



Determinant on the decision to purchase Gacoan with *halal* labelization as a moderating variable

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ABSTRACT

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The purpose of study this is for analyze as well as get results from determinant on purchasing decisions on Gacoan Salatiga city. Quantitative Methods used with *simple random sampling* as technique sample. As for the results from analysis the show that price has an effect in a way negative and significant on purchasing decisions; taste matters in a way positive and significant on purchasing decisions; brand image matters in a way positive and significant on purchasing decisions; *halal* labeling is not capable moderate the influence of price on purchasing decisions; *halal* labeling is not capable moderate the influence of taste on purchasing decisions; *halal* labeling is possible moderate the influence of brand image on purchasing decisions.

Tujuan penelitian ini adalah untuk menganalisis serta mendapatkan hasil determinan terhadap keputusan pembelian pada Gacoan kota Salatiga. Metode kuantitatif yang digunakan dengan *simple random sampling* sebagai teknik pengambilan sampel. Adapun hasil analisis menunjukkan bahwa harga berpengaruh negatif dan signifikan terhadap keputusan pembelian; selera berpengaruh positif dan signifikan terhadap keputusan pembelian; citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian; label *halal* tidak mampu memoderasi pengaruh harga terhadap keputusan pembelian; label *halal* tidak mampu memoderasi pengaruh selera terhadap keputusan pembelian; Pelabelan *halal* dimungkinkan memoderasi pengaruh citra merek terhadap keputusan pembelian.

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1. **Introductiton**

Development business culinary in the modern era such as moment this the more rising tall so that business sued for always do innovation, thinking or possible ways interesting consumers to businesspeople can compete with businessman house eat other. Business sued creative in develop his efforts to get it interesting appetite consumer for try the products offered businessman (Siregar et al., 2021). Restaurant is term usually mention for presenting business dish to society and provide place for enjoy dish food as well as set price certain for every food and service.

Part from price here researcher opportunity for researching taste, taste is choice a must food differentiated from taste food the based on (Siregar et al., 2021). Satisfaction customers are greatly influenced by their taste, for alluring interests and decisions purchase consumers (*customers*) come first is taste. If it's a taste of home eat bad customer no will satisfy so more consumers choose for move to the house eat other. As significant value given to consumer that, consumers or public can buy with in a way satisfied and the taste provided, with exists give extraordinary taste normal or interesting will foster a sense of decision purchases from consumers (Avif, 2023)

Basically, interest fand in terms of decide What will they buy it, everyone people Muslim influenced by the presence of a *halal* label. This is because of the label become reject measuring For decision they for buy something and as factor supporters the label can also influence behavior customers and if product no has a *halal* label, that can become barrier for decision they the supporting factor for the *halal* label guaranteed by LP POM MUI is experience customers, and information related the *halal* label guarantees security product so that consumer can decide for buy product (Ismaulina, 2020).

Table 1
Revenue / Turnover of Mie Gacoan salatiga Before after *Halal* Labeling 2022-2023

No	Month year	Income	Difference Income
1	January 2022	27,000,000	-
2	February 2022	29,000,000	2,000,000
3	March 2022	30,500,000	1,500,000
4	April 2022	30,000,000	-500,000
5	May 2022	34,000,000	4,000,000
6	June 2022	37,500,000	3,500,000
7	July 2022	40,000,000	3,500,000
8	August 2022	40,000,000	-
9	September 2022	43,000,000	3,000,000
10	October 2022	42,500,000	-500,000
11	November 2022	46,000,000	4,500,000
12	December 2022	51,000,000	5,000,000
13	January 2023	56,500,000	5,500,000

14	February 2023	62,000,000	5,500,000
15	March 2023	65,000,000	3,000,000

Sumber : Mie gacoan Salatiga, 2023

Based on existing research conducted by (Avif, 2023) there is exists differences in *research gaps*. In the first independent variable that is difference in price against decision purchase as researched by Sari (R. M. Sari & Prihartono, 2020) who said that price positive to decision purchases, meanwhile according to (Destarini, 2020) that negative price against decision purchases then the second variable that has different tastes towards decision purchase according to (Cahyani et al., 2022) say that taste has a negative effect on decision purchase then the third variable that is different from Brand Image decision purchase (Ismaulina, 2020) say that image brand influential positive to decision purchases, meanwhile according to (Azahari & Hakim, 2021) say that image brand negative effect on decision purchase And research according to (Ul Maknunah & Dwi Apriliyaningsih, 2020) say that *halal* labeling has an effect positive to decision purchase in study. This showing that *halal* labeling is possible convincing that Price, Taste and Brand Image on Purchasing Decisions UIN Salatiga student.

Difference study exists possibility because lies in the *halal* labeling with thereby, I motivated for do study. This because with exists influence price, taste, and image brand on a consumer so that create place good food affordable and delicious with *halal* labeling as implications from these variables.

2. Literature Review

The Influence of Price on Purchasing Decisions

Price is the amount of money required for get several goods along with his service amount of money plus a number of product If perhaps is needed for get a number its products and services. Unit monetary or size others include goods and services others are exchanged for obtain right owned by or use several goods and services so that give rise to satisfaction consumers and decisions purchase. From the variables studied i.e. Price has an effect positive or significant regarding Purchasing Decisions. Which means, mostly every Purchase Decision made buyer or consumer can determined from mark price goods (Gunarsih et al., 2021).

As for according to research by (Diyan, 2018) showing that exists positive and significant results between the Price variable (X1) and the Purchase Decision (Y). Description studies the can concluded that hypothesis 1 in study this as follows:

H 1: Price influential Positive Significant on Purchasing Decisions

The Influence of Taste on Purchasing Decisions

Taste is what has election characteristic special it's a must differentiated from *the taste* of the product. That taste alone including into the group encompassing attributes of aroma, taste, shape, and temperature. This matter means that the more many tastes then the more Many consumers also do it decision purchase. Taste is attribute from something product food or covering

drink appearance such as, aroma, taste, shape, and temperature. A sense of form works the same from fifth type senses humans too, ie senses taste, smell, civilization, sight, and hearing so that support from interest decision due purchase own delicious and delicious taste (Melda et al., 2020)

According to in study (F. N. Sari & Mulyani, 2021) and (Resky, 2022) showing that exists positive and significant results between the variable Taste (X2) on Purchasing Decisions (Y). description study we can conclude that hypothesis 2 in study this as following:

H 2: Taste (X2) has an effect Positive Significant on Purchasing Decisions (Y)

The Influence of Brand Image on Purchasing Decisions

Brand image is the trust you have consumer, as reference stuck thoughts remembered consumer image brand is as brand that displayed remember importance image brand in a competitive market now. Brand image have influence between product or service explained brand have a very important advantage, an existing brand known many people and brands the will sticks in mind somebody so will arise a confidence that brand product that's very good. Besides, someone will feel satisfied if use product from the brand. Therefore, that image brand related direct with satisfaction customer so that can increase decision purchase (Anggraeni & Soliha, 2020)

Study (Yohana Dian Puspita*, 2021) and (Rachmawati & Andjarwati, 2020) showing that exists positive and significant results between the Brand Image variable (X3) on Purchasing Decisions (Y). From the description study we can conclude that hypothesis 3 in study this as following:

H 3: Brand Image (X3) has an influence Positive Significant on Purchasing Decisions (Y)

Halal labeling moderates price purchasing decisions

Regarding the *halal* labeling variable, in general the people Muslim influenced by the *halal* label when they decide for buy something this is because the *halal* label influences it decision consumer for buy something and as factor booster, *halal* label is also possible influence behavior customer. Additionally, if product has not a *halal* label, P that can influence decision they. So, the *halal* label is what guarantees it from security product so that own ability for influence decision purchase customer. Consumers in this era think critical in determination purchase in consume something product. for a deep *Muslim* his religion prescribed required in consume something must be *halal*. So, *halal* labeling is possible influence decision purchase (Aisyah Amalia, 2019)

Purchase something goods naturally seen from benefits and also the value provided from product that, that in Islam teach that for no can squander something in a way excessive with understand in a way appropriate how consumer take decision in purchases and what to see from something product company must work in a way maximum to attribute product so you can balancing mark hope consumer as benchmark for allocation, costs and decisions determination price with exists *halal* labeling of prices given product can give benefits and also value more. No exists incident scatter that makes wasteful something goods for can accepted by consumers can influence decision in purchase (Laviana, 2019). From description study the can concluded that hypothesis 4 in study this as following:

H4: Halal Labeling (Z) can moderate the Price variable (X1) on Purchasing Decisions (Y)

Halal labeling moderates taste in purchasing decisions

Regarding the *halal* labeling variable, in general, the people Muslim influenced by the *halal* label when they decide for buy something. This is because the *halal* label influences it decision consumer for buy something, and as factor booster, *halal* label is also possible influence behavior customer. Additionally, if product no has a *halal* label, p That can influence decision they. So, the *halal* label is what guarantees it from security product so that own ability for influence decision purchase customer. Consumers in this era think critical in determination purchase in consume something product. for a deep *Muslim* his religion prescribed required in consume something must be *halal*. So *halal* labeling is possible influence decision purchase (Aisyah Amalia, 2019)

The scholars interpret *thayyib* (good) as nutritious from wish it feels like in accordance standard knowledge health. *Halal* as reject measuring main in choose product. the food consumed is *halal* not quite enough answer for every *Muslims*. With more meaning tall *halal* labeling then the more increase decision purchase, or the bigger decision purchase, then the more increase *halal* (Muhammad, 2018). From the description study the so hypothesis 5 in study this as following:

H5: Halal Labeling (Z) can moderate the Taste variable (X2) on Purchasing Decisions (Y)

Halal labeling moderates brand image on purchasing decisions

Regarding the *halal* labeling variable, in general, the people Muslim influenced by the *halal* label when they decide for buy something. This is because the *halal* label influences it decision consumer for buy something, and as factor booster, *halal* label is also possible influence behavior customer. Additionally, if product No has a *halal* label, p That can influence decision they. So, the *halal* label is what guarantees it from security product so that own ability for influence decision purchase customer. Consumers in this era think critical in determination purchase in consume something product. for a deep *Muslim* his religion prescribed required in consume something must be *halal*. So, *halal* labeling is possible influence decision purchase (Aisyah Amalia, 2019)

In research (FARADHILLA, 2021) put forward that strength name brand is factor important in get creative loyalty to product. Image good brand will interesting interest consumer for do purchase to something product. With exists *halal* labeling that strengthens the high brand image will create impression positive in mind consumer to something product. If found bad image in the eyes consumer will give rise to conflict. From description study we can concluded that hypothesis 6 in study This as following

H6: Halal Labeling (Z) can moderate the Brand Image variable (X3) on Purchasing Decisions (Y)

3. Research Methods

Research methods this use method quantitative. Study quantitative is designed research in a way systematic, structured and planned, which is made with clear method making it from beginning until end (Suyoto, Dr. Sandu & Sodik, 2015).

Study this carried out at Mie Gacoan Salatiga which is located at Jl. Sukowati No. 51, Kalicacing, District. Sidomukti, Salatiga City, Central Java 50724.

Population is a generalized region consisting of from several objects subjects that have quantities and characteristics determined by researchers. For understood and withdrawn the conclusion (Pratama, A. A. N., & Cahyono, 2021) in research this its population is students of the Sharia Economics study program at UIN Salatiga who are at least once consume and visit Mie Gacoan 1X.

The sample is part and represent population. Taking sample can done if the population studied is very large and researchers own limitations for reach the entire area, so researcher can represent and explain character population in question (Pratama, A. A. N., & Cahyono, 2021). In determining the sample for this research, it was not possible to research all buyers of Mie Gacoan Salatiga. Because the population size is not known with certainty, determining the sample size is by using the Unknown Populations Formula (Sugiyono, 2010a) sample will researched is amounting to 96.04 respondents. Order research this get good results, then samples taken to 100 respondents.

In this research, the type of data used is primary data. This is information collected directly from respondents through questionnaires (Sugiyono, 2010a). The primary research data was obtained directly by filling out a questionnaire by students of UIN Salatiga, Sharia Economics Study Program. Questionnaires that will be distributed to students of the designated Islamic Economics study program at UIN Salatiga become sample. The scale used in study this is scale *likert*.

Opinions, attitudes, and perceptions somebody or group to something the social phenomenon being measured with use scale *liker*. After That indicators become reference when compiling an instrument in the form of questions (Sugiyono, 2010a). Following are explanation questionnaire table scores based on from scale *likert*:

Table 2
Questionnaire score categories

<i>Category</i>	<i>Score</i>
<i>Very Negative</i>	1
<i>Negative</i>	2
<i>Neutral</i>	3
<i>Positive</i>	4
<i>Very Positive</i>	5

Source (Sukendra & Atmaja, 2020)

4. Results and Discussion

Validity test

A statement on something questionnaire can said to be valid or valid, if the statement item can state something listed as well as can measured at a questionnaire. As for the method for determine a statement item of each variable can be said to be valid compare between calculated r value with r table with *degree of freedom* (df) = n – 2. In research related there were 100 respondents for test validity as well as reliability in A questionnaire. Based on amount sample the can determined that df is 100 – 2 = 98, with provisions r table use two sides is 0.196

Table 3
Validity Test Results

Variable	Statement Items	R Count	R table	Information
X1 (Price)	Statement 1	0.801	0.196	Valid
	Statement 2	0.786	0.196	Valid
	Statement 3	0.767	0.196	Valid
	Statement 4	0.883	0.196	Valid
X2 (Taste)	Statement 1	0.865	0.196	Valid
	Statement 2	0.838	0.196	Valid
	Statement 3	0.721	0.196	Valid
X3 (Brand Image)	Statement 1	0.713	0.196	Valid
	Statement 2	0.700	0.196	Valid
	Statement 3	0.655	0.196	Valid
	Statement 4	0.698	0.196	Valid
Y (Purchase Decision)	Statement 1	0.777	0.196	Valid
	Statement 2	0.699	0.196	Valid
	Statement 3	0.671	0.196	Valid
	Statement 4	0.668	0.196	Valid
Z (Halal Labeling)	Statement 1	0.791	0.196	Valid
	Statement 2	0.738	0.196	Valid
	Statement 3	0.758	0.196	Valid

Statement 4	0.740	0.196	Valid
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Source: Processed Primary Data, 2023

Conclusions of validity test results on showing that all statement items considered and said legitimate or valid, because r is calculated more from r table.

Reliability Test

To determine the stability and suitability of respondents' responses to questions related to the structure of the questionnaire. *Cronbach's alpha* value is greater than 0.60 indicating that the variable structure is reliable. Implementing this formula produces a diagram that illustrates the effects and relationships between the variables studied by the author (Pratama & Cahyono, 2021).

Table 4
Reliability Test Results

Indicator Variable	Cronbach's Alpha	Information
Price	0.826	Reliable
Taste	0.738	Reliable
Brand Image	0.635	Reliable
Buying decision	0.662	Reliable
Halal Labeling	0.750	Reliable

Source: Processed Primary Data, 2023

According to table that has been included on showing results from reliability testing from all variables considered reliable Because results from Price (X1): 0.826, Taste (X2): 0.738. Brand Image (X3): 0.635. Purchase Decision (Y): 0.662. Islamic values (Z): 0.750.

Test Assumptions Classic

Normality test

Kolmogorov-Smirnov test was used in study This For know whether the data is normal or not No. The following table is *Kolmogorov-Smirnov* data normality test results:

Table 5

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residuals
Asymp. Sig. (2-tailed)	.192 ^c
a. Test distribution is Normal.	
b. Calculated from data.	

c. Lilliefors Significance Correction.

Source: Processed Primary Data, 2023

Based on results from the Kolmogorov-Smirnov test, residual value of Asymp Sig (2 tailed) is of 0.192. Following can take results that data from study This is is normal, because mark from Asymp Sig (2 tailed) is bigger than 0.05 ($0.200 > 0.05$).

Multicollinearity Test

This test is used to test whether the regression model finds a correlation or not. Multicollinearity test results are said to be normal if *the Variance Inflation Factor (VIF)* value is < 10 and the *Tolerance value* is > 0.10 . So it is concluded that there is no multicollinearity (Sugiyono, 2010b)

Table 6
Multicollinearity Test

Coefficients ^a			
	Model	Collinearity Statistics	
		Tolerance	VIF
1	total price	,983	1,017
	total taste	,967	1,034
	total brand image	,930	1,075
	halaltotal label	,944	1,059

a. Dependent Variable: Kptotal

Source: Processed Primary Data, 2023

From the data that has been attached can stated that the tolerance value of the variable X1 is the price shown result 0.983 and for VIF value shows the result is 1.017 which is meaningful variable X1 does not happen multicollinearity Because the result show tolerance value is low than 0.10 and the VIF value is less of 10. And the tolerance value of the variable X2, namely Taste, shows result 0.967 and for VIF value shows the result is 1.034 which is meaningful variable X2 does not happen multicollinearity Because the result show tolerance value is low than 0.10 and the VIF value is less of 10. Next The tolerance value of variable X3, namely Brand Image, shows result 0.930 and for VIF value shows the result is 1.035 which is meaningful variable X3 does not happen multicollinearity Because the result show tolerance value is low than 0.10 and the VIF value is less out of 10. Result from variable Z tolerance value, namely *Halal* labeling shows result 0.994 and for VIF value shows the result is 1.059 which is meaningful variable Z does not happen multicollinearity Because the result show tolerance value is low than 0.10 and the VIF value is less of 10.

Heteroscedasticity Test

This test aims to test whether there is inequality of residual variance from one

observation to another in a regression model. If the significance value is > 0.05 , it means that heteroscedasticity does not occur and if the significance value is < 0.05 , it means that heteroscedasticity occurs (Sugiyono, 2010b).

Table 7
Hypothesis Test Results Study

	Model	Sig.
1	(Constant)	,004
	total price	,393
	total taste	,436
	total brand image	,067
	halal total label	,678

Source: Processed Primary Data, 2023

From Table 7 it can be seen concluded that mark significant from Price, Taste, and Brand Image and results from mark significant from *Halal* labeling produces results significant test value on or more from 0.05 with result Result value its significance of 0.393, Taste value its significance of 0.436, Brand Image, namely with value 0.067 and value significant from *halal* labeling is 0.678.

Coefficient Test Determination (R^2)

The influence of the independent variable on the dependent variable is measured through the R^2 (*R-squared*) test. The coefficient of determination or coefficient R^2 can be used to show correlation or relationship between variables (Sugiyono, 2010b).

Table 8

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.488 ^a	,238	,206	2.42292

Source: Processed Prime Data, 2023

Influence of variables The output table above shows that the correlation coefficient is 0.488, meaning that the contribution of the independent variables Price (X1), Taste (X2), and Brand Image (X3) produces a coefficient of determination value of 23.8%, while the remainder is 76.2 % explained outside of variables not used in this study.

Partial Test (t Test)

The purpose of this test is to determine the significance level of the coefficient of each independent variable which has an impact on the dependent variable. The null hypothesis is

rejected if the probability value is less than 0.05. In other words, the independent variable has a significant impact on the dependent variable (Sugiyono, 2010b).

Table 9
T Test Results

	Model	t	Sig.
1	(Constant)	2,397	.018
	total price	-1,995	,049
	total taste	2,182	,032
	total brand image	2,297	.024
	halal total label	3,423	,001

Source: Processed Prime Data, 2023

From the output table that has been listed that can explained t test results Partial as following:

1) T test with mark significance

Based on explanation table above, t test values Partial show that variable X1 Price has an effect significant on Purchasing Decisions Because mark the significance is more than 0.049 small of 0.05, the variable X2 Taste has an effect significant on Purchasing Decisions Because mark the significance is more than 0.032 small of 0.05, value results testing variable X3 Brand Image is 0.024, indicating that variable X3 has an effect on Purchasing Decisions Because mark its significance more small of 0.05, the last is variable Z ie Halal labeling indicates results amounting to 0.001 suggests results that there is significant influence to variable other .

2) Based on t table value

From the output table above on can explained that results t test table based on t table value is as following:

Table 4.14

Variable	T Test Results	t value Table	Decision
Price	-1,995	1,984	Rejected
Taste	2,182	1,984	Accepted
Brand Image	2,297	1,984	Accepted
Halal Labeling	3,423	1,984	Accepted

Source: Processed Primary Data, 2023

Following This is results decision between t tests based on mark significant and compare t tables with t test results:

Table 4.15

Variable	T Test Results are Significant	T test with t Table	Results
Price	0.049	-1,995	Influential Negative and Significant
Taste	0.032	2,182	Influential Positive and significant
Brand Image	0.024	2,297	Influential Positive and significant
Halal Labeling	0.001	3,423	Influential Positive and significant

Source: Processed Primary Data, 2023

Simultaneous Test (F Test)

Table 4.16

Model	F	Sig.
1	7,416	,000 ^b
	Residual	
	Total	

Source: Processed Primary Data, 2023

From the data above can explained that influence between variables X 1 Price, X2 Taste, and X3 Brand Image with variable Y Purchase Decision and variable Z *Halal* Labeling as variable moderation produces a significant test. Because you can see from the F test based on mark significant with number not enough of 0.005, namely 0.000 and the F test is based on the F table bigger from the F table with the F table value is 2.46, meanwhile its F value is 7,416. With This can concluded that Price, Taste, and Brand Image can influence increased Purchasing Decisions somebody with *Halal* Labeling as variable Moderation get significant results, with showing that hypothesis First in a way simultaneous significant results.

MRA Test (*Moderated Regression Analysis*)

The moderating variable in *Moderated Regression Analysis* (MRA) is determined by its relationship with the dependent and independent variables. The interaction test is a method for determining regression tests with moderating variables. The interaction test is a variant of

multiple linear regression where the interaction element is known as the product of two or more independent variables entered into the regression equation (Mahendra, 2020).

Table 4.17

	Model	Sig.
	(Constant)	,002
	total price	,445
	total taste	.101
1	total brand image	,566
	M1	,865
	M2	,331
	M3	,043

Source: Processed Primary Data, 2023

Based on the moderation test above, the results of the moderation test with code M 1 have value of 0.865 more big from 0.05. This matter show that *Halal* labeling is not moderate variable Price (X1) and Purchase Decisions. Test moderation use code M2 states that a result of 0.331 which is bigger from 0.05, p This show that moderation test *Halal* labeling is not moderate Taste variables (X2) and Purchase Decisions. Final test is a moderation test on the M3 code shows that result 0.043 or not enough from 0.05, can withdraw conclusion that *Halal* labeling is possible moderates Brand Image (X3) on Purchasing Decisions. On statement final that *Halal* labeling is possible strengthening Brand Image on Purchasing Decisions.

Discussion

With *Halal* Labeling as variable moderating (Z), research This aim for ensure Does Price (X1), Taste (X2), or Brand Image (X3) have an influence on Purchasing Decisions (Y). and discussion following can withdraw from results previously.

The Influence of Price on Purchasing Decisions

Price Style Variables have marked the significant t test of 0.049 is less from 0.05 but with T table a number -1.995 which means price has an effect negative and significant on purchasing decisions at Mie Gacoan, Salatiga City.

Based on results the that seen from pocket money factor respondents per month, 500.00 thousand up to 1 million rupiah which most women often visit noodles gacoan, because Woman That Alone Lots very necessary needs so that cause tendency will notice expenditure for others. On research This (Salsabila í et al., 2022) which is in line with this research shows that the price variable (X1) has a negative and significant influence on purchasing decisions. Thus **H1 is rejected** .

The Influence of Taste on Purchasing Decisions

Taste variables have mark significant t test of 0.032 less of 0.05 and t table test value 2.182 which means Taste of getting results positive and significant on Purchasing Decisions.

Taste that is rule determination differentiated food from the taste of food the covers taste can be seen from taste, texture, smell, appearance, and temperature factors that can determine success is lies in quality food, So if quality food served interesting of course just will raise decision purchases too. Based on study (Dilasari et al., 2022) (Wulandari, 2021) and (Maimunah, 2020) which is in line with study this show that influence Taste variable (X2) on Purchase Decisions is positive and significant With thereby **H2 is accepted** .

The Influence of Brand Image on Purchasing Decisions

Brand Image variables have mark significant t test of 0.024 less of 0.05 and t table test value 2,297 which means Brand Image gets results Positive and significant on Purchasing Decisions

In research (Aprilia, 2023) indicated that semaik Good image brand owned by Gacoan Noodle Products so the more decision is high purchase to product Noodles Gacoan, This matter showing that consumer UIN Salatiga Sharia Economics Study Program students consider image brand in decision they For buy Gacoan Noodles Therefore That preferably Gacoan Noodles still maintain quality product in order to get good image to consumers And research This in line with (Widya et al., 2023), (Diyan, 2018) which shows that influence Brand Image variable (X3) on Purchasing Decisions is positive and significant With thereby **H3 is accepted** .

Influence Price on Moderated Purchasing Decisions with *Halal* Labeling

Based on the moderation test above multiplication variable X1 produces 0.865 more big of 0.05 on the moderation test with code M1 shows that moderation test *Halal* labeling is not moderate the influence of price on purchasing decisions with thereby **H4 is rejected**.

From the results analysis the concluded *Halal* labeling is not can moderate between Price and Purchasing Decisions So from That *Halal* labeling is not capable improve Decisions Influenced purchases with price

Influence Taste towards moderated purchasing decisions with *Halal* Labeling

Based on the moderation test above multiplication variable X2 produces 0.331 more big of 0.05 on the moderation test with code M1 shows that moderation test *Halal* labeling is not moderate the influence of taste on purchasing decisions with thereby **H5 is rejected**.

From the results analysis the concluded *Halal* labeling is not can moderate between taste and purchasing decisions, So from That *Halal* labeling is not capable increase influenced Purchase Decisions with Taste.

Influence Brand Image on Moderated Purchase Decisions with *Halal* Labeling

Next is the last one is a test of moderation with code M3 multiplication variable X3 get the result is 0.043 which means not enough from 0.05. Result of multiplication the show positive results which means strengthen.

Can be concluded that *Halal* labeling is possible increase Purchasing Decisions which are influenced by Brand Image. On a Brand Image that is in line in research (Faradhilla, 2021) put forward that strength Name brand is factor important in get creative loyalty to product. image good brand will interesting interest consumer for do purchase to something product with exists *halal* labeling that strengthens the high brand image will create impression positive in mind consumer to something product. If found bad image in the eyes consumer will give rise to conflict. with get results that *Halal* labeling is possible strengthen other variables with thereby **H6 accepted**.

5. Conclusions

Following possible conclusions withdrawn from findings research that has been done researcher about the influence of price, taste, and brand image on purchasing decisions with *Halal* Labeling as variable moderator in Product Gacooan Noodle food and drink in Salatiga as following:

1. Price matters in a way negative and significant on Purchasing Decisions
2. Taste matters in a way positive and significant to the Decision Purchase
3. Brand Image matters in a way positive and significant on Purchasing Decisions
4. *Halal* labeling is not capable moderate influence Price on Purchasing Decisions
5. *Halal* labeling is not capable moderate the influence of taste on purchasing decisions.
6. *Halal* labeling is possible moderate the influence of Brand Image on Purchasing Decisions gets strengthening results.

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