

The Effect of Halal Certificate, Food Quality, and Price on Consumers' Decision in Buying Aqeeqah Product

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ABSTRAK. *The purpose of this study is to analyze the effect of halal certificates, food quality, and price on purchasing decisions. The research method is quantitative. The data are collected using a questionnaire. The dependent variable is the purchase decision and the independent variable is the halal certificate, food quality, and price on the purchase decision of Aqeeqah products in Tangerang Regency. The data analysis method used is multiple linear regression. This study shows that halal certificates have no significant effect on purchasing decisions for Aqeeqah products in Tangerang District, while food quality and price have a significant effect on purchasing decisions for Aqeeqah products in Tangerang District. The results of the research from the simultaneous test of halal certificate variables, food quality, and price have a significant effect on purchasing decisions. This shows that people living in Tangerang Regency prioritize food quality and price rather than the legality of halal certificates when buying Aqeeqah products.*

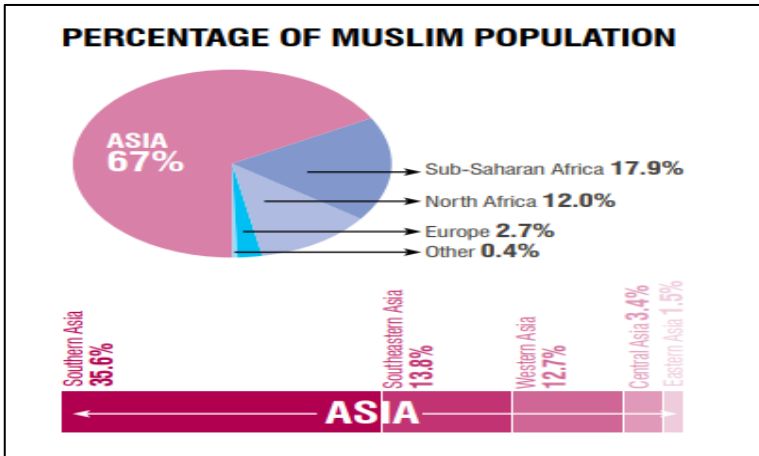
Keywords: *Food Quality; Halal Certificate; Price; Purchase Decision; Tangerang City*

INTRODUCTION

Islam is one of the second-largest religions in the world. The Muslim population grows to reach 2 billion by 2022 and is spread across about 200 countries (World Population Review, 2022) (Mastercard Crescent Rating, 2022, Pp. 14).

In 2021, the Muslim population in Indonesia ranked first with 231,000,000 people from the total population of Indonesia. As a country with the largest Muslim population in the world, Indonesia has the opportunity to develop the potential of the Islamic economy in sectors related to the needs of life as a promising business field (World Population Review, 2021).

Diagram 1. Percentage of the World's Muslim Population



Source: Mastercard Crescent Rating, (2022)

According to the *State of Global Islamic Economic Report (SGIE) 2022*, Indonesia ranked sixth in the Islamic finance sector with a score of 91.0%, second in the halal food sector with a score of 71.1%, and third in the modest fashion sector with a score of 68.0%, and ranked ninth in the pharmaceutical and cosmetic sector with a score of 46.3%. One of the factors of economic growth in Indonesia that are recognized for its effect is MSMEs (Dinar Standard, 2022, Pp. 21)(Ministry of Investment/BKPM, 2017).

Table 1. Top 15 Global Islamic Economy Indicator Score

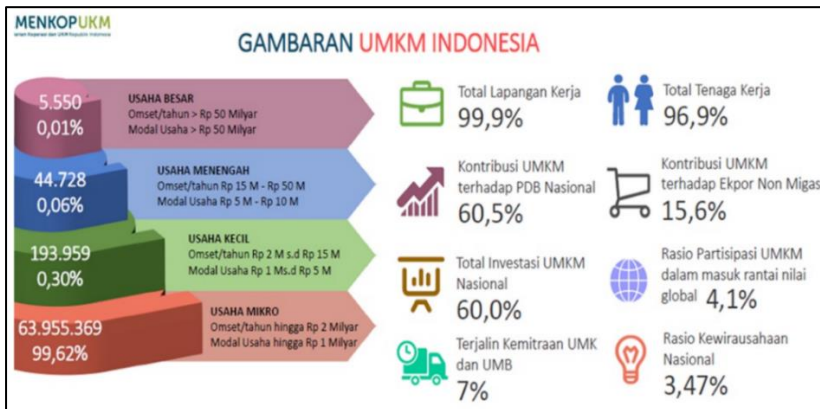
		Indicator score breakdown for Top 15 ranking countries						
		GIEI	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Pharma and Cosmetics	Media and Recreation
1	Malaysia	207.2	426.9	123.4	193.5	46.0	83.9	97.3
2	Saudi Arabia	97.8	218.6	56.6	69.2	19.3	34.3	29.7
3	UAE	90.2	114.6	63.3	78.6	171.8	53.6	63.8
4	Indonesia	68.5	91.0	71.1	58.0	68.0	46.3	26.8
5	Turkey	67.3	51.0	69.8	106.7	95.1	55.0	53.5
6	Bahrain	66.7	121.9	44.5	89.3	18.6	29.4	30.1
7	Singapore	65.0	45.0	57.8	107.1	48.3	107.9	78.5
8	Kuwait	62.1	115.5	43.1	69.0	17.5	29.6	29.2
9	Iran	56.0	90.3	48.1	52.1	25.4	42.3	24.9
10	Jordan	51.8	72.1	51.3	58.4	19.3	44.6	25.7
11	Oman	47.8	74.5	46.1	43.2	20.2	26.9	25.9
12	Qatar	46.9	73.4	43.4	40.1	21.6	26.2	30.8
13	United Kingdom	46.1	49.0	47.4	31.4	41.9	45.2	52.9
14	Kazakhstan	45.2	46.0	59.2	60.8	26.6	22.7	26.4
15	Pakistan	44.9	65.7	48.3	38.7	26.4	30.9	11.0

Source: Dinar Standard, (2022)

While, Indonesia's economic history shows that the contribution of MSMEs to economic performance and poverty alleviation is very significant.

According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia in 2021, the total employment of MSMEs is 99.9% and the ability to retain labor is 96.9%. (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2021)

Figure 1. Overview of Indonesian MSMEs



Source: Ministry of Cooperatives and SMEs of the Republic of Indonesia, (2022)

The large contribution of MSMEs is because most business units in Indonesia are in the form of MSMEs. Based on the data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia in 2019, it was stated that there were 65.5 million MSMEs, or 99.99% of business units. The data are 64.606.000 Micro Enterprises (UMI), 798.700 Small Enterprises (UK), and 65.505 Medium Enterprises. (Ministry of Cooperatives and Small and Medium Enterprises, 2021, p. 1).

Halal lifestyle is now a trend in Indonesia. The growth of halal awareness is based on a halal lifestyle that not only prioritizes physical conditions but also pays attention to spiritual aspects so that people feel that halal lifestyle behavior brings many benefits to life. (Indonesia Halal Lifestyle Center, 2022)

The growing trend of a halal lifestyle, especially in the halal food sector, is a new opportunity and challenge for society and the government. This is because the growing public understanding of the halal lifestyle causes them to be unwilling to consume food that does not have an official halal certificate from the Indonesian Ulema Council.

Therefore, to ensure that the food consumed is guaranteed halal from the production process to its presentation. Here, the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council is tasked with ensuring the halalness of products. A Changing in behavior towards halal food affect purchasing decisions. Wiraliosojati, et al., (2014) in Sukmawati & Ekasasi (2020) explained that purchases that were originally

Inertia i.e. interest in buying goods were low and there was no long decision making, turned into *limited decision* making, namely the act of making decisions to buy products that require certain considerations and information (p. 18).

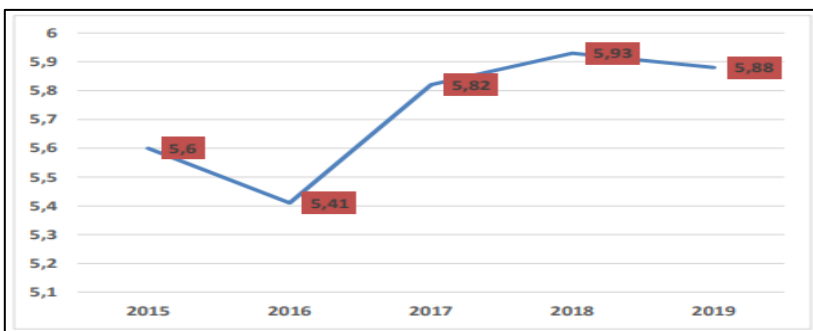
Purchasing decision is a process by which consumers identify a problem, and search for and evaluate information about a particular product or brand to solve that problem, which then leads to a purchase decision. (Tjiptono, 2012) Smart companies try to fully understand the consumer's purchasing decision-making process, all their experience in studying, selecting, using, and even supplementing products (Wahyuni et al., 2019, p. 143).

Purchasing decisions can not only be an opportunity for the company to achieve business profits but also when more consumers buy a product, the company becomes known by many people and consumers remain loyal to the company.(Gunawan & Susanti, 2018, p. 2). One of the considerations in purchasing decisions is the quality of food. Many consumers use price as an indicator of product quality, price is an effective way to communicate sales quality to consumers(Kotler & Keller, 2009, p. 74).

At the same time, food quality plays an important role in consumer purchasing decisions, so it can be seen that along with improving food quality, purchasing decisions also increase. In addition, (Buchory dan Saladin, 2018)businesses that can provide quality food will provide satisfaction for customers and make customers will continue to make purchases at the business (Wahyuni et al., 2019, p. 143). Therefore, if the price is determined following the quality achieved, this can increase consumer satisfaction and even have the opportunity to become popular among other consumers.

The research was conducted on *aqeeqah* consumers in Tangerang Regency, this is because the population in Tangerang Regency has the largest population in Banten Province, which is 3,352,472 people in 2020-2022 (Central Bureau of Statistics, 2022).

Diagram 1.2 Economic Growth of Tangerang Regency in 2015-2019

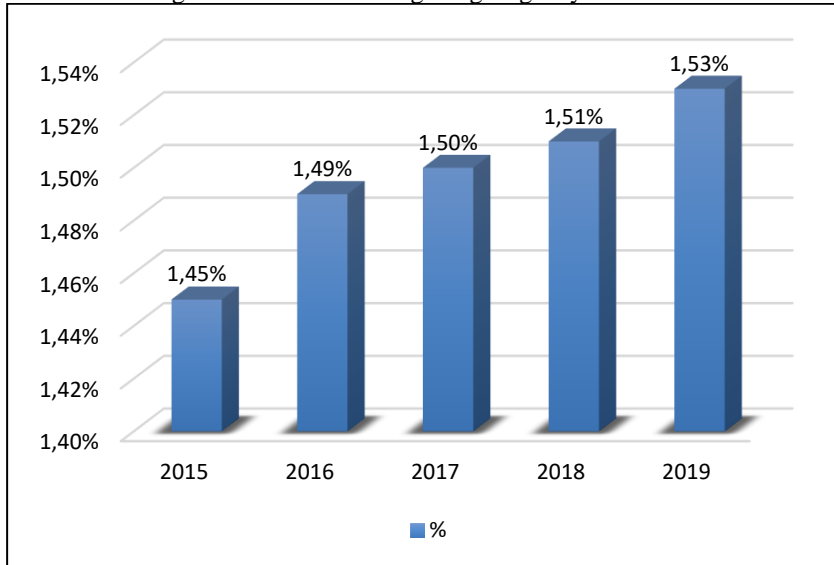


Source: BAPPEDA Tangerang Regency, (2019)

In 2019, the economic growth of Tangerang Regency was reflected in the Gross Regional Domestic Product (GRDP) which grew by 5.88%

compared to the previous year of 5.95%, and 5.82% in 2017. (BAPPEDA Regency Tangerang, Pp. 31–31)

Diagram 1. 2 GDP of Tangerang Regency 2015 -2019



Source: BAPPEDA Tangerang Regency, (2019)

The distribution of the percentage of regional Gross Regional Domestic Product (GRDP) in accommodation, food, and beverage providers in Tangerang Regency based on Prevailing Prices (ADHB) from 2015 to 2019 continues to increase (BAPPEDA Regency Tangerang, Pp. 40). In addition, one of the small and medium enterprises that offer food is the Aqeeqah business which is a catering service. Food or catering services are services based on contractual agreements with customers for a certain period. Aqeeqah business is a halal catering business that has a great opportunity to attract Muslim consumers to make purchasing decisions.

In Islam, one way to welcome the birth of a baby into a family is to perform aqeeqah on the child. Aqeeqah comes from the Arabic *al-qath'u* which means to cut. While in terms, Aqeeqah is the process of slaughtering goats on the seventh day after the birth of the baby (Bold, 2021). Because the Aqeeqah business is one of the Islamic values-based businesses, the aqeeqah business must register its products to get an official halal certificate from the Indonesian Ulema Council (MUI). This is in order to create a sense of security and confidence both physically and spiritually for consumers when consuming processed Aqeeqah foods.

Vary & Muizzudin (2020) conducted a study on Teh Botol Sosro among Islamic Village Higher Education students and found that halal certificates positively affect beverage purchasing decisions. Different results were found by those who found that halal certificates had no effect on purchasing decisions

on Indonesian Alwahida herbal antidote products (Pp. 148) Budiman (2020) (Pp. 385). Wahyuni et al. (2019), in their research on Nafisah Bakery and Cake Lampineung, Syiah Kuala District, Banda Aceh, found that food quality has a significant effect on purchasing decisions (p. 152). In addition, Winarsih & Mandey (2022), in their research on Dabu-Dabu Lemong Resto and Coffe.

Magamas area in Manado found that food quality did not have a positive effect on purchasing decisions (p. 397). Kisti & Muizzudin (2020), in their research on Sosro bottled tea drinks for Islamic Village Higher Education Students, found that price has a significant positive effect on purchasing decisions (p. 148). Furthermore, Gunawan & Susanti (2018), in their research on Maybelline cosmetics in Padang City found that price did not have a significant effect on purchasing decisions (p. 7). Based on the background and contradictions of previous research results, the effect of halal certificates, food quality, and prices became important and interesting topics of discussion. This study draws on previous studies and aims to bring new elements of these studies.

LITERATURE RIVIEW

Halal Certificate

Zulaekah & Kusumawati (2005, Pp. 34) stated that halal and haram in food is a very objective thing. However, Muslims should remain selective about the status of halal and haram food. Muslims should know the process of the food or foodstuffs used so that there is no doubt. According to the theory of halal certificates, halal certification is carried out to guarantee halal status to convince consumers to consume it. A halal certificate is issued by the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM-MUI) stating that the product is following Islamic law (Segati, 2018, p. 162).

Setyaningsih & Marwansyah (2019, p. 66) stated that the inclusion of halal certificates and halal labels is an effective communication tool to consumers making it easier for consumers to sort more halal food. The halal certificate is valid for 2 years and must be renewed 6 months before it expires. From the explanation above, it can be concluded that the theory of halal certificate is a theory that explains the certainty of the halal status of a product and is proof of the legality of a company so that people can trust and accept it.

Food Quality

In the food industry, all food companies must use efficient methods to produce high-quality food. Because every business has a responsibility to provide safe and healthy food for consumers. In addition, this also means consumers are aware of the importance of safe and high-quality food. (Prasetyo, 2018, pp. 7–8).

According to the theory of food quality, food quality is food that has good nutritional and sensory value and is safe for consumption. The term food quality is the concept of all parts presented, such as taste, aroma, presentation,

texture, color, and others (Prihanto, 2021, p. 5).

Garvin, Daniel, & Timpe (2005) in Sawm (2018 Pp. 163) argue that quality is an advantage possessed by the product. Quality from the consumer's point of view is something that has its scope that is different from the quality in the view of the manufacturer when issuing a product that is commonly known as actual quality. Ryu and Han (2010) in Wade et al., (2019, Pp. 144) argued that food quality is the most important attribute of overall service quality and has a positive relationship with customer satisfaction and loyalty. In addition, it also Mohamad et al., (2017) deep Rachmawati et al., (2019a, Pp. 1342) confirms that the value that customers get from product quality also plays an important role in purchasing decisions. If the value is lower than expected, the customer may have intended to switch to another product or service.

From the explanation above, it can be concluded that the theory of food quality a theory that explains the responsibility of a company to produce quality food and is a way to determine the value of the products sold.

Price

According to price theory, price is the value that consumers provide to benefit from using a particular product or service. Although many factors other than price are no less important, the price remains the most important factor in determining a company's market share and profits (Kotler & Armstrong, 2008, Pp. 345). Price is important because each price set by a company will generate a different demand for the product. Pricing policy is crucial when marketing a product because the price is the only element of the marketing mix that generates revenue for an organization or company. (Gunawan & Susanti, 2018, p. 3).

From the explanation above, it can be concluded that price theory is a theory that explains the exchange rate that can be equated with the price for the benefits received by individuals or groups from a product at a certain time and place.

Purchase Decision

Consumers classify brands and formulate purchase intent before making a purchase decision. Therefore, purchasing decisions tend to be consumer decisions about which brand or product to like the most (Kotler & Armstrong, 2008, p. 181).

According to Tjiptono (2018) in a research journal, purchase decision theory Ilmiyah & Krishernawan (2020, p. 34) is a stage where buyers understand a problem, research a brand or product, and then consider several problem-solving options to make a purchase decision.

Kotler (2007:87) in Wahyuni et al., (2019, p. 146) The essence of purchasing decisions is how consumers provide answers or make decisions on various purchasing stimuli that can be regulated by the company.

Purchasing decisions can not only be an opportunity for a company to achieve business profits but also when more consumers are buying a product,

the company becomes known by many people and consumers remain every to the company. (Gunawan & Susanti, 2018, p. 2).

Sangadji and Sopiah (2013) in Sukmawati & Ekasasi (2020; p. 19) found that consumer behavior strongly affects purchasing decisions. The process is a problem-solving process aimed at meeting consumer wants or needs. In addition, it states that consumer behavior is the behavior of consumers who seek, buy, use, evaluate, and consume products and services that are expected to satisfy their needs. Schiffman and Kanuk (2008) in Sukmawati & Ekasasi (2020).

From the explanation above, it can be concluded that the theory of purchasing decisions is a theory that explains consumer behavior in solving problems in buying a product that is needed or desired.

RESEARCH METHOD

This type of research uses quantitative research using multiple linear regression analysis methods. Meanwhile, the process of analyzing and calculating this research data using SPSS (*Statistical Product and Service Solution*) version 22 was used. The population in this study is Aqeeqah consumers in Tangerang Regency.

The sampling technique is probability sampling using simple random sampling. To determine the sample size of this study, the researchers use the Rescoe theory with the appropriate sample size for research which is 30-500 samples. The data collection method in this study uses a survey method by distributing questionnaires to predetermined respondents. While the scale of research uses the Likert scale.

RESULTS AND DISCUSSION

The data collection results presented below provide an overview of the characteristics of respondents. Researchers distributed questionnaires to respondents and the criteria were Aqeeqah consumers living in Tangerang Regency who had purchased Aqeeqah products at least once.

The questionnaire was distributed directly by researchers using *simple random sampling* techniques and obtained the number of respondents as many as 100 respondents. This technique is used to distribute questionnaires in the form of *Google forms* through social media such as Instagram, Whatsapp, and Telegram.

Characteristics of Respondents

The distribution of questionnaires in this study resulted in several characteristics of respondents, including:

a) Characteristics of respondents by gender

From Table 4.1 above, it can be seen that out of 100 respondents, the majority of respondents were 88 women or 88%, while men were 12 people or 12%. From this, it can be concluded that consumers of Aqeeqah products are dominated by female consumers.

Table 4. 1 Characteristic of respondents by gender

No.	Gender	Number of Respondents	Percentage
1	Man	12	12%
2	Woman	88	88%
Sum		100	100%

Source: Data processed using SPSS version 22, (2022)

b) Characteristics of respondents by age

Based on Table 4.2 above, out of 100 respondents, the majority of answers were dominated by respondents aged 41 – 50 years with a total of 42%, aged 31 – 40 years with a total of 28%, aged 18 – 30 years with 23%, and aged > 50 years with a total of 7%.

Table 4. 2 Characteristics of respondents by age

No	Age	Number of Respondents	Percentage
1	18 – 30 years	23	23%
2	31 – 40 years	28	28%
3	41 – 50 years	42	42%
4	> 50 years	7	7%
Total		100	100%

Source: Data processed using SPSS version 22, (2022)

c) Characteristics of respondents by type of job

Based on Table 4.3 above, out of 100 respondents, most of the jobs are housewives 49%, teachers 17%, self-employed 14%, entrepreneurs 10%, students 7%, others 2%, and civil servants 1%. For more details, here is a picture of the portion of respondents' characteristics based on the type of work.

Table 4. 3 Characteristics of Respondents by Type of Job

No	Types of Jobs	Number of Respondents	Percentage
1	Teacher	17	17%
2	Housewives	49	49%
3	Students	7	7%
4	PNS	1	1%
5	Self-employed	14	14%
6	Entrepreneurs	10	10%
7	Others	2	2%
Total		100	100%

Source: Data processed using SPSS version 22, (2022)

d) Characteristics of respondents based on the experience of buying aqeeqah product

Based on Table 4.4 above, it can be seen that out of 100 respondents, most respondents have experience buying aqeeqah products 1-3 times 86%, buying experience 4-5 times with 9%, and buying experience >5 times with 5%.

Table 4. 4 Characteristics of Respondents Based on Aqeeqah Buying Experience

No	Buying Experience	Number of Respondents	Percentage
1	1-3 times	86	86%
2	4-5 times	9	9%
3	>5 times	5	5%
Total		100	100%

Source: Data processed using SPSS version 22, (2022)

e) Characteristics of respondents based on where to buy Aqeeqah product

Based on Table 4.5 above, it can be seen that out of 100 respondents, most respondents buy aqeeqah products from other categories or Aqeeqah places spread on *google maps* with a total of 76%, Sahabat Aqeeqah business places as many as 9% of respondents, Aqeeqah Banten Farm Services 6%, Aqeeqah Murah Tangerang 5%, and so on.

Table 4. 5 Characteristics of Respondents Based on Where to Buy Aqeeqah Products

No	Where to Buy	Number of Respondents	Percentage
1	Aqeeqah Amanah Banten Farm Services	6	6%
2	Friends of Aqeeqah	9	9%
3	Aqeeqah Tangerang Nurul Hayat	4	4%
4	Saung Aqeeqah Tangerang	2	2%
5	Main Works of Aqeeqah	0	0%
6	Karimah Aqeeqah Tangerang	3	3%
7	Relatives of Aqeeqah	2	2%
8	Cheap Aqeeqah Tangerang	5	5%
9	Cahaya Aqeeqah Tangerang	1	1%
10	Other	76	76%
Total		108	108%

Source: Data processed using SPSS version 22, (2022)

Validity Test

The significance test is performed by comparing the r-count value with the r-table value. For *the degree of freedom* (df) = n – 2 (n is the number of samples) and the number of samples (n) in this study is 100 with a significance level of 0.5. So, the table r in this study is r (0.05; 100 – 2) = 0.195. A questionnaire is considered valid if the r count > r table shows a positive correlation (Sujarweni,

2015). The result showed that that the calculated r-value is greater than the table r (0.195) and has a positive sign. Therefore, the survey question or statement is valid. This shows that the instrument can measure *constructs* following the expectations of researchers.

Reliability Test

A variable is said to be reliable if Cronbach's alpha is > 0.60. The results of processing SPSS version 22 produce the following results

Table 4. 1 Reliability Test Results

No	Variable	Items	Cronbach's Alpha	Reliability Value	Conclusion
1	Halal Certificate	7	0,799	0,60	Reliable
2	Food Quality	8	0,851	0,60	Reliable
3	Price	7	0,869	0,60	Reliable
4	Purchasing Decision	5	0,874	0,60	Reliable

Source: Data processed using SPSS version 22, (2022)

Based on Table 4.11 above, it can be seen that all research variables have *Cronbach's alpha* value greater than 0.60. This means that the research survey is reliable and respondents' answers to the questionnaire survey content are consistent or stable over time.

Multiple Linear Regression Analysis

Here are the results of the data analysis with SPSS version.

Table 4. 1 Multiple Linear Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	1.095	.729		1.503	.136
	Halal Certificate (X1)	-.022	.056	-.030	-.391	.697
	Food Quality (X2)	.210	.063	.316	3.347	.001
	Price (X3)	.390	.071	.532	5.523	.000

Source: Data processed using SPSS version 22, (2022)

Based on table 4, the results of data recapitulation from 100 respondents to the purchasing decision variable questionnaire with 9 statement items obtained an average value of 436. It can be concluded that the research results on the purchasing decision variable which has the highest value are found in the statement "I bought Pixy Cosmetic Products because they match the quality provided." with a score of 444.

Based on the results of Table 4.14 above, the regression equation is as follows: $Y = 1.095 - 0.022 + X_1 0.210 + 0.390 + e$. The regression equation above partially shows the relationship between the independent variable and the dependent variable, from the equation it can be concluded that;

- a) The positive constant value of 1.095 means that there is a positive effect on the independent variables, namely the variables of the halal certificate X_1 , food quality, and price. That is, if the independent variable is 0 percent or does not change, then the value of the purchase decision is 1.095 or 10.95%.
- b) The regression coefficient value of the halal certificate variable X_1 is -0.022 which means that this value has a negative or opposite effect between the halal certificate variable and the purchase decision variable. That is, if the halal certificate variable increases by 1%, then on the contrary, the purchase decision variable decreases by 0.022. Assuming that other variables remain constant.
- c) The value of the regression coefficient for food quality is 0.210 which means that this value has a positive or not opposite effect between food quality variables and purchasing decision variables. X_2 That is if the food quality variable increases by 1%, then the value of the purchase decision increases by 0.210 assuming the other variables are considered constant.
- d) The value of the regression coefficient for food quality is 0.390 which means that this value has a positive or not opposite effect between the price variable and the purchase decision variable. That is if the price variable increases by 1%, then the value of the purchase decision increases by 0.390 assuming the other variables are considered constant X_3 .

F TEST Analysis

The simultaneous F test aims to determine whether the independent variable (X) has a simultaneous effect on the dependent variable (Y). The distribution table F is found using the formula $= (k ; n-k) = (3 ; F_{tabel} 100 - 3) = (3 ; 97) = 2.70$. Here are the results of the data analysis with SPSS version 22.

Table 4. 1 Simultaneous Test Results (F)

F count	F table	Significance	Information
47,808	2,70	0,00	Hypothesis accepted

Source: Data processed using SPSS version 22, (2022)

Based on the results of the F test in Table 4.16 above, it is known that the F count is 47.808 and the F value of the table is 2.70. This means that the calculated F value is greater than Table F ($47.808 > 2.70$). Then the significance level of 0.00 is smaller than the significance level of 0.05 ($0.00 > 0.05$).

Thus, H_0 was rejected and H_a was accepted and there was a significant effect. So that halal certificates, food quality, and prices together (simultaneously) have a significant effect on the purchase decision of Aqeeqah products in Tangerang Regency.

Coefficient of Determination Test (R^2)

The value of the coefficient of determination is between 0 and 1. A value small or close to 0 means that the ability of the independent variable to explain the dependent variable is very limited. A value close to 1 means that the

independent variable provides almost all the information needed to predict the variation of the dependent variable. (R^2) Here are the results of data analysis with SPSS version 22:

Table 4. 1 Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.587	1.62947

Source: Data processed using SPSS version 22, (2022)

Based on the results of the coefficient of determination test in Table 4.17 above, it is known that the coefficient of determination given to the Adjusted R Square value (multiple regression analysis) is 0.599 which means that the variables of halal certificate X_1 , food quality and price affect purchasing decisions (Y) by 59.9%, and the remaining 40.1% are affected by variables outside the regression model that were not studied in this study. X_2, X_3 .

A Standard Error of the Estimate (SEE) of 1.629 indicates a linear regression error rate. The smaller the SEE, the more accurately the linear regression model predicts the dependent variable (Y).

The discussion of partial T-test

The partial t-test aims to determine whether the independent variable (X) has a partial effect on the dependent variable (Y). The degrees of freedom (df) $n-k-1$ can be found in the distribution table t (n is the number of samples and k is the number of independent variables). Thus, obtained t-table with $df = (100 - 3 - 1 = 96)$ with a significance of 5% or 0.05.

Because this study used 2 sides, the significance is $0.05/2 = 0.025$. A t-table value of 1.985 was obtained. Based on the results of SPSS data processing version 22, the calculated t value calculated from the output coefficient in the SPSS table is as follows:

Table 4. 1 Partial Test Results (T)

Variable	t count	t table	Significance	Information
Halal Certificate X_1	-0,391	1,988	0,697	Hypothesis rejected
Food Quality X_2	3,347	1,988	0,001	Hypothesis accepted
Price X_3	5,523	1,988	0,000	Hypothesis accepted

Source: Data processed using SPSS version 22, (2022)

Based on the results of the t-test analysis in Table 4.15 above, it can be seen that there is a relationship between the independent variable and the dependent variable either partially or simultaneously, with the following explanation:

First hypothesis: *There is no partially significant effect between halal certificates on the purchase decision of Aqeeqah products in Tangerang Regency.*

Based on the results of the t-test in Table 4.15 above, it is known that the hypothesis test for the halal certificate variable (X_1) obtained a calculated t value of -0.391 and the table t value was 1.988. This means that the calculated t value is smaller than the table t value ($-0.391 < 1.988$), then the significance level is 0.697, which is greater than the significance level of 0.05 ($0.697 > 0.05$).

Thus, H_0 is accepted and H_a is rejected and has no significant effect. Consequently, the halal certificate is an independent variable that does not have a significant effect on the purchase decision of Aqeeqah products for Aqeeqah consumers in Tangerang Regency.

The results of the study partially showed that there was no effect between halal certificates on the decision to purchase Aqeeqah products in Tangerang Regency. This is indicated by a probability value of 0.697 which is greater than the significance level of 0.05. The value of the coefficient is -0.391 in a negative direction. The results of the study are not following the theory of halal certificates described in the study. This happens because the people of Tangerang Regency have not made halal certificates an important factor in purchasing decisions.

Budiman (2020, Pp. 385) stated that the variable of the halal certificate does not have a significant effect on the decision to purchase Indonesian Alwahida herbal antidote products. Similarly, research, stated that the variable of the halal certificate does not have a significant effect on purchasing decisions and some products are already halal in substance so halal certificates are no longer needed. Rafidah et al (2022, Pp. 1159)

From the Islamic point of view, everything created by Allah Almighty is halal and nothing is forbidden unless there is a proposition forbidding it. This is contained in part of verse 29 of Surah Al-Baqarah: (Samsuddin, 2020, Pp. 19–20) "It is He who created everything on this earth for you..." Al-Baqarah [2]: 29)

The food forbidden in Islam is explained in Surah Al-Ma'idah verse 3 namely: "It is forbidden for you to eat carrion, blood, pork, and meat of animals slaughtered under names other than Allah, those suffocated, those beaten, those that fall, those that are horned, and those that are pounced upon by wild animals, except those that you have slaughtered. And it is also forbidden for animals to be slaughtered for idols". (QS. Al-Ma'idah [5]: 3).

Second Hypothesis: *There is a partially significant effect between food quality on purchasing decisions for Aqeeqah products in Tangerang Regency.*

Based on the results of the t-test in Table 4.15 above, it is known that the

hypothesis test for food quality variables obtained a calculated t value (X_2 of 3.347 and a table t value of 1.988. This means that the calculated t value is greater than the tablet ($3.347 > 1.988$), then the significance level of 0.001 which is smaller than the significance level of 0.05 ($0.001 < 0.05$).

Thus, H_0 was rejected and H_a was accepted and there was a significant effect. So that food quality is independent which has a significant effect on the purchase decision of aqeeqah products for aqeeqah consumers in Tangerang Regency.

This research shows that food quality partially has a significant effect on purchasing decisions for Aqeeqah products in Tangerang Regency. This can be seen in the results of statistical calculations for food quality variables X_2 where the calculated t-value is 3.347 in the positive direction and the probability value of 0.001 which is smaller than the significance level of 0.05. The research findings are following the theory of food quality described in the study. This happens because the residents of Tangerang Regency are very concerned about the quality of food in making purchasing decisions.

Wahyuni et al. (2019, p. 152) found that food quality variables partially had a significant effect on consumer purchasing decisions of Nafisah Bakery and Cake Lampineung in Syiah Kuala District, Banda Aceh. Similarly, research conducted found that food quality has a significant effect on purchasing decisions and showed that when a company successfully produces high-quality food, the company's reputation, especially its product brand, can increase. Sukmawati & Ekasasi (2020, p. 25)

From the Islamic point of view, people should eat halal and good food. Good food is food that is of high quality and can nourish the body. This is following the word of Allah Almighty, meaning: "O men, eat what is lawful again good from what is on earth, and do not follow the steps of Satan; for verily the devil is a real enemy to you." (QS. Al-Baqarah [2]: 168).

Regarding processed aqeeqah goats, some people can eat processed goats many times, and there are also people who cannot eat processed goats continuously and in large quantities, which is usually due to certain health problems. Therefore, processed goat in this case is halal food, but it cannot be a portion of good food or bring benefits to someone with certain health conditions, so it should be avoided.

Consequently, the command of Allah SWT to eat food that is halal and thayyib is a form of His love for humans. It also shows that Islam and the world of health have the same goal, which is to save people by eating halal and thayyib food.

Third Hypothesis: *There is a partially significant effect between prices on the purchase decision of aqeeqah products in Tangerang Regency.*

Based on the results of the t-test in Table 4.15 above, it is known that the price variable hypothesis test (X_3) obtained a calculated t value of 5.523 and a table t value of 1.988. This means that the calculated t value is greater than the tablet ($5.523 > 1.988$), then the significance level of 0.000 which is smaller than the significance level of 0.05 ($0.000 < 0.05$).

Thus, H_0 was rejected and H_a was accepted and there was a significant effect. So that the price is independent which has a significant effect on the purchase decision of Aqeeqah products for Aqeeqah consumers in Tangerang Regency.

This study presents the results of statistical calculations (partial) for X_3 price variables that give a calculated t value of 5.523 with a positive direction. Then the significance level is 0.000 which is smaller than the significance level of 0.05 ($0.000 < 0.005$). The results of this study are following the price theory described in the study. This can happen because residents of Tangerang Regency are very concerned about the price aspect in making purchasing decisions to get the appropriate benefits from the products they buy.

Kisti & Muizzudin (2020), p. 148) found that price variables had a significant partial effect on the decision to purchase Sosro bottled tea drinks for Islamic Village Higher Education Students. Similarly, Ilmiyah & Krishernawan (2020a, p. 39) in research it is observed that price has a significant effect on purchasing decisions and allows sellers and buyers to differentiate products from competitors. Furthermore, the study found that price is one of the factors in consumer purchasing decisions. Their research found that when shopping on Shopee, consumers can filter prices from cheapest to most expensive by adjusting the quality. Ilmiyah & Krishernawan (2020).

From an Islamic point of view, prices are determined by the balance of supply and demand. This balance can be affected when there is a sense of volunteering between the seller and the buyer. Allah (swt) says, meaning: "O believers, do not eat one another's property in a false way, except by the way of consensual business among you. And slay not yourselves; verily God is merciful to you." (Qs. An – Nisa [4]: 29).

Based on the findings, it shows a consensual relationship between sellers and buyers in buying and selling transactions. In other words, the seller has agreed to hand over the aqeeqah food offered and the buyer has agreed on the price to be paid to the seller.

CONCLUSION

Based on the results of the calculation of the research analysis, it can be concluded as follows:

First, Halal certificates do not have a significant effect on the decision to purchase Aqeeqah products in Tangerang Regency. This is shown by the value, $t_{hitung} < t_{tabel}$ which is $-0.391 < 1.988$ and the significance value is $0.697 > 0.05$. This means that the partial test (t-test) of the halal certificate free variable X_1 does not have a significant effect on the variable tied to the purchase decision (Y) of Aqeeqah products in Kabupaten Tangerang.

Second, Food quality has a significant effect on the purchase decision of aqeeqah products in Kabupaten Tangerang. This is indicated by the value, $t_{hitung} > t_{tabel}$ which is $3.347 > 1.988$ and a significance value of $0.001 < 0.05$. That is, the partial test (t-test) of the independent variable of food quality (X_2) significant effect on the dependent variable of purchasing decision (Y)

of Aqeeqah products in Kabupaten Tangerang.

Third, Price has a significant effect on the decision to purchase aqeeqah products in Kabupaten Tangerang. This is indicated by the value, $t_{hitung} < t_{tabel}$ which is $5.523 > 1.988$ and the significance value is $0.000 < 0.05$. That is, the partial test (t-test) of the price-free variable (X_3) has a significant effect on the dependent variable of the purchase decision (Y) of Aqeeqah products in Kabupaten Tangerang.

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