

THE INFLUENCE OF BUSINESS LOCATION, PACKAGING, AND HALAL LABELING ON THE REVENUE OF SAREE CHIP BUSINESSES IN ACEH BESAR REGENCY

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Abstract

This study aims to determine the influence of business location, packaging, and Halal labeling on the income of Saree chip business operators in Aceh Besar Regency. The study employs a quantitative approach using primary data. The population consists of 63 Saree chip business operators, all of whom were included in the sample using the saturated sampling technique. Data were collected via Likert-scale questionnaires and analyzed using SPSS 26, involving tests for validity, reliability, classical assumptions, multiple linear regression, the t-test, and the coefficient of determination. The results indicate that business location, packaging, and Halal labeling have a positive and significant effect on income, with t-test values of 6.921 for business location, 2.817 for packaging, and 7.882 for Halal labeling, against a t-Stable value of 2.001.

Keywords: *Business Location, Packaging, Halal Label, Income, Chip Business Operators*

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSMEs) sector plays a crucial role in national economic development, employing over 97% of the workforce and contributing approximately 60% to Indonesia's GDP (Hapsari et al., 2024). In Aceh Province, MSMEs are the mainstay of the regional economy, contributing 69.11% to the Regional Gross Regional Domestic Product (GRDP) (Bappeda Aceh, 2021). One of the leading local agricultural-based commodities in Aceh Besar Regency is the Saree Chips industry center in Lembah Seulawah District. This Acehese culinary souvenir business has historical value and significant market potential due to its location on a major national route.

Despite its promising revenue potential, with an average net profit of Rp3,000,000 to Rp10,000,000 per month (Nadia & Ruliani, 2024), most Saree Chips MSMEs currently face the challenge of declining and unstable income. The main problem stemmed from business location factors due to the operation of the Sigli-Banda Aceh toll road in September 2024, which diverted four-wheeled vehicle traffic from the Saree national route. This diversion directly reduced daily turnover for businesses by more than 50%. In addition to accessibility, physical location constraints such as limited parking, exposure to road dust, and hot steam from frying areas in kiosks also disrupted consumer comfort (Suci & Satrianto, 2023; Muhammad Nor, 2023).

On the other hand, according to Mashadi (2021), packaging serves to enclose a product to protect its contents. The purpose of packaging is to provide consumers with an accurate representation of the product by depicting an image and offering a perspective on its contents. Most businesses still rely on simple clear plastic packaging without brand identification, ingredient information, or expiration dates, which reduces visual appeal to tourists, and halal certification is still very rare among businesses. Furthermore, the lack of an official Halal label from BPJPH/MUI (Indonesian Ulama Council) reduces product credibility, even though halal product assurance is a critical attribute in protecting and enhancing Muslim consumer trust (Nurul Pratiwi et al., 2022). Based on the phenomena described above, the authors are interested in conducting further research entitled: "The Influence of Business Location,

Packaging, and Halal Labels on the Income of Saree Chips Business Owners in Aceh Besar Regency." This study aims to determine the influence of business location, packaging, and halal labels on the income of Saree Chips business owners in Aceh Besar Regency. The results of this study are expected to provide theoretical contributions to the development of MSME management and practical recommendations for local policymakers.

LITERATURE REVIEW

a) Business Location

According to Philip Kotler and Gary Armstrong (2018), "place" is an element of the marketing mix that encompasses a company's activities in making products available and distributing them so they are easily accessible to consumers at the right time and place (Muhammad Nor, 2023). "Place" relates to marketing activities aimed at streamlining the process of delivering goods and services from producers to consumers. Based on the expert explanations cited above, the author concludes that business location is a crucial factor significantly influencing a company's growth and success. Location is vital as it serves as both a distribution channel and a meeting point for producers and buyers, both of which impact the company's development. According to Elisabeth Simangunsong et al. (2024), there are five indicators of business location: Site, Parking area, Access, Visibility, Infrastructure.

b) Packaging

According to Philip Kotler and Kevin Lane Keller (2016), packaging involves the activities of designing and producing a container or wrapper for a product; it serves to protect the product, maintain its quality, and act as a means of communication between the producer and the consumer. Packaging aims to provide buyers with a clear idea of what the product is and how it is presented. Packaging serves several purposes beyond merely creating a good first impression. As consumers constantly evaluate packaged goods and associate them with the product's image and value, packaging is crucial in today's globalized world (Mashadi, 2021). Thus, the author concludes that packaging is a vital component of product marketing, playing a critical role in protecting and preserving the product's contents against various external factors such as weather, contamination, and physical damage. According to Dhurup (cited in M. Azis Alfayed et al., 2024), there are several indicators associated with packaging, namely: Material, Logo, Label, Color, Size, Attractiveness of the packaging design.

c) Halal Label

According to Philip Kotler and Kevin Lane Keller (2016), a label is a product attribute that serves to identify the product and provide consumers with information regarding its characteristics, composition, usage instructions, benefits, and the seller. Meanwhile, according to Susi Suhanti (2022), the term "halal" originates from Arabic and means "permissible" or "not prohibited." In Islamic law, "halal" refers to anything that is lawful and entails no penalty for its use. Based on these expert explanations, the author concludes that the "halal" label is a crucial element, as it provides information about the product and its halal status. The "halal" label serves as an official symbol indicating that the product complies with the requirements of Islamic Sharia. According to Rifqi Fatihul Ihsan et al. (2024), the "halal" label comprises four aspects: Safety, Religious value, Health, Specificity.

d) Income

According to Nurjanna (2020), business revenue is the total amount of money generated from operations, most commonly through the sale of products and services to customers. The amount of money remaining after deducting expenses is known as profit, a figure that holds greater value for investors than revenue alone. Based on expert explanations, the author concludes that revenue is the monetary gain realized by an individual or business through engagement in economic activities—such as buying and selling goods and services or contributing to their creation. According to Suot et al. (2023), revenue indicators include the following: Monthly income, Occupation, Education budget and Family expenses.

A. Previous Research

The following are the previous studies used in this research:

Table 1. Summary of Previous Research

No	Title/ Name/ Year/	Variable		Results
		Independen	Dependen	
1	The role of the Saree chip industry in increasing family income in Saree, Lembah Seulawah District, Aceh Besar (a 2023 case study). Nadia Julifa & Ruliani (2025)	X1 = The Role of Industry	Y = Income	Research results indicate that business location has a very strong influence on the revenue of the Saree chips industry.
2	The Influence of Creativity, Business Location, and Halal Labeling on the Income of “Pisang Sale” Entrepreneurs in East Aceh. Rahmatillah (2025)	X1 = Creativity X2 = Business Location X3 = Halal Label	Y = Income	The research results indicate that the creativity variable has a significant effect on business income, whereas the business location and halal label variables do not have a significant effect on business income.
3	The Influence of Products, Capital, Location, and Product Prices on the Income of Traditional Market Traders in Gelugur, Rantauprapat City. Fatimah Zahara et., al (2025)	X1 = Capital X2 = Location X3 = Price	Y = Income	The research results indicate that product, capital, location, and product price have a positive and significant effect on the income of traders at Gelugur Market, Rantauprapat.
4	The Impact of Product Packaging and Digitalization on Increasing MSME Revenue and Preventing Stunting in Majatenga Village. Hima Barima et., al (2025)	X1 = Product Packaging X2 = Digitalization	Y = Income	In summary, this research/community service initiative demonstrates that the program for optimizing MSME packaging and digital marketing—as well as stunting prevention through supplementary feeding and waste management has proceeded according to plan and generated positive impacts in Majatengah Village.
5	The Impact of Halal Labeling on the Revenue of Traditional Medicine and Spice Agro-industries in Madura. Binti Anik Sulastri et., al (2022)	X1 = Halal Label	Y = Income	The research findings indicate that the Halal label (Variable X) has a positive effect on the revenue of agro-industries producing traditional medicines and herbal spice products. The presence of the Halal label leads to increased revenue for processed herbal

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				products, as consumers trust that these products are free from *haram* (forbidden) ingredients, given their rigorous testing and certification by the Indonesian Ulema Council (MUI).
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Source: Compiled by the author, 2026.

B. Conceptual Framework

According to I Made Laut Mertha Jaya (2023), a conceptual framework is a model that illustrates how one variable relates to another. The independent variables in this study include Business Location (X1), Packaging (X2), and Halal Labeling (X3), each of which is assumed to influence the dependent variable, namely Income (Y). According to I Made Laut Mertha Jaya (2023), a conceptual framework is a model that illustrates how one variable relates to another. The independent variables in this study include Business Location (X1), Packaging (X2), and Halal Labeling (X3), each of which is assumed to influence the dependent variable, namely Income (Y).

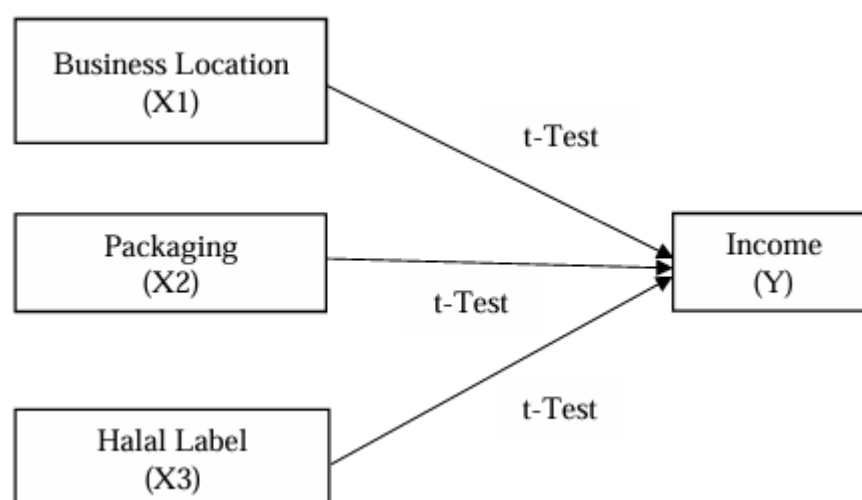


Figure 1. Conceptual Framework

C. Hypotheses

A hypothesis is a tentative statement formulated based on preliminary observations or theory, which can be tested through research or experimentation to determine its validity. The hypotheses employed by the author in this study are:

- H1 : Business location has a positive and significant effect on the income of Saree chip entrepreneurs in Aceh Besar Regency.
- H2: Packaging has a positive and significant effect on the income of Saree chip entrepreneurs in Aceh Besar Regency.
- H3 : The Halal label has a positive and significant effect on the income of Saree chip entrepreneurs in Aceh Besar Regency.

METHOD

This study employs a quantitative approach using primary data sources. Data were obtained directly from respondents through the distribution of questionnaires. Data collection was conducted using a Likert scale, ranging from a score of 1 (strongly disagree) to 5 (strongly agree). Research variables were measured using an interval scale to analyze the level of respondent perception regarding each statement presented.

Table 2. Likert Scale

No	Category	Symbol	Score
1	Strongly Disagree	SD	1

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2	Disagree	D	2
3	Neutral	N	3
4	Agree	A	4
5	Strongly Agree	SA	5

Source: Ghozali (2016)

A. Research Object and Location

This study examines the impact of business location, packaging, and Halal labeling on the income of Saree chip entrepreneurs in Aceh Besar Regency; the research was conducted in Sukamulya Village (Gajah Hamlet) and Suka Damai Village (along the route from Saree to Simpang Tiga), Lembah Seulawah District, Aceh Besar Regency, Aceh Province.

B. Population and Sample

According to Sugiyono (2022), a population consists of the entire set of objects or subjects possessing specific characteristics to be studied. The population for this study comprises 63 chip business operators located in Sukamulya Village, Gajah Hamlet, and Suka Damai Village along the route stretching from Saree to Simpang Tiga in Lembah Seulawah District, Aceh Besar Regency. Furthermore, according to Sugiyono (2022), a sample is a subset of the population selected as the object of study. This research employs a saturated sampling technique (census), wherein the entire population serves as the sample due to the relatively small number of individuals involved. Consequently, the sample size for this study is 63 business operators.

C. Operational Definition of Variables

This study involves two interconnected variables: the independent variable (X) comprising business location, packaging, and the halal label and the dependent variable (Y), which is the income of chip business operators.

Table 3. Operational Definition of Variables

No	variable	Definition	Variable indicator	Measurement scale
1	Business Location (X1)	A business location is a site associated with marketing efforts aimed at accelerating and facilitating the transfer of goods and services from producers to consumers.	1. Location 2. Parking area 3. Access 4. Visibility 5. Infrastructure (Elisabeth Simangunsong et al., 2024)	Likert
2	Packaging (X2)	Packaging is an item that serves to protect and secure the product inside, while also conveying a specific image to attract attention.	1. Material 2. Logo 3. Label, 4. Color, 5. Size, 6. Appeal of the packaging design (M. Azis Alfayed et al., 2024)	Likert
3	Halal Label (X3)	A halal label is a mark or written proof providing assurance that the product is halal.	1. Safety 2. Religious values 3. Health 4. Distinctiveness (Rifqi Fatihul Ihsan et al., 2024)	Likert
4	Income (Y)	Revenue is the total money earned by a company through its activities.	1. Monthly income 2. Occupation 3. Education budget 4. Family financial burden	Likert

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(Suot et al., 2023)

Source: Compiled by the author, 2026.

D. Research Instrument Testing

The research instrument used was the SPSS 26 application.

a. Validity Test

The validity test was conducted to determine the accuracy of each statement item in measuring the research variables. Testing was performed by comparing the calculated r-value (r-count) with the r-table value at a significance level of 0.05 and degrees of freedom ($df = n-2$) (Ghozali, 2018). An instrument is considered valid if $r\text{-count} > r\text{-table}$, whereas if $r\text{-count} < r\text{-table}$, the instrument is considered invalid.

Table 4. Validity Test Results

Variable	No Item	Calculated r-value	Table r-value	Information
Business Location (X1)	1	0.883	0.248	Valid
	2	0.835	0.248	Valid
	3	0.914	0.248	Valid
	4	0.774	0.248	Valid
	5	0.854	0.248	Valid
packaging (X2)	1	0.910	0.248	Valid
	2	0.773	0.248	Valid
	3	0.703	0.248	Valid
	4	0.838	0.248	Valid
	5	0.823	0.248	Valid
	6	0.872	0.248	Valid
Halal Label (X3)	1	0.918	0.248	Valid
	2	0.950	0.248	Valid
	3	0.885	0.248	Valid
	4	0.892	0.248	Valid
Income (Y)	1	0.965	0.248	Valid
	2	0.931	0.248	Valid
	3	0.956	0.248	Valid
	4	0.907	0.248	Valid

Source: Compiled by the author, 2026.

b. Reliability Test

Reliability testing was conducted to determine the level of consistency of the research instrument a questionnaire in measuring the research variables. The testing utilized the Cronbach's Alpha method, and the instrument was deemed reliable if it yielded a Cronbach's Alpha value greater than 0.60 (Sugiyono, 2016).

Table 5. Reliability Test Results

Variable	Calculated Cronbach's Alpha Value	Information
Business Location (X1)	0.905	Reliable
Packaging (X2)	0.902	Reliable
Halal Label (X3)	0.932	Reliable
Income (Y)	0.955	Reliable

Source: Compiled by the author, 2026.

E. Classical Assumption Test

a. Normality Test

A normality test was conducted to determine whether the residual data in the regression model followed a normal

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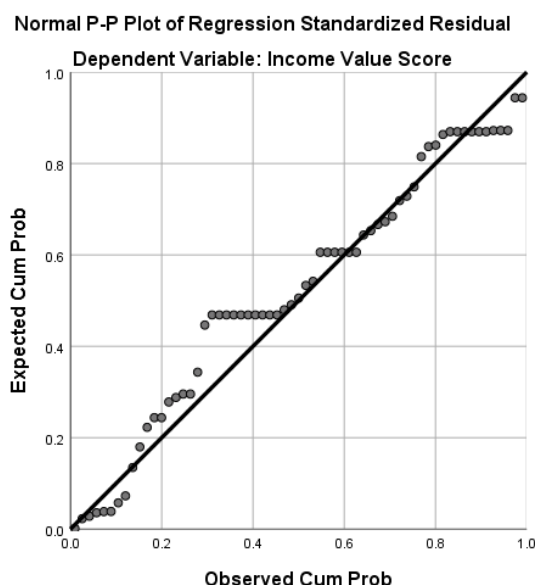
distribution. The testing employed the One-Sample Kolmogorov-Smirnov Test, examining the Asymp. Sig. and Monte Carlo Sig. values. Data are considered normally distributed if the significance value is greater than 0.05 (Ghozali, 2019).

Table 6. Normality Test

		Unstandardized Residual
N		63
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.94562589
Most Extreme Differences	Absolute	.166
	Positive	.090
	Negative	-.166
Test Statistic		.166
Asymp. Sig. (2-tailed)		.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.054 ^d
	95% Confidence Interval	Lower Bound
		Upper Bound
		.050
		.059

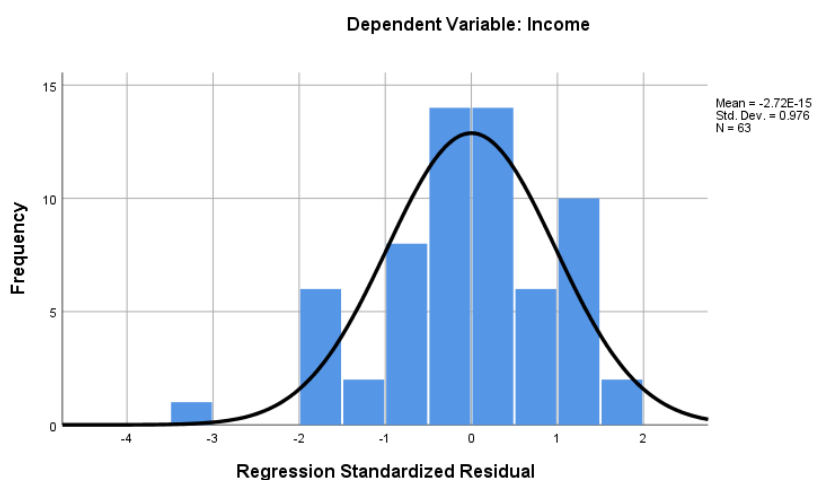
The normality test results show an Asymp. Sig. (2-tailed) value of 0.000 (< 0.05), whereas the Monte Carlo Sig. (2-tailed) value is 0.054 (> 0.05). Based on the Monte Carlo approach, the residual data are considered normally distributed; thus, the normality assumption for the regression model has been met. The results of the analysis using the histogram and normal probability plot are presented in the following figure:

Figure 2. Normality Probability Plot



The normal probability plot shows that the data points are distributed around the diagonal line and follow its direction, indicating that the residual data are normally distributed. Furthermore, the histogram forms a bell-shaped pattern, suggesting that the normality assumption for the regression model has been met (Ghozali, 2019).

Figure 3. Histogram



The histogram from the normality test shows a distribution pattern resembling a bell curve; thus, the residual data in the regression model can be considered normally distributed and satisfying the normality assumption.

b. Multicollinearity Test

A multicollinearity test was conducted to determine the presence or absence of high correlation among independent variables in the regression model. The test involved examining the Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10 (Suliyanto, 2011). The test results indicate that all independent variables have Tolerance values > 0.10 and VIF values < 10; therefore, the regression model is deemed free from multicollinearity.

Table 7. Multicollinearity Test Results

Coefficients^a

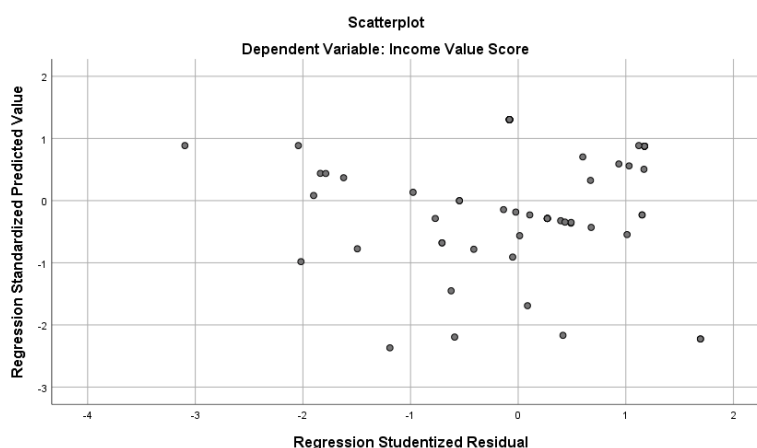
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5.375	1.212		-4.435	.000		
	Business Location Score	.596	.076	.541	7.882	.000	.386	2.590
	Packaging Score	.157	.056	.156	2.817	.007	.595	1.681
	Halal Label Score	.390	.056	.392	6.921	.000	.569	1.759

Source: Compiled by the author, 2026.

c. Heteroskedasticity Test

A heteroscedasticity test was conducted to determine whether there were differences in residual variances within the regression model. The test utilized a scatterplot of predicted values (ZPRED) against residuals (SRESID). A regression model is considered free from heteroscedasticity if the data points are randomly distributed above and below the zero line on the Y-axis and do not form a discernible pattern (Ghozali, 2019). The test results indicate that the points are randomly scattered without a clear pattern; therefore, the regression model in this study is deemed free from heteroscedasticity.

Figure 4. Heteroskedasticity Test Results



F. Data Analysis Methods

a. Multiple Linear Regression Analysis

A multiple linear regression analysis was conducted to examine the influence of business location, packaging, and Halal labeling on the income of Saree chip entrepreneurs in Aceh Besar Regency. The analysis results using SPSS

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yielded the following regression equation:

Table 8. Multiple Linear Regression Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.375	1.212		-4.435	.000
	Business Location Score	.596	.076	.541	7.882	.000
	Packaging Score	.157	.056	.156	2.817	.007
	Halal Label Score	.390	.056	.392	6.921	.000

$$Y = -5.375 + 0.596X_1 + 0.157X_2 + 0.390X_3 + e$$

The constant value of -5.375 represents the income level when all independent variables are zero. The business location variable has a coefficient of 0.596, packaging has 0.157, and the halal label has 0.390. All coefficients are positive, indicating that improvements in business location, packaging quality, and the use of halal labels tend to increase business owners' income, assuming other variables remain constant. Among the three variables, the halal label exerts the greatest positive influence on income.

b. Partial Test (t-test)

The t-test is conducted to determine the partial effect of the independent variables on the dependent variable. A variable is considered to have a significant effect if the calculated t-value exceeds the t-table value or if the significance value is less than 0.05 (Suliyanto, 2011). In this study, the t-table value was determined based on the degrees of freedom ($df = n - k - 1$) with $\alpha = 0.05$, resulting in a t-table value of 2.001.

Table 9. t-test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.375	1.212		-4.435	.000
	Business Location Score	.596	.076	.541	7.882	.000
	Packaging Score	.157	.056	.156	2.817	.007
	Halal Label Score	.390	.056	.392	6.921	.000

Source: Compiled by the author, 2026.

c. Coefficient of Determination Test

The coefficient of determination (R^2) is used to assess the ability of the independent variables to explain the dependent variable. The test results show an R^2 value of 0.892, indicating that the variables of business location, packaging, and halal labeling explain 89.2% of the variation in the income of Saree chip entrepreneurs in Aceh Besar Regency, while the remaining 10.8% is influenced by factors outside the scope of this study.

Table 10. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.945 ^a	.892	.887	.969

Source: Compiled by the author, 2026.

DISCUSSION

The research results indicate that business location, packaging, and the halal label have a positive and significant impact on the income of Saree chip business operators in Aceh Besar Regency.

1. The Effect of Business Location on Business Operators' Income

The business location variable yielded a t-statistic of 6.921 with a significance level of 0.000. The values ($6.921 > 2.001$) and ($0.000 > 0.05$) indicate that a strategic, easily accessible location—characterized by adequate parking, good visibility, and supporting infrastructure—can increase consumer visits and lead to higher income. These findings align with research by Nadia Julifa and Ruliani (2025) as well as Fatimah Zahara et al. (2025).

2. The Effect of Packaging on Business Operators' Income

The packaging variable also has a positive and significant impact on income, with a t-statistic of 2.817 and a significance level of 0.007 (or $2.817 > 2.001$ and $0.007 > 0.05$). Packaging that utilizes quality materials, features clear logos and labels, employs attractive colors and appropriate sizing, and boasts an appealing design can boost consumer purchase interest and drive sales growth. These results support the research of Hima Barima et al. (2025), which states that packaging influences the income of business operators.

3. The Effect of the Halal Label on Business Operators' Income

Furthermore, the halal label variable demonstrates a positive and significant impact on income, with a t-statistic of 7.882 and a significance level of 0.000 (or $7.882 > 2.001$ and $0.000 > 0.05$). The presence of a halal label enhances consumer trust by providing assurances regarding safety, alignment with religious values, health perceptions, and product distinctiveness, thereby driving purchasing decisions and increasing sales volume. These findings align with the research conducted by Binti Anik Sulastris (2022). Among the three variables, the halal label is the most dominant factor influencing the revenue of Saree chip businesses. This indicates that the clarity and credibility of the halal label are key factors in boosting consumer trust and contribute most significantly to increased sales and business revenue. Therefore, obtaining and displaying the halal label should be a priority strategy for business owners to enhance their competitiveness and revenue.

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