The Influence of Halal Labels and Product Quality on Purchasing Decisions at MomQil Frozen Food with Consumer Trust as an Intervening Variable

Nuzula Dzikrina[1], Abdul Rahman[2], Muhammad Nasri Katman [3], Khairunnisa[4]

[1,3,4,]Ekonomi Islam, Universitas Islam Negeri Alauddin Makassar
[2]Universitas Negeri Makassar

[*]*Corresponding author. E-mail address: author@unismuh.ac.id*

ARTICLE INFO

A B S T R A C T

Amid the increasing demand for quality halal products, halal labels and product quality have emerged as factors that shape consumer purchasing decisions. This study aims to analyze the influence of halal labels and product quality on purchasing decisions at MomQil Frozen Food, with consumer trust as an intervening variable. Halal labels are an important factor that guarantees the validity and halal quality of products, while product quality includes taste, safety, and cleanliness standards that are expected to increase consumer trust. Because the consumer population of MomQil Frozen Food is not known with certainty or is very broad, sampling was carried out using the Jacob Cohen formula. This study involved 204 respondents who were selected using purposive sampling techniques and analyzed using the Structural Equation Modeling (SEM) method through SmartPLS. The results showed that product quality had a significant effect on purchasing decisions, while halal labels did not have a direct effect. However, consumer trust mediates the effect of halal labels on purchasing decisions. Trust is also able to mediate the effect of product quality on purchasing decisions. These findings indicate that building consumer trust through product quality and halalness is an important strategy to improve purchasing decisions

1. Introduction

1.1 Background

The frozen food industry in Indonesia is experiencing significant growth, driven by increasing consumer demand for practical and durable products. In Makassar, data shows an increase in frozen food sales volume from 6,344,114 units in 2017 to 20,100,140 units in 2021. However, the problem often faced by Muslim consumers is that not all frozen food products on the market clearly display halal labels. This is a serious challenge, considering that the majority of Makassar's population are Muslims who have consumption preferences based on Islamic law principles.

The absence of a clear halal label can raise doubts among Muslim consumers. The halal label not only functions as a marker of halalness, but also provides a guarantee of product quality and safety. A study by Noviyanti (2022) shows that the clarity of the halal label significantly influences the purchasing decisions of Muslim consumers. Consumers are more likely to choose products that have a clearly visible and credible halal label. This indicates that the halal label is not only related to religious aspects, but is also part of the perception of product quality and safety in the eyes of consumers.

As one of the main players in the frozen food market in Makassar, MomQil Frozen Food plays an important role in meeting the consumption needs of the Muslim community. This store provides a variety of frozen products, including sausages, nuggets, meatballs,

sliced/ground meat, frozen vegetables, and processed products from well-known brands such as So Nice, Fiesta, So Good, Kanzler, and Cedea. Because the majority of its consumers are Muslims, the halal aspect of the product is a major concern in the sales strategy.

The demand for halal products at MomQil Frozen Food is not static, but is influenced by external factors, especially certain moments such as religious holidays. In the period leading up to Eid al-Fitr and Eid al-Adha, the demand for frozen products such as meat, meatballs, and nuggets increases significantly. This happens because consumers tend to buy more food supplies for family consumption and social gatherings. This increase in demand creates a great opportunity for MomQil Frozen Food to increase sales.

On the other hand, the long holiday season and the end of the year are also moments when the demand for frozen food products increases. Currently, many families are preparing a stock of practical food at home. Therefore, MomQil Frozen Food's ability to prepare sufficient availability of quality halal products during this period is key to maintaining consumer trust and loyalty

Consumer trust plays a strategic role in purchasing decisions. For Muslim consumers, trust in stores that provide quality halal products is very important. Trust is built through clear information about the halal label, guaranteed product quality, and a positive purchasing experience. Consumers tend to be more loyal to stores that are able to provide products that meet halal standards, are of high quality, and are consistently available. At MomQil Frozen Food, consumer trust is strengthened through adequate stock management, product cleanliness, and responsive service. With this trust, MomQil Frozen Food has succeeded in maintaining loyal consumers, especially amidst the increasingly tight competition in the frozen food market.

The halal label on products sold at MomQil Frozen Food provides assurance that these products are in accordance with Islamic law. Muslim consumers in Makassar pay close attention to the clarity of the halal label, and the presence of this label increases the sense of security and comfort when purchasing products. By providing products from brands that already have halal certification, MomQil Frozen Food indirectly builds consumer trust and loyalty. In this context, clarity and trust in the halal label are not just formalities, but also key factors in purchasing decisions.

In addition to halal, product quality also plays an important role in attracting consumer interest. Quality in the context of frozen products includes taste, texture, aroma, cleanliness, and product safety. Consumers want products that are not only halal, but also delicious, clean, and safe to consume. The quality of products from well-known brands such as Fiesta and So Good also influences consumer perceptions of the store where the product is sold. By providing products from trusted brands, MomQil Frozen Food is able to maintain the quality standards desired by consumers. Good product quality encourages repeat purchases and strengthens consumer loyalty to the store

1.2 Problem Statement

Muslim consumers, especially in Makassar, where the majority of the population is Muslim, have an obligation to ensure the halalness of the products they consume. However, many consumers still consider price and packaging more than checking the halal label (Lestari et al., 2021). This is a challenge for stores like MomQil Frozen Food, where the clarity of the halal label is an important element that can influence purchasing decisions. If the halal label is not clearly visible, consumers tend to doubt the halalness of the product and switch to other brands or stores. Therefore, this study focuses on evaluating the extent to which the halal label influences the purchasing decisions of Muslim consumers in Makassar.

In addition to halalness, product quality also plays an important role. Product quality, such as hygienic raw materials, good taste, and product safety, plays a major role in increasing repeat purchases and consumer satisfaction (Iskandar, 2021). At MomQil Frozen Food, products from well-known brands such as So Nice, Fiesta, and So Good are relied on to maintain product quality. Consumers who are satisfied with product quality are more likely to make repeat purchases and become loyal customers.

The trust factor also plays an important role in purchasing decisions. Consumer trust in products and stores is influenced by the clarity of the halal label, product quality, and purchasing experience. Products that have a clear halal label and guaranteed quality are more trusted by consumers (Sinaga, 2023). Therefore, building consumer trust by providing high-quality halal products and good customer service is an important strategy for MomQil Frozen Food in increasing consumer loyalty and sales volume. The main focus of this study is to evaluate the influence of halal labels, product quality, and consumer trust on purchasing decisions at MomQil Frozen Food. The results of the study are expected to provide an overview of how stores can utilize these three factors to increase consumer trust and strengthen their competitiveness in the frozen food market in Makassar.

1.3 Objectives and Scope

The purpose of this study:
a) To determine the effect of halal labels on purchasing decisions at MomQIl Frozen Food
b) To determine the effect of product quality on purchasing decisions at MomQil Frozen Food
c) To determine the effect of consumer trust on purchasing decisions at MomQil Frozen Food
d) To determine the effect of Halal Labels on purchasing decisions at MomQil Frozen Food with trust as an intervening variable
e) To determine the effect of product quality on purchasing decisions at MomQil Frozen Food with trust as an intervening variable

2. Literature Review

2.1 Related Work
1. Halal Label
   The clarity of the halal label on the product provides a sense of security and confidence for Muslim consumers that the product is halal. In the context of MomQil Frozen Food, a clear halal label on the product packaging allows consumers to have more confidence and decide to purchase. The halal label can influence consumer confidence, which ultimately has an impact on purchasing decisions.
2. Product Quality
   Product quality can directly influence purchasing decisions, because consumers are more likely to choose products with good quality. In addition, good product quality also increases consumer confidence, which in turn strengthens the influence of quality on purchasing decisions.
3. Consumer Trust (Intervening Variable)
   Consumer trust is consumer confidence in the reliability and honesty of a product or brand. This trust is built through the clarity of the halal label, product quality during the purchasing process. Products that have a clear halal label and good product quality will increase consumer confidence in MomQil Frozen Food. This trust that is formed will then encourage consumers to decide to buy products at the store.

4. Purchase Decision (Dependent Variable)

The purchase decision is the final action of consumers in choosing and buying a particular product. Purchasing decisions are influenced by several factors, including the clarity of the halal label, product quality, and consumer trust. In the context of this study, halal labels and product quality can directly influence purchasing decisions, but can also be indirectly influenced through consumer trust as an intervening variable. This means that consumers tend to buy a product if they believe that the product is halal and of good quality.

Comparison with Previous Research

This study is similar to the study by Annisa Jati Utami and Irmayanti Hasan (2023) which also discussed the influence of product quality and halal labels on purchasing decisions. However, this study has several important differences. If Annisa and Irmayanti studied Samyang noodles in Malang, this study focuses on frozen food products at MomQil Frozen Food, Makassar. In addition, this study involves consumer trust as an intervening variable, which is not included in Annisa and Irmayanti's study.

This study is also in line with the study by Eka Mayastika Sinaga et al. (2023), which uses consumer trust as an intervening variable. However, the research objects are different, where Sinaga examines Wardah cosmetic products, while this study focuses on frozen food products at MomQil Frozen Food, Makassar. In addition, Sinaga's research location is STIE Bina Karya, Tebing Tinggi, while this study was conducted in Makassar, focusing on Muslim consumers. This study expands the context to the frozen food industry, which has different market characteristics from cosmetics and instant noodles.

2.2 Research Gap

In a study conducted by Afif & Agus, the halal label did not affect consumer trust, while in the study by Eka, et al. (2023), the halal label affected consumer trust. This identifies a gap in previous research related to the halal label on consumer trust. and In the study by Wita Marantika (2020), product quality did not affect purchasing decisions, while in the study by Utami & Irmayanti (2023), product quality affected purchasing decisions. This identifies a gap in previous research related to product quality on purchasing decisions.

3. Methodology

3.1 Data Collection

This study uses a quantitative approach by utilizing primary and secondary data. Primary data is obtained by filling out a questionnaire, while secondary data comes from literature, company data, and internet sources that are relevant to the study.

The sampling technique uses a non-probability sampling method, namely purposive sampling and accidental sampling. Purposive sampling is the determination of samples based on certain criteria, namely:

a. Respondents aged between 17-50 years, who are considered adults and have the ability to provide rational answers.
b. Respondents have made at least one purchase at MomQil Frozen Food Makassar.

Accidental sampling is used to select respondents who happen to be met and are considered suitable as data sources.

The sample size is determined by the Jacob Cohen formula:

$N = L / F2 + u + 1$

with LL as the power function (19.76 for power 0.95, $F^2 = 0.1$, $u = 5$). Based on the calculation:

$N = 19.76 / 0.1 + 5 + 1 = 203.6$

The sample is rounded up to 204 respondents. Thus, this study involved 204 MomQil Frozen Food Makassar consumers as samples.

3.2 Analysis Techniques

Analysis Techniques Used:

1. Descriptive Analysis

Descriptive analysis is a data analysis technique used to describe or explain research results based on data obtained from samples. This test aims to generalize research results based on descriptive hypothesis testing (Yuliara, 2016).

2. Data Analysis with Structural Equation Model (SEM)

This study uses the Structural Equation Model (SEM) technique with the Partial Least Square (SEM-PLS) approach. The SEM-PLS approach was chosen because it is able to process data with small to large sample sizes and provides reliable results in analyzing the relationship between latent variables and their indicators (Santosa, 2018)

3.3 Validation

The method used in this study includes three main stages:

1. Measurement Model (Outer Model)

The measurement model is used to determine the relationship between latent variables and their indicators. The focus of this analysis is to ensure that the reliability and validity requirements of the data obtained from respondents are met before proceeding to the next analysis (Santosa, 2018). The testing stages include:

  a. Validity Test

    1) Construct validity is tested through Convergent Validity, Discriminant Validity, and Average Variance Extracted (AVE).
    2) The indicator is declared valid if the AVE value is > 0.5 or the outer loading value is > 0.5, which indicates that the measurement meets convergent validity (Ghozali, 2016).
    3) Hair et al. (2021) stated that an AVE value > 0.5 indicates a high level of convergent validity.

  b. Reliability Test

    1) Construct reliability is tested using Composite Reliability (CR). According to Hair et al. (2014), acceptable CR values range from 0.70 to 0.80.

2) A construct is declared to have high reliability if the CR value is ≥ 0.70.

2. Structural Model (Inner Model)

The inner model is used to evaluate the influence between latent variables in the model built according to the research objectives. The evaluation is carried out by calculating the R-Square value, which is classified as:

a. 0.67: Substantial
b. 0.33: Moderate
c. 0.19: Weak

3. Hypothesis Testing

Hypothesis testing is carried out using the bootstrapping method in SmartPLS software. Decision making is based on a comparison between the T-statistic and T-table values. The testing criteria are:

a. The hypothesis is accepted if the T-statistic > T-table.
b. The level of significance used is 5% ($\alpha = 0.05$), with the condition that T-statistic > 1.96 and P-Values < 0.05 (Ghozali & Latan, 2015).

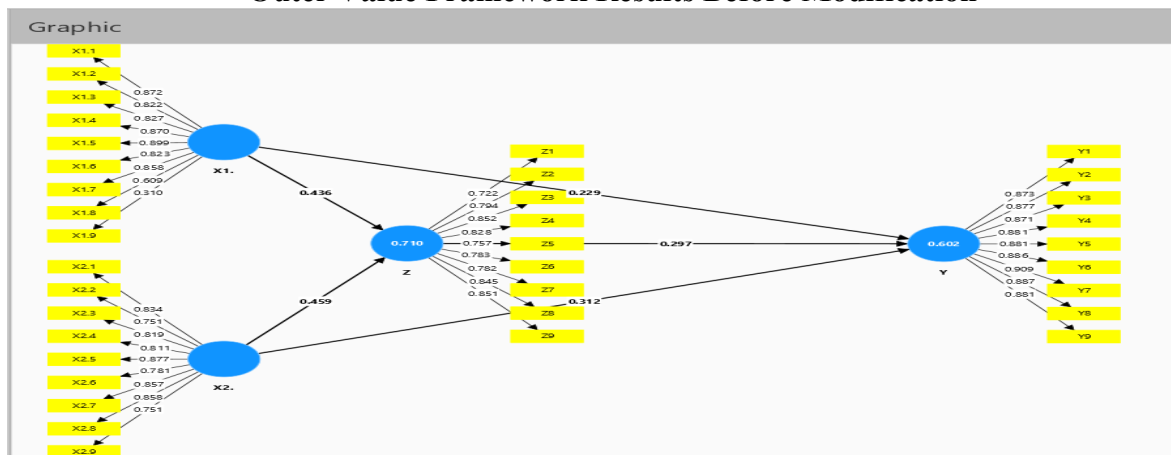# 4. Results and Discussion

4.1 Key Findings

Data analysis techniques using SmartPLS have several criteria used to assess the outer model or measurement model, namely Convergent Validity, Discriminant Validity, and Composite Reliability.

1) *Convergent Validity*

Figure 4.1
Outer Value Framework Results Before Modification

Source: Data processed by SmartPLS 4 (2024)

Based on Figure 4.1, several questionnaire indicators, such as X1.8, X1.9, Y10, Y11, and Y12, are invalid because their loading factor values are below 0.7 and are not significant at the 5% level. After modifying the model by removing these indicators, the valid outer loading results are shown in Figure 4.2

Figure 4.2
Outer Value Framework Results After Modification
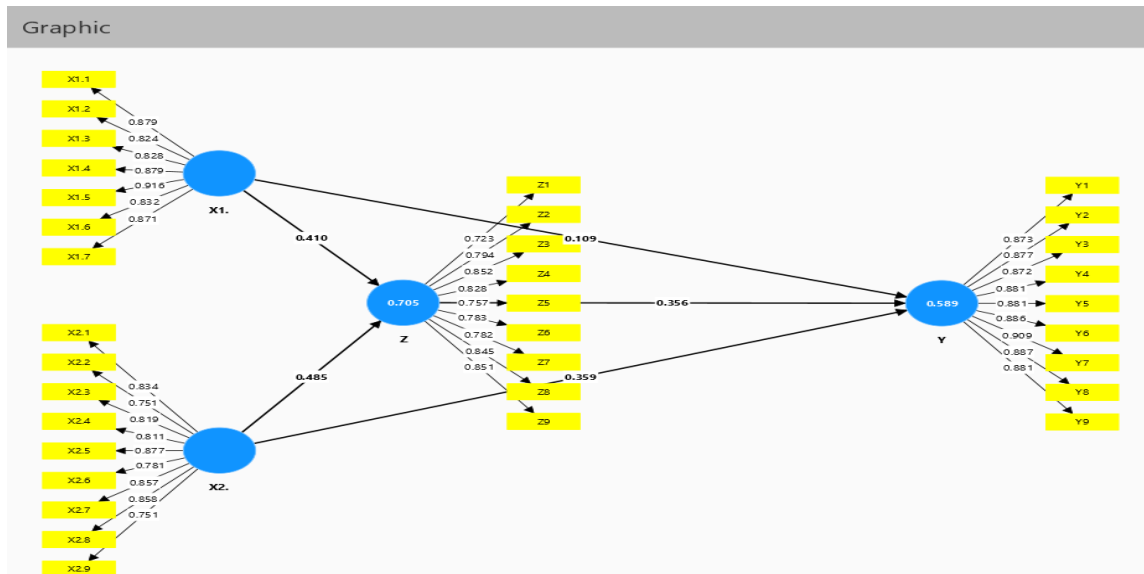
Source: Data processed by SmartPLS 4 (2024)

Based on Figure 4.2, all indicators meet the significant requirements with a loading factor above 0.7, so that the construct of all variables is declared valid and none are eliminated from the model.

2) *Discriminant Validity*

  a. *fornell-lacker*

Tabel 4.1
Fornell-Lacker Critterion

Variabel	Label Halal	Kualitas Produk	Keputusan Pembelian	Kepercayaan Konsumen
Label Halal	**0.862**			
Kualitas Produk	0.755	**0.817**		
Keputusan Pembelian	0.656	0.724	**0.883**	
Kepercayaan Konsumen	0.777	0.795	0.726	**0.803**

Source: Data processed by SmartPLS 4 (2024)

Based on Table 4.1, we can assess that all variables have higher values when explaining the

variable itself compared to other variables in the same column.

b. cross loading

Tabel 4.2
Cross Loading

Item	Label Halal	Kualitas Produk	Keputusan Pembelian	Kepercayaan Konsumen
X1.1	**0.879**	0.681	0.567	0.676
X1.2	**0.824**	0.640	0.529	0.661
X1.3	**0.828**	0.640	0.568	0.657
X1.4	**0.879**	0.649	0.563	0.671
X1.5	**0.916**	0.652	0.565	0.688
X1.6	**0.832**	0.617	0.570	0.632
X1.7	**0.871**	0.672	0.593	0.697
X2.1	0.631	**0.834**	0.651	0.677
X2.2	0.642	**0.751**	0.526	0.605
X2.3	0.576	**0.819**	0.511	0.620
X2.4	0.605	**0.811**	0.528	0.636
X2.5	0.626	**0.877**	0.618	0.643
X2.6	0.620	**0.781**	0.616	0.642
X2.7	0.623	**0.857**	0.608	0.673
X2.8	0.629	**0.858**	0.610	0.60
X2.9	0.589	**0.751**	0.625	0.681
Y1	0.634	0.653	**0.873**	0.627
Y2	0.566	0.647	**0.877**	0.634
Y3	0.557	0.617	**0.872**	0.633
Y4	0.553	0.635	**0.881**	0.646
Y5	0.581	0.632	**0.881**	0.620
Y6	0.593	0.637	**0.886**	0.647
Y7	0.576	0.639	**0.909**	0.646
Y8	0.581	0.652	**0.887**	0.655
Y9	0.569	0.639	**0.881**	0.659
Z1	0.621	0.616	0.450	**0.723**
Z2	0.527	0.598	0.596	**0.794**
Z3	0.585	0.590	0.575	**0.852**
Z4	0.608	0.652	0.596	**0.828**
Z5	0.543	0.578	0.592	**0.757**
Z6	0.667	0.666	0.566	**0.783**
Z7	0.698	0.690	0.632	**0.782**
Z8	0.672	0.680	0.618	**0.845**
Z9	0.668	0.656	0.598	**0.851**

Source: Data processed by SmartPLS 4 (2024)

Based on Table 4.2, it shows that the correlation value of the construct indicator is higher than the correlation of other construct indicators. Thus, it can be said that all variables in this study,

namely halal labels, product quality, purchasing decisions, and consumer trust can be declared valid.

c. ave

Tabel 4.3
Average Variance Extracted **(AVE)**

Variabel	*Average Variance Extraxted (AVE)*
Label Halal	0.743
Kualitas Produk	0.667
Keputusan Pembelian	0.779
Kepercayaan Konsumen	0.644

Source: Data processed by SmartPLS 4 (2024)

All constructs in this study have values higher than 0.5 so they can be said to be valid.

3) Realibility

Tabel 4.4
Cronbach's Alpha dan Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability (rho c)
Label Halal	0.942	0.943
Kualitas Produk	0.937	0.938
Keputusan Pembelian	0.965	0.965
Kepercayaan Konsumen	0.931	0.932

Source: Data processed by SmartPLS 4 (2024)

Based on Table 4.4, it can be concluded that all Reliable constructs, both Cronbach's Alpha and Composite Reliability have values above 0.70. meaning they have high composite reliability. Thus, it can be said that all variables in this research model have acceptable composite reliability values.

INNER MODEL

Tabel 4.5
R-Square

Variabel	R-square
Keputusan Pembelian	0.598
Kepercayaan Konsumen	0.705

Source: Data processed by SmartPLS 4 (2024)

UJI HIPOTESIS

Tabel 4. 6
Hipotesis

Pengaruh Antar Variabel	Original sample (O)	T statistics (|O/STDEV|)	P values	Ket.
X1. -> Y	0.109	1.432	0.152	Ditolak
X2. -> Y	0.359	2.823	0.005	Diterima
Z -> Y	0.356	3.045	0.002	Diterima
X1. -> Z -> Y	0.146	2.795	0.005	Diterima
X2. -> Z -> Y	0.173	2.390	0.017	Diterima

Source: Data processed by SmartPLS 4 (2024)

4.2 Interpretation of Results

Discuss the significance of the findings, especially in relation to the research objectives.

Based on the information in Table 4.14, the following information can be concluded:

a. First Hypothesis Testing (it is suspected that Halal Label has a significant effect on purchasing decisions). Based on table 4.15, it can be seen that the original sample value is 0.109 (positive), t-statistic is 1.432 <1.96 and p-value is 0.152> 0.05, with these values, H1 is rejected. So Halal Label does not have a significant effect on purchasing decisions.

b. Second test (it is suspected that Product Quality has a significant effect on purchasing decisions). Based on table 4.15, it can be seen that the original sample is 0.359 (positive), and t-statistic is 2.823> 1.96 and P-Value is 0.005 <0.05, with these values, H2 is accepted. So, product quality has a significant effect on purchasing decisions.

c. Third test (it is suspected that consumer trust has a significant effect on purchasing decisions). Based on table 4.15, it can be seen that the original sample is 0.356 (positive), and the t-statistic is 3.045> 1.96 and the P-Value is 0.002<0.05, with this value, H3 is accepted. So, consumer trust has a significant effect on purchasing decisions.

d. The fourth test (it is suspected that the halal label has a significant effect on purchasing decisions through consumer trust). Based on table 4.15, it can be seen that the original

sample is 0.146 (positive), and the t-statistic is 2.795> 1.96 and the P-Value is 0.005<0.05, with this value, H6 is accepted. So, the halal label has an effect on purchasing decisions through consumer trust.

e. The fifth test (it is suspected that product quality has a significant effect on purchasing decisions through consumer trust). Based on table 4.15, it can be seen that the original sample is 0.173 (positive), and the t-statistic is 2.390> 1.96 and the P-Value is 0.017 <0.05, with these values, H7 is accepted. So, product quality affects purchasing decisions through consumer trust.

5. Discussion

5.1 Comparison with Prior Research

a. the results of the study on the halal label have no significant effect on purchasing decisions, this is in line with the research conducted by Niko (2022) and Muh Khotibu (2022) which showed that the halal label has no effect on purchasing decisions. This study is in contrast to the results of Radlyah Hasan Jan, et al. (2022) and Noviyanti (2022),

b. the results of the study on product quality have a significant effect on purchasing decisions, these results are in line with the research conducted by Candara Hakim Arif Prasetya (2014), and Adelia Dwi Susanti, et al. (2022), which shows that product quality has a positive effect on purchasing decisions. However, this study is in contrast to the research conducted by Ababil, et al. (2019) and Maiza, et al. (2022), which shows that product quality has a negative effect on purchasing decisions.

c. the results of the study on consumer trust have an effect on purchasing decisions, these results are in line with the research conducted by Eka Mayastika Sinaga (2023). This is also supported by research by M Wildan Maulana (2019), which shows that consumer trust has a positive and significant effect on purchasing decisions. This result is in contrast to that conducted by Ridwan, et al. (2020) which shows that consumer trust has a negative effect on purchasing decisions.

d. halal labels have a significant effect on purchasing decisions through consumer trust, this result is in line with the research of Eka Mayastika Sinaga (2023), which shows that halal labels have a positive and significant effect on purchasing decisions through consumer trust in purchasing Wardah lipstick products. This result is in contrast to the research of Jamal & Agus (2022), which states that halal labels do not affect purchasing decisions through consumer trust.

e. product quality has a significant effect on purchasing decisions through consumer trust. This result is in line with the research of Adelia Dwi Rosanti (2023), which shows that product quality has a positive and significant effect on purchasing decisions through consumer trust. This result is in contrast to the research of Jamal & Agus (2022), which states that product quality does not affect purchasing decisions through consumer trust.

5.2 Limitations

This research was conducted over a certain period of time, so it does not describe the dynamics of changes in trust and purchasing decisions in the long term.

5.3 Future Research

Seeing some limitations in this study, for that there are some suggestions below which can later be used as consideration for several parties and for further research it is

expected that further researchers can add other variables besides the variables in this study which if they are able to influence purchasing decisions so that the results are more perfect or can also use different analysis tools. And it is expected that further research can increase the number of samples so that the research results are more accurate and can describe purchasing decisions more realistically.

6. Conclusion

Based on the results of the analysis and discussion regarding the influence of Halal Labels, Product Quality on Purchasing Decisions with trust as an intervening variable, the researcher concluded the following:

a. There is no significant influence of halal labels on purchasing decisions. This explains that MomQil Frozen Food consumers do not have a Halal Label factor in making Purchasing Decisions.

b. There is a positive and significant influence of product quality on Purchasing Decisions. This explains that MomQil Frozen Food consumers in making purchasing decisions have a Product Quality factor.

c. There is a positive and significant influence of Consumer Trust on Purchasing Decisions. This explains that MomQil Frozen Food consumers in making purchasing decisions have a Consumer Trust factor.

d. There is a positive and significant influence of halal labels on purchasing decisions through consumer trust. This explains that the influence of halal labels on purchasing decisions will be greater if consumers have a high level of trust in the label.

e. There is a positive and significant influence of product quality on purchasing decisions through consumer trust. This means that product quality not only directly influences consumer purchasing decisions, but also builds consumer trust, which ultimately strengthens the decision to purchase the product.

Acknowledgement

Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillah, praise be to Allah SWT for all the grace and presence of Allah SWT. Which has been bestowed upon the author so that he can complete the research and compilation of this thesis. Salawat and greetings are always poured out to our leader, the Prophet Muhammad SAW. who is the messenger of Allah as a role model, and a source of inspiration in various aspects of life.

The thesis entitled "The Influence of Halal Labels and Product Quality on Purchasing Decisions with Trust as an Intervening Variable", the author presents as one of the prerequisites to complete studies at the Bachelor's level (S1) and obtain a Bachelor's degree in Islamic Economics, at the Faculty of Islamic Economics and Business, Alauddin State Islamic University Makassar.

The process of compiling this thesis cannot be separated from various parties who play a very important role so that this thesis can be completed. Therefore, the author would like to express his deepest gratitude to all parties who have provided guidance, support, and assistance to the

author, especially to his beloved parents, father Idham, ST. And mother A. Nur Amaliyah who have poured out their attention, affection, support, and prayers as well as a happy life to the author until now. Thank you for all the endless support so that the author can complete this thesis. On this occasion, the author would like to express his gratitude to:

1. Mr. Prof. H. Hamdan Juhannis, Ma., Ph.D. as the Rector along with Vice Rectors I, II, III, and IV UIN Alaudiin Makassar, who provided all facilities during the lectures until the final stage.
2. Mr. Dr. Amiruddin K, M.EI. as the Dean along with Dr. Rahman Ambo Masse, Lc., M.Ag. Vice Dean I for Academic Affairs, Dr. Murtiadi Awaluddin, S.E., M.Si., Vice Dean II for General Administration, Planning and Finance and Dr. Hasbiullah, S.E., M.Si., Vice Dean III for Student Affairs and Cooperation, who has provided various facilities so that the researcher can complete his studies at the Faculty of Islamic Economics and Business.
3. Mr. Sirajuddin, M.E Head of the Islamic Economics Department who have provided facilities and guidance during the researcher's education at the Faculty of Islamic Economics and Business, UIN Alauaddin Makassar.
4. Dr. Abdul Rahman, S.Pd., M.Si and Muhammad Nasri Katman, S.E., M.Ak as Supervisor I and Supervisor II and Secretary of the Islamic economics department who have taken the time and provided direction in guiding and directing so that this thesis can be completed as it is today.
5. Prof. Dr. H. Muslimin Kara, M.Ag. and A. Syatir Sofyan, S.E.I., M.E as Munaqisy I and Munaqisy II who have tested with full sincerity providing direction, suggestions, criticism, and input for the perfection of this thesis.
6. Thank you to myself. Nuzula Dzikrina, a daughter who has risen in the midst of the downturn at the same time as working on this thesis, thank you for enduring and being able to complete this thesis during the healing process. Thank you for continuing to walk when doubts hit and believing that every process will bear fruit. Every sleepless night, every effort that falls, all have shaped this self into a stronger person.
7. To my sister Nurul Hidayah, S.Pd, my grandmother the late Hj. A. St. Saadah and A. Ummul Chair and all the author's extended family, thank you for all the material assistance that has been given to the author.
8. To Nasliana, thank you to fellow fighters who help and support each other, and accompany the author when the author is not well. To Ainun Muthaharah, S.E, Muh. Aswar, S.E, Rati Tiar, Rian Haeruddin and Zuhera Iffah Majid, thank you for your assistance in compiling this thesis.
9. To the extended family of the Islamic Economics Department, Class of 2020, especially EKIS B, who have struggled together to provide assistance, support, prayers and motivation.
10. All parties that the author cannot mention one by one who have contributed a lot during this education.

The author hopes that this thesis can be useful for the author in particular and fellow students and readers in general. May Allah SWT always provide guidance and guidance for all parties. Aamiin.

REFERENCES

[1.] Ghozali, I, (2016), Aplikasi analisis Multivariate dengan Program SPSS, Badan Penerbit Universitas Diponegoro, Vol.8
[2.] Ghozali, I., & Latan, H. (2015). Partial Least Squares Konsep, Teknik, Dan Aplikasi

Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris. Universitas Diponegoro Press

[3.] Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 3rd ed Thousand Oaks, CA: Sage.

[4.] Iskandar, Hari, (2021), Analisis Pengaruh Kualitas Produk Terhadap Keputusan Pembelian di Restoran Remaja Kuring Serpong, *Jurnal Manajamen Perhotelan dan Pariwisata*, Vol. 4, No. 2, November.

[5.] Lestari, Lupi Ayu, dkk., (2021), Pengaruh Harga, Promosi, Produk, Label Halal Trhadap Keputusan Membeli Frozen Food (Studi di Kota Bengkulu), *J-ALIF Jurnal Penelitian Hukum Ekonomi Syariah dan Sosial Budaya Islam,* Vol. 6 (1).

[6.] Noviyanti, (2022), Pengaruh Label Halal Terhadap Keputusan Pembelian Kosmetik Wardah di Kalangan Mahasiswa Prodi Manajemen Bisnis Syariah IAIN Palopo Angkatan 2018, Skripsi.

[7.] Santosa, P. I. (2018). Metode Penelitian Kuantitatif – Pengembangan Hipotesis Dan Pengujiannya Menggunakan SmartPLS. Andi Offset

[8.] Sinaga, Eka Mayastika, dkk., (2023), Pengaruh Citra Merek dan label Halal Terhadap Keputusan Pembelian Produk Lipstik Wardah dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Mahasiswi STIE Bina Karya Tebing Tinggi), *Edunomika*, Vol. 08(1).

[9.] Utami, Annisa Jati dan Irmayanti Hasan, (2023), Pengaruh Kualitas Produk dan Label Halal Terhadap Keputusan Pembelian Produk Mie Instan Samyang Dengan Minat Beli Sebagai Variabel Intervening, *SYARIKAT : Jurnal Rumpun Ekonomi Syariah*, Vol. 6 (1).

[10.] Yulianti, Y. & Deliana, Y, (2018), Gaya Hidup Kaitannya dengan Keputusan Konsumen dalam Membeli Minuman Kopi, *Jurnal AGRISEP*, 17(1).