THE LEVEL OF PUBLIC PURCHASING POWER ON THE DECISION TO PURCHASE HALAL PRODUCTS IN NORTH SUMATRA

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Abstract

Indonesia is a country with a very large market share for sharia economy-based products and services. The development of the halal product industry in Indonesia from year to year is increasingly significant. It cannot be denied that research related to halal products is always interesting to study and analyze more deeply, especially from the consumer's perspective. Therefore, this research aims to analyze how Income, Taste, and Price influence the Decision to Purchase Halal Products in North Sumatra Province with Interest as an Intervening Variable. This research is quantitative research with verification research methods. The sample taken was 100 Muslim participants who live in North Sumatra. provided that participants have purchased or are currently using halal products. This research has the results that Income, Taste, and Price partially influence interest in halal products in North Sumatra Province. Interest influences the decision to purchase halal products in North Sumatra Province. Income, tastes and prices both partially and simultaneously influence Halal Product Purchasing Decisions in North Sumatra Province with Interest as an Intervening Variable. Based on the analysis, it appears that the three factors, namely income, price, and people's tastes, have a significant impact on shaping consumer preferences. The relationship between income, product prices, and tastes creates complex dynamics that influence people's purchasing decisions for halal products.

Keywords: Purchasing Power, Purchasing Decisions, Halal Products, Interest

INTRODUCTION

Energy is an important component for the survival of a country because almost all of the country's activities depend on the availability of sufficient energy. There are two large groups of energy, namely renewable energy and non-renewable energy (fossil fuel). Dependence on (fossil fuels) causes several negative impacts such as depletion of fossil energy reserves, increasing environmental damage, and scarcity of fossil energy, therefore countries are starting to develop renewable energy, one of which is geothermal energy (Novita, 2018).

Indonesia is a country with a Muslim population reaching 87.18 percent of a population of 232.5 million people (Global Islamic Economy Report 2018-2019). This is a very large measure of the market share of Sharia economy-based products and services. Based on data contained in The State of Global Islamic Economy (SGIE) Report 2023/24, Indonesia has risen to 3rd place (State of the Global Islamic Economy Report, 2023) after previously being ranked 4th in 2022 in the GIEI ranking of 81 countries with the strongest Islamic economic ecosystem in the world(Indonesia Halal Lifestyle Center, Dinar Standard, & Bank Indonesia, 2021). This can be seen in the image presented as follows.

Indicator Scores Breakdown for Top 15 Ranking Countries

		GIEI	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Media and Recreation	Pharmaceuticals and Cosmetics
1	Malaysia	193.2	408.7	128.0	99.4	73.6	74.4	73.9
2	Saudi Arabia	93.6	194.9	48.5	99.7	34.3	37.5	34.3
3	Indonesia	80.1	93.2	94.4	60.7	66.3	52.4	58.6
4	United Arab Emirates	79.8	115.7	59.2	136.2	51.3	44.5	41.3
5	Bahrain	75.0	125.1	55.0	88.1	33.4	49.6	38.5
6	Iran	74.6	159.8	41.2	65.7	20.5	24.2	33.1
7	Türkiye	74.0	46.1	85.1	161.8	86.2	46.0	52.6
8	Singapore	62.7	52.2	67.7	50.3	64.3	72.6	79.9
9	Kuwait	60.2	123.6	42.2	28.7	20.0	26.8	29.2
10	Qatar	57.1	74.4	49.7	60.4	37.4	63.3	37.2
11	Jordan	52.2	65.6	49.4	88.3	22.1	26.3	39.9
12	Oman	50.0	78.7	48.3	48.0	20.1	24.4	26.3
13	Pakistan	47.5	69.6	51.4	38.4	27.5	17.2	28.6
14	South Africa	44.7	51.1	53.8	25.3	32.4	31.9	43.2
14	United Kingdom	44.7	46.0	43.7	28.1	47.7	54.4	48.2

Figure 1.
Top 15 Ranking Countries
Source: State of the Global Islamic Economy Report 2023

Based on the data above, it appears that several halal industrial sectors such as sharia finance and halal food have shown very good points, but several other halal industrial sectors such as fashion, halal tourism, media, pharmaceuticals and cosmetics still need to be developed to match the performance of other halal industrial sectors. The development of these sectors can become an opportunity for the halal industry in special areas (State of the Global Islamic Economy Report, 2023).

Based on the latest report published on the BPJPH page of the Indonesian Ministry of Religion, 15 Indonesian companies are included in the Top 30 OIC Halal Products Companies 2023. The ranking of the Top 30 OIC Halal Products Companies 2023 features the main countries in Southeast Asia, South Asia and the Gulf Region (GCC). The companies were assessed based on their intra-OIC exports and halal market initiatives. The Top 30 OIC Halal Products Companies 2023 displays a combination of 30 companies that have dominated the domestic market and are well positioned to champion halal market strategies. Of the 30 companies, 15 are halal food producers, 10 operate in the pharmaceutical sector, and 5 operate in the cosmetics sector. Of the 30 companies, half (15 companies) are Indonesian companies (Halal Product Guarantee Organizing Agency, 2023).

Halal products are becoming a consumer demand, thereby encouraging lifestyle and health. Bieaman revealed that consumers have the concept that halal food refers to aspects such as health and safety (Alridho, 2018). People want food that is truly halal. Halal food products are free from ingredients prohibited by religion, both the object and the method of obtaining them. Consumers buy food very much depending on the attributes of the food (Imanullah, 2018). Food quality attributes in the form of food safety; comfort; place and method of product production, including environmental processes including concern for food safety and food quality (Damanik Intan Konta, 2022).

Halal food consumers are still growing in North Sumatra Province, it can be seen that the increasing number of halal food products sold in supermarkets and products that are certified halal. Based on data obtained from the Ministry of Religion of the Republic of Indonesia, the number of products that have successfully obtained halal certificates has increased from 2021 to 2022. This can be seen in the table presented as follows.

Table 1.

Number of Halal Certificate Issuances According to Product Type

Number of Halal Certificate Issuances According to Product Type		
North Sumatra	Year 2022	in 2021
Food_drink	971	455
Catering restaurant		41
Rpu_rph	4	15
Cosmetics_medicine	32	13
Usefulness	1	12
Service	2	2
Prdk_biology		0
Prdk_chemistry		0
Other	5	
Amount	1,015	538

Source: Ministry of Religion R.I

Halal food producers continue to be encouraged to produce in relatively large quantities, even though in reality halal food consumers (Islamic communities) have not fully paid attention and halal food consumers are still growing in the city of North Sumatra. However, in Adam Smith's thinking, a capitalistic and rational society generally only buys and consumes something when they need it, and that too on the basis of completely rational considerations, namely calculating profit and loss and it is imagined that society will always look for commodities at the lowest prices because that is where the rational nature of society works.

This research moves from the statement which says that many companies go bankrupt not because of production problems but rather that many companies do not understand consumers. The demand for halal food products is not yet a necessity for the public, so manufacturers make supplies very limited. Setiadi (2015) in his book "Consumer Behavior" states that factors that influence consumer decisions include cultural factors such as social class, social factors such as work and economic conditions, psychological factors such as motivation, beliefs and perceptions. This is in accordance with several studies that have been conducted previously. Research by Imamuddin (2020) states that religiosity and

halal certification influence purchasing decisions. Then research by Sakinah and Fani (2021) states that product quality and price have an influence on purchasing decisions with purchase interest as an intervening variable. Research by Sem and Jacky states that brand and price influence purchasing decisions, but product quality cannot influence purchasing decisions.

Based on several studies, this research offers significant insights for manufacturers producing halal products as well as Muslim consumers. Research contributes to knowledge in aspects of people's purchasing power which consists of income, tastes and nutrients towards purchasing decisions about halal products with interest as an intervening variable. Where in previous literature only focused on purchasing decisions. Such implications have not been offered by previous research.

REVIEW OF LITERATURE

Purchasing Decision

In buying a product, a consumer must consider several things such as whether he will buy or not, where he will buy a product, when he will buy, how he will pay for what he buys and what he will buy (Suawa, Tumbel, & Mandagie, 2019). The end of this action is called a purchasing decision. A purchasing decision is a flow of actions or behavior that involves many decisions.

Purchasing Power

Purchasing power according to Putong is the ability of consumers to buy the large number of goods demanded in a certain market at a certain price level at a certain income level and within a certain period. Purchasing power according to Rahardja is the consumer's desire to buy an item at various price levels over a certain period of time (Qoniah, 2022). Purchasing power can be concluded as a consumer's capacity to purchase the number of goods demanded in a market at a price level at a certain income and within a certain time period (Sumarwan, 2014). Consumers with low purchasing power or relatively small incomes will tend to consume relatively cheap products in relatively small quantities in order to meet their needs, because their resources are limited, this group of consumers will

tend to prioritize consumption according to the level of their needs (Zakiah, 2022). Meanwhile, consumers who have large resources will be less sensitive to price. Consumers will buy according to the quantity and quality that consumers want without caring too much about the price (Gmbh, 2016).

The factors that influence purchasing power which will be examined further in this research will be described as follows.

1. Income

   Per capita income according to Sadono Sukirno is the average income of the population in a country. Per capita income is obtained from dividing a country's national income in a particular year by the country's population in that year (Sukirno, 2011). The level of per capita income can reflect purchasing power. The higher the income level, the stronger purchasing power so that demand for goods increases (Syariah, Santosa, Chairman, Chapter, & Barat, 2020).

2. Appetite

   Taste is a person's activity to buy a good or service. Consumer tastes generally change over time (A, Mazwa, Abdullah, & Ismail, 2014). An increase in taste for a particular item generally results in an increase in demand for that item, and conversely, a decrease in consumer taste for a particular item generally results in a reduction in demand for that item (National Sharia Finance Committee, 2018).

3. Price

   In the narrowest sense, price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that consumers exchange for the benefits of owning or using the product or service. While in the past, price has been an important factor influencing buyers' choices, this is still true in developing countries (Tazrin, Amaliah, & ..., 2020)**.**

4. Interest in buying

   Purchase interest is part of consumer behavior. Purchase interest is the beginning of consumer purchasing decisions. Consumer behavior has a detailed model which

explains that the main components in marketing come from product, place, price and promotion (Halim & Iskandar, 2019).

Halal Product

According to the Indonesian Ulema Council, *thayyib*, which can be interpreted as something that is good, holy, or clean and not harmful if consumed, is what is meant by the fulfillment of halal products, which is meant by products that are made using halal products. the ingredients and meet the requirements for facilities that are free from haram and unclean items. According to Law Number 33 of 2014 concerning Halal Product Guarantees (JPH), according to the Halal Product Guarantee Organizing Agency (BPJPH), halal products are defined as goods or services related to the food and beverage, pharmaceutical, cosmetic, chemical, biological and other sectors. genetical manipulation; This also includes goods used or utilized by the public that have been declared halal in accordance with Islamic law (Haneef, 2010).

Conceptual Framework

A good conceptual framework can explain the relationship between the research variables to be studied. As a result, the thinking framework describes the relationship between independent and dependent variables theoretically (Machali, 2018). Meanwhile, within this framework the researcher creates a picture of the influence of Income, Taste and Price on Purchasing Decisions with Interest as an Intervening variable through an analysis sketch:

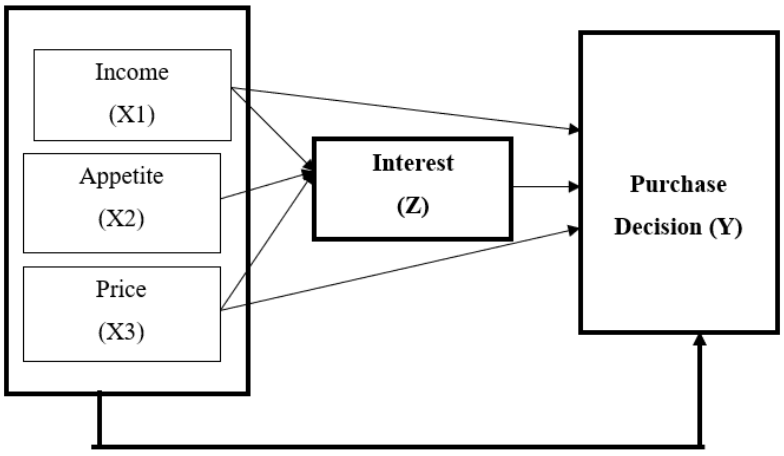

Figure 2.
Conceptual Framework

RESEARCH METHOD

Research Approach

The type of data used in this research is quantitative research.

Population and Sample

In this research, the population is all people in North Sumatra Province, which is based on systemized BPS data in 2022. The population is 15,000,000 people. The sampling method in this research is accidental sampling, with sample characteristics namely the people of North Sumatra province using the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{15.000.000}{1 + 15.000.000(0,1)^2}$$

$$n = \frac{15.000.000}{150.001}$$

n = 99.99

n = 100

Based on the results of sample calculations using the Slovin formula, the sample used in this research consisted of 100 respondents.

Data Collection

The data collected comes from primary data and secondary data. Primary data is data or information obtained by researchers directly from the source (Sujarweni, 2021). The primary data used in this research was obtained from the results of respondents' answers to the research questionnaire. The respondents in this research were consumers in the North Sumatra region. The author also collects information related to research via the internet by visiting the websites of official institutions related to halal products, namely the Ministry of Trade (Kemendag), the National Committee for Sharia Economics and Finance (KNEKS), Bank Indonesia (BI), the Central Bureau of Statistics (BPS) and the Ministry of Industry (Kemenperin).

Data Analysis

Data analysis is the process of using methods or taking activities to process the data obtained. This research uses quantitative methods; therefore, the SPSS 20 program or software is used to carry out multiple linear regression analysis on the data. Checking data accuracy, evaluating classical assumptions, multiple linear regression analysis, and hypothesis testing are some of the steps in the data analysis process. Data quality assessment is carried out by analyzing its validity and dependability. Such as classical assumption tests, namely normality tests, heteroscedasticity tests, multicollinearity and autocorrelation. Next, there are three elements that are elements of hypothesis testing: coefficient of determination test, simultaneous test, and partial test.

1. Test the validity of the data
   a. Validity test is a process used to determine the validity of the instrument that will be used in research. The purpose of this testing is to evaluate the accuracy of research tools so that they can convey reliable information (Purba et al., 2021). The research instrument is said to be valid if the calculated r value > r table.
   b. Reliability test, Reliability shows the level of reliability of something (Purba et al., 2021). Data can be said to be reliable if the Cronbach's alpha value is more than 0.7, conversely if the correlation value is below 0.7 then the item is said to be unreliable.
2. Classic assumption test
   a. Normality test, determine whether the residuals or confounding variables in the regression model have a normal distribution. The normality test for this study used the Kolmogorov Smirnov test.
   b. Multicollinearity test, this test is used to determine the standard error of the research model estimation. The basis for decision making is that there are no symptoms of multicollinearity, namely if the Tolerance value is > 0.100 and the VIF value is < 10.00.
   c. Heteroscedasticity test. This test is used to test whether the variance of one residual observation compared to other observations is heteroscedastic in the regression model. If the points spread above and below the number 0 on the Y axis, it is the basis for deciding whether to perform a scatterplot heteroscedasticity test.

3. Multiple linear regression test, With the help of this analysis, you will be able to determine how much influence income, taste and price have on the decision to purchase halal products and interest as an intervening variable.
4. Hypothesis testing
   a. Coefficient of determination, to calculate the percentage contribution of the independent and dependent variables together, the coefficient of determination is used. This coefficient shows how well the % independent variation of the model can explain the dependent variation.
   b. Simultaneous test (f), intended to determine the influence of the independent variables in this case, namely Income, tastes and prices influence the decision to purchase halal products.
   c. Partial test (t), Hypothesis testing using the t test is aimed at testing the significance of the relationship between variable X and variable Y. What are the variables Income, taste and price influence the decision to purchase halal products. Apart from that, it also examines whether the independent variables income, taste and price influence interest in buying halal products.
5. Path analysis test, according to Ghazali, path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been previously established based on theory.

RESULTS AND DISCUSSION

Test the Validity of the Data

Validity Test

The validity test aims to test the validity and accuracy of the data. Below are presented the results of the validity tests that have been carried out.

Table 2.
Validity Test

Variable	Question Item	Total Correlation	R table	Information
Revenue (X1)	X1.1	0.761	0.1191	Valid
	X1.2	0.801	0.1191	Valid
	X1.3	0.787	0.1191	Valid
	X1.4	0.820	0.1191	Valid
	X1.5	0.775	0.1191	Valid
Taste (X2)	X2.1	0.582	0.1191	Valid
	X2.2	0.848	0.1191	Valid
	X2.3	0.783	0.1191	Valid
	X2.4	0.804	0.1191	Valid
	X2.5	0.572	0.1191	Valid
Price (X3)	X3.1	0.888	0.1191	Valid
	X3.2	0.856	0.1191	Valid
	X3.3	0.928	0.1191	Valid
	X3.4	0.881	0.1191	Valid
	X3.5	0.890	0.1191	Valid
Purchase Decision (Y)	Y.1	0.820	0.1191	Valid
	Y.2	0.892	0.1191	Valid
	Y.3	0.881	0.1191	Valid
	Y.4	0.857	0.1191	Valid
	Y.5	0.822	0.1191	Valid
Interest (Z)	Z.1	0.922	0.1191	Valid
	Z.2	0.927	0.1191	Valid
	Z.3	0.895	0.1191	Valid
	Z.4	0.893	0.1191	Valid

From the tables above it can be seen that each question item has a calculated r > r table (0.1191) and has a positive value. Thus, these questions are said to be valid.

Reliability Test

The results of the reliability test for all variables using Cronbach Alpha calculations using SPSS software can be seen below:

Table 3.

Reliability Test

Reliability Test	Reliability Coefficient	Cronbach Alpha	Information
Revenue (X1)	5 questions	0.846	Reliable
Taste (X2)	5 questions	0.774	Reliable
Price (X3)	5 questions	0.933	Reliable
Purchase Decision (Y)	5 Questions	0.907	Reliable
Interest (Z)	4 Questions	0.929	Reliable

From the table information above, it can be seen that each variable has a Cronbach Alpha > 0.60. Thus, the variables (Income, Tastes, Prices, Purchasing Decisions and Interests) can be said to be reliable.

Classic Assumption Test

Normality Test

The results of the normality test for all variables using Kolmogorov-Smirnov calculations using SPSS software can be seen below:

Table 4.

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,98473193
Most Extreme Differences	Absolute	,076
	Positive	,058
	Negative	-,076
Kolmogorov-Smirnov Z		,764
Asymp. Sig. (2-tailed)		,603

a. Test distribution is Normal.

b. Calculated from data.

Judging from the results of the normality test for all variables using the Kolmogorov-Smirnov calculation above, it is 0.603 and greater than 0.05, it can be concluded that the variable data is normally distributed.

Multicollinearity Test

The results of the multicollinearity test for all variables using the Variable Inflation Factor (VIF) calculation using SPSS software can be seen below:

Table 5.

Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,112	1,590		1,957	,053					
	Pendapatan	,359	,107	,338	3,349	,001	,670	,323	,229	,458	2,185
	Selera	,083	,091	,078	4,907	,000	,490	,092	,062	,635	1,575
	Harga	,402	,092	,417	4,360	,000	,689	,407	,298	,509	1,963

a. Dependent Variable: Keputusan

From the results of the multicollinearity test carried out, it is known that the inflation factor (VIF) variable for the three income variables (X1) is 2,185, taste (X2) is 1,575, price (X3) is 1,963, and the results obtained from these three variables are smaller than 10. So, it can be assumed that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The Heteroscedasticity statistical test results obtained in this research are as follows:

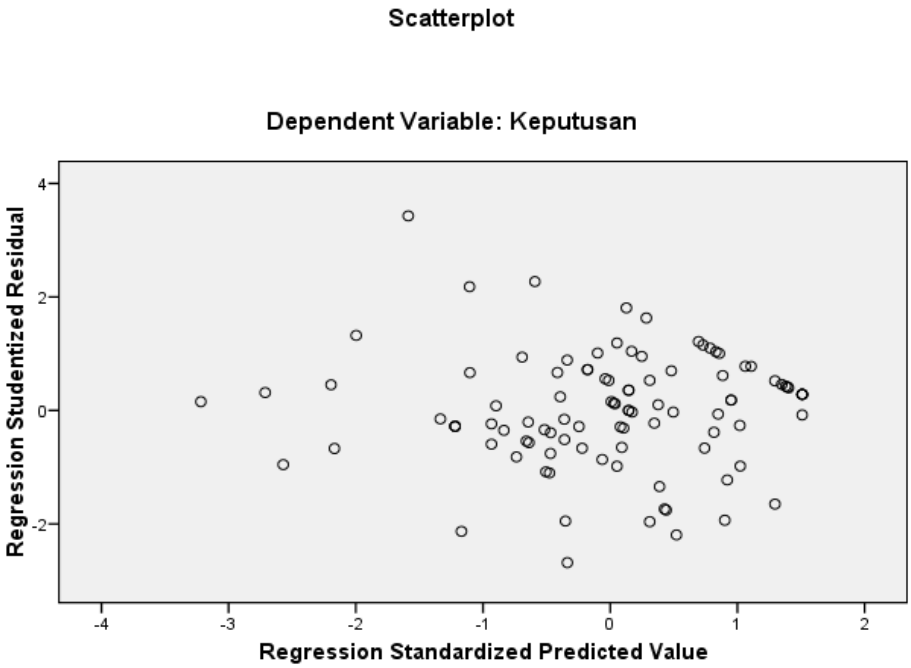

Figure 3.
Heteroscedasticity test

The heteroscedasticity test results show that the points do not form a clear pattern. As can be seen, the points spread above and below the number 0 (zero) at temperature Y. So, it is concluded that heteroscedasticity does not occur in the regression model. In this way the assumptions of normality, multicollinearity and heteroscedasticity in the model can be fulfilled.

Hypothesis Testing

Coefficient of Determination Test

The results of the coefficient of determination test for all variables analyzed using SPSS software can be seen below:

Table 6.

Determination Coefficient Test (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,743[a]	,652	,638	2,83004	,552	39,450	3	96	,000	1,853

a. Predictors: (Constant), Harga, Selera, Pendapatan

b. Dependent Variable: Keputusan

Based on table 6, it is explained that the R-Square value obtained is 0.652 or 65.2%. It is concluded that 65.2% of purchasing decisions are influenced by income, taste and price. Meanwhile, 34.8% of purchasing decisions are influenced by other variables.

Simultaneous Test

The results of simultaneous tests for all variables based on the analysis carried out using SPSS software can be seen below:

Table 7.

Simultaneous Test Results (F Test)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	947,872	3	315,957	39,450	,000[a]
	Residual	768,878	96	8,009		
	Total	1716,750	99			

a. Predictors: (Constant), Harga, Selera, Pendapatan

b. Dependent Variable: Keputusan

Based on table 7 above, it is known that the Sig value. is 0.000. Because the Sig value. 0.000 < 0.05, then according to the basis of decision making in the F test it can be concluded that the hypothesis is accepted with the words Income (X1), Taste (X2), and Price (X3) simultaneously influencing Purchasing Decisions (Y).

Based on the output table above, it is known that the calculated F is 39.450. The value of the F table is (3; nk) = (3;100-3) = (3;97) or 2.72. Because the calculated F value is 39.450 > 2.26, in the F test it can be concluded that the hypothesis is accepted or Income (X1), Taste (X2), and Price (X3) simultaneously influence Purchasing Decisions (Y). in Indonesia and Interest (Z) as an intervening variable.

Hypothesis Testing and Multiple Linear Regression Analysis

Statistical tests show how far the influence of an independent variable or individual explanatory variable is in explaining the dependent variable (Ghozali, 2018). Partial test results for all variables using SPSS software can be seen below:

Table 8.

Results of the t Statistical Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,173	1,071		1,095	,276					
	Pendapatan	,164	,072	,184	2,271	,025	,673	,226	,124	,458	2,185
	Selera	,019	,061	,021	4,303	,000	,486	,031	,017	,635	1,575
	Harga	,563	,062	,695	9,045	,000	,832	,678	,496	,509	1,963

a. Dependent Variable: Minat

Based on table 8, it is known that the significance value (Sig.) of the Income variable (X1) is 0.025. Because the Sig value. 0.001 < probability 0.05, then it can be concluded that Income (X1) has a significant effect on Interest (Z). Based on table 8, it is known that the significance (Sig.) of the Taste variable (X2) is 0.000. Because the Sig value. 0.000 < probability 0.05, then it can be concluded that there is a significant influence of Taste (X2) on Interest (Z). Based on table 8, it is known that the significance (Sig.) of the price variable (X3) is 0.005. Because the Sig value. 0.000 < probability 0.05, then it can be concluded that Price (X3) has a significant effect on Interest (Z).

Based on table 7, the following multiple linear regression equation model is obtained:

$$\mathbf{Z = 1.173 + 0.164}X\mathbf{1+0.019}X\mathbf{2+0.563}X\mathbf{3+\varepsilon}$$

The multiple linear regression equation model can be explained as follows:

1) Positive constant values indicate a positive influence on the independent variables (X1, X2, X3)
2) 0.164 (X1) is the regression coefficient value of variable
3) 0.019 (X2) is the regression coefficient value of variable X2 on variable Z, meaning that if variable
4) 0.563 (X3) is the regression coefficient value of variable X3 on variable Z, meaning that if variable

Table 9.

Results of the t Statistical Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3,112	1,590		1,957	,053					
	Pendapatan	,359	,107	,338	3,349	,001	,670	,323	,229	,458	2,185
	Selera	,083	,091	,078	4,907	,000	,490	,092	,062	,635	1,575
	Harga	,402	,092	,417	4,360	,000	,689	,407	,298	,509	1,963

a. Dependent Variable: Keputusan

Based on table 9, it is known that the significance value (Sig.) of the Income variable (X1) is 0.001. Because the Sig value. 0.001 < probability 0.05, so it can be concluded that Income (X1) has a significant effect on Purchasing Decisions (Y). Based on table 9, it is known that the significance (Sig.) of the Taste variable (X2) is 0.000. Because the Sig value. 0.0020 > probability 0.05, so it can be concluded that there is a significant influence of taste (X2) on purchasing decisions (Y). Based on table 9, it is known that the significance (Sig.) of the price variable (X3) is 0.005. Because the Sig value. 0.000 < probability 0.05, then it can be concluded that Price (X3) has a significant effect on Purchasing Decisions (Y).

Based on table 9, the following multiple linear regression equation model is obtained:

$$\mathbf{Y = 3.112 + 0,}359X1 + 0.083X2 + 0.402X3 + \varepsilon$$

The multiple linear regression equation model can be explained as follows:

1) Positive constant values indicate a positive influence on the independent variables (X1, X2, X3)
2) 0.359 (X1) is the regression coefficient value of variable or 35.9%
3) 0.083 (X2) is the regression coefficient value of variable X2 on variable Y, meaning that if variable or 83.0%
4) 0.402 (X3) is the regression coefficient value of variable X3 on variable Y, meaning that if variable.

Test Path Analysis

The results of the path analysis test for all variables analyzed using SPSS software can be seen below:

Table 10.

Path Analysis Test

Direct Influence between variables	Path Coefficient	Standard Error	T count	p-value	Conclusion	R2
X1 Against Z	0.164	0.072	2,271	0.025	Significant	0.712
X2 Against Z	0.019	0.061	4.303	0,000	Significant	
X3 Against Z	0.563	0.062	9,045	0.0000	Significant	
X1 Against Y	0.359	0.107	3,349	0.001	Significant	0.652
X2 Against Y	0.083	0.091	4,907	0,000	Significant	
X3 Against Z	0.402	0.092	4. 360	0.0000	Significant	
Z against Y	0.877	0.081	10,780	0,000	Significant	

Based on the regression output of model I in the coefficients table section, it is known that the significance value of the three variables, namely X1 is 0.000 and X2 is 0.000, X3 0.0000 is smaller than 0.05. The results provide the conclusion that the regression model I, namely variables X1, this shows that the contribution or contributions amounted to 71.2% while the rest was influenced by other variables. Meanwhile, the value of e1 can be found using the formula e1 = √0.712= 0.844.

Based on the regression output of model II in the coefficients table section, it is known that the significance value of the three variables, namely X1, is 0.000 and X2 is 0.000, which is smaller than 0.05. The results provide the conclusion that model I regression, namely variables X1 and This shows that the contribution or donations amounted to 65.2% while the rest was influenced by other variables. Meanwhile, the value of e1 can be found using the formula e2 = √0.652= 0.807.

So, the path analysis picture is as follows:

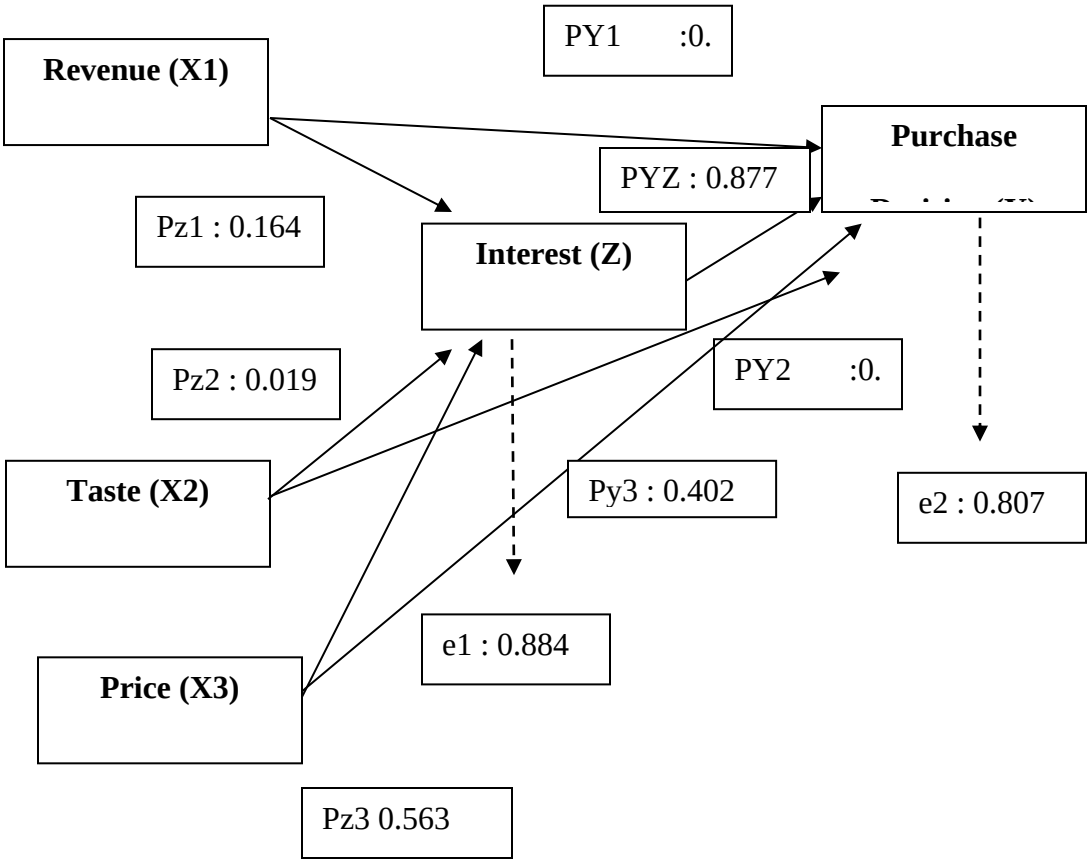

Figure 4.

Path Analysis

Discussion

In consumption theory, Kynes explains that there is a relationship between income received currently (disposable income) and consumption carried out right now. In other words, the income held at a certain time will influence the consumption carried out by humans at that time. If income increases, consumption will also increase, and vice versa and based on previous research, namely according to Rosiady Huasaeni Sayuri and Siti Aisyah Hidayati, that Covid-19 which hit Indonesia has significantly affected the people's economy, starting from the income received, spending patterns. for everyday life, work opportunities and daily life as well as new habits, namely online shopping. The results of this research show that consumer taste is one of the factors that influences consumers in making purchases.

When making a purchase, a consumer will of course choose a product or service that suits what they like. This research is in line with Fitriana's research (2019) where price cannot influence purchasing decisions for Oriflame Cosmetic products in Sumbawa Regency. In his research, it was explained that consumers look at prices from three sides, namely affordable prices, prices in accordance with quality and price competition. This is in line with research by Afifi and Dewi (2019), Ramadoni (2020) and Sriyanto and Aris (2019). This means that the higher a person's buying interest in a product or service, the higher their purchasing decision will be for that product or service. Interest is an internal stimulus from within oneself that arises from unexpected circumstances and attitudes influenced by positive feelings towards something (Widyaningrum, 2019). Interest in buying halal products in North Sumatra is influenced by several things such as religiosity, price and quality of the product itself. As explained above, these three variables have a role in influencing their buying interest. The halal market is aimed at teenagers so prices are made affordable with commensurate product quality.

CONCLUSION

Indonesia is a country with a very large market share for sharia economy-based products and services. So, the development of the halal product industry in Indonesia from year to year is increasingly significant. The Muslim community as the largest population in Indonesia and North Sumatra has a crucial role in increasing demand for halal products in Indonesia. Halal products are ranked 8th as the best-selling products in the marketplace. Based on the analysis carried out, the results of this research reveal that income, taste and price partially influence interest in halal products in North Sumatra Province. Interest influences the decision to purchase halal products in North Sumatra Province. Income, taste and price both partially and simultaneously influence the decision to purchase halal products in North Sumatra Province with interest as an intervening variable. Based on the analysis, it appears that the three factors, namely income, price and people's tastes, have a significant impact in shaping consumer preferences. The relationship between income, product prices and tastes create complex dynamics that influence people's purchasing decisions for halal products. People tend to consider income as a determining factor, price

as a relevant economic consideration, and taste as a subjective element that influences consumer interest in purchasing decisions about halal products.

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