THE EFFECT OF HALAL LABEL PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISIONS

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ABSTRACT

The halal industry in Indonesia is currently increasing from year to year, especially in the food and beverages sector. Kopi Kenangan is one of the popular local coffee products in Indonesia. Even though some food commodities are found without the halal label. This research aims to find the effect of a label of halal, product quality, and service quality on decisions of purchasing Kopi Kenangan in the area of Jakarta, Bogor, Depok, and Tangerang (cities in Indonesia). This research uses a quantitative approach. The sample that was used in this study was 100 respondents from Kopi Kenangan consumers that were located in the Jakarta area. A questionnaire was used as a tool to collect data using a Likert scale. This study used analysis of multiple linear regression supported by the validity and reliability test, classical assumption test, t-test, and f-test using IBM SPSS Statistics software. The results found from this research are Label of halal (X1), Product Quality (X2), and Service Quality (X3) have a significant effect on decisions of purchasing Kopi Kenangan, and simultaneously all variables influence significantly the decision of purchasing of Kopi Kenangan.

Keywords: Label of halal; Product quality; Purchase decision; Service quality

INTRODUCTION

Indonesia is a big country with the majority of the population being Muslim. The total population of Muslims in 2020 will approximately reach 229 million people or 87.2% of the total population of Indonesia (BPS, 2021). This makes the level of interest in the halal industrial sector, which consists of various types of aspects increase. The increasing

interest of the people in Indonesia in the halal industrial sector is one form of Islamic commitment that must be carried out in the life of a Muslim. The halal industry sector has enormous potential in Indonesia. This potential can be developed from various sectors, including halal food, sharia finance, halal tourism, and Muslim clothing (Fathoni & Syahputri, 2020). Indonesia's demographic potential has not been optimized to encourage halal production, especially in the halal food and beverage sector. The lack of local products that already have halal standards and certifications cannot meet the public demand for halal products, which is one of the factors that encourage imports of halal food. It is necessary to conduct halal testing on circulating local products, to expand the market share of halal food and beverages circulating in the community. The government is expected to establish policies to encourage the halal industry, especially in the sector of halal food, to meet domestic market demand and become a producer as well as export halal products to the halal industry in the world market (Kamila, 2021).

Muslims all across the world are becoming more aware of the provisions or rules governing people who must consume food following sharia laws. The great dominance of the demand for halal products has been created by Islam. This has become an impetus for the increasing demand for halal-labeled products in Indonesia and throughout the world. In Indonesia, the label of halal began to be used with the circulation of cases in food products to cosmetics suspected of containing lard. This has an impact on the national economy (Adinugraha & Sartika, 2019). The public is expected to pay more attention and increase the desire to know the halal-ness of the products they consume. In paying attention to halal labels when choosing products to be consumed, preventive steps can be taken by the public by looking at the halal certification on the product (Yetty & Priyatno, 2021).

After the community has an interest in halal, producers need to optimize in terms of product quality and the quality of services offered. Producers that produce local products are obliged to make adjustments and improvements to the products offered to consumers. The thing that must be done by producers or local business actors is to pay attention to and provide the best quality products and service quality for consumers, with the hopes and objectives of being able to encourage consumers' desire to buy the products offered (Kamila, 2021). In terms of choosing a product, the buyer or consumer has a choice of goods having good quality, to be useful for the buyer or consumer. The quality of a manufacturer's products becomes the producer's strategy to provide a unique image

for the company. The uniqueness is the addition of value to the company that provides a competitive advantage over competitors (Winoto, 2020).

The next stage that consumers will take after assessing the quality of the products offered, will be to compare the quality of the services provided, the company must innovate when providing the best service to consumers, which can be a differentiator compared to the service quality of competitors and become a consumer factor in consideration before buy products. Satisfactory service quality can encourage consumers to make product purchases (Amrullah et al., 2016). Generally, consumers before deciding to purchase a product will assess the product, in assessing the product it goes through a process based on information obtained from data and information obtained from people around them (Faisal & Ilham, 2021). Based on several processes and factors that can influence consumers in deciding to purchase goods, consumers will prioritize the quality of these goods, affordable prices, and product popularity (Alim et al., 2018).

Research related to the decisions of purchasing a product has been carried out by several researchers. Firmansyah (2019) conducted a study entitled The Effect of Product Quality, Service Quality, Price, and Brand Image on the Purchase Decision of Kober Mie in Malang. The results of his research showed that all variables do not influence buying Kober Mie (Firmansyah, 2019). Based on this research, it can be seen that researchers have not used the label of halal variable in their research. By looking at the increasing public interest and awareness towards halal food, the researchers will combine the various variables used, namely the label of halal in addition to product quality, and service quality. Another study was conducted by Alfian & Mapaung (2017) which discussed the effect of the Label of halal, Brand, and Price on Purchase Decisions in Medan City. The results of his research show that consumers in Medan City decide to purchase based on halal labels that can influence decisions of purchasing but have not fully paid attention to the presence of the label of halal logo printed on the packaging when making a purchase. While the brand variable greatly influences consumers in buying products compared to the other two variables. The price variable is an important thing for consumers in deciding to buy a product (Alfian & Marpaung, 2017). Izzudin (2018) conducted a study discussing Halal Labels, Halal Awareness, and Food Ingredients on Interest in Buying Food. The results of the study showed that the two variables related to halal awareness and food ingredients influence purchase intention, while the label of halal does not affect purchase intention.

Consumers will still purchase a product even if it does not have the label of halal (Izzuddin, 2018). Based on this research, there are still consumers who have not fully paid attention to the label of halal when deciding to buy a product.

From the results of the previous research, it can be concluded that there are some different findings related to the influence of the variables used on the decisions of purchasing a product, namely, the variables of food ingredients, halal awareness, brand image, and price. Based on previous research, this research will develop from previous research by adding and combining different variables that have not been used in previous research, namely the label of halal variable, and using several other variables, namely product quality and service quality. This study aims to analyze the effect of halal labels, product quality, and service quality on the decisions of purchasing. The research was conducted on Kopi Kenangan consumers in the Jakarta area. The object of this research was chosen based on the data of Kopi Kenangan outlets in 2021 which showed the number of official Kopi Kenangan outlets in Indonesia as many as 506 outlets spread across various regions with a total of 31 cities already having Kopi Kenangan outlets (Kopi Kenangan, 2021).

Table 1. Development of Kopi Kenangan Outlets in Greater Jakarta

Region	Total
Jakarta	166
Bogor	16
Depok	17
Tangerang	47
Bekasi	32
Total	278

In Table 1. it can be seen that, in 2021, most Kopi Kenangan outlets were spread across Jabodetabek with a total of 278 outlets consisting of Jakarta having 166 outlets, Bogor having 16 outlets, Depok having 17 outlets, Tangerang having 47 outlets, and Bekasi having 32 outlets. The development of the number of Kopi Kenangan outlets is quite rapid with outlets spreading in various cities in Indonesia within 4 years after the establishment of Kopi Kenangan in 2017. In 2021, Kopi Kenangan Indonesia has 506 outlets spread across major cities (Kopi Kenangan, 2021). Based on these data, Kopi

Kenangan is considered worthy of study, especially in the aspect of halal labeling, in addition to product quality and service quality.

LITERATURE REVIEW

Purchasing Decision

Decisions of purchasing are referred to as a process of activities carried out by consumers when choosing among several alternative offerings of a product by consumption behavior (Firmansyah, 2018). Consumers' preferences for different product brands help them choose the best and most appealing brand. In making a purchase decision, consumers consider six factors (Kotler & Keller, 2016).

1. Product Choice

   Consumers in deciding to buy a product will be faced with a choice of products from various manufacturers. Then consumers will consider the best products according to their wishes.

2. Brand

3. Customers can choose from a large number of brands that produce the same type of product while making a purchase, and they will get the product they require and desire.

4. Dealer

   Consumers decide from a variety of dealer alternatives while making purchases. Consumers will choose dealers by considering the range of dealer locations, completeness of products, offering lower prices, and a comfortable shopping environment.

5. Quantity

   Consumers while buying products will determine the number of products they want to buy in a set period. Consumers will shop for several products with a lot that they want, so producers must prepare product availability to meet consumer needs.

6. Purchase Time

   Consumers decide to buy at different shopping times and periods according to their needs. Buying products can be done every day, once a week, or once a month following the habits, desires, and needs of consumers.

7. Payment method

Consumers will decide to use a payment method when purchasing a product or enjoying a service. When manufacturers or companies provide various payment methods with cash options to use technology, it will encourage purchases and make it easier for consumers.

The buyer decides on purchasing a product by considering internal factors into account including the consumer's reason for purchase. Perception is one factor in the understanding or interpretation of a consumer's experience that occurs when buying a product. Finally, the integrity factor is the determination of a consumer in choosing to purchase a product based on the attitude they have. This is done by the construction of an attitude by the judgment of a consumer who demonstrates an attitude of liking or disliking a product. If consumers like it, they will buy it and when they don't like it, this will encourage consumers not to buy it (Firmansyah, 2018).

Consumers who are concerned about a variety of risks, such as functional risk, which occurs when a product does not function as intended, can delay making purchasing decisions. Consumers encounter Risks of safety if the product endangers consumers' or others' safety, Financial risk if the product consumers intend to buy is not worth the price, Social risk when the product consumers intend to buy will embarrass them in public, Psychological risk when the product can affect the mental comfort of consumers who use a product, and Time risk when the product fails and results in additional costs (Kotler & Keller, 2016).

In determining the purchase decision in the family there are two types of decisions of purchasing. First, consensual decisions of purchasing where family members agree to make the necessary purchases, but there are differences in the process of reaching an agreed purchase decision. In this condition, all family members find a solution to think of ways to realize the family buying decision. Second, in accommodative decisions of purchasing, family members have different preferences and cannot accept purchases only for one family member. This leads to a compromise among the family members over which goods to purchase and for whom. Family decisions of purchasing tend to use accommodative decisions compared to consensual decisions (Solomon et al., 2013).

The consumer's perception that the current price differs from the price the producer mentioned when they first started selling the product, influences their decision to buy.

Consumers usually perceive that a low price will provide a low-quality product, and vice versa if the price is high they will get a quality product. However, each person will interpret price differently when making a purchasing decision (Kotler & Keller, 2016). While making a purchase decision, consumers can search and collect information internally to find out the various products to be purchased. In collecting information externally, consumers can gain knowledge about the product through advertising, family, friends, or getting inspired by others (Solomon *et al.,* 2013). Based on the theoretical explanation above, consumers' decisions of purchasing go through various processes, and factors that influence the purchase of products. The indicators are product selection, brand, dealer, quantity, time of purchase, and payment method.

Halal Concept

Halal is a word that means "release" and "not bound", Halal is permissible. If halal is permitted then haram is prohibited. Haram comes from Arabic which means, a problem that is prohibited by Islamic law and a Muslim must stay away from all things that are haram (Koeswirno *et al.*, 2014). Halal is something that is justified by Islamic law, the types of food that exist in the legal world are halal and allowed, but several types of food and drinks are prohibited according to Islamic religious rules because they can cause diseases and endanger human life (LPPOM MUI, 2019). Allah swt. emphasizes the obligations of a Muslim to consume halal food as stated in QS Al-Baqarah: 168.

Based on the statement of LPPOM MUI (2019) in determining the halalness of food and beverages, there are several things, namely:

1. Halal food and drink from the substance

   Food is allowed to be consumed and only a few types of food contain substances that are forbidden by Islamic law. There are advantages and benefits for human life associated with the prohibition of particular food types, including teaching people to be appreciative of the food and drink that Allah swt has provided on earth and putting the human spirit to the test by maintaining food and drink that is assured to be halal. Foods like carrion, blood-containing foods, and pork are all categorically prohibited under Islamic law and are not allowed to be consumed by Muslims. In addition, it is forbidden to consume dead animals without slaughter, so it is a type of carcass.

2. Halal food and drinks from the consumption process

Food that is permitted under Islamic law becomes prohibited if it is prepared in a manner that is against Islamic law, and the consumption process becomes haram if it is processed such as:

a. The process of slaughtering an animal is not done by a Muslim, not saying the name of Allah swt. in slaughter, and the knife used is not sharp.

b. To slaughter an animal deliberately offering as an offering to idols.

c. In the process of slaughtering, the blood of the animal being slaughtered must be drained completely otherwise food containing blood is prohibited, and the arteries must be cut off.

d. Halal food if mixed with haram substances becomes haram. This is because the ingredients used in haram items are combined with spices or other additions.

3. Halal food and drink from the method of getting it

Islam in determining halal and haram in food aims to teach Muslims to consume halal food that reflects the type of hygienic and healthy food. Obtaining food with prohibited actions such as stealing and the money used to buy food comes from prohibited ways by Islamic law, then the law of the food becomes forbidden for consumption. This is stated that when Muslims eat haram food intentionally, their life will not be peaceful and they will always feel ungrateful, and the worship they do will not be accepted by Allah swt. In Islam, the consumption process has set guidelines for Muslims which are regulated in Al-Qur'an.

Halal Label

A label is an image or text affixed to a product, this serves to inform about related brands, products, or other information. In addition, labels can provide information to consumers about the product produced by the manufacturer, the production location, production time, and procedures for using or consuming the product (Kotler *et al.*, 2005). Halal labels can be in the form of a written certificate issued by MUI on products that have been tested and declared halal after going through various processes consisting of certification registration, audits, and decisions through the MUI Fatwa Commission meeting (LPPOM MUI, 2019).

A label of halal is a component that is important for consumers to use when choosing and distinguishing products based on the quality and substances contained in

them, especially for Muslim consumers (Koeswirno *et al.*, 2014). In obtaining a label of halal for a product through the halal certification process carried out in Indonesia, it is a form of obligation that must be carried out to meet the needs and needs of the community, the majority of whom are Muslims, in consuming a product. Obtaining a halal label for products is an activity to guarantee the halalness of the product through the content of halal substances in the materials used, how the product is processed, where it is stored, how it is packaged, how it is distributed, how it is marketed or sold, and presentation methods. (Koeswirno *et al.*, 2014). In obtaining a label of halal on a product, it must pass a halal certification which is carried out in stages to receive a halal determination in the form of a halal certificate that has been determined by an authorized institution or body (Koeswirno *et al.*, 2014).

Product Quality

According to Kotler & Keller (2016) quality can be interpreted as the nature and characteristics of products and services that are seen based on their ability to meet consumer wants and needs. The quality provided by the producer or seller is focused on the interests and satisfaction of consumers, producers are said to be successful when a product meets the expectations of consumers (Kotler & Keller, 2016). A product is an object or service that is marketed to potential consumers, intending to be consumed and meet consumer needs for the desired and needed products. Products can be both physical items such as food, vehicles, or clothing, as well as services like events, locations, or institutions (Kotler & Armstrong, 2020). The product concept explains that products that are liked by consumers provide quality, creativity, and good performance features with the company's ability to create and develop products that are offered to potential consumers (Kotler *et al.*, 2005). Product means the composition of goods and services provided by producers to targeted consumers (Armstrong et al., 2018).

Product quality is the main strategy of manufacturers in positioning their products which can affect the assessment of consumers. When making purchases, consumers tend to prioritize products that match their expectations and needs, so producers must try to ensure the quality of the products offered so that they can survive to be the choice and be able to satisfy consumer desires (Kotler & Armstrong, 2020). This study uses product quality variables as measured by several indicators. The indicators include form, features,

performance quality, and fit quality, in addition to durability, reliability, repairability, style, and customization.

Service Quality

According to Kotler & Keller (2016) services are activities or actions provided by producers to consumers for increasing the selling value of the goods or services they have. When getting the services provided, consumers do not get the product in physical form and do not transfer ownership of an object from the producer to the consumer. Services are provided by interacting with consumers to exchange information related to marketed goods and services as well as a differentiator from other products (Kotler & Keller, 2016). Service is one of the activities in solving problems by providing solutions that can lead to the level of satisfaction felt by consumers. This becomes a commercial activity that can be sold and the ability of producers to realize consumer expectations (Rangkuti, 2013).

Service quality becomes a consideration by consumers in the form of an assessment after purchasing a product. Consumers before buying a product have expectations for the product, after making a purchase the consumer provide an assessment through personal experience, information from several people, and advertisements that are displayed. When consumers get the service as expected, then consumers tend to reuse the company's services in the future (Kotler *et al.*, 2005). Service quality is an important factor in economic activity, when running a business special preparation is needed to provide services to consumers. The form of the product offered is intangible and a consumer does not get ownership of the product (Kotler & Armstrong, 2020). According to Rangkuti (2013), when offering products of very good quality, but not accompanied by quality service, consumers will be disappointed with the poor service provided. In offering a product or service, it is not only concerned with service, but producers must combine aspects of service quality along with other aspects to meet consumer expectations (Rangkuti, 2013).

Based on the theoretical explanation regarding service quality, there are factors and several indicators that can be given to consumers. Indicators that can be used include physical evidence, and reliability, in addition to responsiveness, assurance, and empathy.

Hypothesis

Based on the existing problems and referring to several theories and previous research, it can be formulated the hypothesis of the research as follows:

H1   : The halal label variable influences the purchasing decision of Kopi Kenangan.

H2   : Product quality variable influences the purchasing decisions of Kopi Kenangan.

H3   : Service quality variable influences the purchasing decision of Kopi Kenangan.

H4   : The halal label variable, product quality, and service quality have a simultaneous influence on the purchasing decision of Kopi Kenangan

RESEARCH METHODOLOGY

The data used are quantitative data types which are in the form of numbers and are more structured. The use of quantitative data is because this study assesses the level of halal labeling, product quality, and service quality using a Likert scale. Numerical data obtained from the results of this study uses an ordinal scale type (Riyanto & Hatmawan, 2020). In this study, the sample was taken through a technique of purposive sampling. Researchers used quantitative methods, by analyzing through validity, reliability, f-test, t-test, and linear regression using SPSS 25 software for calculations.

The data have been collected through the distribution of questionnaires to prospective respondents. The questionnaires were distributed to Kopi Kenangan consumers in Jabodetabek through the Google Form, WhatsApp, Line, and Instagram platforms. Secondary data has been used in the form of books, regulations related to halal, journals, articles, and official websites related to the research theme being studied.

The form of the multiple linear regression equation is usually expressed in the formula of multiple linear regression as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y   = Dependent/independent variable, Kopi Kenangan purchasing decision
X1   = Halal Label Variable
X2   = Product Quality Variable
X3   = Service Quality Variable
α   = Constant of decision value
β   = Regression coefficient
e   = Standard Error

DATA ANALYSIS AND RESULTS

Descriptive Analysis

Table 2.

Statement	*Mean*	*Mode*	Answer Frequency					
			1	2	3	4	5	Total
Y1	4.46	5		2	4	44	58	108
Y2	4.60	5		1	6	28	73	108
Y3	3.81	4	3	12	23	35	35	108
Y4	3.49	3	5	13	39	26	25	108
Y5	4.42	5			15	33	60	108
Y6	4.29	4		1	13	48	46	108
Y7	3.49	5	6	21	26	24	31	108
Y8	3.99	5	2	12	19	27	48	108
Y9	4.63	5		1	2	33	72	108
Y10	4.44	5		2	7	41	58	108

From the results shown in Table 2, the average values include the highest as well as the lowest value. For the lowest with an average value of 3.49, it can be seen in the statement Y4 with the majority of respondents answering a score of 3 or undecided by 36.1%, and Y7 with the majority of respondents answering a score of 5 or strongly agreeing at 28.7%. Meanwhile, the highest average value of 4.63 was found at Y9 with the majority of respondents answering a score of 5 or strongly agreeing at 66.6%. So it can be concluded that the overall purchasing decision of Kopi Kenangan is included in the very high and high category because people get the product they want.

Table 3

Statement	*Mean*	*Mode*	Answer Frequency					
			1	2	3	4	5	Total
X1.1	4.77	5			4	17	87	108
X1.2	4.69	5			5	24	79	108
X1.3	4.60	5	1		5	29	73	108
X1.4	4.31	5	2	2	15	31	58	108
X1.5	4.32	5	1	1	16	34	56	108
X1.6	4.19	5			25	38	45	108

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From results in Table 3, the average values include the highest as well as the lowest value. For the lowest with an average value of 4.19, it can be seen in the statement X1.6 with the majority of respondents answering a score of 5 or strongly agreeing at 41.9%. Meanwhile, the highest average value of 4.77 is found in X1.1 with the majority of respondents answering a score of 5 or strongly agreeing at 80.5%. So the conclusion is that the overall

label of halal on Kopi Kenangan products is included in the very high and high category because the public pays attention to the images and writings of the halal label from LPPOM MUI on the packaging to emphasize the halalness of Kopi Kenangan products.

Table 4

Statement	Mean	Mode	Answer Frequency					
			1	2	3	4	5	Total
X2.1	4.56	5			3	41	64	108
X2.2	4.15	5	2		22	40	44	108
X2.3	4.29	5	2		13	43	50	108
X2.4	4.16	4		1	17	54	36	108
X2.5	4.31	4		1	6	59	42	108
X2.6	4.25	4			12	57	39	108
X2.7	4.22	4			16	52	40	108
X2.8	4.25	4	2		8	57	41	108
X2.9	3.98	4	1	1	31	41	34	108
X2.10	4.11	4	1		19	54	34	108
X2.11	3.79	4	2	10	26	41	29	108
X2.12	3.73	4	3	15	22	36	32	108
X2.13	4.22	4		2	16	46	44	108
X2.14	4.27	4	1	2	11	47	47	108

From Table 4, the average values include the highest as well as the lowest value. For the lowest average with an average value of 3.73, it can be seen in the statement X2.12 with the majority of respondents answering a score of 4 or agreeing at 33.3%. Meanwhile, the highest average value of 4.56 is found in X2.1 with the majority of respondents answering a score of 5 or strongly agreeing at 59.5%. So it can be concluded that the overall quality of Kopi Kenangan products is included in the very high and high categories because people pay attention to product quality when purchasing Kopi Kenangan.

Table 5

Statement	Mean	Mode	Answer Frequency					
			1	2	3	4	5	Total
X3.1	4.31	4			13	49	46	108
X3.2	4.33	4			12	48	48	108
X3.3	4.17	4	2	1	15	49	41	108
X3.4	4.35	4			9	52	47	108
X3.5	4.26	4			15	50	43	108
X3.6	4.35	4		1	8	51	48	108
X3.7	4.25	4	1	1	10	54	42	108
X3.8	4.41	5		1	8	45	54	108

From Table 5, the average values include the highest as well as the lowest value. For the lowest with an average value of 4.17, it can be seen in the X3.3 statement with the majority of respondents answering a score of 4 or agreeing at 45.3%. While the highest average value of 4.41 is found in X3.8 with the majority of respondents answering a score of 5 or strongly agree by 50%. So it can be concluded that the overall quality of service provided by Kopi Kenangan to its consumers is included in the very high and high categories because people get the best service when purchasing Kopi Kenangan.

Hypothesis Testing and Analysis
Validity test

A validity test is a test that is measured by producing how reliable the existing instruments in the study are so that they can be said valid instruments (Barlian, 2016). The test is carried out two-sided through a significance value of 5% (0.05). If the value of the calculated r is greater than the r table, the statement item is valid. Based on the analysis that has been done, here are the results that have been tested using IBM SPSS 25:

Table 6

Item	r hitung	Sign	r table	Description
Y1.1	0.551	>	0.1891	Valid
Y1.2	0.551	>	0.1891	Valid
Y1.3	0.660	>	0.1891	Valid
Y1.4	0.747	>	0.1891	Valid
Y1.5	0.661	>	0.1891	Valid
Y1.6	0.558	>	0.1891	Valid
Y1.7	0.705	>	0.1891	Valid
Y1.8	0.675	>	0.1891	Valid
Y1.9	0.651	>	0.1891	Valid
Y1.10	0.559	>	0.1891	Valid

Based on Table 6, it can be seen that all of the question items have a magnitude from the results of r arithmetic that is higher than the amount from the results of the r table, therefore it can be concluded that the purchase decision variables for the statement items can be said valid and can be used to measure the purchasing decision variables at next test.

Table 7

Item	r hitung	Sign	r table	Description
X1.1	0.579	>	0.1891	Valid
X1.2	0.679	>	0.1891	Valid
X1.3	0.686	>	0.1891	Valid
X1.4	0.783	>	0.1891	Valid

X1.5	0.719	>	0.1891	Valid
X1.6	0.714	>	0.1891	Valid

Based on Table 7, it can be seen that all statement items have a magnitude of the result of r arithmetic that is greater than the magnitude of the result in the r table, therefore it can be concluded that the label of halal variable statement item is valid which can be used to measure the label of halal variable on next test.

Table 8

Item	r hitung	Sign	r table	Description
X2.1	0.573	>	0.1891	Valid
X2.2	0.712	>	0.1891	Valid
X2.3	0.673	>	0.1891	Valid
X2.4	0.690	>	0.1891	Valid
X2.5	0.678	>	0.1891	Valid
X2.6	0.816	>	0.1891	Valid
X2.7	0.697	>	0.1891	Valid
X2.8	0.682	>	0.1891	Valid
X2.9	0.740	>	0.1891	Valid
X2.10	0.747	>	0.1891	Valid
X2.11	0.788	>	0.1891	Valid
X2.12	0.822	>	0.1891	Valid
X2.13	0.594	>	0.1891	Valid
X2.14	0.706	>	0.1891	Valid

Based on Table 8, all statement items have a calculated r-value that is more than the r table value, therefore it can be concluded that the product quality variable statement item is valid and can be used to measure product quality variables in the next test.

Table 9

Item	r hitung	Sign	r table	Description
Y1.1	0.799	>	0.1891	Valid
Y1.2	0.756	>	0.1891	Valid
Y1.3	0.806	>	0.1891	Valid
Y1.4	0.812	>	0.1891	Valid
Y1.5	0.815	>	0.1891	Valid
Y1.6	0.805	>	0.1891	Valid
Y1.7	0.825	>	0.1891	Valid
Y1.8	0.785	>	0.1891	Valid

Based on Table 9, all statement items have a calculated r-value more than the r table value, therefore the service quality variable statement item is valid and can be used to measure the service quality variable in the next test.

Reliability Test

The reliability test is used to find out the results of the calculations from the test and it must use questions that have been tested for validity, if the conditions for testing validity are not met, it is not allowed to continue testing reliability. If Cronbach's Alpha (a) is greater than 0.6, it means that it is considered reliable (Barlian, 2016). The following are the results of the reliability tests that have been carried out through the IBM SPSS 25 with the Cronbach Alpha formula:

Table 10

Cronbach's Alpha	N of Items
0.826	10

From the data in Table 10, the instrument that measures the purchasing decision variable has a Cronbach Alpha value of 0.826 which is more than 0.60 (0.826 > 0.60). So that the instrument used to assess the purchase decision variable can be said as reliable because it has exceeded the minimum reliability level.

Table 11

Cronbach's Alpha	N of Items
0.780	6

From the data in Table 11, the instrument that measures the label of halal variable has a Cronbach Alpha value of 0.780 which is greater than 0.60 (0.780 > 0.60). So that the instrument used to assess the label of halal variable can be said as reliable because it has exceeded the minimum reliability level.

Table 12

Cronbach's Alpha	N of Items
0.922	14

From the data in Table 12, the instrument that measures the product quality variable has a Cronbach Alpha value of 0.922 which is more than 0.60 (0.922 > 0.60). So that the instrument used to assess the product quality variable can be said as reliable because it has exceeded the minimum reliability level.

Table 13

Cronbach's Alpha	N of Items

0.918	8

From the data in Table 13, the instrument that measures the service quality variable has a Cronbach Alpha value of 0.918 the result value is more than 0.60 (0.918 > 0.60). So that the instrument used to assess the service quality variable can be said as reliable because it has exceeded the minimum reliability level.

Classic Assumption Test

Normality test

The normality test is used to test whether it is normally distributed in the linear regression model of the distribution of the dependent variable from each independent variable in a study (Sugiyono, 2013). The Kolmogorov-Smirnov test is used to test the normality of the data, if the probability value is > 0.05, the distribution of the model can be said normal. The following are the results of the normality test that has been carried out through IBM SPSS 25:

Table 14

		Unstandardized Residual
N		108
Normal Parameters[a,b]	*Mean*	0,0000000
	Std. Deviation	220,266,716
Most Extreme Differences	*Absolute*	0,082
	Positive	0,069
	Negative	-0.082
Test Statistic		0,082
Asymp. Sig. (2-tailed)		,073[c]

From data in Table 14, Asymp. Sig with a result of 0.073 where the value is > (0.05) so Asymp. Sig (2-tailed) value is greater. When the value of significance is greater than 0.05, it means that the data used for this study is normally distributed. So it is concluded that the assumption of normality has been met.

The Test of Multicollinearity

This test is carried out to see that the regression model is good there is no correlation between the independent variables (Ghozali, 2016). One way to determine whether

multicollinearity exists is to see the values of the Tolerance variable and VIF. If the Tolerance variable value is > 0.10 and the VIF value is < 10, it indicates that multicollinearity does not exist. The following are the results of the multicollinearity test that has been carried out through IBM SPSS 25:

Table 15

Variable	*Tolerance*	VIF	Description
Halal Label	0.562	1.780	There are no symptoms of multicollinearity
Product Quality	0.266	3.756	There are no symptoms of multicollinearity
Service Quality	0.325	3.077	There are no symptoms of multicollinearity

From the data in Table 15, the tolerance value for each independent variable with the label of halal is 0.562; product quality is 0.266; and the quality of service is 0.325, from the three independent variables it is found that the tolerance value is > 0.10. Furthermore, the value of VIF for each independent variable label of halal is 1.780; product quality is 3.756, and service quality is 3.077. All the independent variables are under the provisions of VIF < 10. So it is concluded that there is no correlation between each independent variable in the regression model or multicollinearity symptoms.

Heteroscedasticity Test

If the level of significance of the independent variable is greater than 5% (0.05), it means that there is no heteroscedasticity. Following are the results of the heteroscedasticity test that has been carried out through IBM SPSS 25:

Table 16

Variable	Significance	Description
Halal Label	0.872	There are no symptoms of heteroscedasticity
Product Quality	0.219	There are no symptoms of heteroscedasticity
Service Quality	0.533	There are no symptoms of heteroscedasticity

From data in Table 16, the significance value of each variable, namely the halal label, is 0.872, the product quality is 0.219, and the quality of service is 0.533 shows that all values of significance are greater than 0.05 then it can be concluded that there are no heteroscedasticity symptoms.

Analysis of Regression

This test aims to understand the direction and magnitude of the influence of the independent variable on the dependent variable (Husna & Suryana, 2017). The form of the multiple linear equations used in viewing the label of halal in addition to product quality and service quality on the decision to purchase Kopi Kenangan are:

Table 17

Model		Unstandardized Coefficients		Model
		B	Std. Error	
1	(Constant)	6.836	3.471	1
	Halal Label	0.337	0.161	
	Quality of Product	0.427	0.089	

From data in Table 17, the coefficient of each independent variable is $X1 = 0.337$; $X2 = 0.427$; $X3 = 0.025$ and a constant of 6.836, the regression equation model obtained is as follows:

$$Y = a \quad + b1X1 \quad + b2X2 \quad + b3X3 \quad + e$$
$$Y = 6.836 + 0.337X1 + 0.427X2 + 0.025X3 + e$$

So the conclusions that can be drawn from the regression equation are as follows:

a. The value of constant (a) of 6.836 indicates that if each independent variable (label of halal, product quality, and service quality) has a value of the constant of 0, then in that condition, the value of Kopi Kenangan decisions of purchasing will increase by 6.836.

b. The value of the coefficient (X1) is 0.337. That explains that if the label of halal is increased by 1% of the purchase decision value, it can increase the purchasing decision of Kopi Kenangan by 0.337. The coefficient value of X1 also has a positive value, which indicates that the label of halal (X1) has a positive relationship to decisions of purchasing (Y).

c. The value of the coefficient (X2) is 0.427. That illustrates that when the quality of the product is increased by 1% of the value of the purchase decision, it will increase the purchasing decision of Kopi Kenangan by 0.427. X2 coefficient value also has a positive value, which indicates product quality (X2) has a positive influence on decisions of purchasing (Y).

d. The coefficient value (X3) is 0.025. This value describes that if the quality of service is increased by 1% of the amount of the purchase decision, it can increase the purchasing decision of Kopi Kenangan by 0.025. The coefficient value of X3 also has a positive value, which indicates that service quality (X3) has a positive influence on decisions of purchasing (Y).

T Test (Partial Test)

The T-test was carried out to know the level of the significant influence of each of the independent variables on the dependent variable partially. By looking at the value of significance of 0.05 and the comparison of t arithmetic with the t table based on the determination of the value of t count > t table and a significance value of < 0.05, it can be concluded that the independent variable partially has a significant effect on the dependent variable. The explanation of the test results is as follows:

Table 18

Model		t	Sig.
1	(Constant)	3.105	0.002
	Label Halal	7.531	0.000

From data in Table 18, the partial significance test has been achieved, as the t-count value for the label of halal is 7.531 greater than the value of the t-table of 1.983, and has a value of significance of 0.000 which is less than 0.05. Because the value of significance is less than 0.05 and the t count is greater than the results from the t-table. From this finding, the hypothesis that states "halal label has a significant effect on the purchasing decision of Kopi Kenangan" is concluded to be accepted.

Table 19

Model		t	Sig.
1	(Constant)	4.036	0.000
	Product Quality	11.212	0.000

From data in Table 19, the partial significance test has been achieved as the t value calculated for product quality is 11.212 greater than the value of the t table of 1.983, and has a value of significance of 0.000 < 0.05. Because the value of significance is less than 0.05 and the t count is greater than the t table. From the results obtained, the hypothesis

which states "product quality has a significant effect on the purchasing decision of Kopi Kenangan" is concluded to be accepted.

Table 20

Model		t	Sig.
1	*(Constant)*	4.580	0.000
	Kualitas Layanan	8.017	0.000

From data in Table 20, the partial significance test has been achieved as the t value for service quality is 8.017 greater than the value of the t-table of 1.983, and has a value of significance of 0.000 < 0.05. Because the value of significance is less than 0.05 and the t count is greater than the t table. From the results obtained, the hypothesis that states "service quality has a significant effect on the purchasing decision of Kopi Kenangan" is concluded to be accepted.

F Test (Simultaneous Test)

The F test is conducted to see the effect of the independent variable simultaneously on the dependent variable. In deciding to accept and/or reject the research hypothesis by looking at the calculated F value > F table value and probability < sig value (0.05), then there is a joint effect of all independent variables on the dependent variable. Explanation of the test results is:

Table 21

Model		Sum of Squares	df	Mean Square	F	Sig.
1	*Regression*	1,863.241	3	621.080	44.350	,000[b]
	Residual	1,456.426	104	14.004		
	Total	3,319.667	107			

From data in Table 21, the F table value is 2.69 from table 30 while the results from f count 44.350 > f table 2.69 and a significance value of 0.000 <0.05. By looking at the test results, it can be said that the label of halal variable, product quality, and service quality influence simultaneously the purchasing decision of Kopi Kenangan.

Coefficient of Determination Test (R2)

It is also used to determine the level of involvement by the independent variable in providing changes to the dependent variable, the resulting assessment is 0 to 1. With the provision that the value of R2 is close to one, the stronger the involvement of each independent variable exists in the dependent variable. Conversely, if the value of R2 is close to zero, it is said to be weak. The results of the tests carried out are as follows:

Table 22

R	0.749^a
R Square	0.561
Adjusted R Square	0.549
Std. Error of the Estimate	3.472

From the data in Table 22, the value of the determination coefficient is 0.549 which means that the contribution of the independent variables (label of halal, product quality, and service quality) affects the dependent variable (purchase decisions) with a percentage of 54.9%. It can be said that the variables including the label of halal, product quality and service quality can describe the decision of purchasing variable by 54.9%. The remaining 0.451 or 45.1% is given the influence of other variables that have not been discussed in this study.

DISCUSSION

Based on the test results from this study regarding the effect given by the label of halal, product quality, and service quality on the decision of purchasing Kopi Kenangan, all independent variables, both partially and simultaneously, influence the dependent variable. The test results that have been obtained will be further elaborated as follows:

Effect of Label of halal on Purchase Decision

Based on the findings of the study, it can be explained that the X1 variable, namely the label of halal obtained, influences the decision of purchasing variable with a t-count result of 7.531 which can be said to be greater than the t-table result with a value of 1.983, and has a value of significance of 0.000 less than 0.05. So it can be concluded that the label of halal variable effects significantly the decision of purchasing Kopi Kenangan. In this study, the label of halal has a positive and significant influence on decisions in purchasing. This shows that the label of halal is

an important factor for consumers when making a purchase, because the presence of a label of halal can guarantee the halalness of the product to be purchased based on the quality and substances contained in it, especially for Muslim consumers (Koeswirno et al., 2014). The label of halal on Kopi Kenangan products is something that encourages consumers to make decisions of purchasing the products offered by Kopi Kenangan. This study shows that people who live in Greater Jakarta attach great importance to and pay attention to the halalness of the products to be consumed by considering the presence of a halal label attached to the product.

This research is in line with previous research conducted by Alfian & Marpaung (2017) which resulted in halal labels, brands, and prices having an influence when making decisions of purchasing in Medan (Alfian & Marpaung, 2017). Although the research was conducted in different cities, it was carried out on the theme of research on halal food and showed the same results. However, there are differences in the research conducted by Izzudin (2018) which discusses halal labels, halal awareness, and food ingredients in purchasing culinary foods. The results of his research showed that the food ingredients used with the awareness of consumers influence consumer purchases, while the label of halal variable does not affect consumer purchases. According to his study, when buying a product even if there is no label of halal then consumers will still buy it (Izzuddin, 2018).

Effect of Product Quality on Purchase Decisions

Based on the results of the research, it can be explained that the X2 variable, namely the quality of the product affects the purchasing decision variable with the magnitude of the result at t count of 11.212 which is the value greater than the result for t table value of 1.983, and has a value of significance of result 0.000 less than 0.05. These results showed that the product quality variable has a significant effect on the purchasing decision of Kopi Kenangan. In this study, product quality has a positive and significant influence on the decisions of purchasing. This statement is following Kotler & Armstrong (2020) When making a purchase, consumers will prioritize products that have quality as per their expectations and needs (Kotler & Armstrong, 2020), so manufacturers need to pay attention to the quality of the products offered so that they can compete in the market and become an option. It can be concluded that product quality is very important for consumers in considering decisions about purchasing. If Kopi Kenangan provides a

higher and better quality of products to consumers, it will influence and encourage consumers to make purchases of Kopi Kenangan products, so consistency is needed in product quality.

The results of this study are in line with previous research conducted by Hanifah & Ridwan (2020) with the results of Label of halal, Product Quality, and Price influenced Mineral Water Purchase Decisions (Hanifah & Ridwan, 2020). However, there are differences in the results of research conducted by Firmansyah (2019) who conducted a study entitled the effect of product quality, service quality, price, and brand image on decisions of purchasing Kober Mie in Malang. The results of his research showed that all variables do not influence the purchase decision of Kober Mie Setan Malang (Firmansyah, 2019).

Effect of Service Quality on Purchase Decisions

Sourced from the results of the research, it can be explained that the X3 variable, namely the quality of service affects the purchasing decision variable with a value of t-count of 8.017 where the value is more than the value of the t-table of 1.983, and has a value of significance with the result 0.000 less than 0.05. So it means that the service quality variable influences the decision to purchase Kopi Kenangan. In this study, service quality has a positive and significant influence on the decision of purchasing. Consumers who will buy a product have various considerations and assessments of the number of products offered, in addition to paying attention to the quality of the product to be purchased, consumers will assess the quality of service received and felt (Rangkuti, 2013). When receiving good service, consumers will choose and like the product, and vice versa, if they get bad service, consumers tend not to repurchase the product. This shows that service quality is important for consumers when making a purchase, and getting good service from Kopi Kenangan will influence the purchasing decision of Kopi Kenangan. So it is necessary to maintain and improve the quality of services provided by Kopi Kenangan to consumers, which can be one of the positive influences that consumers consider in making purchases of Kopi Kenangan products.

The results obtained are in line with the results of research conducted by Putra & Dwijayanti (2017) with results that service quality and product diversity influence decisions of purchasing at Jombang coffee culture shops. However, there are differences in the results of research conducted by Firmansyah (2019), the service quality variable does not influence decision of purchasing (Firmansyah, 2019).

Effect of Label of halal, Product Quality, and Service Quality on Purchase Decisions

Sourced from the results of research that has been carried out, including variables of the label of halal, product quality and service quality obtained that influence the purchasing decision variables together with the calculated F value of 44.350 but this value is less than the F table value with the value of 2.69. Besides, the magnitude of the value of significance is 0.000 less than 0.05. So that means the variables of the label of halal, product quality, and service quality have a significant effect on the purchasing decision of Kopi Kenangan. In addition, based on the coefficient of determination of the label of halal, product quality, and service quality or the ability of the three variables to explain and estimate the purchase decision variable, it is 54.9%. This shows that the independent variables provide sufficient explanation to predict the dependent variable. The results obtained are in line with the research that has been conducted by Hanifah & Ridwan, (2020) which found that the label of halal, product quality and price can influence decisions of purchasing. Research (Alfian & Marpaung, 2017) with the results of the label of halal, brands, and prices provide an influence on decisions of purchasing.

CONCLUSION

Based on the description of the discussion on the label of halal variable, it can be concluded that the results on the label of halal affect the purchasing decision of Kopi Kenangan. So this shows that the label of halal is important for producers to increase the number of consumers. In addition, product quality affects the purchasing decision of Kopi Kenangan, which means that the quality of the products owned by Kopi Kenangan also plays an important role in increasing sales of Kopi Kenangan products. Service quality influences the purchasing decision of Kopi Kenangan. So this shows that the quality of service provided by Kopi Kenangan plays an important role in increasing sales of Kopi Kenangan products. The three variables simultaneously showed that the results can have a significant influence on the purchasing decision of Kopi Kenangan. This result means that when consumers decide to make a purchase decision on the product to be purchased, they will pay attention to the label of halal listed on the product, besides that, consumers also prioritize product quality so that it can be useful according their needs, and consumers will assess the quality of the services provided, thus deciding to make a purchase.

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