

THE INFLUENCE OF HALAL LABELING AND PRICE ON PURCHASING DECISIONS FOR GACOOAN NOODLES (CASE STUDY OF MARELAN MUSLIM COMMUNITY)

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Abstrak

Tujuan dari penelitian ini adalah untuk menguji bagaimana label halal dan harga mempengaruhi keputusan konsumen untuk membeli mie gacoan (dengan menggunakan komunitas Muslim Marelan sebagai studi kasus). Label halal biasanya sangat penting bagi konsumen Muslim ketika melakukan pembelian. Selain itu, elemen harga adalah aspek lain yang berpengaruh dan terkait erat dengannya. Pelanggan juga akan mulai mencari informasi tentang produk yang mereka butuhkan, termasuk rincian tentang kualitas, harga, produksi, ulasan, dan faktor lainnya. Berdasarkan jenis kebutuhan dan temuan informasi yang mereka kumpulkan, konsumen akan menggunakan hal ini untuk menginformasikan keputusan pembelian mereka. Dengan jumlah sampel sebanyak 100 orang, penelitian kuantitatif akan digunakan dalam desain penelitian ini. Penelitian ini menggunakan beberapa teknik analisis linier yang ditangani oleh SPSS 25. Temuan penelitian menunjukkan bahwa keputusan konsumen untuk membeli mie gacoan dipengaruhi secara positif dan signifikan oleh label halal. Selanjutnya, keputusan untuk membeli mie gacoan dipengaruhi secara positif dan signifikan oleh variabel harga. Harga mie gacoan yang murah mendorong penduduk Medan Marelan melakukan pembelian mie gacoan pada masyarakat kelas menengah ke bawah, sehingga label halal yang dimiliki oleh perusahaan dapat berdampak pada keputusan pembelian mie gacoan (studi kasus pada masyarakat muslim Marelan).

Abstract

The purpose of this study is to examine how halal labeling and price influence consumers' decision to purchase gacoan noodles (using the Marelan Muslim community as a case study). Halal label is usually very important for Muslim consumers when making a

purchase. In addition, the price element is another aspect that is influential and closely related to it. Customers will also start looking for information about the products they need, including details about quality, price, production, reviews and other factors. Based on the types of needs and information findings they gather, consumers will use these to inform their purchasing decisions. With a sample size of 100 people, quantitative research will be used in this research design. The research findings show that consumers' decision to buy gacoan noodles is positively and significantly influenced by the halal label. Furthermore, the decision to buy gacoan noodles is positively and significantly influenced by the price variable. The low price of gacoan noodles encourages residents of Medan Marelan to purchase gacoan noodles in the lower middle class, so that the halal label owned by the company can have an impact on the decision to purchase gacoan noodles (case study on Marelan Muslim community).

INTRODUCTION

According to economic theory, a person's or a company's ability to buy an item or service is known as consumer-level purchasing power. Typically, the number of things that a customer can purchase with a set amount of money is used to determine their purchasing power. Regularly, state governments and economists carry out studies pertaining to people's purchasing power (Mardani, 2020). Finding out the community's economic status is the aim. However, in Indonesia, Muslims make over 90% of the country's population. As a result, both domestic and foreign goods flood the market. The Indonesian people would face a problem as a result of this product flood. While there are a lot of options available to the community, they also need to be vigilant about ensuring that goods, particularly food, are halal (Arif, 2019)..

Indonesian food products come in a wide variety. Entrepreneurs who hold a significant market share produce a wide range of goods, particularly for the lower middle class. since the majority of Indonesians come from middle-class or lower-class backgrounds. However, there has been a noticeable increase in the recognition of Muslim diversity in a number of nations, including Indonesia. It follows that whenever a new issue, innovation, or endeavor emerges as a result of this advancement, Muslims naturally wonder where it stands in relation to Islamic law and teachings (Aslami, 2022).

All Muslims desire to consume halal and thayyib cuisine. Whether the dish is prepared from scratch or purchased already prepared. The majority Muslim population of Indonesia requests information on whether the things they consume are halal. For Muslims, eating halal and well-prepared (thayyib) food is crucial (Khairina Tambunan, Isnaini Harahap, 2019). The Qur'an emphasizes that the call to eat halal and thayyib food applies to all of humanity. Allah SWT states as much in Surah Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوتِ
الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Interpretation: "Oh humanity, Consume just what is good and lawful from the earth, and do not walk in the devil's footsteps. Yes, the devil really is your enemy.

The verse emphasizes that eating halal and thoyib food is equivalent to resisting the temptation to heed Satan's calls, who is a real enemy who tempts people to eschew Allah SWT's pleasure. This summons from Allah SWT to them in their human condition (Tjiptono, 2021). As previously mentioned, it is crucial to ensure that the food being ingested is truly halal and not contaminated in any way with non-halal items. Since not everyone is able to determine a product's halalness with certainty, a halal certificate which serves as proof of the MUI's halal fatwa is a requirement for the product's continued existence (Tjiptono, 2021).

Muslim customers will exercise caution while determining whether or not to ingest products lacking the halal mark because of the lack of a label. The logo that appears on product packaging in Indonesia that says "halal" is made out of Arabic characters arranged in a circle. (Yenni Samri Nasution, 2022). Muslims are forced to acknowledge that determining a product's halal status necessitates extensive investigation and study. In order to safeguard Muslim consumers against non-halal items, a halal certificate system was created. Its outcome is the granting of halal certificates for products that have met halal requirements (Lubis, 2020).

A product's label is a section that contains spoken information about the item or the vendor. A label may be an identification mark (etiquette) attached to the goods or it may be a component of the packaging. The logo that appears on product packaging in Indonesia that says "halal" is made out of Arabic characters arranged in a circle (Rambe, Yuli Mutiah, 2021). Manufacturers of food goods are required by labeling laws established by the Republic of Indonesia's Ministry of Health's Directorate General of Food and Drug Control (DG POM) to include supplementary labels that list the components of the food product. In this manner, customers can obtain some information that will enable them to assess a product's halalness on their own. For products that successfully complete the audit, LPOM MUI issues halal certificates, allowing the product to be safely labeled as halal on its packaging (Aqwa Naser Daulay, 2020). Buchari Alma asserts that a consumer's decision to buy is impacted by his personality qualities, which include age and lifestyle.

Consumer decisions on what to buy are influenced by a variety of factors, including culture, the economy, lifestyle, and social environment, in addition to the halal certification. Recognizing needs is usually the first step in consumer purchase decisions. Customers begin to recognize the necessities they have for day-to-day living at this point. Customers will also begin to look for information on the products they need, starting with aspects like quality, brand, pricing, and reviews. Following this, customers will decide what to buy depending on their needs and the knowledge they have learned (Putri, 2019). When consumers decide to make additional purchases, the outcomes of utilizing a product will also play a role in their decision-making. Customers will be more confident to make repeat purchases in the future if they are satisfied with the goods they previously utilized (Mufid, 2019).

Mie Gacoan is a restaurant serving cocktails, dim sum, and processed noodles. There are other Mie Gacoan locations in Indonesia, including one in Yogyakarta. Mie Gacoan is well-known for having a savory and spicy flavor. Due to its reasonable menu prices and promotions for purchases made through delivery service applications, Mie Gacoan is constantly packed with customers. One of the most well-liked restaurants in the city these days is Mie Gacoan, which has multiple locations, particularly in Marelán.

Table 1. Monthly Data of Visitors to Gacoan Marelán Noodles in 2024

No	Month	Quantity
1	Januari	230 orang
2	Februari	276 orang
3	Maret	211 orang

4	April	329 orang
5	Mei	389 orang

Source: Primary Data, 2024

Table 1 shows that there is a monthly increase in the number of people visiting Gacoan Marelان noodles. Because of this high quantity, Mie Gacoan Marelان is a highly well-liked location among Marelان locals.

Muslim shoppers typically base a lot of their purchasing decisions on the halal label. Furthermore, the pricing element is another influential aspect that is closely tied to it. Price and product quality are frequently linked in the minds of consumers. Customers typically believe that products with high pricing also have good quality. There are many different kinds of food goods, both domestic and imported, that compete in price due to the intense competition in the food industry (MS. Wahyudi S. dan Hendra Kusuma, 2020). While some producers exploit advantages at cheaper prices but lack halal certification, others offer food varieties with proven halal advantages at higher rates.

According to the research, which is consistent with Cut Tari Fadila, a t-count value of $0.955 < t\text{-table } 1.660$ indicates that there is no substantial positive influence of the halal label on purchasing decisions. Product quality, with a t-count value of $13.524 > t\text{-table } 1.660$, has a considerable and positive influence on buying decisions. Price influences decisions to buy in a positive and significant way ($t\text{-count value of } 3.328 > t\text{-table } 1.660$). With a significant probability value of $0.000 < 0.05$, an f-count value of $88.104 > f\text{-table } 2.70$, and an effect on purchase decisions that is both positive and statistically significant, the halal label, product quality, and pricing all work in concert. The study supports the findings of Amarinda Napitasari, who found that there is a substantial, unidirectional association between the halal label variable and consumer desire in making a purchase. The aforementioned results show a positive correlation coefficient of 0.730, indicating a unidirectional (or one-way) relationship between the two variables. This means that a high value for the halal label variable also indicates a high level of consumer buying interest.

Naturally, halal and pricing considerations will play a role in the purchasing decisions made by customers who are still in school and do not have full-time jobs at Mie Gacoan. Naturally, consumers without a fixed income will weigh the cost of food against their financial situation, which is typically financially supported by their parents. On the other hand, halal considerations also help customers make sure Mie Gacoan is halal. As a result, the authors are interested in examining the title. The basis for conducting research for their final project, which will examine the impact of halal labels and prices on Gacoan Noodles purchases, is the growing competition for dining hits that exists today as well as the large number of customers that frequent the restaurant in Medan City.

RESEARCH METHODS

Scope of Research

Based on the concept of positivism, quantitative research is a way of conducting research that is considered scientific because it logically, systematically, objectively, measurably, and concretely fulfills scientific principles. The quantitative approach includes collecting data through research tools, analyzing quantitative or statistical data, and testing predetermined hypotheses that will be used to study certain populations and samples. Quantitative research is the methodology used. This study is an example of quantitative research, which draws conclusions by interpreting the findings of a quantitative analysis of data. Customers who have eaten at the Gacoan Noodle restaurant in Marelان are the study's subjects (Maryam Batubara, Nurul Inayah, 2022).

Population and Sample

Population

Muslim residents of Marelán comprise the study's population. The Muslim community in Marelán is home to about a thousand individuals.

Sample

The Slovin Formula, a purposive sampling approach, is used in this study. One of the most widely used sampling theories in quantitative research is the Slovin formula (Rahmani, 2018). Therefore, 10–20% of the research population can be included in the sample range that can be obtained using the Slovin technique. After applying the Slovin formula, 100 samples were used in this investigation.

Data Type

Primary data are the kind used in this investigation. Primary data is a set of information gathered by delivering questionnaires to the subject of the study. Google Form was used to distribute the survey (Fitria, 2019).

Data Collection Technique

Data is gathered online from customers who have visited the Gacoan Noodle restaurant in Marelán using a Google Form. A Likert scale was utilized as the measurement tool in this investigation.

Research Variables

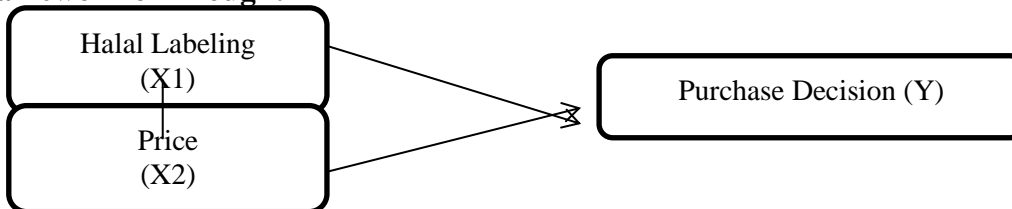
Dependent Variable

In this study, the dependent variable is the purchase decision (Y).

Independent Variable

The independent variables in this study include halal labeling (X1) and price (X2).

Framework of Thought



Hypothesis

Ha1: The decision to purchase Gacoan noodles is significantly influenced by the halal label (Case Study on Medan Marelán Residents)

Ho1: The decision to purchase Gacoan noodles is not significantly influenced by the halal label (Case Study on Medan Marelán Residents)

Ha2: The decision to purchase Gacoan noodles is significantly influenced by price (Case Study on Medan Marelán Residents).

Ho2: Based on a case study of residents in Medan, Marelán, the decision to purchase Gacoan noodles is not significantly influenced by price.

Ha3: The decision to purchase Gacoan noodles is significantly influenced by the halal label, product quality, and price all at the same time (Case Study on Medan Marelán Residents).

Ho3: The decision to purchase Gacoan noodles is not influenced by the halal label, product quality, or price all at the same time (Case Study on Medan Marelán Residents).

RESULTS AND DISCUSSION

A. Respondent Characteristics

The features of the study's respondents can be explained based on the findings of the questionnaire distribution, specifically as follows:

1. Characteristics of Respondents by Age

The following table displays the characteristics of respondents according to age, based on 100 respondents who received questionnaires:

Table 1 Characteristics of Respondents by Age

Age	Frequency	Percentage
15-20 tahun	10	11,1%
21-26 tahun	53	58,8 %
27-32 tahun	18	8,8%
33-40 tahun	19	21,1%
Total	100	100

Source: Data processed by researchers, 2024

2. Characteristics of Respondents Based on Profession

The following table displays the characteristics of the 100 respondents to whom questionnaires were distributed according to their profession:

Table 2 Characteristics of Respondents Based on Profession

Profesi	Frequency	Precentage
Mahasiswi D ₃ /S ₁ /S ₂ /S ₃	60	66,6%
Ibu Rumah Tangga	12	13,3%
Pegawai Swasta	22	13,3%
Lainnya	6	6,6%
Total	100	100

Source: Data processed by researchers, 2024

B. Data Analysis

1. Research Validity Test

A significance test is performed to ascertain the validity level by contrasting the rcount and rtable values. When df (degree of freedom) equals n-2. This means that there are n samples totaling 100 respondents. When the df is 100-2, in this instance, the result is df = 98 with an alpha (α) of 0.05, yielding rtable 0.2072. If rcount is more than rtable, the statement item is deemed genuine. Table 3 below displays the full findings of the validity test of the halal label variable (X1):

**Table 3
Halal Label Variable Validity Test Results (X1)**

Statement Item	Validity Test		
	r-count	r-table	Testing Decision
L1	0,721	0,2072	Valid
L2	0,673	0,2072	Valid
L3	0,931	0,2072	Valid
L4	0,674	0,2072	Valid

L5	0,754	0,2072	Valid
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Source: Data processed by researchers, 2024

To administer this test, the crucial value in the product moment correlation table is compared to the computed value of each question item's Pearson correlation coefficient. This table shows that all of the question items are valid because L1, L2, L3, L4, and L5 have rcount values that are higher than the critical number in the product moment correlation table.

Table 4 below displays the results of the Validity Test for the price variable (X2):

Table 5
Price Variable Validity Test Results (X2)

Statement Item	Validity Test		
	r-count	r-table	Testing Decision
H 1	0,541	0,2072	Valid
H 2	0,632	0,2072	Valid
H 3	0,693	0,2072	Valid
H 4	0,792	0,2072	Valid

Sumber: Data diolah peneliti, 2024

To administer this test, the crucial value in the product moment correlation table is compared to the computed value of each question item's Pearson correlation coefficient. This table shows that all of the question items are valid because H1, H2, H3, and H4 all have rcount values that are higher than the critical number in the product moment correlation table.

Table 6 below displays the results of the purchasing decision variable's (Y) validity test:

Table 6
Purchasing Decision Variable Validity Test Results (Y)

Statement Item	Validity Test		
	r-count	r-table	Testing Decision
K1	0,423	0,2072	Valid
K2	0,652	0,2072	Valid
K3	0,712	0,2072	Valid
K4	0,693	0,2072	Valid
K5	0,759	0,2072	Valid
K6	0,738	0,2072	Valid

Source: Data processed by researchers, 2024

To administer this test, the crucial value in the product moment correlation table is compared to the computed value of each question item's Pearson correlation coefficient. This table shows that all of the question items are acceptable because the rcount values for K1, K2, K3, K4, K5, and K6 are greater than the critical value in the product moment correlation table.

2. Research Reliability Test

One way to conduct this test is to examine the Cronbach's Alpha value. If the Cronbach alpha of the instrument used to measure each variable is more than 0.60, it is considered reliable. Table 7 displays the results of the reliability test.

Table 7 Recapitulation of Reliability Test Results

Variables	Cronbach Alpha	Description
Halal Label (X ₁)	0,674	Reliabel
Price (X ₂)	0,823	Reliabel
Purchase Decision (Y)	0,743	Reliabel

Source: Data processed by researchers, 2024

This table shows that, with as many as five valid questions assessed based on the preceding validity test, the Cronbach's Alpha value achieved by Variable (X₁) is 0.674. According to moderate dependability standards, this value is categorized. This indicates the validity of the five questions. The variable (X₂) yielded a value of 0.823 after testing a maximum of 4 legitimate questions, as determined by the preceding validity test. According to high dependability standards, this value is categorized. This indicates the validity of the four questions. And it is evident that, with as many as six legitimate questions examined in accordance with the results of the preceding validity test, the Cronbach's Alpha value derived from variable (Y) is 0.743. According to moderate dependability standards, this value is categorized. This indicates the validity of the six questions.

3. Classical Assumption Test

a. Normality Test

The purpose of the normality test is to determine whether or not the independent and dependent variables in the regression model have normal distributions. A normal data distribution is a prerequisite for a good regression model. The Kolmogrov-Smirnov normal test can be used to determine whether or not the data distribution is normal. If the research data's significance value (sig.) is more than 0.05, it can be considered to be normally distributed; if not, it is not. Therefore, the research data cannot be considered normally distributed.

Table 8
Kolmogrov-Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.70955349
Most Extreme Differences	Absolute	.110
	Positive	.083
	Negative	-.110
Kolmogorov-Smirnov Z		1.048
Asymp. Sig. (2-tailed)		.222

Test distribution is Normal.

Calculated from data.

The aforementioned data is shown to pass the normalcy test since the significance value is greater than 0.05, indicating that the data is normally distributed, according to the Kolmogrov-Smirnov normalcy test results, which show that the significance value is $0.222 > 0.05$.

b. Muclictolinearity Test

To determine if the regression model identified a correlation between the independent variables, the multicollinearity test is used. There shouldn't be any association between the independent variables in a suitable regression model. If the tolerance value is greater than 0.1 and the VIF value is less than 10, a multicollinearity test will be performed, indicating that the data is free of multicollinearity.

Table 9
Multicollinearity Test Results

Collinearity Statistics	
Tolerance	VIF
,889	1,125
,889	1,125

Source: Data processed by researchers, 2024

Table 9 provides sufficient evidence to determine that there is no multicollinearity between these two variables, with the tolerance value being $0.889 > 0.1$ and the VIF (Variance Inflation Factor) value being $1.125 < 10$.

c. Heteroscedasticity Test

When the correlation result's significance is less than 0.05 (5%), heteroscedasticity is present in the regression equation; however, heteroscedasticity is absent when the correlation result's significance is larger than 0.05 (5%).

Table 10
Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,084	,262		,321	,749		
X1	,037	,058	,071	,629	,531	,889	1,125
X2	-,006	,049	-,013	,116	,908	,889	1,125

Dependent Variable: RES_2

Source: Data processed by researchers, 2024

This regression model is appropriate for predicting the degree of purchase decisions as, as the following table shows, the significance value is greater than 0.05, indicating that there are no signs of heteroscedasticity.

4. Multiple regression analysis

Using two independent variables influencing a single dependent variable, multiple regression technique is used in this investigation. The following econometric equation model (multiple linear regression) with two independent variables and one dependent variable (halal labeling and price) is used in the data analysis approach to evaluate the impact of these factors on gacoan noodles purchase decisions:

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

Table 11 below displays each variable's regression coefficient derived from the econometric equation model mentioned above:

Table 11

Multiple Regression Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	2,396	,383		6,262	,000
X1	,250	,085	,298	2,934	,004
X2	,176	,072	,247	2,432	,017

Dependent Variable: Yy

Source: Data processed by researchers, 2024

The regression equation, which is derived from the multiple regression results above, is as follows:

$$Y = 2,396 + 0,250 X1 + 0,176 X2$$

Description:

Y : Purchase Decision

X1 : Halal Label

X2 : Price

Interpretation:

1. The purchase decision has a regression coefficient of 2.396, which indicates that it is 2.396 units if the values of the other variables stay the same.
2. The regression coefficient for the Halal Label variable (X1) is 0.250, meaning that for every unit rise or decrease in the Halal Label, the purchase decision will increase by 0.250 units while the values of the other variables stay constant.
3. The price variable (X2) has a regression coefficient of 0.176, which indicates that for every unit rise or decrease in price, the purchasing decision will increase by 0.176 units while the values of the other variables stay constant.

5. Hypothesis Testing

a. Partial Test (t Test)

Researchers' preset criteria and hypotheses form the basis of this partial regression test. The following are the findings of this study's regression analysis:

Table 12 Statistical Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	2,396	,383		6,262	,000
X1	,250	,085	,298	2,934	,004
X2	,176	,072	,247	2,432	,017

Source: Data processed by researchers, 2024

The price and the halal label are the independent variables, and their corresponding t counts are 2.432 and 2.934, according to the table above. Since the degree of freedom (df) in this case is equal to $n-k-1 = 90-2-1 = 87$, the t table is 1.66256.

- a. A t count of 2.934 for the halal label variable (X1) means that t count $2.934 > t$ table, or 1.66256. H_0 is rejected if t count $> t$ table, indicating that the halal label variable (X1) has a significant impact on purchase decisions (Y).

- b. Since the price variable (X2) has a t count of 2.432, the t count $2.432 \geq 1.66256$ in the t table. The price variable (X2) has a strong influence on purchase decisions (Y) if t count > t table, which indicates that H_0 is rejected.
- b. Simultaneous Test (F-test)

Researchers' established criteria and hypotheses serve as the foundation for this test. It follows that the impact of both pricing and halal labeling at the same time has a big bearing on consumers' decisions to buy.

Table 13 F Statistical Test Results ANOVAb

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1,800	2	,900	10,83	,000 ^a
Residual	7,225	87	,083	5	
Total	9,025	89			

Predictors: (Constant), X2, X1
Dependent Variable: Y

Source: Data processed by researchers, 2024

The F table, which has the value $n_1 (n-k-1 / 90-2-1) = 87$, may be seen in the attachment. It is evident that the F count > F table is $10.835 > 3.10$. The F test result indicates that all independent variables, including price (X2) and the halal label variable (X1), have a positive impact on purchase decisions (Y).

- a. Test Coefficient of Determination (R2)

A useful metric for assessing how well a model can explain changes in the dependent variable is the coefficient of determination (R2). Between zero and one is the range of the coefficient of determination. The following table presents the findings of the coefficient of determination (R2) test:

Table 14 Determination Coefficient Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,447 ^a	,199	,181	,288

Predictors: (Constant), X2, X1
Dependent Variabel: Y

Source: Data processed by researchers, 2024

The Adjusted R Square, which is 0.181, indicates the results of the coefficient of determination (R2) test. These indicate that the price label variable (X1) and price (X2) can explain 18.1% of the product purchase decision variable (Y), while other variables not included in this study account for 81.9% of the explanation.

Discussion

1. The Effect of Halal Label on Purchasing Decisions

The t test results indicate that the halal label variable (X1) has an impact on purchasing decisions (Y). The comparison between tcount and ttable demonstrates this. The ttable is 1.66256, however the tcount value that was got is 2.432 (tcount > ttable). Therefore, it can be said that this variable has a positive and significant influence. In other words, the more labeling there is, the

more likely it is that someone in Marelán will decide to buy gacoan noodles.

The term "halal label" refers to a label that, in accordance with Islamic teachings and Indonesian government laws, provides information about a product that meets halal criteria. Previous research by Alfiah Alfiah and Nur Rismatul Muflikha shown that the halal label influences purchasing decisions in a positive and significant way. Concurrently, the halal label factor significantly and favorably influences consumer choices about Samyang Noodle product purchases.

2. The Effect of Price on Purchasing Decisions

There is a relationship between the price variable (X_2) and purchase decisions (Y), according to the t test test findings. The comparison between t_{count} and t_{table} shows this. The t_{table} is 1.66256, however the t_{count} value that was obtained is 2.934 ($t_{count} > t_{table}$). Therefore, it can be said that this variable has a positive and substantial influence, meaning that people in Marelán are more likely to purchase gacoan noodles at lower price points.

Price is the sum of money that customers must exchange in order to obtain a good or service. In addition, price is the total of all values that buyers are willing to pay for the many advantages of possessing or utilizing an item or service. Price has a positive and considerable influence on purchase decisions, according to earlier research from Cut Tari Fadila, with a t-count value of $3.328 > t_{table}$ 1.660. With a significant probability value of $0.000 < 0.05$, an f-count value of $88.104 > f_{table}$ 2.70, and an effect on purchase decisions that is both positive and statistically significant, the halal label, product quality, and pricing all work in concert.

3. The Effect of Price and Halal Labeling on Purchasing Decisions

The F (Simultaneous) test results indicate that price (X_2) and the halal label variable (X_1) have an impact on buying decisions (Y). The comparison of F_{count} and F_{table} shows this. The obtained F_{count} value is 10.835, however the F_{table} value is 3.10 ($F_{count} > F_{table}$). Thus, it can be said that consumers are more likely to purchase a product at a lower price point and to purchase gacoan marelán noodles at a greater degree of halal labeling.

When making a purchase, consumers typically assess their options before deciding on a particular good or service. A decision will be made based on the review and selection process. Meidyna Syafa Maura and Maulana Syarif Hidayatullah (2023) found that pricing, product quality, and the halal label all significantly positively influence consumers' decisions to buy. Price, product quality, and the halal label all positively influence consumers' decisions to purchase products at the same time.

CONCLUSIONS AND SUGGESTIONS

a. Conclusions

Drawing from the findings of the conducted research, the subsequent deductions can be made:

1. The regression test findings simultaneously (collectively) revealed that, at a significance level of 0.000, the halal label and price factors simultaneously influence the decision to purchase gacoan noodles (a case study of residents of Medan Marelán).
2. There is a relationship between the halal label on gacoan noodles and purchasing decisions, and this relationship is partially significant. This is demonstrated by the significant level of $0.017 < 0.05$, indicating that the halal label on gacoan noodles is of positive value and can significantly influence decisions to purchase gacoan noodles (case study of Medan Marelán residents).
3. A case study of residents of Medan Marelán demonstrates that the price of affordable and diverse gacoan noodles, in accordance with the type of food and the quality and benefits of the product, has a significant impact on food menu purchasing decisions.

This relationship is demonstrated by the significant level of $0.004 < 0.05$, which indicates that the price of the gacoan noodles is positive and can significantly influence the decision to purchase gacoan noodles.

b. Suggestions

The following recommendations can be made in regard to the findings of this study based on the research findings, discussion, and conclusions:

1. For gacoan noodles, in order to improve the purchasing decision-making process, please continue to provide price rates in accordance with the menu to be issued, work with LPPOM-MUI and health experts to increase public awareness about healthy and holy food, and include a halal label on each menu that is issued.
2. For customers, when choosing what to buy, make sure that the food's price matches its quality, taste, and label—paying attention to the halal label on any café or restaurant they plan to eat—because this is Allah s.w.t.'s commandment, as stated in multiple chapters of the Qur'an, which needs to be followed in compliance with Islamic law.

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