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Halal Label as a Moderation of the Influence between Price and Product Quality on Mixue Products Purchasing Decisions in Indonesia

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Abstract

Since the last five years, the demand for ice cream in Indonesia has increased considerably because ice cream can be a way for people to quench their thirst when the weather is hot. MIXUE is one of the Ice Cream products that has entered the Indonesian market since 2021 and has approximately 317 outlets with consumers who continue to increase. The increase in consumers is because the product tastes good and the price is relatively low, while on the other hand, MIXUE still needs a Halal certificate and label. This research was conducted to analyze the Effect of Price and Product Quality on Purchase Decisions of MIXUE Products with Halal Labels as Moderating Variables. This type of research method uses quantitative methods. This study uses data from 140 respondents who have tried or bought MIXUE products by distributing questionnaires as a Likert scale as primary data. Data processing uses SEM AMOS version 24. The sampling technique is probability sampling, using a simple random sampling technique. The results of this study indicate that: (1) Price has a significant effect on purchasing decisions; (2) Product Quality has no significant effect on Purchasing Decisions; (3) Halal Label has a significant effect on Purchasing Decisions; (4) Halal Label strengthens the relationship between Product Quality and Purchasing Decisions; and (5) Halal Label strengthens the relationship between Price and Purchase Decision.

Keywords: Price, Product Quality, Halal Labels, Purchasing Decisions, MIXUE.

1. Introduction

The growing number of producers, retail sales of ice cream have experienced a similar growth pattern. Several industry observers predict that the Fast-Moving Consumer Goods (FMCG) sector, particularly ice cream, will undergo a modernization phase in the near future [1]. Nevertheless, per capita consumption of ice cream in Indonesia remains relatively low, at approximately 0.75 liters per year, far below the ideal level of 2–4 liters per capita. This situation indicates considerable opportunities for producers to expand production capacity [2]. Despite this growth, the consumption rate in Indonesia, which averages 0.5 L/person/year, still falls significantly short of the market potential of 110 million liters annually, with current consumption only reaching approximately 40 million liters/year [3]. This disparity underscores a substantial untapped market, driven by factors such as Indonesia's climate and urban lifestyle, which inherently increase demand for ice cream products [4]. Globally, the ice cream market is projected to reach approximately USD 75 billion by 2024, marking a 30% increase from 2017 levels, with production exceeding 2.9 billion liters in the EU and nearly 5 billion liters in the US by 2020, highlighting a robust global demand [5].

One of the main drivers of ice cream consumption in Indonesia is its soft texture and refreshing quality, which makes it suitable for consumption in both hot and mild weather conditions. Among the industry players that have entered the Indonesian market is MIXUE, which opened its first outlet in Cihampelas Walk, Bandung, in 2020 and has since expanded across the country [6]. However, from a Shariah perspective, the consumption of food and beverages, including ice cream, requires careful consideration of halal status. For Muslim consumers, halal certification serves as a fundamental criterion in determining whether a product is permissible for consumption. The halal label, regulated through certification issued by BPJPH and supervised by LPPOM-MUI, functions not only as a guarantee of compliance with Islamic law but also as a safeguard against potential non-halal elements. Such labeling benefits both consumers and producers by ensuring consumer confidence and strengthening product credibility in the market [7].

Since entering the Indonesian market, MIXUE has become a subject of public discourse regarding its halal status. As of now, MIXUE products and outlets have not fully obtained halal certification. Yet, the brand's popularity continues to grow due to its appealing taste, generous portion sizes, and relatively affordable prices, generating strong consumer enthusiasm [8]. Reports indicate that MIXUE has achieved revenues of up to CNY 20 billion, or approximately IDR 44.7 trillion annually since early 2021. This phenomenon underscores the urgency of expediting the halal certification process to enhance Muslim consumers' purchasing decisions. The absence of comprehensive halal certification, despite the significant market share and profitability, presents a unique research opportunity to investigate how the perceived value—derived from taste, portion, and affordability—influences consumer behavior in the absence of explicit religious assurances. This study thus aims to explore the moderating role of halal labels on the influence of price and product quality on purchasing decisions for Mixue products in Indonesia, a predominantly Muslim country [9].

An official statement from the Halal Corner Instagram account (@halalcorner) in July 2022 confirmed that MIXUE's halal certification is still under process, a fact further acknowledged by MIXUE Indonesia's management. Several challenges have delayed the certification process, including the impact of the Covid-19 pandemic, which caused a two-year lockdown, and the complexity of verifying ingredients sourced from multiple locations. Approximately 90% of MIXUE's raw materials are imported from China, thereby requiring consultation with international halal certification bodies such as Shanghai Al-Amin. This reliance on imported ingredients and the subsequent need for international collaboration in halal verification highlights the intricate global supply chains involved in modern food production and the complexities these pose for comprehensive halal assurance. This intricate process necessitates stringent oversight and adherence to established Shariah protocols to ensure the integrity of the supply chain and the final product's permissibility [10].

This situation underscores the critical importance of a robust and transparent halal certification system that can accommodate global sourcing complexities while maintaining consumer trust. The absence of comprehensive halal certification for a widely popular brand like Mixue in a Muslim-majority country like Indonesia also highlights a critical gap in consumer information, potentially influencing purchasing decisions based on factors beyond religious compliance, such as perceived quality and price [11]. This gap further emphasizes the need for an exhaustive analysis of how consumers balance these competing factors when making purchasing choices, especially given Indonesia's predominantly Muslim demographic and the increasing global demand for certified halal products [12], [13].

2. Research Methods

This type of research is quantitative and is a research method based on the philosophy of positivism, used to examine specific populations or samples. The collecting information using research instruments, analyzing information with a quantitative or artistic character, intending to test hypotheses that have been formalized. Meanwhile, the method used is a survey method which is carried out by creating and distributing questionnaires [14]. The population of this study are buyers or consumers of MIXUE products at DKI Jakarta outlets. Meanwhile, the sample for this study was respondents who had purchased or consumed MIXUE products at DKI Jakarta outlets at least once. To determine the number of respondents using Hair's opinion, if the number of research samples is unknown, the exact population is at least five times the analyzed variable or indicator [15].

In this research, the number of indicators is 28 multiplied by 5, so it requires 140 respondents. This research uses primary data from questionnaires. Secondary data has been obtained indirectly from the research object [16]. The secondary data was obtained via the internet and the same references. This study also uses secondary data, namely literature from books, journals and websites. While the research data analysis method uses the Structural Equation Model (SEM), a statistical technique that tests a series of relationships that are pretty difficult and cannot be solved by a linear regression equation [17]. SEM data more efficiently, you can use software assistance, some software to process SEM data, including Lisrel, AMOS and Smart PLS [18]. The research model will be analyzed using the Structural Equation Model (SEM) with the help of AMOS software.

The Amos software is specifically designed to help test the hypothesis of the relationship between variables [19]. How significant is the relationship between variables, and how does the fit of the hypothetical model compare to accurate data in the field. AMOS has a graphical communication interface that is easier to understand and use than other SEM models. The AMOS SEM will obtain several results on a system of equations connecting the variance and covariance of the observed variables to the model parameters [20]. AMOS tools can solve directly if there is an identification problem. If it cannot be used, the program will give a message to the monitor about possible reasons the program cannot carry out tests [21]; (a) Test Confirmatory Factor Analysis is a technique for confirming or validating whether the indicators used follow the variables. It can be declared valid if CR > 1.96 and P-Value < 0.05 (the *** symbol indicates a number <0.001) [22]; (b) Goodness of Fit Test (Model Similarity).

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The SEM model will produce several parameters that will be compared with the cut-off value of the goodness of fit; (c) Analysis of Direct Effect, Indirect Effect, and Total Effect. Researchers can analyze the strength of the relationship or influence between constructs, both direct, indirect and total relations; (1) The direct effect is the coefficient of the line with one-pointed arrow and occurs in the two constructs pointed by the one-way arrow; (2) An indirect effect is an effect that arises through an intermediate variable and occurs in two constructs that are not pointed by one-way arrows; (3) The total effect is the effect of various relationships, and the total effect is a combination of direct and indirect effects. And (d) Hypothesis testing is a branch of Inferential Statistics used to statistically test the truth of a statement and draw conclusions about whether to accept or reject the statement. So, a hypothesis is a brief statement or opinion that is still weak or lacking in truth. Hence, it still needs to be proven, or an allegation is still temporary [23].

3. Results and Discussions

3.1. Respondent Profile

Table Table 1 Respondent Profile

Gender	**Sum (n=140)**	**Percentage (%)**
Woman	114	81%
Male	26	19%
Range of Age	**Sum (n=140)**	**Percentage (%)**
<17	1	0.7%
17-25	136	96%
26-35	2	0.14%
36-45	1	0.7%
Religion	**Sum (n=140)**	**Percentage (%)**
Muslim/Muslimah	140	100%
Non- Muslim/Muslimah	0	0%
Buying Mixue Product at DKI Jakarta Outlets	**Sum (n=140)**	**Percentage (%)**
Ever	140	100%
Never	0	0

The profile of respondents in this research, and most respondents are people who live in the DKI Jakarta area and are in the range of 17-25 years. Religiously, all of them are Muslims and ever bought at least 1time MIXUE product at one of the outlets in DKI Jakarta

3.2. Structural Equation Model analysis

Figure 1 AMOS SEM Model Measurement

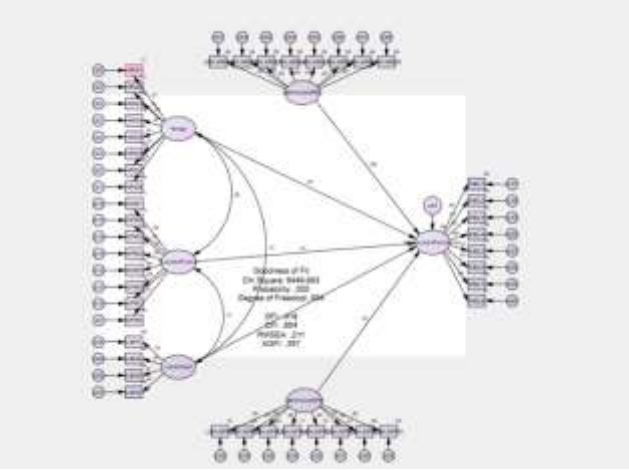

Figure 1 shows a structural model of the proposed theoretical framework. This model is following the predetermined criteria, namely a p-value of 0.000, a CMIN/DF value of 0. 894, a CFI value of 0.654, and an RMSEA value of 0.211.

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3.3 Validity Test Results

The validity test was carried out by distributing a questionnaire to 140 respondents as a primary test. The Data obtained was then processed using the IBM SPSS AMOS 24 system, then compared the Correlation with a critical r of 0.3.

Table 2 Price Validity Test

Variable	Item Code	Correlation	Information
Price	P1	0.912	Valid
	P2	0.899	Valid
	P3	0.891	Valid
	P4	0.883	Valid
	P5	0.934	Valid
	P6	0.909	Valid
	P7	0.794	Valid
	P8	0.917	Valid

Source: Processed with AMOS 24 (2025)

Table 3 Product Qaulity Validity Test

Variable	Item Code	Correlation	Information
Product Quality	PQ 1	0.877	Valid
	PQ 2	0.848	Valid
	PQ 3	0.908	Valid
	PQ 4	0.519	Valid
	PQ 5	0.884	Valid
	PQ 6	0.890	Valid
	PQ 7	0.875	Valid
	PQ 8	0.776	Valid

Source: Processed with AMOS 24 (2025)

Table 4 Purchasing Decisions Validity Test

Variable	Item Code	Correlation	Information
Purchasing Decisions	PD 1	0.893	Valid
	PD 2	0.973	Valid
	PD 3	0.920	Valid
	PD 4	0.962	Valid
	PD 5	0.974	Valid
	PD 6	0.920	Valid
	PD 7	0.990	Valid
	PD 8	0.984	Valid

Source: Processed with AMOS 24 (2025)

3.4 Confirmatory Factor Analysis Test Results

Table 5 CFA Test Results

			Estimate	S.E.	C.R.	P	Label
Purchasing Decisions	<---	Price	0,792	0,089	8,903	***	par_39
Purchasing Decisions	<---	Product Quality	-0,003	0,083	-0,034	0,973	par_40
Purchasing Decisions	<---	HalalLabel	0,156	0,022	7,129	***	par_41
Purchasing Decisions	<---	HLmoodP1	-0,048	0,002	-20,633	***	par_42
Purchasing Decisions	<---	HLmoodP2	0,044	0,002	18,253	***	par_43

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P8	<---	Price	1				
P7	<---	Price	0,939	0,071	13,219	***	par_1
P6	<---	Price	1	0,054	18,393	***	par_2
P5	<---	Price	1,042	0,052	20,114	***	par_3
P4	<---	Price	1,083	0,064	16,925	***	par_4
P3	<---	Price	0,959	0,055	17,368	***	par_5
P2	<---	Price	1,006	0,056	17,83	***	par_6
P1	<---	Price	1,009	0,054	18,617	***	par_7
PQ8	<---	Product Quality	1				
PQ7	<---	Product Quality	1,069	0,091	11,739	***	par_8
PQ6	<---	Product Quality	1,025	0,085	12,005	***	par_9
PQ5	<---	Product Quality	1,068	0,09	11,898	***	par_10
PQ4	<---	Product Quality	0,748	0,119	6,293	***	par_11
PQ3	<---	Product Quality	1,033	0,084	12,342	***	par_12
PQ2	<---	Product Quality	1,009	0,09	11,257	***	par_13
PQ1	<---	Product Quality	1,022	0,087	11,77	***	par_14
PD1	<---	Purchasing Decisions	1				
PD2	<---	Purchasing Decisions	1,189	0,056	21,076	***	par_15
PD3	<---	Purchasing Decisions	1,089	0,061	17,821	***	par_16
PD4	<---	Purchasing Decisions	1,153	0,057	20,31	***	par_17
HL.P1	<---	HLmoodP1	1				
HL.P2	<---	HLmoodP2	0,993	0,016	63,186	***	par_18
HL.P3	<---	HLmoodP3	0,987	0,017	59,37	***	par_19
HL.P4	<---	HLmoodP4	1,026	0,017	59,684	***	par_20
HL.P5	<---	HLmoodP5	1,011	0,015	65,977	***	par_21
HL.P6	<---	HLmoodP6	0,997	0,017	57,859	***	par_22
HL.P7	<---	HLmoodP7	1,012	0,021	47,435	***	par_23
HL.P8	<---	HLmoodP8	1,011	0,016	62,27	***	par_24
HL.PQ8	<---	HLmoodPQ8	1				
HL.PQ7	<---	HlmoodPQ7	1,044	0,032	32,669	***	par_25

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HL.PQ6	<---	HlmoodPQ6	1,033	0,031	33,419	***	par_26
HL.PQ5	<---	HLmoodPQ5	1,05	0,031	34,02	***	par_27
HL.PQ4	<---	HLmoodPQ4	0,873	0,046	18,923	***	par_28
HL.PQ3	<---	HLmoodPQ3	1,042	0,029	35,336	***	par_29
HL.PQ2	<---	HLmoodPQ2	1,067	0,031	34,769	***	par_30
HL.PQ1	<---	HLmoodPQ1	1,046	0,031	33,807	***	par_31
PD5	<---	Purchasing Decisions	1,276	0,06	21,19	***	par_32
PD6	<---	Purchasing Decisions	0,924	0,052	17,844	***	par_33
PD7	<---	Purchasing Decisions	1,29	0,058	22,428	***	par_34
PD8	<---	Purchasing Decisions	1,302	0,059	21,972	***	par_35
HL4	<---	HalalLabel	1				
HL3	<---	HalalLabel	1,008	0,031	32,402	***	par_36
HL2	<---	HalalLabel	0,977	0,039	24,819	***	par_37
HL1	<---	HalalLabel	0,965	0,039	24,888	***	par_38

Source: Processed with AMOS 24 (2025)

3.5 Reliability Test Results

The reliability test in this study aims to determine the extent to which the measurement results remain consistent if two or more measurements are taken of the same symptoms using the same measuring instrument. Researchers conduct a Reliability Test by calculating each item's CR (Construct Reliability) and AVE (Average Variance Extracted) in a variable. The instrument used is considered reliable if the CR is >0.70 and AV E>0.50.

Table 6 Reliability Test Results

Variable	C.R	A.V	Information
Price	0,969257	0,797935	Reliable
Product Quality	0,945847	0,690427	Reliable
Purchasing Decisions	0,987394	0,907432	Reliable
Label Halal	0,973407	0,901533	Reliable

Source: Processed with AMOS 24 (2025)

The results of the reliability test of the variables of Price, Product Quality, Purchasing Decision, and Halal Label provide a CR (Construct Reliability) value above the cut-off value of 0.70 and the AVE value above the cut-off value of 0.50 so that it can be said that all variables are reliable

3.6 Normality and Outlier Test

Based on table 6, Statistical values for testing normality using z-value (Critical Ratio) or CR at AMOS 24 output. If the CR value is greater than the critical value, it can be presumed that the data distribution is abnormal. The critical value for CR of skewness and the value of CR kurtosis is between -2.58 < z < 2.8. The normality of univariate and multivariate data used in this analysis was tested using AMOS 24.

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Table 7 Normality Test Results

Variables	Min	.max	skew	c.r.	kurtosis	c.r.
HL1	1	5	0,909	4,393	-0,348	-0,84
HL2	1	5	0,826	3,988	-0,508	-1,228
HL3	1	5	0,839	4,051	-0,437	-1,056
HL4	1	5	0,937	4,524	-0,274	-0,663
PD8	1	5	-1,146	-5,535	1,435	3,466
PD7	1	5	-0,96	-4,636	0,786	1,898
PD6	1	5	-0,533	-2,574	0,07	0,17
PD5	1	5	-0,914	-4,417	0,404	0,975
HL.PQ1	4	100	1,234	5,96	0,579	1,399
HL.PQ2	4	100	1,258	6,077	0,579	1,398
HL.PQ3	4	100	1,276	6,165	0,723	1,747
HL.PQ4	4	100	1,642	7,932	2,012	4,86
HL.PQ5	4	100	1,356	6,55	0,877	2,119
HL.PQ6	4	100	1,36	6,571	0,948	2,29
HL.PQ7	4	100	1,371	6,622	0,93	2,246
HL.PQ8	4	100	1,27	6,134	0,811	1,959
HL.P8	6	100	1,296	6,259	0,721	1,742
HL.P7	6	100	1,266	6,117	0,52	1,255
HL.P6	4	100	1,305	6,303	0,778	1,88
HL.P5	4	100	1,32	6,376	0,827	1,996
HL.P4	4	100	1,299	6,277	0,744	1,797
HL.P3	4	100	1,411	6,815	1,042	2,516
HL.P2	4	100	1,226	5,924	0,613	1,479
HL.P1	4	100	1,19	5,748	0,5	1,207
PD4	1	5	-0,713	-3,446	0,207	0,501
PD3	1	5	-0,597	-2,884	-0,434	-1,049
PD2	1	5	-1,19	-5,75	1,65	3,985
PD1	1	5	-0,058	-0,282	-0,718	-1,733
PQ1	1	5	-1,33	-6,427	1,964	4,742
PQ2	1	5	-1,345	-6,498	1,842	4,449
PQ3	1	5	-1,53	-7,39	2,981	7,2
PQ4	1	5	-0,275	-1,329	-0,784	-1,894
PQ5	1	5	-1,111	-5,364	1,37	3,309
PQ6	1	5	-1,32	-6,375	1,98	4,782
PQ7	1	5	-1,042	-5,032	0,976	2,358
PQ8	1	5	-1,019	-4,925	0,72	1,738
P1	1	5	-1,65	-7,969	2,703	6,527
P2	1	5	-1,491	-7,205	2,338	5,647
P3	1	5	-0,99	-4,78	1,101	2,66
P4	1	5	-1,027	-4,963	0,7	1,692
P5	1	5	-1,359	-6,565	2,03	4,903
P6	1	5	-1,279	-6,176	1,773	4,282

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P7	1	5	-1,005	-4,856	0,344	0,831
P8	1	5	-1,373	-6,632	2,099	5,071
Multivariate					**457,731**	**42,562**

Source: Processed with AMOS 24 (2025)

Based on table 7, we can see the results of testing the normality of the data in this study. Evaluation of normality is identified as both univariate and multivariate. Univariate values in C.R. kurtosis, some have values between -2.58 < z < 2.58, which means that the univariate data is normal, but some other univariate also exist that >-2.58 or >2.58, then the data is considered abnormal. Medium multivariate with C.R. kurtosis values of 42,562 > 7, so the research data is also not normally distributed in a multivariate manner. Outlier data are observational data that are far (extreme) from other observations [24]. The existence of outlier data will interfere with the data analysis process and should be avoided for several things. In a multivariate analysis, the presence of an outlier can be tested with a statistical chi-square against the value of Mahalanobis distance squared at a significance level of 0.0001 with a degree of freedom in several variables used in the research.

Table 8 Outlier Test Results

Observation number	Mahalanobis d-squared	P1	P2				
19	110,008	0	0	120	48,496	0,297	0,099
14	104,414	0	0	36	47,182	0,344	0,401
135	101,413	0	0	28	46,702	0,362	0,509
44	97,417	0	0	40	46,495	0,37	0,518
17	94,754	0	0	134	46,221	0,381	0,552
37	94,376	0	0	90	45,947	0,391	0,587
79	87,631	0	0	108	45,895	0,394	0,539
69	83,872	0	0	84	44,919	0,433	0,81
35	83,564	0	0	99	43,911	0,475	0,956
71	79,869	0,001	0	60	43,723	0,483	0,958
31	79,768	0,001	0	136	43,499	0,493	0,963
63	79,69	0,001	0	22	43,486	0,494	0,948
126	79,636	0,001	0	101	42,578	0,533	0,991
8	78,398	0,001	0	67	42,359	0,542	0,993
52	77,466	0,001	0	9	42,224	0,548	0,992
77	77,163	0,001	0	13	41,873	0,563	0,995
47	76,261	0,002	0	34	41,837	0,565	0,993
132	75,949	0,002	0	123	41,357	0,586	0,997
113	75,161	0,002	0	128	40,599	0,618	1
76	74,881	0,003	0	119	40,179	0,636	1
42	74,662	0,003	0	104	39,843	0,65	1
39	74,109	0,003	0	70	39,785	0,653	1
55	73,542	0,003	0	50	38,926	0,688	1
26	71,646	0,005	0	92	38,497	0,706	1
124	66,29	0,017	0	139	38,145	0,72	1
105	62,63	0,034	0	64	37,584	0,742	1
57	62,254	0,036	0	56	37,473	0,746	1
78	61,835	0,039	0	12	37,243	0,755	1
29	61,194	0,044	0	121	36,837	0,77	1

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106	60,917	0,046	0	62	36,57	0,779	1
133	59,254	0,062	0	46	36,45	0,783	1
53	59,097	0,064	0	45	36,288	0,789	1
95	57,246	0,087	0	30	36,286	0,789	1
80	56,999	0,09	0	1	36,272	0,79	1
65	56,316	0,101	0	51	35,918	0,802	1
130	55,639	0,112	0	58	35,821	0,805	1
110	54,042	0,143	0	32	35,104	0,829	1
125	53,82	0,147	0	10	34,879	0,836	1
140	53,269	0,16	0	107	34,742	0,84	1
3	53,103	0,163	0	111	34,742	0,84	1
82	53,056	0,165	0	112	34,742	0,84	1
18	51,959	0,192	0,001	103	34,739	0,84	1
48	51,074	0,216	0,007	74	33,853	0,866	1
93	50,853	0,222	0,007	15	33,702	0,87	1
6	50,671	0,227	0,007	94	33,583	0,873	1
2	50,018	0,247	0,018	4	33,574	0,873	1
16	49,72	0,256	0,022	20	32,579	0,898	1
38	49,391	0,267	0,028	100	32,545	0,899	1
				68	31,915	0,913	1
				87	31,302	0,925	1
				129	30,785	0,934	1
				54	30,466	0,94	1

Source: Processed with AMOS 24 (2025)

3.7 Model Similarity Test

Figure 2 AMOS Models Unmodified

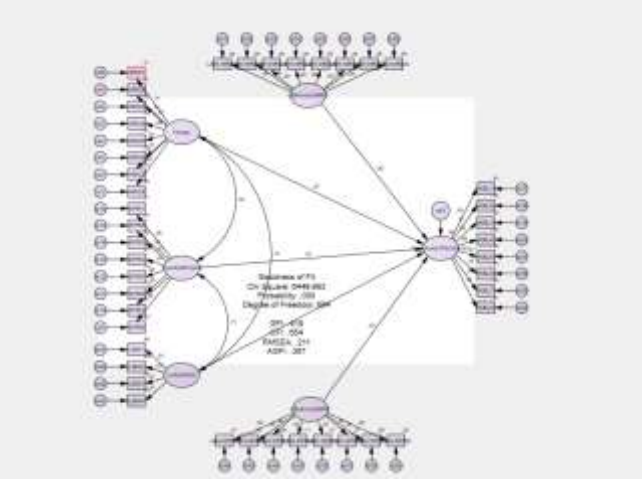

Figure 2 shows a structural model of an unmodified theoretical framework. This fit model has standard Goodness of Fit values that are still quite far from the cut-off limit, namely the p-value of 0.000, the CMIN/DF value of 0.894, the CFI value of 0.654, and the RMSEA value of 0.211. Figure 2 shows that half of the criteria used to produce good values (although there are still some model test requirements that are not marginal enough, the values are already closest to the standard) to produce a model so that it is better to modify the model so that this model can be well received [21]. Model modifications with the largest MI (Modification Indexes) value are selected. After modification of the model, better criteria were obtained [25].

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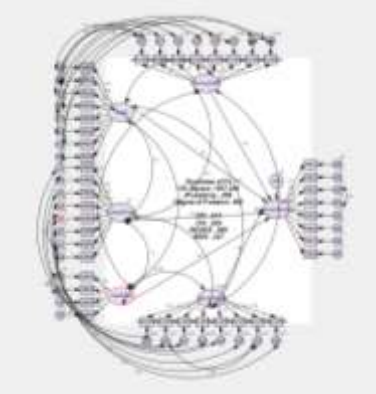
Figure 3 AMOS Models After Modification



Source: Processed with AMOS 24 (2025)

Figure 3 shows that all the resulting criteria are of good value. For this model to be well received, it is necessary to make modifications. The results of the comparison of Goodness of Fit values (model conformity test) before and after modification processed by researchers are shown in table 12 is the result of the factor analysis of the entire model Structural Equation Modelling (SEM) of the model suitability test (goodness of fit):

Table 9 Goodness of Fit Model Measurement Results

Std Goodness of fit	Cut Off Limit	Values before modification	Value after modification	Information
Chi-square	Smaller	6449,983	1873,246	Marginal Fit
Probability	>0.05	0,000	0,000	Marginal Fit
RMSEA	<0.08	0,211	0,09	Marginal Fit
CMIN/DF	<2.00	0,894	2,124	Marginal Fit
GFI	>0.9	0,419	0,613	Marginal Fit
AGFI	>0.9	0,357	0,557	Marginal Fit
TLI	>0.95	0,634	0,934	Marginal Fit
CFI	>0.95	0,654	0,939	Marginal Fit
IFI	>0.9	0,655	0,94	Fit
NFI	>0.9	0,621	0,892	Marginal Fit

Source: Processed with AMOS 24 (2025)

The results of testing the feasibility of structural equation models, as listed in table above, all values are in a reasonable range. The evaluation of the model shows that the nine criteria for the goodness of fit indicates are marginal, and the chi-square has met the recommended critical value. That is, the smaller it meets the critical value. In this case, the researcher has modified the measurement model by linking the covariance between the error standards suggested by AMOS 24 so that in the goodness of fit test, this study meets the value of the goodness of fit standard after modification

3.8 Analysis of Direct Effect, Indirect Effect, and Total Effect

Table 10 Direct Effect Analysis

	HLmoodPQ	HLmoodP	HalalLabel	Product Quality	Price	Purchasing Decisions
Decision Purchase	0,113	0,591	-0,682	-0,001	0,383	0

Source: Processed with AMOS 24 (2025)

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Table 11 Indirect Effect Analysis

	HLmoodPQ	HLmoodP	HalalLabel	Product Quality	Price	Purchasing Decisions
Decision Purchase	0	0	0	0	0	0

Source: Processed with AMOS 24 (2025)

Table 12 Total Effect Analysis

	HLmoodPQ	HLmoodP	HalalLabel	Product Quality	Price	Purchasing Decisions
Decision Purchase	0,113	0,591	-0,682	-0,001	0,383	0

Source: Processed with AMOS 24 (2025)

3.9 Analysis of Direct Effect, Indirect Effect, and Total Effect

Tabel 13 Hypothesis Test

Hypothesis				C.R.	P	Result
H_1	*Price*	→	*Purchasing Decisions*	8,903	0,001	Accepted
H_2	*Product Quality*	→	*Purchasing Decisions*	-0,034	0.973	Rejected
H_3	*Halal Label*	→	*Purchasing Decisions*	7,129	0.001	Accepted
H_4	*HLmoodPQ*	→	*Purchasing Decisions*	-20,633	0,001	Accepted
H_5	*HLmoodP*	→	*Purchasing Decisions*	18,253	0,001	Accepted

Source: Processed with AMOS 24 (2025)

Table 16 shows the results of the Hypothesis Test. In total, there were five hypotheses tested. Ada four accepted hypotheses, namely H1, H3, H4, and H5, with C.R. values being 8.903, 7.129, -20.633 and 18.253, respectively. Meanwhile, hypothesis H2 with a C.R value of -0.034. The hypothesis was rejected because the C.R. value held was less than <1.96

3.10 Hypothesis Test Results

a. Price to Purchase Decision

Based on the analysis results using AMOS 24.0 obtained, a critical value (CR) on the influence of the Price variable on the Purchase Decision of 8.903 with a probability of significance of 0.001, meaning less than the standard 0.05. It can be concluded that the organization's Price positively affects the Purchasing Decision. There is a positive influence of Price on Purchasing Decisions. So H1 is accepted. Similar to previous research, Price significantly affects Purchasing Decisions [26]. This finding aligns with previous studies indicating that competitive pricing strategies can directly influence consumer choices, particularly in markets where price sensitivity is high [27]. This suggests that consumers are more likely to purchase products that offer good value, especially in competitive markets where alternative options are readily available [28]. Furthermore, this correlation between price and purchasing decisions is often mediated by the perceived quality and utility of the product, indicating that consumers weigh cost against benefits [8].

b. Product Quality to Purchasing Decisions

Hypothesis 2 states that Product Quality has no significant positive effect on Purchasing Decisions. The influence of the Product Quality variable on the Purchase Decision is -0.034 with a probability of significance of 0.973, which means it is greater than the standard of 0.05. Hypothesis 2 is rejected, which means that Product Quality does not positively influence Purchasing Decisions. Similar to previous research, Product Quality does not have a significant effect on Purchasing Decisions [26], [29]. This counter-intuitive finding suggests that for certain product categories, such as those with mass appeal and aggressive pricing, consumer purchasing decisions may be driven more by perceived value and affordability than by an explicit assessment of diverse quality dimensions [30], [31]. This could be particularly true for products like Mixue, where low price points might overshadow nuanced evaluations of product attributes by consumers [32]. Consequently, while quality remains a fundamental aspect of consumer satisfaction, its direct influence on the initial purchasing decision can be attenuated by other dominant factors in highly competitive, price-sensitive markets [31], [33].

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c. Halal Label for Purchasing Decisions

Hypothesis 3 states that Halal Labels have a significant favourable influence on Purchasing Decisions. The influence of the Halal Label variable on the decision is 7.129 with a probability of significance of 0.001, meaning it is smaller than the standard of 0.05. Hypothesis 3 is accepted, which means that the Halal Label positively and significantly influences purchasing decisions. Similar to previous research, Halal Labels have a significant effect on Purchasing Decisions [34]. This reinforces the notion that for Muslim consumers, the presence of a halal label serves as a crucial factor, providing assurance of compliance with Islamic dietary laws and religious adherence [8], [35]. This adherence extends beyond mere consumption to encompass ethical production and sourcing, thereby aligning with broader Islamic principles of integrity and purity [8]. Moreover, the halal label often signifies stringent quality control measures, which can attract a wider consumer base, including non-Muslims, who perceive it as an indicator of product safety and hygiene.

d. Halal Label strengthens the relationship between Product Quality and Purchasing Decisions

Hypothesis 4 states that there is a positive and significant influence of Halal Labels that Strengthen the Relationship Between Product Quality and Purchasing Decisions on MIXUE Products in DKI Jakarta so that H 4 can be accepted because, from the results of data processing, it is known that C.R. is -20.633 with a P value of 0.001 which means it is smaller than the standard 0.05, thus it can be said that hypothesis 4 of this study is acceptable which means that there is an influence Significant Halal Labels Strengthen the Relationship Between Product Quality and Purchasing Decisions [36]. This result highlights the pivotal moderating role of the halal label, transforming product quality from a non-significant factor into a powerful determinant of purchase intent when combined with religious assurance [37]. Specifically, for Muslim consumers, the halal certification provides an added layer of confidence in the product's attributes, elevating the perceived importance of quality.

e. Halal Label strengthens the relationship between Price and Purchasing Decision

Hypothesis 5 states a positive and significant influence of the Halal Label that Strengthens the Relationship Between Price and Purchasing Decisions on MIXUE Products in DKI Jakarta. Hypothesis 5 is accepted because, from the data processing results, it is known that C.R. is 18,253 with a P value of 0.001 which means less than 0.05. Thus it can be said that hypothesis 5 of this study is accepted, which means that there is a positive and significant influence of Halal Labels. Strengthening the Relationship Between Price and Purchasing Decisions [38]. This indicates that while price remains a significant purchasing factor, its influence is amplified or validated by the presence of a halal label, especially for consumers for whom religious compliance is paramount [39], [40]. This moderation suggests that the halal label acts as a trust signal, assuaging concerns about product integrity that might otherwise arise from competitive pricing strategies, thereby reinforcing the consumer's perception of value [41]. This dynamic interplay suggests that for products targeting a Muslim demographic, the halal label effectively transforms price from a mere cost consideration into a component of perceived value, intricately linked to ethical and religious assurances [42], [43]. This implies that marketers of halal-certified products must strategically balance pricing strategies with the inherent value proposition conveyed by the halal assurance.

4. Conclusion

Based on the results of the research, it can be concluded that the Effect of Product Price and Quality on the Purchasing Decision of MIXUE Products with Halal Label as a Moderation Variable; (1) The Price Variable (X1) has a significant effect on the Purchasing Decision Variable (Y) of MIXUE Products; (2) The Product Quality Variable (X2) has no positive or significant effect on the MIXUE Product Purchasing Decision Variable (Y); (3) The Halal Label Variable (Z) has a significant effect on the Purchasing Decision Variable (Y) of MIXUE Products; (4) Halal labels strengthen the relationship between Price and Purchasing Decisions for MIXUE Products, and (5) Halal Labels strengthen the relationship between Product Quality and Purchasing Decisions for MXUE Products.

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