

The influence of halal labeling, *brand image*, and *store atmosphere* on customer loyalty of D-9 salatiga cheese cassava with purchase decisions as intervening variables

Septian Adi Nugroho*

Salatiga State Islamic University, Central Java, Indonesia

Article Info	ABSTRACT
Article history: Received Nov 20, 2024 Revised Jul 27, 2025 Accepted Jul 25, 2025 Keywords: Halal Labeling; Brand Image; Store Atmosphere, Loyalty; Purchase Decision.	This study aims to analyze the influence of Halal Labeling, Brand Image, and Store Atmosphere on Customer Loyalty, with Purchase Decision as a mediating variable. The research adopts a quantitative approach, with consumers of Singkong Keju D-9 Salatiga as the population. The sample was selected using purposive sampling, totaling 385 respondents. The data analysis method used is Path Analysis. The statistical analysis results indicate that halal labeling and store atmosphere do not affect customer loyalty, while brand image has a significant impact on loyalty. Purchase decisions are proven to mediate the influence of halal labeling, brand image, and store atmosphere on customer loyalty.

*Corresponding Author:
 septiyanadin18@gmail.com

INTRODUCTION

Consumer behavior can be interpreted as one of the behavioral action options that can arise after considering several different knowledge. The combination of knowledge in this context refers to information about a product that helps in consumer decision-making. Therefore, each consumer has different criteria in choosing the product they need. Things that can be criteria such as halal labeling, *brand image* and *store atmosphere* will ultimately reflect the lifestyle of the individual consumer (Hartanti et al., 2016). The halal standards of each community are clearly different, where there are some people who feel that it is enough to just declare Halal *Self* without including the label. There are also people who provide halal criteria by including the halal label and number of a product. This is in line with one of the halal label requirements in the Regulation of the Minister of Trade Number 29 of 2019, where in the absence of halal label requirements in a product, it can provide a guarantee that the food is not halal.

This phenomenon is what finally has an impact on the Indonesian people who are Muslims to be more careful in choosing what they will consume, the best action that can be taken by producers is to have halal product certification. Because with this guarantee, it will give rise to a feeling of security from consumers and will eventually lead to a purchase decision by consumers (Muttaqin, 2022). There are many phenomena where manufacturers do not follow appropriate business procedures, when they should focus on providing the best service to consumers who enjoy their products (Ramadhanti & Rosia, 2024). One significant example is the confiscation of food by the health office and the trade office in traditional markets because the food contains harmful substances such as textile dyes, formalin, and borax (Kompas.tv). Another example occurred in the Baturaja market, where officers from BPOM found food sold by traders at the traditional market in Baturaja City containing hazardous substances (antaranews.com). These events can also occur due to economic incentives that make people feel that they do not have enough income, causing adverse actions (Arismaya, 2023).

In addition to these phenomena, in accordance with the provisions of Law Number 33 of 2014 concerning Halal Product Assurance (JPH), all products imported, disseminated, and sold in Indonesia must have a halal certificate. The first stage of the obligation to have a halal certificate will end on October 17, 2024. There are three categories of products that must obtain a halal certificate before this first stage is completed. The first is food and beverage products. The second is the basic ingredients, complementary ingredients, and supporting materials for food and beverages. The third is products and services from slaughter (BPJPH, 2024).

In research written by Paujiah et al. (2020), Pratama & Suwanto (2021) and Hoiriyah & Chrismardani (2021) stated that halal labeling variables have a positive and significant influence on consumers' purchasing decisions on an item because consumers will feel much more comfortable and safe and do not violate the prohibitions given by religion. In contrast to the results of the study stated by Sitompul (2021) where the halal labeling variable actually has a negative effect on purchase decisions. Mahiri (2020) stated in his research that *brand image* on purchasing decisions to get results where there is a positive and significant influence. There is also a study belonging to and which states that (Yusvita & Indriyatni, 2022) and (Umma & Nabila, 2023) *brand image* does not have a significant influence on the purchase decision of a product made by consumers.

One of the factors that can influence consumers to carry out transaction activities is *Store Atmosphere*. According to Ardayanto (2022), *Store Atmosphere* is a situation that creates a sense of comfort and attraction that will cause interest and will be remembered by consumers. In addition to the atmosphere of the store, customers pay attention to the quality of the products. The established quality of the product can increase the attractiveness of customer visits, as customers can obtain quality food or drinks that suit their tastes and a pleasant place that makes customers feel satisfied (Ardayanto, 2022). Then based on Kasmad's research (2022), it is stated that *Store Atmosphere* has a positive and significant effect on purchase decisions. Meanwhile, according to Cahyaningrum & Dwi (2023), the results of the study concluded that *Store Atmosphere* does not have a significant effect on purchase

decisions, the results of the study are supported by a store atmosphere that lacks characteristics from the customer's point of view.

Factors that support the emergence of halal labeling, *brand image*, *store atmosphere* and loyalty is not only influenced by large companies and the middle class, but there are small and micro companies or known as MSMEs. According to Law Number 20 of 2008, MSMEs are productive economic business entities that are subordinated by individuals or groups of people on a small scale. The growth of MSMEs in Indonesia is quite high and has a positive impact on the Indonesian economy (Dewi, 2020).

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is an activity in which an individual, group and organization makes a decision to own a good and use it and dispose of the product or service that is used to be able to meet their needs, the main focus of consumer behavior is how the consumer seeks to satisfy their needs based on the ability of the products and services they consume and the ability to obtain those products and services. (Mochlasin, 2018)

Halal Labeling

Halal labeling is a testing activity on a product to be able to find out whether the goods are halal or not. Products that can meet the criteria of safety and hygiene standards can be seen from the presence or absence of halal certificates (Wadji & Susanti, 2021). The assessment of halal labels can be measured through parameters set, these parameters include:

1. Halal logo image
2. Halal labeling knowledge
3. Security
4. Health.

Brand Image

brand image strong ones can attract the attention of customers who have never bought the product. When consumers feel satisfaction with the product, the higher the likelihood of purchase (Haqim, 2023). Forming a brand image of a product is not easy, it takes more time and regular promotions so that a brand image will be formed in the minds of consumers. *Brand image* It can be said to have several indicators, namely:

1. Consumer perception of producers
2. Perception between consumers
3. Perception with the product.

Store Atmosphere

Store Atmosphere is a role in the design process of an environment, through visual communication, lighting, color, music and smell to improve customer perception and emotions. Ultimately, this atmosphere can influence customer purchasing decisions. This atmosphere is formed by physical elements (exterior, interior, layout, display) and psychological elements (comfort, service, cleanliness, availability of goods, creativity, promotion, technology). *Store atmosphere* has several indicators, such as:

1. *Outside*
2. *General interior*
3. *Store layout*
4. *Interior display.*

Loyalty

Consumer loyalty is a strong desire to be able to use or have the desired goods or services, even though the influence of the marketing environment invites them to use other products. So loyalty can be interpreted as a condition where a person regularly makes purchases based on decisions taken (Khairawati, 2019). Loyalty has several indicators, namely:

1. Repeat order
2. Accustomed to consuming
3. No product switching
4. Recommend products.

Purchase Decision

Purchase Intention or purchase decision is the action of customers or consumers in buying and consuming goods or products to meet the needs and desires of customers or consumers themselves. Therefore, the purchase decision can be concluded as the process of choosing one of the two or more options available as an alternative in decision-making (Muttaqin, 2022). There are five indicators used to make a purchase decision, namely:

1. Necessity
2. Public
3. Benefit
4. Attitudes of others
5. Satisfaction.

METHOD

The type of research used in this research is a quantitative research method. Once the data is collected, it will be analyzed using multiple linear regression and using SPSS tools (Muttaqin, 2022). This research was conducted on consumers of processed food Cassava D-9 Cheese in Salatiga City with the number of samples used in this study amounted to 385 respondents

RESULT AND DISCUSSION

Research results

Validity Test

The validity test aims to be able to assess the validity and validity of statements or questions in a questionnaire or questionnaire, and to ensure that the statement is really able to measure responsive data.

Table 1. Validity Test Results

Variable	Statement Items	R Calculate	R Table	Information
Halal Labeling (X1)	Item 1	0,791	0,099	Valid
	Item 2	0,724		Valid
	Item 3	0,544		Valid
	Item 4	0,803		Valid
	Item 5	0,798		Valid
	Item 6	0,773		Valid
	Item 7	0,783		Valid
	Item 8	0,798		Valid
Brand Image (X2)	Item 1	0,778	0,099	Valid
	Item 2	0,726		Valid
	Item 3	0,745		Valid
	Item 4	0,765		Valid
	Item 5	0,746		Valid
	Item 6	0,753		Valid
Store Atmosphere (X3)	Item 1	0,803	0,099	Valid
	Item 2	0,811		Valid
	Item 3	0,809		Valid
	Item 4	0,810		Valid
	Item 5	0,825		Valid
Purchase Decision (Z)	Item 1	0,732	0,099	Valid
	Item 2	0,740		Valid
	Item 3	0,732		Valid
	Item 4	0,741		Valid
	Item 5	0,784		Valid
	Item 6	0,770		Valid
	Item 7	0,746		Valid

Variable	Statement Items	R Calculate	R Table	Information
Loyalites (Y)	Item 1	0,780	0,099	Valid
	Item 2	0,743		Valid
	Item 3	0,776		Valid
	Item 4	0,782		Valid
	Item 5	0,763		Valid

In this study, the questionnaire was declared valid if the calculated *r* value exceeded the table *r* value. Based on table 1, the calculated *R* value is greater than the table *R* value which is 0.0839. The conclusion that can be drawn is that all items in each variable are declared valid.

Reliability Test

This reliability test uses *Cronbach's Alpha* method. An instrument is declared reliable if the value of *Cronbach's Alpha* coefficient is greater than 0.60.

Table 2. Reliability Test Results

Variable	<i>Cronbach's alpha</i>	<i>Prob</i>	Information
Halal Labeling (X1)	0,781	0,60	Reliebel
<i>Brand Image</i> (X2)	0,789		Reliebel
<i>Store Atmosphere</i> (X3)	0,809		Reliebel
<i>Loyalty</i> (Y)	0,784		Reliebel
Purchase Decision (Z)	0,794		Reliebel

Based on table 2, the results of the reliability test conducted on the research variables show that all variables have a *Cronbach's Alpha* value above 0.60, which indicates that the instrument used to measure each variable is reliable.

Classical Assumption Test

1. Normality Test

In this study, the technique used for the normality test is the *Kolmogorov-Smirnov test*. The results of this normality test can be seen in the following table:

Table 3. Reliability Test Results

<i>One Sample Kolmogorov – Smirnov Test</i>	<i>Unstandardized Residual</i>
N	385
Asymp. Sig. (2-tailed)	0,207

Based on Table 3, it can be concluded that the data in this study are normally distributed. This is indicated by the *Asymp. Sig. (2-tailed)* value of 0.200, which is greater than 0.05.

2. Multicollinearity Test

This one test was carried out to evaluate the correlation between independent variables, a multicollinearity test was carried out. This test can be carried out by examining the *Variance Inflation Factor* (VIF), as well as the *Tolerance* value on the *collinearity statistics*.

Table 4. Multicollinearity Test Results

Variable	Tolerance	BRIGHT	Information
Halal Labeling (X1)	0,334	2,992	No multilinearly occurs
Brand Image (X2)	0,246	4,060	No multilinearly occurs
Store Atmosphere (X3)	0,277	3,609	No multilinearly occurs
Purchase Decision (Z)	0,433	2,308	No multilinearly occurs

Thus, it can be concluded that in this study there is no multicollinearity problem based on the data obtained.

3. Heteroskedasticity Test

The heteroscedasticity test aims to check whether there is a residual variance difference between one observation and another. A test is considered to have no symptoms of heteroscedasticity if the significance value obtained is greater than 0.05.

Table 5. Heteroscedasticity Test Results

Variable	Mr	Information
Halal Labeling (X1)	0,183	No heteroscedasticity occurs
Brand Image (X2)	0,457	No heteroscedasticity occurs
Store Atmosphere (X3)	0,912	No heteroscedasticity occurs
Purchase Decision (Z)	0,089	No heteroscedasticity occurs

The results of the heteroscedasticity test showed that there was no significant indication of heteroscedasticity for all independent variables in this research model.

Statistical Test

1. Determinant Coefficient Test (R^2)

The Coefficient of Determination test aims to see how much the independent variable contributes in explaining the bound variable.

Table 6. Results of the Test of the Coefficient of Determination of Press 1 Against Y

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.809a	.655	.651	1.822
a. Predictors: (Constant), Keputusan Pembelian, Store Atmosphere, Labelisasi Halal, Brand Image				

The value of the determination coefficient (R^2) in the Y equation is 0.651 or 65.1%. This means that the variables Halal Labeling (X1), Brand Image (X2), Store Atmosphere (X3) and Purchase Decision (Z) can describe Loyalty by 65.1%. The remainder of the determination coefficient test was 34.9% influenced by other variables that were not included in the research model.

Table 7. Results of the Press Determination Coefficient Test 2 Against Z

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.805a	.648	.645	2.460
a. Predictors: (Constant), Store Atmosphere, Labelisasi Halal, Brand Image				

Source: Primary data processed in 2024

The value of the determination coefficient (R^2) in the Y equation is 0.645 or 64.5%. This means that the variables Halal Labeling (X1), Brand Image (X2), Store Atmosphere (X3) and can describe the Purchase Decision (Z) by 64.5%. The remainder of the determination coefficient test was 35.5% influenced by other variables that were not included in the research model.

2. Simultaneous F Test

The simultaneous F test serves to see whether the value given by a free variable model as a whole has a significant influence on the bound variable.

Table 8. Results of Test F to Y

<i>ANOVA</i>					
<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	2395.335	4	598.834	180.396	.000b
1 Residual	1261.428	380	3.320		
Total	3656.764	384			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Keputusan Pembelian, Store Atmosphere, Labelisasi Halal, Brand Image

Looking at the test results of table 8, the value of sig $0.000 < 0.05$ and F calculation $> F$ table ($180.396 > 2.395$). This shows that together the variables Halal Labeling (X1), Brand Image (X2), Store Atmosphere (X3) and Purchase Decision (Z) have a significant influence on Loyalty (Y).

Table 9. F to Z Test Results

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4239.142	3	1413.047	233.442	.000b
	Residual	2306.235	381	6.053		
	Total	6545.377	384			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Store Atmosphere, Labelisasi Halal, Brand Image

Looking at the test results of table 9, the sig value of $0.000 < 0.05$ and F calculation $> F$ table ($233.442 > 2.62833$). This shows that together the variables Halal Labeling (X1), Brand Image (X2), and Store Atmosphere (X3) have a significant influence on Purchase Decisions (Z).

3. Test T

The T test is used to be able to evaluate individually whether each independent variable has an influence on the dependent variable. If the t-value calculated $> t$ the table and the significance < 0.05 , then the conclusion that can be drawn is the influence between independents and dependents.

Table 10. Results of T Test on Y

Coefficients ^a						
	Model B	Unstandardized Coefficients		Standardized Coefficients	t	Sig..
		Std. Error	Beta			
1	(Constant)	1.790	.658		2.719	.007
	Halal Labeling	-.010	.033	-.017	-.305	.760
	Brand Image	.239	.051	.282	4.722	.000
	Store Atmosphere	.097	.055	.102	1.783	.075
	Purchase Decision	.374	.038	.501	9.862	.000

a. Dependent Variable: Loyalitas

Based on the test in table 10, the comparison of the calculated t value and the t of the table with the formula used is the formula $T = [a; (n-k)] = [0.05; (385-5)] = [0.05; 380] = 1.966$.

Table 11. Results of T Test Against Z

		Coefficients ^a				
	Model B	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		Std. Error	Beta			
1	(Constant)	4.873	.853		5.711	.000
	Halal Labeling	.264	.042	.327	6.266	.000
	Brand Image	.410	.065	.363	6.317	.000
	Store Atmosphere	.225	.073	.177	3.096	.002

a. Dependent Variable: Purchase Decision

Based on the test in table 11, the comparison of the calculated t value and the t of the table with the formula used is the formula $T = [a; (n-k)] = [0.05; (385-5)] = [0.05; 380] = 1.966$.

Uji Analysis Path

a. Sobel Test: The Effect of Halal Labeling on Loyalty through Purchase Decisions

$$\begin{aligned}
 Sp4p5 &= \sqrt{p4^2 Sp5^2 + p5^2 Sp4^2 + Sp5^2 Sp4^2} \\
 &= \sqrt{(0,374)^2 (0,042)^2 + (0,264)^2 Sp(0,038)^2 + Sp(0,042)^2 (0,038)^2} \\
 &= \sqrt{0,0002467 + 0,000101 + 0,0000025} \\
 &= \sqrt{0,00034993} \\
 &= 0,018706403 \\
 t &= 4,743616459 \frac{p4p5}{Sp4p5} = \frac{0,088736}{0,018706403}
 \end{aligned}$$

b. The Influence of Brand Image on Loyalty through Purchase Decisions

$$\begin{aligned}
 Sp4p6 &= \sqrt{p4^2 Sp6^2 + p6^2 Sp4^2 + Sp6^2 Sp4^2} \\
 &= \sqrt{(0,374)^2 (0,065)^2 + (0,410)^2 Sp(0,038)^2 + Sp(0,065)^2 (0,038)^2} \\
 &= \sqrt{0,000590976 + 0,000242736 + 0,0000061} \\
 &= \sqrt{0,000839813} \\
 &= 0,028979534 \\
 t &= 13,5385199 \frac{p4p6}{Sp4p6} = \frac{0,39234}{0,028979534}
 \end{aligned}$$

c. The Influence of Store Atmosphere on Loyalty through Purchase Decisions

$$\begin{aligned}
 Sp4p7 &= \sqrt{p4^2 Sp7^2 + p7^2 Sp4^2 + Sp7^2 Sp4^2} \\
 &= \sqrt{(0,374)^2 (0,073)^2 + (0,225)^2 Sp(0,038)^2 + Sp(0,073)^2 (0,038)^2} \\
 &= \sqrt{0,000745399 + 0,0000731 + 0,0000076} \\
 &= \sqrt{0,000826197} \\
 &= 0,028743639 \\
 t &= 36,74378188 \frac{p4p7}{Sp4p7} = \frac{1,05615}{0,028743639}
 \end{aligned}$$

Discussion

The Effect of Halal Labeling on Loyalty

The first hypothesis states that Halal Labeling has an influence on the Loyalty of D-9 Salatiga Cheese Cassava. However, Halal Labeling obtained a t_{count} value of -0.305 with a significance value of 0.760. This shows that the significance value of the Halal Labeling variable is greater than 0.05, so it can be concluded that this variable has no effect on customer loyalty of D-9 Salatiga Cheese Cassava and H1 is rejected.

According to the researcher's analysis, in theory and practice, Halal Labeling is not able to provide an encouragement to an individual to be able to determine whether the consumer can be loyal or not. Consumer Behavior as a Grand Theory emphasizes that consumers can make decisions in using the resources of a product, but when all similar products have halal labeling, the comparison of consumers will change to other factors. Although Halal Labeling is important in meeting sharia needs, it does not mean that it is the main determinant in building a long-term Loyalty.

The Influence of *Brand Image* on Loyalty

The second hypothesis states that *Brand Image* affects Loyalty in D-9 Cheese Cassava Salatiga City. Based on the results of the t-test, *Brand Image* has a $t_{\text{value of}}$ 4.722 with a significance level of 0.000. Because this significance value is less than 0.05, it can be concluded that the *Brand Image* variable has a positive effect on Loyalty in D-9 Cheese Cassava Salatiga and H2 is accepted.

According to the researcher's analysis, in theory and practice Brand Image can give an encouragement to an individual to be able to determine whether he will be loyal or not. Consumer Behavior as a Grand Theory emphasizes that factors originating from the social environment can have a direct or indirect influence on a person's attitude and behavior in determining the decision to be able to buy back or not. The easiest thing to happen from the existence of environmental factors is the good or bad value of a product so that it causes a good or bad Brand Image as well, these factors can make an individual can make a selection on a product, especially in terms of Brand Image.

The Effect of *Store Atmosphere* on Loyalty

The third hypothesis states that *Store Atmosphere* has an influence on the Loyalty of D-9 Salatiga Cheese Cassava. However, based on the results of the T *Store Atmosphere* test, a $t_{\text{calculated}}$ value of 31.783 was obtained with a significance value of 0.075. This shows that the significance value of the *Store Atmosphere* variable is less than 0.05, so it can be concluded that this variable has no effect on Loyalty in D-9 Salatiga Cheese Cassava and H3 is rejected.

According to the researcher's analysis, in theory and practice, Store Atmosphere is not able to provide an encouragement to consumers to be loyal to a product or not. Consumer Behavior as a Grand Theory emphasizes that factors derived from consumer psychology can influence a person's attitude and behavior in determining consumer loyalty. The easiest thing to happen from the existence of psychological factors is the emergence of a feeling of consumer comfort in a shopping place so that it will increase the likelihood of a transaction, it will run

smoothly if it is supported by good product quality also because consumers tend to prefer the functional value of a product.

The Effect of Purchase Decisions on Loyalty

In the discussion of the fourth hypothesis, the results of the analysis showed that the significance value for the influence of Purchase Decision on Loyalty was $0.000 < 0.05$ and the t-value calculated $9.862 > 1.966$ ttable, it can be concluded that there is an influence between the Purchase Decision variable on the Loyalty variable and H4 is accepted.

According to the researcher's analysis, purchase decisions that are made regularly and consistently can show satisfaction experienced by consumers so that when consumers make repeated purchase activities, it is certain that consumers have loyalty to a product.

The Effect of Halal Labeling on Purchase Decisions

The fifth hypothesis states that Halal Labeling has a positive influence on the Purchase Decision of D-9 Salatiga Cheese Cassava. However, based on the results of the Halal Labeling T test, a calculated t value of 6.266 with a significance value of 0.000 was obtained. This shows that the significance value of the Halal Labeling variable is less than 0.05, so it can be concluded that this variable has a positive influence on the Purchase Decision of D-9 Salatiga Cheese Cassava and H5 is accepted.

According to the researcher's analysis, in theory and practice Halal Labeling can provide an encouragement to an individual to be able to make a Purchase Decision. Consumer Behavior as a Grand Theory emphasizes that consumers can make decisions in using resources based on one of the indicators, namely cultural factors, cultural factors themselves can come from families or important institutions so that an individual can make a selection on a product, especially in terms of Halal Labeling.

The results of this study stated that the respondents agreed with the Halal Labeling, causing the respondents to be able to take a Purchase Decision on D-9 Salatiga Cheese Cassava. These results are in line with Horiyah & Chrismardani (2021), Paujiah et al. (2020) and which show positive and significant results between the Halal Labeling variable and the Purchase Decision.

The Influence of *Brand Image* on Purchase Decisions

The sixth hypothesis states that *Brand Image* has a positive effect on Purchase Decisions in D-9 Cheese Cassava in Salatiga City. Based on the results of the t-test, *Brand Image* has a $t_{\text{value of}}$ 6.317 with a significance level of 0.000. Because this significance value is less than 0.05, it can be concluded that the *Brand Image* variable has a positive effect on the Purchase Decision in Salatiga D-9 Cheese Cassava and H6 is accepted.

According to the researcher's analysis, in theory and practice Brand Image can provide an encouragement to an individual to be able to make a Purchase Decision. Consumer Behavior as a Grand Theory emphasizes that factors originating from the

social environment can have a direct or indirect influence on a person's attitude and behavior in determining purchase decisions. The easiest thing to happen from the existence of environmental factors is the good or bad value of a product so that it causes a good or bad Brand Image as well, these factors can make an individual can make a selection on a product, especially in terms of Brand Image.

The results of this study stated that the respondents agreed with the Brand Image, causing the respondents to be able to make a Purchase Decision on D-9 Salatiga Cheese Cassava. These results are in line with Mahiri (2020) and which show positive and significant results between the Brand Image variable and Purchase Decisions.

The Influence of *Store Atmosphere* on Purchase Decisions

The third hypothesis states that *Store Atmosphere* has a positive influence on the Purchase Decision of D-9 Salatiga Cheese Cassava. However, based on the results of the T Store Atmosphere test, a tcount value of 3.096 was obtained with a significance value of 0.000. This shows that the significance value of the Store Atmosphere variable is less than 0.05, so it can be concluded that this variable has a positive influence on the purchase decision of D-9 Salatiga and H7 Cheese Cassava Purchase.

According to the researcher's analysis, in theory and practice, Store Atmosphere can provide an encouragement to an individual to be able to make a purchase decision. Consumer Behavior as a Grand Theory emphasizes that factors derived from consumer psychology can influence a person's attitude and behavior in determining purchase decisions. The easiest thing to happen from the existence of psychological factors is the emergence of a feeling of consumer comfort in a shopping place so that it will increase the likelihood of a transaction, from these factors can make a consumer able to take action.

The results of this study stated that the respondents agreed with the Store Atmosphere causing the respondents to be able to make a Purchase Decision on D-9 Salatiga Cheese Cassava. These results are in line with Mahiri (2020) and which show positive and significant results between the Store Atmosphere variable and Purchase Decisions.

The Effect of Halal Labeling on Loyalty through Purchase Decisions

The eighth hypothesis states that Halal Labeling has an influence on Loyalty mediated by the Purchase Decision on D-9 Cheese Cassava Salatiga. Sourced from the results of the Path Analysis Test using the sobel test, it was found that the value of the calculated t was 4.743616459 which was greater than the t of the table 1.996, so there was an influence of the mediating variable in it. The conclusion that can be drawn is that the Purchase Decision can mediate between Halal Labeling and Loyalty so that H8 is accepted.

The Influence of *Brand Image* on Loyalty through Purchase Decisions

The ninth hypothesis states that *Brand Image* affects Loyalty and is mediated by the Purchase Decision on Salatiga D-9 Cheese Cassava. The results of the Path

Analysis Test using the sobel test showed that the calculated t value was 13.5385199 which was greater than the t table 1.996 indicating the influence of mediation variables. The conclusion that can be drawn is that the Purchase Decision can mediate between *Brand Image* and Loyalty so that H9 is accepted.

The Influence of Store Atmosphere on Loyalty through Purchase Decisions

The tenth hypothesis states that *Store Atmosphere* can affect Loyalty mediated by Purchase Decision on Cassava D-9 Cheese Salatiga. From the results of the Path Analysis Test with the sobel test, a calculated t value of 36.74378188 was obtained which was greater than the t of table 1.996 showing the influence of mediation variables. The conclusion that can be drawn is that the Purchase Decision can mediate between *the Store Atmosphere* against Loyalty and the H10 is accepted.

CONCLUSION

Based on the results of the data analysis test that has been carried out, it is found that *Brand Image* and Purchase Decision have a positive influence on Loyalty. Halal labeling, *Brand Image*, *Store Atmosphere* have a positive influence on Purchase Decisions. Meanwhile, Halal Labeling and *Store Atmosphere* have no influence on Loyalty. For intervening variables, Purchase decisions can mediate the relationship between Halal Labeling, *Brand Image*, *Store Atmosphere* and Loyalty.

REFERENCES

- Ardayanto, T. (2022). Pengaruh Store Atmosphere, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Conscience Roodtop Bandung. *e-Proceeding of Management*.
- Arismaya, A. D. (2023). Econometric: Factors Affecting Unemployment In Sumatera Province. *Among Makarti*, 136-146.
- BPJPH. (2024, Agustus 18). BPJPH. Retrieved from BPJPH: <https://bpjph.halal.go.id/detail/produk-ini-harus-bersertifikat-halal-di>
- Cahyaningrum, & Dwi, A. (2023). Pengaruh Store Atmosphere dan Lokasi Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Pada Warung Parikaton Malang. *e – Jurnal Riset Manajemen*, 1445-1457.
- Dewi, K. K. (2020). *Analisi Pengaruh Harga, Label Halal dan Inovasi Produk Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Produk UMKM di Kota Salatiga*. Salatiga: Program Studi Manajemen FEB-UKSW.
- Haqim, I. M. (2023). *Pengaruh Brand Image, Word of Mouth dan Hedonic Shopping Motivation Terhadap Impulse Buying dengan Religiusitas Sebagai Variabel Moderating*. Salatiga.
- Hartanti, A. S., Hurriyati, R., & Widjajanta, B. (2016). Gaya Hidup Konsumen Dalam Pengambilan Keputusan Pembelian. *Journal of Business Management Education*, 57-64.
- Hoiriyah, Y. U., & Chrismardani, Y. (2021). Pengaruh Gaya Hidup Halal, Label Halal Dan Harga Terhadap Keputusan Pembelian Ms Glow (Studi Pada Mahasiswawi

- Universitas Trunojoyo Madura). *JKIM: Jurnal Kajian Ilmu Manajemen*, 115-120.
- Kasmad. (2022). Analysis of Purchase Decision Estimates Based on Store Atmosphere and Affordable Prices. *Jurnal Mahasiswa Ekonomi & Bisnis*, 27-34.
- Khairawati, S. (2019). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. *International Journal Of Research In Business and Social Science*, 15-23.
- Mahiri, E. A. (2020). Pengaruh Brand Image dan Store Atmosphere Terhadap Keputusan Pembelian Pada Konsumen Badan Usaha Milik Desa (BUMDES) Mart Banjaran. *Jurnal Ilmiah Manajemen*, 227-238.
- Mochlasin. (2018). *CONSUMER BEHAVIOR PERBANKAN SYARIAH*. Salatiga: Lembaga Penelitian dan Pengabdian kepada Masyarakat (LP2M) IAIN Salatiga.
- Muttaqin, M. K. (2022). *Pengaruh Label Halal, Harga, Kualitas Produk Terhadap Keputusan Pembelian Produk Milagros Dengan Religiusitas Sebagai Variabel Moderating*. Salatiga: IAIN Salatiga.
- Paujiah, R., Kosim, A. M., & Gustiawati, S. (2020). Pengaruh Buaran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian. *Al Maal: Journal of Islamic Economics and Banking*, 144-163.
- Pratama, F., & Suwarto. (2021). Pengaruh Labelisasi Halal, Label BPOM dan Religiusitas Terhadap Keputusan Pembelian Kosmetik Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Metro. *Jurnal Manajemen Diversifikasi*, 505-520.
- Ramadhanti, K., & Rosia, R. (2024). The Effect of Entrepreneurship Education and Family Background on Entrepreneurial Interest with Locus of Control as a Moderation Variable (Study on FEBI UIN Salatiga Students). *JIBAKU*, 33-45.
- Sitompul, S. (2021). Pengaruh Pengetahuan Label Halal dan Kesadaran Merek Terhadap Keputusan Pembelian Kosmetik Melalui Rekomendasi Kelompok Sebagai Variabel Moderating. *Shar-E: Jurnal Kajian Ekonomi Hukum Syariah*, 50-64.
- Umma, N., & Nabila, R. (2023). Pengaruh Online Customer Review, Citra Merek dan Religiusitas Terhadap Keputusan Pembelian Dengan Kepercayaan Konsumen Sebagai Variabel Intervening (Studi Pada Pengguna Marketplace Shopee Generasi Z). *Iqtishadia: Jurnal Ekonomi dan Perbankan Syariah*, 31-47.
- Wadji, F., & Susanti, D. (2021). *Kebijakan Hukum Produk Halal di Indonesia*. Jakarta: Sinar Grafika.
- Yusvita, P., & Indriyatni, L. (2022). Pengaruh Brand Image, Daya Tarik Iklan, Dan Celebrity Endorser Terhadap Keputusan Pembelian MS Glow. *STIE Pelita Nusantara*, 279-287.