

# The Influence of Brand Image, Religiosity and Halal Labels on Purchasing Decisions of Packaged Food Products (Case Study of IAIN Pekalongan Students)

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## Abstract

*Packaged food is food that can be found anywhere at this time. The soaring population growth rate which continues to increase, has an impact on the development of the food industry in Indonesia. Therefore, many companies compete with each other to meet the needs of consumers, by continuously improving quality and innovation in each of their products. The purpose of this study is to determine the effect of brand image, religiosity and halal labels on purchasing decisions for packaged food products (a case study of IAIN Pekalongan students) partially and simultaneously. This study uses a quantitative approach to causal investigation. Data were gathered from primary and secondary sources, although the information for this study came through questionnaires. The stripping population is IAIN Pekalongan students for the 2020 academic year. The sampling technique used is a probability sample using a simple random sampling technique with a sample size of 100 respondents. Methods of data analysis from this study using the classical assumption test, multiple linear regression test and hypothesis testing. The results showed that partially and simultaneously there was an influence between brand image, religiosity and halal labels on the decision to purchase packaged food products for consumers of Muslim students at IAIN Pekalongan. The influence of brand image on the decision to purchase packaged food products is  $0.002 < 0.05$  or  $t_{count}$  on the brand image variable is  $3.161 > 1.983$ . The influence of religiosity on purchasing decisions for packaged food products is  $0.000 < 0.05$  and  $t_{count}$  on the religiosity variable is  $3.621 > 1.983$ . The influence of the halal label on the decision to purchase packaged food products is  $0.000 < 0.05$  and  $t_{count}$  on the halal label variable is  $5.574 > 1.983$ . The influence of brand image, religiosity and halal label on purchasing decisions of packaged food products is  $0.000 < 0.05$  and  $F_{count}$  is  $53.983 > F_{table} 2.70$ .*

## Introduction

Consumers have a secret yearning that drives their purchasing behavior. Every person has a concealed purchasing interest, thus no one can ever know what buyers want or anticipate buying. Purchase intention, which refers to a consumer's propensity to make a purchase or take other steps toward one, is determined by the likelihood that the consumer will actually make the purchase. Statements of wanting to buy-not buying, will buy-will not buy, will make a repeat purchase-will not make a repeat purchase. A consumer is the target of a source of product development inspiration because consumers not only use and use the product but at the same time they will determine whether the product is good or bad from an industrial perspective. From that point of view, an understanding of consumer desires will determine the success of each product in the market.

The factor that influences consumer buying interest is brand image. When a brand built by a company has a positive image in society, consumers will make a certain product that has

good quality from a consumer's point of view. With a brand that is built positively, consumers will have more confidence in buying so that their buying interest will be higher. Due to the existence of a brand image with less prominent competition on television, consumers often compare well-known brands with certain brand products when consumers first buy this product. A brand is any name, word, sign, symbol, design, or mix of these things that is used to identify the products or services offered by one seller or group of sellers and set them apart from rivals. For consumers, a brand is crucial. consumers can distinguish an item from other goods, namely with the brand.

Having a good brand image can be an asset in itself for the company, from this brand comes the consumer's perception of the brand. Brands that get a positive impression have a secure position in the market, have a good reputation, are able to make products last longer in the market, and are able to compete with similar products in the market. Over time, market demand is becoming more and more, so that sales from product sellers must be maximized in order to maintain product reputation so that it remains safe in the market. Lifestyle changes go hand in hand with advances in technology and information. The modern lifestyle makes a person prefer to do work in a fast, easy and practical way. Fast food is one of the modern lifestyles (Hidayati et al., 2013).

Another factor that influences consumer buying interest is the factor of religiosity, religiosity plays a role in ethics and forms all aspects of human life. According to Scott. J Vitel & Joseph. G, (Nasution et al., 2016) Religiosity is the foundation of religious moral life and is not mere reasoning. In islam, A person's consumption habits should be a reflection of his connection with Allah SWT. Rojib Burhan Winahyu describes religiosity as a state of faith in God that is marked by devotion and religious fervor, according to Salleh's research. The value of religiosity increases with more piety and religious fervor since it leads to a stronger believe in God. (Nasution & Rossanty, 2016) claims that customers with high levels of religion have a tendency to be less impulsive in their purchasing decisions. These results show that customers who practice a high level of religion behave in a more mature, disciplined, and responsible manner when making decisions about purchases.

Another factor that influences consumer buying interest is the halal label. Food products with the halal label have received quite extensive attention both among and in the academic community. People do not believe that food that has received the halal label is safe food for consumption by Muslims, so they are not worried about the food they consume. Consuming halal food is a teaching from Islam, people must be smart in choosing the food to be consumed. The opposite of halal is haram. Word of Allah SWT: "And eat of what Allah has given you as a lawful and good sustenance, and fear Allah and you believe in Him." (al-Maidah [7]: 88)

Religious activity is closely related to religiosity, religious activity does not only concern matters of obligatory worship but also concerns muamalah, meeting the needs of clothing or food. The guarantee of the halalness of a product is one form of proof that the food consumed is good and safe food. Halal guarantees can be realized in the form of MUI halal labels, according to the applicable standardized terms and conditions. After obtaining certification, producers have the right to give their products a halal mark.



**Figure 1.** Statistics of Halal Products LPPOM MUI Indonesia Year 2012-2019  
Source: (Halalmui.org, 2020)

From the results of obtaining statistical data on halal certification in Indonesia, for the 2012-2019 period, it is known that around 274,796 products that have been circulating in the market, only 15,495 have received halal certificates, meaning that only 5.64% of products have obtained halal guarantees while the rest are still not halal certified. Therefore, as consumers we are required to be observant, thorough, and careful. The following is a list of packaged foods that have been officially labeled halal from the MUI (Halalmui.org, 2020):

**Table 1.** Example of Halal Labeled Packaged Food List

No	Nama Produk Makanan Kemasan	Nomor Registrasi
1.	Premix-Mix Milna Bubur Organik	00050017130901
2.	Apollo Coklat Royal Cake And Bakery	15200027991117
3.	Nabati Wafer Krim Rasa Lemon	00100062440912
4.	Dallas Meat Shank Brisket	15010008850613
5.	ABC-Selera Mi Instan Cup	00090005900797
6.	Bihun-Superior	00090040620606
7.	KomboSosis Ikan	00030081400217
8.	Nestle Koko Krunch 2 In 1	00190019790402
9.	Bihun Jagung Rose Brand	00090078830916
10.	Indomie Mi Instan	00090000300799
11.	Hatari Biskuit Rasa Coklat	00100015190501
12.	Sari Roti Roti Isi Krim Coklat Meses	00200009241298
13.	Biskitop Malkist	07100012900212
14.	Sriwangi Beras Putih IR 35	01331247360420
15.	Biskuit Roma Kelapa	00100014301200

Source: (halalmui.org, 2020)

Table 1 shows the variety of foods that have received halal certification. But apart from that, the authors still find packaged food products that have not yet obtained certification on the market, such as Happy Tos Red Tortilla Chips, HSL Jeliko, Verlin Granola Cluster, Bolala Fruits Candy, YOSAN, Ribut Snack, etc.

Cultural assimilation such as hedonism and materialism in Muslim countries has an impact on changes in a person's attitude that is very extreme. The urge to live freely makes people forget the norms of Islamic teachings. As with the problem of consumption behavior, a Muslim is often faced with a life that precipitates culture and lifestyle, so religious issues are often sidelined in order to achieve worldly pleasures, whereas in Islam every human behavior has rules including consumption behavior (Elvira, 2016). Eating regulated in

Islam, namely consumption activities that bring benefits to one's life, which includes worldly, spiritual *maslahah*, fulfills the elements of sharia compliance, is useful and brings blessings because any food that enters a person's blood and flesh will affect his behavior in his life (Dewi, 2020).

One of the interesting places to research related to buying interest is IAIN Pekalongan students. IAIN Pekalongan is one of the state tertiary institutions where its scholarship focuses on Islamic literacy. In this study, researchers used respondents from active academic students at IAIN Pekalongan in 2020. The reason for choosing IAIN Pekalongan students as research subjects were because the researchers assumed that the subject already knew about halal and haram literacy in Islam.

Consumer behavior is something unique to study because it concerns individual behavior that is not the same. In order to learn and know about behavior, it is necessary to design consumer behavior and the factors that influence it. The reason for choosing packaged food as an object of research is because, in this modern era, almost all types of food can be served in packaged form. Starting from staple foods such as rice, snacks, side dishes, vegetables, canned food, snacks, ready-to-eat food, etc. A wide selection of packaged food products attracts the interest of consumers because packaged food is considered faster, more practical, and easier.

Considering the study that has been done (Imantoro et al., 2018) describe how the findings indicate a significant correlation between brand image and purchase behavior. In the results of the study (Imamuddin, 2017) religiosity and the halal label partially and simultaneously have a significant effect on purchasing decisions. Similar results were also said by (Yunitasari & Khoirul Anwar, 2019), namely, the halal label significantly influences purchasing decisions. Even though research (Desmayonda & Trenggana, 2019) states that the halal label has no significant impact on purchasing decisions. Research (Astogini et al., 2011) says that religiosity has no effect on purchasing decisions. As well as research conducted by (Balqis, 2019) directs no effect on brand image on purchasing decisions.

In accordance with this description, the authors try to prove whether there is a relationship between brand image, religiosity, and halal labels on purchasing decisions for packaged food products. To obtain accurate results followed by scientific evidence, it is necessary to carry out scientific research. therefore the author aims to conduct research entitled "The Effect of Brand Image, Religiosity and Halal Labels on Purchase Decisions for Packaged Food Products (Case Study of IAIN Pekalongan Students)".

## **Material and Methods**

### ***Material***

#### **a. Brand Image**

A brand is a characteristic that differentiates one product from other products on the market. A brand is not just a name or symbol. The function of the brand is as a differentiator with similar products from competitors. Brands cannot be imitated, brands have their own unique identity (Aji, 2019). Brands can be words, sentences, images, or symbols, as the identity of a product (Djohan, 2016). Brands can be shown with certain names or symbols, brands cause someone to immediately think of a product when he needs a similar product (Primastini et al., 2012). The brand includes something

that is in the minds of buyers, more than just a name and logo (C. A. S. Sari, 2017). It is often said that a reliable marketer is a marketer who can create, maintain, sharpen, and protect a brand. Brands are also believed to be irreplaceable intangible company assets (Aji, 2019).

Image is reputation and achievement, a general description or assessment related to the appearance of positive impressions and likes, and can be beneficial for a product. Usually, the image arises from the beliefs that are obtained from individual perceptions. The process of gathering trust obtained from these individuals will experience development, both directly and indirectly, thus leading to a more varied public opinion (Ruslan, 2012). Most consumers will choose an item that has a good brand reputation and a positive value (Auliannisa Gifani & Syahputra, 2017).

Schiffman and Kanuk (Ilmu & Volume, 2017) stated that the things that form the image of the brand include:

- 1) Product level and quality
- 2) High manufacturer safety
- 3) Has function and wisdom
- 4) Producer services to consumers
- 5) Possible risks experienced by consumers
- 6) Price

Aaker and Biel (Ilmu & Volume, 2017) say brand image indicators are:

- 1) Corporate Image  
Is a consumer assessment of the company, which includes: product popularity, product usage, company network, and credibility.
- 2) Product Image  
Assessment of the product, including attributes, warranties, and benefits.
- 3) User Image  
The buyer's perception of an item, is both about the use of the product itself or its social position.

#### b. Religiosity

One's appreciation of religion as manifested by their beliefs, attitudes, and actions stemming from their spirituality is known as religiosity. Religiosity is described as the consistency of a belief in a religion (Muhammad Nailul Author, 2017). Religiosity plays a role in ethics and forms all aspects of human life. According to Scott. J Vitel & Joseph. G, (Nasution et al., 2016) Religiosity is the foundation of religious moral life and is not mere reasoning.

A Muslim who is obedient to his religion, of course, will consume halal food. There are 5 dimensions of religiosity according to Glock & Stark (Yulfan Arif Nurrohman, 2019), namely:

- 1) The ideological dimension  
Faith with a firm conviction in the truth. Ideology is a comprehensive and systematic collection of beliefs, ideas, and ideas.
- 2) Intellectual dimension

The intellectual dimension is an individual's ability to acquire knowledge and apply it to problems that arise in life.

3) Experience dimension

Concerning the feelings experienced by a person regarding religious experiences, for example, feeling close to God, feeling that his prayer has been answered.

4) Consequence dimension

The consequence dimension concerns the extent to which a person's behavior in social life is motivated by religious teachings. For example, helping each other, and visiting people who are being hit by a disaster.

c. Halal label

The halal label is a concern in consuming food, since Muslims make up the majority of the people of Indonesia. The food industry is included in the category of halal industries whose ingredients and manufacture do not use unclean objects and the entire production process is in accordance with Islam (Saparini & Hendri, 2018). Halal certification is a written decision issued by the MUI. Halal certification is a provision in officially putting a halal label on product packaging, which aims to provide legal certainty. So as to be able to convince consumers when consuming it (Halalmui.org, n.d.).

Halal labels provide confidence in consuming packaged food, This is consistent with the findings (Nugraha et al., 2017) This posits that halal labels have a major impact on consumers' desire to buy. Based on PP No. 69 of 1999, product advertisements and halal labels are information in the form of writing, images, or a mixture of both, found inside or outside food packaging (Izzudin, 2018). Consumers will assess the product they will consume, one of which is the inclusion of a halal label. When customers do not know a product's contents, the existence of halal labeling makes it simpler for them to identify a product. (Ketintang, 2020).

Product qualifications for halal certification (Yulfan Arif Nurrohman, 2019), include:

- 1) Does not contain haram meat and alcohol which are raw materials or mixed ingredients in a product.
- 2) Derived from animal meat that is allowed to be consumed and processed in accordance with Islamic law.
- 3) The place for storing and processing must be in accordance with Islamic Shari'a procedures, it must not be mixed with other non-halal things.

In accordance with RI Law No. 33 of 2014 regarding halal guarantees, there are factors that influence halal labeling (Subakti et al., 2018), including:

- 1) Protection, is the opportunity to obtain equal legal protection for every consumer so that no party is harmed.
- 2) Justice, namely placing all rights according to their place, the purpose of being fair is giving rights to the right people and they are indeed their rights because fair does not mean equal.
- 3) Legal certainty, is a written legal norm that is used as a guideline for behavior for everyone.
- 4) Accountability and Transparency, description of the level of responsibility of a person or a particular institution.

#### d. Buying decision

The purchase decision is a choice of the prospective buyer regarding the consideration to buy or not about an item. Purchasing decisions are concrete actions for individuals (Rucitasari, 2016), where consumers have made their choices with all the processes that have been considered (Almira Nur Aulia, 2018). This consideration is influenced by several factors such as financial factors, information progress factors, policy factors, customs and habits factors, goods factors, cost factors, place factors, and publicity factors. These factors form behavior in the form of a response that arises for the product to be consumed (Zamroni, 2016).

According to Tjiptono (F. P. Sari & Yuniati, 2016) the stages of decision-making are divided into 3 types, namely: general decision-making, limited decision-making, and customary decision-making. According to Kotler and Keller, the level of purchasing decisions is developed into 5 stages, namely:

- 1) The introduction stage, namely internal or external stimuli that trigger consumer awareness of a problem or need.
- 2) The information search stage, is the stage in seeking information about the product needed through various sources, consumer decisions are divided into 4 groups: Individual, Commercial, Public, and Experimental.
- 3) Evaluation of options, namely the phase where value is assigned to how effectively the product may satisfy their requirements and desires.
- 4) Purchase decisions, namely the assessment of various product brands preferred by consumers.
- 5) Post-purchase behavior, namely consumer behavior that appears after making a purchase transaction

## Methodology

### a. Types and Research Approaches

This kind of research is causal and employs a quantitative methodology; it is also known as the positivistic technique because it is founded on a positivistic worldview. Causal is used to explore the possibility of causation between variables. Quantitative is an approach to research in the form of numbers, analyzed statistically (Sugiyono, 2016). This study covers 4 variables, namely brand image, religiosity, halal label, and purchasing decisions for packaged food.

### b. Research Settings

This research belongs to the science of marketing management research. The object of research is the subject of the subject to be studied, the object of this research is the decision to purchase packaged food. While the subjects of this study were active students of IAIN Pekalongan for the 2020 academic year.

### c. Research variable

Research variables are objects, characteristics, symbols, a person's judgment, and activities at certain changes determined by the author so that they are understood and can

be concluded (Sugiyono, 2016) The variables of this study include two variables, namely independent variables in the form of brand image, religiosity, halal labels, and the dependent variable is a purchase decision.

Tabel 3. Operational definition

No	Variable	Information	Indicator
1	Brand Image (Ilmu & Volume, 2017)	Brand image is a person's perception of the values contained in the brand.	1. Corporate Image
			1. Product Image
			2. User Image (Ilmu & Volume, 2017)
2	Religiosity (Yulfan Arif Nurrohman, 2019)	Religiosity is one's appreciation of religion in the form of beliefs, values, and forms of habits that are driven by spiritual strength.	1. The ideological dimension
			2. Intellectual dimension
			3. The dimension of experience
			4. Dimensional consequences
3	Halal label (ALMIRA NUR AULIA, 2018)	The halal label is LPPOM's permission to include halal writing on company products.	1. Protection
			2. Justice
			3. Legal Certainty
			4. Accountability and Transparency
4	Buying decision (Tengku P dan Muhammad R, 2016)	The purchase decision is the final attitude of the consumer when deciding to buy or not to buy a product.	1. Problem recognition stage
			2. Information search stage
			3. Evaluation of alternatives
			4. Purchase decision
			5. Post purchase behavior

#### d. Population, Sample, and Sampling technique

##### 1) Population



The general area includes objects or subjects, with certain characteristics determined by the researcher, and then the conclusion is called the population (Sugiyono, 2016) The population of this study is active students of IAIN Pekalongan in the 2020 academic year.

## 2) Samples

The sample is part of the size and characteristics of the population (Sugiyono, 2016). To determine a large sample, researchers use the Slovin formula with the formula:

$$n = \frac{N}{N(d^2)+1}$$

Information:

n = Sampling

N = Population

d = Significant level 0.1

From the slovin formula, it can be seen that the required sample size is:

$$N = \frac{12.790}{12.790(0,1^2)+1} = \frac{12.790}{12.790(0,01)+1} = \frac{12.790}{127,9+1} = \frac{12.790}{128,9} = 99,2$$

Based on the results obtained from the slovin formula, the sample must be taken from a population of 99.2 or rounded up to 100 respondents from the number of students at IAIN Pekalongan.

## 3) Sampling technique

The sampling technique is the technique used when taking samples. The sampling technique used by researchers is a probability sample using a simple random sampling technique. Probability sampling is a sampling method in which each member has the opportunity to be sampled. Simple sampling is used in gathering a probability sample. The reason why is simple is that random sampling is done without paying attention to the entire population (Sugiyono, 2016).

### e. Research Data Collection Instruments and Techniques

#### 1) Research Instruments

##### a) Validity Test

Validity is a measure of the level of validity, the test standard is if the significance is  $r_{count} > r_{table}$  (0.05), then it is considered valid and vice versa if  $r_{count} < r_{table}$ , it is considered invalid.

This study uses the Pearson Bivariate as a tester of the effectiveness of the instrument, the analysis is carried out through the correlation of the scores of each variable with the total variables.

##### b) Reliability Test

Improved reliability and value stability (metrics). If the measurement group of the same object is measured several times to obtain relatively the same results, and there is no change in the measurement aspect, the measurement results can be

trusted. This study uses the Cronbach Alpha method to obtain the reliability of each instrument. If the Cronbach Alpha coefficient  $> 0.6$ , it means that the questionnaire is reliable (Prabowo, 2016).

## 2) Data Collection Techniques

Data collection is a unit that influences data quality. Data collection techniques can be done through interviews, observation, questionnaires, or a combination of the three (Sugiyono, 2016). This study employed the questionnaire method. The questionnaire in this study is useful for knowing respondents' answers related to brand image, religion, halal labels, and purchasing decisions. To measure each instrument, this study uses a Likert scale, through 5 alternative responses (Sugiyono, 2016), namely, STS: 'strongly disagree', considered to have a value [1], TS: 'disagree', considered to have a value [2], RG: 'doubtful', considered to have value [3], ST: 'agree', considered to have value [4], and SS: 'strongly agree', considered to have value [5].

## 3) Data Processing and Analysis Techniques

### a) Data Processing Techniques

The data processing activity is an effort that is carried out after the data collection process is complete. This activity has 3 stages, namely editing, coding, and tabulation (Bungin, 2015).

### b) Data Analysis

Activities carried out after collecting all the data are called data analysis. The first data analysis process was carried out, namely grouping data according to the type of variable and respondent, then providing data for each variable, and finally compiling the calculation of the answers to the questions and conducting hypothesis testing (Sugiyono, 2016).

## I. Classic assumption test

### i. Normality test

If the dots on a graph's diagonal axis appear to spread out and change the direction of the diagonal line, that is a sign of normality. To put it another way, the distribution demonstrates that the examined data is regularly distributed. It is argued that the data under test is not regularly distributed if the points are dispersed widely from the diagonal line. The Kolmogorov-Smirnov test should be carefully considered while doing the normalcy test, that is if the sig.  $< 0.05$  means that the data is not normally distributed. Conversely, if the sig value  $> 0.05$ , it means that the data being tested is normally distributed.

### ii. Linearity Test

To determine if the relationship between the independent variables and the dependent variable is linear (one way), the concept of linearity is used. The significant value can be compared with 0.05 to serve as the foundation for decisions in the linearity test. if the value of "deviation from linearity  $> 0.05$ " means linear, and if the

value is "significant linearity  $<0.05$ " then it is stated that The relationship between the independent and dependent variables is linear.

### iii. Muticollinearity Test

To determine the extent of the intercorrelation between the independent variables, this is done. If there is a correlation, multicollinearity occurs, in order to find out whether there is multicollinearity or not, it can be detected by: analyzing the partial correlation matrix, checking for the existence of the coefficient of determination ( $R^2$ ), looking at the VIF value (T.W, 2016). If " $VIF > 10$ " then multicollinearity occurs, and if " $VIF < 10$ " then multicollinearity does not occur.

## II. Multiple Linear Regression Analysis

It is used to find out whether there is an influence between brand image, religiosity, and halal labels on the decision to purchase packaged food (T.W, 2016). The form of the multiple linear regression equation used is:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

## III. Hypothesis testing

### i. t-test

Having a significance threshold of 5% ( $=0.05$ ), explains whether the independent variable has a partial effect on the dependent variable or not. If " $t_{count} > t_{table}$ " means it has a significant influence, and if " $t_{count} < t_{table}$ " means it has no influence (T.W, 2016).

### ii. Test f

Used as an indicator of whether all independent variables affect the dependent variable simultaneously. The comparison of this decision is the  $f_{count}$  value compared to the  $f_{table}$  value by looking at its significance. This study uses a significance value of 5% ( $\alpha = 0.05$ ), so if " $f_{count} > f_{table}$ " means the independent variables have an effect, and vice versa if " $f_{count} < f_{table}$ " signifies that the independent variables are no effect.

### iii. Test $R^2$

The coefficient of determination ( $R^2$ ) aims to measure the ability of the independent variable to explain the dependent variable (T.W, 2016). Calculation of  $R^2$  can be done with the help of SPSS. The results seen are in the Model Summary table and Adjusted R Square writing. Fluctuations in the dependent variable can be explained by the independent variables if  $R^2$  is 1 and is not caused by other factors. If the value of Adjusted  $R^2$  is between 0 and 1, it means that the ability of the independent variable to explain fluctuations in the bond variable is getting stronger.

## Results And Analysis

### *Respondent Data Analysis*

Respondents in this study were active students of IAIN Pekalongan for the 2020 academic year. The analysis in this study was intended to find out the general description

of IAIN Pekalongan students based on address, gender, and campus. Sampling using simple random sampling technique with the probability sampling method.

In this study, 100 questionnaires were distributed. The distribution of the questionnaire was carried out on March 15, 2021 - April 20, 2021. The questions in this questionnaire consisted of two components, namely questions about the identity of the respondent and statements regarding three independent variables and one dependent variable.

a. Analysis of Respondents Based on Address

Characteristics of respondents by address are divided into four parts, namely Pekalongan, Batang, Pemalang, and Others.

Table 4. Characteristics of Respondents Based on Address

		Alamat			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pekalongan	64	64,0	64,0	64,0
	Batang	14	14,0	14,0	78,0
	Pemalang	16	16,0	16,0	94,0
	Lain-lain	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Source: Primary data that has been processed, 2021

From Table 4, the respondents in this study were more dominated by respondents addressing Pekalongan as many as 64 respondents (64%), the remaining Batang as many as 14 respondents (14%), Pemalang as many as 16 respondents (16%), and Others as many as 6 respondents (6 %), from respondents with a total of 100 respondents.

b. Analysis of Respondents Based on Gender

Characteristics of respondents according to gender are divided into two types, namely men and women.

Table 5. Characteristics of Respondents Based on Gender

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	42	42,0	42,0	42,0
	Perempuan	58	58,0	58,0	100,0
	Total	100	100,0	100,0	

Source: Primary data that has been processed, 2021

From Table 5, the respondents in this study were dominated by 58 female respondents with a percentage of 58% and the rest were male respondents of 42 respondents or 42% of the total respondents, namely 100 respondents.

c. Analysis of Respondents by Faculty

The characteristics of the respondents according to the faculty were divided into four types, namely Islamic Economics and Business, Sharia, Tarbiyah and Teaching Science, Ushuluddin Adab, and Da'wah.

**Table 6.** Characteristics of Respondents Based on Faculties

		<b>Fakultas</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ekonomi dan Bisnis Islam	30	30,0	30,0	30,0
	Syariah	20	20,0	20,0	50,0
	Tarbiyah dan Ilmu Keguruan	28	28,0	28,0	78,0
	Ushuludin Adab dan Dakwah	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

*Source: Primary data that has been processed, 2021*

According to Tabel 6, the respondents in this study were more dominated by respondents from the Islamic Economics and Business faculties with 30 respondents with a percentage of 30%, the remaining Sharia 20 respondents with a percentage of 20%, Tarbiyah, and Teacher Training 28 respondents with a percentage of 28%, Ushuludin Adab and Da'wah as many as 22 respondents with a percentage of 22%, of respondents with a total of 100 respondents.

### *Descriptive Statistical Analysis*

a. Brand Image Variables

**Table 7.** Distribution of Respondents' Answers to Brand Image Variables

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	3	5	4,39	,549
X1.2	100	2	5	4,33	,604
X1.3	100	2	5	4,17	,667
X1.4	100	2	5	4,02	,864
X1.5	100	2	5	4,10	,835
X1.6	100	2	5	4,27	,617
Valid N (listwise)	100				

*Source: Primary data that has been processed, 2021*

Based on Table 7, it can be seen that there are a total of 6 questions on the brand image variable, with a total of 100 respondents. The brand image variable has an answer with a minimum value of 2 and a maximum value of 5.

## b. Religiosity Variable

Table 8. Distribution of Respondents' Answers on Religiosity Variables

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	4	5	4,94	,239
X2.2	100	4	5	4,87	,338
X2.3	100	2	5	4,62	,582
X2.4	100	3	5	4,78	,440
X2.5	100	2	5	4,67	,587
X2.6	100	2	5	4,65	,557
X2.7	100	4	5	4,70	,461
X2.8	100	3	5	4,51	,522
Valid N (listwise)	100				

Source: Primary data that has been processed, 2021

Table 8, it shows that the number of questions on the religiosity variable is 8 questions, with a total of 100 respondents. The religiosity variable has an answer with a minimum value of 2 and a maximum value of 5.

## c. Halal Label Variable

Table 9. Distribution of Respondents' Answers on Halal Label Variables

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	3	5	4,68	,490
X3.2	100	3	5	4,47	,540
X3.3	100	3	5	4,43	,537
X3.4	100	3	5	4,51	,522
X3.5	100	2	5	4,44	,641
X3.6	100	3	5	4,37	,614
X3.7	100	3	5	4,37	,562
X3.8	100	3	5	4,41	,570
Valid N (listwise)	100				

Source: Primary data that has been processed, 2021

Table 9 shows that the number of questions on the halal label variable is 8 questions, with a total of 100 respondents. The halal label variable has an answer with a minimum value of 2 and a maximum value of 5.

## d. Purchasing Decision Variables

Table 10. Distribution of Respondents' Answers on Purchasing Decision Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y1	100	2	5	4,59	,552
Y2	100	1	5	4,41	,740
Y3	100	1	5	3,98	,910
Y4	100	1	5	4,21	,756
Y5	100	2	5	4,26	,774
Y6	100	2	5	4,33	,753
Y7	100	3	5	4,45	,557
Y8	100	3	5	4,32	,584
Y9	100	4	5	4,56	,499
Y10	100	4	5	4,53	,502
Valid N (listwise)	100				

Source: Primary data that has been processed, 2021

Table 10 it is known that the number of attributes of the purchasing decision variable is 10 amendments, with a total of 100 respondents. The purchasing decision variable has an answer with a minimum value of 1 and a maximum value of 5.

## Validity test

The Pearson Bivariate was utilized to analyze the validity testing tool in this study, and each item's score was correlated with the item's overall score. The aggregate of all things determines the final score.

This study uses a significance level ( $\alpha$ ) of 5%, with a sample ( $n$ ) = 100, if the significance value is  $<0.05$  it means that the statements in the study are valid. The results of the analysis are:

Table 11 Brand Image Validity

No	<i>Pearson Correlation</i>	<i>Probability</i>	<b>Keterangan</b>
1	0,587	0,000	Valid
2	0,615	0,000	Valid
3	0,619	0,000	Valid
4	0,734	0,000	Valid
5	0,783	0,000	Valid
6	0,671	0,000	Valid

Source: Primary data that has been processed, 2021

According to Table 11, the brand image probability value is "0.000  $<0.05$ ", so it can be interpreted that the brand image has good validity.

Table 12 Religiosity Validity

No	<i>Pearson Correlation</i>	<i>Probability</i>	<b>Keterangan</b>
1	0,488	0,000	Valid
2	0,709	0,000	Valid
3	0,777	0,000	Valid
4	0,786	0,000	Valid
5	0,678	0,000	Valid
6	0,718	0,000	Valid
7	0,790	0,000	Valid
8	0,783	0,000	Valid

*Source: Primary data that has been processed, 2021*

From table 12, the religiosity belief value is obtained, namely "0.000 < 0.05" so that it can be interpreted that religiosity has good validity.

Table 13 Halal Label Validity

No	<i>Pearson Correlation</i>	<i>Probability</i>	<b>Keterangan</b>
1	0,568	0,000	Valid
2	0,788	0,000	Valid
3	0,808	0,000	Valid
4	0,817	0,000	Valid
5	0,705	0,000	Valid
6	0,875	0,000	Valid
7	0,843	0,000	Valid
8	0,853	0,000	Valid

*Source: Primary data that has been processed, 2021*

From Table 13, the probability value of the halal label is "0.000 < 0.05" so it can be interpreted that the halal label has good validity.

Table 14 Purchase Decision Validity

No	<i>Pearson Correlation</i>	<i>Probability</i>	<b>Keterangan</b>
1	0,634	0,000	Valid
2	0,717	0,000	Valid
3	0,674	0,000	Valid
4	0,622	0,000	Valid
5	0,444	0,000	Valid
6	0,464	0,000	Valid
7	0,761	0,000	Valid
8	0,711	0,000	Valid
9	0,720	0,000	Valid
10	0,726	0,000	Valid

*Source: Primary data that has been processed, 2021*



From table 14, the probability value of the purchase decision is obtained, namely "0.000 < 0.05" so that it can be interpreted that the purchase decision has good validity.

a. Trust test

The instrument reliability test is intended to find out whether the instruments in the questionnaire are consistent if they are used to measure the same thing repeatedly. Testing is carried out using the Cronbach Alpha coefficient which is based on the price of the variant. A level is declared reliable if the Cronbach Alpha coefficient is > 0.6. The results of the analysis carried out can be seen in the following table.

Table 15 Research Variable Reliability

No	Variabel	Alpha	Alpha	Keterangan
1	Citra Merek	0.748	0.6	Reliabel
2	Religiulitas	0.859	0.6	Reliabel
3	Label Halal	0.909	0.6	Reliabel
4	Keputusan Pembelian	0.826	0.6	Reliabel

Source: Primary data that has been processed, 2021

From the calculation of the reliability index, all variables have an alpha value > 0.6. The value of X1: 0.748, X2: 0.859, X3: 0.909, and Y: 0.826, means that the instrument being tested is reliable.

## 1. Classical Assumption Test

a. Normality test

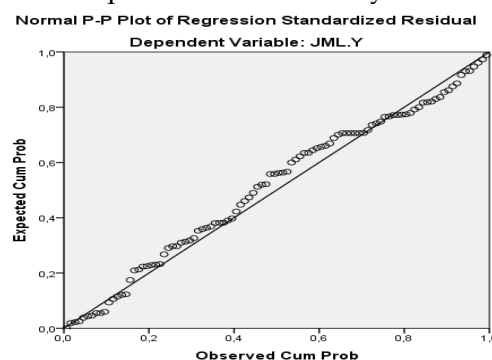
The results obtained from the SPSS version 22 processing results show that the data obtained is "0.126 > 0.05" which means that the data is normally distributed so that it can be said that the normality test is fulfilled.

Table 16 Normality test

Variabel	Asymp. Sig. (2-tailed)	Keterangan
Undstandardized Residual	0,126	Normal

Source: Primary data that has been processed, 2021

Figure 2 Graph of Data Normality Test Results



### b. Linearity Test

The following is the output of the data linearity test that has been carried out:

Table 17

Variabel	Sig	Alpha	Keterangan
X1 dengan Y	0,000	< 0,05	Linear
X2 dengan Y	0,000	< 0,05	Linear
X3 dengan Y	0,000	< 0,05	Linear

#### Summary of Linearity Test Results

Source: Primary data that has been processed, 2021

The significance value on Linearity is 0.000. Because the significance is <0.05, it means that there is a linear relationship between the variables of brand image, religiosity, and halal labels.

### c. Multicollinearity Test

The following is the result of multicollinearity test calculations:

Table 18 Multicollinearity Test Results

Model	Collinearity Statistics		Keterangan
	Tolerance	VIF	
Citra Merek	0,870	1,149	Tidak Multikolienaritas
Religiulitas	0,551	1,813	Tidak Multikolienaritas
Label Halal	0,574	1,741	Tidak Multikolienaritas

Source: Primary data that has been processed, 2021

According to Table 18, the test results on multicollinearity obtained the value of the variance inflation factor (VIF) of the three variables <10, so it can be interpreted that between independent variables there is no multicollinearity.

## 2. Multiple Linear Regression Test

Based on the output of SPSS 22, the following agreement was obtained:

Table 19

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
1 (Constan)	-1,74	3,846		-,464	,644
X1	,319	,101	,211	3,161	,002
X2	,470	,130	,304	3,621	,000
X3	,550	,099	,485	5,574	,000

Source: Primary data that has been processed, 2021

$$Y = -1,784 + 0,319 X_1 + 0,470 X_2 + 0,550 X_3 + e$$

Interpretation:

- A constant of -1,784 indicates that if the variable brand image, religiosity, and halal label are (0), then the purchase decision is -1,784.
- The brand image regression coefficient (X1) is 0.319, meaning that every 1% increase in brand image quality increases the purchase decision by 0.319. every 1% contrast decreases brand image will reduce purchasing decisions by 0.319.
- The religiosity regression coefficient (x2) is 0.470, meaning that every 1% increase in the quality of religiosity will increase the purchase decision by 0.470. conversely, every 1% decrease in religion will reduce purchasing decisions by 0.470.
- The regression coefficient of the halal label (X3) is 0.550, meaning that every 1% increase in the halal label will increase the purchase decision by 0.550. every 1% reduction in the halal label will decrease the purchase decision by 0.550.

### 3. Hypothesis testing

#### a. Partial Test (t test)

The t test was carried out in order to determine individually the effect of one independent variable on the dependent variable.

Table 20 Partial Test

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
1 (Constan)	-1,74	3,846		-,464	,644
X1	,319	,101	,211	3,161	,002
X2	,470	,130	,304	3,621	,000
X3	,550	,099	,485	5,574	,000

Source: Primary data that has been processed, 2021

Table 4.17 indicates that each variable's tcount will be compared to the ttable value of "df = N-4 = 100-4 = 96," resulting in a ttable value of 1.983, so:

#### 1) The influence of brand image on purchasing decisions

The significance of the brand image is evident from the table is "0.002 < 0.05" tcount on the brand image variable which is 3.161 and ttable is 1.983. As a result, Ho1 is disregarded and Ha1 is accepted, suggesting that brand image partially influences purchase decisions with a value of 3.161 > 1.983.

#### 2) The influence of religiosity on purchasing decisions

According to the table, religion has a significance of 0.000 < 0.05, the tcount for the religiosity variable is 3.621 and the ttable is 1.983. With a value of 3.621 > 1.983, it can be concluded that religiosity has a strong impact on purchase decisions to a lesser extent than ho2 and ha2.

#### 3) The effect of the halal label on purchasing decisions

The significance value of the halal label is 0.000 < 0.05 according to the table. The tcount for the halal label variable is 5.574 and the ttable is 1.983. With a result of 5.574 > 1.983, it can be inferred that the halal label has a considerable impact on purchase decisions to the extent that Ho3 is refused and Ha3 is accepted.

## b. Simultaneous Test (Test F)

The following is a table of F test results at a probability of 5%:

Table 21 F Test Results

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1106,898	3	368,966	53,983	,000 <sup>b</sup>
	Residual	656,142	96	6,835		
	Total	1763,040	99			

a. Dependent Variable: JML.Y

b. Predictors: (Constant), JML.X3, JML.X1, JML.X2

Source: Primary data that has been processed, 2021

According to the SPSS output, the sig F value is " $0.000 < 0.05$ " and Fcount is " $53.983 > F_{table} 2.70$ " It can be inferred that brand image, religion, and halal labelling all concurrently have a major impact on purchasing decisions if  $H_a$  is accepted by  $H_o$  is denied.

## c. Determination Coefficient Test (R2 Test)

The coefficient of determination is used to determine the extent to which brand image, religiosity and halal labels contribute to purchasing decisions.

Table 22

Coefficient of Determination

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,792 <sup>a</sup>	,628	,616	2,614

a. Predictors: (Constant), JML.X3, JML.X1, JML.X2

b. Dependent Variable: JML.Y

Source: Primary data that has been processed, 2021

Based on the output, the value of Adjusted R-Square is 0.616 or 61.6%, meaning that the influence of brand image, religiosity and halal label simultaneously is 61.6%, while the remaining 38.4% is the influence of other factors. meaning that the higher the religiosity and the halal label will increase the purchase decision by 61.6% and the rest is influenced by other factors.

## Discussion

### 1. The Influence of Brand Image on the Purchase Decision of Packaged Food Products

The results of the t test that has been carried out yielded a brand image significance of  $0.002 < 0.05$  or tcount on the brand image variable namely 3.161 and ttable of 1.983 ( $3.161 > 1.983$ ) It may be inferred that brand image has a considerable influence on IAIN Pekalongan students' decisions to purchase packaged food products to the extent that  $H_{o1}$  is rejected and  $H_{a1}$  is accepted. This demonstrates that the buying decision increases with brand image strength on food packaging.

The findings of this investigation are consistent with previous research (Imantoro et al., 2018) describing how the perception of a brand affects consumers' purchase decisions. According to (Zamroni, 2016) a brand is not just a word, meaning, clue, profit, or combination thereof. A brand is also a company's promise to offer customers features, advantages, and services. The findings of this study, however, do not support the research (Balqis, 2019), which claims that there is no correlation between brand image and consumer spending.

## 2. The Influence of Religiosity on Purchase Decisions of Packaged Food Products

It is clear from the study's findings that religion has a significance of " $0.000 < 0.05$ ." or tcount on the religiosity variable is 3.621 and ttable is 1.983 ( $3.621 > 1.983$ ). So that Ho2 is rejected and Ha2 is accepted, it can be interpreted that partially religiosity has a significant positive influence on the decision to purchase packaged food products for IAIN Pekalongan students. This proves that the higher the level of religiosity in packaged food, the higher the purchase decision.

The results of this study are in accordance with the opinion of (Muhammad Nailul Author, 2017) which states that religiosity is something important related to the strength of culture and has an influence on buyer behavior. In research (Almira Nur Aulia, 2018) partially Religiosity has a significant effect on purchasing decisions. When the level of religiosity towards religion is high and consistent, consumers will stick to what has been ordered and prohibited. According to (Astogini et al., 2011), he said there was no influence between religiosity on purchasing decisions.

## 3. The Effect of Halal Labels on Purchase Decisions of Packaged Food Products

According to the research results, it can be seen that the significance of the halal label is " $0.000 < 0.05$ " or tcount on the halal label variable is 5.574 and ttable is 1.983 ( $5.574 > 1.983$ ). So that Ho3 is rejected and Ha3 is accepted, it can be interpreted that partially the halal label has a significant positive influence on the decision to purchase packaged food products at IAIN Pekalongan students.

This proves that the existence of a halal label on packaged food, the higher the purchase decision. Many respondents in the questionnaire stated that they would feel satisfied, and safe and trust products that have a halal label.

In accordance with the statement (Imamuddin, 2017) Muslim consumers prefer to use products that have been declared halal by the MUI. (Alfian, 2017) states that the halal label influences purchasing decisions. Likewise research conducted by (Tengku P dan Muhammad R, 2016) that there is an influence between the halal label and purchasing decisions. In contrast to research (Desmayonda & Trenggana, 2019), the halal label does not significantly impact purchasing decisions.

## 4. The Influence of Brand Image, Religiosity, and Halal Label on the Decision to Purchase Packaged Food Products

According to the f test, the sig F value is " $0.000 < 0.05$ " or Fcount is 53.983 and Ftable 2.70 so that " $53.983 > 2.70$ " means that Ha is accepted Ho is rejected, it means that brand image, religiosity and halal label simultaneously have a significant influence on the decision to purchase packaged food products at IAIN Pekalongan students. The higher the brand image, reliability, and halal label, the higher the consumer's purchase decision on packaged food.

This proves that one of the purchasing decisions is influenced by brand image, reliability, and halal label factors. According to (Konsumen & Co, 2015), brand image has a significant effect on purchasing decisions. (Imamuddin, 2017) suggests that the halal label and religiosity also have a substantial effect on purchasing decisions.

## Conclusion

Based on the data analysis and discussion that has been described, the following can be concluded:

1. There is an influence between the brand image on the decision to purchase packaged food products for Muslim consumers at IAIN Pekalongan students. This is indicated by a significance value  $<0.05$ , namely  $0.002 < 0.05$  or  $t_{count}$  on the brand image variable is greater than  $t_{table}$ , namely  $3.161 > 1.983$ .
2. There is an influence between religiosity on the decision to purchase packaged food products for Muslim consumers at IAIN Pekalongan students. This is indicated by a significance value  $<0.05$ , namely  $0.000 < 0.05$  or  $t_{count}$  on the religiosity variable is greater than  $t_{table}$ , namely  $3.621 > 1.983$ .
3. There is an influence between the halal label on the decision to purchase packaged food products for Muslim consumers at IAIN Pekalongan students. This is indicated by a significance value  $<0.05$ , namely  $0.000 < 0.05$  or  $t_{count}$  on the halal label variable is greater than  $t_{table}$ , namely  $5.574 > 1.983$ .
4. There is an influence between brand image, religiosity, and halal labels on the decision to purchase packaged food products for Muslim consumers at IAIN Pekalongan students. This is indicated by a significance value  $<0.05$ , namely  $0.000 < 0.05$  or  $F_{count}$  greater than  $F_{table}$ , namely  $53.983 > 2.70$ .

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