

The Influence of Halal Labeling, Promotion, Product Quality, and Brand Image on Purchasing Decisions for Teh Pucuk Harum

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ARTICLE INFO

Keywords: Purchase Decision, Halal Labeling, Promotion, Product Quality, Brand Image

Received : 8, June

Revised : 24, June

Accepted: 26, July

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ABSTRACT

This study aims to identify the factors that affect the purchase decision of teh pucuk harum products. The research uses a quantitative method by collecting primary data through a survey of 108 respondents who are active students from UNSOED, UMP, and UIN Purwokerto. Data were analyzed using IBM SPSS Statistics 26. The results of the study show that halal labeling has a negative effect on purchase decisions, because consumers already consider the product halal without looking at the label. Promotion does not have a significant effect because the promotional strategy has not attracted enough interest from consumers. On the other hand, product quality and brand image have a positive effect, as consumers consider taste and brand reputation more in making purchasing decisions.

INTRODUCTION

The food and beverage industry is one of the sectors that is experiencing rapid growth in Indonesia. This growth can be seen from the increasingly intense competition among business actors. Today, many companies in this sector are following trends as well as implementing various marketing strategies to attract consumers. In the dynamics of the industry, tea as one of the drinks that is favored by the Indonesian people has experienced significant development. Originally known as a traditional drink that was usually served in cups at semi-formal events or social events, tea has now transformed into a practical and popular packaged product. As public interest increases, tea is no longer only present in glass presentations, but is also available in ready-to-drink packaging that is easy to take anywhere (Ferdiana & Yuwono, 2023).

One of the practical drinks that is popular is teh pucuk harum. This product is a packaged tea launched by PT Mayora Indah Tbk in 2011. Teh pucuk harum are made from selected tea leaf shoots that are known to have the best quality, so they are very suitable as the main ingredient of this drink. To create a distinctive and refreshing taste, this tea is combined with the scent of jasmine. In the production process, teh pucuk harum uses advanced technology, namely AST (Advanced Sterilizing Technology), which allows this product to last up to one year even without preservatives. In addition, teh pucuk harum is made from natural ingredients without added artificial colors or sweeteners, so it is safe and healthy to consume (Wulandari et al., 2019). In the past five years, fragrant sprout tea has earned the title of TOP Brand in the ready-to-eat packaged tea segment. Here are the types of packaged tea drinks that are most popular among buyers:

Table 1. Index of the best brands for the ready-to-eat tea category of the year 2020-2025 (%).

BRAND	2020	2021	2022	2023	2024	2025 (Phase 1)
Teh Pucuk Harum	34,70	36,80	32,60	30,60	29,60	31,30
Teh Botol Sosro	17,50	18,60	20,10	18,80	20,00	21,70
Frestea	13,00	11,80	10,40	11,00	12,00	10,80
Teh Gelas	10,40	12,50	10,50	9,30	6,20	6,30
Mountea	5,00	0	3,60	4,10	3,80	3,90

Source: WWW.topbrand-award.com

From the results displayed in the table, it can be seen that teh pucuk harum has been ranked at the top for the last five years with the best and highest brand index, namely in 2021 at a percentage value of 36.80%. In 2025, the first phase, namely teh pucuk harum, will get the top brand index with a percentage of 31.30%, followed by sosro bottled tea as the second rank with a percentage of 21.70%, below sosro bottled tea there is the frestea brand with a percentage of 10.80% and glass tea with a percentage of 6.30%, while mountea occupies the last position with a percentage of 3.90%. The problem or phenomenon of this study is that teh pucuk harum is ranked first in value that goes up and down every year

or it can be said that it is unstable, but fragrant shoot tea is always ranked first every year. Behind the current market dominance of teh pucuk harum, there is a phenomenon of instability that raises important questions regarding the sustainability of its position in the market. This situation shows that companies cannot be complacent, but rather need to have a deep understanding of the factors that influence fluctuations in consumer purchasing decisions. These instabilities reflect the complexity of market dynamics as well as consumer responses to certain variables. Therefore, it is important to research the influence of halal labels, promotional strategies, product quality, and brand image in influencing purchasing decisions.

Purchasing decisions are a psychological process in which consumers realize what they need, seek information, evaluate choices, and then make choices about a product. (Kotler & Keller, 2016) states that consumer purchasing decisions are influenced by a combination of the consumer's personal characteristics and the marketing stimulus he receives. In the context of fragrant tea products, purchasing decisions can be influenced by several factors, including halal labeling, promotion, product quality, and brand image. All of these variables shape the perception that consumers feel about a product, which ultimately influences the purchase action.

The first factor that influences the purchase decision is halal labeling. Halal labeling is an important consideration in purchasing decisions, especially for Muslim consumers who pay attention to the halalness of a product. Fragrant shoots as a packaged beverage need to show clarity of halal status to build consumer trust. Halal labels are not only a symbol of compliance with religious rules, but also increase the perception of product quality and safety. Therefore, halal labeling variables are worth research because they can influence consumer purchasing decisions for fragrant shoot tea products (Dewi & Nugroho, 2021). In Indonesia, with the majority of the population being Muslim (87.2% or around 209.1 million people), halal is an important factor in product marketing. Halal certification is given by the Indonesian Ulema Council (MUI) based on the results of an audit from LPPOM MUI, which assesses food, drug, and cosmetic products in terms of health and conformity with Islamic law. In addition, LPPOM MUI also plays a role in providing recommendations and education to the public regarding halal products (Alim, 2022), in line with research (Harahap, 2020) and (Wijaya & Padmanty, 2023), which states that halal labels have a positive and significant effect on purchase decisions. Meanwhile, according to (Fadhilah et al., 2023), halal labeling has a negative impact on purchase decisions. The difference in the results of the study shows that the influence of halal labels on purchase decisions can vary depending on the type of product and consumer segmentation. More research is needed to understand the factors that moderate this relationship, especially in the context of beverage products such as teh pucuk harum.

The second factor is promotion, which is the marketing efforts made by the company to convey information, persuade, and remind consumers about a product to increase interest and purchase decisions. Proper promotion can build positive perceptions, attract attention, and encourage consumers to choose the

product (Kotler & Keller, 2016). According to (Fernando & Simbolon, 2022) Promotion is a form of communication in marketing, where companies try to convey information, influence, and convince the target market to be interested in buying and receiving the products offered, in line with research (Hastuti & Anasrulloh, 2020) and (Ningrum et al., 2023), which states that promotion has a positive and significant effect on purchase decisions. Meanwhile, according to (Sitompul et al., 2020) promotion has a negative effect on purchasing decisions. These differences in results show that the effectiveness of promotions can be influenced by the industry context and consumer characteristics. Further research is needed to explore how promotions affect purchasing decisions in the category of ready-to-eat beverage products such as teh pucuk harum.

The third factor is product quality, which is the extent to which a product is able to meet or exceed consumer expectations. This includes conformity with specifications, reliability, durability, and product performance in meeting user needs (Tjiptono, 2012). According to (Aldini et al., 2022) Product quality is the level at which consumer needs, wants, and expectations can be adequately met. This fulfillment has the potential to encourage consumers to make repurchases and build sustainable loyalty to the product. This is in line with various studies that show that product quality plays an important role in maintaining a long-term relationship between consumers and brands (Sari & Prihartono, 2021) and (Aghitsni & Busyra, 2022) which states that product quality has a positive effect on purchasing decisions. Meanwhile, according to (Milano et al., 2021), product quality has a negative and significant effect on purchase decisions. The difference in the results of the study shows that perceptions of product quality can vary depending on the type of product and consumer demographics. Further studies are needed to identify the aspects of product quality that most influence purchasing decisions in the context of packaged tea drinks such as teh pucuk harum.

The fourth factor is brand image, brand image is the perception of a brand that is reflected in the brand associations stored in the consumer's memory and affects how consumers recognize and respond to the brand (Kotler & Keller 2016). According to (Rozjiqin & Ridlwan, 2022), brand image is the consumer's perception of a brand, which is formed from their various messages and experiences related to the brand. This perception produces an impression that is embedded in the minds of consumers. A brand is not just a product produced by a company, but also a value or benefit perceived by consumers. Thus, brand image can be concluded as a positive consumer assessment of the brand of a product, in line with research (Miati, 2020) and (Darmansah & Yosepha, 2020) brand image has a positive effect on purchasing decisions. Meanwhile, according to (Setyani & Prabowo, 2020) brand image has a negative effect on purchasing decisions. The difference in the research on the influence of brand image on purchasing decisions shows the need for further research to understand how brand image affects consumer behavior in various product categories, including packaged tea drinks such as teh pucuk harum.

In an effort to re-examine findings from previous studies (Salim et al., 2022) and (Fatmaningrum et al., 2020), as well as strengthen the results of the

research. This research is a development of the previous study by combining two related articles as the basis for the research. Referring to the phenomenon of fluctuations in the market share of Fragrant Tea despite occupying the top position, this study specifically aims to analyze the role of halal labels, promotions, product quality, and brand image in influencing consumer purchasing decisions. In addition to examining the general influence, this study also seeks to identify the contribution of each variable to the dynamics of purchasing decisions that have an impact on the stability of the brand's position in the market. Thus, the results of the research are expected to provide comprehensive strategic insights for the management of teh pucuk harum in maintaining and strengthening their leadership position in the market.

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory

The theory (SOR) explains that an individual's behavior is influenced by external stimuli (stimulus) that are processed internally (organisms) before producing a response. In the context of consumer behavior, stimuli such as directional labeling, promotion, product quality, and brand image can shape consumer perceptions, attitudes, and beliefs that then drive purchasing decisions. According to (Rosdiana et al., 2023) in the book on the implementation of behavior change strategies, changes in consumer behavior occur through the stages of psychological responses triggered by stimuli received from the environment. Therefore, the relevant theory (SOR) is used to explain how such external factors influence the purchase decision of teh pucuk harum the psychological processes of consumers.

Halal labeling of purchase decisions

Halal labeling is a marker that shows that a product meets halal criteria. Companies that get halal certification are those that have completed all the processes set by the MUI for halal labeling. With the halal label on the product, buyers can evaluate it to increase their interest in the product, halal labeling has a significant positive effect on purchase decisions (Salsabila, 2023). In theory (SOR), halal labeling is a stimulus that triggers emotional and cognitive responses (organisms) such as trust and security, which drives purchase decisions (response). In line with research (Andini et al., 2021) and (Khofifah & Supriyanto, 2022), which obtained results that halal labeling has a positive effect on purchase decisions. Based on this presentation, the first hypothesis that can be taken is:

H1 : Halal labeling has a positive effect on purchase decisions

Promotion Against Purchase Decisions

Promotion is a workable effort to win in the competition, companies need to continuously provide consumers with various information regarding the goods offered. Promotions can be done both offline and online through newspapers, social networks, digital media, and visual displays, promotions have a positive effect on purchasing decisions (Marlius & Jovanka, 2023). Through the theory (SOR) promotion becomes a stimulus that causes reactions

in consumers (organisms), such as curiosity and value perception, thus leading to a purchase decision (response). In line with research (Solihin, 2020) and (Dwijantoro et al., 2021), which obtained the results that promotions have a positive and significant effect on purchasing decisions. Based on this presentation, the second hypothesis that can be taken is:

H2 : Promotion has a positive effect on purchase decisions

Product Quality Against Purchase Decisions

Product quality is an effort to meet or even exceed customer expectations, where a product has quality that is in accordance with the criteria that have been set, and the quality itself is a state that is constantly fluctuating because customer preferences or expectations for products are always changing. With high quality, positive characteristics will be created in the eyes of consumers, product quality has a positive effect on purchase decisions (Marpaung et al., 2021). In theory (SOR), the perception of quality becomes a cognitive stimulus that is processed in the minds of consumers (organisms), thus encouraging them to make purchasing decisions (response). In line with research (Anggraini et al., 2020) and (Puspita & Rahmawan, 2021), which obtained results that product quality has a positive effect on purchase decisions. Based on this presentation, the third hypothesis that can be taken is:

H3 : Product Quality has a positive effect on purchase decisions

Brand Image Towards Purchase Decisions

Brand image refers to all aspects related to the consumer's perception or interpretation of the brand of a product. This consumer view is formed from an in-depth experience after feeling the value or benefits offered by the product. A solid brand image, supported by high-quality products, will ultimately dominate the market, brand image has a positive effect on purchasing decisions (Apriany et al., 2022). In theory (SOR) as a stimulus, brand image functions to create psychologically processed associations (organisms), then influence purchasing decisions (response). In line with research (Fahrezi & Sukaesih, 2023) and (Fatmaningrum et al, 2020), which obtained results that brand image has a positive effect on purchasing decisions. Based on this presentation, the fourth hypothesis that can be taken is:

H4 : Brand image has a positive influence on purchasing decisions

Conceptual Framework

The framework of thought used in this study is as follows:

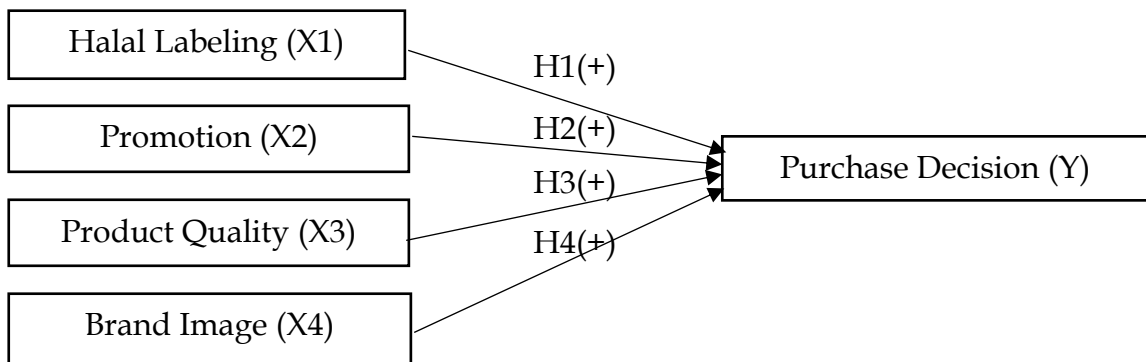


Figure 1. Frame of Mind

METHODOLOGY

This research is a development research with a quantitative approach that uses primary data. The data was collected through an online questionnaire distributed via Google Form and measured using the Likert scale. Data processing was carried out using IBM SPSS Statistics version 26 to analyze the influence between variables. The quantitative method used is based on the philosophy of positivism and is applied to a specific population or sample with purposive sampling techniques in sampling (Suliyanto, 2018). The population of this study is active students at several campuses in Purwokerto, namely UMP, UIN Purwokerto, UNSOED. The determination is taken with the Roscoe formula. The researcher used the Roscoe formula because it is more suitable for quantitative research with a regression analysis approach. Roscoe in (Sugiyono, 2017) stated that the number of viable samples is at least 10 times the number of free variables. According to (Sukwika, 2023) in his book *Fundamental Research Statistics for the Behavioral Sciences*, John T. Roscoe proposed several rules regarding the determination of sample size, namely: first, the ideal sample size for general research is recommended to be more than 30 and less than 500 elements; second, if the sample is divided into subsamples, each subsample should consist of at least 30 elements; third, for multivariate research, the sample size should be several times larger or about 10 times the number of variables used; Fourth, in simple experimental studies, samples must go through strict control with a number usually between 10 to 20 elements. In this study, there are five variables, so the minimum sample number needed is $5 \times 10 = 50$ respondents. However, the sample used in this study amounted to 108 respondents.

The data analysis methods used in this study are descriptive statistical tests, instrument tests consisting of validity tests and reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests and heteroscedasticity tests, multiple linear regression analysis, model feasibility tests consisting of F tests and determination coefficients, and hypothesis tests using T tests. influence the purchase decision. The regression equation is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \dots\dots\dots$$

Information:

- Y = Purchase Decision
- α = Constant
- X_1 = Halal Labeling
- X_2 = Promotions
- X_3 = Product Quality
- X_4 = Brand Image
- β = Regression Coefficients
- ε = Standard error

The statements used to measure the variables in this study are statements used by several researchers previously and have been adjusted to the object of the study (Table 2).

Table 2. Measurement of variable statements

Variable	Statement
Purchase decision (Y)	<ol style="list-style-type: none"> 1. I bought teh pucuk hraum out of necessity. 2. I got information about teh pucuk harum through social media. 3. I will buy the teh pucuk harum product after evaluating the information. 4. Buying teh pucuk harum is the right decision. 5. I feel satisfied after consuming teh pucuk harum. <p>(Kotler & Keller, 2016)</p>
Halal Labeling (X1)	<ol style="list-style-type: none"> 1. In my opinion, the halal labeling of teh pucuk harum products makes consumers more confident to consume it. 2. I think the composition label can help consumers to know the safe ingredients in teh pucuk harum products. 3. In my opinion, with the nutrition content label, consumers will be more confident to buy teh pucuk harum products. <p>(Ismunandar et al., 2021)</p>
Promosi (X2)	<ol style="list-style-type: none"> 1. In my opinion, the advertising of teh pucuk harum is very effective and attractive so that consumers are interested in buying it. 2. Marketing of teh pucuk harum products can directly establish a good relationship with consumers. 3. In my opinion, the promotion carried out by teh pucuk harum is comprehensive, so

Variable	Statement
	<p>that it can reach consumers in various regions.</p> <ol style="list-style-type: none"> 4. In my opinion, personal sales with consumers can satisfy consumers in the purchase of teh pucuk harum. 5. Introducing teh pucuk harum Products to the community so that the public can understand it more easily. <p>(Fernando & Simbolon, 2022)</p>
Product Quality (X3)	<ol style="list-style-type: none"> 1. Teh pucuk harum is made using high-quality ingredients without preservatives. 2. The aroma of fragrant tea is the main characteristic of the teh pucuk harum product. 3. Teh pucuk harum has a fresh tea taste and purity of the ingredients to give confidence to consumers. 4. The durability of the product in teh pucuk harum drink can last for a long time. 5. Teh pucuk harum products are made with selected tea leaf shoots to provide the best taste quality. 6. I will replace the new teh pucuk harum product if there is a defect during purchase. 7. Teh pucuk harum have attractive colors and graphics as well as premium quality. 8. Teh pucuk harum Provides Satisfying Taste for Consumers. <p>(Kotler & Keller, 2016)</p>
Brand image (X4)	<ol style="list-style-type: none"> 1. Teh pucuk harum is widely known by the people in Indonesia. 2. Teh pucuk harum is a symbol of an active, healthy and vibrant lifestyle. 3. Teh pucuk harum has a delicious taste and aroma full of freshness. <p>(Miati, 2020)</p>

RESEARCH RESULT

Table 3. Details of Distribution and Receipt of the Questionnaire

No	Information	Sum	Presentase
1	Questionnaires shared	111	100%
2	Unused questionnaires	3	2,7%
3	Analyzed questionnaire	108	97,3%

Source : Research Data, 2025

Of the total 108 respondents, women dominated in the gender classification. Of all the respondents, the University of Muhammadiyah Purwokerto dominates and the respondents in this study are active students at 3 universities in Purwokerto, namely UMP, Unsoed and UIN.

Table 4. Characteristics of Research Respondents

Variable	Characteristics	Sum	Presentase (%)
University Origin	University of Muhammadiyah Purwokerto	46	41,4
	Jenderal Soedirman University Purwokerto State Islamic University	44	39,6
		21	18,9
	Total	111	100
	Gender	Men - men	34
	Woman	77	69,4
	Total	111	100
Pocket money / month	< IDR 1,000,000	48	43,2
	IDR 1,000,000 - IDR 2,000,000	49	44,1
	> IDR 2,000,000	14	12,6
	Total	111	100

Source : Research Data, 2025

Descriptive Statistical Test

Statistical tests were conducted to provide an overview of the characteristics of the data, including the mean, median, standard deviation, and frequency distribution of the study variables.

Table 5. Statistical Descriptive Test Results

	N	Minimum	Maximum	Mean	Hours of deviation
Halal Labeling	108	2,33	5,00	4,4352	0,61220
Promotion	108	2,40	5,00	3,9685	0,50505
Product Quality	108	3,00	4,88	3,9676	0,42083
Brand Image	108	2,67	5,00	3,9907	0,61050
Purchase Decision	108	2,40	4,60	3,6926	0,50376
Valid N (listwise)	108				

Source : SPSS 26 (2025) data processing

Based on the results in table 3, it can be concluded that halal labeling obtained a minimum value of 2.33, a maximum of 5.00, a mean of 4.452, and a standard deviation of 0.61220. The promotion obtained a minimum value of 2.40, maximum 5.00, mean .9685, foreign exchange standard 0.50505. Product quality obtained a minimum value of 3.00, maximum 4.88, mean 3.9676, foreign exchange standard 0.42083. The brand image obtained a minimum value of 2.67, maximum 5.00, mean 3.9907, foreign exchange standard 0.61050. The purchase decision has a minimum value of 2.40, maximum value 4.60, mean 3.6926, foreign exchange standard 0.50376.

Validity Test

The results of the validity test are presented in the following table.

Table 6. Validity Test Results

Variabel	Indicator	r count	R table	Information
Halal Labeling (X1)	X1.1	0,916	0,1591	Valid
	X1.2	0,889	0,1591	Valid
	X1.3	0,839	0,1591	Valid
Promotion (X2)	X2.1	0,585	0,1591	Valid
	X2.2	0,681	0,1591	Valid
	X2.3	0,669	0,1591	Valid
	X2.4	0,750	0,1591	Valid
	X2.5	0,633	0,1591	Valid
Product Quality (X3)	X3.1	0,433	0,1591	Valid
	X3.2	0,670	0,1591	Valid
	X3.3	0,699	0,1591	Valid
	X3.4	0,541	0,1591	Valid
	X3.5	0,645	0,1591	Valid
	X3.6	0,458	0,1591	Valid
	X3.7	0,654	0,1591	Valid
	X3.8	0,484	0,1591	Valid
Brand Image (X4)	X4.1	0,648	0,1591	Valid
	X4.2	0,802	0,1591	Valid
	X4.3	0,864	0,1591	Valid
Purchase Decision (Y)	Y1.1	0,687	0,1591	Valid
	Y1.2	0,550	0,1591	Valid
	Y1.3	0,651	0,1591	Valid
	Y1.4	0,692	0,1591	Valid
	Y1.5	0,598	0,1591	Valid

Source : Research data, Processed 2024

Based on the results of the validity test in table 4, it can be seen that all statement items have a correlation coefficient greater than r in table 0.1591, so all statement items presented in the questionnaire as a reflection of variables can be declared valid.

Reliability Test

The results of the reliability test are presented in the following table.

Table 7. Reliability Test Results

Variabel	Cronbach's Alpa's	Information
Halal Labeling (X1)	0,855	Reliabel
Promotion (X2)	0,682	Reliabel
Product Quality (X3)	0,705	Reliabel
Brand Image (X4)	0,664	Reliabel
Purchase Decision (Y)	0,629	Reliabel

Source : Research data, Processed 2025

The results of the reliability test can be said to be reliable if *Cronbach's alpha's* value is greater than 0.60. The results listed in table 5 state that all research variables have *Cronbach's alpha's* value greater than 0.60, so it can be concluded that these variable instruments are suitable as research instruments.

Classic Assumption Test

The classical assumption test is carried out to ensure that the regression model meets the basic requirements so that the estimated results obtained are valid and reliable. According to (Suliyanto, 2018), in quantitative research with primary data, commonly used classical assumption tests include normality tests, multicollinearity tests, and heteroscedasticity tests. This test aims to make the regression model produce a BLUE estimate, namely the Best Linear Unbiased Estimator. The term BLUE means that the resulting regression parameter estimation has three important characteristics: (1) **Best** means that it has the least variance compared to other unbiased estimates; (2) **Linear** shows that the relationship between variables is expressed in the form of linear equations; (3) **Unbiased**, i.e. the estimated value is consistently close to the actual population parameter value.

Normality Test

The normality of the data was tested using *kolmogorov-smirnov*. The results of the normality test are presented in the following table.

Table 8. Normality Test Results

	Unstandardized Residual	Information
<i>Asymp. Sig (2-tailed)</i>	0,200	Usual

Source : Research data, Processed 2025

The test results in table 6 of the number of samples (N) used are 108 samples. Then for *the value of asymp sig. (2-tailed)* shows a value of 0.200 which means that the data in this study has been distributed normally.

Multicollinearity Test

The results of the multicollinearity test are presented in the following table.

Table 9. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Halal Labeling	0,849	1,178
Promotion	0,653	1,531
Product Quality	0,418	2,391
Brand Image	0,463	2,161

Source : Research data, Diolag 2025

In the multicollinearity test of tabel 7, the tolerance value in the collinearity statistics of each variable, greater than 0.10 and the Variance Inflation Factor (VIF) of each variable shows a number less than 10.00, so based on the conditions on the multicollinearity test decision it can be concluded that there are no symptoms of multicollinearity in the regression model.

Heteroscedasticity Test

This test was carried out using the *Glejser method* with a significance level above 5%. The test results are presented in the following table.

Table 10. Heteroscedasticity Test Results

Type	Sig.
Halal Labeling	0,206
Promotion	0,051
Product Quality	0,110
Brand image	0,279

Source : Research data, Processed 2025

In the results of the heteroscedasticity test in table 8, it shows that each variable has a significance value greater than 0.05. Thus, there are no symptoms of heteroscedasticity in the research data.

Model Feasibility Test (F Test)

The results of the F test are presented in the following table.

Table 11. Model Feasibility Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	122546,133	4	30636,533	21,179	.000b
	Residual	148994,608	103	1446,550		
	Total	271540,741	107			

Source : Research data, Processed 2025

Based on the results of the F test in table 9, this study is known to have an F count of 21.179 with a significance value of $0.000 < 0.05$. While the F table at the

probability level of 0.05 obtained the F value of the table of 2.46. Thus F calculates > F table (21.179 > 2.46), a fit regression model.

Test R Square Determination Coefficient

Table 12. Determination Coefficient Test Table

Model Summary	
R Square	0,430

Source : Research data, Processed 2025

It is known that the value of R Square in table 10 is 0.430. This shows that independent variables including halal labeling, promotion, product quality, and brand image can influence purchase decisions by 43%. The remaining 30.03% was influenced by other variables that were not studied in this study.

Multiple Regression Analysis

From the results of multiple regression research conducted on the research data, the following equation model can be formed:

$$Y = 108.012 - 0.146 + 0.008 + 0.469 + 0.263.$$

Partial Test (T Test)

From the results of multiple regression analysis carried out in the study, the following equation model can be formed:

Table 13. Partial Test Results

Unstandardized Coefficients					
	Model	B	T Count	Sig.	Information
1.	(Constant)	108,012	2,734	0,007	
	Halal Labeling	-0,146	-2,242	0,027	Rejected
	Promotion	0,088	0,971	0,334	Rejected
	Product Quality	0,469	3,474	0,001	Accepted
	Brand Image	0,263	2,975	0,004	Accepted

Source : Research data, Processed 2025

Hypothesis testing was partially carried out with the aim of finding out how much influence halal labeling (X1), promotion (X2), product quality (X3), and brand image (X4) individually in explaining the variables of purchase decisions (Y). The result of the calculation of the T table with df (n-k, 108 - 5 = 103) at a significance level of 5% (α = 0.05) was obtained T table of 1.659.

Based on the results of the T test in table 11, the results were obtained that halal labeling had a significant negative effect on the purchase decision (p < 0.05), this shows that H1 **was rejected**. The promotion had no effect on the purchase decision (p > 0.05), this indicates that H2 **was rejected**. Product quality has a significant positive effect on the purchase decision (p < 0.05), this shows that H3 **is accepted**. Brand image has a significant positive effect on purchase decisions (p < 0.05), this shows that H4 **is accepted**.

DISCUSSION

The Effect of Halal Labeling on Purchase Decisions

The results of the study show that halal labeling has a significant negative effect on purchase decisions. According to the theory (SOR), the halal label as a stimulus does not trigger a positive response because the consumer (organism) already considers that the product is indeed halal, so the label is not considered an added value. As a result, there is no meaningful motivation to buy (response) and can even reduce buying interest because it is considered not to bring new influence on product perception. This shows that labeling has a negative effect on purchasing decisions. These results are in line with research (Fathoni & Romdhoni, 2023) and (Laksono et al., 2025) which states that halal labeling has a negative effect on purchasing decisions.

The Influence of Promotions on Purchase Decisions

The results of the study show that promotion has no effect on the purchase decision. Based on the theory (SOR), promotion as a stimulus is not able to affect organisms (consumers) because it is considered less attractive, irrelevant, or does not reach the right segment. As a result, it does not form a response in the form of a purchase decision, because consumers do not feel additional encouragement or motivation from the promotional activities carried out. This shows that the promotion has no effect on the purchase decision. These results are in line with research (Febriana, 2020) and (Andriani & Nasution, 2023) which states that promotions have no effect on purchasing decisions.

The Influence of Product Quality on Purchase Decisions

Research shows that product quality has a significant positive effect on purchase decisions. In theory (SOR), product quality acts as a stimulus that is able to form positive perceptions in consumers (organisms), such as good taste, attractive packaging, and product freshness. This perception then triggers a response in the form of increased interest and decision to buy a product, as consumers feel confident in the value and satisfaction provided. This shows that product quality has a positive effect on purchase decisions. These results are in line with research (Daulay et al., 2022) and (Hananto, 2021) which states that product quality has a positive effect on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

The results of the study show that brand image has a significant positive effect on purchase decisions. In theory (SOR), brand image is a stimulus that forms positive perceptions in consumers (organisms), such as trust, popularity, and brand reputation. This perception drives responses in the form of purchase decisions, as consumers feel more confident and comfortable choosing products with a strong and trusted brand image. This shows that brand image has a positive effect on purchasing decisions. These results are in line with research (Kapirossi & Prabowo, 2023) and (Lia et al., 2021) which states that brand image has a positive effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The results of the study show that product quality and brand image have a positive effect on purchase decisions. This is because consumers prioritize taste and brand image in deciding to buy fragrant shoots tea. Halal labeling has a negative effect on purchase decisions because consumers already consider halal labeling to be a normal thing and consumers already believe that the product is indeed halal regardless of the label. Promotions do not affect purchase decisions because the promotional strategies carried out have not been able to influence or encourage consumers to make purchase decisions.

This study recommends that consumers do not make halal labeling as the main reference in purchases, because it has been proven to have a negative effect on purchase decisions. Promotion also doesn't show a significant influence, so it doesn't need to be a major consideration. Instead, consumers are advised to prioritize product quality and brand image, which has proven to have a positive effect. These recommendations can be used as a reference for future research in understanding consumer behavior in more depth.

ADVANCED RESEARCH

The suggestion for the next researcher is that it is expected to conduct research by looking at other variables that are not used in this study or adding different variables, increasing the number of studies studied, and expanding the scope of the respondent selection area.

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