

THESIS

**THE INFLUENCE OF HALAL LABELING, PRODUCT QUALITY
AND PLACE FACILITIES ON CONSUMER DECISIONS TO BUY**

(Products at the Gacoan Noodle Restaurant Study in Ponorogo District)



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ABSTRACT

In purchasing a product, there are some of decisions made by consumers, which cannot be separated from the influence of halal labelling, product quality and place facilities, especially in Indonesia, where the majority are Muslims. The study aims to analyse the effect of halal labelling, product quality, and place facilities on consumer decisions in purchasing products at the Gacoan Noodle Restaurant Ponorogo Regency. Given the importance of these factors in influencing consumer decisions, this study used a quantitative approach involving 98 respondents. The were collected through questionnaires. The results showed that halal labelling has a significant influence on consumer decisions. Whit the t-count test of 2.821. The results of the hypothesis that has been tested that Product Quality on purchasing decisions has no significant effect on purchasing decisions. This is reinforced by the results of the t-count test of 0.721. The results showed that place facilities have a significant influence on consumer decisions. Whit t-count test of 4.137. Based on the results of the hypotheses that have been tested on the halal labelling variables, product quality and place facilities on purchasing decisions have a significant effect on purchasing decisions at the Gacoan Noodle Restaurant Ponorogo Regency. Whit f-count test of 15.010, meaning that the stronger the halal labelling, product quality and place facilities at the gacoan noodle restaurant, the stronger the consumer's decision to visit the Ponorogo gacoan noodle restaurant.

Keywords: Halal Labeling, Product Quality, Place Facility, Consumer Decision, Gacoan Noodle Restaurant.

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ABSTRAK

Dalam melakukan pembelian suatu produk terdapat tahapan keputusan pembelian yang dilakukan oleh konsumen, keberhasilan keputusan pembelian tidak lepas dari pengaruh labelisasi halal, kualitas produk dan fasilitas tempat terutama di Indonesia yang mayoritas beragama Islam. Penelitian ini bertujuan untuk menganalisis pengaruh labelisasi halal, kualitas produk, dan fasilitas tempat terhadap keputusan konsumen dalam membeli produk di restoran Mie Gacoan, Kabupaten Ponorogo. Mengingat pentingnya faktor-faktor ini dalam mempengaruhi keputusan konsumen, penelitian ini menggunakan pendekatan kuantitatif yang melibatkan 98 responden. Data dikumpulkan melalui kuesioner. Hasil penelitian menunjukkan bahwa labelisasi halal memiliki pengaruh signifikan terhadap keputusan konsumen. Hal ini diperkuat dari hasil uji t-hitung sebesar 2,821. Hasil hipotesis yang telah diuji bahwa Kualitas Produk terhadap keputusan pembelian tidak berpengaruh signifikan terhadap keputusan pembelian. Hal ini diperkuat dari hasil uji t-hitung sebesar 0,721. Hasil penelitian menunjukkan bahwa fasilitas tempat memiliki pengaruh signifikan terhadap keputusan konsumen. Hal ini diperkuat dari hasil uji t-hitung sebesar 4,137. Berdasarkan hasil hipotesis yang telah diuji pada variabel labelisasi halal, kualitas produk dan fasilitas tempat terhadap keputusan pembelian berpengaruh signifikan terhadap keputusan pembelian di restoran mie gacoan Ponorogo. Hal ini diperkuat dari hasil uji f-hitung sebesar 15,010 artinya bahwa semakin kuat labelisasi halal, kualitas produk dan fasilitas tempat di restoran mie gacoan maka akan menguatkan keputusan konsumen untuk berkunjung di restoran mie gacoan Ponorogo

Kata Kunci: Labelisasi Halal, Kualitas Produk, Fasilitas Tempat, Keputusan Konsumen, Restoran Mie Gacoan

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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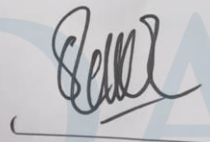
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APPROVAL OF DEAN

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It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1446 - 1447 H / 2024 – 2025 M.

Ponorogo, 20 Rabiul Akhir 1445 H
24 October 2024 M

Dean, Faculty of Economics
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Dr. Hartomi Maulana, M.Sc.
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APPROVAL OF SUPERVISOR

To Honorable,
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*Bismillahirrahmanirrahim,
Assalamu'alaikum Wr, Wb*

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It has been processed and corrected to fulfill of the requirement for
Undergraduate program in Islamic Economics/ Management (choose one
program), Faculty of Economics and Management. Therefore, we request that
the thesis could be examined soon.

Wassalamu'alaikum Wr, Wb.

Ponorogo, 05th Rabiul Akhir 1445 H
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DECLARATION

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I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Rabiul Akhir 5th, 1446 H
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The researcher realizes that there are still weaknesses in this thesis. Therefore, the researcher hopes for criticism and suggestions for the improvement of future works. The researcher apologizes if there is a word error that is less pleasing.

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