

The Influence of Promotional Strategies, Product Design, and Halal Labels on the Purchase Decision of King Kebab and Rantauprapat Burger Culinary

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Abstract

This study aims to determine the effect of promotional strategies, product design, and halal labels on purchasing decisions on the culinary king of kebabs and rantauprapat burgers. The population in this study is the culinary consumer of the king of kebabs and rantauprapat burgers. The number of samples in this study amounted to 96 samples. The sampling technique used was non-probability sampling and the researcher used accidental sampling. The testing technique used in this test is validity, reliability, multiple linear regression, normality test, heteroscedasticity test, multicollinearity test and coefficient of determination. TEST The hypothesis uses the t-test to prove the effect of the independent variable on the dependent variable. The test results in this study indicate that promotional strategies affect purchasing decisions, product design affects purchasing decisions, halal labels affect purchasing decisions. Simultaneously promotion strategy, product design, halal label affect purchasing decisions.

Keywords

promotion strategy; product design; halal label; purchase decision



I. Introduction

Recently, the business development in the culinary field is experiencing very rapid growth. The government stated that Indonesia's creative economy already consists of 15 sub-sectors including culinary and handicrafts. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020) This sub-sector contributes the largest Gross Domestic Product (GDP) in Indonesia. Culinary ranks first as a contributor to GDP at 41% compared to handicrafts (Ariela, 2018). One example is the MSME food business, namely kebabs and burgers. Kebabs and burgers are food from abroad, one of which is the Middle East which has several advantages, namely economical, delicious and practical (Erwin & Zubaidah, 2015) which is now the taste is modified according to the Indonesian tongue and made as a business opportunity so that this food is now enjoyed by the Indonesian people, especially rantauprapat itself. The king of kebabs and burgers is one of the medium-sized enterprises (MSMEs) engaged in the culinary field in Rantau Prapat and its products are now quite liked by the people around Rantauprapat. The king of kebabs and burgers is a culinary success that has many branches spread not only in rantauprapat, even now its branches can be found outside the city, one of which is Dumai.

Table 1. Products of the king of kebabs and burgers

No	Brand	Price
1	Turkish pizza	25,000 – 40,000
2	Durian Kebabs	12,000 – 15,000
3	Durian cup	12,000
4	Banana kebabs	8,000 – 10,000
5	Turkish kebabs	10,000 – 18,000
6	Burger long	13,000 – 18,000
7	Chicken katsu kebabs	15,000 – 18,000
8	Kebab chicken nuggets	15,000
9	Burgers	10,000 – 18,000

Source: Instagram The king of kebabs and burgers of 2021

When consumers make purchasing decisions, these decisions are often made based on consumer confidence in the products they see or more often consumers repurchase the product because there are no competing brands or products that can be the choice of consumers themselves. (Adonis & Silintowe, 2021). Not only attributes in product design that can boost product sales (Randang et al., 2013) Promotion also plays an important role in increasing sales. There are several series of marketing management activities that must be considered, one of which is a promotion strategy. Activities in the promotion strategy are stages in marketing in the form of interaction or communication between business actors and consumers (Annisa & Setiawan, 2020). Promotion is one of the important roles in realizing the sales goals of a business actor. This is where the role of promotion is focused with the aim of producing a positive impact that has an impact on increasing sales (Arianto et al., 2016). In research (Scientific, 2021) said that the promotion strategy had an effect on purchasing decisions. The king of kebabs and burgers often do promotions either through social media, namely Instagram or directly, namely by placing a banner right in front of the outlet of the king of kebabs and burgers. To win the competition, business actors must have creative ideas that can be poured into the products they produce, one of which is product design. To make our products superior to competitors, each business actor can introduce attractive designs of their products. The design aspect in marketing activities is one form of attraction to a product. Design can provide attributes to a product so that it can become a characteristic of the brand of a product. (Irda et al., 2019). According to previous research (Tabelessy, 2021), Product design has a great impact on purchasing decisions because the better the product design, the more purchasing decisions. This is different from research (Irda et al., 2019), which states that product design has no effect on purchasing decisions. The king of kebabs and burgers has a very attractive product design and always has the latest innovations that are poured in the form of images, text or color composition in the product design, this is what makes it unique and distinguishes it from competing products. In addition to an attractive design that can convince consumers to make a purchase decision, the halal label is a supporting icon that makes it easier for consumers to identify the product (We are, 2017). Halal brands are important because they give consumers confidence to make decisions (Albab Al Umar et al., 2021). With the halal label, it can make it easier for consumers to understand the product and ensure that the product is fit for consumption. According to previous research (Month et al., 2018), states that the halal label has a positive and significant effect on purchasing decisions.

This study aims to analyze and test the effect of promotional strategies, product design, and halal labels on purchasing decisions of Raja kebabs and Rantauprapat burgers. Based on this background, the formulation of the problem in this study is: How is the influence of promotional strategies, product design and halal labels on purchasing decisions of Raja kebabs and Rantauprapat burgers

II. Review of Literature

2.1 Buying Decision

According to Kloter & Armstrong, (2001:226) in Fatlalah, (2013) Purchasing decision is the stage in the buying decision process where consumers really want to buy. According to (Thalib et al., 2020) Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that he believes will satisfy him and his willingness to take risks that may arise. According to (Tabelessy, 2021) Purchasing decisions are consumer behavior in choosing or choosing products to achieve satisfaction in accordance with their wants and needs. This is in line with the thought (Albab Al Umar et al., 2021), which states that purchasing decisions are a problem approach to human activities to buy a product to satisfy their wants and needs.

2.2 Promotion Strategy

According to (Nuvia Ningsih et al., 2020) The promotion strategy is the marketing logic by which a business unit hopes to generate value and profit from customer relationships. According to (Jubaidah et al., 2020) Promotion is part of the elements in the marketing of business actors that are used to provide information, persuade and improve the products of business actors. Meanwhile, according to (Jubaidah et al., 2020) Promotion is an activity aimed at inviting customers so that they recognize the products offered by business actors to them then they become interested and buy the product.

2.3 Product Design

According to (Irda et al., 2019) states that product design is a feature that can affect how a product looks, feels, and functions to customers. according to (Makanoneng et al., 2022), design is the number of features that can affect the appearance and usability of the product in terms of consumer needs. This is in line with the thought (Buana Pertiwi & Sri Rahayu, 2020) which says that product design is a distinguishing feature or differentiating factor of a product with other products that affect the use value and appearance of the product. This can help companies to be creative and have an exclusive design and make this a hallmark of the brand.

2.4 Halal Label

Based on Government Regulation Number 69 of 1999 in (Nazirah & Parani, 2021) In the challenge of halal labels and food advertisements, labels are any information on food in the form of pictures, writings, a combination of both, or in other forms that are attached to food, inserted into, affixed to or part of the food packaging. According to government regulations, article 10, article 9 in (Izzuddin, 2018) Everyone who produces and packs packaged food throughout Indonesia for distribution and declares that the food is halal for Muslims is responsible for the truth of the statement and is obliged to include halal information on the label.

2.5 Conceptual Framework

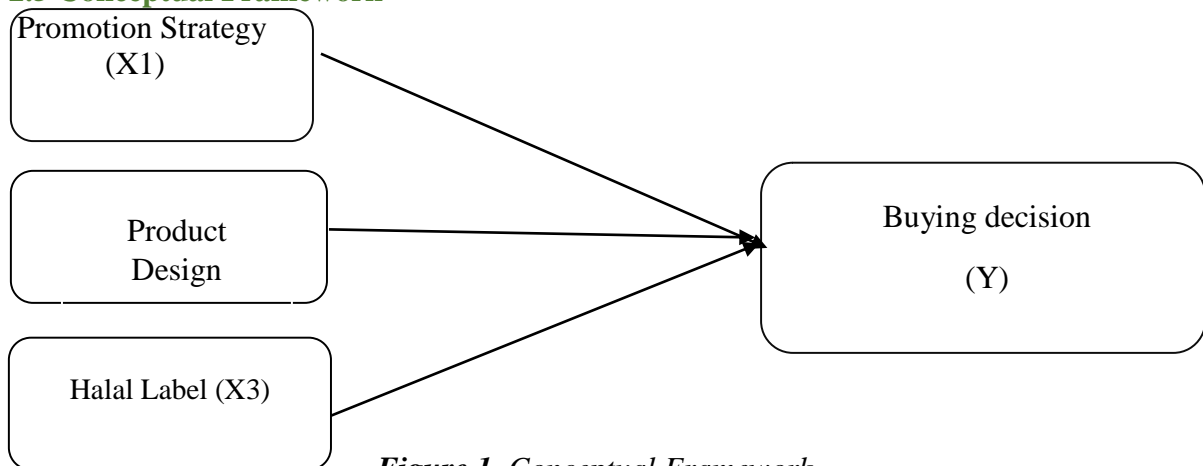


Figure 1. Conceptual Framework

2.5 Research Hypothesis

Based on the conceptual framework of the research model, the hypotheses of this research are as follows:

H1: Promotion strategy has a significant effect on purchasing decisions

H2: Product design has a significant effect on purchasing decisions

H3: Halal label has a significant effect on purchasing decisions

H4: Promotion strategy, product design, halal label has a significant effect on purchasing decisions

III. Research Method

According to Sugiyono, (2001: 90) in Izzuddin, (2018) population is a generalization area consisting of objects and subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The population in this study were all customers of Raja Kebab and Burger Rantauprapat. According to Sugiyono (2019: 127) in (Hartaroe et al., 2016) The sample is part of the number and characteristics possessed by the population. The object of this research is the culinary customer of the king of kebabs and rantauprapat burgers. where the number of customers of raja kebabs and rantauprapat burgers is unlimited and cannot be counted as a whole, therefore the researchers took a sample using a non-probability sampling technique with the accidental sampling method, which is a sampling technique by chance, that is, anyone who happens to meet with the researcher. can be used as a sample, if the person who happened to be met is suitable for use as a data source. Due to the unknown population in this study, the researchers used the Lemeshow formula in (Heriyanto, 2020).

Formula:

$$\begin{aligned}
 n &= \frac{Z\alpha^2 \times P \times Q}{L^2} \\
 &= \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} \\
 &= 96,04
 \end{aligned}$$

Information:

n: Number of samples minimum

Z α : The standard value of the distribution according to the value of = 5% = 1.96

P: Outcome prevalence, because data has not been obtained, 50 is used

Q: 1-P

L: Degree of accuracy 10%

Based on the formula, then $n = ((1.96)^2 \times 0.5 \times 0.5) / (0.1)^2 = 96.04$ Then the results obtained from the number of samples needed in this study were 96 respondents. The sample was completed to 100 people in an effort to simplify calculations and data processing and as an anticipation if there were questionnaires that could not be used.

IV. Result and Discussion

4.1 Validity and Reliability Test

Table 2. Validity Test Results

Variable	Items	Pearson correlation	Sig	Status
Promotion Strategy (X ₁)	X _{1.1}	0.338	0.001	Valid
	X _{1.2}	0.425	0.000	Valid
	X _{1.3}	0.517	0.000	Valid
	X _{1.4}	0.523	0.000	Valid
	X _{1.5}	0.468	0.000	Valid
	X _{1.6}	0.511	0.000	Valid
	X _{1.7}	0.487	0.000	Valid
	X _{1.8}	0.587	0.000	Valid
Product Design (X ₂)	X _{2.1}	0.726	0.000	Valid
	X _{2.2}	0.686	0.000	Valid
	X _{2.3}	0.645	0.000	Valid
	X _{2.4}	0.612	0.000	Valid
	X _{2.5}	0.468	0.000	Valid
	X _{2.6}	0.622	0.000	Valid
	X _{2.7}	0.555	0.000	Valid
	X _{2.8}	0.660	0.000	Valid
Halal Label (X ₃)	X _{3.1}	0.616	0.000	Valid
	X _{3.2}	0.791	0.000	Valid
	X _{3.3}	0.687	0.000	Valid
	X _{3.4}	0.819	0.000	Valid
	X _{3.5}	0.750	0.000	Valid
	X _{3.6}	0.776	0.000	Valid
	X _{3.7}	0.809	0.000	Valid
	X _{3.8}	0.819	0.000	Valid
Buying decision (Y)	Y	0.788	0.000	Valid
	Y	0.781	0.000	Valid
	Y	0.740	0.000	Valid
	Y	0.806	0.000	Valid
	Y	0.784	0.000	Valid
	Y	0.813	0.000	Valid
	Y7	0.844	0.000	Valid
	Y8	0.794	0.000	Valid

Source: primary data processed, 2022

Based on table 2, it shows that the r table is 0.202, while the calculated r in each statement is greater than the r table, which is < 0.202. While the value of sig. for each statement is <0.05. This means that each statement can be said to be valid.

Table 3. Reliability Test Results

Variable	Cronbach Alpha. value	Test Criteria	Test results
Promotion Strategy	0.770	> 0.6	Reliable
Product Design	0.772	> 0.6	Reliable
Halal Label	0.889	> 0.6	Reliable
Buying decision	0.915	> 0.6	Reliable

Source: Primary Data Processed 2022

From the reliability test, it is known that all statement items regarding the variables of Promotional Strategy, Product Design, Halal Labels and purchasing decisions have a Cronbach Alpha value > 0.6. So that based on the overall test of the variables meet the reliability, so it can be concluded that the questionnaire can be used as an instrument in this study.

4.2 Multiple Linear Regression Analysis

Based on table 3, it can be seen that the constant value of -12,200 promotion strategy is 0.307 while product design is 0.848 and halal label is 0.193. So that the multiple linear regression equation can be obtained as follows:

$$Y = -12,200 + 0.307X_1 + 0.848X_2 + 0.193X_3 = e$$

From this equation, it can be described:

- a. The constant value is -12,200 which states that if the variables of promotion strategy, product design, halal label are assumed to be constant, the purchasing decision will decrease by -12,200 units.
- b. The value of the coefficient of promotion strategy (X_1) is 0.307 which states that if the promotion strategy has a positive direction towards purchasing decisions. The results also mean that if the promotion strategy increases, the level of purchasing decisions also increases. On the other hand, if the promotion strategy decreases, the purchasing decision will also decrease.
- c. The product design coefficient value of 0.804 states that if the product design has a positive direction towards purchasing decisions. It also means that if the product design increases, the level of purchasing decisions also increases. On the other hand, if the product design decreases, the purchasing decision will also decrease.
- d. The coefficient value of the halal label is 0.193, so it can be stated that the halal label has a positive relationship towards purchasing decisions. This means that if the halal label increases, the purchasing decision will also increase. On the other hand, if the halal label decreases, the purchasing decision will also decrease.

Table 4. Results of t-test (partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-12,200	3.360		-3,630	.000
promotion strategy	.307	.123	.186	2,482	.015
product design	.848	.114	.595	7.416	.000
halal label	.193	.086	.163	2.251	.027

a. Dependent Variable: purchase decision

Source: Primary Data Processed, 2022

Based on table 4, it is known the value of sig. the promotion strategy variable is 0.015 and t count is $2.482 > t$ table 1.988, this means that H1 is accepted because its significance value is < 0.05 , it can be concluded that the promotional strategy variable has a significant effect on the purchasing decision variable. The product design variable has a sig value. 0.000 this means that H2 is accepted because the significance value is < 0.05 and t count is $0.716 > 1.988$, so the conclusion is that the product design variable has a significant effect on purchasing decisions. The halal label variable has a sig value. of 0.027 and t count $2.251 > 1.988$, this means that H3 is accepted because the significance value is < 0.05 , so the conclusion is that the halal label variable has a significant effect on the purchasing decision variable.

Table 5. f test (simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1271.775	3	423,925	69,292	.000b
Residual	562.850	92	6.118		
Total	1834,625	95			

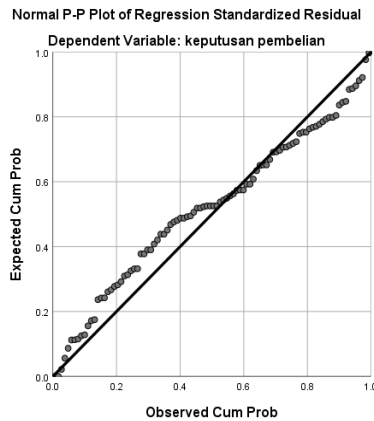
a. Dependent Variable: purchase decision

b. Predictors: (Constant), halal label, promotion strategy, product design

Source: Primary Data Processed, 2022

Based on table 5, the results of the f (simultaneous) test are obtained from the comparison value of sig. $0.000 < 0.05$ and the calculated f value is $69.292 > f$ table 2.70, so it can be concluded that H4 is accepted or in other words the variables of promotion strategy (X1), product design (X2), halal label (X3) have a significant effect on simultaneously on purchasing decisions.

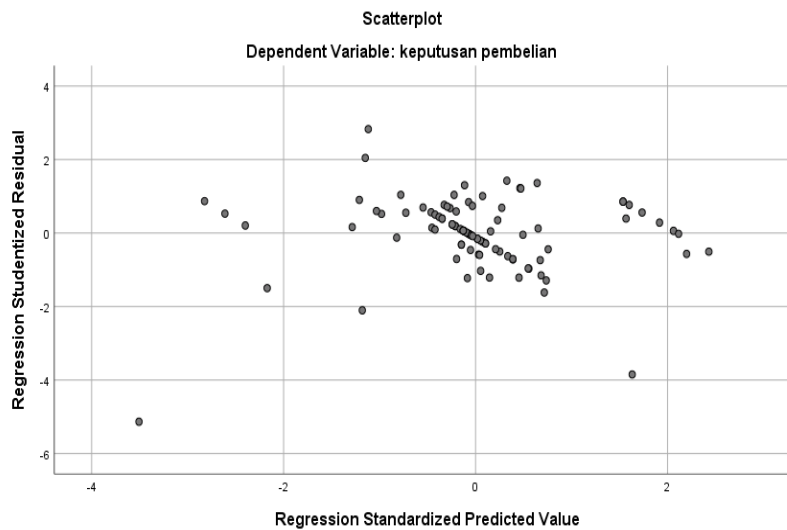
4.3 Classic Assumption Test



Source: Primary Data Processed, 2022
Figure 2. Probability Plot Normal Normality Test

In the normality test this time using a normal probability plot graph with spss. Based on the picture above according to (Ghozali, 2011) in (Adonis & Silintowe, 2021) it can be seen that the plot points surround a straight line from the bottom left to the top right so that with the normality test decision it can be concluded that the data is normally distributed.

Table 6. Heteroscedasticity test table



Source: Primary data Processed, 2022

Based on Figure 3, the results of the heteroscedasticity test were obtained using the scatterplot test. It is said that there is no symptom of heteroscedasticity when the dots collect only above and below, and the spread of the dots is not patterned.

Table 7. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-12,200	3.360		-3,630	.000		
	promotion strategy	.307	.123	.186	2,482	.015	.595	1,680
	product design	.848	.114	.595	7.416	.000	.518	1,931
	halal label	.193	.086	.163	2.251	.027	.637	1.569

a. Dependent Variable: purchase decision

Source: *Primary Data Processed, 2022*

Based on table 6, it can be seen in the collinearity tolerance section for the promotion strategy variable (X1) of 0.595 where the value is greater than 0.10 and for the VIF value of 1.680, which means the value is smaller than 10.00. For the product design variable (X2) the collinearity value is 0.518 which is greater than 0.10 and for the VIF value is 1.931 where the value is smaller than 10.0. For the halal label variable (X3) the collinearity value is of 0.637, which is greater than 0.10 and the VIF value of 1.569, which is less than 10.0. So it can be concluded that the regression model does not occur multicollinearity symptoms.

Table 8. Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833a	.693	.683	2.47345

a. Predictors: (Constant), halal label, promotion strategy, product design

Source: *Primary Data Processed, 2022*

Based on the 7th table, the coefficient of determination or R² is 0.693 or equal to 69.3%. This means that the variables of promotion strategy, product design, and halal label simultaneously affect purchasing decisions by 69.3%. While the remaining 30.7% is influenced by other variables outside the variables that are not examined.

4.4 Discussion

a. Effect of Promotional Strategy on Purchase Decision

The results in this study indicate that the promotion strategy has a significant effect on purchasing decisions for the culinary king of kebabs and rantauprapat burgers. The results of this study are in line with the research conducted Prasetyo (2016) which states that the promotion strategy has a significant effect on purchasing decisions. This study contradicts the results of previous studies which state that promotional strategies have no significant effect on purchasing decisions (Budiyanto, 2016). According to the researcher's assumption that an attractive and effective promotional strategy can improve purchasing decisions. Promotions that are carried out intensively are expected to form a good image for customers, so that when these customers buy kebabs and burgers, the first thing that comes to the customer's mind is the king of kebabs and burger rantauprapat.

b. The Influence of Product Design on Purchase Decisions

The results showed that product design had a significant effect on purchasing decisions for Raja Kebab and Rantauprapat burgers. This shows that the more attractive the product design, the higher the purchase decision. The results of this study are contrary to previous research which states that product design has no effect on purchasing decisions (Adonis & Silintowe, 2021). The results of this study support the results of the study Tablessy (2021) which states that product design has a significant influence on purchasing decisions. A product will have a product design appeal if the product has characteristics that are not owned by its competitors' products (Tabelessy, 2021), as well as the culinary king of kebabs and rantauprapat burgers which have their own characteristics in their product design which will be an attraction to improve purchasing decisions so that it becomes a differentiator from other product designs.

c. Effect of Halal Label on Purchase Decision

The results showed that the halal label had a significant effect on purchasing decisions. This is contrary to the research conducted by Izzuddin (2018) which states that the halal label has no effect on purchasing decisions. This study is in line with previous research which states that the halal label has a significant effect on purchasing decisions (Nazirah & Parani, 2021). This states that the halal label listed on the packaging of the king of kebabs and burgers can enhance the image as a halal product, and make consumers believe in the quality of the product.

d. Effect of Promotion Strategy, Product Design and Halal Label on Purchase Decision

The results showed that the promotion strategy, product design and halal label simultaneously influenced the purchasing decisions of Raja Kebab and Rantauprapat burgers. Which means that in general with the promotion strategy, product design and halal labels can have an influence on purchasing decisions. The promotional strategy carried out by Raja Kebab and Burger Rantauprapat directly provides information on both prices and promos offered by Raja Kebab and Burger Rantauprapat which can increase consumer curiosity so that they decide to make a purchase decision. Likewise, product designs that are attractive in terms of usability, writing and composition of attractive colors on the packaging of Raja Kebabs and Rantauprapat Burgers. Not only promotion strategy and product design, Halal labels also play an important role in conveying information to consumers about the quality of the Raja Kebab and Burger products so as to give consumers a sense of confidence and trust in the process of making purchasing decisions. On the other hand, there are still many consumers who do not understand the meaning of the halal logo on the packaging.

V. Conclusion

Based on the results of the study, the following conclusions can be drawn:

1. Effect of promotion strategy on purchasing decisions

Based on the results of the t-test, the calculated t-value of the promotion strategy (X1) is 4.441, which is greater (>) than the t-table of 1.988 with a sig value. 0.000 is smaller (<) than 0.05. So it can be concluded that H1 is accepted, which means that the promotion strategy partially influences purchasing decisions.

2. Effect of product design on purchasing decisions

Based on the results of the t-test, the t-value of the product design (X2) is 4.624, which is greater (>) than the t-table of 1.988 with a sig value. 0.000 is smaller (<) than 0.05. So it can be concluded that H2 is accepted, which means that the product design partially influences the purchasing decision.

3. The effect of halal label on purchasing decisions

Based on the results of the t-test, the t-count value of the halal label (X3) is 0.459 smaller (>) than the t-table 1.988 with a sig value. 0.647 is greater (>) than 0.05. So it can be concluded that H3 is rejected, this means that the halal label partially has no significant effect on purchasing decisions.

4. Effect of promotion strategy, product design, halal label on purchasing decisions

Based on the results of the f test, the calculated f value is 71.548, which is greater (>) than 2.70 with a sig value. 0.000 is smaller (<) than 0.05. So it can be concluded that the promotion strategy (X1), product design (X2), halal label (X3) simultaneously have a significant effect on purchasing decisions.

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