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The Effect Of Halal Labels And Product Quality On Purchase Decisions For Fayrouz Products In Mojokerto, With Brand Image As A Mediating Variable

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Abstract

Nowadays, there is a growing discernment among Muslim consumers regarding the halal aspect and quality (tayyib) of a commodity prior to consumption. This study is designed to examine the influence of halal certification and product quality on consumer purchasing behavior, both directly and indirectly through brand image as an intervening factor. Adopting a quantitative approach, this research gathered data from 100 participants via a digital questionnaire hosted on Google Forms. The collected data were subsequently analyzed using Structural Equation Modeling (SEM) through the Smart-PLS software. Empirical findings indicate that the presence of a halal logo alone fails to trigger purchasing actions. Conversely, product quality standards are proven to strongly drive direct purchase decisions. On the other hand, both the inclusion of a halal logo and product quality successfully boost brand image positively. Interestingly, when brand image acts as a mediator, both the halal regulation variable and product quality prove reliable in stimulating the consumers' final decision to purchases

Keywords: Brand Image, Halal Certification, Product Quality, Purchase Decision

INTRODUCTION

As entities constantly engaged in financial and commercial activities, humans are often identified as homo economicus. This label reflects an individual's ability to manage and operate various business ventures based on sound economic calculations. To meet all their life's needs, consumers tend to actively seek out various references and data to refine their decision-making strategies during transactions (Iskandar & Rahmayanti, 2018).

In the modern era, people exhibit a high degree of selectivity when researching and scrutinizing the background of the goods they intend to consume. For Muslims, the process of fulfilling basic needs must be grounded in the principles of Islamic law derived from the Qur'an and the Sunnah. From a quality standards perspective, the halal status and wholesomeness (tayyib) of a product are crucial parameters that must be considered before making a transaction or using the product (Ernawati & Koerniawan, 2023). The increase in religious literacy and awareness among the Muslim community is directly proportional to their high level of selectivity in determining which products are suitable for consumption (Alfian, 2017).

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In addition to halal certification, brand reputation and product quality are also key determinants for consumers in making purchasing decisions. This phenomenon occurs because these two elements can enhance added value and create a deeper, more positive impression of the products being offered (Andriansyah et al., 2016). A concrete example is seen in a beverage manufacturer in Mojokerto that initiated the production of an entirely non-alcoholic product line starting in September 2018. The company had actually already obtained halal certification for its fruit soda variant, Fayrouz. Nevertheless, in response to this expansion, Yuswohady—a consumer behavior analyst and Managing Partner at Inaventure—assessed that products marketed by this affiliate of a liquor corporation tend to struggle to win over the public. The collective mindset of the public still associates the company with beer. The public's strong memory of the non-halal product lines produced there creates a distinct resistance among consumers (Widiawati, 2020).

Thus, even if the company releases non-alcoholic beverages, they are unlikely to significantly influence the public to purchase them, despite some being halal-certified (Ivanka et al., 2025). The market penetration efforts by the alcoholic beverage producer through its Fayrouz fruit soda innovation are predicted to face obstacles, unless the segment of the Muslim population with a more open-minded outlook is willing to consume it. Based on theoretical foundations, empirical data, and previous studies on the interaction between halal certification, product quality, and brand image as an intervening variable, and consumer purchasing decisions, the author aims to examine these dynamics more deeply within the beverage industry. Through the findings of this research, the relevant corporations are expected to be able to map out business expansion strategies while simultaneously reshaping public perception in a more positive direction. Given this urgency, the author was motivated to initiate a scientific study titled "The Influence of Halal Labels and Product Quality on Purchase Decisions for Fayrouz Products in Mojokerto, with Brand Image as a Mediating Variable".

METHOD

The scientific approach applied in this study is a quantitative method. The research focus is on decision-makers or consumers who purchase Fayrouz products labeled as halal in Mojokerto Regency. Regarding the research subjects, the population involved includes all customers of Fayrouz products, the total number of whom cannot be precisely identified (unknown population). Given the large size of the population and the limitations in determining the exact number, the sampling strategy applied was non-probability sampling. This approach was chosen because it does not provide equal opportunities for every element of the population to be included in the sample. Meanwhile, to estimate a representative sample size, the researcher applied the following Cochran formula (Bulan et al., 2018).

$$n_0 = \frac{z^2.p.q}{e^2}$$

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Where:
n0 = sample size
Z2 = the abscissa of the normal curve that intersects the tails, or the 1-confidence level; for example, 95% = 1.96
e = desired confidence level
p = estimated proportion of a certain attribute
in a population
q = 1 – p
Therefore,

$$n_0 = \frac{z^2.p.q}{e^2}$$

$$n_0 = \frac{(1.96)^2(0.5)(0.5)}{0.1^2}$$

$$n_0 = \frac{(3.8416)(0.25)}{0.01}$$

$$n_0 = 96.04$$

Through this mathematical estimation, a sample size of 96.04 was obtained, which was then rounded up to 100 respondents from among Fayrouz consumers in the Mojokerto region. In the process of collecting primary data, the researcher employed the observation method—a scientific instrument that optimizes sensory perception to record phenomena in the field. Using this technique, a researcher is required to focus all of their sensory perception capabilities on the object of study (Sani, 2012). In addition, data collection also relied on questionnaires. The parameters of these research variables were subsequently used as a foundation for constructing the instrument items, which were formulated in the form of both statements and written questions (Sugiyono, 2018). The questionnaire was distributed online using the Google Forms platform. Meanwhile, to analyze the relationships among the variables, this study employed Structural Equation Modeling (SEM), which was conducted using the Smart-PLS software.

RESULT AND DISCUSSION

Analysis of the Measurement Model (Outer Model)

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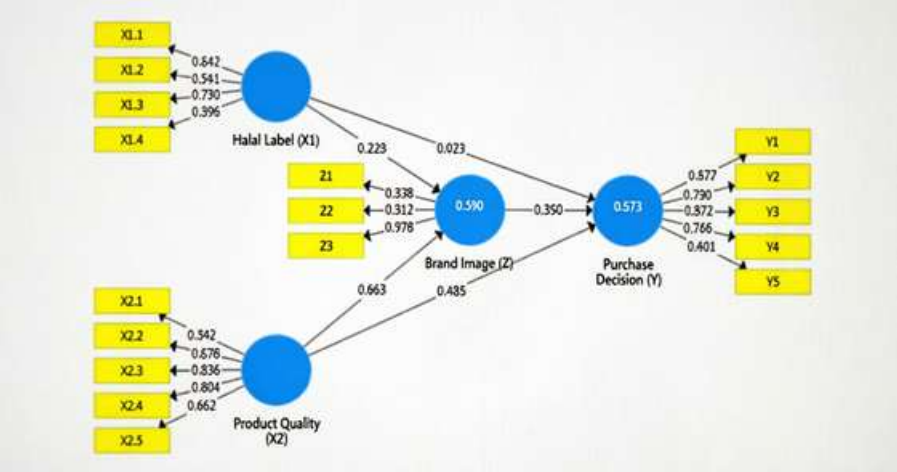


Figure 1. Calculate Algorithm Output

Validity Testing

Validity evaluation encompasses internal and external dimensions, where external validity reflects the ability of research findings to be generalized to various objects, conditions, and time periods. More specifically, instrument validity testing is divided into convergent and discriminant validity. The basic principle of convergent validity requires that manifest variables measuring the same construct be closely interrelated or highly correlated with one another. On the other hand, discriminant validity applies the opposite principle, whereby indicators from different dimensions must not have high levels of correlation so that the uniqueness of each construct is maintained.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Z)	0.830	0.844	0.898	0.746
Purchase Decision (Y)	0.865	0.869	0.903	0.650
Product Quality (X2)	0.864	0.873	0.903	0.652
Halal Label (X1)	0.868	0.872	0.910	0.719

Figure 2. Average Variance Extracted (AVE) Validity Test

Based on the data presented in Figure 2, the results of the validity test using the Average Variance Extracted (AVE) parameter have met the required significance criteria, with the following values:

1. The latent variable Halal Label (X_1) is 0.719 (> 0.5)
2. The latent variable Product Quality (X_2) is 0.652 (> 0.5)
3. The latent variable Brand Image (Y) is 0.746 (> 0.5)
4. The latent variable Purchase Decision (Z) is 0.650 (> 0.5)

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Based on the calculations for these four variables, all AVE values have exceeded the specified minimum threshold. The AVE value that is closest to the minimum threshold (rule of thumb) was found in the Purchase Decision dimension.

	Brand Image (Z)	Purchase Decision (Y)	Product Quality (X2)	Halal Label (X1)
X1.1				0.842
X1.2				0.911
X1.3				0.730
X1.4				0.896
X2.1			0.842	
X2.2			0.878	
X2.3			0.836	
X2.4			0.804	
X2.5			0.662	
Y1		0.827		
Y2		0.790		
Y3		0.862		
Y4		0.746		
Y5		0.801		
Z1	0.898			
Z2	0.813			
Z3	0.878			

Figure 3. Factor Loading Validity Test

The illustration in Figure 3, regarding the factor loading validity test shows the significant contribution of each indicator weight in constructing the factor matrix. The detailed values obtained are as follows: "Image" recorded a coefficient of 0.842; "Text," 0.911; the combination of "Image" and "Text" was 0.730; and "Labeling on Packaging," 0.896. Furthermore, the Form dimension scored 0.842; Product Features, 0.878; Performance, 0.836; Conformance, 0.804; and Durability reached 0.662. For the Problem Recognition indicator, the score was 0.827; Information Search 0.790; Evaluation of Alternatives 0.862;

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Purchase Decision 0.746; and Post-Purchase Behavior 0.801. Finally, the Strength variable recorded 0.898; Uniqueness 0.813; and Favorability 0.878.

All of the above indicators were found to be partially significant because their values were above the 0.6 threshold. Based on these evaluation results, it can be concluded that each construct has indicators that have exceeded the standard prerequisite (rule of thumb). The higher the resulting factor loading value, the more crucial the role of that indicator in interpreting the resulting factor matrix.

	Brand Image (Z)	Purchase Decision (Y)	Product Quality (X2)	Halal Label (X1)
Brand Image (Z)	0.863			
Purchase Decision (Y)	0.751	0.806		
Product Quality (X2)	0.737	0.776	0.808	
Halal Label (X1)	0.443	0.356	0.325	0.848

Figure 4. Correlation Validity Test of Latent Variables

The validity test parameters show that the discriminant validity test was deemed valid, and the convergent validity tests for each variable were also deemed valid.

Reliability Test

Tabel 1. Result of Reliability Test

Akar AVE

Variables	AVE	AVE Root
Halal Label	0.719	0.848
Product Quality	0.652	0.808
Purchase Decision	0.650	0.806
Brand Image	0.746	0.863

Discriminant validity was evaluated by comparing the square roots of the AVE values in Table 1 with the correlations of the latent variables shown in Figure 4. The test results are as follows: Halal Label (0.848 > 0.719), Product Quality (0.808 > 0.652), Brand Image (0.806 > 0.746), and Purchase Decision (0.863 > 0.650). Based on these calculations, all indicators in the model are deemed to meet the criteria for adequate discriminant validity. This

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condition is met because the AVE values for each latent variable are consistently higher than the correlation coefficients between constructs in the statistical model.

Structural Equation Modeling (Inner Model)

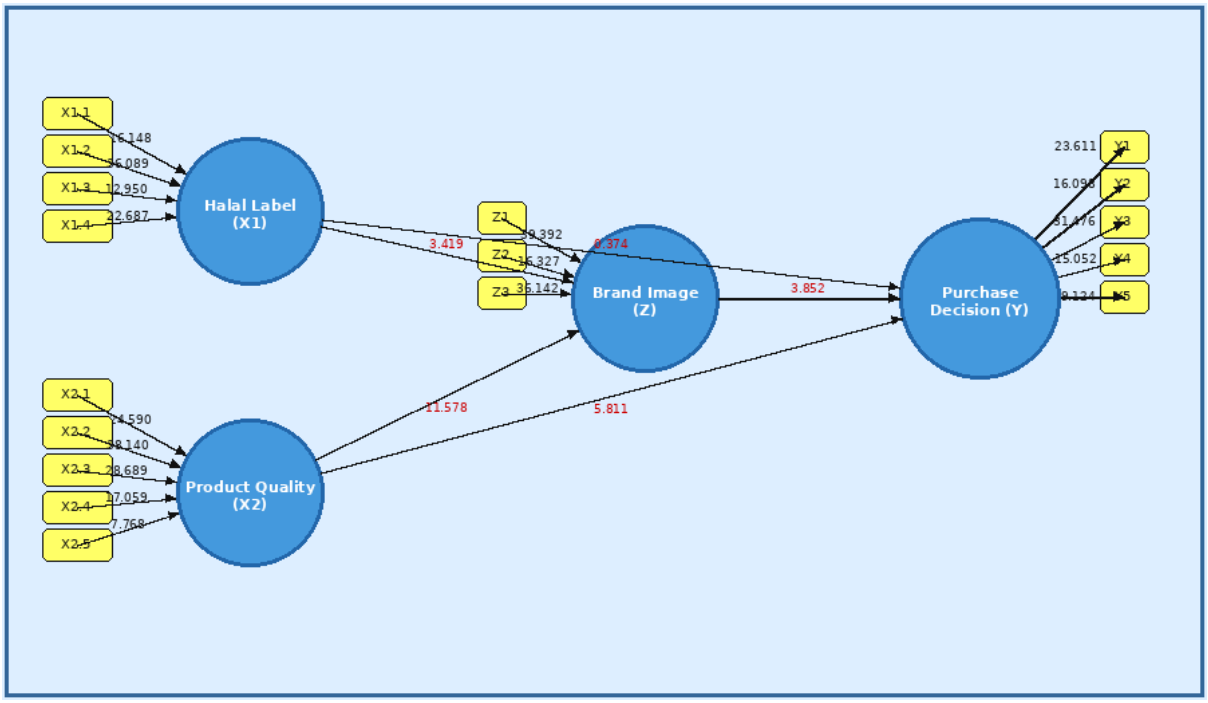


Figure 5. Calculate Bootstrapping Output

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image (Z) -> Purchase Decision (Y)	0.380	0.370	0.096	3.971	0.000
Product Quality (X2) -> Brand Image (Z)	0.663	0.667	0.059	11.189	0.000
Product Quality (X2) -> Purchase Decision (Y)	0.486	0.501	0.082	5.952	0.000
Halal Label (X1) -> Brand Image (Z)	0.228	0.229	0.067	3.396	0.001
Halal Label (X1) -> Purchase Decision (Y)	0.029	0.028	0.087	0.340	0.734

Figure 6. Path Coefficients in Structural Equation Modeling

The results of the hypothesis testing confirm that the direction of the relationships between the latent variables is predominantly positive and significant, with the relationship

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patterns detailed as follows. First, the Halal Label variable failed to demonstrate a significant effect on Purchase Decision because the T-statistic value was only 0.340 (below the critical threshold of 1.96), even though the original sample value was positive (0.029). Second, the "Halal Label" variable was found to be effective in significantly boosting Brand Image (T-Statistic = 3.396; original sample = 0.228).

Furthermore, Product Quality had a very strong and significant positive effect on both Purchase Decision (T-Statistic = 5.952; original sample = 0.486) and Brand Image (T-Statistic = 11.189; original sample = 0.663). Finally, the direct interaction between Brand Image and Purchase Decision was also confirmed to be positive and significant, with a T-statistic of 3.971 and an original sample value of 0.380.

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Quality (X2) -> Brand Image (Z) -> Purchase Decision (Y)	0.252	0.245	0.064	3.923	0.000
Halal Label (X1) -> Brand Image (Z) -> Purchase Decision (Y)	0.087	0.085	0.034	2.574	0.010

Figure 7. Specific Indirect Effects

The mediation test results indicate that brand image effectively serves as a mediating variable. First, the test of the sixth hypothesis (H6) yielded a T-statistic of 2.574, a positive direction of the relationship (original sample) of 0.087, and a significance level (P-value) of 0.000. Since it met the prerequisite threshold, H6 was accepted; that is, the Halal Label is indirectly able to boost the Purchase Decision by strengthening Brand Image. Second, similar results were found in the test of the seventh hypothesis (H7), where the estimated path from Product Quality to Purchase Decision via Brand Image yielded a T-statistic of 3.923, a positive original sample of 0.252, and a P-value of 0.000. These figures prove that H7 is accepted, indicating that the better the product quality, the higher the consumer's purchase decision—mediated by the brand's reputation or image.

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Outer Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.1 <- Halal Label (X1)	0.842	0.836	0.052	16.050	0.000
X1.2 <- Halal Label (X1)	0.911	0.908	0.024	38.268	0.000
X1.3 <- Halal Label (X1)	0.730	0.729	0.060	12.197	0.000
X1.4 <- Halal Label (X1)	0.896	0.890	0.036	25.238	0.000
X2.1 <- Product Quality (X2)	0.842	0.839	0.034	24.590	0.000
X2.2 <- Product Quality (X2)	0.878	0.881	0.023	37.856	0.000
X2.3 <- Product Quality (X2)	0.836	0.833	0.029	28.652	0.000
X2.4 <- Product Quality (X2)	0.804	0.804	0.050	16.178	0.000
X2.5 <- Product Quality (X2)	0.662	0.663	0.087	7.570	0.000
Y1 <- Purchase Decision (Y)	0.827	0.823	0.039	21.442	0.000
Y2 <- Purchase Decision (Y)	0.790	0.788	0.047	16.698	0.000
Y3 <- Purchase Decision (Y)	0.862	0.862	0.025	34.121	0.000
Y4 <- Purchase Decision (Y)	0.746	0.745	0.046	16.115	0.000
Y5 <- Purchase Decision (Y)	0.801	0.798	0.041	19.409	0.000
Z1 <- Brand Image (Z)	0.898	0.897	0.022	41.510	0.000
Z2 <- Brand Image (Z)	0.813	0.808	0.047	17.136	0.000
Z3 <- Brand Image (Z)	0.878	0.879	0.025	35.194	0.000

Figure 8. Outer Loading

Figure 8 shows that the outer model values have absolute values greater than 0.7 (Dwipradnyana, I. M. M., Pratiwi, I. G. A. M. A. M. A., and Astawa, 2012). These include X1.1-Halal Label (X1), X1.2-Halal Label (X1), X1.3-Halal Label (X1), X1.5-Halal Label (X1), X2.1-Product Quality (X2), X2.2-Product Quality (X2), X2.3-Product Quality (X2), X2.4 -Product Quality (X2), Y1-Purchase Decision (Y), Y2-Purchase Decision (Y), Y3-Purchase Decision (Y), Y4-Purchase Decision (Y), Y5-Purchase Decision (Y), Z1-Brand Image (Z), Z2-Brand Image (Z), Z3-Brand Image (Z). The absolute correlation between the latent variables and their indicators explains at least 50% of the variance in this study, accounting for 94%. An absolute value <0.7 does not mean that the latent variables cannot explain their indicators; rather, it is likely that increasing the sample size could strengthen the absolute values.

R-Square

	R Square	R Square Adjusted
Brand Image (Z)	0.590	0.581
Purchase Decision (Y)	0.673	0.663

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Figure 9. R-Square

Figure 10 above shows that the contribution of the Halal Label and product quality to Brand Image (Z) is 0.590, or 59.0%, with the remainder influenced by other variables outside the scope of this study. The influence of the Halal Label and Product Quality on Purchase Decision (Y) is 0.673, or 67.3%, with the remainder influenced by other variables outside the scope of this study.

F-Square

	Brand Image (Z)	Purchase Decision (Y)
Brand Image (Z)		0.181
Purchase Decision (Y)		
Product Quality (X2)	0.959	0.330
Halal Label (X1)	0.113	0.002

Figure 10. F-Square

Referring to the estimated effects shown in Figure 10, we can see variations in the contribution weights of each independent variable. The Halal Label (X_1) contributes 11.3% to Brand Image (Z), but this variable has a very small effect on the Purchase Decision (Y)—only 0.2%—and can therefore be considered virtually insignificant. On the other hand, Product Quality (X_2) plays a crucial role, with an influence of 95.9% on Brand Image (Z) and 33.0% on Purchase Decision (Y). Meanwhile, Brand Image (Z) itself is recorded as contributing 18.1% to Purchase Decisions (Y). Of all these figures, the remaining percentage of influence not explicitly mentioned stems from other variables outside the scope of this research model.

Hypothesis Testing

H1: The halal label influences the decision to purchase Fayrouz products in Mojokerto

Based on the estimated path coefficients presented, the test of the relationship between the Halal Label (X_1) and Purchase Decision (Y) yielded a T-statistic value of 0.340 (< 1.96). Supported by a positive original sample coefficient of 0.029 and a significance level (P-value) of 0.734 (> 0.05), it can be concluded that H_1 is rejected, confirming that the Halal label has no significant effect on consumers' purchasing decisions.

Regulatory-wise, the presence of the halal logo on packaging is actually governed by Government Regulation No. 69 of 1999 (regarding Food Labels and Advertising), Article 10, which mandates that every business entity producing or importing packaged food products

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into Indonesia and claiming that its products are halal for Muslims must include a halal label or inscription and bear full responsibility for the validity of such claims. Although this legal obligation is in place, the empirical findings of this study demonstrate that the inclusion of such labeling does not necessarily serve as the primary motivator for consumers during purchasing decisions. The results of this study are also consistent with previous literature indicating that halal labels do not have a significant impact on the stages of consumers' purchasing decisions (Hidayat, 2018).

H2: The Effect of Product Quality on the Purchase Decision for Fayrouz Products in Mojokerto

Based on the path coefficients above for Product Quality (X2) → Purchase Decision (Y), the T-statistic value is 5.592 (>1.96), the original sample shows a value of 0.486 (positive), and the P-value is 0.000 (<0.05). This means that Product Quality influences the purchase decision, and H2 is accepted. According to the American Society for Quality Control, quality is "the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs," meaning the entirety of the features and characteristics of a product or service that demonstrate its ability to satisfy implied needs. This definition represents a consumer-centered understanding of quality; thus, it can be said that a seller has provided quality when the seller's product or service meets or exceeds consumer expectations (Kotler & Keller, 2009).

H*3: The halal label influences the brand image of Fayrouz products in Mojokerto*

Based on the structural model estimation output for the Halal Label (X_1) $\rightarrow$ Brand Image (Z) path, the T-statistic value was 3.396 (> 1.96) with an original sample value of 0.228 (positive direction) and a P-value of 0.001 (< 0.05). These results confirm that H_3 is accepted, indicating that regulations requiring the display of the halal logo significantly and positively contribute to enhancing a product's brand image.

These real-world findings reinforce the theory that brand image is formed by the accumulation of beliefs and perceptions embedded in the public's mind, which are manifested through associations firmly stored in their memory (perceptions and beliefs held by consumers, as reflected in the associations stored in consumer memory). This form of memory encompasses everything consumers see, feel, and imagine regarding a product's identity. For marketing management, designing the right brand image through halal certification is crucial; because this image will guide consumers in evaluating various brand alternatives available in the market, satisfying their needs, and providing a greater sense of security (Kotler and Armstrong, 2012).

H4: Product quality influences the brand image of Fayrouz products in Mojokerto.

Based on the calculation of the path coefficient for the relationship between Product Quality (X_2) and Brand Image (Z), a T-statistic value of 11.189 (> 1.96) was obtained, with a positive original sample value of 0.663 and a P-value of 0.000 (< 0.05). Based on this empirical data, H_4 is accepted. This implies that the quality of a product is a crucial determinant that significantly boosts brand reputation or image. These research findings align with the theoretical postulate that quality is a product attribute that plays a direct role

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in shaping deep impressions, perceptions, and impressions in the minds of consumers (Kotler, 2012).

H5: Brand image influences the decision to purchase Fayrouz products in Mojokerto.

Based on the path coefficients above for Brand Image (Z) → Purchase Decision (Y), the T-statistic value is 3.971 (>1.96), the original sample shows a value of 0.380 (positive), and the P-value is 0.000 (<0.05). This means that brand image influences purchase decisions, and H5 is accepted. Consumers consistently choose brands based on their image. If consumers have no prior experience with a product, they tend to trust brands they like or that are well-known. The better the brand image associated with a product, the more interested consumers will be in purchasing that product (Schiffman & Kanuk, 2008).

H6: The halal label influences the purchase decision for Fayrouz products in Mojokerto, with brand image as the mediating variable.

Based on the summary of indirect effect coefficients above, the sixth hypothesis (H_6) in this study is accepted. This conclusion is drawn because the structural testing of the path estimation from the Halal Label (X_1) to the Purchase Decision (Y) through the mediator Brand Image (Z) yielded a T -statistic of 2.574 (above the critical threshold of 1.96), a positive relationship direction (original sample) of 0.087, and a highly significant P-value of 0.000 (< 0.05). These data indicate that brand reputation or image serves as a crucial bridge enabling the Halal label to stimulate customers' purchase decisions.

Conceptually, this phenomenon reinforces the theory proposed by Kotler and Armstrong (2012), which states that brand image is shaped by consumers' perceptions and beliefs based on what they see, think, and imagine about a product. For marketing managers, designing a credible brand image is highly effective in influencing consumer preferences regarding available brand options. A strong brand image promises more assured satisfaction and exceeds the basic expectations of consumers' own needs (Kotler and Armstrong, 2012).

*H7: Product quality influences the decision to purchase Fayrouz products in Mojokerto, with brand image as a mediating variable***.**

Based on the summary of the indirect effect test above, the seventh hypothesis (H_7) in this study is convincingly accepted. This conclusion is based on statistical calculations that recorded a T-statistic value of 3.923 (exceeding the critical value of 1.96), a positive original sample coefficient of 0.252, and a highly significant P-value of 0.000 (< 0.05). These figures confirm that the contribution of product quality in stimulating purchasing decisions becomes far more optimal when mediated by a strong brand image.

Conceptually, this mediation phenomenon aligns with the American Society for Quality Control's definition of quality as the totality of characteristics and properties of a product or service that support its ability to satisfy consumer needs, both explicit and implicit. From this perspective, the assessment of quality rests entirely with the customer. Businesses are said to successfully deliver quality products when the goods or services they offer are proven capable of meeting—or even exceeding—consumer expectations and hopes (Kotler & Keller, 2009).

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CONCLUSION AND SUGGESTION

Referring to the presentation of the data analysis results in the previous chapter, the main conclusions of this study can be outlined as follows. First, the Halal Label variable was found to have no significant influence on consumers' final purchasing decisions. Conversely, the Product Quality aspect was empirically shown to positively and significantly stimulate an increase in purchasing decisions. In relation to brand reputation formation, both the "Halal Label" and "Product Quality" variables were simultaneously shown to have a positive and significant impact on Brand Image performance. Furthermore, the Brand Image associated with the product was also found to significantly drive consumer purchase interest, ultimately leading to a purchase. Finally, testing of indirect effects demonstrates the crucial role of Brand Image as a mediator; in this context, brand image successfully bridges the positive and significant influence of the Halal Label and Product Quality variables in optimizing consumers' purchasing decisions.

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