

THE EFFECT OF HALAL BRAND IMAGE ON PRODUCT PURCHASING DECISIONS SOKA HALAL SOCKS

ABSTRACT

Brand image is one of the factors that influence the decision to buy a product. There are three factors that influence brand image; excellence association, strength association, and uniqueness association. Meanwhile, besides being influenced by an assessment of product quality, purchasing decisions are also influenced by four factors; cultural, social, personal and psychological. This research was conducted with a sample of 100 respondents who were randomly selected by purposive sampling technique from a population of 36,000 SOKA Instagram social media followers. Instrument validity value is 0.840 and reliability is 0.923. The data analysis technique used the F test at a significance level of 5%. Instrument validity value is 0.840 and reliability is 0.923. The data analysis technique used the F test at a significance level of 5%. The results of the study show that brand image has a significant effect on purchasing decisions for halal kai SOKA shirts. This significance value is obtained from Fcount 280.286 with a significance of 0.000 with F table (3.938) at a significance level of 0.05 and the coefficient of determination (r^2) or R square of 0.741 so that the effect is 74.1%, while the remaining 25.9% is influenced by another factor.

Keywords: *Brand Image, Purchase Decision, Halal SOKA Socks.*