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The Influence of Product Quality on Repurchase Decision through Halal Label as a Mediating Variable in Culinary Businesses

Fitri Desiyani Rahayu [1] , Ila Navilah [2*] , Sri Rokhlinasari [3*]
[123]*Islamic Economics, Faculty of Islamic Economics& Business,IAIN Syekh Nurjati Cirebon*
(*Email Correspondence: fitridesiyanirahayu@gmail.com)

KEYWORDS
quality product , decision buy back, halal labeled

ABSTRACT
The number of company chicken crushed Which has present in City Cirebon in a number of year final like Bensu's geprek , chicken crushed Mr. Boy , chicken crushed Backpack , chicken crushed Prince and other brands are on the rise diverse make competition in business the more tight , because due to the large number of choice dish chicken crushed with variety of flavors, textures and prices in accordance with quality product Which offered . By Because That , study This aim For analyze How influence quality product chicken crushed Mr. Boy to decision Buy back . Method used in study This is method quantitative and technique taking sample that is purposive sampling applied to the sample selected that produces 100 respond legitimate. Analysis data technical Which used is track analysis. Research result show that variables quality product own mark statistics T as big as 4,940 prob 0.000 ≤ 0.05 which means that quality product influential significant regarding halal labels, quality products also affect decision buy back , matter This proven with The t-stat value is 6.391, prob 0.000 ≤ 0.05, the halal label variable influences decision buy back , thing This proven with mark t statistic of 2.502 and p value of 0.015 ≤ 0.05, and the variable quality product No influential to decision buy back through halal label, thing This proven with Sobel test value of 0.223 ≤ t table 1.984.

INTRODUCTION

Development business happen with rapid growth diverse business happening everywhere. The number of diverse brands and products make market competition the more strict . Every consumer own Lots various choice product or the brands they want For consumed in accordance with need each of them . The tightness competition make every perpetrator business sued For emit all the abilities they have have to be able to compete in the market. The more tightness competition existing businesses with type same business make every company the more sued For move more fast in interesting consumers . One of the businesses that have fierce competition moment This is business in the field food . (Santri Zulaicha, 2016).

According to Ferdinand (2016) interest buy consumer can interpreted as interest buy that reflects desires and wishes consumer For buy something product . Purchase interest repeated by consumers is something the desire that arises For do purchase back to the same product / service Because satisfaction ever he felt . Satisfaction here can in matter quality product and quality services received by consumers .

The number of business Ayam Geprek is present in the city of Cirebon in a number of year final This like Geprek Bensu, Mr. Boy's Crushed Chicken , Backpacker's Crushed Chicken, Ayam Geprek Pangeran and other brands that are increasingly attractive diverse make competition in the field business the the more tight , because due to the large number of variety of choices Chicken dishes Crushed with variation flavor, texture , price Which in accordance with quality product which is presented . Wrong One Chicken Crushed Which capable endure as well as compete in market until moment This is Mr. Boy's Crushed Chicken.

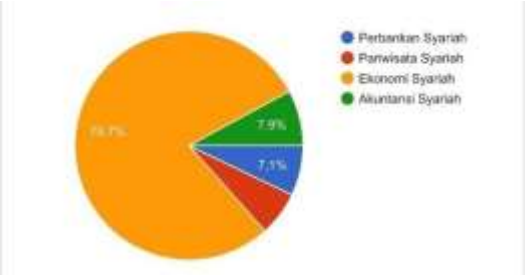
Table 1. Income Smashed chicken Mr. Boy

Day	Month	Results
26 Days	12 Months	Rp. 4,056,000,000

Data average income dirty per day X 26 day X 12 month = Calculation / results dirtyobtained from Ayam Geprek Mr. Boy in annual Rp. 13,000,000 X 26 day = Rp. 338,000 X 12 month = Rp. 4,056,000,000 (Not enough more money circulation in a year around 4 billion at Mr. Boy's Fried Chicken) (source) : chicken web crushed Mr. Boy)

Price Which in offer relatively cheap , Because consumer Which targeted by Chicken Geprek Mr. Boy ini is consumer medium down (student) Pak Boy's Crushed Chicken Still still endure in competition Chicken crushed in Jl. Struggle Cirebon. Smashed chicken Mr. Boy has become favorite student State Islamic University (IAIN) Cirebon and student which is around Jl . Perjuangan For buy Mr. Boy's Crushed Chicken.

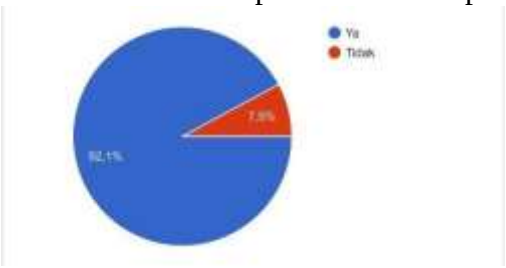
Communication from mouth mouth happen compilation customer start talk about something about What Which has they Flavor after consume or use something product about services , brands , and quality from brand used (Susanti, 2016). Communication from mouth mouth is one of the factors that can influence interest buy consumers on products food .



Picture 1. Results Survey Pre-Research Enjoyer Chicken Crushed Mr. Boy to FEBI IAIN Syekh Students Nurjati Cirebon

Source Data : Pre-Research , 2023

Based on survey pre-research there is 7.1% of students Banking Sharia, 7.9 % student Sharia Accounting , 78.7% of Sharia Economics students , 6.3% of students Sharia Tourism in consuming Pak Boy's Crushed Chicken. In the data Lots students who consume Mr.Boy's Crushed Chicken food and maybe will make a purchasing decision repeat *(Buy back)*, of course also applies to FEBI IAIN Syekh students Nurjati Cirebon has potential consume food fast serving This in accordance with need In line in Islam , excesses in all in accordance is reprehensible and prohibited .



Picture 2. Results Survey Pre-Research Re-Buying Decision Chicken Crushed Mr. Boy On Student FEBI State Islamic University (IAIN) Sheikh Nurjati Cirebon

Source Data : Survey Pre-Research , 2023

Based on the data above , many students who make Purchase Decisions Re - Buying Ayam Geprek Mr. Boy. In case do decision purchase repeat (Buy Back), besides factor ideals flavor Which explanation previously , there is factor prices that affect consumers . Price also plays a role role important in determine interest buy repeat consumers . In do purchase , factor price is more factors Formerly noticed , then customized with his abilities themselves and consumers see price For consider in the purchase . Company must always monitor price Which set by competitors , so that price Which determined company the No too tall Because important for marketers For set the right price so that can push customers do interest buy repeat in company Which The same (Empress N. D., 2021). If set price company No in accordance with benefit product , then level satisfaction customer can decrease , And on the contrary . When mark Which felt consumer the more high , then will create satisfaction customers (Gofur , 2019).

Study This aim For know factors that influence decision buy back consumer to product chicken crushed . Based on activity study purposeful basis get information For developed with phenomenon latest from research previous studies about consumer repurchase decisions and their impact with taste , price and menu variety , then development study This focus on process verify or test various type results study and the concept that has been There is previously , whether Still relevant with phenomenon latest or even no . thing This useful For ponder effectiveness topic or themes researched in the past at a time become problem solving on existing problems moment This

LITERATURE REVIEW

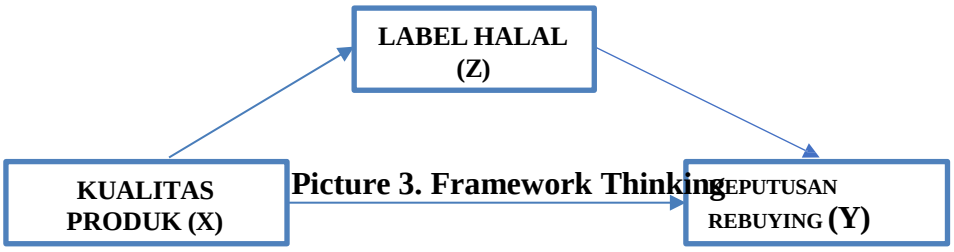
A number of study previously become inspiring For study this . Research from the previous used as references . First , CM Puspita, and A. Budiatmo (2020) entitled The Influence of Price and Product Quality On Purchasing Decisions With Purchase Interest as an Intervening Variable (Study on Wolter Monginsidi Rocket Chicken In Semarang City) . Second , research conducted by SA Shabrina , And A. Budiatmo (2020) " Influence Quality Product And Price To Purchase Interest Repeat With Decision

Purchase As Variables Intervention On Dutch Bakery Pandanaran Semarang". Third , research was also conducted by M. Rifqi, N. Ngatno, and HS Nugraha (2022) entitled " Influence Quality Products and Prices for Honda Motorcycle Buyback Type Automatic with Satisfaction as Variables Mediation (Study on Automatic Motorcycle Users in Semarang City)". Fourth , Research done by Ipan Hilmawan (2019) Which titled Influence Quality Product And Price against Decision Purchase With Interest Buy As Variables Intervention . Fifth , Research about " Influence Halal Labeling , Quality Product , and Purchase Interest on Purchasing Decisions (Literature Review Management Marketing)" has conducted by Ayu Paramita, Hapzi Ali, Fransiskus Dwikoco (2022).

From results between study first with study This , so can withdrawn equality . First , using buying interest . Second , using variable intervention . As for what becomes differentiator between study previously with study this . First , the researcher No use price to interest buy repeat with decision purchase . Second , time study that is study This conducted in 2023-2024 . Third , the subject study that is IAIN Syekh students Nurjati Cirebon. And the fourth , namely location research at IAIN Syekh Nurjati Cirebon.

Framework Thinking

According to Purnomo, et al (1998), the framework thinking explain symptoms that become object problem Which discussed as well as arranged based on Review library and results study Which relevant . Based on theory Which has presented previously that in study This can seen connection between quality products , halal labels, and repurchase decisions .



Picture 3. Framework Thinking

RESEARCH METHODS

Study This is study quantitative . Quantitative methods This aim For test hypothesis that has been set and used For research on population and sample specific , data collection with use instrument research , as well as analysis population and sample certain , Meeting data with use instrument research , as well as data analysis that is quantitative or statistics . Research This conducted on the IAIN Syekh campus Nurjati Cirebon Faculty of FEBI.

On study This Which made into population is student State Islamic University (IAIN) Sheikh Nurjati Cirebon at the Faculty of FEBI, student This is group age teenagers who are active in social media and become age productive who do purchase of Fried Chicken. And got population that is as many as 2,398 people matched . Retrieval technique sample in study This using Nonprobability Sampling , namely Purposive Sampling with use Slovin's formula . From the results calculation obtained A total of 100 samples were used as respondents . In the study This researchers collect primary data with use questionnaire that is , preparing a number of related questions with need later research Korean people online . Secondary data in research This in the form of a number of literature like books , journals and articles .

Regarding data collection techniques in research This is documentation , and

questionnaires . Data analysis includes data quality testing , validity testing, and reliability testing . Assumption testing classic used in study This includes normality test , multicollinearity test, heteroscedasticity test . For know influence between variables independent with variables depends so done tests hypothesis in study This includes : Significance testing partial (t-test), significance test simultaneous (F) And Test coefficient determination (adjusted R2). Whereas , For testing the intervening influence variables used method analysis path /path analysis (Layaman, 2022).

RESULTS AND DISCUSSION

Description General Respond

Amount respond in study This as much as 100 person customer Mr. Boy. all of them 60 participant study This is Woman . Respond man member 40 people from total respondents . Part big consumer on business culinary Mr. Boy is women . And out of 100 respondents there are 35% of Islamic Economics major , can withdrawn conclusion that amount Major Most students in research This that is Department of Islamic Economics.

Test Validity And Reliability

Test reliability aim For measure something questionnaire Which is something variable . Method Which used For test reliability questionnaire in study This is with conduct statistical tests *Cronbach Alpha* > 0.6 (Sugiyono , 2017). Results from reliability testing is as following :

Reliability Test Results

Variables	*Cronbach Alpha*	N from *Goods*	Information
Quality Product (X)	0.882	8	Reliable
Label Halal (Z)	0.940	6	Reliable
Decision Buy back (Y)	0.893	7	Reliable

Source : Primary Data processed , 2024

Table 2. shows that mark *Cronbach 's alpha* each variables more big from 0.6. It can be concluded that all statement items in questionnaire This reliable . Test validity used For measure legitimate or legitimate whether or not something questionnaire , done test validity instrument (item question) so that can known eligibility from use grains statement in study .

Table 3. Results Validity Test Quality Product (X)

Statement	r value table	r value count	Information
Material Baku 1	0.000	0.723	Legitimate
Material Baku 2	0.000	0.744	Legitimate
Material Baku 3	0.000	0.816	Legitimate
Material Baku 4	0.000	0.704	Legitimate
Material Baku 5	0.000	0.756	Legitimate
Method Presentation 1	0.000	0.780	Legitimate
Method Presentation 2	0.000	0.698	Legitimate
Packaging	0.000	0.770	Legitimate

Source : Data primary that processed , 2024

Based on the table above , can seen that all statement variables Quality

Product own mark R count Which more big from mark R table . So that can Advanced that statement from variables Quality Product declared valid.

Table 4. Results Validity Test Label Halal (Z)

Statement	r value table	r value count	Information
Picture	0.000	0.872	Legitimate
Writing Halal	0.000	0.852	Legitimate
Attachment In Packaging 1	0.000	**0.908**	Legitimate
Attachment In Packaging 2	0.000	0.879	Legitimate
Combination Picture and Writing 1	0.000	0.897	Legitimate
Combination Picture and Writing 2	0.000	0.852	Legitimate

Source : Data primary that processed , 2024

Based on the data table above , can seen that all statement Halal Label variable has higher calculated r value big from r table value . So that can Advanced that statement from The Halal Label variable is declared valid.

Table 5. Results Test Validity Rebuying Decision (Y)

Statement	r value table	r value count	Information
Choice Product 1	0.000	0.703	Legitimate
Choice Product 2	0.000	0.758	Legitimate
Method Payment	0.000	0.718	Legitimate
Time Purchase 1	0.000	0.775	Legitimate
Time Purchase 2	0.000	0.785	Legitimate
Place Purchase 1	0.000	0.815	Legitimate
Place Purchase 2	0.000	0.880	Legitimate

Source : Primary Data Which processed , 2024

Based on the data table above , can seen that all statement variables *Rebuying* has higher calculated r value big from r table value . So that can Advanced that statement from variables *Rebuying* is declared valid.

Test Assumptions Classic

Normality test aim For test what data is obtained normally distributed or not normal. In the normality test , the tester using the Kolmogorov - Smirnov test with SPSS 23 software assistance and reading sig value for each variable . If mark significance >0.05 so mark remainder distributed normal And If mark significance <0.05 then residual value no normally distributed .

Results test normality data use method Kolmogorov-Smirnov can seen mark significance more big from 0.05 that is with mark 0.199 so that can Advanced that the data normally distributed . In addition to using table , normality test can also be done proven through picture P-Plot. As for picture P-Plot on study This like seen in the picture under This .

Figure 4.
Normality Test Graph Normal Probability



On picture in on seen that chart Normal *Possibility Plan* show pattern chart Which normal. Matter This can seen from point Which its distribution follow or approaching the diagonal line. Therefore that , can Advanced that the data is normally distributed .

Testing multicollinearity done For know There is or whether or not correlation between variables in the regression model . The return method decision that is the more small mark *Tolerance* and more big VIF value then the more approach Existence problem multicollinearity . In most people study mention that If More *tolerance* than 0.1 and VIF less out of 10 then No happen multicollinearity .

Table 6. Test Multicollinearity

Variables	VIF	Information	Tolerance	Information
Quality Product	1,830	Value ≤ 10	0.546	Mark Tolerance ≥ 0.1
Label Halal	1,830	Value ≤ 10	0.546	Mark Tolerance ≥ 0.1

Source : Data primary that processed , 2024

Table on show VIF value of each variable ≤ 10, whereas Tolerance value of each variable ≥ 0.1 so that can The data is explained in study This No happen multicollinearity and meets the assumption test classic multicollinearity .

Testing heteroscedasticity For know whether in a regression model happen inequality variants from remainder from One vision to other observations . If the variant from residual one vision other observations remain the same , then called Homoscedasticity . Good regression model No happen heteroscedasticity :

Table 7. Test Heteroscedasticity

Model		Unstandardized Coefficients		Standard Coefficient	T	Signatu re.
		B	Standard Error	Beta		
1	(Constant)	4,622	1,541		3,000	,003
	Quality Product	- ,112	,062	- ,243	-1,799	.075
	Halal Label	,054	.070	,104	,774	,441

Source : Data primary that processed , 2024

Table 7. above from Glejser test theory show Sig. value of variable X = 0.075 and Z 0.441 so that can The data is explained in study This No happen heteroscedasticity Because mark significance (Signature) ≥ 0.05, so in conclusion is No happen heteroscedasticity in the regression model .

Test Hypothesis

Test T (Partial Test)

For see whether There is influence direct variables quality product in a way part regarding the halal label then T test is used . For see size influence direct so can seen from beta number or *standardized coefficient* below This :

Table Number 9 Test T (X) To (Z)

Coefficient [a]

Model		Not standardized Coefficient		Standardization Coefficient	T	Signature.
		B	Standard Error	Beta		
1	(Constant)	13,688	2,485		5,509	.000
	Quality Product	,371	.075	,446	4,940	.000

A. Depends Variables: Label Halal

Source : Data primary that processed , 2024

Based on results study said , obtained number of 0.000. This figure show that level significance of 0.05 more small or The same with mark level significance (Sig) (0.05 ≥ 0.000) so that H0 is rejected and Ha is accepted . This means that there is influence direct between variables quality product (X) to the label halal (Z). The size influence Quality Product to Label Halal is as big as 0.446 or 44.6%.

D obtained number of 0.000. This figure show that level No significance of 0.05 more big or The same with mark level No significance (Sig) (0.05 ≥ 0.000) so Ha is accepted and Ho is rejected . That means , there is influence direct between variables quality product (X) against repurchase decision (Y). The amount influence quality product to the rebuying decision is of 0.542 or 54.2%.

Table 11. Test T Label Halal (Z) To Decision *Buy back* (Y)

Coefficient [a]

Model		Unstandardized Coefficients		Standard Coefficient	T	Signature.
		B	Standard. Error	Beta		
1	(Constant)	18,820	3,558		5,289	.000
	Label Halal	,342	,137	,245	2,502	,014

A. Depends Variables: Buy back

Source : Data primary that processed , 2024

Based on results study said , obtained number of 0.014. This figure show that level significance of 0.05 more big or The same with mark level significance

(Signature) (0.05 ≥ 0.014) so that Ha accepted And O rejected . That that is , there is influence direct between halal label variable on decision *buy back* is of 0.245 or 24.5%.

Test Coefficient Determination (R^2)

Table 4. Test Coefficient Determination (R^2)

Model Summary

Model	R	R Square	Customized R Square	Standard. Error from Estimate
1	,542 [a]	,294	,287	2.96402

A. Predictor: (Constant), Quality Product

Source : Primary data Which processed , 2024

Number the show that size influence quality product towards the halal label is 29.4% and the rest 70.6 % influenced other factors , namely other variables outside the research model This .

Sobel test

Sobel test used For measure whether variables mediation in study This is the halal label included influence variables independent from variables dependent , in testing following is the hypothesis :

$$z = \frac{ab}{sab} = \frac{0,1268}{0,5693} = 0,223$$

From calculation on , there is mark T count as big as 0.223. With thus 0.223 ≤ t table of 1.984 then then Ho is accepted . So can Advanced that No there is influence No direct between quality product to decision *repurchase* through label 1 as variables mediation :

Influence direct variables quality product (X) to label halal (Z)

Based on Testing and data analysis shows that there is significant influence between variables quality product regarding the halal label . This is proven with known hypothesis test results that t- count 4.940 ≥ t- table 1.984 and the value significance 0.000 ≤ *alpha* 0.05. Business culinary Mr. Boy very close together with IAIN Syekh Campus Nurjati Cirebon and became consumption daily for The majority of students is Muslim , where they has form pattern special in consume something product foods that require all over his people For prioritize halal . Matter This Also in line with study previously Which conducted by Pramita, et al (2022). Halal labeling is inclusion of halal statements on packaging products to display product the Already state halal products . Company Which has passed test halal And Already listed labeling halal in product so consumer can evaluate For increase purchase of products business the .

Influence direct variables quality product (X) to buy back (Y)

Research result This show that there is influence direct variables quality product (X) against *buy back* (Y). This is proven with results analysis known path that t- count 6.391 ≥ t- table 1.984 and the value significance 0.000 ≤ *alpha* 0.05. Quality product is traits and characteristics something goods or influential services on his abilities For satisfying need Which stated or

implied . This is in accordance with Mowen and Minor's theory (2022) which states that quality product as evaluation overall customer to results from performance goods or service . Quality product considered Can measure how much big benefits obtained consumer in something products that will be purchased . The company will compete create or give quality good product in the eyes its consumers so that consumer can use it as material consideration . If the consumer feel satisfaction to something product Because in accordance with his personality so consumer will do purchase return to product the results . study This in accordance with study Which done by Farida (2020) Which show that variables quality product influential significant positive to *Repurchase Intention.*

Influence direct variables label halal (Z) to buy back (Y)

Research result This show that there is influence direct halal label variable (Z) against *buy back* (Y). This is proven with results calculation known hypothesis that t- count 2.502 ≥ t- table 1.984 and the value significance 0.014 ≤ *alpha* 0.05. Quality product is traits and characteristics something goods or services that affect the ability For satisfying stated needs or implied . Its influence halal labeling of decision *buy back,* because with the existence of a halal label will more increase intense customer in decide purchase . The halal label aim For more convincing customer on halal something products that will be purchased , thing it also becomes one of the consideration in do purchase . This is also in line with Putri's research (2023) states that halal label variable has an effect positive to decision *buy back* . Halal food of course fulfil the principle of " *Halal" Thayyiban "* . Halal in question that material or content in food must in accordance with sharia Islam Good in his earnings and its management .

Influence Quality Product (X) to Decision Buy back (Y) through Halal Label (Z) as Variables Mediation .

Results of the Sobel test show that t - value of 0.223. With thus 0.223 < t table of 1.984 then can Advanced that quality product No influential significant to repurchase decisions through halal labels as variables mediation or in a way No direct label halal No capable mediate influence quality product to decision buy back. Influence Which No significant from label

halal as mediation between quality product to consumer rebuying decisions shows less halal label become attention in create interest buy Recycle . There is a halal label on the packaging crushed Mr. Boy only capable create a sense of satisfaction but No until cause interest buy repeat . In line with research conducted by Afandi *et al* ., (2023) halal labels do not capable mediate quality product to decision buy back, Because consumer believe while product the is at in an area which *is known to be* is majority consumer Muslims , then product the believed guaranteed its halalness .

CONCLUSION

Based on results analysis Which done researchers , so can withdrawn conclusion that There is influence direct between variables quality product to label halal, There is influence direct between variables quality product to decision *rebuying.* There is influence direct between halal label variable on decision *rebuying.* There is no influence direct between variables quality product to decision *buy back* through the halal label as variables mediation .

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