ZOYA PRODUCT PURCHASE DECISION : THE ROLE OF HALAL LOGO, PRODUCT QUALITY, AND BRAND EXPERIENCE (CASE STUDY OF STUDENT IN SURABAYA)

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Abstract: *The role of Shari'a in Muslims is to regulate Muslims following their nature. One of the things regulated in the Shari'a is how to dress. Currently, Indonesia is entering the era of globalization in the media industry, where the development of lifestyle and fashion is developing very fast. How to dress, or what is often called fashion, is an inseparable part of one's appearance. Fashion is not only in the form of clothes worn, but now fashion has a meaning as self-identity. The emergence of various types of fashion that have developed in society has caused Muslims to experience guidance in following the development of existing fashion.*
Moreover, Islamic law requires Muslims to choose a dress that is by the law. Therefore this study examines the effect of the halal logo, product quality, and brand experience on purchasing decisions for Zoya products. This study uses a quantitative method using a purposive random sampling method. Data collection used a questionnaire distributed to 150 Surabaya students who had never bought Zoya products. The data obtained were then analyzed using Partial Least Square (PLS). The results of this research, namely the halal logo, product quality, and brand experience, significantly influence purchasing decisions for Zoya products.

Keywords: Purchase Decision, Halal Logo, Product Quality, Brand Experience

INTRODUCTION

Indonesia has the largest number of Muslims in the world. As many as 86.9 of Indonesia's population are Muslims. In the daily life of Muslims, several rules must be obeyed (Agustina and Sujana, 2013). The role of Shari'a in Muslims is to regulate Muslims following their nature. One of the things regulated in the Shari'a is how to dress.

Nowadays, a person's life cannot be separated from fashion. According to Tyaswara (2017), Indonesia is entering an era of globalization in the media industry where lifestyle and fashion developments are developing rapidly. How to dress, often called fashion, is an inseparable part of one's appearance. Fashion is not only in the form of clothes to wear, but now fashion has more meaning than that. According to Hendraningrum (2008), fashion can currently be a communication tool to convey identity or individual attractiveness. In subsequent developments, fashion does not only concern clothing and accessories, such as jewelry such as necklaces, and bracelets, but other functional objects combined with sophisticated and unique design elements, which become tools that can show and enhance personal appearance.

The emergence of various types of fashion that have developed in society has caused Muslims to experience guidance in following the development of existing fashion (Arsita, 2021). Moreover, there is Islamic law which requires Muslims to choose a style of dress that follows the law. Of course, this phenomenon is widely used by fashion manufacturers in Indonesia. Manufacturers are also competing to make goods that are no longer just functions but also how these goods can reflect the wearer's personality. This was then used by the Muslim clothing manufacturer Zoya.

Zoya is a local fashion producer engaged in developing fashion specifically for Muslims. Zoya offers various types of Muslim clothing with good quality and trendy following the growing fashion trends so that Muslims can still look fashionable by predetermined sharia. To continue to grow in the Muslim fashion world, Zoya must improve her product purchasing

decisions. Zoya must be able to understand what attributes are needed by Muslims to choose this type of fashion. One of them is the halal logo. The halal logo is a logo that is obtained from the Indonesian Ulema Council (MUI) if a product has been declared toyib. MUI Halal Certificate is a written fatwa of the Indonesian Ulema Council, which certifies the halalness of a product according to Islamic law. MUI Halal Certificate is a requirement to obtain permission to put a halal label on product packaging from the authorized government agency. Halal certification is a security guarantee for Muslims to consume products as evidenced by the inclusion of a halal label on product packaging (Aziz and Chok, 2013).

In addition, the quality of a product can improve consumer purchasing decisions. Product quality is a matter that consumers consider in making purchasing decisions. Product quality is related to product development efforts that are right for the market and consumers. In running a business, both products and services must be of good quality and follow the price given. This is so that the product can be accepted by consumer needs and satisfy consumers. Product quality is no less important because product quality is also a determining factor in the level of satisfaction obtained by buyers after purchasing and using a product (Kotler and Armstrong, 2012).

Another thing that can influence purchasing decisions is brand experience. According to Brankus (2009), Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses evoked by brand design, brand identity, marketing communications, people, and the environment the brand is marketed. The brand experience begins when consumers search for products, buy, receive services and consume products. Brand Experience can be felt directly when consumers consume and buy products or felt indirect when consumers see advertisements or also when marketers communicate products through websites or social media.

Based on the description of the background above, the researcher is interested in seeing whether there is an influence between the Halal Logo, Product Quality, and Brand Experience on Purchase Decisions.

CONCEPTUAL FRAMEWORK
Halal Logo

Halal labeling is the inclusion of halal writing or statements on product packaging to indicate that the product in question has the status of a halal product. In Indonesia, the institution authorized by the Government in the halal certification process is the Indonesian Ulema Council (MUI). Halal labeling has the aim of fulfilling market (consumer) demands universally. Another basic goal is to protect consumers' faith, especially Muslims.

The halal label listed on the product packaging will directly influence consumers, especially the Muslim community, to use these products. The emergence of a sense of security and comfort in consuming these products will increase trust and interest in buying. The research supports this by Windiana (2021), Alinda (2022), and Bachdar (2020) which explains that the existence of a halal logo can increase consumer purchasing decisions. Therefore the hypothesis that is formed is:

H1: The Halal logo influences purchasing decisions.

Product Quality

According to Garvin and A. Dale Timpe (in Alma, 2011:54), quality is the advantage possessed by the product. Quality in the view of consumers has its scope that is different from quality in the view of producers when issuing a product that is known for its true quality. Product quality is the product's ability to satisfy consumer needs or desires (Cannon et al., 2008). Another definition of product quality is the characteristics of a product or service that depend on its ability to satisfy stated or implied consumer needs (Kotler and Armstrong, 2012).

The higher the product quality, the higher the consumer's desire to buy the product. The research supports this by Wibisono (2019), Sari (2021), and Haque (2020) which explain that there is a significant relationship between product quality and the intention to buy a product or service. Then the hypothesis that is formed is

H2: Product Quality has an influence on Purchasing Decisions.

Brand Experience

According to Brankus (2009) Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses evoked by brand design, brand identity, marketing communications, people, and the environment the brand is marketed. The brand experience begins when consumers search for products, buy, receive services and consume products. Brand Experience can be felt directly when consumers consume and buy products or felt indirect when consumers see advertisements or also when marketers communicate products through websites or social media

The results confirmed the results of previous research conducted by Siregar (2013). This shows that brand experience influences purchasing decisions. When a consumer has a good experience with a brand, either a product or service, it will influence the purchase decision. The results obtained further confirm the results of previous research by Lorenzo (2018) which states that brand experience influences purchasing decisions. By always providing positive moments to consumers, a feeling of satisfaction will arise from the consumer's experience when using the product or service. To increase the brand experience, services must provide promos so that the intended consumer gets benefits that will influence the purchase so that it can be concluded that the experiences felt by consumers when using a service offered can shape consumer perceptions of a brand for the better. Therefore the hypothesis is formed
H3 = Brand Experience has a positive influence on Purchase Decisions.

METHODOLOGY

This research is quantitative research using a purposive random sampling method. The population in this study is Muslim Student consumers who have never bought Zoya products. Data collection used a Google Forms questionnaire which was distributed to 150 consumers. The collected data is then analyzed using SmartPLS.

RESULTS AND DISCUSSION
Result

1. **Convergent Validity**
Convergent validity is an analysis to measure whether an indicator is declared valid (Ghozali, 2016). Chin & Lee (1999) explained that the indicator could be declared valid if it has a value > 0.6

Table 1. Convergent validity

Variable	Indicator	Outer Loading	Criteria
Halal Logo	LH1	0.817	Valid
	LH2	0.813	Valid
	LH3	0.891	Valid
	LH4	0.801	Valid
Brand Experience	BE1	0.798	Valid
	BE2	0.798	Valid
	BE3	0.813	Valid
	BE4	0.842	Valid
	BE5	0.714	Valid
Product Quality	PQ1	0.790	Valid
	PQ2	0.714	Valid
	PQ3	0.789	Valid
	PQ4	0.713	Valid
	PQ5	0.700	Valid
Purchase Decision	PD1	0.891	Valid
	PD2	0.814	Valid
	PD3	0.826	Valid
	PD4	0.852	Valid
	PD5	0.809	Valid

Source: Primary data, 2022

2. **Average Variance Extracted (AVE)**
AVE is a measurement to compare whether there is a correlation between the constructs in the model. The results of the AVE value must be > 0.05 to be declared valid (Ghozali & Latan, 2014)

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Halal Logo	0.793
Brand Experience	0.714
Product Quality	0.752

Purchase Decision	0.705

Source: Primary data, 2022

3. Composite Reliability and Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha can be used to help test reliability. According to Hair et al. (2014), data with a composite reliability value > 0.7 has high reliability, while Cronbach's alpha is expected to have a value > 0.6.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Halal Logo	0.813	0.912
Brand Experience	0.805	0.948
Product Quality	0.796	0.963
Purchase Decision	0.832	0.900

Source: Primary data, 2022

4. R^2 Analysis

The inner model is part of the hypothesis testing that is useful for testing the significance of the independent variable on the dependent variable and the R-Square (R2). According to Ghozali (2016). The R2 value has several criteria, including weak (0.19), moderate (0.33), and high (0.67).

Table 4. R^2 Analysis

Variable	R Square	Criteria
Purchase Decision	0.536	High

Source: Primary data, 2022

5. Hypothesis Testing

The test results include direct influence. The sign (») indicates the direction of influence between one variable on another variable. The following are the results of hypothesis testing:

Table 6. Hypothesis Testing

Variable	Original Sample (O)	P Values
Halal Logo » Purchase Decision	0.413	0.002
Product Quality » Purchase Decision	0.414	0.001
Brand Experience » Purchase Decision	0.862	0.000

Source: Primary data, 2022

Discussion

The halal logo has a significant positive effect on purchasing decisions

Halal labeling is the inclusion of halal writing or statements on product packaging to indicate that the product in question has the status of a halal product, in Indonesia, the institution authorized by the Government in the process of halal certification is the Indonesian Ulema Council (MUI). Halal labeling has the aim of fulfilling market (consumer) demands universally. Another basic goal is to protect consumers' faith, especially Muslims.

The results of this study explain that the halal logo has a significant influence on purchasing decisions. This is evidenced by the p-value of 0.002 <0.05, meaning there is a positive and significant relationship between the halal logo and purchasing decisions. This means that the inclusion of the halal logo on the brand can increase consumer purchasing decisions due to product safety, that is, by Islamic law. Research studies support this by Windiana (2021), Alinda (2022), and Bachdar (2020) which explain that the existence of a halal logo can increase consumer purchasing decisions.

Product Quality Has a Significant Positive Influence on Purchasing Decisions

Product quality is the product's ability to satisfy consumer needs or desires (Cannon et al., 2008:28). Products with high quality will certainly attract consumers' attention. Especially for fashion products, product quality

is something that manufacturers must consider because later this fashion will often be used for daily activities.

The results of this study explain that product quality has a significant positive relationship to consumer decisions with a p-value of 0.001 <0.05, meaning that the higher the quality of Zoya's products offered, the higher the consumer's purchasing decisions for Zoya's products. This is of course, also supported in the research by Wibisono (2019) and Sari (2021), which explains that good product quality will increase consumer purchase interest in a product. Likewise, Haque's research (2020) explains a significant relationship between product quality and the intention to purchase a product or service.

Brand Experience Has a Significant Positive Influence on Purchasing Decisions

According to Brankus (2009), Brand Experience is defined as the sensations, feelings, cognitions and consumer responses evoked by brand design, brand identity, marketing communications, people, and the environment the brand is marketed. In Zoya's research, they have a brand identity as one of the Muslim fashion producers where they make modern clothes and designs but still comply with Islamic provisions.

This study's results explain a positive and significant relationship between brand experience and purchasing decisions. This is evidenced by the p-value of 0.000 <0.05, meaning that the better the brand experience perceived by consumers, the higher the consumer's decision toward the product. In this case, Zoya has successfully created a brand experience for consumers with a brand identity as the leading Muslim fashion in Indonesia. This is supported in Chanaya's research (2020), which explains that brand experience plays an important role in consumer purchasing decisions. The results of this study are also in line with the research of Tarigan (2019) and Boangmanalu (2019), which prove that brand experience has a significant relationship to purchasing decisions.

CONCLUSION

Based on the results obtained, it can be concluded that

1. The results of the study explain that the inclusion of the halal logo has a significant positive effect with a p-value of 0.002 <0.05. This means that a product with a halal logo can increase consumer purchasing decisions. Then the H1 hypothesis is declared accepted

2. The study's results explain that product quality has a significant positive influence on purchase decisions with a p-value of 0.001 <0.05, meaning that the better the quality of the products offered by Zoya, the higher the consumer purchasing decisions for Zoya's products. Then, hypothesis H2 is declared accepted.

3. The study's results explain that brand experience significantly positively influences purchasing decisions with a p-value of 0.000 <0.05, meaning that the better the brand experience received by consumers, the higher the consumer's decision to use Zoya products. Then the H3 hypothesis is accepted.

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