

# Food Safety and Halal Issues in Food Aggregator Applications: “A Consumer's Point of View”

Khairunisa Ramadhani<sup>1\*</sup>, Rachmawati Widyaningrum<sup>2</sup>, Hesti Khoffah<sup>3</sup>, Shaumi Natalia Putri<sup>4</sup>

<sup>1,2,3,4</sup> Nutrition Department Universitas Ahmad Dahlan  
Yogyakarta, Indonesia

\*Email Correspondence: [khairunisa.ramadhani@gizi.uad.ac.id](mailto:khairunisa.ramadhani@gizi.uad.ac.id)

## ABSTRACT

Food delivery services are increasingly developing, especially during the COVID-19 pandemic. Aggregator application made simple to use by consumers. This application, not only easy to use for consumers, but also makes it easier for producers to sell their products. However, consumers do not know whether the products offered in this application are included in the safe and halal food category. This research is qualitative research with a descriptive design which was in January - February in DIY through online interviews. In this study, the researchers examined how consumers' perceptions of the safety and halal food in delivering food services with the aggregator application. The results show that consumers believe that the products sold in the aggregator application are safe and halal. Consumer trust came from seen the rating, product photos, and the taste of the product. For product safety, consumers see product quality from product packaging. As for the halal label of the product, consumers believe that if there is no information the product is haram it means that the product is halal. Consumers purchase products in the aggregator application because they believe that all products sold in the application are safe and halal.

**Keywords:** Aggregator Application, Consumer, Food Safety, Halal Food

## 1. INTRODUCTION

The termination of employment has made many MSMEs appear in DIY as an alternative source of financial income. The largest increase in MSMEs was in the food and beverage business sector, it was noted that business in the food sector increased by 350% and herbal food products by 200% (Rosita, 2020). The culinary business is one of the fastest-development businesses in recent years and can generate large profits. This business provides a sizeable contribution to the creative economy sector, up to 34% in Indonesia (Tumpuan, 2020). Culinary business is also supported by technology and information, one of them is e-commerce with an e-marketplace model. The concept of an e-marketplace is like a traditional market where there are sellers and buyer, but it is done by online. An e-marketplace provider is an intermediary that provides a place for sellers and buyers to carry out buying and selling transactions (Kurnia et al., 2017). Internet has also encouraged the expansion of online food delivery services that allow consumers to easily access, search, and compare prices on various culinary products (Dang et al., 2018). The aggregator application is an online food delivery service application that provides convenience to consumers. Only by using a smartphone, consumers can easily order food from the various restaurants they want. This application helps entrepreneurs in the culinary field on delivering food orders from the place of production to consumers' homes (Kapoor & Vij, 2018).

The number of MSMEs that have sprung up today makes them compete to provide services that satisfy customers. Especially during the Covid-19 Pandemic, consumers will tend to choose products that are guaranteed safety and halal. This is a huge potential for MSMEs to produce quality products (Muhamad, 2020). Food safety regulations on MSME products are stated in the Government Regulation of the Republic of Indonesia Number 86 of 2019 which contains accredited food safety certification (Pemerintah Republik Indonesia, 2019). Meanwhile, regulations for halal products are listed in Law No. 33 of 2014 which states that all products must be certified halal (Pemerintah RI, 2014).

A food product is declared safe if the food product is free from various contaminants such as physical contamination, chemical contamination, and microbiological contamination (Zaini et al., 2019). Indonesian government also has the responsibility for providing safe, nutritious, and quality food, all

**Commented [Ma1]:** Penulisan kata kunci abstrak digaris miring

**Commented [H2R1]:** Baik sudah kami perbaiki

of which are stated in Government Regulations (Sartika, 2020). In Islamic Sharia law, food products are declared halal by fulfilling provisions such as products not containing non-halal parts of animals or haram products, animals slaughtered in the name of Allah, in the preparation stage the ingredients are not prepared or produced using tools or equipment that is contaminated or used with non-Halal materials, and during the stages of the process of preparation, manufacture, packaging, storage and distribution of the product must be physically separated between halal and non-halal products (Talib & Johan, 2012).

However, it is known that the level of awareness of MSME actors, especially those engaged in the culinary sector, is still low on the application of food safety standards for the products they sell (Pritanova P et al., 2020). In addition, the level of public knowledge and awareness regarding halal products in Indonesia is still low, this is known because people think that all products sold in Indonesia are halal products because most Indonesians are Muslims (Akim; Konety, Neneng; Purnama, Chandra; Adilla, 2018).

On the other hand, the level of consumer trust in the products sold in the aggregator application is quite large. The consumer is seen from safety in terms of food safety, which can be seen in the food they order is still sealed and neatly packed (Vincentius & Putranto, 2020). Consumers' perceptions of food safety certifications held by food producers also have a significant impact on consumers' desire to buy these products. It is known that the existence of certification regarding product safety provides important guarantees for consumers (Liu et al., 2020). This research aims to know how far the customer trust aggregator applications are. On the other hand, with the high level of consumer belief in the product, the researcher underlines that to keep up consumer believe, producers must try to legalize their products on food safety and halal certification.

Based on the above background, this research will discuss further the safety and halal category of food sold in the aggregator application from a consumer's point of view, especially during the COVID-19 pandemic. This research was conducted because no research examined the safety and halal category of food in the aggregator application during the COVID-19 Pandemic.

## 2. METHODS

This research is qualitative research with a descriptive design. Respondents in this study are consumers who usually order food using an aggregator application that is determined by inclusion criteria such as: Living in DIY and using an aggregator application before and during the pandemic. Data collection was carried out using the purposive sampling method and triangulation method carried out by interviewing also processed food producers using aggregator applications as well as food safety and halal experts conducted in January - February 2021. The research was conducted through in-depth interviews using online platform meetings. Respondents provide an explanation of the research procedure before the interview begins, and if the respondent agrees then the respondent will agree to the informed consent in the form of a digital file.

## 3. RESULTS AND DISCUSSION

### 3.1 Characteristics Respondent

Respondents in this study consisted of 10 people who are consumers in the aggregator application, producers who sell their products in the aggregator application, food safety experts, and halal food experts.

### 3.2 Consumer Perceptions of the Development of the Online Food Business During the Covid-19 Pandemic

Respondents in this study argued that the online food business using an aggregator application has been known since 2019 in DIY, and the respondents themselves also felt very helped by the emergence of this application. Especially during the COVID-19 pandemic.

*"During this Pandemic COVID-19, I rarely come out, and if I am not cook, I will rely on that. Especially since COVID has become more frequent, I always order some food in the application"-AD. Consumers-*

**Commented [Ma3]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H4R3]:** Baik sudah kami perbaiki

"Online food business rapidly increase now, especially since the pandemic. Everyone began to open an online shop. It is easier for me, at least in a day I will buy it by online" -RS. Consumers

"Especially now, when WFH is at home, I can't go anywhere, so I often start using services like that" -RR. Consumer-

Usually before ordering food from the aggregator application, respondents will look at the food to be ordered through photos, ratings from other consumer ratings, and promos that offered by producers.

"Usually I sort out the rating, keep looking at the price, whether the promo is right or not. For me, at least the rating is 4.4" -AD. Consumer-

"I usually look at the photos, keep looking at the ratings. Because you can't see the comments, the rating is random, at least the rating is 4.5 or above". - RS. Consumers-

"Of course, we will definitely see reputation from seller or producer -RR. Consumers-

### 3.3 Consumer Perceptions of Online Food Safety Risks During the Covid-19 Pandemic

The COVID-19 pandemic that has been running for 1 year has also changed the way food producers sell. The online food sales system through an aggregator application has increased. Based on the results of interviews conducted with consumers, producers, and food experts, there are several differences in perceptions in terms of food safety. From the consumer side, they think that food is safe in terms of its packaging. The level of consumer confidence is quite large in the products sold in the aggregator application.

"I believe in that. If I already use go-jek, I will assume that the shop has been surveyed by the go-jek. All the food displayed in the aggregator application such as go-jek or grab means that he has passed quality". -AD. Consumers -

"First I'll see the reputation of this seller. Starting from the packing side, the seller will give you something to convince consumers that it's safe like that" -RR. Consumer-

Producers have perception that on the stages of preparation until distribution already safe for consumers. Washing their hand is one of the procedures they always to do before they start production, and they always use personal protective equipment (PPE).

"I always wash my hands before work and use PPE, because I'm afraid if that happen to us. -P. Producer-

"I do, it has been a habit from long ago, from my mother's gen. I wash everything that goes into the refrigerator first. From the vegetables, I dry them for a while, then put them in the refrigerator. So, the refrigerator is clean". -DW. Producer-

According to a food expert, food that called safe when producer meet the criteria of food safety such as ingredients, situation, location, tools and even packaging. Passed from validation or legalization and have a certificate can be called as safety food by the expert

"Indeed, we urge to carry out legality in the form of certification registration in the food sector" -GN. Food Expert-

### 3.4 Consumer Perceptions of Online Food Safety Risks During the Covid-19 Pandemic

Overall, both consumers and producers believe that the products they buy are halal. In addition, based on the results of interviews with several producers, they know about halal certification. However, they have not taken care of it due to financial constraints. So far, producers only think that if they buy

**Commented [Ma5]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H6R5]:** Baik sudah kami perbaiki

**Commented [Ma7]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H8R7]:** Baik sudah kami perbaiki

**Commented [Ma9]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H10R9]:** Baik sudah kami perbaiki

**Commented [Ma11]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H12R11]:** Baik sudah kami perbaiki

raw materials that are already circulating in Indonesia and there is a BPOM logo, it means that the product is halal.

*"I use products that have the BPOM label, which has been distributed in Indonesia." - EL. Producer"*

*"Yes, it's expensive. Especially if it's a factory equivalent. Tens of millions you know if it is equivalent to a factory". - DW. Producer-*

The level of consumer confidence in producers is also large, consumers believe that if there is no information about haram in a product, it means that the product is halal.

*"There is nothing as long as the food list is not haram, I consider it halal". -AD. Consumer-*

*"As long as they do not sell non-halal ingredients, I trust them. especially when the producer was Muslim because Muslims knew better, he would not use it." - RS. Consumer-. "- RS. Consumer-*

The halal food expert has the perception that currently MSMEs producers do not have special awareness about halal certification where ownership of halal certification is not only a necessity but can also be an opportunity to increase their profits.

"It's true, still 50% is still half like that ...". -RT. Halal Specialist-

In line with the opinion of consumers, if producers process halal certification on their products, the producers themselves will ultimately benefit.

*"Oh, that's why if he's serious it's even better because if consumers trust him, that's the luck too." - AD. Consumer-*

## DISCUSSION

Tambahi kalimat/keterangan sebelum menuju poin-poin.

### 1. Food Safety Risk

The risks of food safety sold in aggregator applications need to be considered. Especially during the COVID-19 pandemic, consumers regarding food safety and hygiene increased (Naquiah et al., 2021). Several aspects must be met as requirements of healthy food, namely that food must be hygienic, safe, and healthy. When deciding to buy a product, the main thing that consumers will think about is hygiene. Consumers hope the food they consume is clean and free from contamination (Sartika, 2020). Unhygienic food will make the food being easily contaminated and harm human health. Food contamination can occur along the food supply chain (Wahyuni et al., 2019). On the other hand, a study conducted (Komalasari & Widiawati, 2020) stated that only 28.04% of traders had good knowledge of food, while about 71.96% of street food traders did not know good food safety.

The level of consumer confidence in the products sold in the aggregator application is quite high. It can be seen in the results of research which show that consumers think the products sold in the application have been selected properly. The producers in this study think that safe food is food that is well prepared and workers who always wash their hands before production. Meanwhile, according to the Government of Indonesia through the Food and Drug Supervisory Agency (BPOM), to improve food safety, especially in the home industry, regulations are made as stated in the Regulation of the Head of BPOM Number. HK.03.1.23.04.12.2206 Concerning Guidelines for Good Food Production Practices for Home Industries. This regulation contains guidelines that explain how to produce quality, safe and suitable food for consumption (Masyarakat, 2017).

To maintain the level of consumer trust, the Government must ultimately step in by strengthening the food safety system for online food delivery services. What the government can do to support food safety is by facilitating the management of food safety certification, educating sellers about food safety standards, and facilitating supervision and tracing of food safety issues (Aprilianti & Amanta, 2020).

### 2. Halal Food Issues

**Commented [Ma13]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H14R13]:** Baik sudah kami perbaiki

**Commented [Ma15]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H16R15]:** Baik sudah kami perbaiki

**Commented [Ma17]:** Hasil kuosioner atau hasil wawancara?  
Jika hasil kuosioner atau wawancara dalam bahasa Indonesia, bisa dituliskan juga bahasa Indonesianya sambil diikuti terjemahan bahasa Inggrisnya.

**Commented [H18R17]:** Baik sudah kami perbaiki

At present, consumption of halal food is important because it is related to quality, cleanliness and food safety as emphasized by Sharia principles. Halal food products involve the entire supply chain network directly from the origin of the food to being served to consumers (Naquiah et al., 2021). The existence of halal certification on food products sold can not only be a trademark for business, but also can be a guarantee label to consumers (Talib & Johan, 2012). Research conducted by (Ahmad et al., 2017) suggests that halal certification on food products is very significant with the willingness of consumers to buy these products because consumers really pay attention to the religious side and ingredients of these products. In line with consumer perceptions that consumers pay attention to the ingredients used by producers, if the product is not made with haram ingredients, it means that the product is halal. The level of consumer confidence in this study is quite high in halal products sold in the aggregator application.

Research conducted by (Khairunnisa et al., 2020) states that the existence of a halal certificate owned by a producer can also maintain consumer confidence, besides that producers can also expand product marketing and increase business turnover, and ownership of halal certification on products is carried out to follow the principles of doing business in an Islamic manner. But on the other hand, the ownership of halal certification to producers who sell products in the aggregator application is not proportional to the large number of sellers. Consumer confidence is motivated by the belief that Indonesia is a country with a Muslim majority population, so that the products sold are also halal products. This is in line with research conducted by (Huda, 2012) which explains that producers are still not familiar with the halal certification regulations issued by MUI. Based on research (Eye & Prevention, 2021) which states that in an effort to develop and provide facilities for the advancement of MSME products, especially in an effort to assist MSME players in producing halal-certified products, the Government provides a free administrative assistance program to obtain halal-certified legality.

#### 4. CONCLUSION

In this study, it can be concluded that the level of consumer confidence in producers who sell products in the aggregator application is high. Consumers have the perception the products that sold in this application are included as safe and halal products. To maintain this level of trust, producers must try to facilitate by processing the legalization of their food products, which includes safe and halal certification issued by authorized institutions in Indonesia.

#### REFERENCES

- Ahmad, A. N., Abdul Rahman, R., Othman, M., & Ungku Zainal Abidin, U. F. (2017). Critical success factors affecting the implementation of halal food management systems: Perspective of halal executives, consultants and auditors. *Food Control*, 74, 70–78. <https://doi.org/10.1016/j.foodcont.2016.11.031>
- Akim; Konety, Neneng; Purnama, Chandra; Adilla, M. H. (2018). The Understanding of Usaha Mikro, Kecil Dan Menengah (UMKM) in Jatimangor on the Obligation of Halal Certification on Food Products. *Kumawula: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 31–49. <http://jurnal.unpad.ac.id/kumawula/index>
- Aprilianti, I., & Amanta, F. (2020). Makalah Kebijakan No.28: Memajukan Keamanan Pangan pada Layanan Pesan Antar Makanan Daring di Indonesia. *Center for Indonesian Policy Studies*, 28, 7. <https://repository.cips-indonesia.org/publications/324009/memajukan-keamanan-pangan-pada-layanan-pesan-antar-makanan-daring-di-indonesia>
- Dang, A. K., Tran, B. X., Nguyen, C. T., Le, H. T., Do, H. T., Nguyen, H. D., Nguyen, L. H., Nguyen, T. H., Mai, H. T., Tran, T. D., Ngo, C., Vu, T. T. M., Latkin, C. A., Zhang, M. W. B., & Ho, R. C. M. (2018). Consumer preference and attitude regarding online food products in Hanoi, Vietnam. *International Journal of Environmental Research and Public Health*, 15(5). <https://doi.org/10.3390/ijerph15050981>
- Eye, S., & Prevention, D. (2021). 儿童青少年近视防控需要更高质量的研究证据 1, 2 3. 8(February), 1–27.
- Huda, N. (2012). Pemahaman Produsen Makanan tentang Sertifikasi Halal (Studi Kasus di Surakarta).

**Commented [Ma19]:** Perhatikan penulis kutipan ditengah dan diawal kalimat.

Nama akhir penulis (tahun), ...

Jika penulisan kutipan di akhir kalimat:  
(Nama akhir penulis, tahun).

**Commented [H20R19]:** Baik sudah kami perbaiki

**Commented [Ma21]:** Perhatikan penulis kutipan ditengah dan diawal kalimat.

Nama akhir penulis (tahun), ...

Jika penulisan kutipan di akhir kalimat:  
(Nama akhir penulis, tahun).

**Commented [H22R21]:** Baik sudah kami perbaiki

**Commented [Ma23]:** Perhatikan penulis kutipan ditengah dan diawal kalimat.

Nama akhir penulis (tahun), ...

Jika penulisan kutipan di akhir kalimat:  
(Nama akhir penulis, tahun).

**Commented [H24R23]:** Baik sudah kami perbaiki

**Commented [Ma25]:** Perhatikan penulis kutipan ditengah dan diawal kalimat.

Nama akhir penulis (tahun), ...

Jika penulisan kutipan di akhir kalimat:  
(Nama akhir penulis, tahun).

**Commented [H26R25]:** Baik sudah kami perbaiki

*Ishraqi*, 10(1), 1–13.

- Kapoor, A. P., & Vij, M. (2018). Technology at the dinner table: Ordering food online through mobile apps. *Journal of Retailing and Consumer Services*, 43(September 2017), 342–351. <https://doi.org/10.1016/j.jretconser.2018.04.001>
- Khairunnisa, H., Lubis, D., & Hasanah, Q. (2020). Kenaikan Omzet UMKM Makanan dan Minuman di Kota Bogor Pasca Sertifikasi Halal. *Al-Muzara'Ah*, 8(2), 109–127. <https://doi.org/10.29244/jam.8.2.109-127>
- Komalasari, E., & Widiawati, D. (2020). Tingkat Kepatuhan Pedagang Pangan Jajanan terhadap Cara Produksi Pangan yang Baik. *JURNAL AL-AZHAR INDONESIA SERI SAINS DAN TEKNOLOGI*, 5(3), 130. <https://doi.org/10.36722/sst.v5i3.375>
- Kurnia, A., Pradana, A., Nurfarida, E., Kediri, P., & Kediri, I. P. (2017). PEMASARAN SECARA ONLINE USAHA MAKANAN BAYI DAN ANAK MENGGUNAKAN MARKETPLACE Perkembangan bisnis e-commerce di Indonesia bisa dikatakan mengalami perkembangan yang sangat pesat . Beberapa tahun terakhir seperti menjadi trend di masyarakat bahwa bisnis onli. 3, 149–162.
- Liu, R., Gao, Z., Snell, H. A., & Ma, H. (2020). Food safety concerns and consumer preferences for food safety attributes: Evidence from China. *Food Control*, 112(September 2019), 107157. <https://doi.org/10.1016/j.foodcont.2020.107157>
- Masyarakat, J. K. (2017). Cara Produksi Pangan Yang Baik Untuk Industri Rumah Tangga (Cpbb-Irt) Perusahaan Tahu Putih Å€Eslâ€ Kabupaten Semarang Tahun 2017. *Jurnal Kesehatan Masyarakat (e-Journal)*, 5(4), 690–697.
- Muhamad, M. (2020). Tantangan Dan Peluang Penerapan Kebijakan Mandatory Sertifikasi Halal (Studi Implementasi Uu No. 33 Th. 2014 dan Pp No. 31 Th. 2019). *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 2(2), 1–26. <https://doi.org/10.24239/jiebi.v2i2.29.1-26>
- Naquiah, N., Nizar, A., Aimi, S., & Zainal, S. (2021). Online Food Delivery Services : Make or Break the Halal Supply Chain ? *Journal of Food and Pharmaceutical Sciences*, 9(1), 378–388.
- Pemerintah Republik Indonesia. (2019). Peraturan Pemerintah Republik Indonesia Nomor 86 Tahun 2019 Tentang Keamanan Pangan. *Pemerintah Republik Indonesia*, 2019(86), 1–102.
- Pemerintah RI. (2014). *UU RI Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal*. 1–27.
- Pritanova P, R., Muhandri, T., & Nurjanah, S. (2020). Karakteristik dan Pemenuhan CPPOB Pelaku UMKM Online Produk Olahan Beku Daging Sapi dan Ayam di DKI Jakarta. *Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan*, 8(3), 102–108. <https://doi.org/10.29244/jipthp.8.3.102-108>
- Rosita, R. (2020). Pengaruh Pandemi Covid-19 Terhadap Umkm Di Indonesia. *Jurnal Lentera Bisnis*, 9(2), 109. <https://doi.org/10.34127/jrlab.v9i2.380>
- Sartika, R. S. (2020). Keamanan Pangan Penyelenggaraan Makanan bagi Pekerja. *Jurnal Gizi Kerja Dan Produktivitas*, 1(1), 29–35.
- Talib, M. S. A., & Johan, M. R. M. (2012). Issues in Halal Packaging: A Conceptual Paper. *International Business and Management*, 5(2), 94–98. <https://doi.org/10.3968/j.ibm.1923842820120502.1080>
- Tumpuan, A. (2020). PERANAN APLIKASI GO FOOD TERHADAP PERKEMBANGAN. 3(01), 26–30.
- Vincentius, V., & Putranto, L. S. (2020). Analisis Pengaruh Layanan Pesan Makanan Online Terhadap Perjalanan Berbasis Rumah Dan Berbasis Tempat Aktivitas. *JMTS: Jurnal Mitra Teknik Sipil*, 3(4), 1003. <https://doi.org/10.24912/jmts.v3i4.8391>

- Wahyuni, H. C., Sumarmi, W., & Saidi, I. A. (2019). Analisis Persepsi Konsumen Terhadap Aspek Risiko Keamanan Pangan Pada Sistem Rantai Pasok Makanan. *PROZIMA (Productivity, Optimization and Manufacturing System Engineering)*, 2(2), 64. <https://doi.org/10.21070/prozima.v2i2.2201>
- Zaini, M. A., Zainuri, Z., Sulastri, Y., Widyasari, R., & Nofrida, R. (2019). Pembelajaran Interaktif Tentang Pangan Aman, Bergizi Dan Halal Bagi Siswa Sekolah Dasar. *Jurnal Ilmiah Abdi Mas TPB Unram*, 1(1). <https://doi.org/10.29303/amtph.v1i1.13>



Available at <https://jurnal.stie-aas.ac.id/index.php/jie>  
Jurnal Ilmiah Ekonomi Islam, 8(01), 2022, 21-27

### Food Safety and Halal Issues in Food Aggregator Applications: “A Consumer's Point of View”

Khairunisa Ramadhani<sup>1\*)</sup>, Rachmawati Widyaningrum<sup>2)</sup>, Hesti Khofifah<sup>3)</sup>, Shaumi Natalia Putri<sup>4)</sup>

<sup>1,2,3,4</sup> Nutrition Department Universitas Ahmad Dahlan, Yogyakarta, Indonesia

\*Correspondence email: [khairunisa.ramadhani@gizi.uad.ac.id](mailto:khairunisa.ramadhani@gizi.uad.ac.id)

#### Abstract

Food delivery services are developing significantly, especially during the COVID-19 pandemic. Food aggregator application is one of the online systems which enables customers to order delivery food from several food providers. This application was made as a simple app to make it easy to use by customers. In addition, it also makes it easier for food producers to sell their products. However, it has its limitation in which the consumers do not know the safety and halal status of the products offered in this application. This research aimed to understand the consumers' perceptions of the food's safety and halal status in this food delivery system. This descriptive-qualitative research was held in January - February in DIY through in-depth interviews using an online meeting platform. The results showed that the consumers believe that the products sold in the aggregator application are safe and halal. The consumer's choice and trust depended on the restaurant's rating, products' photos, and their taste. In the product's safety context, the consumers justified the product quality from its packaging. As for the halal label of the product, the consumers believe that the product is halal if there is no information that these products contain non-halal ingredients.

**Keywords:** Food Aggregator Application, Consumer, Food Safety, Halal Food



**Citation suggestions:** Ramadhani, K., Widyaningrum, R., Khofifah, H., & Putri, S. N. (2022). Food Safety and Halal Issues in Food Aggregator Applications: “A Consumer's Point of View”. *Jurnal Ilmiah Ekonomi Islam*, 8(01), 21-27. doi: <http://dx.doi.org/10.29040/jiei.v8i1.4392>

**DOI:** <http://dx.doi.org/10.29040/jiei.v8i1.4392>



[Summary](#) [Review](#) [Editing](#)

## Submission

<b>Authors</b>	Khairunisa Ramadhani
<b>Title</b>	Food Safety and Halal Issues in Food Aggregator Applications: "A Consumer's Point of View"
<b>Original file</b>	<a href="#">4392-12572-1-SM.doc</a> 2022-01-19
<b>Supp. files</b>	None
<b>Submitter</b>	- Khairunisa Ramadhani 
<b>Date submitted</b>	January 19, 2022 - 12:52 PM
<b>Section</b>	Articles
<b>Editor</b>	Mohammad Rofuiddin 
<b>Abstract Views</b>	828

## Status

<b>Status</b>	Published Vol 8, No 1 (2022): JIEI : Vol. 8, No. 1, 2022
<b>Initiated</b>	2022-02-25
<b>Last modified</b>	2022-04-16