

*Research Article*

## Unlocking Consumer Choices: The Impact of Halal Labels, Brand Image, Quality, and Price on Buying Decisions

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### Abstract

This research aims to determine whether there is an influence of the Halal Label, Brand Image, Product Quality and Price Perception on Purchase Decisions for Cempaka Putih Mixue Ice Cream and reviews in Islam. The population of this study were consumers who had purchased Mixue Ice Cream at the Cempaka Putih branch at least once, with a total of 100 respondents. The sampling technique uses a non-probability method, with a purposive sampling technique through distributing questionnaires. The research results show that the halal label has no influence on purchasing decisions, brand image influences purchasing decisions, product quality influences purchasing decisions, price perception influences purchasing decisions. Managerial Implications The findings of this research indicate that factors such as halal labels, brand image, product quality, and price perceptions play an important role in influencing consumer purchasing decisions. For company managers, especially those operating in markets where most consumers are Muslim, this emphasizes the importance of ensuring products have clear and reliable halal certification, because this can increase customer trust and loyalty. This paper contributes to understanding the dynamics of food product purchasing decisions in Muslim markets and provides practical insights for companies to increase their competitiveness.

Keywords: Halal Label, Brand Image, Product Quality, Price Perception, Purchase Decision

JEL Classification: M31, L66, D39

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## 1. Introduction

The culinary or food and beverage industry is now growing and does not appear to be experiencing a decline after the pandemic. Especially regarding drinks, every year there will be a new drink that is sought after by the whole community, from small children to adults. In the beverage business, many new trends or innovations are now emerging and expanding to Asian countries, especially Indonesia, such as Ice Cream Mixue.

According to Schiffman and Kanuk (2018) perception is an individual's process of selecting, organizing and translating incoming information stimuli into a comprehensive picture. Price perception is how consumers see prices as high, low and fair. This has a strong influence on both buying interest and purchasing decisions. Price perception is related to how price information is fully understood and provides deep meaning by consumers.

Price perception is also very influential on purchasing decisions, where mixue products have varied and cheap prices, making it attractive among the lower middle class to buy Cempaka Putih Ice Cream Mixue. Several factors mean that consumers prefer Mixue products compared to other brands, namely because attractive packaging, softer texture, varied taste variants and varying prices can increase consumer purchasing decisions.

Hamka & Saleh, (2022) Companies must have a related understanding of consumer behavior in purchasing a product before the company releases or markets the product. Consumer behavior is an individual's activity involved in obtaining and using the goods directly, including when making decisions on preparation and determining these activities (Mulyani et al., 2022).

The halal label is a logo component to notify consumers that the product is halal and is not dangerous to use or consume (Aspan et al., 2017). In 2023 the company PT. Zhisheng Pacific Trading, which houses Mixue outlets throughout Indonesia, has received an official halal certificate from the MUI institution. Price is one of the values of a product given to buyers according to Kotler & Keller (2019) elements price perception marketing mix, a product will be valuable if it has the price offered.

Mixue is an ice cream product that is currently popular. Apart from the various flavors, the price of Mixue ice cream is famous for being cheap, Mixue sets the price of its ice cream starting from Rp. 8,000 to Rp. 24,000. The conclusions from previous research are in accordance the data above shows that perceptions of price and product quality have a positive influence on purchasing decisions (Prabowo et al., 2020). There is also other research which shows that partially the perception of price and product quality has an influence on purchasing decisions (Utomo & Khasanah, 2018).

Then research conducted by Rozjiqin and Ahmad (2022) resulted that student in the city of Surabaya made the halal label and brand image factors in consumer purchasing decisions in purchasing and consuming Mixue products, while price was not a determinant of Mixue purchasing decisions. Salsabila (2023) states that the halal label is the inclusion of a halal claim on the packaging to show that the product claimed is a halal product. You can also get a halal label become a consideration for Muslims when choosing a product. When consuming a product, you should not be careless, because the content contained in the product is not ours for sure

## 2. Literature Review and Hypothesis

### Literature Review

#### Halal Label

Awareness of consuming halal products among Muslim consumers, because of a good understanding of religion and education of producers regarding halal certificates for their products. This will have an impact on the increasing number of consumers who care about halal label certificates on the products they buy, because currently many consumers are increasingly critical and have good product knowledge before making purchasing decisions. Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question

has the status of a halal product. Halal Label Factors According to Gronroos in (Alim & Brawijaya, 2018) there are factors that can cause the quality of a service to be poor, including: Product and consumption occurring simultaneously. One of the most important service characteristics is inseparability, which means that the service is produced and consumed at the same time. at the same time so that providing services requires the presence and participation of customers/customers.

### **Brand Image**

Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand. This association can be conceptualized based on type, support, superiority, strength, and uniqueness. Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Brand Image is what consumers think or feel when they hear, see the name of a product or what consumers have learned or know (Supranto, 2019). From several expert opinions that have been explained, brand image is closely related to the impression it creates. The positive impressions that customers get are the experience and knowledge they gain from the brand. So, customer perception and understanding of a brand depends on the customer's internal abilities. Factors that influence Brand Image According to (Kertajaya, 2017) the factors that influence brand image are quality, which is related to the quality of the products offered by producers with certain brands.

### **Product quality**

Products are the core of marketing activities because products are the output or result of one of the company's activities or activities that can be offered to the target market to meet consumer needs and desires. Basically, when buying a product, a consumer not only buys the product, but the consumer also buys the benefits or advantages that can be obtained from the product he buys. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the product offered. Product quality is one of the keys to competition among business actors that is offered to consumers. According to (Kotler, 2019), quality is the totality of features and characteristics of a product or service that can meet stated or implied needs. Consumer desires include product durability, product reliability, ease of use, and other valuable attributes that are free from flaws and damage. Factors that influence product quality. According to (Assauri, 2021), factors that influence the quality of a product are the function of a product. The function for which the product is used or intended.

### **Price Perception**

Perception is an individual's process of selecting, organizing and translating information stimuli into a comprehensive picture. Price perception is how consumers see prices as high, low and fair. Price perception is that when prices increase, buyers will continue to increase, because what consumers see is the benefits of the products they buy. According to (Ramli, 2019) the meaning of price perception is the value possessed by a product. This value is not certain, indicating the number of resources needed to produce the product. Factors that influence the price level according to (Irawan, 2020) are the economic situation. The economic condition greatly influences the prevailing price level. A recession period, for example, is a period where prices are at a lower level.

### **Buying decision**

According to Imantoro, (2017) states that the purchasing decision is the stage where the buyer has made a choice and purchased the product and consumed it. Meanwhile, according to the explanation, the purchasing decision is the next stage after the intention or desire to buy, but the purchasing decision is not the same as the actual purchase. Purchasing decisions according to Miftahul (2018) define consumer purchasing decisions as a choice from two or more alternative choices. If someone is faced with two choices, namely buying and not buying, then he is able to make a purchasing decision (Hamdani, 2018) emphasizes that consumer decision making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes and the environment with which humans make exchanges. in all aspects of his life. Cognitive attitudes

reflect attitudes of understanding, affective attitudes reflect attitudes of belief and behavioral attitudes reflect real attitudes. Meanwhile, Kotler, (2020), believes that purchasing decisions are made by consumers whether they want to buy a product or not.

### **Hypothesis**

#### **The Influence of the Halal Label on Purchasing Decisions**

The halal label is a series of requirements that must be fulfilled by business actors engaged in food and beverage processing or generally termed food. Sudardja (2019). Meanwhile, Yuswohady (2017), the halal label is a guarantee given by an authority such as the Feed Assessment Institute to ensure that the product passes halal testing according to Islamic law. The relationship between the halal label and purchasing decisions has an influence because there is a halal label, most Jakarta residents are Muslims. If a product clearly has a Halal Label, consumers feel more confident in deciding to buy Ice Cream Mixue. Halal labeling plays a role in increasing sales to attract consumers, especially Muslim consumers, where purchasing decisions can function as a measure of the extent of sales of products that have been determined to be halal versus products for which there is no clarity between halal and haram. Some of the results of previous research conducted by (Alim & Brawijaya, 2018), stated that the Halal Label has a Positive and Significant influence on Purchasing Decision:

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

#### **The Influence of Brand Image on Purchasing Decisions**

Brand image is a set of beliefs, ideas and impressions formed by someone about an object (Kotler, 2019). Brand image is also a consumer or person's image of a product or service. If a company already has a good brand image in the eyes of consumers, it will be profitable for a company. Brand image is very important for successful marketing and product sales and is a source of competitive advantage. If the company has a strong positive brand image, it will be very easy for customers to make purchasing decisions and they will be willing to buy without hesitation. Some of the results of previous research conducted by Wahyuni & Pardamean, (2020), Chakraborty & Sheppard (2020), Musa (2017) stated that brand image has a positive and significant influence on purchasing decisions.

**H2: Brand Image has a positive effect on Purchasing Decisions**

#### **The Influence of Product Quality on Purchasing Decisions**

According to Kurniawan, (2017) Product Quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Quality products will certainly be increasingly sought after by consumers. Companies will continue to compete to improve the quality of their products and maintain the brand image of their products. A brand certainly has its own characteristics in producing goods and of course it will be different from other products. In purchasing mixue products, quality is the main determining factor in consumer purchasing decisions. Several reasons are the choice of two or more alternative purchasing decision options which means that someone can decide that Ice Cream Mixue has sufficient product quality. The research results of Kurniawan, (2019) show that product quality has a positive and significant effect on purchasing decisions. Similar results were also obtained by Kristin, (2021) that partial product quality has a positive and significant effect on purchasing decisions. By referring to theory and supported by research

**H3: Product quality has a positive effect on purchasing decisions**

#### **Price Perceptions on Purchasing Decisions**

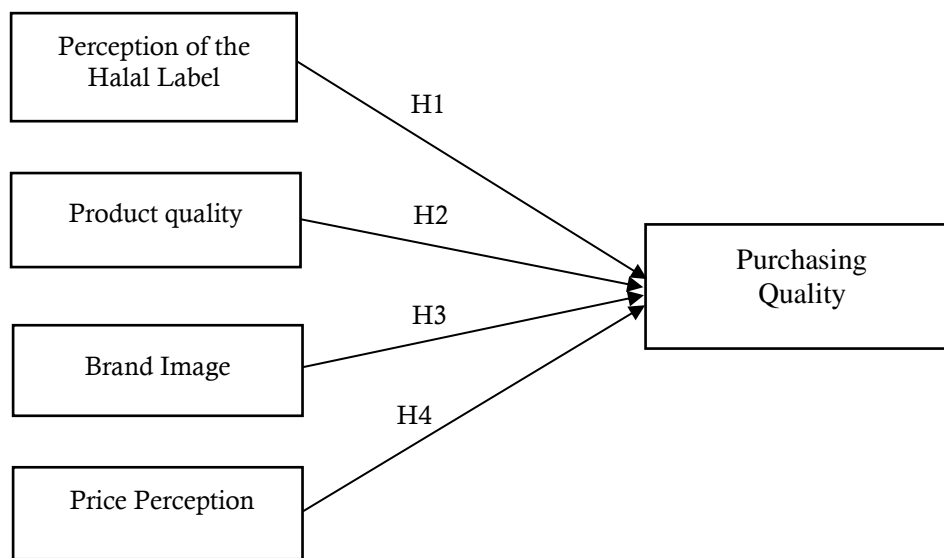
According to Tjiptono (2019) Price is one thing that influences purchasing decisions. Consumers will intend to buy a product whose price is in line with their capabilities. The assessment that each consumer feels about the goods and services they receive is not the same, many factors can influence it. Consumers' perceptions of a price can influence their decision to buy something. When prices rise, purchases will continue to rise, because what consumers see are the benefits of the products they buy. Mixue took the opportunity to choose prices that suit the middle class, making Mixue a successful newcomer in various circles. Previous research conducted by Fadilah (2017),

Febriano (2018), Albert (2020) showed similar research results that price perception had a positive and significant effect on purchasing decisions.

**H4: Price perception has a positive effect on purchasing decisions.**

### Conceptual framework

In this research, according to the preview above, the dependent variables are Halal Label, Product Quality, Brand Image and Price, independently in this research is Purchase Decision. Based on this, this research model is as follows:



**Figure 1. Conceptual Framework**

## 3. Data and Method

### Types of research

The type of research used is a descriptive research method using a quantitative approach. According to Arikunto (2018) descriptive research is research carried out to find out or investigate a situation or condition as well as other things that have been mentioned, then the results are explained in a research report.

### Population and Sample

#### Population

According to (Sugiyono, 2017) population is a general domain consisting of objects/subjects having certain numbers and characteristics determined by researchers investigating and drawing conclusions. The population in this research is consumers who have purchased Ice Cream Mixue at the Cempaka Putih branch at least once.

#### Sample

In this research, the sample was produced using a non-probability sampling technique, namely a sampling technique that provides an equal opportunity for each element of the population selected to become a member of the sample. The sampling technique in this research used a non-probability sampling technique.

### Data collection technique

The data collection technique used in this research is a survey method which uses an instrument in the form of a questionnaire or questionnaire to be given directly to respondents containing written questions to be answered by respondents by measuring the scale of purchasing decisions in selecting answers. The data collection technique is carried out by providing a list of questions



(questionnaire). This is a data collection technique carried out by providing a set of questions or written statements. The questionnaire that will be used in this research is to obtain respondent data regarding perceptions of purchasing decisions for Ice Cream Mixue in Cempaka Putih regarding Halal Labels, Brand Image, Product Quality, Price Perceptions and Purchase Decisions.

#### Data analysis method

The data analysis method used is a quantitative method, which adopts Partial Least Square (PLS). PLS is a powerful analysis method because it is not based on many assumptions (Kristin, 2021). The reason for using this program is because this research is more about predicting and explaining latent variables rather than testing a theory and the number of samples in the research is not large. Then it is measured using SmartPLS (Partial Least Square) software starting from hypothesis testing.

## 4. Results

### Descriptive Data

#### Halal Label

Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product. The following will provide an explanation regarding the description of the Halal Label research in Table 1.

**Table 1. Descriptive Halal Label**

No	Question Items	Mean	Category
1	I know Mixue products have halal label	3.05	Tall
2	The halal label on Mixue products is a MUI halal label	3.26	Very High
3	The halal logo on Mixue products is accompanied by a halal certificate number	3.17	Tall
4	The halal label on Mixue products is safe to use because it is registered with BPPOM	2.84	Tall
5	I believe that the halal label is a guarantee that the product has raw materials, or the manufacturing process is in accordance with Islamic law	3.05	Tall
6	With the halal label, I believe that the product will not harm me	3.11	Tall
7	Mixue products are the most well-known halal-labeled drinks	2.81	Tall
8	Mixue products give me a positive impression because they are labeled halal	3.05	Tall
9	The halal label on Mixue products guarantees that they are free from unnatural ingredients	3.26	Very high
Average Halal Label			3.06

Source: Data processing results (2023)

Based on the output results, the halal label has an average of 3.06, meaning that respondents feel that the halal label on Mixue is correct. With the halal label, consumers or respondents will feel safe in consuming Mixue because they get the Mixue halal logo. must have good and safe products for the Indonesian people.

#### Brand Image

Price is the value of money charged to buyers to have the benefits of a product (goods or services) purchased from a seller or producer. The following will provide an explanation regarding the description of the price variable research in Table 2.

**Table 2. Descriptive Brand Image**

No	Question Items	Mean	Category
1	Mixue products do not melt easily	2.95	High
2	Mixue products are packaged well and neatly	3.23	High
3	Mixue products have more flavor variants than other beverage outlets	3.30	Very high
4	Mixue products have an appropriate sweetness level	3.23	High
5	Mixue drink products have various prices	3.28	Very high
6	Ice Cream mixue products have a variety of unique flavors	3.13	High
7	The price variations provided by Mixue Products make it easy to choose a product that suits your budget	3.26	Very high
8	Mixue products are easy to recognize	3.22	High
9	Mixue products are the most popular compared to other beverage outlet brands	3.23	High
Average Brand Image			3.20

Source: Data processing results (2023)

Based on the output results, the price has an average of 3.20, meaning that respondents feel that the brand image of Mixue is very good.

### Product quality

A product must have advantages over other products, one of which is in terms of the quality of the product offered. Product quality is one of the keys to competition among business actors that is offered to consumers. The following will provide an explanation regarding the research description of product quality variables in Table 3.

**Table 3. Descriptive Product Quality**

No	Question Items	Mean	Category
1	I feel Mixue can provide comfort when drinking it	3.31	Very high
2	I feel that Mixue products are packaged well so they are easy to carry anywhere	3.31	Very high
3	I feel that the Mixue product gives a delicious taste when drinking it	3.16	High
4	Ice Cream Mixue has a long shelf life	3.19	High
5	I think the Mixue packaging has the kind of quality ingredients	3.20	High
6	I feel Mixue is packaged well	3.26	Very high
7	I feel Mixue's packaging attracts attention	3.22	High
8	Mixue has a variety of interesting flavors and toppings	3.01	High
9	I feel the price of this product is commensurate with the taste it provides	3.29	Very high
10	Mixue has a very attractive aroma	3.24	High
Average Product Quality			3.17

Source: Data processing results (2023)

Based on the output results, the price has an average of 3.17, meaning that respondents feel that the quality of the products created by Mixue is good, where the quality of products that are processed well will leave a lingering taste so that customers will feel satisfaction with the product and return in the future.

### Price Perception

Price perception is that when prices increase, buyers will continue to increase, because what consumers see is the benefits of the products they buy. The following will provide an explanation regarding the research description of the price perception variable in Table 4.

**Table 4. Descriptive Price Perception**

No	Question Items	Mean	Category
1	Mixue has very affordable prices	3.39	Very high
2	Prices vary according to product size	3.41	Very high
3	Mixue prices are suitable for various groups	3.37	Very high
4	Mixue prices are in accordance with product quality	2.89	High
5	Mixue prices are in accordance with the desired results	3.22	High
6	Mixue's price is appropriate because Mixue uses quality ingredients	3.24	High
7	The price of Mixue is according to the taste I want	3.25	High
8	Mixue packaging which does not spill easily is in line with the price given	3.39	Very high
9	The variety of menus offered corresponds to the cheap prices	3.26	Very high
10	Mixue prices can compete with other products	3.36	Very high
11	Mixue's price is more economical compared to other Ice Cream products	3.28	Very high
12	I feel that Mixue's price is in line with market prices	3.14	High
Average Price Perception			3.27

Source: Data processing results (2023)

Based on the output results, the price has an average of 3.27, meaning that respondents feel that price is very important in providing perceptions, because customers usually when making purchasing decisions will look at whether the price given by Mixue is in accordance with the benefits.

### Buying decision

If someone is faced with two choices, namely buying and not buying, then he is able to make a purchasing decision. The following will provide an explanation regarding the research description of Buyer decision variables in Table 5.

**Table 5. Descriptive Purchase Decision**

No	Question Items	Mean	Category
1	I bought Mixue because there are many different flavors	3.12	Very high
2	I bought Mixue because of my own desires	3.17	Very high
3	I bought Mixue because the products offered were more attractive than competitors' products	3.15	High
4	I bought Mixue after comparing it with other Brands	3.12	High
5	I always look for information before deciding to buy Mixue Cempaka Putih	3.03	High
6	After seeing other consumers consuming Mixue a lot, I was interested in buying it	3.01	High
7	I bought the Cempaka Putih branch of Mixue because it is close to my house	3.41	Very high



No	Question Items	Mean	Category
8	I bought the Cempaka Putih branch of Mixue because it was easy to find	3.37	Very high
9	I bought the Mixue Cempaka Putih branch because it was in complete stock	2.89	High
10	I can buy more than one Mixue because of the large variety of flavors	3.22	High
11	I can choose the package size	3.22	High
12	I bought more than one Mixue because it was affordable	3.01	High
13	I can buy Mixue in the morning, afternoon, afternoon and evening	3.29	Very high
14	I buy Mixue once a week	3.24	High
15	I can buy Mixue whenever I want	3.14	High
16	I can choose the payment according to what I want	3.31	Very high
17	I feel that using non-cash payment means it feels practical	3.31	Very high
18	Mixue payments are faster because they have prepared various methods	3.28	Very high
Average Purchase Decision			3.18

Source: Data processing results (2023)

Based on the output results, the purchasing decision has an average of 3.18, meaning that respondents feel that there needs to be appropriate consideration in purchasing Mixue, this is due to how Mixue creates a product, a good product will create good benefits, and respondents can consider Mixue products in terms of halal and price.

#### Discriminant validity test

Discriminant validity can be determined from the AVE root, where the comparison of the AVE root scores must be greater than the correlation scores of the constructs in the model. In this case, to see the AVE value, you can see from table 6. Fornell-Lacker Criterion:

**Table 6. Fornell-Larcker Criterion**

	Brand Image	Buying decision	Product quality	Price Tag	Price Perception
Brand Image	0.841				
Buying decision	0.932	0.760			
Product quality	0.918	0.967	0.786		
Price Tag	0.834	0.822	0.804	0.816	
Price Perception	0.867	0.924	0.890	0.752	0.809

Source: Data processing results (2023)

Based on table 6 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.

#### Composite Reliability Test

Good measurement of a construct variable is if the construct reliability has a composite variable composite reliability value  $> 0.7$  Ghazali & Latan (2017). The following output results will be presented in Table 7.

**Table 7. Composite Reliability**

	Cronbach's alpha	Composite reliability (rho_c)
Brand Image	0.944	0.952
Buying decision	0.948	0.956
Product quality	0.963	0.967
Price Tag	0.950	0.957
Price Perception	0.956	0.961

Source: Data processing results (2023)

Table 7 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.

### Coefficient of Determination Results

R-Square ( $R^2$ ) R-squares for each endogenous latent variable as the predictive power of the structural model. The R square value is 0.70, strong 0.46 – 0.70, moderate 0.26 – 0.45, weak 0.25. It can be concluded that the model is very strong, moderate and weak Latan and Ghazali (2017). The higher the  $R^2$  value means the better the prediction model of the proposed research model. The following is the R-Square value which can be seen from Table 8.

**Table 8. R-Square**

	R-square
Buying decision	0.961

Source: Data processing results (2023)

Based on the output above, it shows that the R-square value of purchasing decisions is 0.961 (strong). This means that the variability of the purchasing decision construct can be explained by the variability of the halal label construct, brand image, product quality, and price perception of 96.1%, while 3.9% of the R-square is explained by other variables such as word of mouth, brand image, and promotion.

### Predictive Relevance ( $Q^2$ )

The value of  $Q^2 > 0$  indicates that the model has predictive relevance, while  $Q^2 < 0$  indicates that the model lacks predictive relevance (Latan and Ghazali (2017).  $Q^2$  measures how well the observation value is produced by the model and the estimated parameters. The value of predictive relevance is seen from the value  $Q^2$  obtained through the blindfolding method in the table:

**Table 9.  $Q^2$  – Square Results**

	$Q^2$ predict
Buying decision	0.655

Source: Data processing results (2023)

Based on the output results in Table 9, it shows that the Purchase Decision obtained a  $Q^2$  result of 0.655, thus, the Purchase Decision prediction can be assessed as high or predictive.

## 5. Discussion

### The Influence of the Halal Label on Purchasing Decisions

The results of this research indicate that Halal Label has no effect on purchasing decisions. This can be seen from the output the other values, so that H1 is rejected, meaning it has no significant effect. From the research results, there is research that is in line with Aspan (2017) and Sumartik & Jannah (2019) which states that the halal label has no effect on purchasing decisions, so it can

be concluded that the halal label is not a factor that can cause purchasing decisions. The results of this research are also in accordance with research conducted by Sitompul (2021), explaining that the halal label has a negative and insignificant effect on purchasing decisions. This shows that most Indonesian people do not yet have awareness of the importance of a halal label in buying Mixue products, they still buy Mixue products even though Mixue itself does not yet have a halal label.

### **The Influence of Brand Image on Purchasing Decisions**

The results of this research indicate that Brand Image influences Purchasing Decisions. This can be seen from the Path Coefficient output obtained by the other values, so that H2 is accepted, meaning it has a significant effect. If the company has a strong positive brand image, it will be very easy for customers to make purchasing decisions and they will be willing to buy without hesitation. Based on the results of this research, it can be said to be in line with research by Chakraborty and Sheppard (2019), Wahyuni & Pardamean (2020), Sheppard (2018), and Musa (2017) which stated that brand image influences repurchase decisions. Thus, it can be interpreted that if the mixue brand image can improve, it can have a big influence on consumers so that consumers will decide to buy Ice Cream Mixue.

### **The Influence of Product Quality on Purchasing Decisions**

The research results show that product quality influences purchasing decisions. This can be seen from the output the other values, so that H3 is accepted, meaning it has an effect. Quality products will certainly be increasingly sought after by consumers. Companies will continue to compete to improve the quality of their products and maintain the brand image of their products. A brand certainly has its own characteristics in producing goods and of course it will be different from other products. In purchasing mixue products, quality is the main determining factor in consumer purchasing decisions. Several reasons are the choice of two or more alternative purchasing decision options which means that someone can decide that Ice Cream Mixue has sufficient product quality. Based on the results of this research, it is in line with Kurniawan, (2017), and Kristin (2021) showing that product quality has a positive and significant effect on purchasing decisions. The results of this research are also in accordance with research conducted by Andriani & Sri (2021) explaining that product quality has a positive and significant influence on purchasing decisions. So that customers as a whole pay attention to aspects of product quality, if Mixue can improve the quality of their products, it will also improve purchasing decisions made by customers.

### **The Influence of Price Perceptions on Purchasing Decisions**

The research results show that price perception influences purchasing decisions. This can be seen from the output the other values  $<$ , so that H4 is accepted, meaning it has an effect. The assessment that each consumer feels about the goods and services they receive is not the same, many factors can influence it. Consumers' perceptions of a price can influence their decision to buy something. When prices increase, buyers will continue to increase, because what consumers see are the benefits of the products they buy. The results of this research are in line with Fadilah (2017), Febriano (2018), and Chang (2020) who stated that similar research results show that price perception has a positive and significant effect on purchasing decisions. So Mixue must pay attention to whether the price given to customers is appropriate or not, because the better the perception of the price given by Mixue, the faster consumers will decide to purchase.

## **6. Conclusion**

Based on the results of the discussion proposed in this research regarding Halal Labels, Brand Image, Product Quality and Price Perceptions on Purchase Decisions for Ice Cream Mixue in Cempaka Putih, the conclusions in this study are as follows. Halal Labels have no effect on purchasing decisions. Brand image influences purchasing decisions. Product quality influences purchasing decisions. Price perception influences purchasing decisions. Managerial implications are profound. Management must recognize that a strong brand image and high service quality are fundamental in shaping positive consumer perceptions and driving purchasing decisions. Investing in integrated marketing efforts ensures consistent messaging across all channels,

enhancing brand visibility and customer trust. Additionally, fostering positive electronic word of mouth by encouraging satisfied customers to share their experiences online can amplify reach and credibility. Managers should prioritize these areas to create a synergistic effect that not only attracts new customers but also builds long-term loyalty and market competitiveness.

## Recommendation

For future researchers who wish to continue this research, there are several suggestions that can be considered. First, it is recommended to expand the scope of the research area so that the results are more generalizable and can represent various regions, not just limited to Cempaka Putih. Second, it is best to consider other variables that may also influence purchasing decisions, such as social or cultural factors that may play an important role in the context of halal products.

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