

ABSTRACT

Indonesia is one of the largest Muslim countries in the world, as the number of Muslim population reaches 88% of the total population in Indonesia, an increase in modern Islamic-oriented lifestyle has occurred in the last ten years. The growth of the halal food and beverage industry is one of the phenomena that occurs today, especially Mixue products. PT. Zhisheng Pacific Trading is a company engaged in Mixue products in Indonesia. The purpose of this study was to determine and analyze the influence of Halal labels, price perception, Brand Image and product quality on purchasing decisions Mixue products. This type of research uses descriptive methods with a quantitative approach. The authors asked 385 respondents to be selected as a sample in this study, the technique used in sampling using purposive sampling. The method of analysis used in this study is multiple regression analysis, with the aim of determining the influence of brand Image variables, price perception, Halal labels and product quality on purchasing decisions Mixue. The results found by the authors in this study are the influence of Halal labels, price perception, brand image and product quality on purchasing decisions. Suggestions for future researchers by distributing more than 385 questionnaires so that research can be more extensive.

Keyword: Label Halal, Preception Price, Brand Image, Produk Quality and Purchase Decision.