Innovation Product and Halal Labelization in Buying Repurchase

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ARTICLE INFO	ABSTRACT

Indonesia is a developing country which has many Small and Medium Firms (SMEs). It has a vital role in development and economic growth. The purpose of this research is to know and analyze the effect of product innovation and halal labelling in buying Repurchase. The method used in this study is descriptive analysis method by describing the data. It has been collected without intending to make conclusions to the public or generalization. Data analysis used is Multiple Linear by using SPSS software. The results showed that product innovation and halal labeling simultaneously had a positive and significant effect on buying repurchase. Partially Product Innovation and Halal Labelization have positive and significant effect in buying repurchase. Price as a moderating variable can strengthen the influence of product innovation and halal labelisasi in buying repurchase in SMEs of Langkat.

SARI PATI

Indonesia merupakan negara yang sedang berkembang memiliki banyak Usaha mikro, kecil dan menengah (UMKM). UMKM memiliki peranan yang sangat vital didalam pembangunan dan pertumbuhan ekonomi. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh Inovasi produk dan dan labelisasi halal terhadap Minat beli ulang. Metode yang digunakan dalam penelitian ini adalah metode analisis deskriptif dengan cara mendeskripsikan atau menggambarkan data yang telah terkumpul sebagaimana adanya tanpa bermaksud membuat kesimpulan yang berlaku untuk umum atau generalisasi. Metode analisis data yang digunakan adalah Regresi Linear Berganda dengan menggunakan software SPSS. Hasil penelitian menunjukkan Inovasi produk dan Labelisasi halal secara simultan berpengaruh positif dan signifikan terhadap minat beli ulang. Secara parsial masing-masing Inovasi produk dan Labelisasi halal berpengaruh positif dan signifikan terhadap minat beli ulang. Harga sebagai variabel moderating yang dapat memperkuat pengaruh inovasi produk dan labelisasi halal Terhadap Minat beli ulang di UMKM Kabupaten Langkat.

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INTRODUCTION

Small and Medium Firms (SMEs) has contribution to and significant role in developing regional economies in Indonesia. This was demonstrated when the economic crisis in 1998. At that time, small businesses were the most enduring group when many large businesses were bankruptcy.

Data from the Central Bureau of Statistics shows that after the economic crisis of 1997-1998 the number of SMEs was not reduced, it increased, even it was able to absorb 85 million to 107 million workers until 2012. In that year, the number of entrepreneurs in Indonesia was 56,539,560 units. By these numbers, SMEs was 56,534,592 units or 99.99%. The less was around 0.01% and 4,968 units are large businesses. The data proves, UMKM is a very potential market for the financial services industry.

The number of SMEs kept increasing, it made the competition among SMEs entrepreneurs were increasing. Narver and Slater (1990;21) stated that the competitive advantage can be achieved if the company is able to provide more value to customers than those provided by its competitors. Competitive advantage can come from various company activities such as in designing, producing, marketing, handing over, and supporting its products. Michael E Porter (2008) defined that competitive advantage is a company's ability to achieve economic benefits over the profits that competitors can achieve in the market the same industry. Companies that have competitive advantages always have the ability to understand market structure changes and choose effective marketing strategies. Aditi, B. (2017) states that «*product attributes, halal certification, and product innovation have a positive and significant impact on competitive advantage that impacts on consumer buy-back (surge) interest*, that product attributes, halal certification, and product innovation have positive influence and significant to competitive advantage. One way to win competition is to try to maintain existing customers, because finding new customers requires greater costs than maintaining existing customers, one of them is by product innovation. Buchari (2004: 18) mentioned tht innovation means observing consumers to find and satisfy their customers by providing new products.

Product innovation is often associated with technology, because by technology, it makes easier for companies to develop ideas that will help achieve company goals (Kevin, 2008).

Halal Labels are an appreciation given to products that have met halal criteria according to Islamic teachings, companies that have put halal labels on their product packaging means that they have done and passed the halal labeling process carried out by the Food Assessment Institute, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM-MUI). The halal label of a product can be put on a package if the product has received a halal certificate by BPPOM MUI. Halal certification and labeling aims to provide legal certainty and protection for consumers, as well as improve the competitiveness of domestic products in order to increase national income. Interest in buying halal products shows that the composition of the ingredients contained in the product has a significant positive influence in buying repurcase of Muslim consumers (Yunus, Arifin, and Rashid, 2014). Halal products can be marked with the Halal logo on the product packaging.

Labels are part of products that must be included to provide product information and attract consumer interest. Consumers will tend to evaluate this part when they will make a purchase (Carneiro at. Al., 2005). Halal Labeling Variables (LH) has no significant and positive influence towards buying repurchase. These results indicate that the existence of halal labels in Wardah cosmetics will not have a great opportunity in influencing buying interest. Halal label cannot influence buying interest because basically the halal label listed on Wardah's products has been highly trusted by consumers who are predominantly Muslim so that they will not ask question in the formation of their buying

interest (Kamilah, G., & Wahyuati, A., 2017). The results of this study do not support the research of Rambe and Afifuddin (2012) which suggests that halal labels have a significant and positive effect on buying repurchase.

Price is the amount of money charged on a product, or the amount of value exchanged by consumers for the benefits of having a product or using it (Kotler and Amstrong, 2001). Aditi, B. (2017). Product Innovation, Price and Halal Certification affect in buying repurchase through UMKM Consumers satisfaction in Medan City.

Having an effort to market goods or services the company needs to set the right price. Prices for customers is important considerations for customers to buy products in a company, because the price of a product affects customer perceptions about the product. Price changes also affect sensitive consumers who tend to switch to other, cheaper brands.

The trade sector of Langkat Regency is a potential commodity that has not been taken seriously. This is a threat to traditional food producers in maintaining their products. One way to keep traditional food known is to keep producing it. A person will produce goods/ services if they are considered to provide benefits and are able to increase their income. Dodol is a quite popular traditional food in some areas, one of them is in Tanjung Pura, exactly in the village of Paya Perupuk, Tanjung Pura Subdistrict, Langkat District. It is ± 60 km from Medan city, North Sumatra. There are many home industries that sell dodol. They have become characteristic of the Langkat Regency, so there is no denying that demand for dodol is always ready for consumers.

This food has a bright prospect to develop because the raw material for its manufacture is available locally. Dodol made in Tanjung Pura is not only marketed at outlets located along the Tanjung Pura road that leads to Pangkalan Berandan, but there is also some that is marketed at souvenir shops in Medan, and taken to other areas. As previously stated that the processing industry can increase producer income, dodol is also able to increase the income of its producers.

Based on the background above the researcher is intersted in conducting research with the title "The Influence Of Innovation Product And Halal Labelization To Buying Repurchase With Price As A Moderating Variable In Small And Medium Firms (SMEs) Langkat Regency.

Literature Review
Product Innovation

Lamb et.al (2009) stated that»Product innovation is a marketing strategy that requires the creation of new products that can be marketed, the process of changing applications for new technologies into products that can be marketed.

Kotler (2009) notified that «Product innovation is that every company must develop new products. New product innovations shape the future of the company. Replacement products must be created to maintain or build sales. Companies can add new products through acquisitions and / or new product innovations. »Li et al. (2010) stated that a company has made product innovations if the company is able to introduce new products or features into the market

Halal Labelization

Label can be part of a package, or is a loose label affixed to the product. According to Kotler (2012: 478) «Labels can only be in the form of simple patches on products or images that are intricately designed which is a unity with the packaging. Halal labeling is the inclusion of a halal statement or statement on a product packaging to show that the product in question is a halal product (Sukesti, F. and Mamdukh B., 2014). according to Latiff et al., (2015) food labels

Halal consists of three (3) parts, namely:
a. There is a halal logo,

b. There is a composition label
c. There is a nutritional content label

Rangkuti (2010: 8)said that halal labeling is the inclusion of written or halal statements on product packaging to show that the product in question is a halal product. The halal labeling indicators (Rangkuti, 2010: 8) are as follows: (1) Drawings, (2) Writing, (3) Combination of images and writing, (4) Stick to the packaging. Indonesia is a country where the majority of its population is Muslim for the sake of peace and comfort of consumers. Business operators are obliged to display legitimate halal labeling issued by the government through the authorities. Halal is related to the guarantee of halal which is indicated by the existence of halal certification from LPPOM MUI. Besides good food security, providing halal guarantees will increase the competitiveness of local Indonesian food products against imported products that do not get halal certification.

The Indonesian Ulema Council (MUI) itself is a forum or assembly that brings together the ulamas, ulama and Indonesian Muslim scholars to unite the movements and steps of Indonesian Muslims in realizing common ideals. The Indonesian Ulema Council was established on, 7th Rajab 1395 AH, to coincide with the date of July 26, 1975 in Jakarta, which was one of its tasks namely the provision of fatwa (mufti) / halal labeling on every product produced in Indonesia and imported goods from abroad. (www.mui.or.id).

Price
Price is the amount of money needed to get a number of combinations of goods and their servants (Zakaria and Astuti, 2013). Lenzun et al., (2014) explained that price is a value statement of a product which is the most flexible element of the marketing mix. Likewise the research conducted by W Anuraga (2016) revealed that prices affect the repurchase decision.

Manus and Lumanauw (2015) states that prices have an important role in the decision-making process, namely the role of allocation of prices is to help buyers to obtain products or services with the best benefits based on the strength of their purchasing power.

Kotler and Armstrong (2008) said that prices remain an important element in determining market share and profits of a company. Kotler and Keller (2013) define that price is one element of the marketing mix that generates income, other elements generate costs. Maybe the price is the easiest element in the marketing program to be adjusted, product features, channels and even communication need a lot of time. Li et al. (2010) said that companies have competitive advantages if companies can provide product quality and performance that can provide higher value to consumers. Quality is always related to price, so companies that have good products will be able to set prices that are quite high. This high product determination will be able to increase profit margins or return from investments that have been made (Li et al., 2010).

Rondonuwu (2013: 722) and Weenas' opinion (2013: 611), there are several indicators related to prices, namely: fixed prices, affordability, price suitability with quality, price competitiveness, discounted prices.

Buying Repurchase
Buying repurchase is a consumer behavior where consumers have a desire to buy or choose an experience-based product in choosing, using, using and consuming or even wanting a product (Kotler, 1997). Buying Repurchase is the tendency of consumers to buy something or take action related to buying and measured by the level of the possibility of consumers making purchases (Assael, Henry. 2001). Indicators of buying repurchase The tendency to buy products, the need to use products and plans using products in the future (Ferdinand, 2006). Interest in the big dictionary of Indonesian language is defined as a high tendency of the heart towards something passion or desire.

Engel says that, et al. (2010), in general, a person is very rational in utilizing the available information and considering the implications of the action before deciding to be involved or not in the behavior, in other words, information plays an important role.

Swastha and Handoko (2010) stated that existing consumer purchase motives, namely:

1. A group of buyers who know and are willing to share their purchase motives for certain products.
2. A group of buyers who know their reasons for buying a particular product but are not willing to tell.
3. A group of buyers who do not know the motive for the actual purchase of a particular product. Usually their purchase motives are indeed very difficult to know.

Dimensions to measure purchasing decisions taken by consumers (Sutisna, 2010), among others:

1. Benefit Association, the benefit association criteria states that consumers find the benefits of the product to be purchased and relate to brand characteristics. The benefit criteria that can be taken are the ease of remembering the product name when faced with the decision to buy a product.
2. Priority in buying, the priority to buy against one of the products offered can be done by consumers if the company offers products that are better than competing products.
3. Frequency of purchase, when consumers buy certain products and feel satisfied with the performance of the product, consumers will often buy again the product whenever they need it.

Ghozali's words (2008)sated that moderating variables are independent variables that strengthen or weaken the relationship between other independent variables on the dependent variable. The modernization test is used to determine whether the moderating variable can strengthen or weaken the relationship between the independent variable and the dependent variable. Tests that will be conducted to test moderating variables using *residual tests.*

To find out the relationship between Dependent and independent variables must be based on product innovation relationship, halal labeling and prices with consumers' buying repurchase can be shown by the Figure 1.

Hypotesis Development

From the picture above, the development of the theoretical model of Multiple Linear Regression Analysis (Sugiyono, 2014) is seen from the equation as follows:

$$Z = a + b_1 . X_1 + b_2 . X_2 + e$$
$$|e| = a + b_1 . Y$$
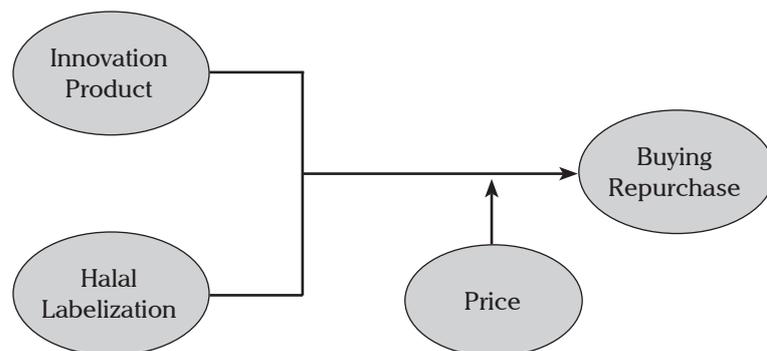

Figure 1. Conceptual Framework

Information

| e | = Residual Test

$b_1.Z$ = price coefficient value

$b_1.X_1$ = product innovation coefficient value

$b_2.X_2$ = Halal labeling coefficient value

a = konstanta

Y = Variable dependent

Based on the theory that it is used as a reference, there is a temporary answer to the research in the form of a hypothesis, namely:

H_1: There is an influence between product innovation on Buying repurchase in Langkat Regency SMEs.

H_2: There is an influence between halal labeling on the buying repurchase in Langkat SMEs.

H_3: There is a price effect as a moderating variable that can strengthen the influence of product innovation and halal labelization on buying repurchase in Langkat Regency SMEs.

METHODS

Research Procedure

This study uses a quantitative approach by using Observation, Interview, and questionnaire. Data processing is done by SPSS 22.

Analysis of the data in this study used multiple linear regression analysis. It aimed to determine the magnitude of the influence of two or more the independent variables (X_1 and X_2) on the dependent variable (Y). It is consisting of innovation products and halal labelization. The moderating variable is price while the dependent variable (Y) is buying repurchase.

Sampling Procedure

The population in this study were all the 475 consumers who bought SME's products. It started in January 2017. Sugiyono (2014), the population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then take the conclusion.

Samples are part of the number and characteristics possessed by the population (Sugiyono, 2014). In this study the sample used was 100 respondents, because the number of consumers is not known in exactly right numbers. Sampling of 100 refers to Cooper and Emory's theory which assumes that the population is infinite. So, a sample of 100 respondents taken from the population in this study based on the theory of Hair et.al (2007), that was 100 people. The sample in this study was consumers who visit to the SME's business place in Langkat Regency. Method used was *Non-Probability Sampling* Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Variable and Measurement

The scale technique used in this study is a *Likert scale* which is part of the type of *attitudescales*. *Likert scale* is where the respondent states the level of agree or disagree in various statements about behavior, object or event (Sugiyono, 2014). The variables in this study are Product Innovation, Halal Labelling, and Price. All statements are measured using a Likert scale. All Questions were measured with a five - point Likert Scale , where 1= strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly agree.

RESULTS AND DISCUSSION

This Research descibed several variables, namely product innovation, halal labelization, prices, repurchase interest. The variable innovation product can be seen on table 1.

Table 1 describes that on average the respondents are very satisfied with the product innovation, either in terms new product, appearace of the product, good taste. It is appropriate for buying the product.

From table 2, it can be seen that properly licensed is the highest of all atribut of halal labelization variables. It means consumsers is very satisfied with the product because before buying, consumers

Table 1. Description of product Innovation Variable

Atribute	N	Scale	Mean	Std.dev
Adding various kind of similiar	100	1-5	3,53	1,167
Adding product that has never been sold	100	1-5	3,89	1,80
New product	100	1-5	3,53	1,167
Appearance of the product	100	1-5	3,43	1,233
Good Taste	100	1-5	3,99	1,030

Table 2. Description of Halal Labelization Variable

Atribute	N	Scale	Mean	Std.dev
Product Isued	100	1-5	3,86	1,271
Packaging	100	1-5	3,47	1,218
Properly licensed	100	1-5	4,19	1,125
Packaging appearance	100	1-5	3,63	1,169
Each Package	100	1-5	3,43	1,233
veiled clothing.	100	1-5	3,99	1,030

Table 3. Description of Price Variable

Atribute	N	Scale	Mean	Std.dev
Chooses pricing	100	1-5	4,02	1,189
Competitive prices	100	1-5	3,66	0,945
Final price	100	1-5	3,80	1,044
Competitors' prices	100	1-5	3,49	1
Pricing method	100	1-5	3,65	1,132

Table 4. Description of Repurchase Interests Variable

Atribute	N	Scale	Mean	Std.dev
information about the product	100	1-5	3,65	1,132
recommend products	100	1-5	3,83	0,975
want to buy	100	1-5	3,84	0,954
consumers' main choice compared t	100	1-5	3,93	1,121
innovation offered	100	1-5	3,67	1,311
tasting the quality first	100	1-5	2,54	1,306

Table 5. Results of Multiple Liniear Regression Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,149	,940		1,223	,226
1 X_1	,433	,084	,382	5,133	,000
X2	,617	,078	,592	7,945	,000

Source: Research Results, 2018

Table 6. Moderating Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.619	.023		17.021	.000
Moderating	-.118	.001	-.041	-1.009	.001

a. Dependent Variable: Price

Source: Research Results, 2018

care with properly licensed by the Indonesian Ulema Council. Table 1 describes that on average the respondents are very satisfied with the product innovation, either in terms new product, appearace of the product, good taste. It is appropriate for buying the product.

The table 3 describes that average of price variable consists of chooses pricing, competitive prices, final prices, competiotor's price and pricing method. Among of atributes, chooses pricing is the highest mean. It could be haMSMEs choose pricing that is consistent with consumer's income.

A great suprise Repurchase Interests variable the consumers are very satisfied with the repurchase product but in another atribute, it is seen that the consumers are less concerned with tasting the quality first.

Based on the results of the Multiple Linear Regression Equation results are obtained as Table 1.

Based on Table 5, the multiple linear regression equation in this study is as follows:

$$Y = 1,149 + 0,433X_1 + 0,617X_2$$

Regression constant value is 1,149 which means that if product innovation (X_1) and halal labeling (X_2) = 0 then repurchase interest will increase by 1.149. Regression coefficient X_1 for product innovation variables is positive ,382 means that the influence of product innovation in the direction of increasing buying interest. This indicates that the product innovation variable has a positive influence in increase buying repurchase.

The regression coefficient of X_2 for the halal-positive value labeling variable is 0,592, it means that the influence of the halal labelling variable is in line with the increase in repurchase interest. This shows that the Halal Labelization variable has a positive influence in increase buying repurchase.

The Result of Hypotesis Measurement

Based on the results of the Multiple Linear Regression Equation results obtained as shown below:

Hypothesis 1

The result of first hypotesis found the t value is 5.133, it can be concluded that this hypothesis can be accepted. This means that product innovation positively has a significant effect on consumers' buying interest. This is in line with the previous research proposed by Mahardhika, N. (2016) that there is a positive influence on product innovation on the interest in re-buying merchandise idol group JKT48 in Yogyakarta. Martina, S., & Purnama, R. (2013) stated that product innovation can increase tourists' interest in visiting this location, because attractive products, will attract tourists. Likewise the research conducted by Aditi, B. (2017). Product Innovation, Price, and Halal Certification affect the buying Repurchase through satisfaction of SMEs Consumers in Medan City. The managerial implication used in this study is that SMEs in Langkat district must continue to develop and always maintain the good name of the SMEs by further enhancing product quality, product design, product packaging, in additional porosity in competing with SMEs in other districts.

Hypotesis 2

For the second hypothesis obtained t value of 7.945, it can be concluded that this second hypothesis can be accepted. This means that halal labelling has a significant effect on the buying repurchase SMEs in Langkat regency. This is in line with previous studies conducted that halal labels have a positive influence on the interest in re-buying cosmetic products from La Tulipe against consumer interest in repurchasing in the city of Banyuwangi. This research is also in line with that conducted by Kamilah, G., & Wahyuati, A. (2017) under the halal labelization, which has a significant effect on the buying interest of Wardah consumers in Surabaya.

Hypotesis 3

Moderating Test. Moderating is used to see

independent variables that strengthen or weaken the relationship between other independent variables on the dependent variable. If the moderator's significant level is less than 0.05 then the price is the moederating variable, on the contrary if the level is significantly greater than $\alpha = 0.05$ then the price is not variable moderating.

Based on table 6 the results of the statistical test t know that the t value is -1.009 and the significant value is moderating at 0.001 greater than $\alpha = 0.05$ Based on the results obtained the price as a moderating variable that can strengthen the influence of product innovation and halal labelling in buying repurchase in Langkat Regency SMEs.

Normality Test. The normality test is performed to find out that a regression has been normally distributed or cannot be seen in the following graphical analysis and statistical analysis:

In the scatter diagram of the results data processing by SPSS with the basis of decision making that if the data spreads around the diagonal line and follow the direction of the diagonal line, the regression model meets the assumption of normality. The results of normality testing can be seen in Figure 2.
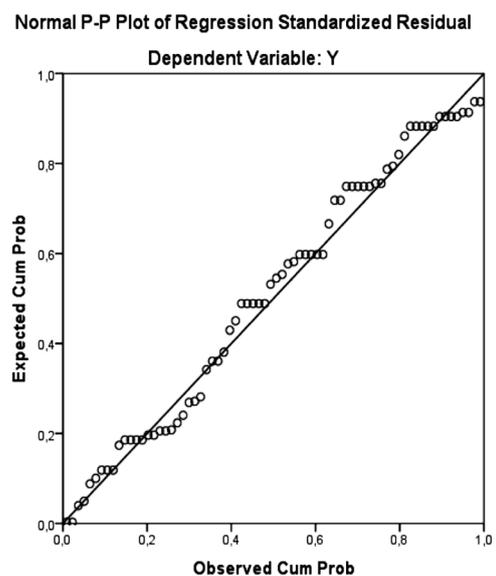

Figure 2. Scatter Diagram of Pencar SPSS Results

In Figure 2, you can see the data spreads around the diagonal line and shows that the data is normally distributed. Non-Parametric Kolmogrov-Smirnov (K-S) statistical test. If the result or Kolmogrov-Smirnov value (K-S) and Asymp.sig (*2-tailed*) value or probability is above 0.05, then the data has fulfilled the normality assumption. The results of normality testing can be seen in Table 7.

In Table 7 shows the Kolmogrov-Smirnov (K-S) and Ash p.sig (*2-tailed*) values of 0.667 above 0.05, the model tested in this study is normally distributed.

Multicollinearity Test. Multicollinearity test is used to determine the correlation between independent variables and this can be seen from *Variance Inflation Factor* (VIF) with a note if VIF> 10 is suspected to have a multicollinearity problem and if VIF <10 then there is no multicollinearity. Based on the results of SPSS processing, it can be seen in Table 8.

In table 8 the results of product innovation variables and halal labeling, VIF values are less than 10 and the *tolerance* value is close to 1. This indicates that there are no multicollinearity symptoms.

Heteroscedasticity Test. Heteroscedasticity test aims to find out in a regression that there is a similarity in residual variance, if the fixed observation variance is called homokedasitas, and if different is called heteroscedasticity, and a good model of course does not occur heteroscedasticity.

From the results of processing using SPSS, the results of processing research data for scatter plots with Regression Studentized Residual can be seen in Figure 3.

In Figure 3, there is a spread point that does not form certain patterns and spreads well above the number 0 on the *Regression Studentized Residual* (y) axis and based on the figure there is

Table 7. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		72
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,55071870
Most Extreme Differences	Absolute	,086
	Positive	,060
	Negative	-,086
Kolmogorov-Smirnov Z		,726
Asymp. Sig. (2-tailed)		,667

Source: Research Results, 2018

Table 8. Results of Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,407	2,460
	X2	,407	2,460

a. Dependent Variable: Y

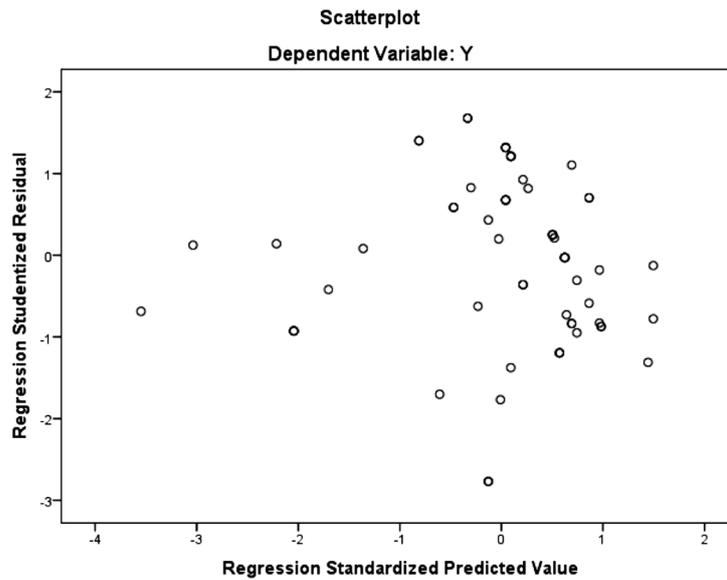Source: Research Results, 2018

Figure 3. Heteroscedastisity Test

Table 9. Hypotesis Testing Results Simultaneosly/F Test

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	927,139	2	463,570	187,344	,000ᵇ
1	Residual	170,736	69	2,474		
	Total	1097,875	71			

Source: Research Results, 2018

no heteroscedasticity so the regression model is suitable to be used to predict repurchase interest based on independent variables.

Simultaneous Test / F Test
Simultaneous test/ F test is carried out to determine the positive level and significance of the effect of product innovation and halal labelling. Against repurchase interest can be seen in Table 9.

Table 9 shows the results of F Calculate 187,344 while F Table at α = 0,05 with the numerator 2 and the denominator degree 69 obtained by F table 3, 15 of this result is known F count> F Table, and

significance 0,000 or smaller than α = 0 05, so the position of the significance test point is in the rejection area of H0 or it can be concluded that H1 is accepted which means that halal product innovation and labelling together have a positive and significant effect on repurchase interest.

Partial Test / Test t. The results of partial hypothesis testing can be seen in Table 10.

In Table 10 the results of hipotesis Partially/ t test obtained the following results: The value of t arithmetic for the product innovation variable (5.133) is greater than the value of t table (1.65) or

Table 10. Results of Hypotesis Partially/t Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,149	,940		1,223	,226
	X1	,433	,084	,382	5,133	,000
	X2	,617	,078	,592	7,945	,000

Source: Research Results, 2018

the value of sig t for the product innovation variable (0.000) is smaller than alpha (0 , 05). Based on the results obtained, Ho is rejected and H1 is accepted for the product innovation variable. Thus, partially product innovation has a positive and significant effect on repurchase interest. This means that product innovation has a significant effect in buying repurchase.

The t count for halal Labelization variable (7.945) is greater than the t table value (1.65), or the sig t value for halal Labelization variable (0.001) is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for halal labelling variables. Thus, partially halal labeling has a positive and significant effect on repurchase intention. It means that by good halal labelling has a positive impact in increase buying repurchase. Partially the dominant halal labelling variable influences repurchase interest. The point is that the labeling variable is more decisive in increase buying repurchase compared to product innovation.

MANAGERIAL IMPLICATIONS
SMSE owner/managers need to improve product innovation with a varied, innovative packaging making interesting and include halal products halal logo on the product and in increasing purchases of consumer reset. Aditi, b. (2017). Product innovation, price, and the Halal certification in buying repurchase. Managerial implications are used in this study. The SMEs in Langkat Regency should continue doing development and always

keeps the good name of small medium enterprises by better improving quality product, product design, packaging products, .

CONCLUSION
Product innovation and halal labeling simultaneously has a positive and significant effect in the buying repurchase intention of Langkat regency SMEs.

Partially, each Product Innovation and Halal Labelling has a positive and significant effect on the buying repurchase intention of Langkat Regency SMEs.

Variable product innovation has a positive value of 43.33%. It means that the influence of product innovation variables is in line with the increase in buying repurchase. Partially shows that the product innovation variable has a positive influence in increasing repurchase interest. This means that the regency's SMEs is able to innovate products to be improved by packaging, size, new product launches, additional services for new products (Kotler, 2004). Product innovation is also associated with technology, because technology makes it easier for companies to develop ideas. which will help achieve company goals (Kevin, 2008)

The halal labelling variable has a positive value of 61.7% meaning that it means that the influence of the halal labeling variable is in line with the increase in buying repurchase. This shows that the Halal Labelization variable has a positive influence

to increase buying repurchase. This means that Langkat district SMEs in listing halal labelling is good enough but it needs to be improved again.

The determinants of determination (R2) of product innovation and Halal Labeling are able to explain the purchase intention again by 84% while the remaining 16% is explained by the independent variables which are not examined such as product attributes, promotion. This shows that Innovation and Labelling Halal greatly increases consumers in buying repurchase. So in increasing consumers' buying repurchase SMEs can make more innovative products, attractive packaging, halal products and logos on products. ∎

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