



Assessing the Impact of Marketing Mix and Halal Awareness on Consumer Purchase Behavior: A Case in Indonesia

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This research aims to analyze the influence of the marketing mix (product, price, place and promotion) and halal awareness on purchasing decisions for Mie Gacoan products in Karawang. This research is important because it combines two key factors, namely marketing strategy and halal awareness, which have not been widely studied simultaneously in the context of spicy food in Indonesia. Using descriptive quantitative methods, data from 400 respondents was analyzed using multiple linear regression. The research results show that product, place and promotion have a significant influence on purchasing decisions, while price and halal awareness do not have a significant influence. This research makes an original contribution to the sharia marketing literature by demonstrating the importance of product innovation and marketing strategies in improving purchasing decisions, while halal awareness needs to be further explored to increase its impact on Muslim consumers.

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INTRODUCTION

The creative economy is a very promising field in Indonesia because it has the ability to produce progress and prosperity for society. The culinary sector is one of the sectors that plays an important role in the growth of the creative economy, because it is the sector that contributes the largest income in the creative industry (Natakusumah & Yuliati, 2016).

Many culinary businesses with all their characteristics and advantages have emerged nowadays. This culinary industry is really liked by everyone, one type of food that is liked by Indonesian people is spicy food. The large number of spicy food businesses in Indonesia encourages culinary entrepreneurs to create attractive strategies in terms of product, price, location, promotion and halal awareness with the aim of attracting customers to choose and buy their products rather than competitors' products.

One of the spicy noodle businesses that is very popular and well-known in Indonesia is Mie Gacoan. This is the number one spicy noodle restaurant brand in Indonesia and is a subsidiary of PT. Eternal Revelry. Mie Gacoan has several branches throughout Indonesia, one of which is in Karawang. As shown by the official Mie Gacoan Instagram account, the Karawang branch officially opened on February 10 2022. The location of Mie Gacoan is on Jalan Galuh Mas Raya in Teluk Jember Timur. Mie Gacoan products have only just appeared in Karawang, but already have many customers.

Using the marketing mix is one way for companies to influence their purchasing decisions. The marketing mix is an idea about marketing tools that can be used to develop a controlled strategy that is combined by a company to attract consumers who have become its target market. (Wulandari & Gultom, 2018). Based on marketing mix variables, companies are required to consider consumers as one of the most important elements in making their purchasing decisions (Anindita, 2022).

The majority of Indonesians are Muslims, and their teachings state that Muslim communities must consume halal goods. Using halal products has many benefits for our bodies because they comply with Islamic law. Because currently many products are sold offline and online, manufacturers are trying to seek consumer market share, producers must also ensure that the product is halal. Consumers must also understand and be careful with halal products available on the market today. Halal standards contribute to improving compliance with health and safety regulations while

increasing consumer confidence. The scope of halal certification includes health, organic products, environmental friendliness, cruelty-free animal welfare, ethical practices and fair trade. These elements have significantly increased the appeal and acceptance of the halal concept in various societies (Haidar & Satifa, 2023).

News about cases of lard in many food products in 1988 and the haram of Ajinomoto MSG, which was previously declared halal, seemed to increase public awareness about halal products. In addition, as happened in 2013 regarding the halal status of Solaria and several other well-known restaurant brands, halal certification of food products in Indonesia is carried out by the Indonesian Ulema Council (MUI), specifically the Food, Drug and Cosmetic Study Institute of the Indonesian Ulema Council. One of the responsibilities of this institution is to conduct research, investigation, analysis and determine whether food products, medicines and cosmetics are safe for consumption from a health and Islamic religious point of view, or whether they are permissible and safe for consumption by Muslim communities, especially in areas Indonesia. Apart from that, this institution must also provide advice, make regulations and provide direction to the community (Sinta, 2023). As announced by the Halal Product Guarantee Organizing Agency (BPJPH), Mie Gacoan has officially received a halal certificate from the Indonesian Ulema Council (MUI). This certificate was issued on June 22, 2023 and is valid for all outlets available in the market.

LITERATURE REVIEW

Marketing Mix

Marketing mix is defined as a way to attract and retain customers to generate profits. Therefore, the marketing mix includes preparation for competitive profits and efforts to provide higher customer satisfaction than any other method (Mohamad, 2021).

In carrying out all work activities, especially in opening a business, everyone must have faith in Islamic rules. The noble goal of establishing a business can be achieved if faith is depicted as an ideal human being and Islam is depicted as a binding law for humans. The Prophet taught his people how to trade while maintaining Islamic morals. However, Allah SWT said that they must carry out economic activities that are mutually pleasing.

Meaning: "O you who believe! Do not consume each other's wealth in a false way, except in trade that is based on mutual consent between you. And don't kill yourself. Indeed, Allah is Most Merciful to you."

Product

Products, which are a combination of services and goods produced by a company and sold to the target market, are called products. According to (Wardiman, 2021), The product mix consists of various tools, including brand style, quality, characteristics, service, warranties, and so on. Marketing programs depend on the product. Other marketing strategies can be influenced by product strategy. Customers don't just buy products to fulfill their needs and desires (Shareen & Andayani, 2018). Products consist of a number of attributes, both real and intangible, such as color, price, good name of the factory, good name of the shop that sells (retailer), and factory and retail services provided to buyers to fulfill their wishes (Hasanah, 2023). Taste quality, quantity or portions, menu variety, cleanliness, and innovation are some indicators that can be used to assess products (Wowor, Massie, & Raintung, 2021).

In Islamic economics, goods or services must consider the values of halal, quality, useful, and work together to fulfill human needs. As Rasulullah SAW said: "The Prophet sallallaahu 'alaihi wa sallam prohibited buying and selling by raffling off pebbles and prohibited the buying and selling of gharar" (HR. Muslim no. 1513).

Price

Some component of the marketing mix that can generate profits for the company is price (Pramudita & Antika, 2021). Customer perception of goods and services is always helped by price. Marketers must consider the value or suitability of the product for the price offered when deciding on the price. Price is one source of attributes that influence decision making. Price is defined as the amount of money consumers must pay for a desired product or service (Nuraini & Novitaningtyas, 2022). Price is the only component of the marketing mix that generates revenue, while the other components generate costs. Therefore, price is very important because it determines the profitability and sustainability of the business. Price is a component that has a direct influence on company profits and is defined as a monetary unit or other measure (including other goods and services) exchanged to obtain the right to own or use the goods or services. There are four ways to determine the price of an item. According to Pepadri and Sitinjak, these are: 1) Reference prices, 2) relatively cheaper prices, 3) reasonable prices and 4) Suitability of sacrifices and prices in accordance with profits (Beu & Moniharapon, 2021).

The only component of the marketing mix that generates income or income for the company is price

(Hidayati & Yamini, 2023). The other three components, distribution, promotion, and product/quality, generate costs or expenses (Tambayong, Mandey, & Ogi, 2021). 1) Price level, which is a number that shows the value, price, speed of development, and production in a certain unit of measurement, is called a rate. 2) Discount, which is an attractive price reduction so that the actual price is lower than the general price.

Prices in Islamic economics are set voluntarily based on the market or the strength of demand and supply, so that no party is harmed. According to the words of Allah SWT (QS. Al-Furqon: 67) the price is influenced by justice with professionals, in accordance with the law of transactions (fiqh muamalah). Meaning: "And (including the servants of God the Most Merciful) those who when spending (property), they are not excessive, and not (nor) miserly, between the two appropriately."

Place

Placement is very important businesses must place and distribute their products in places that are accessible to potential buyers (Halim, 2021). Place greatly influences their purchasing decisions. The place of business should be easily accessible. Choosing the right location will influence the purchasing decisions of customers, which in turn will increase sales. Location is a place where a business provides goods or services to consumers (Sopiyan, 2021). Location indicators are as follows: access, visibility, traffic (traffic), and parking (Anggraini & Saino, 2022).

Determining the location of a shopping business is a very important issue because determining a strategic location can generate consumer buying interest (Mulyeni & Septiawan, 2024). If this is successful, the location determination will have a negative impact on the company's performance, namely increasing the level of sales and consumer profits from purchasing goods not only getting the goods needed at a reasonable price and good quality according to the requirements (Tambayong, Mandey, & Ogi, 2021).

Prophet Muhammad SAW forbade monopoly in certain contexts. Islam forbids the domination of distribution channels to regulate prices. The Prophet SAW. Said, "It is not permissible for city dwellers to be intermediaries for people in the villages, let people obtain Allah's sustenance from one another." (HR. Muslim)

Promotion

Promotion is an important part of a company's marketing strategy. If information about high-quality products is not received by buyers, they will not be convinced to buy the product, which affects the purchasing decision-making process. Promotion is a type of marketing relationship in which activities are used to report, control, and remind the target market to buy the product. The exchange of information is known as promotion with the aim of influencing potential customers or others (Dzikrulloh et al, 2022). The purpose of promotion is to provide and receive information and influence or not influence potential customers. Promotion is defined as a type of marketing communication in which information is shared with the aim of encouraging the target market to obtain, buy, and be loyal to the company's products concerned.

Various media can be used to introduce a business, launch new products, build brands, attract customers, and various activities that the public must know about. "Promotional mix" is a term used to describe the types of media that can be used for promotion. Some promotion indicators (Keller & Kotler, 2022) are as follows: 1) Sales Promotion; 2) Advertising; 3) Public Relations; and 4) Direct Marketing (Arifin, Rosyidah, & Bisari, 2022).

According to the rules of Islamic product promotion, deception in both actions and words is prohibited. The Qur'an curses all false statements, accusations, and testimonies. as Allah SWT says in Surah Az-Zukhruf verse 19. It means: "And they made the angels of the servants of the Most Gracious as females. Did they witness the creation (of the angels)? Soon their testimony will be recorded and they will be asked to account for it."

Halal Awareness

Through this program, it is expected to create good efforts in providing a positive image for Micro, Small, and Medium Enterprises (MSMEs) and support public awareness programs about halal lifestyles. In addition, strategic steps towards competition in winning the world market are also expected to be implemented well. The halal certification program with a self-declare scheme is expected to encourage micro-entrepreneurs to register their products to obtain halal certification. For micro-entrepreneurs, halal certification will increase public trust, so that their market share increases or even opens up new market opportunities (Dawam et al, 2023).

Consciousness is the ability to understand, feel, and be aware of an event or object. The concept of

"concern" refers to the understanding and perception of an event or subject (Esa & Mas'ud, 2021). Halal awareness is defined as a Muslim's knowledge of the halal concept, the halal process, and the importance of consuming halal food (Hapsari et al, 2019).

The indicators of halal awareness research are as follows: 1) Concern for consuming halal food; 2) Understanding of halal food; and 3) Awareness that eating halal food is something that must be done (Hapsari et al, 2019). Halal means not haram and is permitted according to religious law. Halal products are products that are permissible according to Islamic law. Food that is considered halal must meet several requirements in order to be considered legally valid: 1) Does not consist of ingredients containing animals that are not permitted according to Islamic law that are slaughtered not in accordance with Islamic law. 2) Does not contain ingredients that are unclean according to Islamic law. 3) Safe to consume and not dangerous. 4) Does not use tools that are unclean according to Islamic law. 5) Does not contain parts of living things that are not permitted by Islamic law (Lailla & Tarmizi, 2020).

In the halal context, awareness means understanding the rules of the Islamic religion contained in the Al-Qur'an and Hadith as well as understanding what is good or not to be consumed (Wahyuni, Yarmunida, & Arisandi, 2022). Allah's Word prohibits us from committing evil acts such as lying, cheating, stealing, cheating, and so on. As stated in Surah Al-Baqarah verse 168, Meaning: "O people! Eat of the halal and good (food) found on earth, and do not follow the steps of Satan. Indeed, Satan is a real enemy for you."

Purchasing Decision

An opinion-based purchasing decision is a decision that comes from two or more purchasing decision options, meaning that in order for someone to make a decision, they must have several options. In other words, an opinion-based purchasing decision is a decision that comes from two or more purchasing decision options (Nuraini & Novitaningtyas, 2022).

Since the market offers a variety of brands and product choices, consumers are free to make their own purchasing decisions. They make these decisions using various criteria that suit their needs. Marketers who understand customer desires can make better purchasing decisions. The decision to purchase can affect how the decision-making process is carried out and how the decision is derived from previous actions. According to Kotler (2002), the five factors that influence purchasing decisions are need recognition, information search,

evaluation of alternatives, and post-purchase behavior (Zulkifli et al, 2019).

In Islam, the decision to buy something must be based on the halal label. This means that a product must have guaranteed quality so that Muslims no longer need to doubt its halalness (safe for them to consume)

according to the word of Allah SWT (QS. Al-Maidah: 100). Meaning: "Say (Muhammad). "Not equal are the bad and the good, even though the abundance of evil may attract your hearts, so fear Allah, O you who have reason, that you may be successful.".

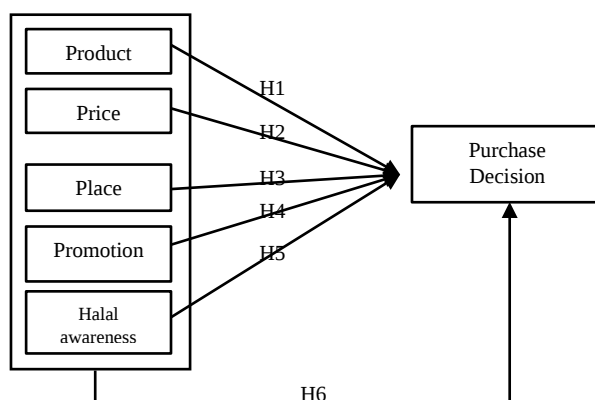


Figure 1. Framework of Thought

Hypothesis Development

H1: Product has a significant effect on the purchase decision of Mie Gacoan.

H2: Price has a significant effect on the purchase decision of Mie Gacoan.

H3: Place has a significant effect on the purchase decision of Mie Gacoan.

H4: Promotion has a significant effect on the purchase decision of Mie Gacoan.

H5: Halal awareness has a significant effect on the purchase decision of Mie Gacoan.

H6: Marketing Mix and Halal awareness (product, price, place, and promotion) simultaneously have a significant effect on the purchase decision.

RESEARCH METHODS

This research was conducted in Karawang, during June-July 2023. The location was chosen in Karawang because the respondents used as the author's research respondents were Mie Gacoan consumers who live in Karawang.

This research is a descriptive quantitative research, the data used in this study uses primary data obtained directly from respondents using a questionnaire method that is distributed online via Google Forms to collect initial data. The questionnaire or survey given to respondents is closed, meaning that they can only give short answers or ask them to choose one of the many available answers.

This study uses nonprobability sampling (does not provide the same opportunity or chance to each member of the population when selecting a sample). The purposive sampling method is used because the selected sample is deliberately influenced by the criteria set by the researcher. The sample from this study will be calculated using the Slovin formula with an error rate of 5%.

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Sample Size

N = Population Size

E(e) = Error Rate

Known:

The total population is 2,505,247 million people

N = 2.505.247

e = 5% = 0,05

$n = 2.505.247 / 1 + 2.505.247 (0,05)^2$

$n = 2.505.247 / 1 + 2.505.247 (0,0025)$

$n = 2.505.247 / 6.264,1175$

$n = 399,93$ rounded up to 400.

From the calculations above, it can be seen that the number of samples used in this research was 400 respondents.

Data collection technique

In this study, questionnaires were distributed to respondents who were at least 15 years old and had purchased or consumed Mie Gacoan products. A questionnaire is a data collection method that is carried out by asking several questions or written statements to respondents to be asked for answers. Direct data from

respondents taken as samples were collected through the use of questionnaires by the research author. Likert scale measurements were used for this research questionnaire. By using the answers Strongly Agree (SS), Agree (S),

Disagree (ST), and Strongly Disagree (STS), the Likert scale (1-4) is used to measure the attitudes, opinions, and perceptions of a person or group of people about reality.

Table 1 Likert Scale

Information	Grade
Strongly agree	4
Agree	3
Disagree	2
Strongly Disagree	1

Researchers only chose a questionnaire scale of four, because according to Budiaji (2013) in Nurlatifah (2019), if the scale is 5 respondents tend to answer by choosing neutral and respondents will feel hesitant in choosing.

Operational Definition of Variables

Operational variables are research variables that aim to understand the meaning of each research variable. The author determines the research variables to be studied until they find the source of the variables, and then these variables are used as the basis for conclusions. Dependent variables and independent variables are two

categories of variables that will be used in this study. There are two types of variables in this study, namely:

1. Dependent Type

The Dependent Variable that determines the existence of an independent variable. For this study, the dependent variable will be the purchasing decision, which is symbolized using the letter Y.

2. Independent Type

The Independent Variable is a variable that can influence or cause changes in the dependent variable. For this study, the independent variable will be the Marketing Mix (Product. Price, Place, Promotion) which is symbolized using the letter X.

Table 2 Operating Variables

Variable	Indicators	Source	Scale
Product (X ₁)	1. Quality in taste 2. Quantity or portion 3. Variations in the menu offered 4. Cleanliness 5. Innovation	(Tangko, Christiany, & Andreani, 2016)	Likert
Price (X ₂)	1. Price reference 2. Relatively cheaper prices 3. Reasonable price 4. Suitability of prices & benefit	(Effendy, 2019)	Likert
Place (X ₃)	1. Access 2. Visibility 3. Traffic 4. Parking lot	(Hurriyati, 2005)	Likert
Promotion (X ₄)	1. Sales promotion 2. Advertising 3. Public relations 4. Direct marketing	(Kotler & Keller, 2009)	Likert
Halal Awareness (X ₅)	1. Concern about consuming halal food 2. Understanding of halal food 3. Being aware of halal food is mandatory	(Hapsari, Kusumaningrum, Aminah, & Puspitasari, 2019)	Likert
Purchasing Decision (Y)	1. Recognition of needs 2. Search for information 3. Evaluate alternatives 4. Post-purchase behavior	(Keller & Kotler, 2016)	Likert

Data Analysis Techniques

Data analysis techniques discuss research results or hypothesis answers from questionnaire data collected during the study. Multiple linear regression is an analysis tool used to analyze data that has been set. It is used to predict the value of the influence of two or more independent variables on the dependent variable to determine whether there is a functional or causal relationship between two or more independent variables with one dependent variable (Sukmawati, et al., 2023).

Multiple Linear Regression Analysis

In this research, the author uses the Multiple Linear Regression equation, because there is more than one variable in this research. So, the Multiple Linear Regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information:

Y: purchasing decision

a : constant

b1, b2 : regression coefficients

X1 : product

X2 : price

X3 : place

X4 : promotion

X5: halal awareness

e : standard error (errors or confounds which are values that are not included in the equation, and are generally ignored when calculating).

Instrument Test

1. Validity Test

Validity Test is an examination of whether the data that occurs in the research subjects is comparable to the power reported by the researcher and the data obtained directly from the research subjects. Validity test is used to evaluate the validity of the questionnaire (Falajunah & Hendayani, 2024). The calculated r value, which is the corrected item-total correlation value in the Cronbach alpha results, is compared with the table r value to conduct a significance test. Criteria for if:

a. calculated $r > r$ table then the item or question is valid.

b. calculated $r < r$ table then the item or question is not valid.

2. Reliability Test

Reliability test is used to test the extent to which a measuring instrument is reliable so that it can be used again for the same research. If the data is not reliable, the further process will produce unfair conclusions. If a person's answers to questions are consistent or stable over time, the questionnaire is said to be reliable (Sujarweni, 2018:178). Criteria for if:

a. Cronbach Alpha > 0.60 then reliable.

b. Cronbach Alpha < 0.60 then not reliable.

Classical Assumption Test

1. Normality Test

The normality test is used to determine whether the regression model has a normal distribution for the dependent variable and independent variables. Ghozali (2006) stated that a good regression model is considered to have a normal or almost normal data distribution (Luthfi & Hapsari, 2017).

2. Multicollinearity Test

According to the purpose of the multicollinearity test, it is to determine whether the regression model shows a correlation between the independent variables (Prasasti & Maisara, 2022). The following Tolerance and Variance Inflation Factor (VIF) values can be used to evaluate multicollinearity:

a. A Tolerance value ≥ 0.10 means that there is no multicollinearity in the regression model.

b. If the VIF value is ≤ 0.10 , multicollinearity occurs in the regression model.

2. Heteroscedasticity Test

Heteroskedasticity shows that the variance of each variable in the model is different. The Glejser test is one way to find out whether there is a case of heteroscedasticity. The residual absolute value of the independent variable is divided into two categories: homoscedasticity and heteroscedasticity. Symptoms of heteroscedasticity are not found if the significance value is greater than 0.05 or vice versa.

Hypothesis Testing

a) Partial Test (t-Test)

Partial test is used to determine the effect of each independent variable, namely product, price, place, promotion, and halal awareness, on the dependent variable, namely purchasing decisions. The partial test or t-test in this study uses a significance level of 0.05. If $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_1 is accepted. If $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_1 is rejected.

Or if $p < 0.05$, then H_0 is rejected and H_1 is accepted or if $p > 0.05$, then H_0 is accepted and H_1 is rejected.

b) Feasibility Test (f-Test)

The F-test is a test that aims to determine whether all independent variables, namely product, price, place, promotion and halal awareness, have a simultaneous or concurrent effect on the dependent variable, namely purchasing decisions. If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_1 is accepted. If $F_{\text{count}} < F_{\text{table}}$, then H_0 is accepted and H_1 is rejected. If $p < 0.05$, then H_0 is rejected and H_1 is accepted. And if $p > 0.05$, then H_0 is accepted and H_1 is rejected.

R-Square Coefficient of Determination Test (R^2)

To find out how far the model's ability to explain variations in the dependent variable, the coefficient of determination test is used. A value close to one means that almost all the information needed to predict the dependent variable is provided by the independent variable (Mustika, 2023). The coefficient of determination ranges between zero and one. A small R^2 value indicates that the ability of the independent variable to explain variations in the dependent variable is very limited. Conversely, if the value is almost one, it means that the Independent variables provide almost all the data needed to predict the Dependent variables. States that the regression model can predict the dependent variable by looking at the coefficient of determination value (Esa & Mas'ud, 2021).

Statistical Hypothesis

Hypothesis is a temporary answer to the formulation of research problems written in the form of questions. Meanwhile, the hypothesis can also be considered as a theoretical answer to the formulation of research problems, but has not answered the empirical one because the answer given is only based on the relevant theory. The statistical hypothesis in this study is:

The Relationship between Products and Purchasing Decisions

H_0 : $\beta_1 = 0$, The product does not have a significant effect on purchasing decisions at Mie Gacoan

H_1 : $\beta_2 \neq 0$, Produk berpengaruh signifikan terhadap keputusan pembelian pada Mie Gacoan.

The Relationship between Price and Purchasing Decisions

H_0 : $\beta_1 = 0$, Price does not have a significant effect on purchasing decisions at Mie Gacoan

H_1 : $\beta_2 \neq 0$, Price has a significant influence on purchasing decisions at Mie Gacoan.

The Relationship between Place and Purchasing Decisions

H_0 : $\beta_1 = 0$, Place does not have a significant effect on purchasing decisions at Mie Gacoan

H_1 : $\beta_2 \neq 0$, Place has a significant influence on purchasing decisions at Mie Gacoan

The Relationship between Promotions and Purchasing Decisions

H_0 : $\beta_1 = 0$, Promotions do not have a significant effect on purchasing decisions at Mie Gacoan

H_1 : $\beta_2 \neq 0$, Promotions have a significant effect on purchasing decisions at Mie Gacoan

The Relationship between Halal Awareness and Purchasing Decisions

H_0 : $\beta_1 = 0$, Halal awareness does not have a significant effect on purchasing decisions for Mie Gacoan

H_1 : $\beta_2 \neq 0$, Halal awareness has a significant influence on purchasing decisions for Mie Gacoan

The relationship between Marketing Mix and Halal Awareness with purchasing decisions

H_0 : $\beta_1 = 0$, Marketing Mix and Halal Awareness simultaneously do not have a significant effect on purchasing decisions for Mie Gacoan

H_1 : $\beta_2 \neq 0$, Marketing Mix and Halal Awareness simultaneously have a significant influence on purchasing decisions for Mie Gacoan.

RESULTS AND DISCUSSION

Instrument Test

The data instrument test in this research was carried out to test whether a research instrument was feasible or not. This questionnaire was used and tested as accurately as possible, and can be accounted for.

Validity Test

The following is a validity test of each variable:

Table 3 Validity Test Results

Variables	Item	r count	R table	Status
Product	P1	0.654	0.361	valid
	P2	0.637	0.361	valid
	P3	0.598	0.361	valid
	P4	0.650	0.361	valid
	P5	0.592	0.361	valid
Price	P6	0.648	0.361	valid
	P7	0.604	0.361	valid
	P8	0.581	0.361	valid
	P9	0.596	0.361	valid
Place	P10	0.727	0.361	valid
	P11	0.639	0.361	valid
	P12	0.482	0.361	valid
	P13	0.587	0.361	valid
Promotion	P14	0.668	0.361	valid
	P15	0.526	0.361	valid
	P16	0.561	0.361	valid
	P17	0.465	0.361	valid
Halal Awareness	P18	0.677	0.361	valid
	P19	0.708	0.361	valid
	P20	0.627	0.361	valid
	P21	0.589	0.361	valid
Buying Decision	P22	0.693	0.361	valid
	P23	0.583	0.361	valid
	P24	0.788	0.361	valid
	P25	0.668	0.361	valid

Source : Primary Data Processed (2024)

The validity test table above shows that the correlation value of each statement shows that the calculated R value is greater than the R value of the table with a total of 30 respondents and a significance level of 5%. Thus it can be stated that the statement items used in the variables product, price, place , promotions, halal

awareness, and overall purchasing decisions are declared valid.

Reliability Test

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Standard Reliable	Notes
Product	0,745	0,60	Reliable
Price	0,887	0,60	Reliable
Place	0,689	0,60	Reliable
Promotion	0,808	0,60	Reliable
Halal Awareness	0,862	0,60	Reliable
Buying Decision	0,760	0,60	Reliable

Source : Primary Data Processed (2024)

Based on the data above, it shows that all variables have a Cronbach's Alpha value greater than 0.60. A measuring instrument is said to be reliable if the reliability test results produce a Cronbach's Alpha value > 0.60 . So it can be concluded that the indicators used in the product, price, place, promotion, halal awareness

and purchasing decisions variables are declared worthy or trustworthy as measuring tools.

Classic Assumption Test Results Normality Test

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		400	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.38928817	
Most Extreme Differences	Absolute	.029	
	Positive	.029	
	Negative	-.026	
Test Statistic		.029	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^c	Sig.	.569	
	99% Confidence Interval	Lower Bound	.556
		Upper Bound	.581

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Primary Data Processed (2024)

Based on the table above, the normality test using the One-Sample Kolmogorov-Smirnov test shows that the asymp. Sig. (2-tailed) significance value is 0.200 which is greater than 0.05. So it can be concluded that the data distribution in this study is normally distributed

Multicollinearity Test
The tolerance and Variance Inflation Factor (VIF) values in this research are as follows:

Table 6 Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Product (X1)	.887	1.128
	Price (X2)	.903	1.107
	Place (X3)	<.001	1.078
	Promotion (X4)	.006	1.130
	Halal Awarness (X5)	.981	1.073

a. Dependent Variable: Purchase Decision

Source : Primary Data Processed (2024)

Based on the results of the data above, it shows that the Tolerance value results are X1 (0.887 > 0.1), X2 (0.903 > 0.1), X3 (0.927 > 0.1), 0.932 > 0.1). So the conclusion is that all the variables above are free from multicollinearity

Heteroscedasticity Test

Table 3 Heteroscedasticity test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.973	.639		3.088	.002
	Product (X1)	-.018	.023	-.041	-.764	.445
	Price (X2)	-.052	.032	-.086	-1.631	.104
	Place (X3)	-.038	.029	-.066	-1.279	.202
	Promotion (X4)	.032	.032	.053	.996	.320
	Halal awareness (X5)	.005	.028	.010	.198	.843

a. Dependent Variable: ABS_RES

Source : Primary Data Processed (2024)

Based on the results of the table above, the Heteroscedasticity test uses the Glejser test which shows that the variable values X1 (0.445), X2 (0.104), X3 (0.202), X4 (0.320), and So it can be concluded that the

data in this study do not contain symptoms of heteroscedasticity

Hypothesis Test Results
T test

Table 8 T Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		BB	Std. Error	Beta		
1	(Constant)	4.849	1.049		4.623	<.001
	Product (X1)	.178	.038	.229	4.692	<.001
	Price (X2)	.077	.052	.072	1.477	.141
	Place (X3)	.182	.048	.181	3.779	<.001
	Promotion (X4)	1.145	.052	.136	2.772	.006
	Halal awareness (X5)	.001	.045	-.001	-.024	.981

a. Dependent Variable: Buying decision

Source : Primary Data Processed (2024)

Based on the T Test Results Table, the direct influence, which can be seen from the research results, is:

1. Product Influence on Purchasing Decisions

Based on data analysis, the product variable t count is 4.692 with a significance of 0.001. For the t table in this study, it is known that the value is 1.966. So the results can be obtained from t count 4.692 > t table 1.966 with a significance of 0.001 < 0.05 (H₀ rejected, H₁ accepted). So it can be concluded that the product variable has a positive and significant effect on purchasing decisions at Mie Gacoan.

2. The Influence of Price on Purchasing Decisions

Based on data analysis, the calculated price variable t is 1.477 with a significance of 0.141. To test based on the t table, it can be seen from the results of t count 1.477 > t table 1.966 with a significance of 0.141 > 0.05. So it can be concluded that the price variable has a positive but not significant effect on purchasing decisions at Mie Gacoan

3. The Influence of Place on Purchasing Decisions

Based on data analysis, the results of the variable where t is calculated is 3.779 with a significance of 0.001. To test based on the t table, it can be seen from the results of t count 3.779 > t table 1.966 with a significance of 0.001 < 0.05 (H₀ rejected, H₃ accepted). So it can be concluded that the place variable has a positive and significant effect on purchasing decisions at Mie Gacoan

4. The Effect of Promotion on Purchasing Decisions

Based on data analysis, the results of the promotion variable t count were 2.772 with a significance of 0.006. To test based on the t table, it can be seen from the results of t count $2.772 > t \text{ table } 1.966$ with a significance of $0.006 < 0.05$ (H_0 rejected, H_4 accepted). So it can be concluded that the promotional variable has a positive and significant effect on purchasing decisions at Mie Gacoan

5. The Influence of Halal Awareness on Purchasing Decisions

Based on data analysis the results of the halal awareness variable t count were 0.024 with a significance of 0.981. To test based on the t table, it can be seen from the calculated t result $-0.024 < t \text{ table } 1.966$ with a significance of $0.981 > 0.05$. So it can be concluded that the halal awareness variable has a negative and insignificant effect on purchasing decisions at Mie Gacoan.

F Test

Table 9 F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.471	5	30.294	15.499	<.001^b
	Residual	770.119	394	1.955		
	Total	921.590	399			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Products, Prices, Places, Promotions, Halal Awareness

Source : Primary Data Processed (2024)

The result of the F test with F count is 15.499 with a significance of 0.001. To test based on the F table where the F table obtained a value of 2.23, the result can be seen $15.499 > 2.23$ with a significance of $0.001 < 0.05$. So the decision is to reject H_0 and accept H_1 . So it can

be concluded that the independent variables (product, price, place, promotion and halal awareness) simultaneously or together have a positive and significant effect on the dependent variable (purchase decision) at Mie Gacoan.

Table 4 R² test

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.405 ^a	.164	.154	1.39808

a. Predictors: (Constant), Products, Prices, Places, Promotions, Halal Awareness

b. Dependent Variable: Buying decision

Source : Primary Data Processed (2024)

Based on the data above, it can be seen that the size of R Square is 16.4% in this case it means that the variation of the purchasing decision variable (Y) can only be explained to a limited extent by the independent

variables (product, price, place, promotion and halal awareness) which is 16.4%. While the other 83.6% is explained by factors that are not included and studied in this study.

Multiple Linear Regression

The results of multiple linear regression analysis in this study are as follows:

Table 11 Results of Multiple Linear Regression Analysis

Coefficients ^a	Unstandardized Coefficients	
	B	Std. Error
Model		
(Constant)	4.849	1.049
Product (X1)	.178	.038
Price (X2)	.077	.052
Place (X3)	.182	.048
Promotion (X4)	.145	.052
Halal Awareness (X5)	-.001	.045

Source : Primary Data Processed (2024)

From the Hypothesis Test Results Table, a multiple linear regression equation can be compiled from the equation: Regression Equation with Purchase Decision as the dependent variable obtained a constant value of 4.849, the Product regression coefficient value is 0.178, the Price regression coefficient value is 0.077, the Place regression coefficient value is 0.182, the Promotion regression coefficient value is 0.145, the Halal Awareness regression coefficient value is -0.001. Based on these values, the following equation can be compiled:

$$KP = 4,849 + 0,178X_1 + 0,077X_2 + 0,182X_3 + 0,145X_4 + -0,001X_5 + e$$

DISCUSSION

Product Influence on Purchasing Decisions

The results of the analysis in this study showed that the product variable has a positive and significant effect on purchasing decisions, in this study the product variable with indicators of taste quality, quantity or portion, variety of menus offered, cleanliness, and innovation has a significant effect on purchasing decisions at Mie Gacoan. So it can be concluded that the menu offered by Mie Gacoan is in great demand by customers and the quality of the taste is no less delicious than noodles from other places, so this will increase purchasing decisions.

These results support research that shows that products have a positive and significant effect on

purchasing decisions, as seen in a study of purchasing decisions on the product of Kara Santan PT Enseval Putera Megatrading, Tbk. Kara Santan is a product that is quite in demand and more sought after when compared to other products, it still cannot avoid the fact that one day a better and quality product will appear, and because some customers give less good responses, the product variable must be improved to be even better (Shareen & Andayani, 2018).

The Influence of Price on Purchasing Decisions

The results of the analysis in this study show that the price variable has a positive but not significant effect on purchasing decisions. In this study, the price variable with price reference indicators, relatively cheaper prices, reasonableness of prices, suitability of sacrifices and prices in accordance with benefits have a positive but not significant effect on decisions. purchases at Mie Gacoan. So it can be concluded that a cheaper price does not rule out the possibility that customers will buy the product. Because currently customers prioritize taste, Instagramable and viral places, price is no longer the main benchmark for consumers in making purchasing decisions, in accordance with previous research findings.

The results of this research are in accordance with previous research which relate regarding purchasing decisions at Mie Gacoan Magelang Branch which stated that price does not have a significant

influence because many consumers do not pay attention to product prices when making purchases, however Mie Gacoan management still needs to consider providing price promotions to attract consumer buying interest (Nuraini & Novitaningtyas, 2022). This research also supports previous research conducted by Fiana & Hartati (2023) on Purchasing Decisions (Study at "Mie Gacoan" Restaurants in the Special Region of Yogyakarta) which states that the price of Mie Gacoan does not have a significant influence on consumer purchasing decisions for Mie Gacoan (Viana & Hartatir, 2022).

The Influence of Place on Purchasing Decisions

The results of the analysis in this study that the place has a positive and significant effect on purchasing decisions, in this study the variables of place with indicators of access, visibility, traffic, and parking have a significant effect on purchasing decisions at Mie Gacoan. So it can be concluded that the Mie Gacoan place is easy to reach by private vehicles or public transportation, then the traffic around Mie Gacoan is also smooth and under control. The results of this study are in accordance with the research conducted on the Consumer Purchasing Decision of Mie Ayam Solo Bangsal Jember, which states that the place/location has a positive and significant effect on purchasing decisions (Husen, Sumowo, & Rozi, 2018).

The Effect of Promotions on Purchasing Decisions

The results of the analysis in this study that the promotion variable has a positive and significant effect on purchasing decisions, in this study the promotion variable with indicators of sales promotion, advertising, public relations, and direct marketing has a significant effect on purchasing decisions at Mie Gacoan. So it can be concluded that if the promotion is done well, making attractive advertising, it will be easy to make customers come more and make purchasing decisions. The results of this study are in accordance with research conducted by on the Purchase Decision of Indomie Noodles in Pekanbaru, which states that a positive and significant effect on purchasing decisions for Indomie noodles (Sari & Chandra, 2023).

The Influence of Halal Awareness on Purchasing Decisions

The results of the analysis in this study show that halal awareness has a negative and insignificant effect on purchasing decisions. In this study, the halal awareness variable with indicators of concern for consuming halal food, understanding of halal food, and realizing that halal food is mandatory, has no effect and is not significant on decisions. consumer purchases of Mie Gacoan. So it can be concluded that this research does not determine consumer understanding in making purchasing decisions for Mie Gacoan. Because Gacoan Noodles have become a special attraction for consumers as a form of everyday desire. These results support previous research on Orichick Purchasing Decisions in the city of Semarang, which states that halal awareness has a negative effect on purchasing decisions (Aisyah, 2023) and does not have a significant influence on purchasing decisions (Esa & Mas'ud, 2021).

The Influence of Product, Price, Place, Promotion, and Halal Awareness on Purchasing Decisions Simultaneously

The results of the analysis in this study show that the role of product, price, place, promotion, and halal awareness simultaneously have a positive and significant effect on purchasing decisions on Mie Gacoan, based on the F table value obtained a value of 2.23, the results can be seen $15.499 > 2.23$ with a significance of $0.001 < 0.05$, it can be concluded that the independent variables (product, price, place, promotion, and halal awareness) simultaneously or together are able to explain consumer purchasing decisions on Mie Gacoan.

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