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## DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

## Purchase Decision For Halal Network International (HNI) Products

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**Abstract:** Indonesia is the world's largest Muslim majority. With so many Muslim consumers, halal labeling is essential for every product promoted. Halal-labeled products include food and beverages, as well as other consumer goods such as skincare, medications, and other products. Besides from that, price influences consumers' decisions to purchase halal products for daily use. This research aims to examine that halal labelling and price influences purchasing decisions for HNI (Halal Network International) products in Dumai City. The respondents in this study were 100 people selected using the Proportionate Stratified Random Sampling approach. This study employs a quantitative technique, utilising a Likert measurement scale. Data is collected using questionnaires, which are then processed with the Statistical Product and Services Solution (SPSS). The study's findings show that halal labels have a positive and significant influence on purchase decisions, as do pricing. Furthermore, there is a positive and significant between the halal label and the price, which both influence purchase decisions.

**Keywords:** Purchase Decision, Price, Halal Label.

### 1. INTRODUCTION

People's wants and desires continue to grow with life. These are not simply primary demands; human needs for decent, safe, and halal items are also prioritized. For Muslim consumers, the products utilized are safe and contain no dangerous components. The primary consideration is whether the products used are halal according to Islamic law. Regarding halal products, certainly, these items have met the Islamic religion's halal criteria, which state that the components do not contain processed pig, human organs, blood, feces, or any other alcohol-containing products. (Warto et al., 2024). As therefore, testing by a certified body is essential to confirm a product's halal status (Bastomi et al., 2024). A product must have a halal label to meet customer demands for halal products. This halal label certainly has an important role to play in providing consumers with halal products (Alpurni & Wulandari, 2024). Halal labeling is utilized not only for Muslim consumers but also to give producers an edge in the marketplace (Warto et al., 2024). Several researchers suggest that halal labels influence purchase decisions (Ian Alfian, 2017; Anisya et al., 2020; Rozjiqin & Ridlwan, 2022; Afriyadi et al., 2024). The halal label on product packaging is an important issue for Muslim customers (Arista & Khusnul Fikriyah, 2022).

Price is another factor that is taken into consideration while making purchasing decisions. Price is the amount of value that consumers or customers trade for the benefits of owning or utilising a product or service, the worth of which is decided by the buyer or seller and fixed by the seller or producer for all purchasers at the same price (Suriadi et al., 2024). According to Kotler (Rahmatika & Indiani, 2024), price refers to the amount of money charged for a product or service. Price is thought to be the amount of money charged for a product or service or the value that customers or consumers trade for the advantages of owning and utilizing the product or service (Nasrullah, 2023). Price is related to the provisions offered by the manufacturer that are consistent with the quality of the product so that consumer demand matches the offer presented (Khotimah et al., 2024). Price



influences consumer interest in acquiring the things that are offered (Azizah & Maskur, 2024). This is absolutely consistent with research showing that price influences purchasing decisions (Deviyanti et al., 2023; Azizah & Maskur, 2024).

A consumer who wishes to consume a product must understand what product is truly required. At this moment, we are presented with halal-certified items, and we can boost our economic revenue by establishing a business selling HNI (Halal Network International) products. HNI (Halal Network International) is a Sharia network marketing company that offers solutions for developing character and self-concept, human interactions, interpersonal relationships, effective communication skills, and strong capacities for leadership (Hutami, 2024). In Indonesia, PT. Herba Penawar Alwahida Indonesia conducts HNI business, and its products are known as Herbal Penawar Alwahida Indonesia (HPAI). HPAI (Herbal Penawar Alwahida Indonesia) was founded in 2012 by Muslims who were both businessmen and herbalists. HPAI was founded on the struggle of warriors who want to promote halal and quality products, as well as to establish, advance, and actualize the Islamic economy in Indonesia through entrepreneurship. In marketing its products, HNI provides opportunities to engage or work together with its members who are tasked with promoting items to target markets or consumers willingly and without pressure. This is done to guarantee that consumers know the ins and outs of HNI products.

Riau Province is currently experiencing outstanding development in the distribution of HNI products. This is shown by the appearance of numerous HNI agents or stockists in the Riau province. Riau Province has the fourth-highest number of Business Centres (BC) in Indonesia, after only West Java (80 BC), Central Java (36 BC), and East Java (24 BC). Dumai city is one of Indonesia's second-largest cities by administrative area. As one of the big cities in Riau province, renowned as an industrial city (Afrizal, et al., 2023; Afrizal, Saputra, et al., 2023). The majority of Dumai population is made up of four significant tribes: Malay, Javanese, Bugis, and Minang, as well as various smaller tribes including Batak, Chinese, and others. Dumai has a Muslim population, which naturally necessitates halal items when ingesting products. Dumai is one of Riau's cities with the ability to distribute HNI products. This potential may be observed in the creation or appearance of several HNI product sales centres, both at agency levels/stages and as tiny sales centres or ordinary halal marts. The official HNI product sales centre registered on the [avo.hni.net](http://avo.hni.net) website consists of 1 Business Centre (BC), 2 Agency Centres (AC), 31 Distribution Centres (DC), and 270 Stockist Centres (SC), with total HNI product sales in 2022 estimated at Rp. 4,103,458,650. The huge number of purchases of this product is undoubtedly linked to the consumer's decision to buy. Purchasing decisions are a problem-solving process that starts with analysing needs and desires, then moves on to searching for information, evaluating selection sources for purchasing alternatives, making purchasing decisions, and finally engaging in post-purchase behaviour. Thus, the purpose of this study is to investigate the choice to purchase HNI (Halal Network International) items, with the halal label and price variables serving as independent variables.

## 2. RESEARCH DESIGN AND METHOD

The study was carried out using a quantitative technique (Setiawan et al., 2024). The population in this study consisted of all Dumai City people who purchased HNI (Halal Network International) products, and the sample procedure was proportionate stratified random sampling. The number of samples was determined using the Slovin formula, which produced up to 100 responses. A questionnaire-based survey was used to obtain data for this study. All of the questions were scored on a Likert scale: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The data in this study was analyzed using Multiple Regression Analysis, which was processed using SPSS 20.0 for Windows.



### 3. RESULT AND DISCUSSION

After calculating the multiple linear regression coefficients, the regression coefficients in (Table 1) for each independent variable examined are positive and have a significance value of less than 0.05. This shows that every independent variable in this study has a positive and significant impact on the purchasing decision variable. It is evident that the constant number is 6,882, implying that if the Halal Label and price remain the same, or if no reduction or addition occurs, the purchasing decision will remain at 6,882 percent. In addition, the regression coefficient (b1) on the Halal Label variable of 0.776 is positive, implying that if the Halal Label (X1) grows while the other factors remain constant, the value of the purchasing decision will rise by 0.342, or 34.2 percent. The regression coefficient (b2) on Price of 0.365 is positive, indicating that if Price (X2) increases while other factors remain constant, the value of the purchasing decision will increase by 0.365, or 36.5 percent. This suggests that the Halal Label and Price variables may influence purchasing decisions by 65.9 percent, with the remaining 34.1 percent explained by factors not included in the research model. Table 3 shows that the F test has a significance value of  $P = 0.000$ , which is less than  $\alpha = 0.05$ , indicating that the study's model is viable. This result indicates that all independent variables can predict or explain purchasing decisions. In other words, the Halal Label variable and price influence purchasing decisions at the same time. It means that the model can be used for further analysis, or projection, because the goodness of fit results is good, with a P value of 0.000. Based on the analytical results (table 4), the T-test evaluating the influence of halal labels on purchase decisions produced a significance value of 0.000, a positive regression coefficient of 0.342, and a calculated t of 6.766. Hypothesis 1 is accepted with a significance level of 0.000 ( $<0.05$ ). Hypothesis 1 is accepted, indicating a halal labels influence on purchasing decisions.

Meanwhile, a significance value of 0.000 was found for the effect of price on purchase decisions, with a positive regression coefficient of 0.365 and an estimated t of 3.833. Hypothesis 2 is accepted with a p-value of 0.000 (less than 0.05). Hypothesis 2 is accepted, indicating that price influences purchase decisions. The classical assumption test is performed using a Normality Test; the findings (table 5) of the analysis in the table above reveal a significance value of 0.110, which is greater than 0.05. The Kolmogorov-Smirnov test has a significance value greater than 0.05, indicating that the regression equation model is normally distributed. Table 6 indicates that the regression equation model is free of multicollinearity, as all variables have tolerance values larger than 10% and VIF values less than 10. Meanwhile (table 7), the Halal label variable has a significance value of 0.015 and a price of 0.461. This number is greater than 0.05, indicating that the independent variables have no influence on the absolute residual. Thus, the generated model lacks heteroscedasticity symptoms.

The study showed that the Halal Label has a positive and significant influence on purchasing decisions. This finding is consistent with (Rozjiqin & Ridlwan, 2022; Afriyadi et al., 2024). The second finding is that price has a positive and significant influence on purchasing decisions. This finding is consistent with (Suriadi et al., 2024; Azizah & Maskur, 2024). This study contrasts prior findings, which showed that price had no positive or significant impact on purchasing decisions (Wahyurini & Trianasari, 2020; Rozjiqin & Ridlwan, 2022; Afriyadi et al., 2024). Furthermore, the third finding is that the Halal Label and Price together influence purchasing decisions.

**Table 1 . Multiple Linear Regression Analysis Results**

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	6.882	1.200		5.732	.000		
	Halal Label	.342	.051	.560	6.766	.000	.502	1.993

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	Price	.365	.095	.318	3.833	.000	.502 1.993

a. Dependent Variable: Purchase Decision

**Table 2. Results of the Determination Coefficient Test (R2)**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.816 <sub>a</sub>	.666	.659	1.46638	.666	96.748	2	97	.000	1.848

a. Predictors: (Constant), Price, Halal Label  
b. Dependent Variable: Purchase Decision

**Table 3. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	416.065	2	208.033	96.748	.000 <sup>b</sup>
	Residual	208.575	97	2.150		
	Total	624.640	99			

a. Dependent Variable: Purchase Decision  
b. Predictors: (Constant), Price, Halal Label

**Table 4. Regression Test Results (t-Test)**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.882	1.200		5.732	.000		
	Halal Label	.342	.051	.560	6.766	.000	.502	1.993
	Price	.365	.095	.318	3.833	.000	.502	1.993

a. Dependent Variable: Purchase Decision

**Table 5. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.45148826
Most Extreme Differences	Absolute	.120
	Positive	.120
	Negative	-.117
Kolmogorov-Smirnov Z		1.204
Asymp. Sig. (2-tailed)		.110

a. Test distribution is Normal.  
b. Calculated from data.

**Table 6. Multicollinearity Test Results**

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.882	1.200		5.732	.000		
	Halal Label	.342	.051	.560	6.766	.000	.502	1.993
	Price	.365	.095	.318	3.833	.000	.502	1.993

a. Dependent Variable: Purchase Decision

**Table 7. Heteroscedasticity Test Results**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.578	.695		5.148	.000
	Halal Label	-.072	.029	-.324	-2.465	.015
	Price	-.041	.055	-.097	-.741	.461

a. Dependent Variable: abs\_Res

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