as quality assurance. By utilizing digital marketing to advertise products and using brand ambassadors, companies hope to use these strategies to communicate messages and influence consumer choices in purchasing halal-labeled fast food. In marketing activities, attention, interest, desire, and action is called the AIDA concept.

Armstrong (2008: 45) in Johar et al. (2015: 2) states that an effective marketing strategy approach is if the message can garner attention, trigger curiosity, or interest, ultimately generating a desire to buy or make a decision (Syariah & Wilayah, 2019). Using the AIDA approach to prepare marketing strategies helps in creating strategies that apply to e-marketing. (Reza, 2023). The use of the AIDA concept can minimize promotional costs and add attractiveness and security to potential consumers in the legality of halal-labeled products being marketed. There are very few signals associated with this phenomenon that can move consumers from awareness to purchase intention. Furthermore, not all Muslims have sufficient expertise to determine whether the food they eat is halal, leading to less-than-ideal shopping choices. The biggest factor affecting consumers' awareness of halal products is their knowledge of halal products (Norafni et al., 2013).

Previous studies (Manafe & Pramita, 2022) found that Halal Labeling affects Purchase Interest; Purchasing decisions are influenced by purchase interest. shows that attention, interest, desire, and action all have an impact on purchasing decisions at the same time. By research (Rusmasari et al., 2018) found that the AIDA method influences

purchasing decisions. Other research conducted   (Purchase et al., 2020) concluded that attention significantly influences purchasing decisions. Research (Apriandi et al., 2023) shows how the AIDA Method influences purchasing decisions. According to research (Ratna Skawanti & Sungkar, 2023) AIDA ideas influence consumer purchasing decisions in various ways at the same time.

The background information serves as the basis for the study, which is to ascertain how the AIDA Method influences consumer decisions to purchase halal-labeled fast food products. This research can help measure the effectiveness of the marketing strategies used and provide an understanding of how awareness, interest, desire, and action relate to the halal aspects of the product. This is important given the sensitivity and importance of consumers to products that comply with halal principles. Research on the AIDA method can help understand how to build and maintain credibility in the marketing process of halal-labeled products.

2.   **LITERATURE** *REVIEW*
Metode AIDA

Attention, interest, desire, and action, or AIDA is a well-known marketing idea in the field of marketing communication science. As stated by Kasali (1992: 53) Marketing communication can greatly help businesses create and build positive brand awareness in the eyes of consumers. Communication and marketing are the two main components of marketing communication. In communication, senders communicate with recipients through certain channels to influence their cognitive behavior, and emotional state (Maulidasari & Yusnaidi, 2019). Based on a study conducted by (Wijaya, 2012) one of the earliest attempts was to create advertising with the effects of the Attention, Interest, Desire, Action (AIDA) model.

According to Setiawan, the AIDA concept consists of four elements needed to achieve promotional effectiveness, namely: (1) Attention, the first thing that should be of concern to consumers, namely attention to create an impression, (2) Interest, with the impression of promotion, consumers will be interested in choosing, (3) Desire, with interest, consumers will have a desire, and (4) Action (action) (desire to get results) (Dwi Juliyanti, 2021). The AIDA model is a hierarchy of effects framework in marketing and advertising. It describes the consumer journey from product or service awareness to purchase. The AIDA concept helps to understand how advertising grabs consumers' attention and encourages them to buy. In essence, the AIDA model implies that advertising messages must succeed in several aspects to encourage consumer purchases (Ali et al., 2023).

Halal Labeled Products

According to (Adinugraha et al., 2021) A product label is a component of its packaging that provides linguistic information about the product. "Halal Label" is one of the labels listed on the goods. Food cannot be declared halal unless it complies with Sharia law, which is Islamic law. There is a difference in meaning between halal certification and halal labeling. However, because they are interrelated, a valid

document from the competent authority indicating the steps required to determine whether a halal agreement is presented by a designated organization is what is intended to be viewed as halal certification. Business products, especially food products that are traded, should include a halal product label or identification (Hidayat & Latumahina, 2022).

Purchase Decision

(Hsu et al., n.d.) says Purchase decision-making involves consumers understanding the problems encountered during the search for information or product brands, and how effectively each option solves these problems. This has an impact on decision-making. The decision to buy a product is influenced by its quality (Pramesti et al., 2023) Consumer perceptions of the quality of a product will have a greater impact on their decision to buy it. According to (Sinambela, 2017) Many internal elements, such as lifestyle, have an impact on consumer purchasing decisions. A person's lifestyle is the way they live in the world as indicated by their interests, hobbies, and points of view. A (Sarwono & Pratiwi, 2022) found that the purchasing decision-making process consists of five steps: a). The problem recognition stage is when consumers choose the brand that best suits their needs. b). Information retrieval, namely there are several ways for consumers to learn about the advantages of a brand. c). Assessing substitutes: Which brand is the most appropriate? d). Purchase decision: Brand credibility among consumers. e) After spending, buyers associate well with the brand they bought.

3. RESEARCH METHOD

The author of this study used a quantitative method. A Likert scale was used on the questionnaires that were sent in order to collect data. The population of this study was FAI UMSU students. The sampling technique used is the purpose sampling technique with categories: FAI UMSU students stambuk 2020-2023, with the distribution of 100 questionnaires from 925 students.

4. RESULTS AND DISCUSSION
Uji Validitas & Realibilitas

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	136,72	322,789	,756	,951
X1.2	136,78	329,951	,478	,954
X1.3	136,79	320,572	,806	,951
X1.4	136,62	330,783	,592	,953
Attention	124,33	270,587	,859	,953
X2.1	136,65	322,694	,794	,951
X2.2	136,40	329,354	,719	,952
X2.3	136,67	330,850	,627	,953

X2.4	136,75	328,088	,710	,952
Interest	123,89	277,149	,863	,951
X3.1	136,71	325,359	,765	,952
X3.2	136,71	326,006	,710	,952
X3.3	136,80	322,808	,843	,951
Desire	128,50	284,939	,885	,949
X4.1	136,78	324,456	,780	,951
X4.2	136,90	322,010	,856	,951
X4.3	136,83	323,738	,829	,951
Action	128,79	281,541	,868	,950
Y1.1	136,58	331,095	,610	,953
Y1.2	136,88	322,571	,803	,951
Y1.3	136,62	326,258	,691	,952
Keputusan Pembelian	128,36	290,152	,876	,949

Table 1.1

According to the validity test findings, the variable values have a significance level higher than 0.05. As a result, the scope of the variables is considered fulfilled. Given that $R_{hitung} > 0.1654$, the significance level of R_{hitung} surpasses the R_{table} value, indicating the validity of all indicators.

Reliability Statistics	
Cronbach's Alpha	N of Items
,954	22

Table 1.2

The reliability test results show that the significance value of CA> 0.6 with a significant value (0.954> 0.6) on the attention, interest, desire, and action variable on purchasing decisions shows an adequate level of reliability.

Uji Regresi Linear Berganda

Coefficients^a				Standardized Coefficients	t	Sig.
Model				Beta		
1	(Constant)	1,684	0,734		2,296	0,024
	Attention	0,159	0,066	0,221	2,414	0,018
	Interest	0,144	0,076	0,182	1,904	0,060
	Desire	0,126	0,101	0,137	1,242	0,217

Action	0,347	0,086		0,407	4,015	0,000

Based on SPSS 26 data analysis, the results of the linear regression equation are as follows :

$$Y = a + b1X_1 + b2X_2 + b3X_3 + b4X_4$$
$$Y = 1,684 + 0,159 + 0,144 + 0,126 + 0,347$$

The regression equation above can be interpreted as follows:

a) The purchase decision (Y) will have a value of 1.684 when the variables attention, interest, desire, and action have a value of zero, according to the constant value a, which is 1.684.

b) The regression ratio of the attention variable of 0.156 indicates that, if the attention variable (X1) increases by 1% and the attention, interest, and desire action variables with constant (a) are all set to 0 (zero), then the purchasing decisions of FAI UMSU students will increase by 0.156. This shows that the attention variable influences consumer decisions to buy fast food with a halal label.

c) The regression ratio of the interest variable is 0.144, which means that if the interest variable increases by 1% with the assumption that the variables of attention, desire, action, and constant (a) are 0 (zero), then the purchasing decisions of FAI UMSU students will be increased by 0.144. This shows that the interest variable makes a positive contribution to the decision to purchase halal-labeled fast food.

d) The regression ratio of the desired variable is 0.126, which means that if the desired variable (X3) increases by 1% with the assumption that the variables of attention, desire, action, and constant (a) are 0 (zero), the purchasing decisions of FAI UMSU students will increase by 0.126. This shows that the interest variable makes a positive contribution to the decision to purchase halal-labeled fast food.

e) The regression ratio of the action variable of 0.347 indicates that if the variable increases by 1% and the variables of attention, interest, and desire with constant (a) are all set to 0 (zero), then the purchasing decisions of FAI UMSU students will also increase by 0.347. This shows that the decision to buy halal-labeled fast food is positively influenced by the action variable.

UJI T

Model		t	Sig.
1	(Constant)	2,296	0,024
	Attention	2,414	0,018
	Interest	1,904	0,060
	Desire	1,242	0,217
	Action	4,015	0,000

Table 1.4

The Effect of Attention on Purchasing Decisions for Halal Labeled Fast Food (H1)

Significant attention (X1) 0.024 <0.05 indicates that the attention variable has a positive effect on the decision to buy halal-labeled products. Concluding that H0 is rejected and H1 is approved when T_{hitung} > T_{tabel} with a value of 2.414> 1.985. This shows that the attention variable has a significant impact on purchasing decisions.

The Effect of Interest on Purchasing Decisions for Halal Labeled Fast Food (H2)
In Table 1.4 the interest variable does not affect purchasing decisions for halal-labeled fast food, this can be seen from the significant level of interest (X2) 0.060> 0.05. with a value of T_{hitung} > T_{tabel} with a value of 1.904 < 1.985. In conclusion, H2 is not acceptable.. This means that there is no significant partial influence between the interest variable on purchasing decisions.

The Effect of Desire on Purchasing Decisions for Halal Labeled Fast Food (H3)
The desire variable does not affect purchasing decisions for halal-labeled fast food, this can be seen from the significant level of desire (X3) 0.217> 0.05. with a value of T_{hitung} > T_{tabe} with a value of 1.242 < 1.985. In conclusion, H3 is not acceptable.. This means that there is no significant partial impact between the desire variable on purchasing decisions.

The Effect of Action on Purchasing Decisions for Halal Labeled Fast Food (H4)
The desire variable does not affect purchasing decisions for halal-labeled fast food, this can be seen from the significant level of desire (X3) 0.217> 0.05. with a value of T_{hitung} > T_{tabel} with a value of 1.242 < 1.985, it can be concluded that H3 is not accepted. This means that there is no significant partial impact between the desire variable on purchasing decisions.

From the explanation above, the most influential or dominating is variable X4, namely action. The classic paradigm in decision-making involves a series of actions (Sinaga, 2023). This shows that generally, FAI UMSU students make purchasing decisions for halal-labeled fast food products based on actions and recommendations from consumers who have consumed them. So that this is contrary to research (Arianto, 2017) found that the desire variable is the most dominant influence. (Huda et al., 2020) in decision making, the interest variable is the most influential in attracting consumers through advertising.

UJI F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223,051	4	55,763	64,643	,000[b]
	Residual	81,949	95	0,863		
	Total	305,000	99			

Table 1.5

Based on testing the attention (X1), interest (X2), desire (X3), and action (X4) variables have $F_{hitung} > T_{tabel}$ (64.643> 2.47) with a significant value of 0.000 <0.05, as can be observed from the table above. Researchers came to the conclusion that the simultaneous existence of four factors—attention (X1), interest (X2), desire (X3), and action (X4) significantly influences consumers' decisions to purchase fast food items branded as halal. it can be concluded that H5 is approved.

This is by the results of research (Andayani & Mulyati, 2015) that the AIDA approach affects purchase orders. in line with research (Ali et al., 2023) the AIDA approach is a promotional strategy that can be implemented. Research (Maulidasari & Yusnaidi, 2019) found that an effective communication strategy for finding and retaining consumers is to use the AIDA approach. revealed in research (Seuk & Wafa, 2023) that the AIDA method facilitates promotional activities and strengthens the brand image of the product.

UJI KOEFISIEN DETERMINASI

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855a	0,731	0,720	0,929

Table 1.6

Based on the table above, it is therefore known that the R Square value is 0.731, or 73.1%, indicating that attention, interest, desire, and action have a variable influence of 73.1% on purchasing decisions for halal-labeled fast food. Other factors not included in the research model have an impact on the remaining 26.9%.

5. CONCLUSION

Based on the results of data analysis and discussion that has been carried out, conclusions can be drawn:

1. Validity and reliability tests have established the validity and reliability of each indicator. This shows the suitability of the indicators and measuring instruments used.
2. Multiple regression analysis's findings demonstrate that the independent variables—attention, interest, desire, and action—have a favorable effect on the process of making decisions.
3. It is evident from the test results using the t-test that each has a significant level value. where partially the attention and action variables influence purchasing decisions. Then H1 and H4 are accepted. while partially the variables of interest and desire do not influence purchasing decisions. then H2 and H3 are not accepted.

4. The action variable has the highest variable value, according to the test findings, the standardized Coefficient (beta) value is 0.407, according to the t-test analysis, the variable that has the greatest influence on purchasing decisions for fast food labeled Halal is the action variable (X4).

5. The dependent variable, which is the decision to make a purchase, is significantly influenced by the independent factors (attention, interest, desire, and action), as demonstrated by the f test.

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