# THE INFLUENCE OF HALAL LABEL, PRODUCT QUALITY, BRAND IMAGE, AND PROMOTION ON THE PURCHASE DECISION OF HERBAL PRODUCTS

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| Article Info | Abstract |
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| | *This study purposes to determine the effect of halal labels, product quality, brand image and promotion on purchasing decisions of herbal products from the international herbal network of Herbal Penawar Al Wahida Indonesia (HNI-HPAI) in the marketing area of Bolon Colomadu Karanganyar. This study used a quantitative approach with a population of Bolon Colomadu Karanganyar residents, the sample was taken using the Slovin formula and the sampling technique used random sampling. Data analysis applied multiple linear regression model. The results of this study, partially, the variables that affect only promotion, while partially the variables of halal label, product quality, and brand image do not affect purchasing decisions for HNI-HPAI products in the Bolon Colomadu Marketing Area, Karanganyar.* |

## INTRODUCTION

In the current era of globalization, competition in business is increasingly fierce both in the domestic and international markets, which has led to the emergence of new competitors in creating good quality products. Consumers have an important role in business success in the company. Companies that do not understand buyer standards or behavior will not achieve long-term success. The success of the company's products is based on the costs and benefits of the products marketed by the company. Can the product meet demand and satisfaction based on time and money spent? If the product is deemed to meet the needs, the buyer will continue to use the product. To meet their needs, buyers will try to find information before making a purchase decision.

The modern and Islamic-oriented lifestyle in Indonesia in recent years has experienced an increase. This improvement in lifestyle is seen from the behavior of people who are increasingly critical in assessing the halalness of the food and products consumed. This understanding is an

important value for the government to standardize product halalness. Every product to be marketed must go through government testing until it passes the product quality test and can be used safely. Information about product halalness is very useful to provide confidence and to influence the purchasing decision-making process (Sari et al., 2014).

To ensure the products' halalness and safety, the government gives authority to the MUI (Indonesian Ulema Council) institution. The Indonesian Ulema Council is assisted by the Institute for the Study of Food, Drugs and Cosmetics of Indonesian Muslim Ulama (LPPOM MUI) formed to assist in determining policies, formulating, regulating, giving recommendations related to food, medicine, and cosmetics in accordance with Islamic principles. The MUI institution monitors products circulating in the community by assigning a halal label to the product. The product must be protected from haram elements so that it can be consumed (Prastya & Suryadi, 2020). Halal is intended for everything that is good and clean for consumption by Muslims in accordance with Islamic law. Allah has confirmed in the Qur'an Surah Al-Maidah verse 3. The explanation of the verse is that Allah commands humans to only eat (use) halal food, as well as the use of the product can be utilized by humans in various ways. Products that are not halal used by Muslims, in the manufacturing process there are substances that are forbidden in Islam (Halimatus & Rafikasari, 2022). For Muslims who know this, it will cause discomfort and doubt when using it, especially during worship. In addition to doubts arising from product selection errors, there are health problems that pose a threat to consumers who consume them.

The objective of this study is to analyze the role of halal label, product quality, brand image, and promotion on herbal product purchasing decisions. Maintaining product quality is also a major factor for consumers in determining purchasing decisions (Effendi et al., 2020). Product quality is usually seen from the benefits or uses and functions of a product. If the product quality exceeds expectations, consumers will say the product is of good quality. The company will get long-term benefits because the quality of the products produced is good, given by the company to its consumers so that consumers make purchases continuously and provide internal and external influences (Putra, 2017).

The novelty in this study is to examine the role of halal labels in influencing purchasing decisions (Desmayonda & Trenggana, 2019; Halimatus & Rafikasari, 2022; Nurnaningtias & Aswad, 2020). In addition, this study tries to analyze the role of brand image in improving purchasing decisions. Brand image is the identity of the goods or services in which there are certain uses, privileges, or services of the company. Brand image is very decisive in the decision to buy a product, so that a product that has a well-known and trusted brand is an important and invaluable asset. The brand image of a product has an influence related to consumer beliefs and preferences

for a brand. The positive image that consumers have of certain brands, will be more likely to make repeat purchases of the products (Prastya & Suryadi, 2020). This repeated purchase makes the brand image increasingly recognized by consumers. Companies that succeed in building a strong brand image by offering product uses in accordance with consumers' wants and needs will have positive values from other companies.

One of the herbal products registered by BPOM, certified halal, and has a positive brand image is PT Herbal Penawar Al Wahida Indonesia, known as HPAI. Herbal Penawar Al Wahida Indonesia (HPAI) is a sharia networking business that focuses on selling quality and halal products. PT Herbal Penawar Al Wahida Indonesia (HPAI) was founded on March 19, 2012. Herbal Penawar Al Wahida Indonesia (HPAI) means Herbal (all of which comes from nature), Penawar (healer, medicine), Al Wahida (The Only God) (all healing is from Allah SWT). The company of Herbal Penawar Al Wahida Indonesia (HPAI) in marketing its products, cooperates with members and usually they do promotions to the public to find out what the HNI-HPAI products are and the advantage for those who join as members is to get product discounts. The existence of agents scattered in various regions makes it easier for members to market products. This certainly makes it easier for people to get to know HPAI who then uses various kinds of products.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
### Product Purchase Decision

Purchasing decisions are a series of processes passed by consumers in deciding every purchase decision action (Kotler & Armstrong, 2012). Purchase decisions indicate that buyers are in the process of choosing a product and buying and consuming the product. Purchasing decisions are the process of determining the most profitable assessment and selection, then evaluating certain benefits and choosing from various alternatives (Nurnaningtias & Aswad, 2020).

Several stages that must be passed before the consumer purchase decision-making process are as follows (Kotler & Keller, 2008): recognition of needs is the process of making consumer decisions to obtain certain products, products by certain companies, or certain trademarks starting from the moment they feel there is a need in themselves that has not been met. The sense of needing something can lead to an urge to buy a product if it receives influences from within and from outside the consumer environment. The emergence of a need for certain goods or services can occur because consumers face certain problems. Searching information is the stage which consumers seek and acquire knowledge related to brand information that consumers want from various sources such as family, friends, advertisements, packaging, and appearance. In general, consumers get the most important information about a brand from commercial, sources that are

widely circulated in the community such as advertisements and websites. Alternative evaluations are some basic designs to understand the evaluation process, consumers try to meet their needs. Consumers also look for certain benefits from the product to be used.

**Halal Label**

Halal label is the provision of evidence or halal symbols in writing as a guarantee that halal products contain the words "Halal" in Arabic letters. Halal labels are issued by the Minister as the basis for halal inspection from institutions that have been established by MUI. MUI issues halal instructions and certificates to guarantee the validity of a product which is halal for consumption and use by the public based on sharia provisions (Alfian & Marpaung, 2017).

Halal labeling is the inclusion of halal writing or notification on product packaging as a sign of halal products. According to Government Regulation No. 69 of 1999 concerning halal labels and food advertisements states that halal labels are information about food in the form of images, writing, and a combination of both. Other forms attached to food, are inserted into, affixed to or are part of food packaging (Regulation of the Government of the Republic of Indonesia, 1999). Halal products encompass food, medicines, cosmetics and other products that do not contain illegal elements or goods. Halal label according to (Alfian & Marpaung, 2017; Susanti et al., 2018) is measured by following indicators:

a) The image is the result of imitation in the form of shapes and patterns (animals, humans, plants) made with letter strokes with writing tools.

b) Writing is the result of readable writing

c) The combination of images and written text is a combination resulting from images and written text made into one part.

d) Sticking to the packaging, is something attached (intentionally or unintentionally) to the packaging (protecting a product).

**Product Quality**

When running a business, the company should have good product quality and in accordance with the price offered when selling the goods or services. Improving the quality of products or services needs to be done so that consumers are satisfied with the product and making repeat purchases (Subandi & Hamid, 2021). Good product quality is the key to increase the company's productivity, so that with good product quality, consumer expectations will be fulfilled by the company (Ong & Sugiharto, 2013).

According to Kotler & Armstrong, (2012) product quality is the product potential in carrying out its functions and includes completeness of durability, reliability, accuracy, ease of operation and product repair as well as the completeness of other products. Product quality is the

ability to carry out its functions consisting of durability, reliability, accuracy, convenience, operation, and repairs and other attributes. If a product runs its job, the product has good quality. Most products have one of four quality levels: low quality, medium quality, high quality and very high quality. Some of these attributes can be measured objectively
(Kotler & Keller, 2008).

**Brand Image**

A brand image is a distinguishing name or symbol (such as a stamp, logo, or packaging) to identify the goods or services of a particular seller or group of sellers to differentiate them from those of competitors. A brand identifies the customer as to the origin or source of the product and protects both the producer and the customer, as well as competitors providing the same-looking product. (Prastya & Suryadi, 2020).

Brand image is basically a series of tangible and intangible such as ideas, values, beliefs, features, and interests that make it unique. Brand image must represent all internal and external characteristics that can affect customers depending on the target of a product. Brand image is influential because it can influence consumer choice. In purchasing decisions, consumers think to choose products that can meet their needs and wants (Ong & Sugiharto, 2013).

**Promotion**

Promotion is one of the variables contained in the marketing mix so that it becomes very important for business actors to market their products. Promotional activities are not only useful as a communication tool between business actors and consumers, but also as a tool influencing the purchase or use of products according to consumers' needs and desires (Ong & Sugiharto, 2013).

Promotion is an activity carried out by the company with the aim of informing and influencing consumers to buy a product (Zahroq & Asiyah, 2022). In Islam, promoting an item is allowed in principle, but in marketing the product, one must prioritize honesty and rules that are in accordance with Islamic law in trading. Promotional activities do not stop at introducing a product but should try to get consumers to buy the product (Rakhmawati, 2018).

**Figure 1. Theoritical Framework**
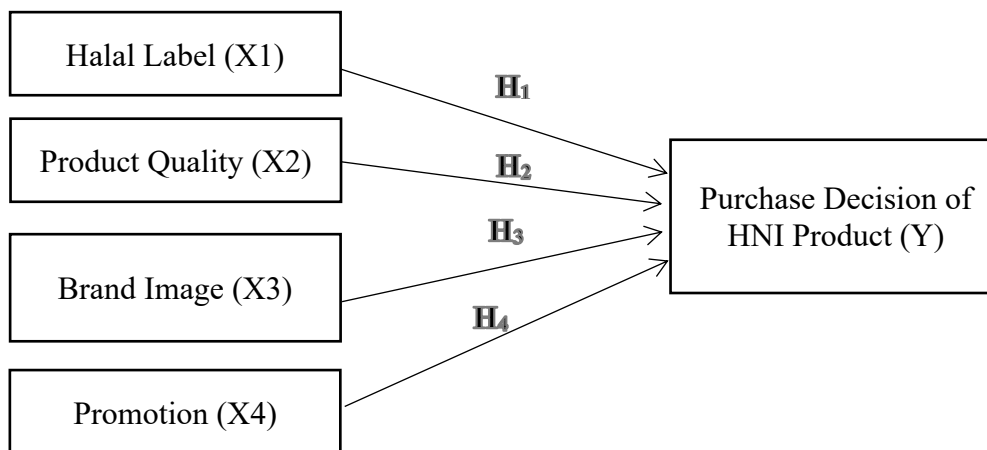


**Hypothesis Development**

**The Influence of Halal Label on Purchase Decision**

The halal label contained on each product packaging can convince the public to buy and use the product. Consumers who choose halal-labeled products will feel satisfied, safe and comfortable with the halalness of these products. From this perception, it gives rise to beliefs and attitudes with halal-labeled products influencing consumer purchasing decisions. By imposing halal standards, it creates products that have clear quality standards. The products that already have halal guarantees indirectly provide inner peace for consumers. Because there is no longer any doubt about the raw materials and the process of producing these goods which are not done properly. Halal labels in Indonesia are under the supervision of the Indonesian Ulema Council (MUI). Meanwhile, buyer decisions are the stages where buyers have made their choices and carry out product purchases and consumption (Desmayonda & Trenggana, 2019; Halimatus & Rafikasari, 2022; Nurnaningtias & Aswad, 2020). Belief in halal products and the stage at which buyers determine and carry out product purchases can influence purchasing decisions. According to Alfian & Marpaung, (2017), a strong halal label has a significant effect on interest and gets a positive response from Muslim consumers.

H1: Halal Label has significant positive effect on purchase decision

**The Influence of Product Quality on Purchase Decision**

Product quality is a characteristic of the product in its ability to meet predetermined needs. One of product qualities in consumer purchasing decisions is regarding product choice, encompassing product excellence in the form of the level of quality needed by consumers, product benefits in the form of the level of usability that can be felt by consumers on each product choice in meeting their needs, and product selection in the form of consumer choices for the products

they buy according to their needs with the desired quality and benefits obtained (Ong & Sugiharto, 2013).

Product quality is able to influence purchasing decisions, because the better the quality of a product, the consumer's purchasing decisions will increase and vice versa. If the products offered are of low or poor quality, the purchasing decisions for a product will decrease (Fure et al., 2015). Based on previous research, it states that product quality has a significant effect on purchasing decisions.

H2: Product quality has a significant positive effect on purchasing decisions.

**The Influence of Brand Image on Purchasing Decision**

A brand image is a distinguishing name or symbol (such as a stamp, logo, or packaging) to identfy the goods or services and to differentiate them from those of competitors. Brands are very valuable because they are able to influence consumer choices in purchasing decisions (Safitri, 2021). In purchasing decisions, consumers really choose products suitable with their needs and desires. Consumer satisfaction can maintain market share and build a positive image, the stronger the brand image in the mind of the customer, the stronger the customer's self-confidence to remain loyal or loyal to the product they buy (Fure et al., 2015; Prasetya & Farida, 2021). Based on previous research, it reveals that brand image has an effect on purchasing decisions.

H$_3$: Brand Image has a significant positive effect on purchasing decisions

**The Influence of Promotion on Purchasing Decisions**

Promotion is a specific strategy that a company undertakes through personal advertising, sales promotion, and public relations to achieve its advertising and marketing objectives. Promotion aims to influence people to buy products or services, as well as being a means to build customer relationships (Njoto & Sienatra, 2018; Wulansari, 2019). With the promotion, it will directly influence consumers to make a purchase. This is because consumers know about a company's products. Based on previous research, it reveals that promotion has an effect on purchasing decisions

H4: Promotion has a significant positive effect on purchasing decisions

**RESEARCH METHODOLOGY**

**Population and Sample**

The population in this study were residents of Bolon Village, Colomadu included in the category who had purchased the HNI-HPAI product as the object of research. The sample is part of the number of characteristics possessed by the population and the sample taken should be truly represented (Sugiono, 2017). The sampling technique used in this research was a probability

sampling method (random sampling). It is a research method in which samples from the population are taken randomly without regard to the strata in the study. The sample in this study was part of the population in Bolon Village, consisting of 7,150 people. The sampling technique used the Slovin formula (Muhammad, 2008):

$$n = \frac{N}{1 + Ne^2}$$

Notes:

n= total sample

N= population size

e= standard error of 10%

In the slovin formula, there are provisions for the sample range that can be taken from the slovin technique. According to Arikunto (2002) if the population is more than 100, the standard error is 10-15% or 20-25%. Regional sampling technique is usually used as a sample if the object under study or the data source is very broad (Sugiyono, 2011). This study used the Slovin formula with an error rate of 10%, encompass:

$$n = \frac{7150}{1 + 7150 \times 10\%^2}$$

= 98.62 respondents, rounded to 100 respondents.

**Variable Operational Definition**

Measurement of purchasing decisions by Fauziah & Amin, (2021) and Nurnaningtias & Aswad, (2020) includes informing others, not buying products except herbal products for this product, seeking as much information as possible about herbal products, choosing HNI herbal products, evaluating HNI herbal products. The Halal label according Alfian & Marpaung, (2017) and Susanti et al., (2018) is measured by herbal products that have a halal image/writing/logo attached to the packaging. Product quality is measured by the benefits of product users, product durability, clarity of product functions/benefits, and diversity of product sizes. Brand image according to Safitri, (2021) and Prastya & Suryadi, (2020) is measured from company image, product image attached, image of user / product user. Meanwhile, product promotion according to Njoto & Sienatra, (2018) and Ong & Sugiharto, (2013) is measured by the advertising used, personal selling, sales promotion, and publicity with social media and information/word-of-mouth marketing.

**Data Analysis**

Analysis of the data in this study used to use path analysis with the assistance of SPSS 23.

**RESULTS**

**Respondent Characteristics based on Gender**

Table 1. Data of Respondents based on Gender

| Sex | Total | Percentage |
|---|---|---|
| Male | 45 | 37,8% |
| Female | 55 | 62,2% |
| **Total** | **100** | **100%** |

Source: Primary Data Processed in 2022

According to table 1 above, it can be seen that the gender of HNI-HPAI consumer respondents in Bolon Village taken as a sample, shows that the majority of respondents are women, 55 people or 62.2%, and the remaining's are 45 male respondents or 37.8% people.

**Respondent Characteristics based on Age**

Table 2. Data of Respondents based on Age

| Age | Total | Percentage |
|---|---|---|
| 20-25 Years | 10 | 12% |
| 25-35 Years | 23 | 25% |
| 35-45 Years | 30 | 30,5% |
| More than 45 Years | 37 | 32,5% |
| **Total** | **100** | **100%** |

Source: Primary Data Processed in 2022

Based on table 2 above, the characteristics of respondents according to the respondent's age are the most dominant using HNI-HPAI over the age of 45 years, totalling 37 respondents with a percentage of 32.5%. Age 20-25 years consists of 10 respondents with a percentage of 12%. Age 25-35 years consists of 23 respondents with a percentage of 25%. Then age 35-45 is 30 respondents with a percentage of 30.5%

**Respondent Characteristics based on Academic Background**

Table 3. Data of Respondents based on Academic Background

| Academic Background | Total of respondent | Percentage |
|---|---|---|
| S3 | 1 | 0,9% |
| S2 | 2 | 1,8% |
| S1 | 13 | 14,7% |
| SMA/D1/D3 | 52 | 54,5% |
| SMP | 10 | 8,8% |
| SD | 22 | 19,3% |
| **Total** | **100** | **100%** |

Source: Primary Data Processed in 2022

Based on table 3 above, the characteristics of the respondents according to their academic background are 1 respondent with a doctoral degree with a percentage of 0.9%, 2 respondents with a master's degree last education with a percentage of 1.8%, 13 respondents with a bachelor degree with a percentage of 14.7%, while the remainings are SMA/D1/D3 totaling 52 respondents with a percentage of 54.5%, SMP consisting of 10 respondents with a percentage of 8.8%, and SD with a percentage of 22 respondents with a percentage of 19.3%.

**Respondent Characteristics Based on Monthly Income**

Table 4. Data of Respondents Based on Monthly Income

| Monthly Income | Total of Respondents | Percentage |
|---|---|---|
| Less than Rp 1.000.000 | 39 | 39,4% |
| Rp 2.000.000-Rp 3.000.000 | 54 | 53,4% |
| Rp 3.000.000-Rp 4.000.000 | 3 | 2,7% |
| Less than Rp 4.000.000 | 4 | 4,5% |
| **Total** | **100** | **100%** |

Source: Primary Data Processed in 2022

Based on table 4 above, the characteristics of respondents seen from monthly income are income less than Rp. 1,000,000 totaling 39 respondents with a percentage of 39.4%, monthly income between Rp. 2,000,000-Rp. 3,000,000 totaling 54 respondents with a percentage of 53.4%, income with between Rp 3,000,000-Rp 4,000,000 totaling 3 respondents with a percentage of 2.7%, and income of more than Rp 4,000,000 totaling 4 respondents with a percentage of 4.5%.

**Test of Validity and Reliability**

*Test of Validity*

Based on the results of the halal label validity test in table 5, it indicates that all question items on the halal label variable have a calculated $r_{count}$ is greater than $r_{table}$. Therefore, all questions on the halal label variable questionnaire are declared valid.

Table 5. Validity Test Results of Halal Label Variable

| Halal Label (X1) | $r_{count}$ | $r_{table}$ | Description |
|---|---|---|---|
| X1.1 | 0,648 | 0,195 | Valid |
| X1.2 | 0,737 | 0,195 | Valid |
| X1.3 | 0,709 | 0,195 | Valid |
| X1.4 | 0,718 | 0,195 | Valid |
| X1.5 | 0,732 | 0,195 | Valid |
| X1.6 | 0,670 | 0,195 | Valid |
| **Product Quality** | | | |
| X2.1 | 0,642 | 0,195 | Valid |
| X2.2 | 0,699 | 0,195 | Valid |

| | | | |
|---|---|---|---|
| X2.3 | 0,703 | 0,195 | Valid |
| X2.4 | 0,647 | 0,195 | Valid |
| X2.5 | 0,649 | 0,195 | Valid |
| X2.6 | 0,596 | 0,195 | Valid |
| X2.7 | 0,755 | 0,195 | Valid |
| X2.8 | 0,602 | 0,195 | Valid |
| **Brand Image** | | | |
| X3.1 | 0,574 | 0,195 | Valid |
| X3.2 | 0,610 | 0,195 | Valid |
| X3.3 | 0,606 | 0,195 | Valid |
| X3.4 | 0,602 | 0,195 | Valid |
| X3.5 | 0,732 | 0,195 | Valid |
| X3.6 | 0,603 | 0,195 | Valid |
| **Product Quality** | | | |
| X2.1 | 0,642 | 0,195 | Valid |
| X2.2 | 0,699 | 0,195 | Valid |
| X2.3 | 0,703 | 0,195 | Valid |
| X2.4 | 0,647 | 0,195 | Valid |
| X2.5 | 0,649 | 0,195 | Valid |
| X2.6 | 0,596 | 0,195 | Valid |
| X2.7 | 0,755 | 0,195 | Valid |
| X2.8 | 0,602 | 0,195 | Valid |
| **Purchasing Decision** | | | |
| Y1 | 0,596 | 0,195 | Valid |
| Y2 | 0,615 | 0,195 | Valid |
| Y3 | 0,638 | 0,195 | Valid |
| Y4 | 0,733 | 0,195 | Valid |
| Y5 | 0,693 | 0,195 | Valid |
| Y6 | 0,511 | 0,195 | Valid |
| Y7 | 0,780 | 0,195 | Valid |
| Y8 | 0,700 | 0,195 | Valid |
| Y9 | 0,668 | 0,195 | Valid |
| Y10 | 0,585 | 0,195 | Valid |

Source: Primary Data Processed in 2022

**Test of Reliability**

Table 6 states that the results of testing the reliability of the halal label variable, product quality, brand image, promotion, and purchasing decisions have a Cronbach Alpha value greater than 0.60 which explains if all variables show strong reliability.

Table 6. Summary of Reliability Test Results

| Variable | *Cronbach Alpha* | Description |
|---|---|---|
| Halal Label | 0,801 | Reliabel |
| Product Quality | 0,823 | Reliabel |

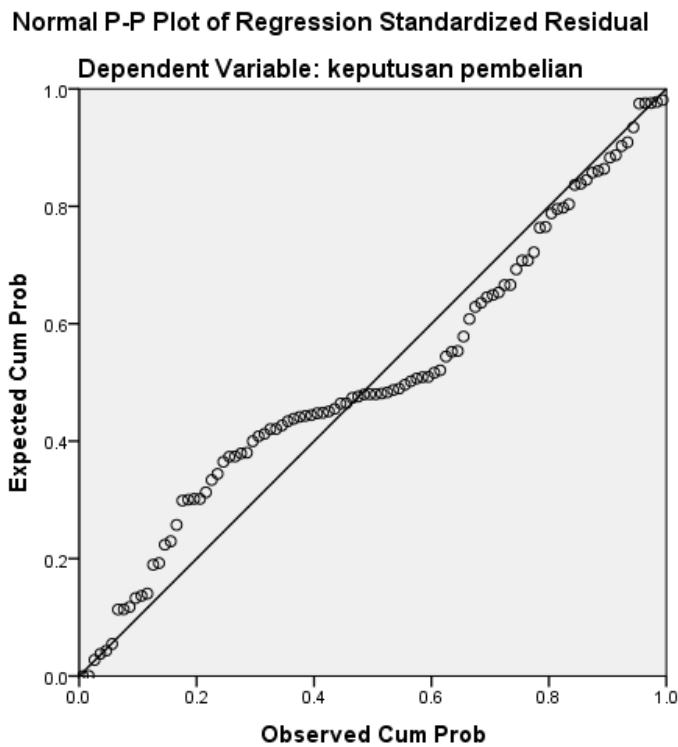| | | |
|---|---|---|
| Brand Image | 0,745 | Reliabel |
| Promotion | 0,828 | Reliabel |
| Purchase Decision | 0,855 | Reliabel |

Source: Primary Data Processed in 2022

**Test of Classic Consumption**

The normality test in this study used the Probability-Plot normality test. The results of the Probability-Plot normality test can be seen from the following figure:

Figure 2 Normality Test of Probability-Plot



Source: Primary Data Processed in 2022

Based on the results of the normality test, it reveals that the normal plot graph has a line pattern whose points approach the diagonal line. These results indicate that the data tested is normally distributed and meets the assumption of normality.

The heteroscedasticity test in this study was used to determine the presence or absence of heteroscedasticity using the glacier test, by regressing the absolute value of the independent variable. The results of the study can be seen from the following table:

Table 7. Results of Heteroscedasticity Test

| Variable | Signifikan | Keterangan |
|---|---|---|
| Halal Label | 0,677 | There are no symptoms of heteroscedasticity |
| Product Quality | 0,499 | There are no symptoms of heteroscedasticity |
| Brand Image | 0,241 | There are no symptoms of heteroscedasticity |
| Promotion | 0,552 | There are no symptoms of heteroscedasticity |

Source: Primary Data Processed in 2022

Based on table 7, it describes that in the regression model there are no symptoms of heteroscedasticity because the significance of all variables is > 0.05, indicating that there are no symptoms of heteroscedasticity, while the multicollinearity test shows the results that can be seen from table 8 as follows:

Tabel 8 Hasil Uji Multikolinieritas

| Variable | Tolerance | Variance Influence Factor (VIF) | Description |
|---|---|---|---|
| Halal Label | ,459 | 2,178 | There are no symptoms of heteroscedasticity |
| Product Quality | ,365 | 2,739 | There are no symptoms of heteroscedasticity |
| Brand Image | ,488 | 2,050 | There are no symptoms of heteroscedasticity |
| Promotion | ,504 | 1,985 | There are no symptoms of heteroscedasticity |

Source: Primary Data Processed in 2022

**Hypothesis Testing Results**

*Partial Test (t Test)*

The t-test is used to test whether the Halal Label variable (X1), Product Quality (X2), Brand Image (X3), and Promotion (X4) partially have an influence on the Purchase Decision variable (Y) or not.

Table 9. Results of t Test

| Variable | $t_{count}$ | Sign | Description |
|---|---|---|---|
| Halal Label (X1) | 0,420 | 0,675 | Insignificant |
| Product Quality (X2) | 1,309 | 0,194 | Insignificant |
| Brand Image (X3) | 1,842 | 0,069 | Insignificant |
| Promotion (X4) | 4,319 | 0,000 | Significant |

Source: Primary Data Processed in 2022

**Simultaneous Test (F Test)**

The test results of the table 10 shows that the value of $F_{count}$ is 25.116, and it can be seen that the $F_{table}$ is 2.467494, then $F_{count}$ > $F_{table}$ or 25.116 > 2.467494, then H0 is rejected, which means this research model is correct.

Table 10. Results of F Test

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1 Regression | 1277,554 | 4 | 319,388 | 25,116 | 0,000[b] |
| Residual | 1208,086 | 95 | 12,717 | | |
| Total | 2485,640 | 99 | | | |

Source: Primary Data Processed in 2022

### *Coefficient of Determination Test (R²)*

Based on the results of the analysis as presented in table 11, it reveals that the Adjusted R Squer value is 0.494, which means that the influence of the halal label variable, product quality, brand image and promotion together on purchasing decisions in the marketing area in Bolon Colomadu Karanganyar is 49.4% and the remaining 50.6% is influenced by other variables outside the study.

Table 11.  Coefficient of Determination Test $(R^2)$

| Model | R | R squer | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0,717ª | 0,514 | 0,494 | 3,566 |

Source: Primary Data Processed in 2022

### DISCUSSIONS

Halal labels have no significant effect on purchasing decisions in the marketing area of Bolon Colomadu Karanganyar because of public trust in HNI-HPAI products, their knowledge of these products, and opinions or influences from other people who have purchased these products. As for product promotions that provide evidence that the product is guaranteed to be halal and has a Halal Certificate. So they believe that HNI-HPAI products in the Bolon area are 100% halal products. The results of this study are not in line with research (Desmayonda & Trenggana, 2019; Halimatus & Rafikasari, 2022; Nurnaningtias & Aswad, 2020) revealing that halal labels affect purchasing decisions.

Based on the results of the research analysis, it can be concluded that from the results of the analysis above, although the views of the people who state that the quality of the HNI-HPAI products are of good quality, not all of them buy HNI-HPAI products on a regular basis due to the uncertain monthly income factor, people must determine top priority in meeting daily needs. The results of this study are not in line with Fure et al., (2015) and Ganesha et al., (2020) which claim that product quality affects purchasing decisions. Meanwhile, according to Febrianto, (2019) he argues that product quality has no effect on purchasing decisions.

This demonstrates that a good brand image product does not necessarily make consumers want to buy the product, because although the HNI-HPAI brand which is already known by the public in the Bolon Colomadu marketing area has a good image, it does not necessarily make people decide to buy. Some people consider other things more like considering the main priority in meeting their daily needs from an uncertain monthly income. The results of this study are not

in line with previous research, including Safitri, (2021), Prastya & Suryadi, (2020) and Fure et al., (2015) which reveal that brand image affects purchasing decisions. Meanwhile, according to Sari et al., (2014) that brand image has no effect on purchasing decisions.

The promotion strategy succeeded in building public awareness so as to strengthen HNI-HPAI products as herbal medicines. Promotions are carried out by direct selling to consumers, whether at home, office, online, or other non-store locations so that there is direct communication that encourage people buy and use the product. HNI-HPAI products in promoting also provide good service, so that people feel satisfied and make purchases. The promotions also prove that the quality of HNI-HPAI products is the best because it is guaranteed to be 100% owned by Indonesia, 100% owned by Muslims, 100% pure of buying and selling process, 100% halal products, and 100% halal system. On the other hand, HPAI also has various advantages; producing, providing, marketing quality products based on natural, scientific, and divine principles. HNI-HPAI is a premium, quality, and efficacious product. So, the consumers feel satisfied and continue to buy HNI-HPAI products in the Bolon Colomadu Karanganyar marketing area. The results of this study are in line with Njoto & Sienatra, (2018) and Wulansari, (2019) who claim that promotions affect purchasing decisions.

**CONCLUSIONS**

The findings of this study indicate that the halal label has no significant effect on purchasing decisions for HNI-HPAI products. The effect of product quality on purchasing decisions for HNI-HPAI products is positive and not significant. Likewise, the brand image variable has no significant effect on purchasing decisions for Herbal Network International of Herbal Penawar Al Wahida Indonesia (HNI-HPAI) products. Only the promotion variable has a significant positive effect on purchasing decisions for Herbal products.

The limitations in this study are the time of distributing and filling out the questionnaires, limited time in distributing the questionnaires and problems in filling out the questionnaires, because people have difficulty filling out online questionnaires. In addition, the limitations of this study are that not all the hypotheses built in this study can be proven, because of the four hypotheses that were built, only the promotional variables were proven to be able to improve purchasing decisions for HNI-HPAI products. Another limitation of this study is that the scope of the area used only covers the Bolon Village area.

Recommendations for further researchers are expected to be able to add other variables that have not been included in this study. The results of the research above depict that the promotion variable has a significant effect on purchasing decisions, so HNI-HPAI needs to

develop and expand strategies in promotion both from its network, new innovations, marketing, and evaluation of the product. For further research, it can expand the scope of research, and increase the sample so that the level of generalization is better.

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