

## ABSTRACT

### **FARIZ MUHAMMAD 2023, THE INFLUENCE OF HALAL LABEL, PRODUCT QUALITY AND PRICE ON PURCHASE DECISION OF PACKAGED FOOD PRODUCTS IN ARGASARI VILLAGE, TASIKMALAYA CITY.**

*With the majority of Indonesia's population practicing Islam, they need halal-certified packaged food products. These products must also meet quality standards and reasonable prices for consumers. Halal labeling, product quality and price are some of the factors that influence purchasing decisions. The purpose of this study was to determine the effect of halal labeling on product quality and price on purchasing decisions for packaged food products both partially and simultaneously.*

*This study uses a quantitative method with a descriptive approach. The sampling technique used was purposive sampling technique. Data was collected using a questionnaire with a Likert scale. The population in this study were people in Argasari Village who had purchased packaged food products in the last month with a sample of 100 respondents.*

*The results of the study are as follows: 1) Halal labels influence purchasing decisions with a coefficient of determination of 24.1% and a t-test value of 5,583; 2) Product quality influences purchasing decisions with a coefficient of determination of 33.1% and a t-test value of 6,965; 3) Prices affect purchasing decisions with a coefficient of determination of 27.6% and a t-test value of 6,110; 4) The halal label of product quality and price influences purchasing decisions with a coefficient of determination of 46.9% and an F test value of 28.27.*

*The halal label, product quality and price have a positive and significant effect on purchasing decisions both partially and simultaneously, so that all hypotheses are accepted.*

***Keywords: Purchase Decision, Halal Label, Product Quality, Price, Packaged Foods***