The Influence of Halal `Labels, Promotion, Service Quality, Brand Image, and Price on Consumer Decisions in Buying Medicines at the Pharmacy in Jember Regency

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Abstract In product marketing in Indonesia, halal is a fundamental matter, especially regarding food; this has been proven by previous research, while research on marketing drugs related to halal has yet to be found by researchers in previous studies. Given the circulation of drugs containing pig DNA, labels should be an essential thing to consider in every consumer purchasing decision because medicines are the same as a food whose use is consumed directly by the body. This study aims to analyze the effect of halal labels, promotions, service quality, brand image, and prices on consumer decisions in buying medicines at pharmacies in the Jember Regency. This type of research is associative research with a quantitative approach. The population of this study is consumers who buy drugs at pharmacies in the Jember district, which fall into the unlimited population category*(infinite)*. The sampling technique uses the technique of nonprobability *sampling* with the approach of purposive *sampling*. Data collection using observation (observation), questionnaire (questionnaire) and literature study. This study uses multiple linear regression analysis. The data were tested using the classical assumption, Multicollinearity, Heteroscedasticity and Normality tests. The hypothesis test uses a partial test (t-test) and a simultaneous test (f-test). Use the coefficient of determination test (R2) to measure how far the model can explain the dependent variable's variation. The results of this study show that based on the significance value (Sig) on the halal label, the probability value is > α which is 0.326 > 0.05, so there is no significant effect between the halal label on consumer decisions on promotions and the probability value is > α which is 0.886 > 0.05. There is no significant effect between promotion on consumer decisions on service quality. The probability value is > α which is 0.002 <0.05, so there is a significant influence between service quality on consumer decisions; for the on-brand image, the probability value is > α which is 0.000 <0.05, then there is a significant influence between the brand image on consumer decisions, and at prices, the probability value > α is 0.128 > 0.05, so there is no significant effect between prices on consumer decisions in buying medicines at pharmacies in Jember district.

Keywords: *Halal Label, Promotion, Service Quality, Brand Image and Price, Consumer Decision*

Abstrak: *Dalam pemasaran produk di Indonesia, halal merupakan hal yang mendasar, khususnya mengenai makanan; hal ini telah dibuktikan oleh penelitian sebelumnya, sedangkan penelitian tentang pemasaran obat yang berkaitan dengan kehalalan belum banyak ditemukan oleh peneliti pada penelitian sebelumnya. Mengingat beredarnya obat yang mengandung DNA babi, maka label harus menjadi hal yang penting untuk diperhatikan dalam setiap keputusan pembelian konsumen karena obat sama halnya dengan makanan yang penggunaannya dikonsumsi langsung oleh tubuh. Penelitian ini bertujuan untuk menganalisis pengaruh label halal, promosi, kualitas pelayanan, citra merek, dan harga terhadap keputusan konsumen dalam membeli obat di apotek di Kabupaten Jember. Jenis penelitian ini adalah penelitian asosiatif*

dengan pendekatan kuantitatif. Populasi penelitian ini adalah konsumen yang membeli obat di apotek di Kabupaten Jember yang termasuk dalam kategori populasi tidak terbatas (infinite). Teknik pengambilan sampel menggunakan teknik nonprobability sampling dengan pendekatan purposive sampling. Pengumpulan data menggunakan observasi (observasi), angket (kuesioner) dan studi literatur. Penelitian ini menggunakan analisis regresi linier berganda. Data diuji dengan menggunakan uji asumsi klasik, Multikolinearitas, Heteroskedastisitas dan Normalitas. Pengujian hipotesis menggunakan uji parsial (uji-t) dan uji simultan (uji-f). Gunakan uji koefisien determinasi (R2) untuk mengukur seberapa jauh model dapat menjelaskan variasi variabel dependen. Hasil penelitian ini menunjukkan bahwa berdasarkan nilai signifikansi (Sig) pada label halal diperoleh nilai probabilitas > a yaitu 0,326 > 0,05, sehingga tidak terdapat pengaruh yang signifikan antara label halal terhadap keputusan konsumen terhadap promosi dan probabilitas. nilainya > a yaitu 0,886 > 0,05. Tidak terdapat pengaruh yang signifikan antara promosi terhadap keputusan konsumen terhadap kualitas pelayanan. Nilai probabilitas > a yaitu 0,002 < 0,05 maka terdapat pengaruh yang signifikan antara kualitas pelayanan terhadap keputusan konsumen; untuk on-brand image nilai probabilitas > a yaitu 0,000 < 0,05, maka terdapat pengaruh yang signifikan antara citra merek terhadap keputusan konsumen, dan pada harga, nilai probabilitas > a adalah 0,128 > 0,05, sehingga terdapat tidak ada pengaruh yang signifikan antara harga terhadap keputusan konsumen dalam membeli obat di apotek di Kabupaten Jember.

Kata Kunci: Label Halal, Promosi, Kualitas Pelayanan, Citra Merek dan Harga, Keputusan Konsumen

Introduction

The world's Muslim population is predicted to reach 27.5% of the total population in the world by 2030. Thomson Reuters, in its report entitled *State of the Global Islamic Economy 2013 Report,* mentioned that the total global spending of Muslim consumers on food and lifestyle reached US$1.62 trillion in 2012 and is expected to reach US$2.47 trillion in 2018. (Rahmawati, 2014) This figure illustrates the potential of the non-sharia financial industry for a country with a majority Muslim population, especially Indonesia, a country with the largest Muslim population in the world.

Indonesia ranks first in food sector spending with a total expenditure of US$ 197 billion or around 18% of total global spending. Meanwhile, for product sector expenditure fashion and sector pharmaceutical, Indonesia is ranked third. Based on these data it can be said that the halal food industry and the clothing industry are the most potential sharia non-financial industries in Indonesia

Indonesia is one of the largest Muslim countries and the largest consuming country of halal products globally. Based on several studies that have

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been conducted, in every consumer's decision to buy a product, the existence of a halal label is one of the considerations. In the last few years, several types of drugs containing it have been circulating in deoxyribose *nucleic acid* (DNA) swine. This is, of course, very worrying and unsettling for the people of Indonesia, who are predominantly Muslim, to buy a medicinal product labeled halal. Between 2000 and 2018, 10 cases related to food, drugs and cosmetics allegedly contained pork. Of the 10 cases, there were several notable cases of drugs containing pork, namely the meningitis vaccine (2009). The Mataram Center for Drug and Food Control (POM) in early 2018 conducted tests on samples of Viostin DS and*Enzypplex* where these two tablets tested positive for pig DNA, the central Food and Drug Monitoring Agency (BPOM) confirmed the truth of this information. The product samples listed in the letter are Viostin DS produced by PT Pharos Indonesia with distribution permit number (NIE) POM SD.051523771 batch number BN C6K994H, and*Enzyplex* tablets produced by PT Medifarma Laboratories with NIE DBL7214704016A1 batch number 16185101 positive for pig DNA.

Between 2000 and 2018, 10 cases related to food, drugs and cosmetics allegedly contained pork. Of the 10 cases, there were several exceptional cases of drugs containing pork, namely the meningitis vaccine (2009). The Mataram Center for Drug and Food Control (POM) in early 2018 conducted tests on samples of Viostin DS and*Enzypplex* where these two tablets tested positive for pig DNA, the central Food and Drug Monitoring Agency (BPOM) confirmed the truth of this information. The product samples listed in the letter are Viostin DS produced by PT Pharos Indonesia with distribution permit number (NIE) POM SD.051523771 batch number BN C6K994H, and*Enzyplex* tablets produced by PT Medifarma Laboratories with NIE DBL7214704016A1 batch number 16185101 positive for pig DNA

In 2018 there was also information about vaccines*(Measles Rubella* (MR*)* which also contains pork. This information was also conveyed by the Chairman of the West Kalimantan Indonesian Ulema Council (MUI), HM Basri, that the MR

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vaccine produced by serum *institute of India* (SII) and distributed by Biofarma in Indonesia tested positive for pork and human *diploid cell* or materials from human organs. This is based on an examination conducted by the Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM).

Purchases of medicines are usually made at the nearest pharmacy or shop by consumers, whether using a doctor's prescription or not. This is also done by consumers in Jember Regency. Some of the cases above remind us as Muslim consumers that we should pay more attention to the halalness of everything we consume because consuming halal food for Muslims is an obligation to fulfill Allah's commandment

It means: *And eat halal and good food from what God has provided for you, and fear God in whom you believe*.

Medicines are usually purchased at pharmacies as a place to mix, distribute and sell drugs based on a doctor's prescription and sell various other medical needs. The existence of pharmacies is currently spread across Indonesia, including one in the city of Jember, one of the five largest and most complete pharmacies in Jember according to several informants who are experts in pharmaceutical science who were sampled by researchers. The researcher included five variables, where the five variables were considered by consumers in deciding to buy medicines at pharmacies in Jember Regency, the five variables were Halal Label, Promotion, Service Quality, Brand Image and Price.

In product marketing in Indonesia, halal is a very important matter, especially regarding food, this has been proven by previous research, while research on marketing drugs related to halal has not been found by researchers in previous studies. Given the phenomenon of the circulation of drugs containing pig DNA, the existence of labels should be an important thing to consider in every consumer purchasing decision, because medicines are the same as food whose use is both consumed directly by the body.

The existence of competitive competition in the marketing of a product makes intensive promotion as a way so that the product to be marketed by a

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company still has an advantage over other products. Promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. Promotion of a drug product is carried out by communicating the efficacy of these drugs in the healing process of diseases suffered by consumers. (Kotter & Keller, 2009)

Service quality as a measure of how well the level of service provided is able to match customer expectations. Quality service is needed by every company to win the market in an increasingly competitive world. One thing that is also a concern and consideration for consumers in deciding to buy a product is the brand and product quality. (Adrianshah, 2017) The brand image attached to a product affects every consumer purchasing decision. the brand of a drug in front of consumers usually depends on the quality and efficacy of the drug itself.

Price is one of the factors that influence customers in the buying process. (Zainal, 2017) Price setting is usually done through a bargaining process between producers and consumers, while the price of medicines at pharmacies is a patent price that has been set by the pharmacy manager and is usually not negotiable by consumers or customers. The product purchase decision process is carried out by consumers through several stages, namely, need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. (Kotler & Amstrong, 1997) The existence of a halal label on medicines is then balanced with intensive promotion and good service quality by the company for every pharmacy consumer, which greatly influences every consumer purchasing decision. Other considerations that also affect consumer decisions are brand image and price, the better the product image which is influenced by the image of the company, user, product and store, as well as the price according to product quality, it will also affect consumers in buying medicines at pharmacies. in Jember Regency.

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Method

The research method is a scientific way to obtain data with specific goals and uses. In other words, the research method is a method used to obtain data as needed. (Sugiyono, 2015)

The approach in this research is a quantitative approach. The research method is an associative research method because this research wants to know the effect of halal labels, promotions, service quality, brand image and prices on consumer decisions in buying medicinal products. Likewise with the notion of associative research, namely research that aims to determine the relationship between two or more variables. (Sugiyono, 2004) The type of research used is descriptive or explanatory research.

The population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of attention of a researcher, because it is seen as a research universe. The population is the whole object under study and consists of a limited number of individuals*(finite)* nor unlimited*(infinite)*. (Ferdinand, 2006) The population of this study were consumers who bought pharmacies at the five biggest pharmacies in Jember which were determined according to several pharmacists that the researchers made as informants.

The sampling technique in this study is non *probability sampling* with an approach to accidental *sampling*. *Accidental sampling* is sampling technique based on coincidence, namely consumers by chance/*incidental* meet with researchers who can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. (Sugiyono, 2003)

In research multivariate, determination of the minimum number of samples is calculated based on the following formula: (Ferdinand, 2006)

n = (25 x Number of Independent variables)
= 25 x 5 Independent variables
= 125 samples

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Based on the above formula, 125 respondents were determined as the sample of this study.

Result and Discussion

Overview of Pharmacies in Jember Regency and Respondents

According to some pharmacists, pharmacies are grouped into two, namely government-owned pharmacies, state-owned enterprises (BUMN) and private pharmacies. Some of the biggest and most complete pharmacies in Jember Regency, according to some pharmacists, were used as research sites by researchers.

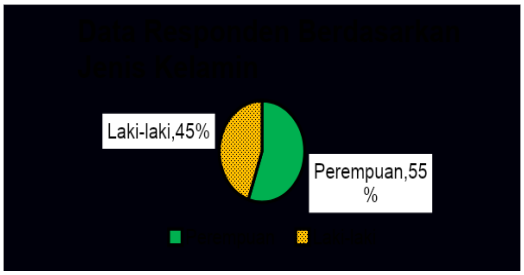
Respondents in this study were people in Jember Regency and its surroundings who came to the five largest and most comprehensive pharmacies in Jember Regency to buy medicine.

In this study, 125 questionnaires were distributed, then distributed to every consumer who came to the five most complete and largest pharmacies in Jember Regency which had been determined by the researcher as the research location. All the questionnaires that had been distributed were all answered correctly by the respondents and all the questionnaires were returned to the researcher

Description of Respondents

Figure 4.3

Respondent Data Based on Gender



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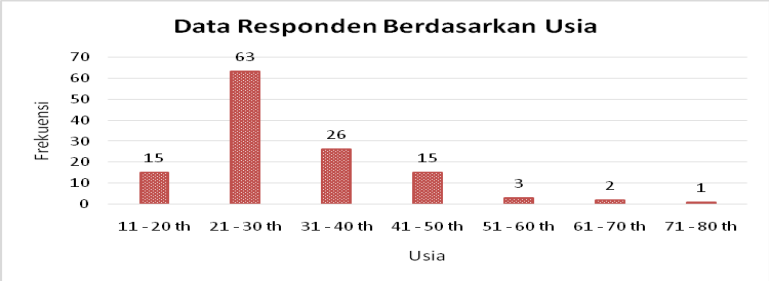
Based on Figure 4.3 above, it is known that out of 125 respondents, 45% of respondents (56 people) were male. Meanwhile, 55% of the respondents (69 people) were female.

Figure 4.4

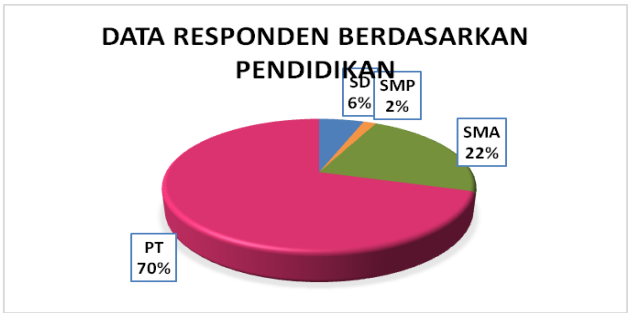
Graph of Respondent Data by Age



Based on Figure 4.4 above, it is known that most respondents are between the ages of 21-30 years, while the fewest respondents are between 71-80 years.

Figure 4.5

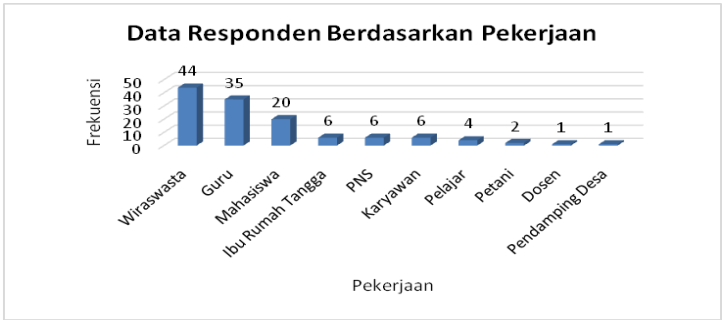
Graph of Respondent Data Based on Education



Based on Figure 4.5 above, it is known that most of the respondents have university education as much as 70% (88 people) and at least have junior high school education as much as 2% (2 people).

Figure 4.6

Graph of Respondents Data by Type of Work



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Based on Figure 4.6 above, it is known that most of the respondents work as entrepreneurs and at least work as lecturers and village assistants.

Data Analysis and Hypothesis Testing

Validity test

The results of testing the validity of this study are presented in the following table:

Table 4.1

Recapitulation of Validity Calculations

Variable	Item	r_{hitung}	r_{tabel}	Information
Label Halal (X1)	P1	0,811	0,176	Valid
	P2	0,861	0,176	Valid
	P3	0,936	0,176	Valid
	P4	0,916	0,176	Valid
	P5	0,894	0,176	Valid
	P6	0,896	0,176	Valid
	P7	0,909	0,176	Valid
	P8	0,911	0,176	Valid
Promotion (X2)	P9	0,664	0,176	Valid
	P10	0,661	0,176	Valid
	P11	0,756	0,176	Valid
	P12	0,775	0,176	Valid
	P13	0,756	0,176	Valid
	P14	0,733	0,176	Valid
	P15	0,757	0,176	Valid
	P16	0,702	0,176	Valid
	P17	0,708	0,176	Valid
	Q18	0,718	0,176	Valid
	P19	0,727	0,176	Valid
	P20	0,694	0,176	Valid
	P21	0,595	0,176	Valid
	P22	0,588	0,176	Valid

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Variable	Item	r_{hitung}	r_{tabel}	Information
	P23	0,665	0,176	Valid
	P24	0,574	0,176	Valid
Service quality (X3)	P25	0,756	0,176	Valid
	P26	0,742	0,176	Valid
	P27	0,792	0,176	Valid
	P28	0,836	0,176	Valid
	P29	0,826	0,176	Valid
	P30	0,835	0,176	Valid
	P31	0,843	0,176	Valid
	P32	0,840	0,176	Valid
	P33	0,829	0,176	Valid
	P34	0,845	0,176	Valid
	P35	0,689	0,176	Valid
	P36	0,775	0,176	Valid
Brand Image (X4)	P37	0,768	0,176	Valid
	P38	0,761	0,176	Valid
	P39	0,756	0,176	Valid
	P40	0,801	0,176	Valid
	P41	0,772	0,176	Valid
	P42	0,788	0,176	Valid
	P43	0,759	0,176	Valid
	P44	0,832	0,176	Valid
Price (X5)	P45	0,851	0,176	Valid
	P46	0,824	0,176	Valid
	P47	0,785	0,176	Valid
	P48	0,859	0,176	Valid
	P49	0,882	0,176	Valid
	P50	0,843	0,176	Valid
	P51	0,779	0,176	Valid
	P52	0,823	0,176	Valid
	P53	0,696	0,176	Valid

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Variable	Item	r_{hitung}	r_{tabel}	Information
Consumer Decision (Y1)	P54	0,718	0,176	Valid
	P55	0,847	0,176	Valid
	P56	0,805	0,176	Valid
	P57	0,706	0,176	Valid
	P58	0,698	0,176	Valid
	P59	0,632	0,176	Valid
	P60	0,642	0,176	Valid
	P61	0,750	0,176	Valid
	P62	0,753	0,176	Valid

Source: Processed Results of SPSS

Table 4.1 above shows the results of the comparison between r_{count} which is the correlation coefficient with r_{table} which shows that all r_{count} greater than r_{table}. Thus all items are declared valid or able to measure these variables, so that they can be used as a data collection tool in this study. The conclusion is that each question item in the questionnaire has internal validity or consistency, which means that these variables are able to measure the same aspect or what you want to measure.

Test Reliability

To test the reliability is done by finding the reliability number of the question items from the questionnaire with the standard item formula*alpha*. After obtaining the value alpha, then compares this value with the critical number that has been determined in this test. Reliability test using*SPSS for Windows* Version 25 with approach*Statistic Cronbach Alpha.* Instrument reliability testing was carried out to determine the reliability and consistency of the research instrument as a tool for measuring the variables it measures. Reliability testing using techniques*Cronbach's Alpha*. The testing criteria states when the value*Cronbach's Alpha* ≥ 0.6 means the variable is declared reliable. The results of reliability testing are presented in the following table:

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Table. 4.2

Recapitulation of Instrument Reliability Level Calculation Results

Variable	Mark*Cronbach's Alpha*	Criteria	Information
Label Halal	0,963	0,6	Reliable
Promotion	0,927	0,6	Reliable
Service quality	0,949	0,6	Reliable
Brand Image	0,908	0,6	Reliable
Price	0,936	0,6	Reliable
Consumer Decisions	0,899	0,6	Reliable

Source: Processed Results of SPSS

Based on the results of research instrument reliability testing it is known that all variables produce values*Cronbach's Alpha* >0.6. Halal Label Variable (X1) 0.963 > 0.6, Promotion variable (X2) 0.927 > 0.6, Service Quality Variable 0.949 > 0.6, Brand Image variable 0.90 > 0.6, Price variable 0.936 > 0.6 , Consumer Decision variable 0.899 > 0.6. Thus these variables are declared reliable or consistent in measuring these variables, so that they can be used as data collection tools in this study.

Descriptive Analysis

1. Variable Label Halal

Table 4.3

Results of Descriptive Analysis of Halal Label Variables (X_1)

	X1.1.1			X1.1.2			X1.2.1			X1.2.2		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	0	0		1	0.8		1	0.8		1	0.8	
Tidak Setuju	12	9.6		15	12		12	9.6		13	10.4	
Netral	14	11.2	5	31	24.8	4	22	17.6	4	26	20.8	4
Setuju	49	39.2		47	37.6		58	46.4		54	43.2	
Sangat Setuju	50	40		31	24.8		32	25.6		31	24.8	

X1.3.1			X1.3.2			X1.4.1			X1.4.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		1	0.8		1	0.8		1	0.8	
16	12.8		18	14.4		17	13.6		18	14.4	
23	18.4	4	29	23.2	4	18	14.4	4	19	15.2	4
49	39.2		47	37.6		56	44.8		54	43.2	
36	28.8		30	24		33	26.4		33	26.4	

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Based on table 4.3 above, it was found that respondents generally rated the Halal Label variable (XI) from item 1 more on a score of 5, item 2 more on a score of 4, item 3 more on a score of 4, item 4 on more on a score of 4, item 5 on more score 4 more, item 6 score 4 more, item 7 score 4 more, and item 8 score 4 more. From items 1 to 8 respondents rated the most at a score of 4.

2. Promotion Variable

Table 4.4

Results of Descriptive Analysis of Promotional Variables (X_2)

	X2.1.1			X2.1.2			X2.2.1			X2.2.2		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	0	0		0	0		3	2.4		3	2.4	
Tidak Setuju	26	20.8		24	19.2		28	22.4		32	25.6	
Netral	36	28.8	4	35	28	4	57	45.6	3	49	39.2	3
Setuju	53	42.4		51	40.8		30	24		38	30.4	
Sangat Setuju	10	8		15	12		7	5.6		3	2.4	

X2.3.1			X2.3.2			X2.4.1			X2.4.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
5	4		6	4.8		3	2.4		2	1.6	
24	19.2		30	24		24	19.2		36	28.8	
57	45.6	3	47	37.6	3	45	36	3	38	30.4	4
30	24		36	28.8		41	32.8		39	31.2	
9	7.2		6	4.8		12	9.6		10	8	

X2.5.1			X2.5.2			X2.6.1			X2.6.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
2	1.6		3	2.4		1	0.8		1	0.8	
40	32		44	35.2		20	16		24	19.2	
50	40	3	53	42.4	3	41	32.8	4	47	37.6	3
27	21.6		21	16.8		53	42.4		43	34.4	
6	4.8		4	3.2		10	8		10	8	

X2.7.1			X2.7.2			X2.8.1			X2.8.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		1	0.8		0	0		0	0	
24	19.2		27	21.6		23	18.4		26	20.8	
32	25.6	4	36	28.8	4	41	32.8	4	39	31.2	4
50	40		42	33.6		53	42.4		50	40	
18	14.4		19	15.2		8	6.4		10	8	

Based on table 4.4 above, it was found that respondents generally assessed the Promotion variable (X2) starting from item 1 with more scores of 4, item 2 with more scores of 4, item 3 with more scores of 3, item 4 with more scores of 3, item 5 with more scores of 3 , item 6 gets a score of 3, item 7 gets a score of 3, item 8 gets a score of 4, item 9 gets a score 3, item 10 gets a score 3, item 11 gets a score 4, item 12 gets a score 3, item 12 gets a score 3, item 13 gets more score 4, item 14

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

gets more score 4, item 15 gets more score 4, and item 16 gets more score 4. Starting from item 1 to item 16 respondents rate more on scores 3 and 4. As for the order of the respondents who answered the variables in this study were as follows:

3. Service Quality Variables

Table 4.5

Results of Descriptive Analysis of Service Quality Variables (X_3)

	X3.1.1			X3.1.2			X3.2.1			X3.2.2		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	1	0.8		1	0.8		1	0.8		1	0.8	
Tidak Setuju	3	2.4		4	3.2		2	1.6		3	2.4	
Netral	22	17.6	4	16	12.8	4	20	16	4	21	16.8	4
Setuju	61	48.8		63	50.4		66	52.8		64	51.2	
Sangat Setuju	38	30.4		41	32.8		36	28.8		36	28.8	

X3.3.1			X3.3.2			X3.4.1			X3.4.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		1	0.8		1	0.8		1	0.8	
1	0.8		2	1.6		4	3.2		4	3.2	
26	20.8	4	29	23.2	4	22	17.6	4	28	22.4	4
63	50.4		63	50.4		67	53.6		63	50.4	
34	27.2		30	24		31	24.8		29	23.2	

X3.5.1			X3.5.2			X3.6.1			X3.6.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		1	0.8		1	0.8		1	0.8	
3	2.4		3	2.4		4	3.2		3	2.4	
19	15.2	4	28	22.4	4	22	17.6	4	33	26.4	4
67	53.6		61	48.8		75	60		54	43.2	
35	28		32	25.6		23	18.4		34	27.2	

Based on table 4.5 above, it was found that respondents generally assessed the variable Quality of Service (X3), starting from item 1 with more scores of 4, item 2 with more scores of 4, item 3 with more scores of 4, item 4 with more scores of 4, item 5 with more more score 4, item 6 more score 4, item 7 more score 4, item 8 more score 4, item 9 more score 4, item 10 more score 4, item 11 more score 4, item 12 more score 4

.

4. Brand Image Variables

Table 4.6

Results of Descriptive Analysis of Brand Image Variables (X_3)

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

	X4.1.1			X4.1.2			X4.2.1			X4.2.2		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	1	0.8		1	0.8		1	0.8		1	0.8	
Tidak Setuju	11	8.8		11	8.8		10	8		9	7.2	
Netral	34	27.2	4	44	35.2	4	38	30.4	4	46	36.8	4
Setuju	60	48		53	42.4		59	47.2		56	44.8	
Sangat Setuju	19	15.2		16	12.8		17	13.6		13	10.4	

X4.3.1			X4.3.2			X4.4.1			X4.4.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		1	0.8		1	0.8		1	0.8	
5	4		5	4		11	8.8		11	8.8	
39	31.2	4	44	35.2	4	56	44.8	3	55	44	4
63	50.4		58	46.4		47	37.6		45	36	
17	13.6		17	13.6		10	8		13	10.4	

Based on table 4.6 above, it was found that respondents generally assessed the Brand Image variable (X4), starting from item 1 with more scores of 4, item 2 with more scores of 4, item 3 with more scores of 4, item 4 with more scores with 4, item 5 with more more scores 4, item 6 more scores 4, item 7 more scores 3, item 8 more items 4. Based on the table above, starting from item 1 to item 8 respondents rate more on a score of 4.

5. Variable Price (X5)

Table 4.7

Results of Descriptive Analysis of Price Variables (X_5)

	X5.1.1			X5.1.2			X5.2.1			X5.2.2		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	0	0		0	0		0	0		1	0.8	
Tidak Setuju	21	16.8		20	16		17	13.6		15	12	
Netral	24	19.2	4	45	36	3	23	18.4	4	37	29.6	4
Setuju	59	47.2		37	29.6		62	49.6		56	44.8	
Sangat Setuju	21	16.8		23	18.4		23	18.4		16	12.8	

X5.3.1			X5.3.2			X5.4.1			X5.4.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
4	3.2		4	3.2		1	0.8		1	0.8	
14	11.2		15	12		31	24.8		23	18.4	
39	31.2	4	43	34.4	4	43	34.4	4	50	40	3
53	42.4		50	40		38	30.4		40	32	
15	12		13	10.4		12	9.6		11	8.8	

Based on table 4.7 above, it was found that respondents generally rated the price variable (X5), starting from item 1 with more scores of 4, item 2 with more scores of 3, item 3 with more scores of 4, item 4 with more scores of 4, item 5 with more score 4, item 6 more score 4, item 7 more score 3, item 8 more item 3. Based on the table above, from item 1 to item 8 respondents rate more on score 4. Based on

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

the table above, starting from item 1 to item 8 respondents rate more on a score of 4.

6. Consumer Decision Variable (Y)

Table 4.8

Results of Descriptive Analysis of Consumer Decision Variables (Y)

	Y1.1.1			Y1.1.2			Y1.2.1			Y1.2.2			Y1.3.1		
	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
Sangat Tidak Setuju	0	0		0	0		1	0.8		0	0		1	0.8	
Tidak Setuju	9	7.2		10	8		7	5.6		7	5.6		11	8.8	
Netral	15	12	4	23	18.4	4	25	20	4	39	31.2	4	52	41.6	4
Setuju	73	58.4		71	56.8		69	55.2		59	47.2		55	44	
Sangat Setuju	28	22.4		21	16.8		23	18.4		20	16		6	4.8	

Y1.3.2			Y1.4.1			Y1.4.2			Y1.5.1			Y1.5.2		
Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus	Frekuensi	Persen	Modus
1	0.8		0	0		0	0		1	0.8		0	0	
10	8		20	16		24	19.2		6	4.8		12	9.6	
51	40.8	3	51	40.8	3	47	37.6	3 dan 4	25	20	4	39	31.2	4
50	40		50	40		47	37.6		71	56.8		55	44	
13	10.4		4	3.2		7	5.6		22	17.6		19	15.2	

Based on table 4.8 above, it was found that respondents generally assessed the Consumer Decision variable (Y), starting from item 1 with more scores of 4, item 2 with more scores of 4, item 3 with more scores of 4, item 4 with more scores of 4, item 5 with more more score 4, item 6 more score 3, item 7 more score 3, item 8 more item 3 and 4, item 9 more score 4 and item 1 more score 4. Based on the above table, start from item 1 up to 10 items respondents rate more on a score of 4.

Classic assumption test

The classic assumption test used in this study is the assumption test for normality, multicollinearity, heteroscedasticity and autocorrelation.

1. Normality Assumption Test

   The normality assumption test aims to test whether in the regression model, the residuals are normally distributed or not. The residual normality test in this study uses the Kolmogorov-Smirnov test with an error rate (α) of 5%. The test criteria states that if the probability value of the test results *Kolmogorov-*

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

Smirnov> 0.05 then the residuals are normally distributed and vice versa. Here are the test results *Kolmogorov-Smirnov*:

Table 4.9

Normality Test Assumption Results

Test Statistics	0,064
Probability Value	0,2

Based on Table 4.9 above, shows the test results*Kolmogorov-Smirnov* the value of the test statistic is 0.064 with a probability of 0.2. This shows that the probability value > α means that the residuals are normally distributed.

2. Multicollinearity Assumption Test

Testing the multicollinearity assumption aims to determine whether or not there is a linear relationship between the independent variables in the model. Multicollinearity testing is done by looking at the value*Variance Inflation Factor* (VIF) or value tolerance each independent variable, the test criteria states when the VIF value < 10 or value tolerance > 0.10, it can be stated that there are no symptoms of multicollinearity. Following are the VIF values and tolerance each independent variable:

Table 4.10

Multicollinearity Test Assumption Results

Independent Variable	***Collinearity Statistics***	
	Tolerance	**VIF**
Label Halal	0,702	1,424
Promotion	0,445	2,246
Service quality	0,678	1,475
Brand Image	0,581	1,720
Price	0,420	2,381

Based on table 4.10 above, it can be seen that all independent variables have VIF values <10 and values tolerance> 0.10 Thus the regression analysis in this study did not contain symptoms of multicollinearity.

3. Heteroscedasticity Assumption Test

The heteroscedasticity assumption test aims to determine whether the residuals have a homogeneous (constant) variance or not. The

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

heteroscedasticity test in this study used the test*Glazes*. Test*Glazes* done by regressing the residual absolute value of the independent variable. The test criteria state that if the probability value on the independent variable > error rate (α) is 5%, it means that the residual has a homogeneous variance, so that the regression model obtained does not contain symptoms of heteroscedasticity. Here are the test results*Glazes*:

Table 4.11

Results of the Heteroscedasticity Test Assumptions

Independent Variable	t_{hitung}	Probability Value
Label Halal	-0,872	0,385
Promotion	-0,982	0,328
Service quality	2,522	0,013**
Brand Image	0,494	0,622
Price	-2,506	0,014**

Based on table 4.11 above, it can be seen that there are independent variables that have a probability value <α, meaning that the residual has a heterogeneous variance. Thus the regression analysis in this study was declared to contain symptoms of heteroscedasticity.

4. Autocorrelation Assumption Test

Testing the assumption of autocorrelation aims to find out whether in the regression model there is a correlation between the residuals in period t and t-1 (previously), detecting autocorrelation using the*Durbin-Watson*. The testing criteria states when the statistic*Durbin-Watson* (d) being between du and 4-du means that there are no signs of autocorrelation in the regression model, the du value is obtained from table*Durbin-Watson*. Here are the test results*Durbin-Watson*:

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

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Table 4.12

Autocorrelation Test Assumption Results

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685[a]	.469	.446	4985.84734	1.522
a. Predictors: (Constant), X5, X1, X3, X4, X2					
b. Dependent Variable: Y					

Based on the table*Durbin-Watson* obtained a dl value of 1.626 and a du of 1.792. While in table 4.12 above, test*Durbin-Watson* produces a d value of 1.522. Value d test results*Durbin-Watson* is between 0 and dl means that the regression analysis in this study is stated to contain positive autocorrelation symptoms.

Estimating the Effect of Halal Label, Promotion, Service Quality, Brand Image and Price on Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

The results of estimation and testing of the effect of halal labels, promotions, service quality, brand image and prices on consumer decisions in buying medicines at pharmacies in Jember Regency are presented in the following table:

Table 4.13

Estimation Results of the Effect of Halal Labels, Promotions, Service Quality, Brand Image and Prices on Consumer Decisions

Variable	Coefficient
Constant	8510,756
Label Halal	0,079
Promotion	0,009
Service quality	0,200
Brand Image	0,411
Price	0,169

Based on the table above, the multiple linear regression equation is obtained as follows:

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Consumer Decisions

= 8510.756 + 0.079 Halal Label + 0.009 Promotion + 0.200 Quality of Service + 0.411 Brand Image + 0.169 Price

1. Multiple Linear Regression Analysis

Table 4.14

Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	8510.756	3030.648		2.808	.006
	X1	.079	.080	.079	.986	.326
	x2	.009	.064	.014	.143	.886
	X3	.200	.062	.263	3.243	.002
	X4	.411	.101	.358	4.081	.000
	X5	.169	.110	.158	1.534	.128
a. Dependent Variable: Y						

Based on the table above, the regression equation model can be obtained as follows:

$\boldsymbol{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5}$

$Y = 8510.756 + 0.079X_1 + 0.009X_2 + 0{,}200X_3 + 0{,}411X_4 + 0{,}169X_5$

The constant (α) is 8510,756 meaning that if the Halal Label, Promotion, Service Quality, Brand Image and Price do not exist or the value is 0, then the Consumer Decision has a value of 8510,756

The regression coefficient of the Halal Label variable (X1) is 0.079, meaning that if the Halal Label is increased by 1 unit assuming other variables remain unchanged*(constant)*, then Consumer Decision (Y) experienced a relatively small increase of 0.079 units. The coefficient is positive, meaning that there is a unidirectional relationship between the Halal Label and Consumer Decisions. If all medicines in pharmacies have a Halal label, consumers will feel more at ease and safe in buying medicines, so it is possible that consumers will also make decisions to buy.

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

The regression coefficient of the Promotion variable (X2) is 0.009, meaning that if the Promotion is increased by 1 unit assuming the other variables remain unchanged*(constant)*, then Consumer Decision (Y) experienced a relatively very small increase of 0.009 units. The coefficient is positive, meaning that there is a unidirectional relationship between Promotion and Consumer Decisions. The more often promotions are given, the more consumers' decisions will increase in buying medicines at pharmacies. The regression coefficient of the variable Quality of service (X3) is 0.411, meaning that if the Quality of Service is increased by one unit assuming other variables remain unchanged*(constant)*, then Consumer Decision (Y) experienced a relatively small increase of 0.411 units. The coefficient is positive, meaning that there is a unidirectional relationship between Service Quality and Consumer Decisions.

The coefficient of the Brand Image variable (X4) is 0.411, meaning that if the Brand Image is increased by one unit assuming the other variables remain unchanged*(constant)*, then Consumer Decision (Y) experienced a relatively significant increase of 0.411 units. The coefficient is positive, meaning that there is a unidirectional relationship between Brand Image and Consumer Decisions The price variable coefficient (X5) is 0.169, meaning that if the price is increased by one unit, assuming the other variables remain the same or do not change*(constant)*, then Consumer Decision (Y) experienced a relatively small increase of 0.169 units. The coefficient is positive, meaning that there is a unidirectional relationship between Price and Consumer Decisions

2. Multiple Correlation Analysis (R)

Table 4.15 Multiple Correlation (R)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685[a]	.469	.446	4985.84734	1.522
a. Predictors: (Constant), X5, X1, X3, X4, X2					
b. Dependent Variable: Y					

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

Based on Table 4.15 above, an R number of 0.685 is obtained. This shows that there is a moderate relationship between Halal Label, Promotion, Service Quality, Brand Image and Price on Consumer Decisions.

3. **Hypothesis test**

a. Simultaneous Hypothesis Testing

Simultaneous hypothesis testing aims to determine whether there is influence of the halal label, promotion, service quality, brand image and price simultaneously on consumer decisions in buying medicines at pharmacies in Jember Regency. The test used is the F test, the results of the F test are presented in the following table

Table 4.16

F test results

Source of Diversity	Free degrees	Sum of Residual Squares	Residual Middle Square	F_{hitung}	Probability Value
Regression	5	2610524690.432	522104938.086	21.003	0,000**
Residual	119	2958182165.568	24858673.660		
Total	124	5568706856.000			

Testing hypothesis

H_O: There is no effect of the halal label, promotion, service quality, brand image and price simultaneously on consumer decisions in buying medicines at pharmacies in Jember Regency

H_a : There is influence of the halal label, promotion, service quality, brand image and price simultaneously on consumer decisions in buying medicines at pharmacies in Jember Regency

$\alpha = 5\%$

The probability value < α is obtained, thus there is a significant influence between the influence of the halal label, promotion, service quality, brand image and price simultaneously on consumer decisions in buying medicines at pharmacies in Jember Regency

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

b. Partial Hypothesis Testing

Partial hypothesis testing aims to determine whether there is an influence of each independent variable on the dependent variable, the test used is the t test. The results of the t test are presented in the following table:

Table 4.17

Test Results t

Variable	Coefficient	Standard error coefficient	t_{hitung}	Probability value
constant	8510.756	3030.648	2.808	0,006**
Label Halal	0,079	0,080	0,986	0,326
Promotion	0,009	0,064	0,143	0,886
Service quality	0,200	0,062	3,243	0,002**
Brand Image	0,411	0,101	4,081	0,000**
Price	0,169	0,110	1,534	0,128

Description: ** (significantly influential)

a. Partial Hypothesis Testing between Halal Labels and Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

Testing hypothesis

H_{o1} : There is no significant influence between halal labels on consumer decisions in buying medicines at pharmacies in Jember Regency

H_{a1}: There is a significant influence between the halal label on consumer decisions in buying medicines at pharmacies in Jember Regency

$\alpha = 5\%$

The probability value > α is obtained, thus there is no significant effect between the halal label on consumer decisions in buying medicines at pharmacies in Jember Regency.

b. Partial Hypothesis Test between Promotion and Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

Testing hypothesis

H_{o1} : There is no significant influence between promotions on consumer decisions in buying medicines at pharmacies in Jember Regency

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

H_{a1} : There is a significant influence between promotions on consumer decisions in buying medicines at pharmacies in Jember Regency

α = 5%

Probability value > α is obtained, thus there is no significant influence between promotions on consumer decisions in buying medicines at pharmacies in Jember Regency.

c. Partial Hypothesis Test between Service Quality and Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

Testing hypothesis

H_{o1} : There is no significant influence between the quality of service on consumer decisions in buying medicines at pharmacies in Jember Regency

H_{a1} : There is a significant influence between the quality of service on consumer decisions in buying medicines at pharmacies in Jember Regency

α = 5%

The probability value < α is obtained, thus there is a significant influence between service quality on consumer decisions in buying medicines at pharmacies in Jember Regency.

d. Partial Hypothesis Test between Brand Image and Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

Testing hypothesis

H_{o1} : There is no significant effect of brand image on consumer decisions in buying medicines at pharmacies in Jember Regency

H_{a1} : There is a significant influence between brand image and consumer decisions in buying medicines at pharmacies in Jember Regency

α = 5%

The probability value <α is obtained, thus there is a significant influence between brand image and consumer decisions in buying medicines at pharmacies in Jember Regency.

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

e. Partial Hypothesis Test between Prices on Consumer Decisions in Buying Medicines at Pharmacies in Jember Regency

Testing hypothesis

H_{o1} : There is no significant effect of price on consumer decisions in buying medicines at pharmacies in Jember Regency

Ha1 : There is a significant influence between prices on consumer decisions in buying medicines at pharmacies in Jember Regency

$\alpha = 5\%$

The probability value > α is obtained, thus there is no significant effect between price and consumer decisions in buying medicines at pharmacies in Jember Regency.

4. **The coefficient of determination (R^2)**

The magnitude of the contribution of the halal label, promotion, service quality, brand image and price to consumer decisions in buying medicines at pharmacies in Jember Regency can be known through the coefficient of determination (R^2), The following is the result of the coefficient of determination of the regression model obtained:

Table 4.18

Test Results for the Coefficient of Determination (R^2)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685[a]	.469	.446	4985.84734	1.522
a. Predictors: (Constant), X5, X1, X3, X4, X2					
b. Dependent Variable: Y					

This means that the diversity of consumer decisions in buying medicines at pharmacies in Jember Regency can be explained by the variable halal label, promotion, service quality, brand image and price of 46.9%. Or in other words, the contribution of halal labels, promotions, service quality, brand image and

Submitted: 10-05-2023, Revised: 08-07-2023, Accepted: 13-07-2023

prices to consumer decisions in buying medicines at pharmacies in Jember Regency is 46.9%, while the remaining 53.1% is a contribution from other variables that are not discussed in this study.

Conclusion

Based on the analysis of research results and discussion that has been described previously, the conclusions in this study are:

The halal label has no significant effect on consumer decisions. This shows that the first hypothesis which states that the halal label has a significant effect on consumer decisions is rejected.

Promotion has no significant effect on consumer decisions. This shows that the second hypothesis which states that promotion has a significant effect on consumer decisions is rejected.

Brand image has a significant effect on consumer decisions. This shows that the third hypothesis which states that brand image has a significant effect on consumer decisions is accepted.

Service quality has a significant effect on consumer decisions. This shows that the fourth hypothesis which states that service quality has a significant effect on consumer decisions is accepted.

Prices have no significant effect on consumer decisions. This shows that the fifth hypothesis which states that price has a significant effect on consumer decisions is rejected.

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