

The Influence of Halal Labels, Halal Awareness, Brand Image and Product Quality on Purchasing Decisions

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ABSTRACT: This study aims to determine and analyze the influence of halal labels, halal awareness, brand image, and product quality on purchasing decisions among Muslim students in the Business Administration Department of Malang State Polytechnic. The study investigated whether halal labels, halal awareness, brand image, and product quality influence purchasing decisions, either partially or simultaneously. The study was conducted at the Business Administration Department of Malang State Polytechnic. Multiple linear regression analysis was used.

This study found that: partially, halal labels, brand image, and product quality significantly influence purchasing decisions, while partially, brand awareness does not. However, simultaneously, halal labels, brand image, product quality, and halal awareness significantly influence purchasing decisions. Brand image is the dominant variable influencing purchasing decisions.

KEYWORDS: halal label, halal awareness, brand image, product quality, purchasing decision, Department of Business Administration, State Polytechnic of Malang

I. INTRODUCTION

Awareness of the importance of halal certification has made Muslims increasingly selective in choosing products that align with their religious rules (Salahudin and Muklish, 2012). In addition to halal awareness, Muslim consumers also consider the presence of halal labels and brand image when deciding to purchase goods or services. Kotler (2013) states that brand image is the overall perception of a brand formed from previous experiences and information.

Muslim consumers also pay attention to product quality when making purchasing decisions. Quality refers to product characteristics that are able to meet specific needs, both stated and implied. According to Lupiyoadi (2015), quality reflects the superiority of a product. From the consumer's perspective, quality has a different scope than the producer's perspective, which typically refers to the product's internal quality. Sangadji (2013:143) adds that quality is a key factor in ensuring consumer loyalty, maintaining competitiveness, and supporting company growth and revenue. Meanwhile, Peter (2013) defines quality as a combination of product properties and characteristics that determine the extent to which the product is able to meet customer needs or the extent to which the quality is perceived as meeting consumer expectations.

East Java is one of six provinces on the island of Java and has 38 cities/regencies, including Malang. Malang is home to a majority Muslim population of 787,680 (Malangkota.bps.go.id, 2024). Many Muslims in Malang continue their education at various universities, including the Malang State Polytechnic. In particular, the majority of students in the Business Administration Department at Malang State Polytechnic are Muslim. Increasing halal awareness among the middle class, including students, has given rise to a trend in product purchasing decisions.

II. MATERIAL AND METHODS

A. Population and Sample

The population of this study was 1,882 students majoring in Business Administration at Malang State Polytechnic, with a sample size of 100 respondents. The research variables consisted of four independent variables: halal label, halal awareness, brand image, and product quality, and one dependent variable: purchasing decisions. The data analysis method used was multiple linear regression.

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B. Data analysis

The data analysis used was multiple regression analysis. The independent variables in this study were Halal Label (X1), Halal Awareness (X2), Brand Image (X3), and Product Quality (X4), while the dependent variable was Purchase Decision (Y).

The multiple regression equation formula used is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + E$$

Description:

Y = Purchase Decision A = Intercept

b = Regression coefficient of independent variable n X1 = Halal Label

X2 = Halal Awareness X3 = Brand Image

X4 = Product Quality E = Residual

C. Research Concept Framework

This conceptual model framework puts forward the hypothesis that the variables halal label, halal awareness, brand image and product quality, both directly and partially, have a significant influence on purchasing decisions (Figure 1).

D. Hypothesis

Hypothesis 1 (H1): The halal label variable has a partial significant effect on purchasing decisions. Hypothesis 2 (H2): The halal awareness variable has a partial significant effect on purchasing decisions. Hypothesis 3 (H3): The brand image variable has a partial significant effect on purchasing decisions.

Hypothesis 4 (H4): The product quality variable has a partial significant effect on purchasing decisions.

Hypothesis 5 (H5): The halal label, halal awareness, brand image, and product quality variables simultaneously have a significant effect on purchasing decisions.

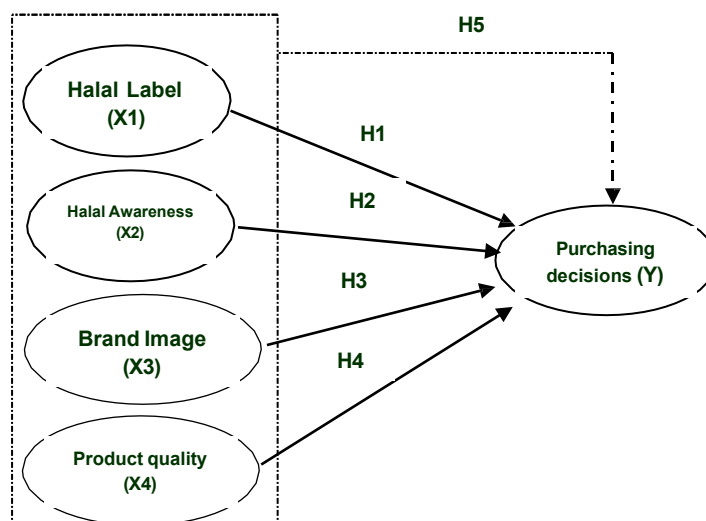


Figure 1 : Research Concept Framework

III. RESULT

The respondents for this study were active students in the Business Administration Department of Malang State Polytechnic. Data were collected using a questionnaire distributed through the Google Forms application and utilizing WhatsApp groups in each class. A total of 114 completed questionnaires were obtained, of which 100 were selected, representing the required sample size.

A. Multiple Linear Regression Analysis

Regression analysis using the SPSS application, on four independent variables and one dependent variable obtained the following results: the value of the Adjusted R Square is 0.653. This result shows that the relationship between the independent variables: halal label, halal awareness, brand image and product quality to the dependent variable, purchasing decisions is strong, meaning that the higher the value of the independent variable, the higher the value of the dependent variable. From the R square value of 0.667 shows that the results of this study are able to explain the relationship between the independent variables and the dependent variable up to 66.7% and the remaining 33.3% is explained by other variables.

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Table7: R Square Value

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.817 ^a	0.667	0.653	0.52229
a. Predictors: (Constant), Halal label, Halal awareness, Brand image, Product quality				

1. t Test

t-test to determine the partial significant influence of the independent variable on the dependent variable by comparing the calculated t-value with the t-table value, the following results are:

Table 8: tTest

Variabel	Nilai			Description
	t stat	Coef.	Significance	
Halal Label (X1)	2.605	0.219	0.011	Effective
Halal Awareness (X2)	-0.110	-0.010	0.913	No effect
Brand Image (X3)	2.777	0.272	0.007	Effective
Product Quality	4.101	0.428	0.000	Effective

Source: Primary data processed 2025 note: n=100, k=2, t-table 1.9845

From Table 8, it can be seen that the three independent variables influence purchasing decisions, namely the halal label variable, brand image, and product quality. The values of each variable are: the halal label variable t-count is 2.605, the coefficient value is 0.230 with a significance of 0.011. The brand image variable t-count is 2.777, the coefficient value is 0.267 with a significance of 0.007. The product quality variable t-count is 4.101, the coefficient value is 0.416, and the significance value is 0.000. Meanwhile, one variable, namely halal awareness, does not influence purchasing decisions with a t-count value of -0.110 and a coefficient value of -0.010 and a significance value of 0.931, this variable has a t-count value greater than the t-table of 1.9845.

2. F Test

The F test in Table 9 shows a significant simultaneous influence of the independent variables: halal label, halal awareness, brand image and product quality on the dependent variable: purchasing decisions. By comparing the calculated F with the F table, the following results were:

Table 9: F Test

Variable	Value	Description
Halal Label (X1)	F = 47.541 Sig. = .000 ^a	Effective
Halal Awareness (X2)		
Brand Image (X3)		
Product Quality (X4)		
Purchasing Decisions (Y)		

Source: Primary data processed 2025 Note: n=100, k=2, F-table 3.09

Simultaneously, the variables of halal label, halal awareness, brand image, and product quality significantly influence the purchasing decision variable with an F value of 47.541. This shows that overall the variables of halal label, halal awareness, brand image, and product quality influence respondents in determining their purchasing decisions on a product.

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3. Dominant Independent Variable

In this study, it was found that only the product quality variable was the most dominant effect on product purchasing decisions with a beta coefficient value of 0.416. This indicates that product purchasing decisions by respondents were largely effected by product quality, including the performance of halal products that can meet the needs: functional, psychological, standards, features, durability, reliability, ease of use, conformity to specifications, and a high level of respondent satisfaction.

IV. DISCUSSION

A. Research Hypothesis Testing

Hypothesis testing 1: The halal label partially has a significant positive effect on purchasing decisions.

Test of Hypothesis 1 (H1) showed a coefficient value of 0.219 and a calculated t-value of 2.605. This calculated t-value is greater than the t-table value of 1.9845, with a significance value of 0.011. These results indicate that the halal label variable influences product purchasing decisions.

The results showed that respondents paid close attention to the halal label on product packaging when deciding to make a purchase. The halal label was an important factor in respondents' purchasing decisions, especially among Muslim students in the Business Administration Department of Malang State Polytechnic. Some reasons respondents chose to purchase because of the halal label included: First, the halal label serves as a guarantee of adherence to Islamic teachings, providing spiritual peace. Second, the halal label is associated with product standards of high quality, cleanliness, and product safety. Third, the halal label increases respondents' trust in the manufacturer due to transparency and responsibility in the product ion process. Fourth, the halal label, as a social consideration and religious identity, influences respondents in choosing halal-labeled products to conform to societal norms. Fifth, the halal label provides information that helps respondents make safer and more confident purchasing decisions. The results of this study also indicate that respondents have intrinsic halal awareness, so that when making purchasing decisions, they always first ensure that the product they are going to buy is truly halal. Respondents do this because they believe that only halal products are the best for consumption. The results of this study are consistent with the findings of research by Nursyawal and Amelianawati Mae (2023) and Efendi (2020), which found that halal labels influence consumer purchasing decisions. Furthermore, Tieman et al. (2013) found that the presence of a halal label increases consumer confidence in product quality and safety, thereby influencing consumer preferences and loyalty. These research findings reinforce the MUI fatwa (2010), which states that the presence of a halal label aims to ensure that the product complies with Islamic law, thereby providing a sense of security and comfort for Muslim consumers.

These findings align with Ambali and Bakar's (2014) opinion on Muslim consumer behavior, which states that the halal label is a symbol of trust that can strengthen consumer confidence in the halalness and safety of a product. Furthermore, the results of this study are also in line with Zeithaml (1988) who proposed the theory of consumer value perception, where the halal label can increase perceived value because it is considered a guarantee of product integrity and quality. Furthermore, the findings of this study are also in line with the opinion of Darmalaksana et al. (2022) who stated that the halal label is not merely a labeling but also serves as protection for Muslim consumers. The halal label is a form of guarantee that the products purchased by Muslims are guaranteed halal. Thus, the results of this study indicate that the halal label has a dual function, as proof of sharia compliance and as a guarantee of quality.

Hypothesis testing 2 Partial halal awareness does not have a significant positive effect on purchasing decisions.

The results of testing hypothesis 2 (H2) show that there is no significant positive influence of halal awareness on product purchasing decisions with a calculated t-value of -0.110 and a coefficient value of -0.010 and a significance value of 0.931, this variable has a calculated t-value greater than the t-table of 1.9845. The results of this study indicate that although respondents have halal awareness, they do not automatically decide to purchase halal products. They avoid products that are not certified and do not have a halal logo, but this awareness is not followed by action in deciding to purchase.

The results of this study are inconsistent with the Theory of Planned Behavior (Ajzen, 1991), which states that halal awareness should influence consumer behavior. However, the results of this study actually show an insignificant effect. The findings of this study are in line with Carrington et al. (2010) in the value-behavior gap theory, where knowledge and awareness do not always translate into actual behavior. The results of this study also show that Muslim student respondents in the Business Administration Department place more emphasis on quality and brand image factors in determining their purchasing decisions than religious awareness. The results of this study indicate that student respondents in the Business Administration Department have more extrinsic halal awareness. In such conditions, a person will be extrinsic in religion, which encourages him to exploit his religion (Allport and Ross, 1967). In fact, according to Donahue (1985), extrinsic religion is an insincere way of practicing religion and creates egoism. The results of this study are in line with Allport's opinion (1967), which states that extrinsic religion makes a

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person have prejudice, exclusivity, and seek security and comfort in consuming a product. The findings in this study are inconsistent with the research conducted by Setyaningsih and Marwansyah (2019), Septiani and Ridwan (2020), Juniwati and Maghribi (2022) and Djakasaputra et al (2023) who also found that halal awareness manifested by awareness of attention to logos, labels, halal compositions that appear on packaging has a significant influence on purchasing decisions. Likewise, the results of this study are inconsistent with the research of Astuti and Asih (2021) and Pradana et al, (2020) which shows that increasing consumer awareness of halal products will affect their demand for products.

Hypothesis testing 3 Brand image partially has a significant positive effect on purchasing decisions.

The results of testing Hypothesis 3 (H3) indicate a significant positive effect of brand image on product purchasing decisions, with a t-value of 2.777 and a coefficient of 0.272, with a significance of 0.007. The results of this study indicate that respondents who have a positive brand image of a product will be encouraged to make a purchase.

Brand image is the respondent's perception of a brand, built through inherent associations such as product quality, brand identity, social image, emotions, and imagination about the brand. Thus, brand image influences how respondents evaluate a brand. A positive brand image provides an indication that the brand is trustworthy, honest, and of high quality. This trust minimizes the psychological risk consumers perceive when making a purchase decision. A brand with a good image can make a difference, making consumers feel superior and have more value than other brands. Brands with a positive image can instill values such as prestige, lifestyle, and self-identity, which create an emotional connection for consumers, leading them to make purchases based not only on function but also on their desire to be seen. Brand image can increase purchase intention due to the perception that the product has a higher value in terms of benefits, quality, and impression.

The results of this study are consistent with the research of Sintiya and Suzanto (2023), Widi et al (2021) Trimurti (2020), Fahmy et al (2022) Yusup et al (2023) who found that brand image influences purchasing decisions. The results of this study are in line with Keller's (1993) opinion in Brand Equity theory which states that a strong brand image can increase consumer trust and loyalty to the product. In addition, brand image not only functions as a product identity, but also as a symbolic means that reflects consumer values and personalities (Aaker.1996). The results of this study indicate that purchasing decisions for halal products are influenced by brand images that are in line with Islamic values strengthening positive perceptions and consumer respondents' beliefs about the product.

Hypothesis testing 4 Product quality partially has a significant positive effect on purchasing decisions.

The results of testing Hypothesis 4 (H4) indicate a significant positive effect of product quality on purchasing decisions, with a t-value of 4.101, a coefficient of 0.428, and a significance level of 0.000. The results of this study indicate that respondents perceive product quality as meeting halal standards, which is considered in their purchasing decisions. Product quality is the ability of a product to meet or exceed consumer expectations (Kotler & Keller, 2016). Product quality encompasses several elements, including durability, reliability, features, design, performance, and conformance to promised specifications.

These results align with the notion that consumers tend to choose products that deliver benefits and performance that meet their expectations. High-quality products increase satisfaction and reduce purchasing risk (Kotler and Armstrong, 2018). Good product quality creates a positive perception of the brand, leading to greater consumer trust and repeat purchases, and increased brand loyalty (Tjiptono, 2019). High quality provides greater utility value, leading consumers to perceive their purchasing decisions as more rational and satisfying (Garvin, 1987). When faced with a wide range of product choices, product quality is a significant differentiating factor. This aligns with Aaker's (1996) opinion, which states that superior-quality products are more appealing because they are perceived to offer added value.

This research aligns with the findings of Puspita and Malik (2025), Ramadhan and Ramli (2022), and Putri and Santoso (2021), which show that product quality significantly influences purchasing decisions. Furthermore, it aligns with the findings of Sukmawati and Rahmawati (2020), who also found that product quality dimensions such as durability, design, and reliability influence purchasing decisions.

Hypothesis testing 5 The variables of halal label, halal awareness, brand image and product quality simultaneously have a significant positive influence on purchasing decisions.

The results of testing Hypothesis 5 (H5) demonstrated a simultaneous significant positive effect of halal labels, halal awareness, brand image, and product quality on purchasing decisions, with a calculated F-value of 47.541, which is greater than the F-table value of 3.09 with a p-value of 0.000.

These results indicate that purchasing decisions are a consumer's process of selecting products that best align with their needs, values, and beliefs (Kotler & Keller, 2016). Among Muslim student respondents in the Business Administration Department, purchasing decisions are influenced not only by rational factors such as price

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and quality, but also by religious and psychological factors, such as halal labels and halal awareness, as well as emotional and perceptual factors such as brand image. Per variable, it can be explained that halal labels guarantee the halal and safety of products in accordance with Islamic law. The presence of halal labels fosters trust and a sense of security for consumers, which directly increases purchasing intentions and decisions (Aziz & Chok, 2013). Furthermore, the halal awareness variable describes the level of consumer knowledge, understanding, and concern for halal principles. Where consumers with high halal awareness will be more selective and tend to purchase products that are guaranteed halal (Mukhtar & Butt, 2012). Meanwhile, the brand image variable shapes consumer perception and trust in the product's reputation. Where a positive brand image can foster confidence that the product is quality, safe, and valuable, thereby strengthening purchase intentions and purchasing decisions (Keller, 1993; Aaker, 1996). Furthermore, the product quality variable is the product's ability to meet or exceed consumer expectations. Where high-quality products create satisfaction and loyalty, and strengthen the belief that the purchase decision is the right choice (Kotler & Armstrong, 2018).

Simultaneously, the four variables: halal label, halal awareness, brand image, product quality interact with purchasing decisions. In this interaction process, the halal label and halal awareness function as guarantees of religious and ethical values, while brand image strengthens trust and a positive image, and finally, product quality strengthens functional value and satisfaction. The combination of these four variables has a comprehensive influence on consumer behavior, both emotionally, rationally, and spiritually, so that simultaneously all four are able to explain variations in purchasing decisions significantly (Nurhayati & Hendar, 2019).

CONCLUSIONS

This study demonstrates that the variables halal label, brand image, and product quality partially influence purchasing decisions. Meanwhile, halal awareness has no effect on product purchasing decisions. However, all variables simultaneously influence purchasing decisions: halal label, halal awareness, brand image, and product quality. Product quality is the most dominant variable influencing purchasing decisions.

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