

THE INFLUENCE OF HALAL LABELING AND PRODUCT QUALITY ON PURCHASING DECISIONS AT OTAKU COFFEE (STUDY: CUSTOMERS AT OTAKU COFFEE IN BRASS DISTRICT)



Ghiffarant Akmal Ramablie¹

Universitas Cokroaminoto Yogyakarta, Yogyakarta, Indonesia
rambalie14@gmail.com

Heri Prasetyo²

Universitas Cokroaminoto Yogyakarta, Yogyakarta, Indonesia
heriprasucy@gmail.com

Abstract

The global halal economy sector is experiencing rapid growth with market capitalization reaching US\$2.4 trillion by 2022, with 60% of halal product purchases made by non-Muslim consumers who consider halal certification as an indicator of superior quality. In Indonesia, the transformation of Muslim consumer behavior shows that the halal label is no longer the sole factor in purchasing decisions, but rather combined with product quality considerations, especially in the more selective millennial and Z generations. This study aims to analyze the influence of halal labeling and product quality on purchasing decisions at Otaku Coffee, a Japanese popular culture-themed cafe business that has never been studied before in the context of a combination of religious identity and foreign pop culture preferences. The benefits of this research are to provide a new understanding of consumer behavior in the international culture-themed food and beverage industry and to fill the void in the literature regarding the unique dynamics between halal and quality aspects in a Japanese cultural cafe business setting. The research method uses a quantitative approach with an analytical descriptive design through multiple regression analysis techniques. The research population is all consumers who buy food and beverage products at Otaku Coffee Kuningan Regency, with purposive sampling technique and a sample size of 100 respondents determined using the Lameshow formula with a confidence level of 95% and a margin of error of 10%. The results showed that the halal label (X1) and product quality (X2) partially and simultaneously had a significant positive effect on purchasing decisions (Y) with a calculated F value of 187.024 and a significance of 0.000 < 0.05, and a coefficient of determination (Adjusted R Square) of 0.794 or 79.4%, confirming that the two independent variables were able to explain the variation in purchasing decisions very well.

Keywords: Purchase Decision, Product Quality, Halal Label

INTRODUCTION

The global halal economy sector has recorded an unprecedented growth rate over the past ten years, with market capitalization reaching US\$2.4 trillion in 2022 and predicted to soar to US\$4.9 trillion by 2030 with an average annual growth of 8.1%. An astonishing fact is that 60% of total global halal product purchases are made by non-Muslim consumers who consider halal certification as a superior indicator of product quality and safety. According to the State of the Global Islamic Economy report, the halal food and beverage category dominates with a valuation of USD 1.4 trillion, while Islamic fashion comes in second with USD 311 billion. Indonesia, with the largest Muslim population on the planet, has a potential domestic halal economy worth US\$218.8 billion by 2022. This momentum is occurring as Muslim consumers are increasingly aware of the importance of halal products, not only for religious compliance but also because of the perception that halal products are synonymous with higher standards of hygiene, quality and safety (Amoro et al., 2024; Fadwa et al, 2022).

Muslim consumers or shoppers today show a significant transformation in shopping behavior, where halal certificates are no longer the sole factor that determines purchasing choices. They have developed into smarter consumers who assess products by combining halal considerations with aspects of quality, innovation, aesthetics, and cost-effectiveness. (Wicaksono et al., 2023).. Especially millennials and Z generations who are Muslims tend to be more selective in choosing goods, they demand transparency in the manufacturing process, credibility of halal certification bodies, and product standards that can compete with leading international brands. This condition presents both a challenge and an opportunity for manufacturers to not only prioritize halal aspects but also to ensure that their products are competitive in terms of quality and innovation (Tirtayasa et al., 2021; Omar et al, 2025).

This transformation has created a new paradigm in marketing strategy and product development research, where corporations are required to implement a dual-compliance approach that integrates halal standards with global quality standards. Various governments in majority Muslim countries have also responded by strengthening the halal regulatory and standardization framework, such as the implementation of the Halal Product Guarantee Law in Indonesia, which requires halal certification for all marketed products. The collaboration between a trustworthy halal label and superior product quality is a crucial formula for successful market penetration, given that modern consumers refuse to compromise between religious observance and product quality. This trend has also triggered the emergence of the concept of "premium halal" where high-quality halal products can be marketed at premium prices, opening up new profitable market segments for producers who are able to fulfill both criteria to the maximum (Imamuddin, 2017; Rahmadani et al, 2025).

The dynamics between halal labeling and product quality in influencing purchasing decisions display distinctive and multifaceted characteristics. In the food and beverage industry, domestic brands such as Indofood, Mayora, and Tiga Pilar face pressure to maintain customer loyalty amidst the penetration of imported products that also have halal certificates but offer superior perceived quality. Research on consumers in Jakarta and Surabaya revealed that 73% of Indonesian Muslim consumers are willing to spend an additional 15-25% for products that have MUI halal certification while providing quality at the same level as global brands. This pattern is even more evident in the personal care and cosmetics segment, where brands such as Wardah have successfully capitalized on the positioning of "halal beauty" with quality that is competitive with international brands, achieving market leadership in the

halal cosmetics segment with a 25% market share by 2023. This reality proves that at the specific industry level, the synergy between halal and quality aspects is no longer a strategic option but a prerequisite to survive and thrive in the Indonesian market. (Budiarno et al., 2022).

In previous studies, there are similarities and differences with the research "The Effect of Halal Labeling and Product Quality on Purchasing Decisions at Otaku Coffee" in terms of the variables studied and the causal relationship. Research Susanti et al. (2018) and Ismunandar et al. (2021) both use the halal label variable as a factor influencing purchasing decisions, with the results showing a significant effect ($p\text{-value } 0.000 < 0.05$ and $t\text{-count } 5.383 > t\text{-table } 1.661$). Meanwhile, research Aghitsni & Busyra (2022) focuses on product quality with a coefficient of determination of 67.7%, showing a strong influence on purchasing decisions. Ismunandar et al.'s research (2021) is most relevant because it combines both variables (halal labeling and product quality) as in the Otaku Coffee study, with the results of multiple regression analysis showing that both variables have a significant effect on purchasing decisions. The main difference lies in the object and context of the research, where previous studies focused on students of the Faculty of Economics and Islamic Business (Era Susanti et al.), motor vehicles in Bogor City (Wanda Intan et al.), and MSME products in Bima City (Ismunandar et al.), while Otaku Coffee's research focuses on the cafe / beverage industry which has different consumer characteristics and market dynamics, so that the results of the study are expected to make new contributions in the context of the food and beverage business with nuances of Japanese popular culture.

In this study, researchers will explore more deeply the influence of halal labeling and product quality in the context of the Japanese popular culture-themed cafe industry. Although it has been significantly proven in previous research, researchers see a gap with the research to be carried out. Because there is no research that specifically analyzes how consumers respond to the combination of halal labels and product quality in a cafe business setting that adopts a Japanese cultural theme, where there is the potential for unique dynamics between religious identity and foreign pop culture preferences.

Based on preliminary observations encountered in the field, the researchers are interested in conducting research with the title "The Effect of Halal Label and Product Quality on Purchasing Decisions at Otaku Coffee (Study: Otaku Coffee Customers in Kuningan Regency)" this is important to fill the void in the literature and provide a new understanding of consumer behavior in the context of a food and beverage business with an international cultural theme.

REVIEW OF LITERATURE

Halal Label (X1)

1. Definition of Halal Label

According to Ernawati & Koerniawan (2023) According to Ernawati & Koerniawan (2023), halal labeling is the inclusion of halal writings or statements on product packaging to indicate that the product in question has the status of a halal product. Meanwhile, according to latte et al. (2020) Halal labeling is the inclusion of halal information or explanation on the packaging of a product that meets the requirements of halalness in accordance with Islamic Sharia. And according to Karomah (2020) Halal

labeling is the provision of halal signs or written evidence as a guarantee of halal products with the words "Halal" in Arabic letters, other letters and motor codes from the minister issued on the basis of halal inspection from the halal inspection institution established by MUI, halal fatwa from MUI, halal certificate from MUI as a valid guarantee that the product in question is halal for consumption and use by the public in accordance with sharia provisions.

From the above understanding, it can be concluded that the halal label is a form of inclusion of the writing, statement, or sign "Halal" on product packaging which functions as an identification and guarantee that the product has met halal standards in accordance with Islamic law. The halal label is not just ordinary writing, but is valid written evidence issued based on a rigorous examination process by authorized institutions such as MUI (Indonesian Ulema Council), including halal inspection, halal fatwa, to the issuance of halal certificates. Thus, the halal label serves as a guide and certainty for Muslim consumers that the products they consume or use are in accordance with the provisions of Islamic law, as well as providing legal protection and trust in halal product consumption transactions.

1. Benefits of Halal Label

According to Syaifudin & Fahma (2022), the benefits of the halal label include:

1. Guarantee of Product Quality and Halal

Providing assurance or quality and halalness of products. Various ingredients and manufacturing processes are in accordance with the specified halal standards and criteria, so that the product is guaranteed halal.

2. Wider Market Reach, Including the Global Market

Can expand the market reach for products. The certificate can be an added value to reach more consumers and target markets. This does not only apply to the domestic market, but is also important if you want to target markets in other countries where the majority of the population is Muslim.

3. Increase Trust for Consumers

Halal certification is one of the important things that consumers consider when choosing a product, especially for Muslim consumers. With halal information on a product, the trust of potential consumers will increase. Middle to lower level business actors such as street vendors also require halal certification from the Halal Guarantor Institution.

4. Products will have a Unique Selling Point

With a halal certificate, the product will have a USP or Unique Selling Point. This can make the product more guaranteed, trusted, and unique compared to other competitors who do not have halal certification.

5. Purpose of Halal Label

According to Amini et al. (2022) The purpose of the halal label is to convey the information listed on the product packaging as a sign that the product is halal or may be consumed by Muslim consumers. The halal label functions as a clear and easy-to-understand communication medium between producers and consumers, providing certainty and confidence to the Muslim community that the products they will buy and consume have met halal standards according to Islamic law. With the halal label on the packaging, consumers can easily identify and choose products that are in accordance with

their religious beliefs without the need to doubt the halal status of the product, so that they can consume with peace of mind and confidence that the product does not contain elements that are forbidden in Islam.

1. Halal Label Indicators

According to Nurdin & Setiani (2021) The halal label indicators used in this study are as follows:

1. Image

Images are the result of imitations in the form of shapes or patterns (animals, people, plants and so on).

2. Writing

Writing is basically a result of writing that is expected to be read.

3. Combination of image and writing

The combination of images and writing is a combination of images and writing results that are made into one part.

4. Sticking to the packaging

Sticking to packaging can be interpreted as something that is attached (intentionally or unintentionally) to the packaging (protection of a product).

Product Quality (X2)

1. Definition of Product Quality

According to Kotler and Armstrong (2008) in Amrullah et al. (2016)(2016) states that product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. Meanwhile, according to Aghitsni & Busyra, (2022) From the above understanding, it can be concluded that product quality is the ability of a product to carry out its functions optimally, which includes all aspects of durability, reliability, accuracy, ease of operation and reliability.

From the above understanding, it can be concluded that Product Quality is the ability of a product to carry out its functions optimally, which includes all aspects of durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes which are the main considerations for potential buyers in making purchasing decisions for goods or services that have superior value and are worth trading in accordance with consumer desires.

1. Benefits of product quality

Product benefits are the ability of a product to perform functions that include durability, reliability, speed, ease of operation and repair and so on. Product quality has two dimensions, namely level and consistency. If a product can carry out its function, it can be said to be a product that has good quality (Mirella et al., 2022).

2. Product Quality Objectives

Product Quality Objectives according to Caniango & Rustanto, (2022), are as follows:

1. Endeavoring to make sure that the manufactured goods can reach the predetermined standards.
2. Strive for inspection costs to be as small as possible.
3. Strive for the design cost of a particular production to be as small as possible.

4. Strive for production costs to be as low as possible.

5. Types of Product Quality

According to Nugroho et al. (2021), kinds of Product Quality there are 8 of them:

1. Performance.
2. Features (product diversity).
3. Reliability.
4. Conformance to specifications.
5. Durability.
6. Serviceability.
7. Aesthetics.
8. Perceived Quality.

6. Product Quality Indicators

Product quality indicators according to Cahyani & Sitohang, (2016), are as follows:

1. Form, including the size, shape, or physical structure of the product.
2. Feature, a product characteristic that complements the basic function of the product.
3. Performance, is the level at which the main characteristics of the product operate.
4. Perceived quality, often said to be the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question.
5. Durability, a measure of the durability of a product which is a valuable attribute for certain products.
6. Reliability is that the product will not break down or fail within a certain time.
7. Repairability, is a measure of the ease of repairing a product when it malfunctions or fails.
8. Style, describes the appearance and feel of the product to the buyer.
9. Design, is the totality of features that affect the look, feel, and function of a product based on customer needs.

Purchase Decision

1. Definition of Purchasing Decision

According to Sucipto & Fuad, (2020) According to Kotler and Armstrong, purchasing decisions are the stages of customer evaluation forming preferences between brands and choices and can also form an intention to buy the most preferred brand. According to Kotler and Armstrong, it explains that purchasing decisions are about buyer decisions about which brands to buy. Meanwhile, according to Agustin, (2020) Purchasing decisions are a form of consumer behavior in using or consuming a product. Consumers in making decisions to buy or use a product will go through a process where the process is a description of how consumers analyze various kinds of input to make decisions in making purchases.

According to Susanto, (2023) Purchasing decision is a person's decision where he chooses one of several alternative choices available. Therefore, consumer purchasing decision making is a process of choosing one of several alternative problem solving with real follow-up. After that, consumers can evaluate their choices and then determine the attitude that will be taken next.

From the above understanding, it can be concluded that purchasing decisions are a complex process involving in-depth evaluation and analysis of consumers in choosing

one alternative product or brand from the various options available on the market. This process is not just an act of buying, but includes a series of stages ranging from the formation of preferences for certain brands, analysis of various inputs and considerations, to the formation of a strong purchase intention for the most preferred product. Purchasing decisions reflect rational consumer behavior in using or consuming a product, where consumers will carry out a mental process to analyze various factors such as quality, price, benefits, and other product characteristics before making a final decision. After the decision is made and the purchase action is taken, the consumer will continue with the post-purchase evaluation to determine the next attitude and action, which will ultimately affect loyalty and future purchasing decisions.

2. Factors Affecting Purchasing Decisions

Consumer purchasing decisions are influenced by various internal and external factors that interact with each other in shaping consumer behavior. The influence of these factors can vary depending on the type of product purchased, where some factors may have a dominant influence on certain products, while other factors have a smaller influence. According to Kotler & Kevin Lane Keller (2009: 166) There are four main factors that influence consumer purchasing decisions, namely:

1. Cultural Factors

Cultural factors are fundamental determinants that shape consumer desires and behavior through the values, norms, and traditions adopted in society. Culture is reflected in the way of life, habits, and traditions that influence the demand for various types of goods and services. Each consumer has a different cultural background, so that purchasing behavior between one consumer and another will show significant variations due to the absence of homogeneity in the culture itself.

2. Social Factors

Social factors have a strong influence on consumer purchasing behavior through interactions with their social environment. Consumer product choices are strongly influenced by reference groups such as small groups, family, friends, and their social roles and status. This social influence can be in the form of group pressure, recommendations, or the desire to follow trends that prevail in a particular social environment.

3. Personal Factors

Personal factors include the unique individual characteristics of each consumer, including age and life cycle stage, occupation, economic conditions, lifestyle, and consumer personality. These factors directly affect consumer preferences and abilities to make purchases, where each life stage and personal condition will determine the types of products consumers need and want.

4. Psychological Factors

Psychological factors are a series of mental processes that occur within consumers, which consist of a combination of psychological processes with certain consumer characteristics. This factor results in the decision-making process and the final purchase decision through the mechanisms of perception, learning, motivation, and attitudes that consumers have towards certain products or brands.

Purchasing Decision-Making Process

According to Kotler & Kevin Lane Keller (2009: 184) According to Kotler & Kevin Lane Keller (2009: 184), the purchasing decision-making process is a systematic approach to solving consumption problems consisting of five sequential stages that consumers go through. The five stages include problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

1. Problem Recognition

The problem recognition stage is the starting point of the buying process that occurs when consumers realize the gap between the actual situation and the desired situation. This awareness can be triggered by internal stimuli such as hunger or thirst, as well as external stimuli such as advertisements or recommendations from others. At this stage, consumers will identify and understand the level of urgency of these needs, whether they are needs that must be met immediately or can be postponed.

2. Information Search

After realizing a problem or need, consumers enter the information search stage to obtain more comprehensive knowledge about products or services that can meet their needs. This search can be passive by simply increasing attention to relevant information, or active by deliberately seeking information from various sources such as friends, family, media, or the internet.

3. Evaluation of Alternatives

At the alternative evaluation stage, consumers use the information they have collected to assess and compare the various product or service provider options available. Consumers will evaluate each alternative based on certain criteria such as quality, price, features, and benefits offered to determine the best choice that suits their needs and preferences.

4. Purchase Decision

The purchase decision is the stage where consumers actively take action to purchase the selected product or service after going through the evaluation process. At this stage, consumers have made their final choice and are ready to make a transaction with a seller or service provider.

5. Post-Purchase Behavior

The post-purchase behavior stage includes all consumer activities and reactions after making a purchase and using the product or service. Consumers will evaluate the level of satisfaction or dissatisfaction with the product purchased, which will affect future purchasing decisions. This stage is very important for marketers because it can determine consumer loyalty, the possibility of repeat purchases, and recommendations to others, so that the marketer's job does not end when the sale occurs but continues until the post-purchase period.

6. Purchase Decision Indicator

According to Septyadi et al. (2022), states that the following are indicators of Purchasing Decisions are:

1. Product purchase, is the purchasing process carried out by consumers in buying the desired goods or services.
2. Brand buying, is a purchasing process carried out by consumers who only consider the brand of the product.

3. Selection of purchase channels, is every item that consumers want to buy must be selected first in the purchase channel.
4. Determination of purchase time, is every consumer wants to buy the product or item that consumers want, they must first determine when the consumer's scheduled purchase time is.
5. Quantity, is how many products consumers want or buy.

RESEARCH METHOD

Research Design

This research uses a quantitative method with a descriptive analysis approach, according to Sugiyono (2013: 8) Quantitative research is a method used to examine a population or sample by collecting data in the form of numbers and analyzing it using statistical techniques. The descriptive analysis approach is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. (Sugiyono, 2015: 147).

Research Population

The population of this study is all individuals or groups who are the object of research. So the population used in this study are all consumers who buy products (food and drinks) at Otaku Coffee Kuningan Regency.

Research Sample

The sample is part of the number and characteristics possessed by the population. If the population is large, and it is not possible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from the population.

This research sampling technique uses Non Probabiliti Sempling with Purposive sampling type. Purposive sampling is a sampling technique with certain considerations. This technique is used if the researcher has certain considerations in choosing a sample that is considered to know the most about the problem being studied or has the data and information needed. Therefore, the author uses the following Lameshow formula to determine the sample as follows:

$$n = \frac{z^2 \cdot p \cdot (1-p)}{d^2}$$

Proportionality:

n = number of samples required

z = Z score at 95% confidence = 1.96

p = Maximum estimation = 0.5

d = 10% error rate (side error)

$$n = \frac{z^2 \cdot p \cdot (1-p)}{d^2}$$

$$n = \frac{1.96^2 \times 0.5 \cdot (1 - 0.5)}{0.10^2}$$

$$n = \frac{3.8416 \times 0.10}{0.01}$$

$$n = 96,04$$

$$n = 96$$

So the number of samples used in this study was 96 people, to make it easier to analyze the sample, it will be rounded up to 100 samples.

RESULTS AND DISCUSSION

Data Quality Testing

Validity test

This validity test is carried out by comparing the r-count with the r-table for degree of freedom (df) = n-2. The margin or error used is 5%. Thus, on the r-table the value of r for $df = 30 - 2 = 28$ and with an error rate of 5% is 0.361 which comes from the r-table. So that each statement will be declared valid if the r-count value is more than 0.361 (r-count > 0.361).

Table 1.

Halal Label Validity Test (X1)

No	r count	r table	Ket.
1	0,760	0,361	Valid
2	0,722	0,361	Valid
3	0,578	0,361	Valid
4	0,754	0,361	Valid
5	0,784	0,361	Valid
6	0,618	0,361	Valid

Based on Table 3.1, the results of the validity test above obtained the Pearson's Correlation value (rcount) of all statements more than r-table or 0.361. So it can be concluded that all statements of the Halal Label variable (X1) are declared valid.

Table 1

Product Quality Validity Test (X2)

No	r count	r table	Ket.
1	0,655	0,361	Valid
2	0,730	0,361	Valid
3	0,729	0,361	Valid
4	0,789	0,361	Valid
5	0,758	0,361	Valid
6	0,714	0,361	Valid
7	0,795	0,361	Valid
8	0,579	0,361	Valid
9	0,742	0,361	Valid
10	0,672	0,361	Valid

Based on Table 3.2, the validity test results above obtained the Pearson's Correlation (rcount) value of all statements more than r-table or 0.361. So it can be concluded that all statements of the Product Quality variable (X2) are declared valid.

Table 2
Validity Test of Purchasing Decisions (Y)

No	r count	r table	Ket.
1	0,739	0,361	Valid
2	0,687	0,361	Valid
3	0,462	0,361	Valid
4	0,844	0,361	Valid
5	0,788	0,361	Valid
6	0,895	0,361	Valid
7	0,830	0,361	Valid
8	0,675	0,361	Valid
9	0,697	0,361	Valid
10	0,632	0,361	Valid

Based on Table 3.3 of the validity test results above, it is obtained that the Pearson's Correlation (r-count) value of all statements is more than rtabel or 0.361. So it can be concluded that all statements of the Purchase Decision variable (Y) are declared valid.

Reliability test

The reliability test is a continuation of the validity test, in which enters the reliability test are statement items that have a valid status. In this study, 26 statement items were declared valid so that all statement items entered validity testing. The purpose of using the reliability test is to determine the reliability and consistency of an indicator, which is used as a measurement tool that can be trusted and accounted for in research. This reliability test is carried out through a consistency measurement test using Cronbach's Alpha, with an alpha coefficient result value > 0.60, it can be accepted that the variable is reliable. The following are the results of the reliability test:

Table 3
Reliability Test

Variabel	Cronbach's Alpha	Information
X ¹ (Label Halal)	0,782	Reliability
X ² (Kualitas Produk)	0,894	Reliability
Y (Kepuasan Pembelian)	0,893	Reliability

Based on Table 3.4, the Cronbach Alpha (α) value is obtained in Variable^{X1}(Halal Label) of 0.782, Variable^{X2}(Product Quality) of 0.894 and Variable Y (Purchase Decision) of 0.893, which is greater than 0.60. So it can be concluded that Variable^{X1}(Halal Label), Variable^{X2}(Product Quality) and Variable Y (Purchase Decision) are declared reliable.

Analysis Requirements Testing

Classical Assumption Test

1. Normality Test

The normality test is a statistical test that aims to identify whether the residual values in a study follow a normal distribution pattern or not. This test is very important in regression analysis because the assumption of residual normality is one of the conditions

that must be met to ensure the validity of the results of statistical analysis. (Aditiya et al., 2023).

The results of the residual normality test using Kolmogorov-Smirnov analysis are a fundamental basis in determining the feasibility of the regression model used. If the residuals are proven to be normally distributed, then the regression model can be used to perform valid statistical inference, otherwise if the residuals are not normally distributed, data transformation is required or the use of alternative analysis methods to obtain accurate results.

Table 4
Normality Test of Halal Label (X1) on Purchasing Decisions (Y)

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.10998215
	Most Extreme Differences	.062
	Positive	.062
	Negative	-.037
	Test Statistic	.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

The normality test results show that the data meets the residual normality assumption which is one of the important requirements in regression analysis. With a significance value of 0.200 which is greater than alpha 0.05, it can be concluded that the residuals are normally distributed. This condition indicates that the residual distribution follows a normal distribution pattern, so that the regression model used has met the assumption of normality and can be relied upon to conduct statistical inference such as hypothesis testing and making confidence intervals. The fulfillment of the residual normality assumption also indicates that the model developed is suitable for prediction and generalization of research results.

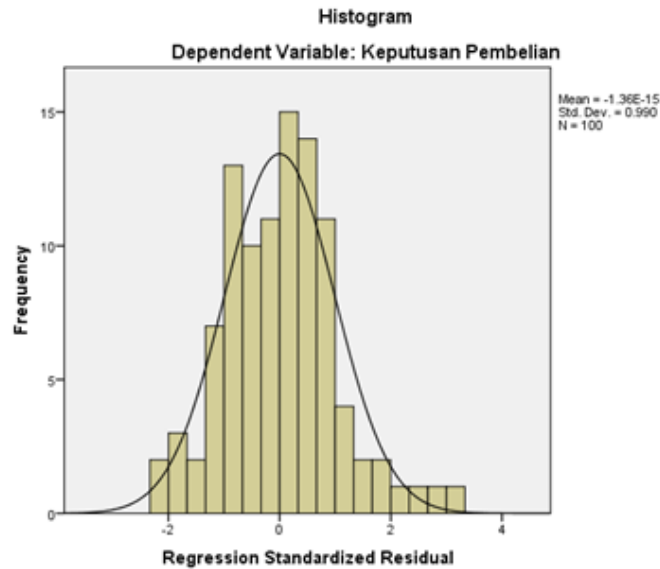


Figure 1
Histogram Normality Test

Based on the results of Figure 3.1 histogram graph which shows the distribution of standardized residuals from the dependent variable "Purchase Decision", it can be seen that the data has a distribution that is close to normal with a mean of $-1.35E-15$ (very close to zero) and a standard deviation of 0.990. The shape of the histogram shows a symmetrical distribution pattern with the highest peak around the value 0, and the frequency of the data decreases gradually towards both sides (left and right). The normal curve displayed on the histogram indicates that the residuals are normally distributed, which indicates that the assumption of normality in the regression model is well met.

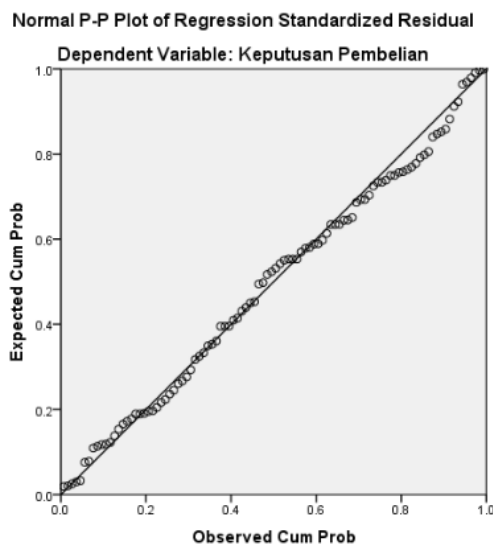


Figure 2
P-P Plot Normality Test

Based on Figure 2, Normal P-P Plot of Regression Standardized Residual for the dependent variable "Purchase Decision", it can be seen that the data points are spread very closely and follow the diagonal line from lower left to upper right. The pattern of point distribution, which is almost entirely along the diagonal line, indicates that the residuals are very well normally distributed. There is no significant deviation from the normal line, which indicates that the normality assumption in the regression model has been optimally met.

2. Linearity Test

The linearity test is a statistical test that aims to identify the existence of a significant linear relationship between two variables in a study. This test is an important step in regression analysis to ensure that the relationship between the independent variable and the dependent variable is truly linear, rather than following a complex non-linear relationship pattern.

The interpretation of the linearity test results refers to the rule that if the significance value is greater than 0.05, it can be concluded that the data used in the study can be explained well by a linear regression model. This condition indicates that the linearity assumption has been met, so the use of linear regression analysis is appropriate and valid to explain the relationship between the variables studied.

1. Linearity test of halal label (X1) on purchasing decisions (Y)

Table 5
Linearity Test of Halal Label (X1) on Purchasing Decisions (Y)

		ANOVA Table					
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Halal Label	Between Groups	(Combined) Linearity	1607.110	12	133.926	21.850	.000
		Deviation from Linearity	1599.648	1	1599.648	260.983	.000
			7.462	11	.678	.111	1.000
		Within Groups	533.250	87	6.129		
Total			2140.360	99			

Based on the results of Table 3.6 linearity test presented in the ANOVA table, the significance value in Deviation from Linearity of 1.000 which is greater than 0.05 indicates that there is no significant deviation from linearity. This condition confirms that the relationship between the Halal Label and Purchasing Decisions is linear, meaning that any change in the Halal Label variable will result in proportional and consistent changes in Purchasing Decisions. The fulfillment of this linearity assumption indicates that the use of linear regression analysis to test the relationship between the two variables is appropriate and can provide valid results.

2. Linearity test of product quality (X2) on purchasing decisions (Y)

Table 6
Linearity test of product quality (X2) on purchasing decisions (Y)

ANOVA Table						
			Sum of Squares	df	Mean Square	F Sig.
Purchase Decision * Product Quality	Between Groups	(Combined)	1736.614	21	82.696	15.976 .000
		Linearity	1592.672	1	1592.672	307.689 .000
		Deviation from Linearity	143.942	20	7.197	1.390 .153
	Within Groups		403.746	78	5.176	
Total			2140.360	99		

Based on the results of Table 3.7 linearity test presented in the ANOVA table, the significance value in Deviation from Linearity of 0.153 which is greater than alpha 0.05 indicates that there is no significant deviation from linearity. This condition confirms that the relationship between Product Quality and Purchasing Decisions is linear, meaning that any changes in the Product Quality variable will result in proportional and consistent changes in Purchasing Decisions. The fulfillment of this linearity assumption indicates that the use of linear regression analysis to test the relationship between the two variables is appropriate and can provide valid results.

1. Multicollinearity Test

Multicollinearity test is a test conducted to detect the presence of conditions where there is a perfect or near perfect linear relationship between the independent variables in a regression model. This multicollinearity condition can interfere with the stability and reliability of the regression analysis results, so it needs to be identified and overcome before interpreting the research results.

The decision-making criteria for determining the presence or absence of multicollinearity is if the VIF value is less than 10 and the Tolerance value is greater than 0.1, it can be stated that the regression model does not experience multicollinearity problems, so the analysis can be continued with high confidence in the validity of the results obtained.

Table 7
Multicollinearity test

Coefficients ^a		
Model		Collinearity Statistics
		Tolerance VIF
1	Halal Label	.229 4.375
	Product Quality	.229 4.375

a. Dependent Variable: Purchase Decision

Based on the results of Table 3.8 multicollinearity test, it can be concluded that there is no multicollinearity problem in the regression model. The Tolerance value for the Halal Label and Product Quality variables is 0.229 (> 0.10) and the VIF value is 4.375 (< 10.0) indicating that there is no high correlation between the independent variables. This condition indicates that the two variables can make a unique contribution in explaining the Purchasing Decision, so the regression model is valid and the analysis results can be trusted.

Regression Analysis Multiple

Multiple regression analysis testing is a statistical technique used to analyze and measure the level of influence exerted by independent variables on the dependent variable in a study. This method allows researchers to understand the complexity of the relationship between variables by involving more than one independent variable simultaneously in the analysis model. (Eliza, 2015).

The results of multiple regression analysis testing provide comprehensive information about the dynamics of the causal relationship between the independent variable and the dependent variable, which can be used as a basis for making more accurate predictions and decision-making. This analysis also allows researchers to build predictive models that can estimate the value of the dependent variable based on a combination of the values of the independent variables that have been analyzed.

Table 8
Multiple Regression Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1699.610	2	849.805	187.024	. ^{000b}
	Residual	440.750	97	4.544		
	Total	2140.360	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Halal Label

Based on Table 3.9 of the multiple linear regression analysis test results in the ANOVA table, the regression model used is significant and feasible with a calculated F value of 187.024 and a significance of $0.000 < 0.05$. These results indicate that the Halal Label and Product Quality variables together have a significant effect on Purchasing Decisions, so the model developed is valid and can be used for further analysis.

Hypothesis Testing

1. Partial Test (t-test)

In this study, the t-statistical test was carried out to show how far the influence of one independent variable on the explanation of the other dependent variable. This is done by comparing the significance of t with α of 0.05.

Table 9
Partial Test (t-test)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.378	1.707		-.221	.825
	Halal Label	.746	.154	.468	4.851	.000
	Product Quality	.403	.086	.452	4.690	.000

a. Dependent Variable: Purchase Decision

Based on Table 3.10 Multiple Linear Regression Analysis shows the results of the t test; a significance value of less than 0.05 indicates that the alternative hypothesis (Ha) is accepted, while a significance value of more than 0.05 indicates that Ha is rejected. The results indicate that:

1. Ha₁: Halal label has a significant influence on purchasing decisions.
2. Ha₂: Product quality has a significant influence on purchasing decisions.

1. F test

The F test aims to determine the effect of the independent variables simultaneously on the dependent variable.

Table
10 F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1699.610	2	849.805	187.024	.000 ^b
	Residual	440.750	97	4.544		
	Total	2140.360	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Halal Label

Based on Table 3.11 above, the results of the ANOVA test or F test show the F-count value of 187.024 and a sig value of 0.000 < 0.05. So, it can be concluded that Y is influenced by variables X1 and X2 simultaneously.

2. Determination Coefficient Test (R² test)

The coefficient of determination test is carried out with the aim of knowing how well the model's ability to explain the variation in the dependent variable. The ability of the independent variable to explain the variation in the dependent variable becomes very limited if the R² value is small.

Due to bias towards the number of independent variables included in the model, the use of R² becomes problematic. Therefore, when determining the best regression model, it is recommended to use the adjusted R² value.

Table 11
Test Coefficient of Determination (R 2 test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.794	.790	2.132

a. Predictors: (Constant), Product Quality, Halal Label

Based on Table 3.12, the Adjusted R Square multiple determination coefficient value shows the role of the independent variables together on the dependent variable; the results show that the independent variables jointly pay attention to the dependent variable of 0.794, or 79.4%, while the remaining 20.6% comes from outside variables not examined in this research model.

Discussion of Data Analysis Results

Effect (X1) on (Y)

Based on the results of the partial t-count test research, the value of the *Halal Label variable* (X1) shows a significant positive effect on purchasing decisions (Y). These results indicate acceptance of H1, which indicates that the halal label has a significant positive impact on purchasing decisions. The results show that the independent variables jointly pay attention to the dependent variable of 0.794, or 79.4%, while the remaining 20.6% comes from outside variables not examined in this research model.

This research is in line with research conducted by Susanti, Nilam Sari, Khairul Amri, (2018), *The Effect of Halal Labeling on Purchasing Decisions for Packaged Food (Case Study on Students of the Faculty of Economics and Islamic Business)*. With the regression results found that the Halal Label Variable has a significant effect on the Purchasing Decision Variable, this can be seen from the significant halal label of 0.000 which is smaller than the significance level used, namely 0.05. And it can also be seen from the tcount of 5.383, which means that the tcount is greater than the ttable, namely 1.661.

Effect (X2) on (Y)

From the partial test, the *product quality* variable (X2) shows a significant positive effect on purchasing decisions (Y). These results validate H2, confirming that product quality has a significant positive effect on purchasing decisions. The results show that the independent variables jointly pay attention to the dependent variable of 0.794, or 79.4%, while the remaining 20.6% comes from outside variables not examined in this research model.

This research is in line with research conducted by Wanda Intan Aghitsni and Nur Busyra (2022), *The Effect of Product Quality on Motor Vehicle Purchasing Decisions in Bogor City*. With the research results from the coefficient of determination or the results of the influence shown by the independent variable Product Quality on the dependent variable Purchasing Decisions, which is 0.677 or 67.7%, while the remaining 32.3% is influenced by variables not examined in the study.

CONCLUSION

Based on the results of the analysis, all classical assumptions in the multiple regression model have been met properly, including the normality test ($\text{sig. } 0.200 > 0.05$), linearity test, and multicollinearity test ($\text{VIF } 4.375 < 10.0$). The F test results show a significant model with F count 187.024 and a significance of $0.000 < 0.05$, confirming that the Halal Label and Product Quality simultaneously have a significant effect on Purchasing Decisions.

The findings of this study indicate that the two independent variables, namely the Halal Label (X1) and Product Quality (X2), are proven to have a positive and significant influence on Purchasing Decisions (Y) both partially and simultaneously. The coefficient of determination (Adjusted R Square) of 0.794 or 79.4% indicates that the two independent variables are able to explain the variation in Purchasing Decisions very well, while the remaining 20.6% is influenced by other factors not examined. These results are consistent with previous research and confirm that consumers strongly consider aspects of halal labeling and product quality in making purchasing decisions, so these two factors are important determinants that manufacturers must pay attention to in their marketing strategies.

Written using Times New Roman font 12 with 1.5 spacing and without using numbering. It should illustrate briefly and clearly the results of the study, contributions to new theories, and new ideas for future research. Here, the theoretical and practical implications should be written in paragraphs.

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