The Influence of Brand Image, Halal Label and Word of Mouth On Consumer Purchasing Decisions at Salimah Food Pekanbaru

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ABSTRACT

The purpose of this study is to examines how brand image, halal labeling, and word of mouth impact the purchasing decisions of consumers of Salimah Food Pekanbaru. This research adopts a quantitative approach. The study's target population consists of individuals in Pekanbaru who have bought products from Salimah Food Pekanbaru. The research employs purposive sampling to select respondents. A total of 120 respondents participated in this study. Data analysis is conducted using multiple linear regression analysis through the SPSS 26 software. The findings indicate that individually, brand image, halal labeling, and word of mouth has a positive and significant impact on purchasing decisions. Moreover, when considered together, brand image, halal labeling, and word of mouth collectively have a positive and significant effect on purchasing decisions at Salimah Food Pekanbaru. These three factors, brand image, halal labeling, and word of mouth, collectively explain 61.2% of the variance in purchasing decisions, while the remaining 38.8% is influenced by variables that were not examined in this study.

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INTRODUCTION

Indonesia has experienced very rapid and competitive developments in the world of business and industry recently. The world of business competition is a complex world and covers various sectors of life, including vital sectors that are in direct contact with people's lives. As people's lifestyles change from conventional to modern, Indonesian people are starting to adapt to consumption patterns in developed countries, one of which is by consuming frozen food. In industry frozen food It is predicted that this will continue to grow along with changes in people's lifestyles. Currently marketing frozen food can be said to be very developed in society, frozen food which was originally created and intended for someone who is too busy, does not want to experience difficulties or is unable to prepare food and this has become a practical choice in food consumption. Frozen food is long-lasting storage and easy to serve. Another reason is the frozen food also has many types, flavors, and shapes so that consumers have more choices for everyday food.

Usually, consumers tend to make brand image as a reference for deciding to buy or use the products offered by the company. So, the company must build brand image who are better at offering more attractive products that seem to have distinctive characteristics and can explain the benefits of the product. Brand image is the image or impression that a brand creates in the minds of customers. Placement brand image in the minds of consumers must be carried out continuously so that brand image what is created remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers buying the brand is very large (Musay, 2013).

Besides brand image, the halal label is also one of the consumer factors in consuming a product. The composition Pekanbaru City residents is Muslim majority of around 84.54%. Indonesian Muslims, especially the city of Pekanbaru, are protected by an institution specifically tasked with auditing products consumed by Muslims in Indonesia. This institution is Agency for Supervision and Distribution of Drugs and Food (LPPOM) and Indonesian Council of Ulama (MUI). The LPPOM-MUI institution monitors products circulating in the community by providing halal certificates, so that products that already have a halal certificate can include a halal label on their products. Products that have been certified halal have passed the inspection process and are free from elements prohibited by Islamic teachings and do not contain haram elements.

Products that have a brand image and a halal label that consumers trust will make it easier for the product to be recommended to those closest to them, this is called word of mouth. It is one of the strategies in the promotional mix which is included in the marketing communications mix. When consumers have used a product, consumers will evaluate the product and if the product is able to provide satisfaction and impression to consumers, then it is very likely that this will create positive word of mouth. Various sources of information are obtained, namely through the distribution of brochures, advertisements on television and radio as well as word of mouth communication, usually most users provide information about where they got the information about frozen food namely from the closest people such as friends, family, colleagues or relations.

Salimah food is a frozen food company founded by the women's organization Muslimah Brotherhood (Salimah) as a frozen processed fish food distributor business which is managed professionally in a community-based company paradigm. Some of Salimah's food products sold per kilogram. With the aim of making it easier for consumers to buy how much they want to buy, but of course on the packaging there is no

manufacturing date or expiration date available on the food, making consumers ask about safety and doubt whether the processed ingredients used meet standards or not.

The phenomenon that occurred when the researchers conducted the pre-survey showed that the brand image the frozen food product had especially Salimah food which is an MSME product that is not yet widely sought after or known by consumers, as we know the brand buyers have never known about it, so consumers will prefer it brand which they trust and which they know beforehand. Salimah Food is not utilizing the advertising features on social media to expand its market. Marketing carried out brand Salimah Food only with group media whatsapp therefore it can be concluded that the marketing that this outlet does is in the form of word of mouth. Nevertheless, of course Salimah Food wants consumers to continue to choose to shop at their outlets.

The theoretical basis for decisions to purchase frozen food includes an understanding of the factors that influence consumers in deciding to purchase frozen food products. Consumers follow a series of stages in the purchasing process, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. In the context of frozen food, consumers may experience these stages, especially if they have never purchased the product before. Consumers can be influenced by various motives that encourage the purchase of frozen food. These motives may include brand image, halal label, word of mouth, ease of preparation, time savings, the need for long-term food supplies, or even health factors such as nutritional aspects and calorific value of the product.

Brand image has an important role in purchasing decisions. Consumers tend to trust brands they are familiar with or brands that have a good reputation for quality and taste. Strong marketing and branding strategies can influence consumer preferences. Personal experiences or reviews from other consumers may influence purchasing decisions. Consumers tend to look for information and reviews about frozen food products before purchasing, especially if they have no previous experience with the product. This theoretical basis can help researchers or marketers understand the factors that influence frozen food purchasing decisions and formulate more effective strategies to meet consumer needs and preferences.

The halal label can influence frozen food purchasing decisions because it has a positive impact on a number of factors that are important for most consumers. For consumers who practice Islamic religious beliefs or who have halal dietary requirements, the halal label is a guarantee that the product complies with the halal rules required in Islam. This is important because consumers who adhere to the rules of their religion tend to look for products that conform to their principles. The halal label is often considered a sign of food quality and safety. Halal food manufacturers must adhere to strict standards in terms of processing and ingredients used, so halal products are often considered safer and better quality.

A halal label is the provision of a halal mark or written proof as a guarantee of a halal product with halal writing in Arabic (Alfian and Marpaung, 2017). According to Desmayonda and Trenggana (2019), the halal label is a form of promotion for consumers,

both Muslims and non-Muslims. For many Muslim consumers, consuming halal food is a religious requirement. The halal label provides confidence that the product complies with the principles of permitted food in Islam. This is an important factor in purchasing decisions for consumers who practice their religious beliefs. studies have found that the halal label has a positive effect on purchasing decisions (Ismaulina and Maisyarah, 2020; Amalia et al, 2021; Astuti and Hakim, 2021).

Word of mouth defined as direct conversation in which person to person communicates as the recipient and giver of the message or communicator. Recipient as a non-commercial party, regarding a *brand*, products or services (Winadi, 2017). Word of mouth marketing often has a competitive advantage in conveying business-related information. The emergence of increasingly sophisticated technology no longer limits word of mouth to face-to-face conversation situations. Currently word of mouth can be via telephone or social networks. Word of mouth is a very convincing promotional method because it is from consumers, for consumers, and by consumers. Several previous studies found that word of mouth influences purchasing decisions (Rahayu and Edward, 2014; Ismaulina and Maisyarah, 2020; Oktaviani, 2021, Astuti and Hakin, 2021; Gunawan, 2022). Based on the previous discussion, the research framework in this study can be seen in Figure 1
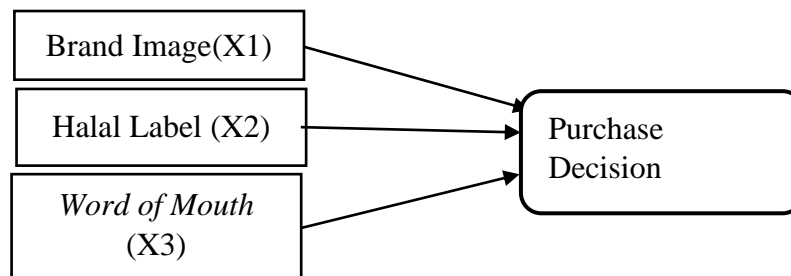

Figure 1. Proposed Model

The hypothesis in this research is as follows:
H1:   Brand image has positive and significant impact on Salimah Food purchase decision
H2:   Halal label has positive and significant impact on Salimah Food purchase decision
H3:   Word of mouth has positive and significant impact on Salimah Food purchase decision

METHODOLOGY

This research was conducted at Salimah food Pekanbaru for approximately 2 months, starting from January-April 2023. Data was collected using a questionnaire distributed via Google Form. The questionnaire contains a list of questions related to the research variables. The population in this research are all customers who have purchased at Salimah Food Pekanbaru. Purposive sampling technique was used with the criteria of

having ever purchased Salimah Food. A total of 120 respondents participated in this research. The collected data was analyzed using multiple linear regression.

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

The author collected data by giving questionnaires to 120 respondents. The characteristics of the respondents in this study were gender, age, highest level of education. To see in more detail the characteristics of respondents can be explained as follows:

Table 1
Respondent Identity

Category	Number of respondents	Percentage
Gender		
Man	29	24,2%
Women	91	75,8%
Age		
17 − 20	21	17,5%
21 − 25	86	71,7%
26 − 30	0	0%
31 − 35	0	0%
> 36	13	10,8%
Education		
High School	31	25,8%
Diploma	5	4,2%
S1	73	60,8%
S2	11	9,2%
Total	**120**	**100%**

Descriptive Analysis of Variables

Based on data obtained from questionnaires returned by respondents regarding brand image, it can be concluded that the statement "in my opinion, the Salimah Food brand seems religious" is the statement most agreed with by respondents because the average value obtained was 4.20. Next, regarding the halal label, it can be concluded that the statement "The existence of a halal certificate makes me confident that Salimah Food do not use non-halal products" and "The halal label is my consideration in buying Salimah Food" is the statement most agreed with by respondents because the average value is the same, namely 4.49. The last independent variable is word of mouth. From the statement "The information I obtained gave rise to a desire to buy" is the statement most agreed with by respondents because the average value obtained was 4.16. For the dependent

variable purchasing decisions, it can be concluded that the statement "I bought Salimah Food because it suits their needs and desires" was the statement most agreed with by respondents because the average value obtained was 4.3.

Validity test

Validity shows the extent to which a measuring instrument is able to measure what it wants to measure. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Thus, valid data is data that does not differ between the data reported by the researcher and the data that actually occurs at the research object (Sugiyono, 2016).

This validity test was carried out to test whether the answers to the questionnaire and respondents were really suitable for use in this research or not. The validity test is carried out by comparing the calculated r value (correlated item total correlations) with the table r value. If the calculated r value > r table and is positive then the question can be said to be valid.

Table 2
Validity Test Recapitulation

Variable	Statement Items	r count	r table	Information
Brand Image	X1.1	0,790	0,196	Valid
	X1.1	0,802	0,196	Valid
	X1.3	0,636	0,196	Valid
	X1.4	0,745	0,196	Valid
	X1.5	0,812	0,196	Valid
	X1.6	0,814	0,196	Valid
	X1.7	0,818	0,196	Valid
Halal Label	X2.1	0,841	0,196	Valid
	X2.2	0,735	0,196	Valid
	X2.3	0,828	0,196	Valid
	X2.4	0,737	0,196	Valid
	X2.5	0,835	0,196	Valid
Word of Mouth	X3.1	0,778	0,196	Valid
	X3.2	0,740	0,196	Valid
	X3.3	0,892	0,196	Valid
	X3.4	0,787	0,196	Valid
	X3.5	0,773	0,196	Valid
Purchase Decision	Y.1	0,864	0,196	Valid
	Y.2	0,772	0,196	Valid
	Y.3	0,852	0,196	Valid
	Y.4	0,885	0,196	Valid
	Y.5	0,741	0,196	Valid

Source: Processed Data for 2023

Based on the Table 2 of recapitulation results of the Validity Test for each statement above, it can be seen that the score *Corrected Item Total Correlation* or the calculated r value for each variable is > 0.196%. So this shows that the data is valid because it meets the assumptions of the Validity Test.

Reliability Test

Reliability test is a measure of the level of stability of a measuring instrument in measuring a symptom or event (Sugiyono, 2016). A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. Reliability measurements are carried out in one shot or only once, then the results are compared with other statements or measure the correlation between answers to questions. SPSS provides facilities for measuring reliability with the Cronbach's Alpha (α) statistical test. A value is calculated to be reliable if it gives a Cronbach Alpha value > 0.6.

Table 3
Reliability Test

Variable	Cronbach Alpha	Information
Brand Image (X1)	0,886	Reliable
Halal Label (X2)	0,852	Reliable
Word of Mouth (X3)	0,851	Reliable
Purchase Decision (Y)	0,881	Reliable

Source: Processed Data for 2023

Based on the reliability test in Table 3, the value can be determined Cronbalch's Allpha for each variable is > 0.60. This shows that each variable is reliable and worthy of testing.

Classic Assumption Test

Normality test

Normality detection aims to test whether in the regression model, confounding variables have a normal distribution or not. The way to detect it is by looking at the normal probability plot which compares the distribution of the actual data with the cumulative distribution of the normal distribution. Apart from that, drawing conclusions by looking at the histogram graphic display, if the histogram almost resembles a bell and the variance points all follow the direction of the diagonal line, shows that the regression model meets the normality assumption, meaning it is suitable for use (Sugiyono, 2016).

Table 4
Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.78851779
Most Extreme Differences	Absolute	.073
	Positive	.068
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.173[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Processed Data for 2023

Based on the results of the normality test above, a significance value of $> \alpha$ (0.01 > 0.05) was obtained, so it can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is very important because it is used to ensure that there is no correlation between one predictor variable and another (Azizah et al, 2021). To test multicollinearity, use the variance inflation factor (VIF) which is the opposite of tolerance. If the correlation is small, it means that the VIF value will be large and if the VIF < 0.10 then it is considered that there is no multicollinearity and if the VIF > 5 there is a problem of multicollinearity between the independent variables..

Table 5
Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.918	1.239		3.969	.000		
	Brand Image	.137	.056	.225	2.441	.016	.384	2.601
	Halal Label	.162	.074	.176	2.195	.030	.510	1.961
	Word Of Mouth	.434	.080	.474	5.393	.000	.422	2.369

a. Dependent Variable: Purchase Decision
Source: Processed Data for 2023

Based on the multicollinearity test recapitulation table, it is known that of all the independent variables there is no multicollinearity. This is because the results of the

multicollinearity test have met the tolerance and VIF assumptions, where the tolerance value is >0.10 and the VIF value is <5.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to identify the extent to which independent variables contribute to variation in the dependent variable, as well as to make predictions based on these relationships. It is a very useful tool in social sciences, economics, natural sciences, and many other disciplines to understand and measure the relationships between various variables that influence a phenomenon.

Table 6
Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	4.918	1.239		3.969	.000
1	Brand Image	.137	.056	.225	2.441	.016
	Halal Label	.162	.074	.176	2.195	.030
	Word Of Mouth	.434	.080	.474	5.393	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Data for 2023

Based on the Table 6, the results of multiple linear regression can be explained as follows:
1. The value of constant (a) is 4,918. It means when brand image, halal label and word of mouth assumed to have a value of (0), then the purchase decision remains at 4.918.
2. The regression coefficient value of 0.137 states that if there is an increase of 1 unit brand image, then purchasing decisions will increase by 0.137.
3. The regression coefficient value of 0.162 states that if the halal label increases by 1 unit, then purchasing decisions will increase by 0.162.
4. The regression coefficient value of 0.434 states that if word of mouth increases by 1 unit, then purchasing decisions will increase by 0.411.
5. The standard error (e) is a random variable and has a probability distribution that represents all factors that have an influence on Y but are not included in the equation.

Hypothesis test

Partial Test (t Test)
The t test is used to find out how much influence the independent variable partially has on the dependent variable. The t test can be proven by comparing the t count value with the t table value with a significant value <0.05. based on Table 6. It is known that t count (2.441) for brand imalge > t table (1.170) and Sig. (0.000) < 0.05. It means that

brand imalge has a positive and significant effect on purchasing decisions for Salimah Food. The better and more attractive the brand image of Salimah products *Food* then the purchase decision also increases. The results of this research are in line with research conducted by Zahra (2022), Amalia, et al (2021), Juniati (2022) which states that brand image has a positive influence on purchasing decisions.

Halal label is known that have t count (2.195) > t table (1.170) and Sig. (0.000) < 0.05. This means that the halal label has a positive and significant effect on purchasing decisions for Salimah Food. The presence of a halal label on a product means that consumers will be more confident in making decisions to purchase that product. The results of this research are in line with research conducted by Ismaulina and Maisyarah (2020), Amalia et al (2021), Astuti and Hakim (2021) which stated that halal labeling has a positive effect on purchasing decisions.

The last variable, word of mouth has t count (5.393) > t table (1.170) and Sig. (0.000) < 0.05. It means that word of mouth has a positive and significant effect on purchasing decisions for Salimah Food. Word of mouth is a promotional method that convinces consumers that it comes from consumers, by consumers and for consumers. The results of this research are in line with research conducted by Rahayu and Edward (2014), Ismaulina and Maisyarah (2020), Oktaviani (2021), Astuti and Hakim (2021), Gunawan (2022) which states that word of mouth has positive influence on purchasing decisions.

Simultaneous Test (F Test)

The F test is a test used to test and show whether all independent variables (X1: Brand Image, X2: Halal Label, X3: Word of Mouth) entered into the model simultaneously or together have an influence on the dependent variable (Y: purchase decision). Table 7 displays the results of simultaneous testing

Table 7
Simultaneous Test (F Test)

	ANOVA[a]					
	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	625.043	3	208.348	63.491	.000[b]
1	Residual	380.657	116	3.282		
	Total	1005.700	119			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word of Mouth, Label Halal, Brand Image

Source: Processed Data for 2023

Based on the table above, it is known that F_{count} amounting to 63.491 with a significance of 0.000 and the number of F_{table} statistics of 38,667. Thus it is known that F_{count} equal to (63,491) > F_{table} (38.667) with a significance of 0.000 <0.05. This means simultaneously brand imalge, halal label, and word of mouth have a significant effect on purchasing decisions.

Coefficient of Determination

The coefficient of determination test aims to measure the extent of the model's ability to explain variations in the independent variables. The coefficient of determination value is between 0 and 1. A small R^2 value means that the ability of the independent variables to explain the dependent variables is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict variations in the dependent variable

Table 8
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788ª	.622	.612	1.811

a. Predictors: (Constant), Word of Mouth, Halal Label, Brand Image

Source: Processed Data for 2023

CONCLUSION

This research aims to determine the effect of brand image, halal label, and word of mouth on purchasing decisions at Salimah Food Pekanbaru. Based on the research results explained in the previous chapter, it can be concluded that brand image has a positive and significant effect on purchasing decisions for Salimah Food Pekanbaru, meaning that the better the brand image of a product in the eyes of the public, the more it can influence consumers in making purchasing decisions. Furthermore, the research results state that the Halal Label has a positive and significant effect on purchasing decisions for Salimah Food Pekanbaru. This means that if a product has an official halal label from the MUI (Indonesian Ulema Council), consumers will be confident and believe that the product does not contain substances that are dangerous and prohibited in the Islamic religion so that consumers do not hesitate in making purchasing decisions. Furthermore, the results of this research state that word of mouth has a positive and significant effect on purchasing decisions for Salimah Food Pekanbaru. This means that consumers already believe in Salimah Food will recommend it to those closest to them, so that the company is indirectly helped in marketing its products. The final results of this research are simultaneously brand image, halal label, and word of mouth has a positive and significant effect on purchasing decisions for Salimah Food Pekanbaru. Based on the research results and related to the limitations of this research, further suggestions can be proposed which are expected to be useful as follows.

Based on respondents' answers about brand image, researchers recommend that business owners regularly market their products and maintain product quality so that the product is better known to the public and has a good brand image. The better the brand image of a product, the more purchasing decisions will increase. Based on respondents' answers regarding word of mouth, researchers suggest to business actors that product promotions be carried out through social media, such as creating advertisements on Instagram, whatasapp stories and so on, as well as product promotions through

consumers who come directly to the shop. Give consumers a good impression when they come shopping, such as a good greeting, a clean and tidy shop and a variety of products.

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