

*Research Article*

## Unlocking Loyalty: The Power of Halal Labels on Customer Satisfaction and Purchasing Decisions

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### Abstract

This research was conducted with the aim of testing the effect of the halal label on customer loyalty through purchasing decisions and customer satisfaction as mediating factors. This research was designed as explanatory research. The sampling technique used was non-probability sampling. Data collection was carried out using a questionnaire survey instrument method via the Google Form page. The research factor: It shows that the halal label has a positive and significant effect on customer loyalty; customer satisfaction has no effect on customer loyalty; the influence of the halal label on customer loyalty is not mediated through customer satisfaction as a mediating factor; Purchasing decisions can partially mediate the relationship between halal labels and customer loyalty. Managerial Implications This research shows that the halal label has a significant impact on customer loyalty and purchasing decisions, with customer satisfaction acting as an important intervening variable. The role of intervening variables in this research plays a key role in explaining how the relationship between independent variables and dependent variables can occur indirectly through these variables. In the context of this research, the independent variable is the halal label, while the dependent variable is customer loyalty.

Keywords: Halal Label, Customer Loyalty, Purchase Decision, Customer Satisfaction, Kapal Api Coffee

JEL Classification: M31, L66, Q18

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## 1. Introduction

The development of the modernization era has made life change with everything wanting to be fast or instant, and many people are also pushing for changes in terms of behavior to be able to adapt in any aspect, so that their needs can be met. When choosing food and drinks to consume, you must be very careful and their safety must be guaranteed, especially in terms of halal. According to Ikhwan (2019), the consumption level of Muslim communities in the world of halal food and beverage products in 2013 reached 10.8 percent compared to the previous year, and it is estimated that in 2019 it will increase to 21.2 percent of total global consumption. Then, as it is known that the number of Muslim customers in Indonesia reaches 204.8 million people, the Indonesian market has the largest number of Muslim customers who consume halal products (Budiman & Suyana, 2022).

As mentioned above, the update has been set on May 1, 2022, where business actors or producers are required to include a halal label and the latest is the Indonesian halal label on their product packaging, so it can be said that currently there is a transition period. Therefore, many business actors have produced product packaging with new stock with the Indonesian halal label for the next 5 years, but still under the auspices of the Indonesian Ulema Council (MUI) and in accordance with the regulations set by the Ministry of Religion that apply nationally issued in the Decree Head of BPJPH Number 40 of 2022. (Khoeron, 2023).

Coffee is a drink that comes from seed plants, then processed and can be enjoyed anywhere and anytime. This beverage product is in great demand from various groups. As technology develops, people no longer need to go to the trouble of manually roasting coffee beans, then grinding them just to get just a brew of coffee. According to Pradika (2019), there are data report results obtained from the International Coffee Organization (ICO), where Indonesia is one of the countries that regularly enjoys coffee as seen from the results of annual data research.

According to Andini (2018), Kapal Api coffee is one of the most popular coffees, so it is always top of mind for Indonesians, it is made from 100 percent real coffee beans and is brewed directly without leaving any dregs. And this product has been sold overseas, such as Saudi Arabia, Malaysia, Hong Kong and Taiwan. Kapal Api coffee products have many variants including Kapal Api Special coffee, Kapal Api Special Palm Sugar Mix coffee, Kapal Api Grande White Coffee with Choco Topping, Kapal Api Easy Drip Flores Manggarai, Kapal Api Less Sugar Special Mix, Kapal Api Blue Mountain Blend and so on which are clearly labeled halal.

Baileys is an alcoholic drink made from Irish Whisky, cream, sugar and cocoa. Meanwhile, Kahlua is a coffee-flavored alcoholic drink that originates from Mexico and is made from Arabica coffee and vodka (Rahmawati, 2022). Alcoholic drinks are haram if consumed and can be intoxicating, but basically Kapal Api coffee is halal which comes from plant seeds, the ingredients it contains, and the manufacturing process is halal.

According to Putranto (2022) Customer loyalty is a customer's loyalty support behavior that is needed by a business actor or company to be able to improve service quality, and loyal customers will tend to buy more products. In research conducted by Widyaputri Tania & Soepatini (2020), a halal label that is printed and visible will certainly stimulate customers to produce positive opinions about the product and can lead to high purchasing decisions so that customer loyalty behavior can occur. According to Ikhwan (2019), the halal label is a necessity as a form of guarantee and protection for customers and provides quality assurance for a product.

Research conducted by Damiati et al., (2021) states that purchasing decisions are thoughts where a customer can evaluate various options and decide on a product from among the many product choices. Therefore, in the purchasing decision process there will be a post-purchase evaluation which will lead to customer satisfaction. According to Widowati & Tsabita (2017), customer satisfaction is a statement related to the inner self or desire in the heart by reflecting the buyer's plan to be able to determine and buy a certain brand within a certain time.

## 2. Literature Review and Hypothesis

### Literature Review

#### Customer loyalty

The lives of humans or consumers cannot be separated from carrying out buying and selling activities. Before carrying out the purchasing process, consumers can make a purchasing decision about a product. That way, it can be obtained in the process of purchasing a product, so customers can be said to feel that their desires are fulfilled, and they can buy a product periodically, to feel the satisfaction, they hope for. According to Yulia et al. (2019), the basis of a marketing orientation that is formed positively can produce good relationships, when strong loyal customers are formed and emerge, as well as related to the process of creating added value, even enjoying the product, to involve themselves to encourage customers to become the center of corporate culture. The occurrence of customer loyalty towards a product can be interpreted as loyalty, namely a person's loyalty to a product, both in goods and services. Customer loyalty is a person's view and is the continuation of consumer satisfaction obtained from a product, using the facilities and services provided by the company, and to remain a consumer of the company (Hermanto, 2019). Which can be easily interpreted that when there is loyalty from a customer, of course there is a tendency for the customer to continuously buy products or services provided by a company, because of the customer's commitment or loyalty to a shop, brand, supplier and so on.

#### Halal Label

The increasing demand for halal products certainly needs to be addressed proactively and academically, as part of the study of business opportunities for halal products. This is in line with current developments, many imported products are coming in, including food products. Halal certification of a product is defined as a systematic testing activity to determine whether a product being produced meets halal requirements. According to Nurlaela et al., (2021), a halal label is the inclusion of halal writing or statements on product packaging which shows that the product being consumed has the status of a halal product. According to Budiman & Suyana (2021), halal is more relative to food and drink, therefore it means that it can be permitted for consumption. Product protection and guarantees that a product is halal for customers are very important, it concerns the public interest at large and even concerns the relationship between customers and purity, because it is the producer's obligation to protect customers for products that comply with Islamic rules (Ramlan & Nahrowi, 2017). Having a halal label on the packaging of the product brand will directly influence customers to be able to buy, especially Muslims, to consume the product.

#### Buying decision

Before carrying out the purchasing process, customers can make a purchase decision on a product. This can be done by the customer if it happens that a customer has received a service or a recommendation for a product or service that suits the customer's needs to attract attention so that they can buy the product. Purchasing decisions can be considered because of purchasing a product or service by carrying out an evaluation to select from what the company presents, both in terms of its products and services. Purchasing decisions are the stages that buyers go through in making choices about the products and services that consumers want to buy (Firmansyah M. A., 2019). Purchasing decisions will occur through several roles, from these attitudes a customer can carry out a decision to immediately buy a desired product.

#### Customer satisfaction

Post-purchase behavior, which occurs if a consumer buys a product by choosing a brand, shop and others so that they carry out a transaction and the product is used or perceived for its usefulness. Various opinions state that the overall definition of customer satisfaction shows that the level of a person's feelings after comparing products can increase product performance that can be felt with expectations that occur. Customer assessment of a product can be obtained from many factors, one of which is how close the customer relationship is with the product. According to Rifa'i (2019), customer satisfaction is an emotional feeling that can feel like, satisfaction, joy, relief and so on. Satisfaction can be interpreted as a person's feeling of pleasure due to consuming a product or service. Customers who are satisfied will of course be loyal customers for longer.

**Hypothesis****Halal Label on Purchasing Decisions**

The relationship between the halal label and purchasing decisions can determine how to influence a customer to buy the product they are interested in, especially when a brand that is already known among the public or customers certainly has the potential to attract customers to try it. In this regard, beverage products are not only delicious, but more important than that is the halal nature of the product. According to Bulan (2020), the halal label means that halal products are currently not just an Islamic religious issue, but have become an issue and product trade today, because the guarantee of halal food products has become a global symbol of guaranteed quality. Based on the results of previous research, Amin & Rachmawati (2020) stated that the halal label has a positive and significant influence on purchasing decisions. Then, according to Mardhotillah et al. (2022) also stated that the results of the halal label had a positive and significant effect on purchasing decisions. Then, the opinion from the research results of Edi & Diah (2018) states that carrying a halal label has a positive and significant influence on purchasing decisions. As with this, the halal label on purchasing decisions is a combination of traits and characteristics that determine the extent to which it can meet customer needs so that their desires can be fulfilled.

With this information, you will get a comprehensive picture of the business opportunities for this product. So, referring to theory and support from previous research, a hypothesis can be proposed as follows:

**H1: The halal label has a positive effect on purchasing decisions.**

**Halal Label on Customer Satisfaction**

In this case, the halal label can influence the sale of food products and can have a positive impact on customer satisfaction. With the halal label, you don't have to worry when buying a food product, so customers can feel satisfied that their desires have been fulfilled, because this provides certainty and legal protection for customers who consume food products that are bought and sold. The halal label is information that completes the packaging on a product which contains the ingredients used or can directly consume the product and conveys information about the product and seller, so that it can trigger customer satisfaction in purchasing a food product that is suitable for sale. In their research, Romdhoni et al., (2019) explained that halal labeling has a positive and significant effect on customer satisfaction. This is also in line with Kurniawati, (2018) who stated that the halal label has a positive and significant effect on consumer satisfaction. Then, Hasib & Anwar (2020) showed that halal labels can have a positive and significant effect on consumer satisfaction. Customer satisfaction can be seen if the customer has purchased a product and met their needs. Then, based on the description above, the hypothesis proposed in this research is:

**H2: The halal label has a positive effect on customer satisfaction.**

**Halal Label on Customer Loyalty**

One of the basic needs of humans is food, which requires energy to carry out activities. However, the food here must show a halal label so that you can enjoy it and become loyal and buy the product regularly. The customer's goal is to achieve the right to consume a product so that they know that the information obtained is true by looking at and selecting products that are already labeled halal on the packaging. According to Hasib & Anwar (2020), the halal label on a product is very important for customers to safely consume food and avoid products that are forbidden by religion, so efforts should be made to improve the process of obtaining the necessary rights, for the sake of security and safety. Basically, even if there is a halal label presented, it makes customers confident in choosing and loyal to the product they want to enjoy, because it triggers the customer's mindset to continue consuming. This opinion is in line with the results of research by Anggraini & Suryoko (2018) which states that there is an indirect effect between halal labeling, on customer loyalty. This is the same as research by Tri Handayani et al., (2019) which shows that the presence of a halal label has a positive and significant influence on customer loyalty customer loyalty, based on the description above, the hypothesis proposed in this research is

**H3: The halal label has a positive effect on customer loyalty.**



### **Purchasing Decisions on Customer Loyalty**

Customers in the purchasing process will certainly create or create this mindset, so that customers form loyal behavior to consume the desired product, and this can also depend on the customer's perception of the product they want to buy in the long term and regularly. If this perception is higher, then customers will be interested in evaluating the information for the input they receive, both from external influences and interpersonal influences to be able to make a purchase. It is known that customer loyalty takes the form of a customer's commitment. The purchasing process begins when customers become aware of their needs which have been triggered by internal and external stimuli. If customers receive a product that meets their wishes, so that it is suitable for consuming the product, they will buy it again in the future, and will be able to recommend it to other people. Meanwhile, personal influence on a customer's experience can be gained by producing beliefs and an attitude with the concept of loyalty in consuming products according to their wishes, and customers in consuming can create opportunities, including customers feeling like they can be loyal, which is one of the purchasing decision factors. based on interest in product reputation (Djohan, 2018). It can be concluded that the purchasing decision is a process of evaluation and customer attitude in making a purchase so that it can create loyalty from several factors experienced by a customer to be able to consume the product. The results of research conducted by Rejeki et al., (2017) show that purchasing decisions have a direct and significant effect on customer loyalty. Also, previous research by Ahmaddien & Widati (2019) also stated that purchasing decisions have a positive and significant effect on customer loyalty. This is in line with what was also stated in Prasetyo & Murti's (2021) research that purchasing decisions have a significant effect on customer loyalty. Based on the description above, it can be concluded that purchasing decisions can lead to customer loyalty and loyalty to the products they consume, therefore the following hypothesis can be formulated:

**H4: Purchasing decisions have a positive effect on customer loyalty.**

### **Customer Satisfaction on Customer Loyalty**

According to Supertini et al., (2020) customer satisfaction is the customer's view as the attitude shown towards the products they obtain and use, both the experience of using and consuming post-purchase with the hope that they will give positive emotions to be loyal to the product. Supported by research results from Ulfa & Mayliza (2019), it is explained that customer satisfaction has a positive and significant effect on customer loyalty. Then research from Rangga & Nalendra (2018) stated the same thing that customer satisfaction has a positive and significant effect on customer loyalty. Not only that, research from Wardhana (2016) also states that customer satisfaction has a significant effect on customer loyalty. And research from Faizal & Nurjanah (2019) shows that customer satisfaction has a significant effect on customer loyalty. Based on the description above, it can be concluded that customer satisfaction is very useful for building loyalty to the company regarding customer perceptions of a product. Then this effort can maintain the company's survival and increase product sales to get maximum profits for the company. So, referring to theory and support from previous researchers, the hypothesis is as follows:

**H5: Customer satisfaction has a positive effect on customer loyalty.**

### **Halal Label on Customer Loyalty with Purchasing Decisions as an Intervening Variable**

Based on the theories put forward, customer loyalty can be influenced by the halal label through purchasing decisions, which can be interpreted as if the halal label can attract customer attention and trigger customers to be able to create loyal behavior towards the products they are consuming, the more the product will be appropriate. based on wants and needs will trigger increased purchasing decisions.

Based on perceived low costs and purchases from personal and external influences, so that in the purchasing process it can be explained that if you buy a product more than once, you will assume that the customer will feel loyal to the product consumed, therefore if suitability is met, then purchasing decisions will increase so that customers develop loyal behavior in subscribing to products (Dachi, 2020). The purchasing process involves more emotions, with feel benefit taking priority, compared to think benefit. However, both also have similarities and reflect the emotions of customers in deciding to buy so that many purchase behavior is assessed consciously and rationally, so that customers try to decide to buy products that are guaranteed to be safe, try to

satisfy a need and look for good benefits from the product they are consuming. for the short term to the long term periodically and create loyalty (Djohan, 2018). According to Zusrony (2021), the purchasing decision process starts long before the action of selecting a product that is offered or desired for one's needs and continues long afterward, so that if the customer gets benefits or positive impacts, they will continue to subscribe to the product. Research from Muhtarom et al., (2022) shows that the halal label has a positive and significant effect on customer loyalty through purchasing decisions. Then research from Bulan (2020) states that the halal label variable has a positive and significant effect on purchasing decisions. In research conducted by Handayani et al. (2019) stated that the halal label has a positive and significant effect on customer loyalty. Also, in research conducted by Astuti & Hakim (2021), the halal label has a positive and significant effect on purchasing decisions. Based on the description above, it can be concluded that there is a positive and significant influence obtained, as follows:

**H6: The halal label has a positive effect on customer loyalty and purchasing decisions as an intervening variable.**

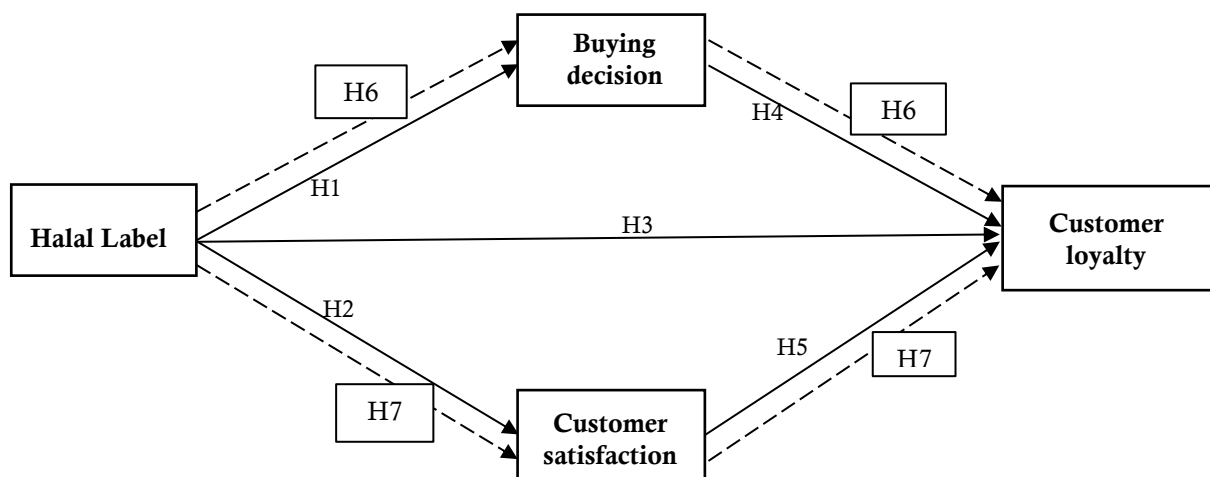
#### **Halal Label on Customer Loyalty with Customer Satisfaction as an Intervening Variable**

The theory from previous researchers is that the halal label can influence customer loyalty through customer satisfaction, which means that with a halal label on the product packaging, customers feel confident in getting it. Customers will usually be confident and have an assessment of the product brand they like. The customer satisfaction obtained makes customers more loyal to the product. According to Rahmawati (2019), customer satisfaction is a satisfying experience regarding customer needs, starting from the customer's assessment of the product, then being satisfied and tending to buy the same product in the future. Previous research conducted by Anggraini & Suryoko (2018) explains that the halal label has a positive and significant influence on customer loyalty through customer satisfaction. Meanwhile, research from Fajar et al., (2022) states that the service quality variable has a positive and significant effect on customer loyalty and customer satisfaction. Therefore, customer satisfaction is formed from satisfied expectations so that it can be produced if it has exceeded customer expectations well, so that it can contribute to building relationships between providers or business actors and satisfied customers. Based on the description above, the hypothesis proposed in this research is:

**H7: The halal label has a positive effect on customer loyalty and customer satisfaction as an intervening variable.**

#### **Research Conceptual Framework**

In this research, there is a conceptual framework which is a model of how theories relate to various factors that have been identified as problems. Based on the theory above, it can be stated that there is a relationship between one variable and another variable which will certainly use a variable as follow:



**Figure 1. Conceptual Framework**

### 3. Data and Method

#### Types of research

The type of research used in this research is explanatory research. According to Zusrony (2021), explanatory research is a research method aimed at testing a theory or hypothesis to strengthen or reject existing theories or research results, as well as deepen knowledge and obtain information about things that are not yet known. This research aims to explain the relationship between two or more variables that are the cause of an event, therefore it is necessary to identify the various variables studied outside the problem so that it is easy to confirm the cause of the problem. The purpose of this research is to determine the influence of the independent variables Halal Label, on the dependent variable Customer Loyalty, with purchasing decision variables and customer satisfaction as mediator (intervening) variables. This research is quantitative using a survey method, where collecting data uses a questionnaire.

#### Method of collecting data

The process of collecting data for research will be carried out to make the process necessary to have a method or technique to collect accurate data and information from everything you want to research. Types of Data and Data Sources The types of data in this research use primary and secondary data.

#### Data collection technique

The data in the research was collected using a survey method and distributing questionnaires to customers who had purchased Kapal Api coffee products. This research uses a purposive sampling technique. In the questionnaire there are also questions referring to beliefs, attitudes, responses, satisfaction, and expectations and so on which will later be answered by customers as respondents with the aim of seeing the influence and relationship of the variables obtained which will be studied.

#### Population and Sample

##### Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that will form the conclusion of a research result (Mulyatiningsih, 2021). The population in this study were Kapal Api coffee customers in Kelapa Gading.

##### Sample

This research can be used with the type of research such as filling out a questionnaire that requires respondents to be adjusted to the number of indicators used and the appropriate sample size and the assumption that  $n \times 5$  observed variables (indicators) up to  $n \times 10$  observed variables per indicator.

#### Data analysis technique

The data analysis method is an effort or way to process data into information so that the data criteria are easy to understand and useful for getting a solution to a problem. The type of method used in this research uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method. According to Ghazali & Latan (2017) Partial Least Square Structural is an alternative method for simultaneously testing the relationship between latent constructs and many indicators. Testing can be carried out with the help of the SmartPLS 4 software program as an analysis tool in this research. The research instrument uses a questionnaire with open questions

### 4. Results

#### Descriptive Analysis

Descriptive analysis is statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations. This descriptive analysis test includes the average value (mean) and percentage of the results of respondents' answers to questions on several items for each variable according to the questionnaire.

**Table 1. Average Category of Respondents' Answers**

Variable	
Class Intervals	Halal Label on Customer Loyalty Through Purchasing Decisions and Customer Satisfaction as an Intervening Variable
Category	
1-1.99	Not good
2-2.99	Pretty good
3-4	Good

Source: Primary data processed in (2023)

### Discriminant Validity Test

In this research, the discriminant validity test consists of two types of calculations, where in the first discriminant validity test, it can be seen through a comparison of the AVE root scores, which must be greater than the correlation score of the constructs in the model, so it has good discriminant validity. In this case, to see the AVE value, you can see from table 2. Fornell-Lacker Criterion:

**Tabel 2. Fornell-Larcker Criterion.**

	Halal Label	Customer Loyalty	Purchasing Decisions	Customer Satisfaction
Halal label	0.753			
Customer loyalty	-0.024	0.793		
Buying decision	0.800	0.067	0.785	
Customer satisfaction	-0.014	0.852	-0.015	0.775

Source: Primary data processed in (2023)

Based on table 2 above, the AVE root value for each variable has lower results than the correlation value between those variable and other variables in the model, and from the results of the analysis it has a good discriminant validity test and meets the requirements.

### Reliability Test

Reliability testing is carried out to test clarity, consistency and accuracy, as well as measuring tools for a questionnaire in the form of indicators of variables or constructs. The reliability of the instrument from the outer model can be measured using Cronbach's Alpha and Composite Reliability. The following reliability test results are described in table 3 as follows:

**Tabel 3. Cronbach's Alpha dan Composite Reliability**

Variable	Cronbach's Alpha	Composite Reliability
Halal label	0,930	0,933
Customer loyalty	0,946	0,948
Buying decision	0,943	0,947
Customer satisfaction	0,939	0,943

Source: Primary data processed in (2023)

Table 3 shows that all measurement variables meet the required reliability criteria, both Cronbach's Alpha and Composite Reliability, where all variables have a score of more than 0.7. It can be concluded that this research model is reliable and valid.

### R-square analysis

R-square is obtained from the PLS algorithm calculation in SmartPLS software. There are three criteria for measuring  $R^2$ , namely  $R\text{-Square} \leq 0.25$  being weak, then  $0.26\text{-}0.45$  being moderate, and  $0.46\text{-}0.70$  being strong, and  $\geq 0.70$  being very strong. The following results can be seen from the R-square below:



**Table 4. R-Square Measurement Results**

	R-square	R-square adjusted
CL	0,748	0,742
BD	0,64	0,637
CS	0	-0,008

Source: Primary data processed in (2023)

Based on the output results from table 4 above, it shows that the R-square value of the customer loyalty variable is 0.748 or in other words the customer loyalty variable is influenced by other variables in the model by 74.8%.

### Goodness of Fit Model Test Results

In the Goodness of Fit Model test or fit and suitability test, it is used to test the predictability and feasibility of the model of the research variables, as well as in the Goodness of Fit Model test with the aim of validating the entire structural model.

**Table 5. Model Fit**

Model Fit	Saturated Model	Estimated Model
SRMR	0,73	0,73
NFI	0,619	0,619

Source: Primary data processed in (2023)

Based on table 5, the SRMR value can be used to see the fit of the research model, so the SRMR value in this study is 0.73, which can be said to meet the model fit requirements.

### Mediation Test Results

The mediation test is carried out to analyze how strong the influence of interpersonal variables is, both in terms of direct influence, indirect influence and total influence. The following can be described in table 6 below as follows:

**Tabel 6. Indirect Effect**

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Halal Label -> Purchase Decision-> Customer Loyalty	0,199	0,205	0,074	2,685	0,007
Halal Label -> Customer Satisfaction-> Customer Loyalty	-0,012	-0,012	0,085	0,142	0,887

Source: Primary data processed in (2023)

It can be seen from table 6. It shows that there is an indirect effect in the influence of the halal label on customer loyalty through purchasing decisions with a P value of 0.007 < 0.05 which can be interpreted as having a significant influence, as well as the results of the indirect effect in the influence of the halal label on loyalty. customers through customer satisfaction with a P value of 0.888 < 0.05, which means there is no significant effect.

## 5. Discussion

### The Effect of Halal Label on Purchasing Decisions

The results of the research show that the halal label has an influence on purchasing decisions which obtains a p-value which is equal to the meaning of a significant influence, and the influence of the halal label on purchasing decisions shows T-statistics, namely t count > t table which means there is a positive influence. This can mean that hypothesis 1 which states that the halal label on

purchasing decisions can be accepted or proven. This means that Kapal Api coffee customers. In research, the halal label has a positive effect on purchasing decisions, according to the results of the analysis which can be seen from the output obtained. From these results, it is concluded that if Kapal Api coffee products have a halal label that is in accordance with the regulations of the Ministry of Religion, the Indonesian Ulema Council (MUI), or BPOM which are clearly stated, then it will be higher in the purchasing decision process. Research results have stated that the presence of a halal label on a product can generate customer interest in buying regularly, thus showing research results that the halal label has a positive and significant effect on purchasing decisions (Sukesti & Budiman, 2019), (Ismail et al., 2022), (Fahmi, 2017), (Simanjuntak & Dewantara, 2019).

**H1 = The Halal label has a positive and significant effect on purchasing decisions.**

### **The Effect of Halal Labels on Customer Satisfaction**

The results of the research show that the results of the t count or partial test on the halal label variable on customer satisfaction are significant, meaning that hypothesis 2, namely the halal label has no effect on customer satisfaction, so it can be concluded that the halal label is not a consideration for customer satisfaction. This indicates that, even though most Indonesian people are Muslim, in their daily lives they do not fully implement it when consuming products, so that customers cannot look carefully or pay attention to whether the product they want to consume is haram or clearly halal. From the results of this research, it can be concluded that the more product guarantees there are and the presence of haram ingredients that are not detected, the halal label will increase customer satisfaction in consuming Kapal Api coffee products. The results of this research are in line with research conducted by Yuningsih (2020), which shows that there is no influence between halal labels on customer satisfaction. However, there are differences with research conducted by Laili & Canggi (2021) and Romdhoni & Prastiwi (2021) regarding the influence of halal labels and product quality on consumer satisfaction, the results of which show that there is a significant influence between halal labels and product quality, as explained in Differences in research results can occur, because the objects in the research are different, so that the perception of halal labels on consumer satisfaction is also different in terms of results.

**H2 = The Halal label has no effect on customer satisfaction.**

### **The Effect of Halal Labels on Customer Loyalty**

The research results show that the halal label influences customer loyalty. In this case, significant results were obtained as evidenced by the p-value, then the influence of the halal label on customer loyalty shows the T-statistic value, which means there is a positive influence. Therefore, hypothesis 3 which states that the halal label has a positive and significant effect on customer loyalty so that it can be accepted. Therefore, the results of this research indicate that the halal label, apart from providing peace and product assurance when consuming the product, Kapal Api coffee customers already trust and believe, so customers have no doubts when subscribing to the product, as well as being a form of legal protection for customers, the higher customer loyalty will be in consuming Kapal Api coffee products. The results of this research are in accordance with research that shows that the halal label has a positive and significant effect on customer loyalty, it will increase customer purchase intentions, where the more customers purchase intent, the more likely they are to carry out this behavior to create loyalty, as well as the higher the information on the halal label. given to customers, the higher the level of consumer loyalty in consuming the product (Grace Rawung et al., 2023), (Hasib & Anwar, 2020), (Tri Handayani et al., 2019).

**H3 = The Halal label has a positive and significant effect on customer loyalty.**

### **The Effect of Purchasing Decisions on Customer Loyalty**

The output results show that purchasing decisions have a positive and significant effect on customer loyalty. Regarding the T-statistical analysis and the p value obtained. Therefore, it can be interpreted as hypothesis 4 which states that purchasing decisions have a positive and significant effect and can be accepted and proven. From the results of this research, it can be concluded that if a customer purchases Kapal Api coffee products at least twice, it will affect their loyalty as a customer for long-term consumption, so that the experience can be formed to make regular purchases, also from the perceived low cost. so that customer loyalty can be created. Loyalty to the

product will certainly increase purchasing behavior and can become even greater. The research results are in line with research conducted by Prabowo & Salim (2023), Abdurrohman (2022) and Dachi (2020) stating that research results show that purchasing decisions have a positive and significant effect on customer loyalty. Therefore, the more it is served according to customer needs, the higher the decision process for purchasing Kapal Api coffee products.

**H4 = Purchasing decisions have a positive and significant effect on customer loyalty.**

#### **The Effect of Customer Satisfaction on Customer Loyalty**

The research results prove that customer satisfaction has a positive influence on the halal label. In the T-statistic results obtained, the p value is proven to be significant. Therefore, the output results can be interpreted as acceptable. Thus, hypothesis 5 states that customer satisfaction has a positive and significant effect on customer loyalty. From the results of this research, it can be concluded that the two are proven to be in the same direction if the more satisfied the customer is, the higher the customer loyalty in consuming Kapal Api coffee products, so that they always remember the product and always use it in the long term. The research results are in accordance with the research of Kuncio & Soepono (2019), Susanti (2019), Yusuf et al (2021) showing research results that customer satisfaction has a positive and significant effect on customer loyalty.

**H5 = Customer satisfaction has a positive and significant effect on customer loyalty.**

#### **The Influence of the Halal Label on Customer Loyalty through Purchasing Decisions as an Intervening Variable**

The research results table shows that purchasing decisions can partially mediate the relationship between the influence of halal labels on customer loyalty. This can be seen from the output p value. As a result, it can be interpreted that the halal label on customer loyalty through purchasing decisions as an intervening has a positive and significant effect, so that hypothesis 6 can be accepted. Thus, it can be seen and concluded that increasing customers' buying desires will of course increase the possibility of their purchasing behavior in consuming, so the greater the buying intention will lead to loyalty behavior. The results of this research are in accordance with research conducted by Handayani et al (2019), Susanti et al (2018), Dachi (2020) concluded and showed the results that the halal label variable had a positive and significant effect on customer loyalty, the halal label variable had a positive and significant to purchasing decisions and the purchasing decision variable has a positive and significant effect on customer loyalty.

**H6 = halal labels have a positive and significant effect on customer loyalty through purchasing decisions as an intervening variable.**

#### **The Effect of Halal Labels on Customer Loyalty through Satisfaction as an Intervening Variable**

The research results in the table show that customer satisfaction cannot be mediated between the influence of the halal label on customer loyalty. This can be seen from the p value obtained. If customer satisfaction has been fulfilled as a good testimonial, it will increase customer loyalty, but from the results obtained it is proven that the halal label does not play a major role in customer satisfaction to become customer loyalty to the product. The research results are in line with research conducted by Hapsari (2018) and Yuningsih (2020) showing that the label variable does not have a positive and significant effect on customer loyalty through customer satisfaction as an intervention. So, it can be concluded that having a halal label and ensuring safety and guarantee does not increase customer loyalty. Therefore, customers will continue to look for products that meet their expectations and needs, but still have a perceived low cost, because naturally, if they are fulfilled, they will have a positive impact so that the shopping experience will be enjoyable, and they will feel satisfied.

**H7 = Customer satisfaction does not mediate the relationship between halal labels and customer loyalty as an intervening variable.**

## **6. Conclusion**

Based on the analysis of the results of the discussion in this research, it is aimed to determine the effect of the halal label on customer loyalty through purchasing decisions and customer satisfaction as intervening variables and its review from an Islamic perspective. As a result of the analysis and

discussion that has been obtained, the following conclusions can be drawn: The Halal label has a positive and significant effect on purchasing decisions. The Halal Label has no effect on Customer Satisfaction. The Halal Label has a positive and significant effect on Customer Loyalty. Purchasing Decisions have a positive and significant effect on Customer Loyalty. Customer Satisfaction has a positive and significant effect on Customer Loyalty. The Halal Label on Customer Loyalty is mediated by Purchasing Decisions and has a positive and significant effect. Customer Satisfaction is not mediated by the Halal Label by Customer Loyalty. Managerial Implications: The findings of this study highlight the critical role of halal labels in influencing customer loyalty and purchasing decisions, with customer satisfaction serving as a key intervening variable. For managers in the food and beverage industry, it is imperative to recognize that halal certification not only assures compliance with religious standards but also enhances perceived product quality and trustworthiness.

## Recommendation

Based on the research results from the conclusions above, there are also suggestions for future researchers, it is best to carry out research by developing it in terms of population and sample to make it more varied and novel, then develop or add other variables that are in line with the results of this research.

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