

ABSTRACT

Soft drinks, which are non-alcoholic beverages undergoing carbonation and carry an official halal label from MUI, remain popular in Indonesia. Despite their halal status and widespread appeal, these drinks have adverse health effects. In a predominantly Muslim country like Indonesia, consumers should be more discerning in product choices, considering the "halalan thayyiban" aspect – ensuring not only halal but also beneficial for the body.

This research aims to examine the impact of price, income, substitute goods pricing, halal labeling, and product quality on the decision to purchase halal soft drinks among the Muslim population in West Java Province. Utilizing purposive sampling with primary data, questionnaires were distributed to 200 Muslim respondents. The research employs binary logistic regression analysis.

Results indicate that price, income, substitute goods pricing, halal labeling, and product quality collectively influence the decision to purchase halal soft drinks. Specifically, substitute goods pricing, halal labeling, and product quality exhibit a significant positive effect, while income does not. Surprisingly, the price variable has a significant negative impact on the decision to purchase halal soft drinks.

Keywords: *Price, Income, Substitute Goods Pricing, Halal Labeling, Product Quality, Purchase Decision, Soft Drinks.*