

# HALAL LABEL\_IS IT IMPORTANT IN DETERMINING BUYING INTEREST

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**Submission date:** 15-Feb-2023 02:10PM (UTC+0700)

**Submission ID:** 2014673878

**File name:** HALAL\_LABEL\_IS\_IT\_IMPORTANT\_IN\_DETERMINING\_BUYING\_INTEREST.pdf (337.05K)

**Word count:** 4661

**Character count:** 24663

## HALAL LABEL: IS IT IMPORTANT IN DETERMINING BUYING INTEREST?

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### ABSTRACT

The purpose of this study was to determine the effect of the halal label on Korean noodle food on the buying interest of adolescent consumers. The population in this study were teenagers in the city of Jakarta. The number of samples that were successfully processed were 100 teenagers as respondents using random sampling method. This research uses simple regression analysis analysis. Data collection techniques by distributing questionnaires to 100 adolescent respondents in Jakarta. The test results in this study found that the halal label on Korean noodle food had a significant effect on the buying interest of teenage consumers. Halal labels are the basis for purchasing decisions for teenage consumers to fulfill religious beliefs, with the presence of halal labels on Korean noodle foods, it can be ensured that the food consumed is of good quality and good for health, which pays attention to the ingredients. The implication of this research is for business people to consider adding halal labels to their products, especially if they are marketed in countries with a majority Muslim population.

**Keywords:** brand image; buying interest; halal food; halal label; market

### ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh label halal pada makanan mie Korea terhadap minat beli konsumen remaja. Populasi dalam penelitian ini adalah remaja di kota Jakarta. Jumlah sampel yang berhasil diolah adalah 100 remaja sebagai responden dengan menggunakan metode random sampling. Penelitian ini menggunakan analisis analisis regresi sederhana. Teknik pengumpulan data dengan menyebarkan kuesioner kepada 100 responden remaja di Jakarta. Hasil pengujian dalam penelitian ini menemukan bahwa label halal pada makanan mie Korea berpengaruh signifikan terhadap minat beli konsumen remaja. Label halal menjadi dasar keputusan pembelian konsumen remaja untuk memenuhi keyakinan agama, dengan adanya label halal pada makanan mie korea dapat dipastikan makanan yang dikonsumsi berkualitas baik dan baik untuk kesehatan, yang memperhatikan kandungan bahannya. Implikasi penelitian ini adalah bagi para pelaku bisnis harus mempertimbangkan penambahan label halal pada produknya, khususnya jika dipasarkan di negara yang mayoritas berpenduduk muslim.

**Kata kunci:** citra merek; label halal; makanan halal; minat beli; pasar

### ARTICLE INFORMATION

Article History: submitted: January 27, 2021; revised: April 26, 2021; accepted: June 15, 2021

JEL Classification: M30, M38

**How to Cite:** Mustika, A., Hendradewi, S., & Ratnaningtyas, H. (2021). Halal Label: Is It Important in Determining Buying Interest? *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 7(1), 1–10.  
<https://doi.org/10.34203/jimfe.v7i1.2929>



### INTRODUCTION

Indonesia has good economic growth with a large population and the majority of the population is Muslim. This makes Indonesia an attractive market for advertising products consisting of local products and foreign products. In Indonesia, halal food has become one of the key elements for the preservation

**1** and stabilization of halal tourist destinations (Habibie et al, 2019). Religion is one of the potential factors that will shape consumption decisions, especially among Muslims. In Islam, food is divided into two categories, namely halal is permitted and haram is prohibited. The concept of halal received high appreciation by the people of Indonesia, because halal products are considered healthier, cleaner, and tastier (Mustika & Achmadi, 2018).

When the need for basic needs (such us: food, drink, clothing, food and shelves) will always increase in line with the increase in population. This is an opportunity for business actors to increase their production and sell them in an attractive way. Indonesia is one of the countries that is the destination for marketing food and beverage products from abroad which is the impact of international trade. This is quite a big concern for the Indonesian population, who are mostly Muslim, which is related to the halalness of a product. For this reason, one of the efforts to attract buyers is to provide a halal label on a product. This is also a form of consumer protection. Proper labeling in accordance with applicable regulations will establish an honest and responsible trade. This will facilitate security surveillance and protect consumers from misperceptions.

Halal products provide a strong foundation for a Muslim's decision to buy food. The existence of a halal label that will make people understand what they have to consume and use. Therefore, Muslims must have involvement in knowledge about the awareness of the concept of halal in consuming food. The concept of halal food is recognized worldwide as an alternative benchmark for the safety, hygiene and quality assurance of what we consume or use on a daily basis. Halal products that are processed according to halal recipes are ready to be accepted by all, including non-Muslim consumers (Ambali & Bakar, 2014).

However, the global food industry in general has experienced some concerns about food and food-related lawsuits making headlines in the media. The Jakarta Post (2016) reports that within us, an entrepreneur who is considered a pioneer in the halal food industry is being punished for fraud in exporting meat products to Indonesia and Malaysia. Founder of Midamar corporation subject to a fine of US\$60,000 for defrauding the packaging label for beef products so that the company can export products that do not comply with Malaysian and Indonesian halal standards.

Nowadays, there are endless stories about teenage lifestyles, starting from the way they dress, the movies that are booming, how to interact, even the food and drinks they consume. Adolescence is a time filled with curiosity in everything, they will flock to find out what is viral, whether through social media or even relationships between friends. If food or food containers are being discussed, they will buy or will come to the place. Teenagers get an allowance every day. From this allowance, adolescents get the opportunity to eat snacks/meals outside the home without paying attention to what food they will consume. Adolescent behavior is influenced by what is seen, heard, and accepted, as well as consumptive behavior in adolescents (Hendradewi et al, 2020).

This discussion substantially discusses matters related to aspects of the halal label on the interest in buying Korean noodles. The population in this study were adolescents in Jakarta, where this study aims to determine the demographics of DKI Jakarta adolescents who consume Korean noodles, how the label influences the buying interest in Korean noodles and what has a big effect on the halal label on consumers.

#### **LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

Research conducted by Habibie, et al (2019) regarding the importance of the halal label on foreign food products, the results showed that the number of female respondents was 66 and male respondents were 34. Respondents obtained information about foreign products from social media with a total percentage of 59%. The halal label on foreign food products has guaranteed the halalness of food by 38.9%, so the existence of a halal label on a food product is very important to do.

Hasibuan, et al (2017) conducted research on the effect of halal labels, halal awareness and brand image on consumer buying interest. Their research results indicate that brand image has a positive effect on consumer buying interest. Whereas on the halal label, halal awareness does not affect consumer buying interest. The presence of a brand is shown by potential buyers when they already have brand information and will form certain perceptions. Positive brand perceptions have an impact on consumer intention to buy the product brand being offered.

Research by Hendradewi, et al (2020) on halal awareness of the interest in buying food products abroad. The results of his research show that halal awareness of the interest in buying Korean noodle food products has a positive linear relationship, namely the greater the label awareness variable, the greater the instant buying interest variable originating from Korea. Respondents aged 11 to 21 years have a good understanding of the awareness of halal products from Korea, this happens because they already understand halal awareness for products originating from abroad. A halal logo is required so that it can be consumed safely.

### **The Halal Food**

Actually, halal is not limited to food, but halal has penetrated the fields of pharmaceuticals, cosmetic products, and services including finance, investment and business. Marketers' interest in developing products based on religion and having a specific target market is the demand for trade liberalization. The halal product market has facilitated the emergence of Muslim consumers into a promising market because halal products are in accordance with their faith values (Aoun, 2015).

The concept of halal in Indonesian society has been implemented in people's lives. Halal is mainly intended for something that is halal and lawful to eat or to be consumed by people according to Islamic sharia (Habibie et al, 2019). The concept of halal consists of cleanliness, safety, cleanliness, virtue, purity, manufacturing, production, process, honesty, truth, and food service as well as other financial and social activities with an excellent platform from Islam (Hussain et al, 2016).

Halal food according to Islamic law is food that does not contain pork, khamar and other ingredients prohibited by Islam. In addition, according to Islamic teachings regarding processing, storage, processing and food equipment, pigs and other prohibited objects should not be used. Slaughtering animals according to Islamic teachings will produce quality, hygienic, halal meat and is blessed by Allah SWT (Girindra, 2008).

### **A Glance Of Halal In Quran And Sunnah**

According to Islamic teachings, consuming halal, holy and good food is a religious commandment and the law is obligatory. It is in the Koran:

*"O people, eat what is lawful again than what is on earth, and do not follow the steps of the devil; because indeed Satan is a true enemy to you"* (QS Al-Baqarah, 168:2).

The term halal includes cleanliness and hygiene in food preparation because cleanliness is part of faith. Allah only allows hygienic, safe and lawful products to be consumed by Muslims. This explanation is in the verse of the Koran:

*"He hath forbidden you only carrion, and blood, and swine flesh, and that which hath been immolated to (the name of) any other than Allah. but he who is driven by necessity, neither craving nor transgressing, it is no sin for him. lo! Allah is forgiving, merciful"* (QS Al-Baqarah, 173:2).

In the above verse of the Koran, it is informed about what types of food should and should not be consumed by Muslims. Even the reasons for the prohibition are proven by clarification through the interpretation of the Koran by the scholars. For example, the reason for the prohibition of carcasses and animal carcasses is because they are not suitable for human consumption, where the decomposition

**1** process leads to the formation of chemicals that are harmful to humans. Blood excreted from animals contains harmful bacteria and toxins, which are harmful to the products of metabolism and human development. some of them (Ambali & Akbar, 2014).

#### **The Halal Food on Teenager's Perception**

The teenagers were given information about halal food by their families since elementary school and then received additional information from religious lectures on radio and television. Teenagers have sufficient knowledge about halal food and agree to choose halal food as one of the culinary tourism options. Belief in halal food is closely related to religious commitment (Mustika & Achmadi, 2018).

The level of understanding of Semarang teenagers about halal labels which include food, drinks and cosmetics. That 42% of respondents do not fully understand the complete definition of halal, but 78% of respondents are able to mention the type of halal product, 81% understand the halal label as an indicator in product purchasing decisions (Adinugraha, 2017).

#### **The Halal Label**

The label is part of the product attribute which aims to convey the information printed on the product packaging as a sign of getting to know the product. Halal label is the inclusion of writing, or a statement of halalness on the product packaging, that the product has a halal status (Hasibuan et al, 2017). Halal label is the inclusion of a written or halal statement on the product packaging to show that the product in question is a halal product (Adinugraha, 2017).

Everyone who produces and packs packaged food throughout Indonesia to be traded and declares halal food for Muslims is responsible for the validity of this statement and is obliged to include halal information on the label. There are three kinds of labels according to their use, namely (Angipora, 2002): (1) brand label is the use of a label that is only used as a brand, for example Bear, Indomie; (2) value labels are labels that indicate the quality of an item. This label is displayed in the form of a sentence or word; (3) descriptive label, one example of a descriptive label is a halal label. With the existence of a halal label on a food product, for example, consumers will get information about products that have been tested and checked by the competent authorities, without using ingredients that are haram based on Islamic sharia.

#### **Buying Interest**

Buying interest is something related to consumer's plan to buy a certain product and how many units of the product are needed in a certain period. Buying interest is the tendency of consumers to buy a brand or take action related to the level of purchase as measured by the likelihood of consumers making a purchase (Husaini, 2015). Buying interest is the tendency of consumers to buy something or take action related to purchases and is measured by the level of possibility of consumers making a purchase (Habibie, 2021).

Buying interest is something that has to do with the consumer's plan to buy. It can be said that purchase intention is a consumer's mental statement that reflects the purchase plan for a product with a certain brand. This is very necessary for marketers to determine consumer buying interest in a product, both marketers and economists use interest variables in predicting consumer behavior in the future (Durianto and Liana, 2004). Buying interest indicators are as follows: (1) transactional interest, which is a person's tendency to buy a product; (2) interest referrals, namely the tendency for someone to refer products to others.

**H<sub>1</sub>: halal label has a significant effect on buying interest.**



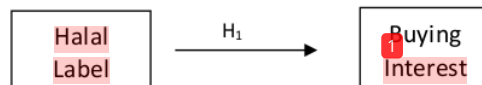


Figure 1. Conceptual Framework

**RESEARCH METHOD**

**Research Design**

This study is a quantitative study. This study try to analyze the effect of the halal label on the buying interest of teenagers in Jakarta in buying Korean noodle products. The population in this study were teenagers in the city of Jakarta. The research sample was selected using the random sampling method consist of 100 student of Trisakti University. Data used in this study is primary data. Data collecting in this study using triangulation, through questionnaire. This study uses a simple regression analysis with quantitative methods, descriptive approach, meaning. Here is some question points in the questionnaire as variable indicators.

Table 1. Variable Indicators

Variable	Question
Halal Label – Independent Variable	1. The halal label of Korean noodles, it means the product guarantees it does not contain haram ingredients
	2. The halal label of Korean noodles, it means the product is halal
	3. The halal label attached at the packaging of Korean noodles
	4. The halal label of Korean noodles issued by lppom-mui
Buying Interest – Dependent Variable	1. Choosing the Korean noodles is a good idea
	2. Decided to buy Korean noodles because the halal label
	3. Looking for the halal label before buying the Korean noodles
	4. The inclusion of halal labels on Koreans noodle made me decide to buy
	5. Keep buying Korean noodles although there are no halal labels yet
	6. Several times have eaten Korean noodles even though there is no halal label
	7. Recommend Korean noodles that have the halal label to others
	8. I invite my friends or colleagues to buy Korean noodles
	9. Telling the experience about eating the korean noodles
	10. Recommending to buy the halal product, like Korean noodles
	11. Keep recommending Korean noodles even though there is no halal label

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## RESULT AND DISCUSSION

### Descriptive Statistic

The object of research in this study is adolescents at the age of 15—21 years. Research period in 2019—2020.

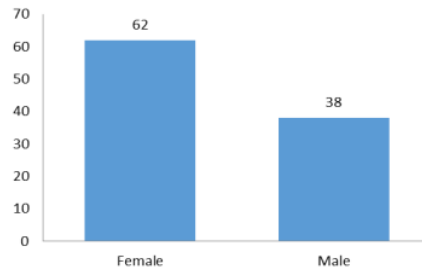


Figure 1. Respondent Gender

The results showed that the dominant respondents who filled out this questionnaire were 62 women and 38 men. The data shows that those who like to buy Korean noodles are dominated by women. This study shows that women consume more noodles than men.

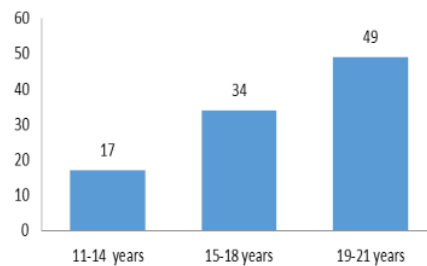
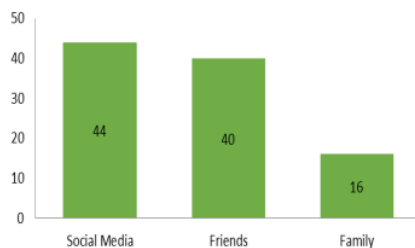


Figure 2. Respondent Age

Based on the chart above, the results based on the age of the respondents show 17 people aged 11—14 years, 34 people aged 15—18 years, and 49 people aged 19—21 years. This shows that 19—21 year olds prefer noodles because the taste of food served quickly and easily found in supermarkets is Korean noodles with all flavors.



**Figure 3. Sources of Information**

Figure 3 show that they receive information about Korean noodles from social media as much as 44%, 40% from their friends and 16% from their family. Only 4%, the difference between social media and friends, meaning they got information about Mie Korea because of the network. In addition, currently social media is the most popular media for promoting various things, such as restaurants, culinary delights, hotels, snacks, etc.

#### Validity Test

The validity test aims to test the validity of the instruments used in this study. Whether the instrument can accurately measure the halal label variables and buying interest.

**Table 2. Validity Test Result**

VARIABLE	Statement Items	R-COUNT	R-TABLE
Halal Label	X1	0,783	0,164
	X2	0,694	0,164
	X3	0,729	0,164
	X4	0,715	0,164
Buying Interest	Y1	0,837	0,164
	Y2	0,882	0,164
	Y3	0,776	0,164
	Y4	0,861	0,164
	Y5	0,738	0,164
	Y6	0,711	0,164
	Y7	0,802	0,164
	Y8	0,682	0,164
	Y9	0,844	0,164
	Y10	0,781	0,164
	Y11	0,617	0,164

1  
Based on the table above, it can be concluded that all questions for all variables are valid. The validity test result show that the value of r-count of all variables are bigger than r-table (0,164). It means that all instrument or questions in the questionnaire can measure all variable (halal label and buying interest).



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**Reliability Test**

The reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated.

**Table 3. Reliability Test Result**

Variable	Cronbach's	Nilai
	Alpha	Alpha
Halal Label	0,898	0,600
Buying Interest	0,932	0,600

Table 3 shows that all question indicators are reliable. This is indicated by Cronbach's alpha value of all variables are bigger than alpha value (0,600). It means that all instrument or questions in the questionnaire used to measure the same symptoms and the measurement results obtained are relatively consistent.

**Coefficient of Determination**

Coefficient of determination show how big is the ability of all independent variables in explaining the variance of the dependent variable. So for this study, coefficient of determination show how big the ability of halal label as independent variable explaining the effect to buying interest.

**Table 4. Coefficient of Determination**

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,275 <sup>a</sup>	0,121	0,110	0,029

The adjusted  $r^2$  value was obtained at 11%. This shows that 11% of the buying interest can be explained by the halal label, while 89% of the buying interest is explained by variables outside the halal label. This result show that teenager tends to choose food or drink that have the halal label. Besides considering the halal label, they also pay attention to other bigger things such us ingredients.

**Simple Regression Analysis**

Regression analysis aim to test the extent to which the causal relationship between the halal label as independent variable and buying interest as dependent variable.

**Table 5. Simple Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,173	0,882			
Halal Label	0,366	0,087	0,511	2,951	0,018

Depend Variabel: Buying Interest

The explanation table 5 is that the regression coefficient for the halal label on Korean noodle food variable is 0,366, meaning that if the halal label increases by one unit, buying interest will increase by 0,366 units assuming the independent variable has a fixed value.

For hypothesis testing, the value of t-count (2,951) > t-table (1,660) and the probability value of 0,018 < 0,05. Thus,  $H_0$  is rejected and  $H_a$  is accepted, which means that the halal label on Korean noodle food has a significant effect on buying interest.

From this study, the halal label is an important part that underlies the buying interest of teenage consumers, because the halal label is the basis for purchasing decisions for teenage consumers to fulfill religious beliefs, with halal labels on Korean noodle food, it can be ascertained that the food consumed is of good quality and good for health, which pays attention to the content of the ingredients.

Indonesia in the face of trade free regional, international and global levels, it is feared that it is being flooded with food and products other containing or contaminated with the elements illegal. Imported products now starting flooding our homeland with various kinds attractive packaging. However, it should be noted whether the processing, storage, handling, and packaging used containing preservatives that endanger health or additional materials containing haram elements which are prohibited in Islam. For this reason, it is very important to have a halal label to make it easier for consumers to determine the purchase of these products. For Muslims, mistakes in choosing food products that are consumed can cause physical and spiritual losses, outwardly consuming products that contain hazardous materials can interfere with health, while mentally consuming products that are not halal can lead to sin.

The decision-making process in general, a consumer will trying to find information about how to make decisions right purchase. Today consumers are very critical in finding and dig up information about the product to be used. In Islam for fulfill his needs, a Muslim must always be in line with Quran and Sunnah. In terms of quality, every Muslim must pay attention to halal whether or not a product. Better understanding of religion increasingly makes Muslims become more selective in product selection consumed. The unwillingness of the Muslim community to consume products haram will increase higher involvement in the electoral process product (high involvement). Thus there will be a product selected for consumed and products set aside as a result of the selection process.

Products that do not include a halal label on their packaging are considered not to have received approval from the competent authority to be classified into the list of halal products or are considered to be halal. The absence of the label will make Muslim consumers careful in deciding whether or not to consume products without the halal label. drinks. The unwillingness of the Muslim community to consume haram products will increase higher involvement in the product selection process (high involvement). That way there will be products that are selected for consumption and products that are set aside due to the selection process. The selection process itself will make halal as the main parameter. This provision places limitations on food products entering the Muslim market.

## CONCLUSION

From the analysis and discussion conducted in this study, the halal label on Korean noodle food has a significant effect on the buying interest of adolescent consumers. It is because the halal label is the basis for purchasing decisions for teenage consumers to fulfill religious beliefs, with halal labels on Korean noodle food, it can be ascertained that the food consumed is of good quality and good for health, which pays attention to the content of the ingredients. Halal labeling on Korean noodle food has an effect of 11% on the buying interest of teenage consumers. As for other things 89% influenced by other factors.

<sup>1</sup> The implication is that purchase intention is a consumer's mental statement that reflects the purchase plan for a product with a certain brand. This is very necessary for marketers to determine consumer buying interest in a product, both marketers and economists use interest variables in predicting consumer behavior in the future.

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