

ABSTRACT

The number of Muslim population in Indonesia continues to increase from year to year. With the increasing number of Muslim population in Indonesia, there is an increase in the supply of halal goods and services in accordance with Islamic law. Because as a Muslim, you are required to always consume halal products, including medicines and health supplements. This study aims to determine the effect of halal labeling, brand image, price and product quality as independent variables in this study on purchasing decisions of Halal Network International-Herba Penawar Alwahida Indonesia products which is the dependent variable.

The method of data collection was done through a questionnaire. The population in this study are Muslim consumers who have purchased and used Halal Network International products - Herba Penawar Alwahida Indonesia in Semarang City. The sample required is 100 respondents using purposive sampling. This study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 23 program.

The results of this study indicate that partially brand image and price have no effect on purchasing decisions for Halal Network International-Herba Penawar Alwahida Indonesia products. Meanwhile, partially halal labeling and product quality have a positive and significant effect on purchasing decisions for Halal Network International-Herba Penawar Alwahida Indonesia products. Meanwhile, simultaneously halal labeling, brand image, price and product quality have a positive and significant effect on purchasing decisions for Halal Network International products - Herba Penawar Alwahida Indonesia.

Keywords: halal labeling, brand image, price, product quality, purchase decision, Halal Network International-Herba Penawar Alwahida Indonesia.