



The Influence of Halal Label, Product Quality, and Price on Purchasing Decisions

Cut Tari Fadila

Universitas Islam Negeri Ar-Raniry Banda Aceh
cudtari@gmail.com

Talbani Farlian

Universitas Syiah Kuala
T_farlian@unsyah.ac.id

Arroyyan Ramly

Sekolah Tinggi Agama Islam Negeri Tgk Dirundeng Meulaboh
arroyyanramly@staindirundeng.ac.id

Abstract

This study aims to analyze the influence of halal label, product quality, and price on purchasing decisions with a case study at the Bread Boy Bakery & Cake Shop in Banda Aceh. This research is quantitative. The sample used was 100 respondents using a purposive sampling technique. The results of data processing carried out using the SPSS 22 program through the multiple linear regression analysis method shows that the independent variables are halal labels, product quality, and price simultaneously or simultaneously have a positive and significant effect on purchasing decisions. While partially, the halal label variable does not have a positive and significant impact on buying decisions. While the product quality variable partly influences the purchasing decisions. The price variable has a positive and significant effect on purchasing decisions.

Keywords: Buyer's decisions, halal label, price, product quality.

DOI: 10.22515/jfib.v3i1.2627

Introduction

The continuous increase in bread consumption leads to the increasing development of the bread industry in Indonesia. Based on data

from Euromonitor, the average growth of the bread and cake business in Indonesia rose 14% in the 2010-2014 period. While the growth projection for the bread and cake business is 10% in the 2014-2020 period. Until 2020, the potential target for the bread and cake business IDR 20.5 trillion. The businesses are carried on 60% by traditional *UMKM*, 20% by large producers, and the remaining 12% by artisan bread producers (www.kontan.co.id. Accessed on 15 January 2019). Because of that, today, bread is very easy to find. Every day, various kinds of bread are sold in bakeries and in supermarkets to small shops, and even in a mobile baker. Also, the bread offered also varies in terms of taste, packaging, and price, so that bread can be enjoyed by all people.

Nowadays in Banda Aceh, we often find bakeries that offer bread that varies in terms of type, taste, packaging, and price. Bread is made with wheat flour as a raw material with several other additives which are then fermented using yeast and followed by the baking process. Recently, bread is not only consumed as a substitute for breakfast but also as a snack during daily activities. So, bread has now become a necessity for society.

The current phenomenon is that there is a ceaseless and large-scale innovation on the products of the bread industry. To meet their needs, a person will choose a product that can provide the highest satisfaction. According to Zeithaml and Bitner (2000), satisfaction is the response or reaction of consumers regarding needs fulfillment. The factors that create the highest satisfaction for each person vary, but in general factors such as product quality and price are often taken into account by consumers. Rational consumers will choose products with good quality, affordable prices, or cheaper than other similar brand products and these products are easy to obtain (Anggraeni, 2017). Consumers want product quality which concerns the benefits for needs fulfillment, as well as safety for consumers so that consumers can feel safe and in peace in consuming these products.

In consuming food, Muslim consumers need the information of halal label on the products that have been certified by *Lembaga Pengkajian Pangan, Obat dan Kosmetik Majelis Ulama Indonesia (LPPOM MUI)* in collaboration with the Ministry of Health and the Ministry of Religion (Anggraeni, 2017). This is the basis of security guarantee for Muslim consumers so that they feel safe and in peace in consuming products. Halal certification is one of the factors that can influence the purchasing decisions process for a product considering

Muslims are the majority in Indonesia, especially in Aceh. Halal certification is a guarantee for a Muslim to consume a product.

However, purchasing decisions for bakeries' consumers are not solely based on halal certification. There are also bakeries that do not have a halal label, but the product quality and price can fulfill the needs and tastes of consumers so that many Muslim consumers are interested in choosing that bakery's products compared to other bakeries that have halal certification.

According to Tjiptono, product quality is a combination of traits and characteristics that determine the extent to which outputs can fulfill customer requirements or assess the extent to which those traits and characteristics fulfill their needs. The quality of products that distinguishes bakeries from one another is in terms of taste that suits the tastes of the people (Sam, Manado, Manese, Manajemen, & Ekonomi, 2016).

According to Kotler and Armstrong (2008), price is the sum of all values provided by customers to get a benefit by owning or using a product or service. Price becomes important in the purchasing process because the price is the factor that is most concerned by consumers in making a purchase. Price is the value of product quality. If the consumer feels that the price offered is right, then the consumer will tend to make a repeat purchase of the product.

In the problem recognition stage in the purchasing decisions process, consumers will identify their problem or need. Consumers who are more aware of the importance of buying products that are halal and fit for consumption, they become more sensitive in selecting and purchasing products to be consumed (Rakhmawati, 2016). This consumer's awareness encourages bakery entrepreneurs as the food producers to always pay attention to raw materials, additives, production and presentation processes by considering halal aspects that are in accordance with Islamic law, because consumers who have an awareness of the importance of halal will tend to choose products that have the halal guarantee, one of which is by paying attention to the halal certification of the purchased product.

The latest research on purchasing decisions that are influenced by halal, price, and product quality variables have been conducted by (Muhammad, 2018),(Waskito, 2015), (Suriati, 2018),(Anggraeni, 2017) and Rakhmawati (2016). From several studies that have been conducted, the variables that are used for purchasing decisions include halal labeling,

product quality, promotion, and taste. However, in this study, the authors add the price variable that affects purchasing decisions at bakeries. Then the method used in the previous study was multiple regression, the same was done by the authors in this study as well. However, to see the effect of halal labeling, product quality, and price on purchasing decisions, the authors expanded the sample to a bakery in Banda Aceh.

One of the famous bakeries in Banda Aceh is the Bread Boy Bakery and Cake Shop. The Bread Boy Bakery and Cake Shop is a famous bakery and from 2007 to 2018, it has had 46 branches spreading across North Sumatra and Aceh. This bakery is one of the bakeries that is in great demand by consumers because it serves various types of bread with many flavors and at an affordable price.

Thus, the authors are interested in examining the analysis of the influence of the halal label, product quality, and price on purchasing Decisions in the city of Banda Aceh with the aim of whether the local community partially decides the consumption of bread based on the halal label, product quality, and price. Then from these three variables, it is examined which one has a greater influence on the preferences of people's consumption.

Literature Review

1. Halal Label

According to Muhammad (2018), *halal* comes from an Arabic word which means “to let go” and “not to be bound”. Etymologically, *halal* means things that are allowed and can be done because they are free or not bound by the provisions that prohibit them, while what is meant by halal food according to *Majelis Ulama Indonesia (MUI)* is food that is allowed to eat according to Islamic teachings.

Consuming halal products is an obligation and a form of obedience for a Muslim. This is an order from Allah in Al-Quran surah Al-Baqarah verse 168: which means: “O *mankind*, eat from *whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.*”

Based on Islamic law, there are three product categories for Muslims, namely halal, haram, and *mushbooh*. Halal in Arabic means permitted, usable, and lawful. The opposite of halal is haram which means it is not permitted, cannot be used, and is not lawful. Whereas

mushboob (*syubha*, *shubhab*, and *mashbub*) means black and white, is still questionable, and is doubtful therefore it should be avoided (Waskito, 2015).

Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia or abbreviated as LPPOM MUI is an institution that is tasked with researching, reviewing, analyzing, and deciding whether products, both food and their derivatives, medicines, and cosmetics, are safe for consumption both in terms of health and in terms of Islam, namely halal or permissible, and good for consumption for Muslims, especially in the territory of Indonesia, besides providing recommendations, formulating provisions and guidance to the community (Widodo, 2015). Therefore, the existence of a halal guarantee system will guarantee that the products on the market are halal, good, and safe for consumption by Muslim consumers.

Halal product certification is a halal fatwa decree which states that a product is halal in accordance with Islamic law issued by *MUI*. This halal product certificate is a requirement to include a halal label in a product (Widodo, 2015). After having the halal certification, the company has obtained a permit to include the halal label on its products. Therefore, to avoid the possibility of illegality or haram, it is necessary to establish a halal guarantee system which is guided in the production to produce halal and *thoyyib* products (Asriah, 2013).

2. Price

Kotler and Armstrong (2008: 345) define price as the amount of money charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service. Meanwhile, according to (Widodo, 2015), price is an amount of money (plus a few items if possible) needed to get a number of combinations of goods and services. Price can also mean the buying power to achieve satisfaction and benefits. The higher the benefits a person feels from certain goods or services, the higher the exchange rate of the goods or services (Rozalinda, 2015:154).

Basically, the price of an item is determined by the amount of demand and supply for the item, while the demand and supply for an item are determined by many factors (Rozalinda, 2015). Historically,

price was determined by buyers and sellers through bargaining, resulting in a certain price agreement. At first, price was a determining factor, but nowadays the determinants of purchasing are increasingly varied so that factors other than selling prices play a major role in purchasing decisions (Widodo, 2015).

3. Product Quality

Products are anything that can be offered to the market in order to attract attention, acquisition, use or consumption that can satisfy a desire or need (Kotler and Armstrong, 2008). *The American Society for Quality* in Kotler and Armstrong (2008) defines quality as a characteristic of a product or service that depends on its ability to satisfy stated or implied customer's needs. Meanwhile, according to (Sam et al., 2016), quality is a combination of traits and characteristics that determine the extent to which output can meet the requirements of consumer's needs or assess to what extent those traits and characteristics meet their needs.

According to Kotler and Armstrong (2008), product quality is a characteristic of product or service that depends on its ability to satisfy stated or imputed customer's needs and is one of the main positioning means of marketers.

Based on the above definitions, it can be concluded that product quality is a characteristic of a product that determines the extent to which the product can meet consumer's needs. Then the indicators of product quality include the taste of a product, presentation method, menu variation, and halal certification (Anggraeni, 2017; Muhammad, 2018; Rafita, 2015).

4. Purchasing Decisions

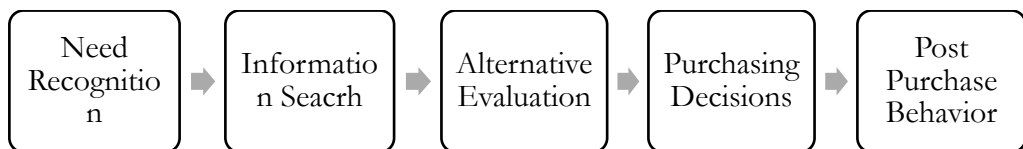
Purchasing decisions is a stage in the buyer's decision-making process where consumers actually buy, consumers are free to choose the desired product according to their needs, decide where, how, how many or much, when, and why to buy (Kotler and Keller, 2009). Meanwhile, according to Assauri (2013), purchasing decisions is a process of making a purchase decision which includes determining what to buy or not to make a purchase, and the decisions are obtained from previous activities. Setiadi stated in (Suriati, 2018) defines purchasing decisions as an

integration process that combines knowledge attitude to evaluate two or more alternative behaviors and choose one of them.

Based on the above understanding, it can be concluded that purchasing decisions are the process of making decisions to purchase goods carried out by buyers by combining knowledge and evaluation toward a good or service.

Kotler and Armstrong (2008) explain that the purchase decisions process consists of five stages, which are:

Figure 1
Purchasing Decisions Process



Source: Kotler dan Amstrong (2008:179)

According to Kotler in Widodo (2015) purchasing decisions variables have the following indicators:

- a. Stability on a product.
- b. The habit of buying products.
- c. Give recommendations to others.
- d. Make repeat purchases.

Muhammad (2018) in his research entitled the effect of halal labeling, price, promotion, and taste on consumer purchasing decisions on Samyang noodle at UIN Syarif Hidayatullah Jakarta showed results that the independent variables partially (individually) were halal labeling with a 0.000 significant level, price with a 0.003 significant level, promotion with a 0.001 significant level, and taste with a 0.000 significant level. Partially, all independent variables in this study had a significant effect on the dependent variable, namely the purchase decisions. While, the simultaneous regression test showed that the independent variables of halal labeling, price, promotion, and taste had a significant effect on the dependent variable on purchasing decisions and the results of hypothesis testing which stated that halal labeling, price, promotion, and

taste had an influence on purchasing decisions for Samyang noodle at UIN Syarif Hidayatullah Jakarta at 36.8%.

The difference between the research conducted by the author and the research conducted by Asy'arie Muhammad is in the independent variables, in which Asy'arie Muhammad examined four independent variables, namely halal labeling, price, promotion, and taste, while this study uses three independent variables, namely the halal label, product quality, and price. In addition, the object of research carried out by Asy'arie Muhammad was Samyang noodle at UIN Syarif Hidayatullah Jakarta, while the object of the author's research is the Bread Boy Bakery & Cake Shop in Banda Aceh.

Waskito (2015) in his research entitled the effect of halal certification, halal awareness, and food ingredient on buying interest in halal food products (a case study of Muslim students in Yogyakarta), concluded the results of the research which states that: (1) Halal certification had a positive effect on buying interest by regression value of 0.106 and a significance level of 0.000. (2) Halal awareness had a positive effect on purchase intention with a regression value of 0.251 and a significance level of 0.000. (3) Food ingredient had a positive effect on purchase intention with a regression value of 0.191 and a significance level of 0.011. (4) Halal certification, halal awareness, and food ingredient simultaneously had a positive effect on purchase intention with a significance level of 0.000 less than 0.05 ($p < 0.05$) and the magnitude of the influence of halal certification, halal awareness, and food ingredient variables on purchase intention was at 28.8%.

The difference between the research conducted by the author and the research conducted by Danang Waskito is in the independent variables, in which Danang Waskito examined three independent variables, namely halal certification, halal awareness, and food ingredient, while the author uses the independent variables that are halal label, product quality, and price. In addition, the object of research by Danang Waskito was still generally about halal food, while the object of the author's research is already specific which is about bread products in the Bread Boy Bakery & Cake Shop in Banda Aceh.

Unlike Muhammad(2018) and Waskito(2015), Suriati(2018) in her research entitled the effect of the halal label and product quality on purchasing decisions for Wardah cosmetics (a consumer case study in

Pajus Medan), Siti Suriati Rahmi only used two independent variables, namely halal label and product quality. The population of this study was Wardah cosmetic consumers in Pajus Medan. Since the number of consumers in Pajus Medan has not been identified, in determining the sample, Siti Suriati Rahmi used the Roa Purba formula and obtained a sample of 100 people.

The results of research conducted by Siti Suriati Rahmi showed that the independent variables of the halal label and product quality had an effect on purchasing decisions for Wardah products by 68.6% with the dominant halal label variable getting a positive response from consumers of Wardah products. The difference between the research conducted by Siti Suriati Rahmi and the research conducted by the author is the independent variable of price was not present in Siti Suriati Rahmi's research and also the difference in research objects in which the object of Siti Suriati Rahmi's research was Wardah cosmetics and the author's research object is products at Bread Boy Bakery & Cake shop in Banda Aceh.

As the research of Suriati(2018), research by Widodo (2015) entitled the effect of halal labeling and price on consumer purchasing decisions on Indomie products (a case study of students at the Muhammadiyah University of Surakarta) also used two independent variables, namely halal labeling and price. The results of the research obtained by Tri Widodo showed that the halal labeling and price variables had a positive and significant effect on purchasing decisions for Indomie products and by testing the coefficient, the effect of the halal label, and price on purchasing decisions for Indomie products was 31.8%.

The difference between the research conducted by Tri Widodo and the research conducted by the author is in the product quality variable which was not present in Tri Widodo's research. In addition, like research conducted by Asy'arie Muhammad (2018), Tri Widodo's research also used the object of research on instant noodles, but there were differences in the noodle brands between the two. Whereas the research that the author conducted uses bread products in the Bread Boy Bakery & Cake Shop Banda Aceh as the object of the research.

In contrast to previous research, a research conducted by Rafita(2017) entitled the effect of the halal label on purchasing decisions for cosmetic products (a study on students of the Faculty of Economics and Islamic business, class 2013-2016, UIN Raden Intan Lampung) used one independent variable as a variable that influenced purchasing decisions which is the dependent variable. Based on the research results obtained by Helsy Zella Rafita, it can be concluded that the existence of halal labels on cosmetic products had a positive value which had a major effect on purchasing decisions. The difference between Helsy Zella Rafita's research and the author's research is in the number of independent variables used. Like the research conducted by Siti Suriati Rahmi (2018), Helsy Zella Rafita's research also used research objects with cosmetics, while in the author's research, the object of research is bread products in the Bread Boy Bakery & Cake Shop.

Anggraeni(2017) in her research entitled the effect of the halal label, product quality, and price on consumer purchasing decisions for Wardah products was conducted in Yogyakarta. In contrast to previous studies, Zella Anggraeni's research found that the halal label had no effect on purchasing decisions because the significant level was $0.258 > 0.05$.

The research framework describes the relationship of the independent variables to the dependent variable, in this case, the halal label (X1), product quality (X2), and price (X3) as the independent variables affecting purchasing decisions (Y) which is the dependent variable. Hypotheses are temporary answers to the formulation of research problems, therefore the formulation of research problems is usually arranged in the form of question sentences (Sugiyono, 2009). So, the development of the hypothesis in this study is as follows:

- Ha₁ : The halal label has a significant effect on consumer purchasing decisions at the Bread Boy Bakery & Cake Shop in Banda Aceh.
- Ho₁ : The halal label has no significant effect on consumer purchasing decisions at the Bread Boy Bakery & Cake Shop in Banda Aceh.
- Ha₂ : The product quality has a significant effect on consumer purchasing decisions at Bread Boy Bakery & Cake Shop stores in Banda Aceh.
- Ho₂ : The product quality does not have a significant effect on consumer purchasing decisions at Bread Boy Bakery & Cake Shop stores in Banda Aceh.

H_{a3} : The price has a significant effect on purchasing decisions at Bread Boy Bakery & Cake Shop stores in Banda Aceh.

H_{o3} : The price does not have a significant effect on purchasing decisions at Bread Boy Bakery & Cake Shop stores in Banda Aceh.

Results and Discussion

1. Validity Test

The validity test is carried out to measure the validity of a questionnaire so that it can match the expected results. The results of the validity test can be seen as follows:

Table 1
Validity Test Results

No.	Variable	Item	<i>r</i> table	<i>r</i> count	Annotation
1.	Halal Label (X1)	L1	0,195	0,786	Valid
		L2		0,828	Valid
		L3		0,767	Valid
		L4		0,762	Valid
2.	Product Quality (X2)	K1	0,195	0,872	Valid
		K2		0,891	Valid
		K3		0,872	Valid
3.	Price (X3)	H1	0,195	0,888	Valid
		H2		0,894	Valid
		H3		0,710	Valid
4.	Purchasing Decisions (Y)	KP1	0,195	0,880	Valid
		KP2		0,883	Valid
		KP3		0,809	Valid

Source: Processed Data, 2019

The results of the SPSS test in table 4.5 show that the 13 statement items submitted to 100 respondents obtained positive results, where each statement item has a calculated *r* greater than *r* table which has a value of 0.195. So, it can be concluded that every indicator on X1, X2, X3, and Y is valid.

2. Reliability Test

The reliability test was carried out to see whether the instruments used in the study were reliable and trustworthy. The reliability test results can be seen in the following table:

Table 2
Reliability Test Results

No.	Variable	<i>Cronbach Alpha Value</i>	N of Items	Annotation
1.	Halal Label (X1)	0,793	4	Reliable
2.	Product Quality (X2)	0,851	3	Reliable
3.	Price (X3)	0,782	3	Reliable
4.	Purchasing Decisions (Y)	0,820	3	Reliable

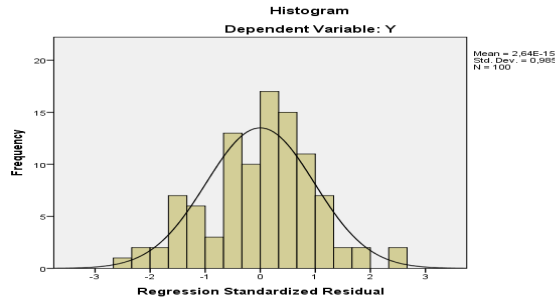
Source: Processed Primary Data, 2019

Based on the results of the reliability test in Table 4.6, it shows that each variable has a *Cronbach Alpha* value that is greater than 0.60. So it can be concluded that each statement item on all variables is reliable.

2. Classic Assumption Test

a. Normality Test

The normality test aims to determine whether the independent variable, the dependent variable, or both are normally distributed or not. Data is normally distributed if the probability value is significantly greater than α 0.05. On the other hand, data is said to be not normally distributed if the probability value is smaller than α 0.05. In this study, to see whether the data were normally distributed or not, 2 methods were used, namely the histogram. The results of the normality test that have been carried out using SPSS 22 can be seen from the figure below:



Normality Test with Histogram Graph
 Source: Processed Primary Data, 2019

From the results of the normality test using the histogram graph above, it can be seen that the histogram graph shows a normal distribution pattern. So it can be concluded that the two methods indicate that the regression model in this study is normally distributed.

b. Heteroscedasticity Test

A good regression model is when homoscedasticity occurs in the model or in other words heteroscedasticity does not occur (Sarjono & Juliantini, 2011). The test results can be seen from the following table:

Table 3
Heteroscedasticity Test Results with the *Glejser* Method

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	,604	,199		3,040	,003
	X1	,089	,035	,239	2,526	,013
	X2	-,062	,028	-,217	-2,205	,030
	X3	-,132	,048	-,276	-2,761	,007

a. Dependent Variable: abs_res
 Source: Processed Primary Data, 2019

Based on table 4.7, the results of the heteroscedasticity test using the *Glejser* method show that each variable has a greater

significant level than 0.05. So it can be concluded that in this regression model there are no symptoms of heteroscedasticity.

c. Multicollinearity Test

The multicollinearity test aims to see whether the regression model finds a correlation between independent variables. A good regression model does not have a correlation between the independent variables. This is seen through *tolerance* and VIF values. A regression model with a good *tolerance* value is less than 0.10 and the VIF value is not greater than 10. The following table shows the multicollinearity test results using the SPSS 22 program.

Table 4
Multicollinearity Model Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
X1	,954	1,048
X2	,876	1,142
X3	,851	1,175

Source: Processed Primary Data, 2019

Based on the multicollinearity test results in table 4.8, each independent variable has a *tolerance* value > 0.1 and a VIF value < 10. It can be concluded that there are no symptoms of multicollinearity in the regression model so that it can be used in this study.

d. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much the influence of the independent variable has on the dependent variable. In this study, it is used to determine the effect of the halal label (X1), product quality (X2), and price (X3) on purchasing decisions (Y) at the Bread Boy Bakery & Cake Shop in Banda Aceh. The results of data processing using the SPSS 22 program are as follows:

Table 5
Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,145	,356		-,408	,684
	X1	,063	,063	,054	,995	,322
	X2	,682	,050	,761	13,524	,000
	X3	,286	,086	,190	3,328	,001

a. b. Dependent Variable: Y
Source: Processed Primary Data, 2019

From the results of the data processing above, it can be obtained the multiple linear regression equation as follows:

$$Y = -0,145 + 0,063X_1 + 0,682X_2 + 0,286X_3 + e$$

Based on the results of the multiple linear regression equation above, it can be interpreted as follows:

- 1) The constant value (α) is -0.145, meaning that if the halal label (X1), product quality (X2), and price (X3) variables are worth 0, the value of the purchasing decisions variable (Y) at the Bread Boy Bakery & Cake Shop is -0.145.
- 2) The X1 coefficient obtained from the b_1 value is 0.063, meaning that if the halal label variable (X1) has increased by 1 unit, the purchasing decisions variable (Y) at the Bread Boy Bakery & Cake Shop has also increased by 0.063 assuming that other independent variables from the model regression are fixed.
- 3) The X2 coefficient obtained from the b_2 value is 0.628, meaning that if the product quality variable (X2) has increased by 1 unit, the purchasing decisions variable (Y) at the Bread Boy Bakery & Cake Shop has also increased by 0.628 assuming that the other independent variables of the model regression are fixed.

- 4) The X3 coefficient obtained from the b_3 value is 0.286, meaning that if the price variable (X3) has increased by 1 unit, the purchasing decisions variable (Y) at the Bread Boy Bakery & Cake Shop has also increased by 0.286 assuming that the other independent variables of the model regression are fixed

e. Hypothesis Test

1) Partial Test (T Test)

**Table 6
T Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,145	,356		-,408	,684
X1	,063	,063	,054	,995	,322
X2	,682	,050	,761	13,524	,000
X3	,286	,086	,190	3,328	,001

a. Dependent Variable: Y

Source: Processed Primary Data, 2019

Based on the table above, the results show that t-count value of the halal label (X1) is 0.995 smaller than the t-table value which is 1.660 with a significance probability value of $0.322 > 0.05$, meaning that the halal label variable partially has no positive and significant effect on purchasing decisions (Y) at the Bread Boy Bakery & Cake Shop in Banda Aceh. In other words, H_a is rejected and H_o is accepted.

The t-count value of product quality (X2) of 13.524 is greater than the t-table value of 1.660 with a significant probability of $0.000 < 0.05$, meaning that the partial product quality variable has a positive and significant effect on purchasing decisions at Bread Boy Bakery & Cake Shop in Banda Aceh. In other words, H_a is accepted and H_o is rejected.

The t-count value of price (X3) of 3.328 is greater than the t-table value of 1.660 with a significant probability of $0.001 < 0.05$, meaning that the price variable partially has a positive and significant effect on purchasing decisions at Bread Boy Bakery &

Cake Shop in Banda Aceh. In other words, H_a is accepted and H_o is rejected.

2) Simultaneous Test (F Test)

Table 7
Simultaneous Test Results (F Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27,571	3	9,190	88,104	,000 ^b
	Residual	10,014	96	,104		
	Total	37,586	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed Primary Data, 2019

Based on the results of the f test in table 4.11, the f-count value is 88.104 which is greater than 2.70 and the significant probability value is $0.000 < 0.05$. So it can be concluded that the halal label (X1), product quality (X2), and price (X3) variables simultaneously have a significant effect on purchasing decisions (Y) at the Bread Boy Bakery & Cake Shop. In other words, H_a is accepted and H_o is rejected.

3) Determination Coefficient Test (R^2)

Table 8
Determination Coefficient Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,856 ^a	,734	,725	,32298

a. Predictors: (Constant), X3, X1, X2

Source: Processed Primary Data, 2019

From the table above, it can be seen that the *r-square* value is 0.734. This shows that the influence of the independent

variables which are halal label (X1), product quality (X2), and price (X3) on the dependent variable purchasing decisions (Y) at the Bread Boy Bakery & Cake Shop in Banda Aceh is 73.4%, while the rest 26.6% is influenced by other variables outside this research model.

Conclusion

The conclusion from the above research results based on the results of multiple linear regression through the t test, the halal label variable (X1) has no positive and significant effect on purchasing decisions (Y) at Bread Boy Bakery & Cake Shop with a t-count value of 0.955 smaller than the t-table value of 1.660 and significant probability value $0.322 > 0.05$. Product quality variable (X2) has a positive and significant effect on purchasing decisions (Y) at Bread Boy Bakery & Cake Shop with a t-count value of 13.524 greater than the t-table value of 1.660 and a significant probability value of $0.000 < 0.05$. The price variable (X3) has a positive and significant effect on purchasing decisions (Y) at Bread Boy Bakery & Cake Shop with a t-count value of 3.328 greater than 1.660 and a significant probability value of $0.001 < 0.05$. Then based on the results of multiple linear regression through the f test, the halal label (X1), product quality (X2), and price (X3) variables simultaneously have a positive and significant effect on purchasing decisions (Y) at Bread Boy Bakery & Cake Shop with the f-count value of 88.104 which is greater than the f-table value of 2.70 and a significant probability value of $0.000 < 0.05$.

Reference

- Asriah, D. (2013). Pengaruh Pencantuman Label Halal terhadap Perilaku Pembelian Produk di Masyarakat. *Skripsi*.
- Assauri, S. (2013). *Manajemen Pemasaran*. Jakarta: Raja Garfindo Persada.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Edisi 12 Jilid 1. Jakarta: Erlangga.
- Anggraeni, Z. (2017). Pengaruh Label Halal, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Konsumen, 1–80.
- Jannah, M., & Ashal, F. F. (2019). Analisis penerapan bauran pemasaran (marketing mix) berbasis syariah dalam meningkatkan minat beli

- konsumen pada produk nozy juice di kota banda aceh, *1*(1), 47–66.
- Muhammad, A. S. Y. A. (2018). *Keputusan Pembelian Konsumen Pada Produk Mie Samyang di UIN Syarif Hidayatullah Jakarta*.
- Rafita, H. Z. (2015). Pengaruh Label Halal Terhadap Keputusan Pembelian Produk Kosmetik (Studi Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Islam Angkatan 2013- 2016 UIN Raden Intan Lampung). *PhD Proposal*, 1(October), 1–157. <https://doi.org/10.1017/CBO9781107415324.004>
- Sam, U., Manado, R., Manese, V., Manajemen, J., & Ekonomi, F. (2016). Kartu Seluler Indosat Dan Telkomsel (Studi Pada (a Study of the Student of Economics and Business Faculty , *16*(03), 605–615.
- Suriati, S. (2018). Pengaruh Label Halal dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Wardah (Studi pada Konsumen di Pajus Medan).
- Waskito, D. (2015). Pengaruh Sertifikasi Halal, Kesadaran Halal, Dan Bahan Makanan Terhadap Minat Beli Produk Makanan Halal. *Uny*, *1*, 1–12. <https://doi.org/10.1017/CBO9781107415324.004>
- Widodo, T. (2015). Pengaruh Labelisasi Halal dan Harga terhadap Keputusan Pembelian Konsumen pada Produk Indomie, 88. Retrieved from http://eprints.ums.ac.id/41384/22/skripsi_full_text.pdf
- Nasrullah, M. (2015). Islamic Branding, Religiusitas dan Keputusan Konsumen terhadap Produk. *Jurnal Hukum Islam*. *13*(2):79-87.
- Rakhmawati, F. 2016. Pengaruh Labelisasi Halal, Kualitas Pelayanan dan Gaya Hidup terhadap Keputusan Pembelian Hoka-Hoka Bento di Mall Malioboro Yogyakarta. Skripsi Sarjana Fakultas Ekonomi Universitas Muhammadiyah Purworejo.
- Rozalinda. (2015). *Ekonomi Islam Teori dan Aplikasinya pada Aktivitas Ekonomi*. Jakarta: Raja Grafindo Persada.
- Sarjono, H., & Juliantini, W. (2011). *SPSS vs LISREL Sebuah Pengantar Aplikasi untuk Riset*. Jakarta: Salemba Empat.
- Sugiyono. (2009). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Supranto. (2012). *Metode Riset*. Jakarta: Rineka Cipta
- Wahyu Rahmawati. (2017). Bisnis Roti di Indonesia Naik 10% di <https://industri.kontan.co.id> diakses pada 15 Januari 2019.
- Zeithaml, V. A & Mary J. B. 2000. *Service Marketing: Integrating Costumer Focus Across The Firm*. Edisi kedua. New York, NJ: Mc Graw-Hill Companies Inc.