



THE INFLUENCE OF LOCATION, WORD OF MOUTH AND HALAL LABEL ON PURCHASING DECISIONS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE

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Abstract

This research analyzes "The Influence of Location, Word of Mouth and Halal Labels on Purchasing Decisions with Purchase Intention as an Intervening Variable (Study of Consumers of Fried Chicken and Tumpang Koyor Bu Yusro Salatiga)". The sample used in this research was 100 respondents from Bu Yusro Salatiga's fried chicken and fried chicken consumers. So the instruments used in this research are validity testing, reality testing, classical assumption testing, and hypothesis testing. Based on the results of the analysis that has been carried out, it can be concluded as follows. the influence of location on purchasing decisions is negative and significant, word of mouth has a positive and significant influence on purchasing decisions, halal labels have a positive and significant influence on purchasing decisions, location has a negative and significant influence on buying interest, word of mouth has a positive and significant effect on buying interest, the halal label has no effect and is not significant on buying interest, buying interest has a positive and significant effect on purchasing decisions, buying interest is not able to mediate the influence of location on purchasing decisions, buying interest is able to mediate the influence of word of mouth on purchasing decisions, buying interest is able to mediate the influence halal label on purchasing decisions.

Keywords: *Halal Label, Halal Label, Purchase Decision, and Purchase Intention, Word of Mouth*

INTRODUCTION

In the current era of globalization, the development of the business world is increasingly unpredictable. One of them is a culinary business. Business owners usually set up a business with the aim of attracting consumers to buy the product or service with the aim of obtaining maximum profits. Therefore, every business competes to provide goods or services according to consumer desires. Location is an important factor in a business. According to Tania et al (2022), a strategic location that is easy to reach for consumers is expected to increase consumer buying interest so that it can influence the decision to buy the

product. This is in line with research conducted by Nurlia (2020), with the results of location research having a significant positive effect on purchasing decisions. However, in another study conducted by Varicela et al (2023), which states that location has a negative and significant effect on purchasing decisions.

Apart from location factors, word of mouth is also a factor that needs to be considered in a business. According to Oktavianto(2014), word of mouth marketing communication is dominant in an enterprise or business because this method is a marketing communication that does not require large costs like advertising. Thus, positive reviews between consumers and other potential consumers become a strength for word of mouth communication which is predominantly used by entrepreneurs or business people. This is in line with the results of research conducted by Oktavianto (2014), namely the word of mouth variable has a positive influence and has a strong influence on purchasing decisions. Meanwhile, the results of research conducted by Habir et al(2020), stated that Word of Mouth had an influence but was not significant on the decision to purchase a Yamaha motorbike in Bungku Tengah, Morowali Regency.

Halal is a main parameter in the product selection process. Every Muslim has a responsibility to ensure the halalness of the food or drink they consume. The label on a food product is a very important thing to pay attention to. So, with this label, Muslim consumers can ensure that the product is acceptable for consumption (R. Harahap, 2020). Research conducted by Wulandari (2021),The halal label has a positive and significant effect on purchasing decisions. So giving a halal label is important for consumers in their decision to purchase a product. There are different results in research conducted by Harahap (2020), that the halal label variable partially does not have a significant influence on the purchasing decision variable.

Tumpang koyor Bu Yusro is a typical Salatiga culinary delight which has a strategic location. The location of this toyor overlap is on the Salatiga South Ring Road which is the primary arterial route, namely the road that connects Semarang City with Surakarta City. Equipped with spacious parking facilities and a joglo feel which is the characteristic of this restaurant.

Tumpang koyor Bu Yusro has good reviews from consumers. However, some consumers also provide reviews that are not good. This is related to the service, taste and cleanliness of the Bu Yusro toyor restaurant itself. Based on the background explained above, the author feels the need to research ""The Influence of Location, Word of Mouth and Halal Labels on Purchasing Decisions with Purchase Intention as an Intervening Variable (Study Of Fried Chicken Consumers And Tumpang Koyor Bu Yusro Salatiga's).

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumer Behavior Theory (Consumer Behavior)

How well a product is received by customers essentially influences its market success or disappointment. Naturally, consumers will buy and consume goods that meet their needs and goals. When one engages in the most common ways of searching for, selecting, purchasing, using, and evaluating items and administrations to address problems and needs, it

is known as “understanding customer behavior.” Investigation of purchasing units and commerce processes related to product acquisition, utilization, and disposal, administration, meetings, and thinking is what we mean when we discuss buyer behavior.

1. Understanding Consumer Behavior

Shopper behavior is a single cycle of selecting, purchasing, using, and suspending the use of labor and goods, consideration or meeting to satisfy his needs and desires. Buyer behavior towards work and merchandise will be influenced by several factors, especially salary, buyer tastes, and price of goods, while other circumstances remain unchanged. This customer behavior relies on the speculation that a person with money can buy the jobs and goods he really wants to satisfy in the way he receives them.(Mochlasin, 2013).

2. Factors that Influence Consumer Behavior

According to Kotler & Keller(2016), variables that influence buyer behavior are social, social, individual and mental elements. These elements must be considered to find out how much they influence customer purchases.

Location

1. Understanding Location

According to Fandy (2015), location refers to various marketing operations aimed at speeding up and simplifying the transportation or distribution of products and services from producers to customers. Location can be defined as the location where the manufacturer distributes its products to customers. The choice of location will impact future growth. Therefore, choosing a location that can develop is very important to ensure business continuity.

2. Location Indicator

According to Fandy (2008), selecting a place or location requires the following considerations or research indicators: Acces, visivility, traffic, Parking facilities, Expansion, The environment, and Competence.

Word of Mouth

1. Understanding *Word of Mouth*

Word of mouth is the action of consumers to inform other non-commercial customers about a company, product, or service. Consumers determine what is worth talking about. Consumers who have a unique experience with this company's product or service are more likely to bring it up in discussions. They consciously or unintentionally convey it to others verbally many times (Hasan, 2010).

2. Word of mouth indicator

According to Sernovitz (2006), there are five indicators in word of mouth: speaker, topic, tools, participation, and supervision.

Halal Label

1. Understanding the Halal Label

Halal products are food products, medicines, cosmetics and other products that do not contain haram elements or goods in the manufacturing process and are prohibited for consumption by Muslims, both regarding raw materials, additional materials, other auxiliary materials, including processed production materials. through the production process. The genetic engineering and irradiation processes are carried out in accordance with Islamic law and provide more benefits than harm.

2. Halal Label Indicator

Halal label indicators according to Mahwiyah in(Fajrina, 2020)There are three, namely knowledge, trust and assessment of halal labeling. The following is the meaning of each of the indicators above:

- a. Knowledge is information or information that a person knows or is aware of. Knowledge is information that has been combined with understanding and the potential to act on it which then sticks in someone's mind.
- b. Belief is a psychological state when someone considers a premise to be true. Or it can also mean the assumption or belief that something you believe in is true or real.
- c. Assessment of halal labeling is a process, method, act of assessing, giving value to halal labeling.

Buying decision

1. Understanding Purchasing Decisions

According to Kotler and Armstrong(2010), purchasing decisions are buyers' decisions to decide which brand to buy. Meanwhile, according toSetiadi (2008), argues that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

2. Purchase Decision Indicators

The following is a reference for consumers in making decisions to purchase a product. According to DA Harahap(2015), as follows: felt need, Activities before purchasing, Purchase time behavior, and Post-purchase behavior.

Purchase Interest

1. Understanding Buying Interest

According to Kotler and Armstrong(2008), customer interest in buying begins after being stimulated by the goods they see, followed by curiosity to try the product and finally the desire to buy it so they can have it. Meanwhile, McCarthy(2002), defines purchasing interest as the desire to buy goods or services for daily needs. Therefore, buying interest can be interpreted as an impulse that occurs in a person when they pay attention to or see a product or service and decide to buy or own that product to fulfill their life needs.

2. Buying Interest Indicator

Ferdinand (2002), states that the characteristics of buying interest indicators can be recognized as follows: Transactional interest, Referential interest, Preferential interest, Exploratory interest.

METHOD

This research uses quantitative methodology. According to Jaya(2020), quantitative research is research that produces new results that can be achieved using statistical processes or other forms of quantification (measurement). Quantitative research methods are used to measure one variable, relate one variable to another variable, influence one variable on another variable, and differentiate between variables. Meanwhile, this is also called field research. The research population is the unknown number of visitors to Bu Yusro Salatiga's fried chicken and ride-along restaurants.

This research uses a purposive sampling strategy. Meanwhile, the sample for this research is customers who have made transactions at the fried chicken restaurant and Bu Yusro Salatiga. Because the population size is uncertain, this sampling strategy uses the Lemeshow formula to identify responses from the population at large (Sugiyono, 2015). The sample used in this research was 96 respondents, which were rounded up to 100 respondents. These results were based on sample calculations using the sample determination formula technique above. Questionnaires were used in the sample collection process for this research. Questionnaires, which are often called lists of questions, are distributed to research subjects who are willing to answer according to user requests

RESULTS AND DISCUSSION

This research is aimed at consumers of fried chicken and Bu Yusro's fried chicken in Salatiga. Research information is obtained from 100 surveys aimed at consumers, which will then be dissected using logical, factual methods. Before carrying out an investigation, you will first understand examples of respondent information taken from consumers of potential respondents.

Validity test

Table 1. Validity Test

No	Variable	Question Item	r count	Information
1	Location (X_1)	Item 1	0.494**	Valid
		Item 2	0.529**	Valid
		Item 3	0.455**	Valid
		Item 4	0.371**	Valid
		Item 5	0.605**	Valid
		Item 6	0.675**	Valid
2	Word Of Mouth(X_2)	Item 1	0.744**	Valid
		Item 2	0.865**	Valid
		Item 3	0.636**	Valid

3	Halal Label (X ₃)	Item 1	0.671**	Valid
		Item 2	0.860**	Valid
		Item 3	0.888**	Valid
4	Purchase Interest (Z)	Item 1	0.870**	Valid
		Item 2	0.787**	Valid
		Item 3	0.813**	Valid
		Item4	0.870**	Valid
5	Purchase Decision (Y)	Item 1	0.674**	Valid
		Item 2	0.780**	Valid
		Item 3	0.852**	Valid
		Item 4	0.814**	Valid

Each question in the questionnaire has two stars (**) and a significance level of 0.05 indicating that all questions are known to be valid. So that all data question items can be used in research and no question items are omitted.

Reliability Test

Table 2. Reliability Test

No	Variable	Cronbach's Alpha	Information
1	Location (X ₁)	0.698	Reliable
2	Word Of Mouth(X ₂)	0.809	Reliable
3	Halal Label (X ₃)	0.830	Reliable
4	Purchase Interest (Z)	0.825	Reliable
5	Purchase Decision (Y)	0.809	Reliable

The results of the reliability test above show that each variable evaluated has a Cronbach alpha greater than 0.6. As a result, all variables Location (X₁), Word-of-Mouth (X₂), Halal Label (X₃), Purchase Decision (Y), and Purchase Interest (Z) are reliable and suitable for use as research measuring tools.

T-test

Table 3. T-test (Equation 1)

		Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
Model		B	Std. Error	Beta			
1	(Constant)	6,260	1,554			4,029	,000
	Location (X ₁)	-.220	,085	-.237		-2,602	.011
	Word Of Mouth(X ₂)	,350	,082	,544		4,259	,000
	Halal Label (X ₃)	,316	,086	,265		3,667	,000
	Purchase Interest (Z)	,294	,080	,320		3,671	,000

a. Dependent Variable: Purchase Decision (Y)

Table 3. shows the significant probability values for each variable: location, word of mouth, halal label, and purchase interest. The conclusion is as follows:

1. The location variable has a calculated t value of -2.602 and a significance level of 0.011. From the significance value of $0.011 < 0.05$ and the calculated t value obtained, the null hypothesis (H0) is accepted which shows that location has a negative effect on purchasing decisions. Based on these findings, hypothesis 1 in the research, which shows that location has a positive and significant influence on purchasing decisions, is rejected.
2. *Word of Mouth* has a calculated t value of 4.259 and a significance level of 0.000. If the significance value is $0.000 < 0.05$ then the null hypothesis (H0) is rejected, indicating that word-of-mouth influences purchasing decisions. Based on these findings, hypothesis 2 in this research states that word-of-mouth has a positive and significant influence on purchasing decisions, accepted.
3. The estimated t value for the halal label is 3.671 and the significance value is 0.000. Considering that the significance value is $0.000 < 0.05$ and H0 is rejected, it can be concluded that the halal label has an influence on consumer purchasing decisions. Based on these findings, research hypothesis 3 confirms that the halal label influences consumer purchasing decisions significantly and positively, and is accepted.
4. The calculated t value for purchase interest is 2.196 and the significance value is 0.030. Considering that the significance value is $0.030 < 0.05$ and H0 is rejected, it can be concluded that buying interest influences the assessment of what to buy. Based on these findings, the 7th research hypothesis confirms that buying interest influences purchasing decisions significantly and positively, and is accepted.

Table 4. T-test (Equation 2)

		Coefficients^a				
		Unstandardized Coefficients		Standardized		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,416	1,784		4,717	,000
	Location (X_1)	-.253	.105	-.250	-2,418	.017
	<i>Word Of Mouth</i> (X_2)	,626	,083	,892	7,533	,000
	Halal Label (X_3)	,167	.108	.128	1,536	.128

a. Dependent Variable: Purchase Interest (Z)

1. The location variable has a calculated t value of -2.418 and a significance value of 0.017 based on the partial test. Considering the significance value is $0.017 < 0.05$ and H0 is accepted, it can be concluded that product quality has a negative effect on consumer purchasing decisions. Based on these findings, the fourth research hypothesis, which confirms that location influences a person's buying desire positively and significantly, is rejected.
2. Word of Mouth has a calculated t value of 7.533 and a significance value of 0.000 based on the partial test. Because H0 is rejected if the significance value is $0.000 < 0.05$, it can be concluded that word-of-mouth has an effect on purchase intentions. Based on these

findings, research hypothesis 5 confirms that word of mouth influences consumer purchasing decisions positively and significantly, and is accepted.

3. Based on the partial test, the halal label has a calculated t value of 1.536 and a significance level of 0.858. The significance value is $0.128 > 0.05$, so H_0 is accepted, which means the halal label has no effect on buying interest. Based on these findings, hypothesis 6 in this study, indicating that halal labeling has a positive and significant influence on purchase intention, is rejected.

F-test

Table 5. F-Test (Equation 1)
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	307,771	4	76,943	66,529	,000b
	Residual	109,869	95	1,157		
	Total	417,640	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Purchase Interest (Z), Halal Label (, Word Of Mouth, Location (X₃)(X₂)X₁

The F test findings of this research show a coefficient value of 66.529 and a significant value of $0.000 < 0.05$ as seen in table 4.12. These findings show that geographic factors, word of mouth, halal labels, and purchasing interest together have a good and large impact on purchasing decisions.

Table 6. F-Test (Equation 2)
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	315,499	3	105.166	55,998	,000b
	Residual	180,291	96	1,878		
	Total	495,790	99			

a. Dependent Variable: Purchase Interest (Z)

b. Predictors: (Constant), Halal Label (, Word Of Mouth, Location (X₃)(X₂)X₁

The F test findings of this research show a coefficient value of 55.998 and a significant value of $0.000 < 0.05$ as shown in the table. These findings show that geographical characteristics, word of mouth promotion, and halal labels all have a good and significant influence on purchase intention.

R² Test (Coefficient of Determination)

Table 7. R² Test (Equation 1)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858a	,737	,726	1,075

a. Predictors: (Constant), Purchase Interest (Z), Halal Label (, Word Of Mouth, Location (X₃)(X₂)X₁

Based on the table above, the correlation coefficient is 0.858. This number is close to 1, indicating that there is a strong relationship between the independent variable and the dependent variable. The coefficient of determination (R^2) = 0.737 shows that location, word of mouth, halal label, and purchase intention have an influence of around 73.7% on purchasing decisions. The remaining 26.3% was influenced by additional factors not examined in this study.

Table 8. R^2 Test (Equation 2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798a	.636	.625	1,370

a. Predictors: (Constant), Halal Label (,Word Of Mouth, Location (X₃)(X₂)X₁

Based on the table above, the correlation coefficient is 0.798. This number is close to 1, indicating that there is a strong relationship between the independent variable and the dependent variable. The coefficient of determination (R^2) = 0.636 shows that location, word-of-mouth, and halal labels have an influence of around 63.6% on purchase intention. The remaining 36.4% was influenced by additional factors not examined in this study.

Path Analysis

According to Ghozali (2018), path analysis is the use of regression analysis to estimate causal relationships (casual mode) between variables that have been defined conceptually. Path analysis examines interaction patterns between variables to find out whether a group of independent (exogenous) factors has a direct or indirect impact on the dependent (endogenous) variable.

To see whether the impact of the intervention is large or not, testing can be done using the Sobel test by entering the standard error number and roundabout impact coefficient with the following equation:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 sp3^2 + sp2^2 sp3^2}$$

Where: P2 = Coefficient of the intervening variable P3 = Coefficient of the independent factor Sp2 = Standard error of the steering variable Sp3 = Standard error of the autonomous variable Considering the consequences of Sp2p3 we can calculate the factual t value of the intervention's impact with the accompanying equation: $t = \frac{p2p3}{Sp2p3}$

Then from the consequences of these calculations, assuming the determined t value > t table with a meaning of 0.05, it can be reasoned that the intercession coefficient is very important, and this means there is an impact of intervention.

From the discussion above, the following outline of the T test method can be obtained:

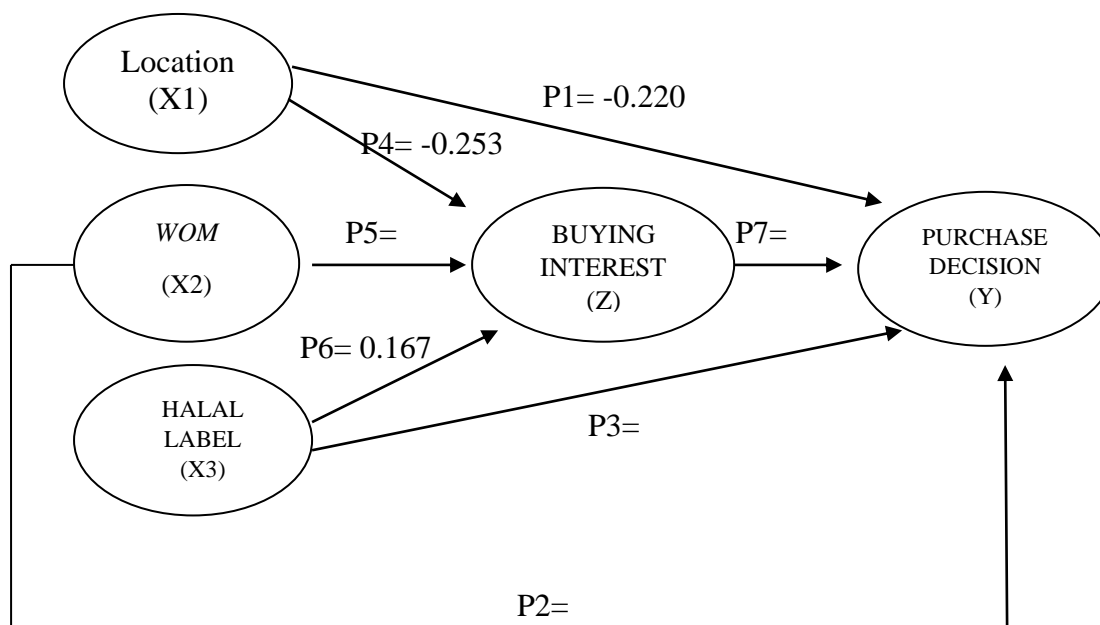


Figure 2 Path Analysis

Discussion

1. Location on Purchasing Decisions

Testing the variables in table 1. for location has a calculated t value of -2.602 and a significance value of 0.011 at an alpha coefficient of 5%. Because the significance value is <0.05 , this actually means that the influence of location on purchasing decisions is negative and significant, thus stating that H1 is rejected.

2. Word of Mouth Regarding Purchasing Decisions

The variable test in table 2. WOM has a calculated t value of 4.259 and a significance value of 0.000 at an alpha coefficient of 5%. Because the significance value is <0.05 , this means that the WOM variable has a positive influence on purchasing decisions and is significant, thus it is stated that H2 is accepted.

3. Halal Label on Purchasing Decisions

Testing the variables in table 3. The halal label has a calculated t value of 3.667 and a significance value of 0.000 at an alpha coefficient of 5%. Because the significance value is <0.05 , this means that the influence of the halal label on purchasing decisions is significantly positive, thus it is stated that H3 is accepted.

4. Location Against Buying Interest

Testing the variables in table 4. Location has a calculated t value of -2.418 and a significance value of 0.017 at an alpha coefficient of 5%. Because the significance value is <0.05 , this means that the influence of location on buying interest is negative and significant, thus H4 is rejected.

5. Word of Mouth Against Buying Interest

The variable test in table 5. WOM has a calculated t value of 7.533 and a significance value of 0.000 at an alpha coefficient of 5%. Because the significance value

is <0.05 , this means that the influence of WOM on purchase intention is positive and significant, thus H5 is accepted.

6. Halal Label Against Purchase Interest

Testing the variables in table 6. Halal labeling has a calculated t value of 1.536 and a significance value of 0.128 with an alpha coefficient of 5%. Because the significance value is > 0.05 , this means that the halal label on purchase intention has no effect and is not significant, thus H6 is rejected.

7. Purchase Interest Against Purchase Decisions

Variable testing in table 7. Purchase interest has a calculated t value of 3.671 and a significance value of 0.000 at an alpha coefficient of 5%. Because the significance value is <0.05 , this means that the influence of buying interest on purchasing decisions is positive and significant, thus H7 is accepted.

8. Location (X1) on Purchase Decisions Through Purchase Interest

It is known that the direct influence of Location on purchasing decisions can be seen from table 8, where it is -0.220 and the indirect influence of Location through purchasing interest on purchasing decisions is $0.253 \times 0.294 = 0.074$ while the total influence of location perception on purchasing decisions is direct influence + indirect influence - $0.220 + 0.074 = -0.146$.

9. Word of Mouth Against Purchase Decisions Through Purchase Interest

It is known that the direct influence of WOM on purchasing decisions can be seen from table 9, where the value is 0.350 and the indirect influence of WOM through purchasing interest on purchasing decisions is $0.626 \times 0.294 = 0.184044$ while the total influence of WOM perceptions on purchasing decisions is direct influence + indirect influence $0.350 + 0.184044 = 0.534044$.

From the results of the calculation above, it can be seen that the determined t count is $2.394 > 1.661$ with an importance level of 0.05 ((df) = n-2), so it tends to be considered critical. This means that purchasing interest is able to mediate the influence of WOM on purchasing decisions. Thus, this research accepts the ninth hypothesis (H9), namely that buying interest is able to mediate the influence of price on purchasing decisions.

10. Halal Label on Purchasing Decisions Through Purchase Intention

It is known that the direct influence of the halal label on purchasing decisions can be seen from table 10, where the value is 0.316 and the indirect influence of the halal label through consumer trust on purchasing decisions is $0.167 \times 0.294 = 0.049098$ while the total influence of perceived brand image on purchasing decisions is direct influence + indirect influence $0.316+0.049098 = 0.365098$.

From the results of the calculation above, it can be seen that the determined t count is $3.419 > 1.661$ with an importance level of 0.05 ((df) = n-2), so it tends to be considered critical. This means that purchasing interest is able to mediate the influence of the halal label on purchasing decisions. Thus, this research accepts the tenth hypothesis (H10),

namely that purchasing interest is able to mediate the influence of price on purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclusions are part of the essence obtained according to the results of research tests carried out in the data analysis chapter. Based on the results of the t test and path analysis test, the following conclusions can be drawn from this research:

1. Based on the results of the analysis and discussions that have been carried out, the conclusion is that location has no and significant influence on purchasing decisions for Bu Yusro's fried chicken and overlap koyor.
2. Based on the results of the analysis and discussions that have been carried out, the conclusion is that word of mouth has a positive and significant effect on purchasing decisions for fried chicken and Bu Yusro's fried chicken.
3. Based on the results of the analysis and discussions that have been carried out, the conclusion is that the halal label has a positive and significant influence on purchasing decisions for fried chicken and Bu Yusro's fried chicken.
4. Based on the results of the analysis and discussions that have been carried out, the conclusion is that location has no significant influence on buying interest.
5. Based on the results of the analysis and discussions that have been carried out, the conclusion is that the worth of death has a positive and significant effect on buying interest in fried chicken and Bu Yusro's fried chicken.
6. Based on the results of the analysis and discussions that have been carried out, the conclusion is that the halal label has no influence and is not significant on purchasing interest in fried chicken and Bu Yusro's fried chicken.
7. Based on the results of the research and discussion, it was concluded that buying interest had a positive and significant effect on the decision to purchase Bu Yusro's fried chicken and koyor.
8. Based on the study findings and discussion, it was concluded that purchasing interest was not effective in mediating the relationship between location and purchasing decisions for Bu Yusro's fried chicken and overlap koyor.
9. Based on the results of the research and discussion, it was concluded that buying interest can moderate the relationship between word of mouth and the decision to purchase Bu Yusro's fried chicken and koyor.
10. Based on research findings and discussion, it is concluded that purchasing interest can mediate the relationship between the halal label and the decision to purchase Bu Yusro's fried chicken and koyor.

Suggestion

Based on the findings of this research, the following recommendations can be given to interested parties:

1. Researchers who use similar variables are expected to expand the range of variables used. Especially with the same research object, so that it can increase the coefficient of determination value on the dependent variable.
2. For related companies, with the digital era it is increasingly developing so it is hoped that the culinary industry in fried chicken and Bu Yusro's fried chicken is able to adapt to existing developments.

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