
INFLUENCE DIVERSIFICATION PRODUCTS, PACKAGING INNOVATION, HALAL LABELIZATION TO INCREASING THE QUANTITY OF SALES OF BABAKAN SANDUBAYA BREAD

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Abstract

This study aims to analyze the effect of product diversification, packaging innovation, halal labeling on the sales quantity of Babakan Sandubaya bread. This type of research is a quantitative approach with asosiative method. The sample in a study amounted to 45. Data collection techniques using questionnaires and processed using SPSS 26. The results of this study indicate that partially product diversification has no positive and significant effect on the quantity of bread sales with the result that the t-count value (X1) is 0.200 which is smaller than the t-table value of 2.019 with a significance probability value of $0.842 > 0.05$. Packaging innovation has a positive and significant effect on sales quantity with a t-count value (X2) of 6,437 greater than the t-table value of 2.019 with a significance probability of $0.000 < 0.05$. Halal labeling has a positive and significant effect on sales quantity with a t-count value (X3) of 2,383. greater than the t-table value of 2.019 with a significance probability of $0.004 < 0.05$. Meanwhile, simultaneously obtained an f-count value of 11.013 from f-table 2.83 and a significant probability value of $0.000 < 0.05$. So it can be concluded that the variables (X1), (X2), (X3) simultaneously have a significant effect on (Y) Babakan Sandubaya bread. Judging from the coefficient, the R square value is 0.69, this shows that out of 100% there are 69% of the independent variables that can explain the dependent variable. The remaining 31% is influenced by other variables not included in this study.

Keywords: *Product Diversification, Packaging Innovation, Halal Labeling and Bread Sales Quantity*

INTRODUCTION

In macroeconomic analysis, the rate of economic growth is the rate of growth in per capita income, which is described as an illustration of the level of the economy and the welfare of a country's people (Arsyad, 2010). The role of society in national development, especially in economic development, is micro, small and medium enterprises. MSMEs are basically part of the creative industry and their activities are inseparable from creativity and innovation. As part of the economy, Micro, Small and Medium Enterprises (MSMEs) must also innovate to be more competitive, especially in Indonesia.

Overall, MSMEs in the national economy dominate economic activity, provide employment, and are important players in the local economy and community empowerment, creating new markets and their impact on GDP and contribution to the balance of payments. One way to understand the role of MSMEs in the economy is through the Gross Domestic Product (GDP). GDP is the value of goods and services produced by a country in a given year (Hadya Jayani, 2022). The purpose of GDP is to summarize economic activity in a certain amount of money over a certain period of time (Sukirno, 2012).

The total contribution of MSMEs to National GDP is an accumulation of all MSME economic sectors. Based on data from the Ministry of Cooperatives and MSMEs, the number of MSME business sectors in 2021 will reach 64.19 million with a participation in GDP of IDR 8.6 trillion. The contribution of each type of business is described as follows.

Table 1. MSME Contribution to GDP in 2021

Type of business	Contribution amount
Micro business	63.4 million
Small business	783, 1 thousand
Medium Business	60.7 thousand

Source: processed data, 2022.

The table above illustrates that the largest contributor to GDP at current prices is micro-enterprises with a total of 63.4 million. Furthermore, the largest contributors were small businesses with a total of 783.1 thousand, followed by medium enterprises, namely 60.7 thousand.

The BPS data and the Ministry of Cooperatives and SMEs show that small-scale businesses in Indonesia account for around 99% of 64.2 million in 2021. The growth of these MSMEs is also quite good from year to year. The government has also begun to pay serious attention to this business because MSMEs are able to become dynamics and stabilizers of the economy in Indonesia (Mariana, 2022).

There are 430 MSMEs in NTB in 2020 who have conducted training. Without realizing it, every day the local community is always in touch with MSMEs starting from sales, purchases and so on so that MSMEs continue to increase every year (BPS, 2022).

In this ever-developing era, the level of human activity is so high that sometimes the need for food is neglected, such as in the lives of adolescents and adults, where there is no time for breakfast before moving on. Although breakfast is a good habit and can increase work efficiency. From the problems above, the solution is simpler foods such as bread, because they are easy to eat and come in various flavors and shapes, many bakery companies are forcing entrepreneurs to compete for market opportunities by making something new or manufacturing innovative products (Kurnia Sari, 2013).

There are several factors that support the production process, namely product diversification, packaging innovation and halal labeling. Product diversification is a diversification effort made by a company for several similar products to be marketed. Because, basically, price and product diversification can affect consumer purchases (Forezca & Arini, 2021).

Diversification is developing a company growth strategy by launching new businesses or acquiring other companies outside of the company's existing products and markets (Kotler & Armstrong, 2008). With product diversification, companies don't just rely on one product, companies can rely on other product categories, because if one product drops in price, other product categories will follow. Companies must evolve to compete more effectively, delight stakeholders and attract talent.

Innovation is often associated with change that is considered new by those who have experienced it. However, in the context of marketing and consumer behavior, it can also be associated with a new product or service. The term "new" refers to a product that has never

been on the market and is new in the sense that it exists in a way that is different from previous products consumers have found on the market, better or better (Forezca & Arini, 2021).

For Muslims, the rules of halal and haram are the most important and basic things. Halal means anything that is permissible to use, and haram is something that is not allowed to be used (Ranu et al., 2017). There are several approaches that must be taken in choosing a food product, one of which is to look for the information contained in the product attributes. Halal labeling is an attribute that is known as a medium where consumer information gains trust in a product (Bulan et al., 2018). At present, along with technological advances and of course market demand is quite large, the development of MSMEs is very rapid, such as MSMEs in the Babakan Village. Babakan is a small village located in the Babakan Village, Sandubaya District, Mataram, West Nusa Tenggara. Most people make a living as entrepreneurs. There are many factories and cottage industries producing bread in the village. Almost every household has its own bakery. Because various types and forms of bread are produced, from small to large, from the cheapest to the most expensive. That's why it is called the city of bread.

The characteristics of Babakan bread differ from shop to shop, but basically its main ingredients are flour and water, which are fermented with yeast. This bread is usually sold in sliced form and packaged neatly in plastic in a fresh condition. In Babakan, sales are made on a ready-to-delivery basis, you can go to your own production workshop, selling from morning to 10 pm. Business competition is quite fierce because the main foundation of society is as entrepreneurs. Various products have been developed and a lot of innovation has occurred in the manufacture of the product itself. Based on initial observations, many MSMEs already have legality, but there are some that have not been registered. This is influenced by waste that has not been organized cleanly. This is what makes researchers interested in conducting research related to this phenomenon. Therefore, this research is expected to be able to inform local and international companies in determining their marketing strategies, and is expected to inform the public about the importance of diversity, the halal nature of the products purchased and their strategies. Promote packaging innovation, especially market innovation.

METHODOLOGY

The approach used in this research is quantitative research with asosiative method. In this study using 4 variables consisting of 3 and 1 dependent variable. The independent variable (X) is product diversification (X1), packaging innovation (X2) and halal labeling (X3), while the dependent variable (Y) is an increase in sales quantity. The data used are primary data and secondary data. Raw data is data obtained directly from respondents through direct questions and questionnaires. 24 questions were used which were measured using a Likert scale of 5 points starting from: a) Strongly Disagree (SD) = 1; b) Disagree (D) = 2 ; c) Neutral (N) = 3; d) Agree (A) = 4; e) Strongly Agree (SA) = 5. The population used in this study were 50 producers of Babakan Sandubaya bakery products and a sample of 45 was obtained by calculating using the Slovin formula. Technique Determination of the sample by means of non-probability sampling with purposive sampling method. The data analysis technique used in this study is multiple linear regression analysis using SPSS 26 software, conducting instrument tests, classical assumption tests, and hypothesis testing.

RESULT AND DISCUSSION

A. Result

a) Respondents Demographic Factors

Based on gender, divided into two groups, namely men and women. The results of the analysis of respondent data by gender can be seen in the following table:

Table 1. Percentage of Respondent Based on Gender

No	Gender	Amount	Percentage
1	Male	17	38%
2	Female	28	62%

Source: data processing result

Respondent's age data in this study were divided into 5 categories, namely from ages <17 years -> 50 years. Based on data from 45 respondents, the most dominant age-based characteristics of respondents were 35-44 years old, 26 (58%) of 45 respondents, 25-34 years old, 16 (38%) of 45 respondents, aged < 50 years as many as 3 (7%) people from 45 respondents, and age 18-24 years none from 45 respondents. The results of the analysis of respondent data based on age can be seen in the following table:

Table 2. Percentage of Respondents Based on Age

No	Age	Amount	Percentage
1	<17 age	0	0%
2	18 -24 age	0	0%
3	25 – 34 age	16	35%
4	35 – 44 age	26	58%
5	>50 age	3	7%

Source: data processing result

Based on the employment status of the most dominant respondents were producers as many as 40 (88.89%) people from 45 respondents, other employment status as many as 5 (11.11%) people from 45 respondents. The result of analysis of respondent data based on the employment can be seen in the following table:

Table 3. Percentage of Respondents Based on employment

No	employment	Amount	Percentage
1	Produsen	40	88,89%
2	Karyawan	5	11,11%

Source: data processing result

Based on the characteristics of the income of the respondents, it was dominated from 15.000.000-30.000.000 by 27 (60%) people out of 45 respondents, income of IDR 10.000.000 – IDR 14.000.000 by 16 (35,56%) people from 45 respondents, income of <Rp. 25.000.000 as many as 2 (4,44%) people out of 45 respondents. The result of analysis of respondent data based on the income can be seen in the following table:

Table 4. Percentage of Respondents Based on Income

No	Income	Amount	Percentage
1	<Rp.5.000.000	0	0%
2	Rp.5.000.000–Rp.9.000.000	0	0%
3	Rp.10.000.000– Rp.14.000.000	16	35,56%
4	Rp.15.000.000– Rp.20.000.000	27	60%
5	>Rp.25.000.000	2	4,44%

Source: data processing result

b) Validity Test, Reliability Test and Classic Assumsion Test

1. Validity Test

In this study, the value of r table was obtained by looking at the Degree of Freedom (df) table, the value of $df = n - k$, provided that n (Number of Respondents) was 45 respondents. So that the value of $df = 45 - 2 = 43$, with the levelsignificancethat is, 0.05 or 5%. So, the value of r table is 0.248. The results of the validity test are as follows.

Table 5. Validity

Variable	Items	N	R count	R table	Information
<i>Product diversification</i>	x1	45	0.730	0.248	Valid
	X2	45	0.618	0.248	Valid
	X3	45	0.433	0.248	Valid
	X4	45	0.624	0.248	Valid
	X5	45	0.706	0.248	Valid
	X6	45	0.491	0.248	Valid
<i>Packaging innovation</i>	X7	45	0.674	0.248	Valid
	X8	45	0.551	0.248	Valid
	X9	45	0.528	0.248	Valid
	X10	45	0.653	0.248	Valid
	X11	45	0.598	0.248	Valid
	X12	45	0.482	0.248	Valid
<i>Halal labeling</i>	X13	45	0.525	0.248	Valid
	X14	45	0.544	0.248	Valid
	X15	45	0.626	0.248	Valid
	X16	45	0.396	0.248	Valid
	X17	45	0.445	0.248	Valid
	X18	45	0.589	0.248	Valid
<i>Sales quantity</i>	Y19	45	0.537	0.248	Valid
	Y20	45	0.415	0.248	Valid
	Y21	45	0.589	0.248	Valid
	Y22	45	0.608	0.248	Valid
	Y23	45	0.517	0.248	Valid
	Y24	45	0.527	0.248	Valid

Source: Results of Primary Data Processing, 2022.

Based on table 1, the results of the validity test show that the questionnaire variable items with a correlation value above 0.248 are the limiting values for each research questionnaire item

that can be used. So, that the questionnaire items from the variable product diversification, packaging innovation, halal labeling and sales quantity are declared valid and can be used to measure the variables studied.

2. Reliability Test

Reliability test is performed to determine the stability of a measuring instrument. The reliability test in this study was carried out with the Cronbach Alpha test. For determine a reliable instrument or not with use the limit of Cronbach's Alpha value is, 0.6 with category reliable (Sugiono, 2010). The results of the reliability test are as follows.

Table 6. Reliability Test Results

Variable	N	<i>Alphacount</i>	<i>Alpha Cronbach</i>	Information
X1	45	0.655	0.60	Reliable
X2	45	0.609	0.60	Reliable
X3	45	0.626	0.60	Reliable
Y	45	0.692	0.60	Reliable

Source: Results of Primary Data Processing, 2022.

Reliability Statistics	
Cronbach's Alpha	N of Items
.685	24

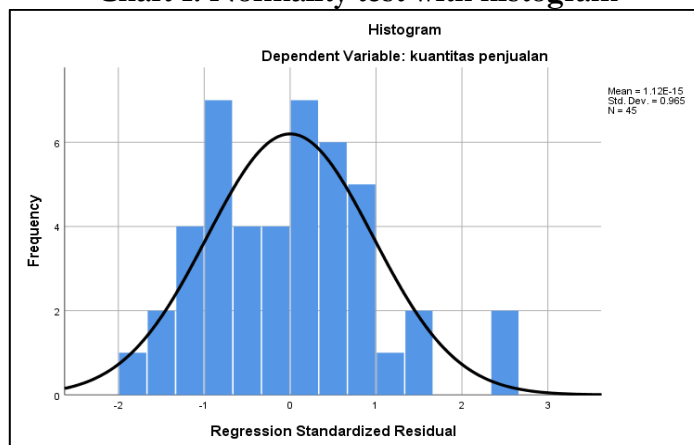
Source: Results of Primary Data Processing, 2022.

Based on table 2. from the results of the reliability test of the four variables that the alpha value calculated for the Attention variable is $0.655 > 0.60$, variables Interest $0.609 > 0.60$. Desire $0.626 > 0.60$ and Action $0.692 > 0.60$. Thus, the four research instrument variables are declared reliable.

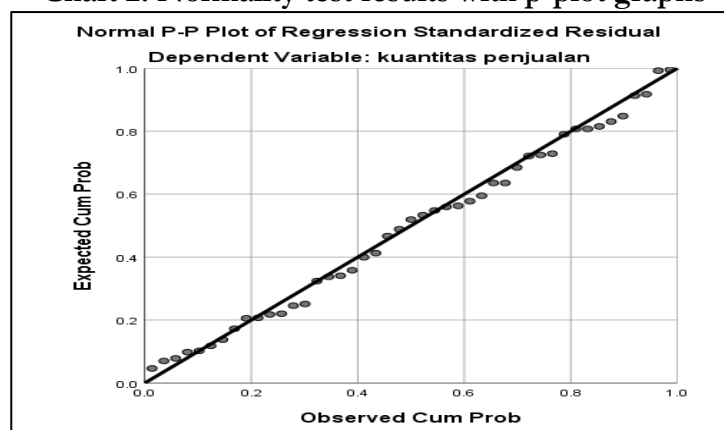
3. Normality Test

The normality test aims to determine whether the independent variable, the dependent variable or both distributed normal or not. Data distributed normal if the significant probability value is greater than $\alpha 0.05$ (Sanusi, 2012). Otherwise the data is said not distributed normal if the probability value is less than $\alpha 0.05$. In this study, to see if the data distributed normal or not used 2 methods, histogram and Normal P-Plots. The results of the normality test that has been carried out using SPSS 26 can be seen in the chart below:

Chart 1. Normality test with histogram



Source: primary data processed in 2022

Chart 2. Normality test results with p-plot graphs

Source: primary data processed, 2022

From the results of the normality test using the histogram graph and normal p-plot above, it can be seen that the histogram graph shows a normal distribution pattern, whereas in the normal p-plot graph the dots appear to spread around the diagonal line. So it can be concluded that from these two methods it shows that the regression model in this study distributed normal.

4. Multicollinearity Test

The multicollinearity test aims to see whether there is a correlation between the independent variables in the regression model. A good regression model is where there is homoscedasticity in the model or in other words there is no heteroscedasticity. A good regression model has no correlation between independent variables. This can be seen through the tolerance value and VIF. For a good regression model, the tolerance value is less than 0.10 and the VIF value is not greater than 10. The following are the results of the multicollinearity test use SPSS 26 program.

Table 7. Multicollinearity test results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	Q	Sig.	tolerance	VIF
1	(Constant)	16,399				3,009	.004	
	product diversification	.028		.140	.031	.200	.842	.948
	packaging innovation	.069		.158	.072	6,437	.000	.841
	halal labeling	.241		.174	.222	2,383	.004	.879

Source: primary data processed in 2022

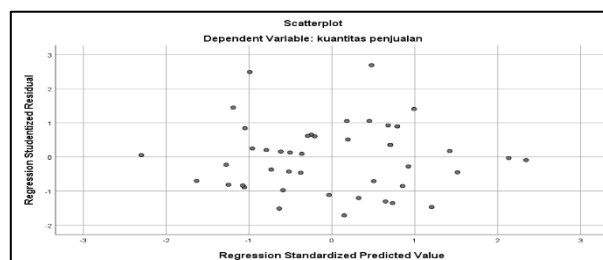
Based on the results of the multicollinearity test in table 3, each independent variable has a tolerance value > 0.1 and a VIF value < 10 . It can be concluded that there are no multicollinearity symptoms in the regression model so that it can be used in this study.

5. Heteroscedasticity test

The heteroscedasticity test aims to determine whether in the regression there is an unequal variance from one observation residual to another. In this study, to determine the

absence of heteroscedasticity symptoms in the regression model, statistical analysis was carried out using the Glejser method. SPSS 26 test results can be seen from the following chart:

Chart 3. Graph of Scatter Plots Heteroscedasticity Test



$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 16.399 + 0.028X_1 + 0.069X_2 + 0.241X_3 + e$$

Based on chart 3. The results of the heteroscedasticity test with scatterplots show that the data points in the scatterplots spread around above and below the number 0 and do not form a specific pattern. So it can be concluded that in this regression model there are no symptoms of heteroscedasticity.

c) Statistic Test

1. Multiple Linear Regression

Multiple linear regression analysis is used to determine how much influence the independent variables have on the dependent variable. In this study, to determine the effect of product diversification (X1), packaging innovation (X2) and halal labeling (X3) on sales quantity (Y) of Babakan Sandubaya bread. The results of data processing using the SPSS 22 program are as follows:

Tabel 8. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	16,399	5,449		3,009	.004
product diversification	.028	.140	.031	.200	.842
packaging innovation	.069	.158	.072	6,437	.000
halal labeling	.241	.174	.222	2,383	.004

Source: primary data processed, 2022

Based on the results of the multiple linear regression equation above, it can be interpreted as follows:

- 1) The constant value (α) is 16,399, meaning that if the variable product diversification (X1), packaging innovation (X2) and halal labeling (X3) is 0, then the value of the sales quantity variable (Y) of Babakan Sandubaya bread is 16,399.
- 2) The X1 coefficient is obtained from a value of 0.028, meaning that if the product diversification variable (X1) has increased by 1 unit, the sales quantity variable (Y) of

Babakan Sandubaya bread has also increased by 0.028 assuming that the other independent variables from the regression model are constant.

- 3) The X2 coefficient is obtained from a value of 0.069, meaning that if the packaging innovation variable (X2) has increased by 1 unit, the variable variable sales quantity of bread (Y) Babakan Sandubaya has also increased by 0.069 assuming that the other independent variables from the regression model are constant.
- 4) The X3 coefficient is obtained from a value of 0.241, meaning that if the halal labeling variable (X3) has increased by 1 unit, the bakery sales quantity variable (Y) Babakan Sandubaya has also increased by 0.241 assuming that the other independent variables from the regression model are constant.

2. T-test

Partial test or T-test is carried out to find out how far the individual independent variables influence the dependent variable. Based on T-test are follows:

Table 9. T-test

		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Beta	Q	Sig.
1	(Constant)	16,399	5,449		3,009	.004
	product diversification	.028	.140	.031	.200	.842
	packaging innovation	.069	.158	.072	6,437	.000
	halal labeling	.241	.174	.222	2,383	.004

Source: primary data processed, 2022

Based on the table above, the results show that the t-count value of the halal label (X1) is 0.200 which is smaller than the t-table value of 2.019 with a significance probability value of $0.842 > 0.05$, meaning that the product diversification variable partially has no positive and significant effect on variable sales quantity (Y) Babakan Sandubaya bread.

The t-count value of packaging innovation (X2) of 6,437 is greater than the t-table value of 2.019 with a significance probability of $0.000 < 0.05$, meaning that the partial product quality variable has a positive and significant effect on the sales quantity variable (Y) of Babakan Sandubaya bread.

The t-count value of halal labeling (X3) is 2,383. greater than the t-table value of 2.019 with a significance probability of $0.004 < 0.05$, meaning that the partial product quality variable has no positive and significant effect on the sales quantity variable (Y) of Babakan Sandubaya bread.

3. F-test

The simultaneous test or f test aims to determine the simultaneous effect of all independent variables on the dependent variable. With a significant level of 0.05, $df_1 (N_1) = k - 1 = 4 - 1 = 3$ and $df_2 (N_2) = nk = 45 - 4 = 41$, where k is the number of variables and n is the number of samples. Then the f-table value in this study is 2.83. Following are the results of the f test using the SPSS program.

Table 10. f-test

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	10.276	3	3,425	11013	.000b
residual	138,702	41	3,383		
Total	148,978	44			

Source: primary data processed, 2022

Based on the results of the f test in table 4.15, an f-count value of 11.013 is obtained from the f-table 2.83 and a significant probability value of $0.000 < 0.05$. So it can be concluded that the variable product diversification (X1), packaging innovation (X2) and halal labeling (X3) simultaneously have a significant effect on the sales quantity (Y) of Babakan Sandubaya bread.

4. Test coefficient determination

The higher the coefficient value, the better the ability of the variables to explain the sales quantity variable.

Table 11. Coefficient Test Determination

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.263a	.069	.001	1839

Source: primary data processed, 2022

Based on the table above the coefficient of determination of the results of the output of the SPSS model summary, the number, r square is 0.69, this shows that out of 100% there are 69% of the independent variables that can explain the dependent variable. The remaining 31% is influenced by other variables not included in this study.

B. Discussion

1. Analysis of the effect of product diversification on the sales quantity of Babakan Sandubaya bread.

Based on t-test of the variable product diversification (X1) partially has no positive and significant effect on the variable quantity of bakery sales (Y) Babakan Sandubaya. This can be seen from the t-count value of product diversification (X1) of 0.200 which is smaller than the t-table value of 2.019 with a significance probability value of $0.842 > 0.05$. This study has the same results as the previous study conducted by (Sukmah, 2019) who examined "The Influence of Product Diversification on Sales Volume of Indonesian Civil Servants Cooperative (KPRI) Makassar University". which shows that the product diversification variable has no positive and significant effect.

Based on the findings of this study can interpreted that the product diversification variable (X1) has no positive and insignificant effect on the quantity of bread sales (Y). this matter show that diversification bread in Babakan it is not dominantly carried out because there is still a lot of production that is uniform and in demand by the public and hereditary. can be found in onebreadhome made "Yurbi cut bread" which is 25 years old produced and still use make shift tools with the same taste image but there are several companies that are quite large and have branches, separate product diversification really needs to be done, this is because the

existence of bread variants certainly helps to increase income, as in one of the companies "Delicious Mook" this company has increased income because of the many variants of bread that have been developed such as making cakes, donuts and home-made bread, income that is initially 800 thousand to reach 25 million per month.

In contrast to research conducted by (Hasanah, 2013) who examined "The Effect of Product Diversification on Sales Volume in the Tape Industry in Bondowoso Regency". Its examined the tape industry in Bondowoso Regency, which produces similar products, encouraging companies to diversify their products through diversification product, packaging or packing and size. Concluded that product diversification consisting of product variety, packaging or packaging, and size had a significant effect on the sales volume of the Tape Industry in Bondowoso Regency in 2010. In contrast to this study, product diversification consisting of design, quality and price had no effects significant.

Judging from one of the indicators of product diversification, namely the price indicator, in theory it has a very important role, but based on the results of research conducted by researchers at one of the home stores, namely the "bakery Dava" shop, business owners complain about price competition problems that occur between fellow sellers. bread where some sellers sell at low prices while according to the shop owner the low price does not provide benefits so the shop owner must apply various ways to increase consumer purchasing decisions.

The results of research conducted by researchers at the shop with the owner said that the selling price was calculated by increasing the price of raw materials, so the price was forced to be increased, but there were still shops selling at low prices making it difficult to make sales rivals so that sales volume decreased.

2. Analysis of the effect of packaging innovation on the quantity of sales of Roti Babakan Sandubaya.

Based on t-test of the packaging innovation variable (X2) partially has a positive and significant effect on the variable quantity of bakery sales (Y) Babakan Sandubaya. This can be seen from the t-count value of packaging innovation (X2) of 6,437 which is greater than the t-table value of 2.019 with a significance probability of $0.000 < 0.05$. This research has the same results as the previous research conducted by Mahmudah Anies (2021), namely "Marketing Strategy Analysis and Innovation Product For Increase Sales Volume at UKM SYRUP Ginger 33". Which found that the packaging innovation variable had a positive and significant effect.

These results show that product innovation is one way that can be used by business actors to create added value for the products they produce. For face competition business, business actors must always innovate products or create added value from a product. In addition to packaging, innovation is carried out in the form of product variants by one of the bread producers known as "Sari Rasa Lombok". Business actors must be able to make different products in the eyes of consumers. Consumer, so consumers are more interested in buying these products compared to competing products.¹Based on the findings of this study can interpreted that the packaging innovation variable (X2) has a positive and significant to the quantity of sales (Y).

There are several bakery companies that have proven that the significance of the packaging innovation variable affects sales quantity. Like the shop "Sari Rasa Lombok" which is known by many people. This company is known as a bakery company that already has legality

and premium so that from year to year bread packaging has a different appearance from using ordinary packaging to being more practical, such as using boxes and attractive packaging designs. Thus attracting consumers to buy these products. So that this change proves that indicators of packaging innovation such as product variants, packaging design, and packaging quality have a positive and significant effect on the quantity of sales of Babakan Sandubaya bread.

3. Analysis of the Effect of Halal Labeling on the sales quantity of Babakan Sandubaya bread.

Based on table t-test of the halal labeling variable (X3) partially has a positive and significant effect on the variable quantity of bakery sales (Y) Babakan Sandubaya. This can be seen from the t-count value of the halal label (X3) of 2,383. greater than the t-table value of 2.019 with a significance probability of $0.004 < 0.05$. This research has the same results as the previous research conducted by Nabilah (2022), namely "The Effect of Halal Labeling on Food Product Packaging on the Income of Business Actors Micro And Small In City Macassar". Which found that the halal label variable had a positive and significant effect. Based on the findings of this study can be interpreted that the halal label variable (X3) has a positive and significant effect on sales quantity (Y)

This shows that the existence of a halal label on food products such as bread can attract the attention of consumers so that it can affect the sales quantity of business actors. In addition, this shows that the halal label on food products can protect Muslim consumers against non-halal food products. As well as providing a sense of security and comfort for consumers to consume food and beverage products.

From a halal labeling point of view, there are several bakery companies in Babakan Sandubaya whose halal status is guaranteed because they already have business legality. This is because with a halal labeling company acknowledged that it was able to foster consumer confidence to buy bakery products. Besides that, indicators of halal labeling such as knowledge, trust, and judgment can affect the quantity of sales. This is supported by the existence of knowledge that consumers get from the information or information provided be included on the bakery product. This is stated on the product packaging in the Sari Rasa Lombok, Delicious Mook, and Kiranya Bakery companies. this company believes that producing food products labeled halal can increase the income and productivity of these bakery products.

4. Analysis of the effect of product diversification, packaging innovation, and halal labeling to the sales quantity of Babakan Sandubaya bread.

Based on table f-test of variables diversification product (X1), innovation packaging (X2), and labeling lawful (X3) influential in a manner simultaneous to quantity sale bread Babakan Sandubaya Mataram. Matter this can be seen from the f-test results obtained f-count value of 11.013 from f-table 2.83 and a significant probability value of $0.000 < 0.05$. So it can be concluded that the variable product diversification (X1), packaging innovation (X2) and halal labeling (X3) simultaneously have a significant effect on the quantity of bakery sales (Y) Babakan.

This shows that in Babakan Sandubaya the business management has experienced rapid improvement. As has been researched by researchers, SMEs in bread production in Babakan, if you look at it from 10 years ago, are still minimal due to human resources and supporting tools for the business. However, it can be seen that currently businesses are not focused on just one area, but one sub-district has almost opened its own business, which of course is dominated

by bread production. With assistance from the Babakan UMKM Village program, business actors are increasingly motivated to develop their businesses, and can be managed in a structured manner.

From the data obtained by the researchers, there are 120 MSMEs in Babakan which have obtained business legality which is of course dominated by bread production. In plain view, it is the community that is capable of developing their own business, but indirectly the role of external parties or in this case the management of Kampung UMKM Babakan has a big role

CONCLUSION

Based on the results of the study, it can be concluded that the existence of product diversification in bakery products in Babakan does not affect the increase in sales because the types of bread products produced are uniform, while packaging innovation and halal labeling have an important role in increasing the number of sales of bread. This is due to the interest and trust of consumers in the bakery products they consume. Furthermore, it is hoped that MSMEs movers can encourage the halalness of their products through halal certification and continue to maintain and encourage product innovation. for local governments to pay special attention to MSMEs as one of the drivers of the economy.

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