THE EFFECT OF BRAND IMAGE, PRODUCT INNOVATION, AND HALAL LABELIZATION ON PURCHASE DECISIONS
(Case Study on Bakso Boedjangan Rawamangun)

1st Danang Rahmat Hidayat, 2nd Dr. Engkur, S.IP., ME.
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Jl. Cipinang Kebembem IX Rt 004 Rw 013
No.59 Kelurahan Pisangan Timur,
Kecamatan Pulo Gadung Jakarta Timur
danangrahmath08@gmail.com

Abstract - *This study aims to determine the effect of brand image, product innovation, and halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun.*

The strategy used is an associative strategy. The research method used in this study is a survey method, using a questionnaire as a data collection tool. Respondents who were the samples in this study were 80 customers of Bakso Boedjangan Rawamangun. The analytical tool used SPSS with the coefficient of determination analysis techniques and hypothesis testing both partially and simultaneously.

The results showed that the contribution of the influence of brand image on purchasing decisions was 14%; contribution of the influence of product innovation on purchasing decisions by 27.8%; contribution of the effect of halal labeling on purchasing decisions by 11%; and the contribution of the influence of brand image, product innovation, and halal labeling on purchasing decisions by 61%. The results of partial and simultaneous hypothesis testing, significant brand image, halal labeling, and product innovation on purchasing decisions at Bakso Boedjangan Rawamangun.

The findings of this study are useful for Bakso Boedjangan Rawamangun to always maintain purchasing decisions..

Keywords: Brand Image, Product Innovation, Halal Labeling,Buying decision

Abstrak– Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, inovasi produk, dan labelisasi halal terhadap keputusan pembelian pada Bakso Boedjangan Rawamangun.

Strategi yang digunakan adalah strategi asosiatif. Metode penelitian yang digunakan dalam penelitian ini adalah metoda survei, dengan menggunakan kuesioner sebagai alat pengumpulan datanya. Responden yang menjadi sampel dalam penelitian ini adalah pelanggan Bakso Boedjangan Rawamangun berjumlah 80 orang. Alat analisis yang digunakan SPSS dengan teknik analisis koefisien determinasi dan pengujian hipotesis baik secara parsial dan simultan.

Hasil penelitian menunjukkan bahwa kontribusi pengaruh citra merek terhadap keputusan pembelian sebesar 14% ; kontribusi pengaruh inovasi produk terhadap keputusan pembelian sebesar 27,8% ; kontribusi pengaruh labelisasi halal terhadap keputusan pembelian sebesar 11% ; dan kontribusi pengaruh citra merek, inovasi produk, dan labelisasi halal terhadap keputusan pembelian sebesar 61%. Hasil pengujian hipotesis secara parsial dan simultan citra merek signifikan, labelisasi halal, dan

inovasi produk terhadap keputusan pembelian pada Bakso Boedjangan Rawamangun.

Temuan hasil penelitian ini bermanfaat untuk Bakso Boedjangan Rawamangun untuk senantiasa mempertahankan keputusan pembelian

Kata kunci : Citra Merek, Inovasi Produk, Labelisasi Halal,
Keputusan Pembelian

I. PRELIMINARY

In meeting his needs, a consumer must choose the goods and services he will consume. The number of choices available, the conditions faced, as well as the underlying considerations that then make the decision making of one individual different from another individual. One of the most basic human needs according to Maslow (2010) is the need for food in which every human being will try to meet these needs in various ways. Since long ago, food has been in the top ranks of meeting human needs, so that food problems are categorized into primary needs or basic needs. With food, humans can continue their life so that that reason makes humans unable to give up their food needs

The halal label issued by certain institutions and institutions must be addressed wisely, this institution is definitely aimed at protecting Muslims from consuming prohibited products. With the labeling of halal products, it helps people to be more careful in consuming the product and there is no longer any doubt in it because there is already an institution that guarantees its halalness. (Anwar, 2014)

Based on the description above, the writer will conduct research under the title The Influence of Brand Image, Product Innovation, and Halal Labeling on Purchasing Decisions (Case Study on Bakso Boedjangan Rawamangun). Researcherchose the Boedjangan Meatball product, because Boedjangan Meatball is a culinary place among young people and already has many branches throughout Indonesia as well as many menus that are served so that visitors are never empty, even in some places (branches) have a waiting list.

1.1. Formulation of the problem

Based on the above background, the problems that will be investigated by researchers are:
1. Does brand image affect purchasing decisions at Bakso Boedjangan Rawamangun?
2. Does product innovation affect purchasing decisions at Bakso Boedjangan Rawamangun?
3. Does halal labeling affect purchasing decisions at Bakso Boedjangan Rawamangun?
4. Do brand image, product innovation, and halal labeling simultaneously influence purchasing decisions at Bakso Boedjangan Rawamangun?

1.2. Research purposes

Based on the formulation of the problems that have been determined above, the objectives of this study are:
1. To analyze the effect of brand image on purchasing decisions at Bakso Boedjangan Rawamangun.
2. To analyze the effect of product innovation on purchasing decisions at Bakso Boedjangan Rawamangun.
3. To analyze the effect of halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun.
4. To analyze the effect of brand image, product innovation, and halal labeling simultaneously on purchasing decisions at Bakso Boedjangan Rawamangun.

II. LITERATURE REVIEW

2.1. Marketing

MenAccording to Kotler and Armstrong (2014) marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. According to Sunyoto (2015) marketing is total business designed to plain, price, promote, and distribute want tisfying products to target market to achieve organizational objectives. (Marketing is a system of total business activities designed to plan, price, promote and distribute goods that can satisfy desires and achieve target markets and company goals).

2.2. Brand image

Sitinjak (2016)stated that brand image is a very important aspect of a brand and can be based on reality or fiction depending on how consumers perceive it. Brand image tends to a memory system about the brand which contains the target market's interpretation of product attributes, benefits, situations, uses, users and company characteristics. Brand image (brand image) is a representation of the overall perception of a brand and the form of information and past experiences with that brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. Setiadi (2013: 180) states that brand image is not contained in features, technology or the type of product itself, the image arises because of advertisement, promotion or use. Through a brand image, consumers can identify products, evaluate quality, reduce purchase risk, and gain certain experiences and get certain satisfaction from a product.

2.3. Product innovation

According to Tontowi (2016) innovation is defined as the realization of new ideas resulting from creativity. Still in Tontowi (2016) innovation = (creativity) x (risk taken), because realizing new ideas requires courage to take risks. The broader meaning of innovation, innovation is the realization of new ideas into real products that have commercial and beneficial values. Kotler and Keller (2016) new customer-centric product development focuses on finding new ways to solve customer problems and provide a more experience for customers. Dhewanto et.al, (2015) The essence of an innovation activity is how to carry out an activity that can add value and advantages from the current state or condition.

2.4. Halal labeling

According to Sunyoto (2013), labels have a close relationship with marketing. The label is a part of a product that conveys information about what is in the seller of the product itself. Labeling is a very important product element which deserves close attention in order to attract consumers.

2.5. Buying decision

According to Swastha and Irawan (2012: 105), purchasing decisions are consumers' understanding of the wants and needs for a product by assessing existing sources by setting purchase objectives and identifying alternatives so that decision making to buy is accompanied by post-purchase behavior.

2.6. Relationship between Research Variables
2.6.1. The influence of brand image on purchasing decisions

Brand image is something that is important in creating consumer purchasing decisions, a good brand image is a brand image that creates a positive value for a brand, so that consumers will always think positively about the brand and will lead to consumer purchasing decisions in meeting consumer needs. In creating a good image for consumers,

the company must carry out various strategies to create new opportunities in the eyes of consumers by creating a brand image that can be accepted by consumers and produce something positive in the minds of consumers, in order to create consumer confidence in the products sold by the company. If the product's brand image has a positive value in the eyes of consumers, it will lead to high purchasing decisions for the products desired by consumers. Not only that, brand image can influence purchasing decisions, it has also been strengthened by previous research.

2.6.2. Effect of product innovation on purchasing decisions

Innovation is an organized creative effort based on science and technology in transforming goods and services to be better than before. Where innovation can be in the form of new designs, the creation of new benefits and the use of new technologies. Product innovation is the development of original products, improved products, modified products and new brands through the company's own research and development efforts (Kotler and Amstrong, 2014).Product innovation is closely related to purchasing decisions because innovation can make products different in the eyes of consumers so that consumers are more interested in buying these products than competitors' products. Product innovation in accordance with consumer expectations will be able to attract consumers to use these products. The better the service provided will affect the level of consumer satisfaction, this will trigger consumers to make repeat purchases.

2.6.3. The effect of halal labeling on purchasing decisions

Label is any information regarding a product in the form of an image, writing, a combination of both, or any other form included with the product, included in, attached to, or is part of the product packaging. While the Purchasing Decision put forward by Kotler consists of 5 stages, namely: introduction of needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Purchasing decisions can be influenced by beliefs and attitudes. Belief in halal products and consumer attitudes after this belief can influence purchasing decisions. In this study, it is used to see whether there is an influence or not between the halal label and purchasing decisions.

2.7. Hypothesis Development

Sugiyono (2016: 88) states that a hypothesis is a provisional statement or the most likely conjecture that remains to be sought. In the following, the authors put forward the research hypothesis as follows:

H1:   It is suspected that brand image is significant towards purchasing decisions
H2:   It is suspected that product innovation is significant towards purchasing decisions
H3:   It is suspected that halal labeling is significant towards purchasing decisions
H4:   Simultaneously, brand image, product innovation, and halal labeling are suspected to be significant on purchasing decisions

2.8. Research Conceptual Framework

The identification of the variables in this study, namely:

1. Bound Variable (Dependent Variable)
   According to Sugiyono (2013) the dependent variable is a variable that is influenced or becomes the result, because of the independent variable. The dependent variable in this study is the purchase decision (Y).
2. Independent Variable (Independent Variable)
   According to Sugiyono (2013), independent variables are variables that influence or cause changes or influence. The independent variables in this study are brand image (X1), product innovation (X2), and halal labeling (X3).

The thinking framework is a conceptual model of how theory relates to various factors that have been identified as important problems, so the research framework can be seen in Figure 2.1 below:
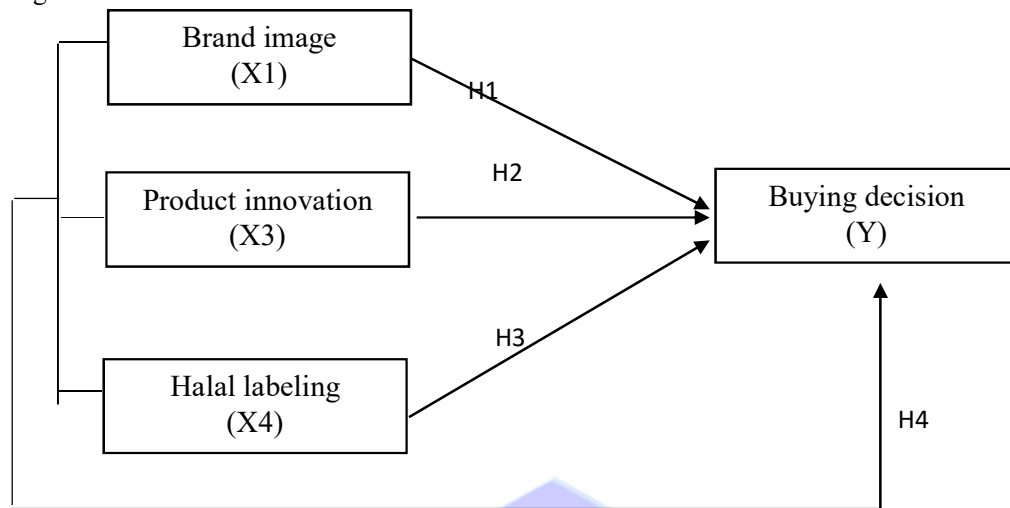
Figure 2.1. conceptual framework

III.   RESEARCH METHOD

3.1. Research Strategy

The research method is a scientific way to obtain data with specific purposes and uses (Sugiyono 2015: 24). The research strategy used in this research is the associative research strategy. Associative research strategy is a method of examining an object that aims to determine the relationship between two or more variables. In this case the researcher intends to determine the relationship between variable X1 (brand image) variable X2 (product innovation) variable X3 (halal labeling) with variable Y (purchase decision) in Bakso Boedjangan, Rawamangun Branch.

3.2.   Population and Sample

Population is a combination of all the elements that make up events, things or people that form similar characteristics that become the center of research attention because it is seen as a research universe (Ferdinand, 2016). So that the results of the research conducted on the sample can still be trusted to represent the characteristics of the population, then the sampling method is carried out carefully (Hendrayadi and Suryani, 2015: 189).

. Determination of the number of samples in this study using the Slovin formula with an error rate of 5%, so that the level of reasonableness of errors in sampling can still be tolerated in this study. The Slovin formula used in determining the number of samples, namely:

$$n = \frac{N}{1 + Ne^2} \quad ....\ (3.1)$$

Information:

    n = Sample size
    N = Population size
    e = Error rate (5%)

The sample calculation using the Slovin formula is as follows:

$$n = \frac{100}{1+100.(5\%)^2} = \frac{100}{1,25} = 80$$

So, the number of samples used in this study was 80 people.

3.3. Data Analysis Methods
3.3.1. Data processing methods
The data obtained were then processed using SPSS software. SPSS software is used to facilitate data processing, so that the results are faster and more precise. Where editing and coding are done. Editing is the first stage in processing data obtained by researchers from the field by checking the possibility of respondent's answer error and the uncertainty of respondent's answer. Coding is giving or a certain sign or code to alternative answers of a kind or classifying so that it can facilitate researchers about tabulation.

3.3.2. Method of presenting data
In this study the data collected is presented in the form of a table to make it easier to analyze and understand the data so that the data presented is more systematic. Where tabulation is done. Tabulation is the calculation of data that has been collected in each category until it is arranged in an easy to understand table. The data obtained, after being processed and sorted, will be used for statistical analysis of the data in accordance with the research objectives. The data analysis used is the analysis of the coefficient of determination and hypothesis testing.

3.3.3. Statistical analysis of data
To discuss the results of the study, the authors used paired data based on the data obtained. Because there is more than one independent variable, namely three independent variables and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

1. Analysis of the Coefficient of Determination (R^2)

    Analysis of R^2 (R square) or the coefficient of determination is used to determine how much the percentage contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is zero to one (0-1). If the value of R^2 is close to 1 (one), it can be said that the stronger the model is in explaining the independent variables against the dependent variable. conversely, if R^2 is close to 0 (zero), the weaker the variation in the independent variable explains the dependent variable. (Priyatno, 2012: 125) To state the size of the contribution of the independent variable to the dependent variable, the formula for the coefficient of determination can be determined as follows:

    a. Partial determination coefficient
       1) Contribution of the influence of brand image on purchasing decisions
          $R2_1$ = $(r_{Y1.23})$ 2. 100% .... (3.2)
       2) Contribution of the influence of product innovation on purchasing decisions
          $R2_2$ = $(r_{Y2.13})$ 2. 100% .... (3.3)
       3) Contribution of the effect of halal labeling on purchasing decisions
          $R2_3$ = $(r_{Y3.12})$ 2. 100% .... (3.4)

    b. The coefficient of determination together
       Contribution of the influence of brand image, product innovation and halal labeling together on purchasing decisions
          $R2_4$ = (r_{Y123}) 2. 100% .... (3.5)

    Information :
    $rY1.23$ = Partial correlation coefficient between X1 and Y (X2 and X3 = constant)
    $rY2.31$ = Partial correlation coefficient between X2 and Y (X1 and X3 = constant)

rY3.12 = partial correlation coefficient between X3 and Y (X1 and X2 = constant)

rY123 = Multiple correlation coefficient

R12 = coefficient of partial determination between X1 and Y

R22 = coefficient of partial determination between X2 and Y

R32 = coefficient of partial determination between X1 and Y

R42 = coefficient of determination multiple between X1 X2 X3 and Y

X1 = Brand Image

X2 = Product Innovation

X3 = Halal labeling

Y   = Purchase Decision

2. Hypothesis test
   a. Partial hypothesis testing
      1) Effect of X1 on Y

      Ho: $\rho_{y1.23} = 0$ (Partially the population correlation coefficient between brand image and purchase decisions is not significant).

      Ha: $\rho_{y1.23} \neq 0$ (Partially the population correlation coefficient between brand image and purchasing decisions is significant).

      2) Effect of X2 on Y

      Ho: $\rho_{y2.13} = 0$ (Partially the population correlation coefficient between product innovation and purchase decisions is not significant).

      Ha: $\rho_{y2.13} \neq 0$ (Partially the population correlation coefficient between product innovation and purchasing decisions is significant).

      3) Effect of X3 on Y

      Ho: $\rho_{y3.12} = 0$ (Partially the population correlation coefficient between halal labeling and purchasing decisions is not significant).

      Ha: $\rho_{y3.12} \neq 0$ (Partially the population correlation coefficient between halal labeling and purchasing decisions is significant).

      To test the effect of independent variables on the dependent variable partially, it is seen from the P-value compared to α (5% = 0.05)

      Ho is rejected if the P-value <0.05

      Ho is accepted if the P-value> 0.05

   b. Simultaneous hypothesis testing

      Effect of X1X2and X3 against Y

      Ho: $\rho_{y123} = 0$ (Multiple population correlation coefficient between brand image, product innovation and halal labeling with purchase decisions is not significant).

      Ha: $\rho_{y123} \neq 0$ (Multiple population correlation coefficients between brand image, product innovation and significant purchasing decisions).

      As for testing the influence of the independent variable on the dependent variable multiple (together), the value of Significance F is used compared to α (5% = 0.05).

      Ho is rejected if Significance F <0.05

      Ho is accepted if Significance F> 0.05

IV.　　RESULTS AND DISCUSSION

4.1.　Description of Research Object

Bakso Boedjangan is a culinary delicacy that first began to develop in the Bandung area, West Java. Bakso Boedjangan was established on January 9, 2015. Bakso Boedjangan was established with a Management in collaboration with 2 other businesses, namely Upnormal and Mafia Fried Rice. The area of Jalan Burangrang, Lengkong Village,

Bandung is one of the culinary areas in the city of Bandung. In this area there is a modern processed meatball shop called Bakso Boedjangan which has been established since 2015. This Boedjangan Meatball Shop sells meatballs with various types of filling and serving variants such as duck egg meatballs, super vein meatballs, super cheese meatballs, super spicy meatballs, delicious mixed meatballs, and fish fried meatballs

Bakso Boedjangan under CPR Group has its own organizational structure for each branch. In Bakso Boedjangan Rawamangun, there is an organizational structure led by Agus Setiawan as the head of the branch who is responsible for running the outlet or branch he leads. Under the head of the branch, there is a team that has their respective duties, such as cashiers, cooks and waiters

4.2. Respondent Description

In this study the authors used five item characteristics as respondent data. Respondent data are gender, age of respondent, respondent status, income / pocket money and frequency of visiting Bakso Boedjangan.

1. Characteristics of Respondents Based on Gender

   Based on the sex of the respondents studied, they can be grouped as follows:

   Table 4.1 Characteristics of Respondents Based on Gender

Gender				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	27	33.8	33.8	33.8
	Women	53	66.3	66.3	100.0
	Total	80	100.0	100.0	

Source: Processed SPSS Results (2020)

From the table above, it can be seen that the number of male respondents is 27 people (33.8%) and the number of female respondents is 53 (66.3%).

2. Characteristics of Respondents Based on Age of Respondents

   Based on the age of the respondents studied, they can be grouped as follows:

   Table 4.2 Characteristics of Respondents by Age

Age				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<21 Years	17	21.3	21.3	21.3
	21-30 Years	55	68.8	68.8	90.0
	31-40 Years	6	7.5	7.5	97.5
	> 40 Years	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

Source: Processed SPSS Results (2020)

In the table above, it can be seen that the number of respondents based on age, namely age <21 years is 17 people (21.3%), 21-30 years old as many as 55 people (68.8%), aged 31-40 years as many as 6 people (7.5%), aged> 40 years as many as 2 people (2.5%).

3. Characteristics of Respondents Based on Status

   Based on the status of the respondents studied, they can be grouped as follows:

   Table 4.3 Characteristics of Respondents Based on Status

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	42	52.5	52.5	52.5
	Married	38	47.5	47.5	100.0
	Total	80	100.0	100.0	

Source: Processed SPSS Results (2020)

The table above can be seen that there were 42 respondents (52.5%) with single status and 38 people (47.5%) married.

4. Characteristics of Respondents Based on Income / Allowances Based on the income or pocket money of the respondents studied, they can be grouped as follows:

Table 4.4 Characteristics of Respondents Based on Income / Allowances

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<IDR 1,000,000	5	6.3	6.3	6.3
	IDR 1,000,000 - IDR 2,000,000	45	56.3	56.3	62.5
	IDR 2,000,000 - IDR 3,000,000	23	28.8	28.8	91.3
	IDR 3,000,000 - IDR 4,000,000	5	6.3	6.3	97.5
	> IDR 4,000,000	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

Source: Processed SPSS Results (2020)

In the table above, it can be seen that the respondents who received Rp. 1,000,000 - Rp. 2,000,000 were the largest number who visited Bakso Boedjangan Rawamangun, as many as 45 people (56.3) and the lowest who visited the Boedjangan meatball with income> Rp. 4,000,000 sebnayak 2 people (2.5%)

5. Characteristics of Respondents Based on Frequency of Visiting Bakso Boedjangan Based on the frequency of visits studied, they can be grouped as follows:

Table 4.5 Characteristics of Respondents Based on Frequency of Visit

Frequency of visiting Bakso Boedjangan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 times	19	23.8	23.8	23.8
	5-6 times a month	30	37.5	37.5	61.3
	> 6 times	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

Source: Processed SPSS Results (2020)

In the table above, it can be seen that the number of respondents based on the frequency of visiting the Boedjangan meatball store is 19 people 1-3 times a month (23.8%), 30 people (37.5%) visit 5-6 times a month (37.5%), and respondents> 6 times as many as 31 people (38.8%).

4.3. Instrument Testing Results
4.3.1. Data Validity Test

The validity test is a step to determine whether the measuring instrument that has been prepared can be used to measure what you want to measure precisely. A valid and reliable instrument is a requirement for obtaining valid and reliable research results. Testing the validity of the

questionnaire was carried out using the Statistical Package for Social Science (SPSS) software. According to Sugiyono (2017), the validity test is carried out to find out whether the measuring instrument that has been prepared can be used to measure what is being measured precisely. The validity test according to Ghozali (2016) can be stated if:

If rcount> 0.3 indicates that the instrument is valid

If rcount <0.3 indicates that the instrument is invalid

After processing the data, here are the results of validity testing for all statements in each research variable:

1. **Brand Image Validity Test**

Based on data processing obtained from the results of testing the validity of the Brand Image variable (X1) from 6 statements distributed to 80 respondents, it was declared valid. Following are the results of data processing for all statements in the brand image instrument (X1):

Table 4.11 Brand Image Validity Test Results (X1)

Variable	Item	r-count	r-Table	Information
Brand Image	CM01	0.794	0.3	Valid
	CM02	0.696	0.3	Valid
	CM03	0.759	0.3	Valid
	CM04	0.723	0.3	Valid
	CM05	0.674	0.3	Valid
	CM06	0.765	0.3	Valid

Source: Processed SPSS Results (2020)

2. **Product Innovation Validity Test**

Based on data processing obtained from the results of testing the validity of the Product Innovation variable (X2) from 6 statements distributed to 80 respondents, it was declared valid. Following are the results of data processing for all statements in the product innovation instrument (X2):

Table 4.12 Product Innovation Validity Test Results (X2)

Variable	Item	r-count	r-Table	Information
Product Innovation	IP01	0.736	0.3	Valid
	IP02	0.637	0.3	Valid
	IP03	0.732	0.3	Valid
	IP04	0.744	0.3	Valid
	IP05	0.746	0.3	Valid
	IP06	0.610	0.3	Valid

Source: Processed SPSS Results (2020)

3. **Halal Labeling Validity Test**

Based on data processing obtained from the results of testing the validity of the Halal Labelization variable (X3) from 8 statements distributed to 80 respondents, it was declared valid. Following are the results of data processing for all statements in the halal labeling instrument (X3):

Table 4.13 Halal Labeling Validity Test Results (X3)

Variable	Item	r-count	r-Table	Information
Halal Labeling	LH01	0.794	0.3	Valid
	LH02	0.753	0.3	Valid
	LH03	0.763	0.3	Valid
	LH04	0.806	0.3	Valid
	LH05	0.733	0.3	Valid
	LH06	0.807	0.3	Valid
	LH07	0.806	0.3	Valid
	LH08	0.773	0.3	Valid

Source: Processed SPSS Results (2020)

4. **Purchase Decision Validity Test**

Based on data processing obtained from the results of testing the validity of the Purchasing Decision variable (Y), out of 5 statements distributed to 80 respondents were declared valid. Following are the results of data processing for all statements in the purchase decision instrument (Y):

Table 4.14 Results of the Validity Test of Purchasing Decisions (Y)

Variable	Item	r-count	r-Table	Information
	KP01	0.579	0.3	Valid
	KP02	0.657	0.3	Valid
Buying decision	KP03	0.575	0.3	Valid
	KP04	0.351	0.3	Valid
	KP05	0.601	0.3	Valid

Source: Processed SPSS Results (2020)

5.   Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time (Ghozali, 2012). Reliability measurement is done by one shot or just one measurement then the results are compared with other questions or measuring the correlation between the answers to the questions. SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test (Ghozali, 2012). A construct or variable is said to be reliable or reliable if it provides a Cronbach Alpha value> 0.6 (Ghozali, 2012).

The following are the results of the reliability test of each research variable that were processed using SPSS version 24:

Table 4.15 Reliability Test Results

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Information
Brand Image	0.903	0.6	Reliable
Product Innovation	0.899	0.6	Reliable
Halal Labeling	0.937	0.6	Reliable
Buying decision	0.774	0.6	Reliable

Source: Processed SPSS Results (2020)

The data above shows that the influence between each statement item score of the Brand Image (X1), Product Innovation (X2) Halal Labeling (X3) and Purchase Decision (Y) variables has a Cronbach Alpha of more than 0.60. Thus, it can be interpreted that the variables of Brand Image (X1), Product Innovation (X2) Halal Labeling (X3) and Purchase Decisions (Y) are considered reliable because the Cronbach Alpha value is> 0.60.

5.1.   Statistical analysis of data
4.4.1.   Analysis of the coefficient of determination

The influence of brand image, product innovation, and halal labeling on purchasing decisions is indicated by the coefficient of determination (R2). The coefficient of determination (R2) shows the proportion or percentage of the total variation in variable Y which can be explained by the independent variables X1 X2 and X3.
1.   Partial Determination Coefficient
   a.   The coefficient value of brand image determination (X1) on purchasing decisions (Y) is as follows:

Table 4.16.   Brand Image Partial Determination Coefficient (X1)
and Purchase Decisions (Y)

Correlations

Control Variables			Brand Image	Buying decision
Halal Product Innovation & Labelization	Brand Image	Correlation	1,000	.374
		Significance (2-tailed)	.	.001
		df	0	76
	Buying decision	Correlation	.374	1,000
		Significance (2-tailed)	.001	.
		df	76	0

Source: Processed SPSS Results (2020)

KD   = (r)^2 x 100%

$$= (0.374)^2 \text{ x } 100\%$$
$$= 0.140 \text{ x } 100\%$$
$$= 14\%$$

This shows that the partial determination coefficient of 0.140 can be interpreted that the effect of brand image on purchasing decisions is 14% or in other words 14% of variations in purchasing decision variables can be explained by the brand image variable, while the remaining 86% is the influence of other variables that are not included. into this research model.

b. The coefficient of product innovation determination (X2) on purchasing decisions (Y) is as follows:

Table 4.17.   Product Innovation Partial Determination Coefficient (X2) and Purchase Decisions (Y)

Correlations

Control Variables			Product Innovation	Buying decision
Halal Brand Image & Labelization	Product Innovation	Correlation	1,000	.527
		Significance (2-tailed)	.	.000
		df	0	76
	Buying decision	Correlation	.527	1,000
		Significance (2-tailed)	.000	.
		df	76	0

Source: Processed SPSS Results (2020)

KD $= (r)^2 \text{ x } 100\%$
$\quad\quad = (0.527)^2 \text{ x } 100\%$
$\quad\quad = 0.278 \text{ x } 100\%$
$\quad\quad = 15.4\%$

This shows that the partial determination coefficient of 0.278 can be interpreted that the effect of product innovation on purchasing decisions is 27.8% or in other words 27.8% of the variation in purchasing decision variables can be explained by product innovation variables, while the remaining 72.2% is the influence of other variables not included in this research model.

c. The coefficient of determination of halal labeling (X3) on purchasing decisions (Y) is as follows:

Table 4.18.   Coefficient of Determination of Partial Halal Labelization (X3) and Purchase Decisions (Y)

Correlations

Control Variables			Halal Labeling	Buying decision
Brand Image & Product Innovation	Halal Labeling	Correlation	1,000	.332
		Significance (2-tailed)	.	.003
		df	0	76
	Buying decision	Correlation	.332	1,000
		Significance (2-tailed)	.003	.
		df	76	0

Source: Processed SPSS Results (2020)

KD $= (r)^2 \text{ x } 100\%$
$\quad\quad = (0.332)^2 \text{ x } 100\%$
$\quad\quad = 0.110 \text{ x } 100\%$
$\quad\quad = 11\%$

This shows that the partial determination coefficient of 0.110 can be interpreted that the effect of halal labeling on purchasing decisions is 11% or in other words 11% of variations in purchasing decision variables can be explained by the halal labeling variable, while the

remaining 89% is the influence of other variables that are not included. into this research model.

2. Multiple Coefficient of Determination

    The value of the multiple determination coefficient of brand image (X1), product innovation (X2), and halal labeling (X3) on purchasing decisions (Y) is as follows:
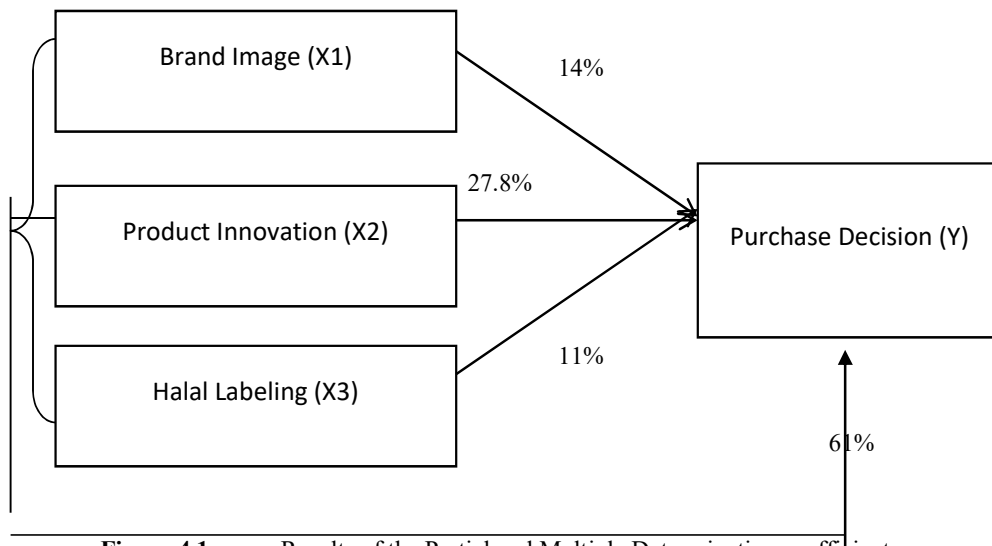
    Table 4.19.   Multiple Coefficient of Determination

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 781a	, 610	, 595	1,445
a. Predictors: (Constant), Halal Labelization, Product Innovation, Brand Image				
b. Dependent Variable: Purchase Decision				

Source: Processed SPSS Results (2020)

Still in Table 4.19, the results of the calculation of the multiple coefficient of determination with a value of Adjusted R2 = 0.610 can be interpreted that the effect of brand image, product innovation, and halal labeling together on purchasing decisions is 61% or in other words 61% of variations in purchasing decision variables It can be explained by the variables of brand image, product innovation, and halal labeling together, while the remaining 39% is the influence of other variables that are not included in this research model.

Figure 4.1.   Results of the Partial and Multiple Determination coefficients.

4.4.2.   Hypothesis test

1. Partial testing

     Table 4.20.   Partial Hypothesis Testing Brand image (X1), Product Innovation (X2), and halal labeling (X3) on Purchasing Decisions (Y)

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	4,001	1,131		3,537	, 001
Brand Image	, 201	, 057	, 317	3,512	, 001
Product Innovation	, 308	, 057	, 463	5,403	, 000
Halal Labeling	, 105	, 034	, 234	3,064	, 003
a. Dependent Variable: Purchase Decision					

Source: Processed SPSS Results (2020)

     a.   Effect of brand image (X1) on purchasing decisions (Y)

         Ho: $\rho_{y1.23} = 0$ Partially, the population correlation coefficient between brand image and purchasing decisions at Bakso Boedjangan Rawamangun is not significant

         Ha $\rho_{y1.23} \neq 0$ Partially the population correlation coefficient between brand image and purchasing decisions at Bakso Boedjangan Rawamangun is significant

         After testing the hypothesis of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of variable X1 was 0.001 (Table 4.20) smaller than the real level or 0.001 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant effect on brand image on purchasing decisions at Bakso Boedjangan Rawamangun.

     b.   Effect of product innovation (X2) on purchasing decisions (Y)

         Ho: $\rho_{y2.13} = 0$ Partially, the population correlation coefficient between product innovation and purchasing decisions at Bakso Boedjangan Rawamangun is not significant

Ha: $\rho_{y2.13} \neq 0$ Partially the population correlation coefficient between product innovation and purchasing decisions at Bakso Boedjangan Rawamangun is significant

After testing the hypotheses of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of the X2 variable was 0.000 (Table 4.20) smaller than the real level or 0.000 <0.05. Therefore it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant effect of product innovation on purchasing decisions at Bakso Boedjangan Rawamangun.

c. Effect of halal labeling (X3) on purchasing decisions (Y)

Ho: $\rho_{y3.12} = 0$ partially the population correlation coefficient between halal labeling with the purchase decision at Bakso Boedjangan Rawamangun not significant

Ha: $\rho_{y3.12} \neq 0$ partially the population correlation coefficient between halal labeling with a significant purchase decision for Bakso Boedjangan Rawamangun

After testing the hypothesis of the above research and based on the results of the calculation of SPSS Version 24.0, the P-value of the X3 variable was 0.029 (Table 4.20) which was smaller than the real level or 0.003 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so partially there is a significant effect of halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun.

Table 4.21. Results of Partial Hypothesis Testing X1, X2, and X3 with Y

Variable	Significance Test Results	Decision process
Brand image (X1)	0.001 <0.05	Significant
Product innovation (X2)	0.000 <0.05	Significant
Halal labeling (X3)	0.003 <0.05	Significant

Source: Data Processed Results (2020)

2. **Multiple testing**

Table 4.22.   Multiple Hypothesis Testing Brand Image (X1), Product Innovation (X2), and Halal Labeling (X3) with Purchase Decision (Y)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248,050	3	82,683	39,609	, 000b
	Residual	158,650	76	2,088		
	Total	406,700	79			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Halal Labelization, Product Innovation, Brand Image						

Source: Processed SPSS Results (2020)

Ho: $\rho_{y123} = 0$ multiple population correlation coefficient between brand image, product innovation and halal labeling with purchasing decisions at Bakso Boedjangan Rawamangun is not significant

Ha: $\rho_{y123} \neq 0$ multiple population correlation coefficient between brand image, product innovation and halal labeling with a significant purchase decision for Bakso Boedjangan Rawamangun

After testing the hypothesis according to the test steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0, it is obtained that the Significance F is 0.000 (Appendix 9) which is smaller than the real level or 0.000 <0.05. Therefore, it can be concluded that Ho is rejected or Ha is accepted, so simultaneously (multiple) there is a significant effect on brand image, product innovation and halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun which means the addition and reduction of brand image, product innovation, and halal labeling will have a significant impact on increasing and decreasing purchasing decisions.

Table 4.23. Multiple Hypothesis Testing Results X1, X2, and X3 with Y

Variable	Significance Test Results F	Decision process
Brand image (X1), Product innovation (X2), Halal labeling (X3)	0.000 <0.05	Significant

Source: Data Processed Results (2020)

4.5. Research Findings

Based on research analysis shows that sPartially, the population correlation coefficient between brand image and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of variable X1 is 0.001 smaller than the real level or 0.001 <0.05, so Ho is rejected or Ha is accepted. With the contribution of the influence of brand image on purchasing decisions by 14% or in other words 14% of the variation in purchasing decision variables can be explained by the brand image variable, while the remaining 86% is the influence of other variables which are not included in this research model. Cbrand image is an important factor for the marketing success of an organization. The formation of a good image can be used as a strength by the company to attract potential customers and retain existing customers. A positive perception will form a positive brand image as well. A motivated person is ready to take action immediately. The actions of a person who is motivated will be influenced by his perception of certain situations. Perception can be defined as a process that individuals use to select, organize, and interpret information input in order to create a picture, which is then called an image.

Partially the population correlation coefficient between product innovation and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of the X2 variable is 0.000 smaller than the real level or 0.000 <0.05, so Ho is rejected or Ha is accepted. With the contribution of the influence of product innovation on purchasing decisions by 27.8% or in other words 27.8% of the variation in purchasing decision variables can be explained by product innovation variables, while the remaining 72.2% is the influence of other variables not included in this research model. .Innovation is part of a framework that connects aspects of corporate culture with the ability to innovate and improve company performance through consumer buying decisions. The innovation system depends on a number of variables other than creativity, such as autonomy, available information, reward systems, education or training, systems of authority, participation in decision making, or team cohesiveness. In global competition, companies must be able to modify their products to add value to the products they produce and must be able to meet consumer needs and tastes. The added value of the products produced can be in the form of designs / models of the products produced and services of the products being sold. The existence of product innovation by the company is expected to increase buying decisions.

Partially the population correlation coefficient between halal labeling and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of the X3 variable is 0.003 smaller than the real level or 0.003 <0.05, so Ho is rejected or Ha is accepted. With the contribution of the influence of halal labeling on purchasing decisions by 11%, or in other words 11% of the variation in purchasing decision variables can be explained by the halal labeling variable, while the remaining 89% is the influence of other variables not included in this research model.In addition, it indicates that the existence of a halal label on the product packaging can make people more confident in buying products. That you choose products that are labeled halal will feel satisfied, feel safe and believe in the halal and safety of these products. From this perception, the process by which people will choose, organize and consider the products to be consumed. After this perception, the community's beliefs and attitudes emerge with the halal label. And in the end these beliefs and attitudes influence people's buying. This statement is in accordance with Philip Kotler who said that beliefs and attitudes influence individual buying behavior. Faith is based on faith, and people have attitudes regarding religion, politics, clothing, food, and all those things where attitude puts people into a frame of mind to like and or dislike something. This is also in accordance with Islamic consumption ethics which always refers to the basis of halalan thoyiban, promoting the halalness of a product where Muslim consumers tend to choose products that can provide maslahah.

1. The multiple population correlation coefficient between brand image, product innovation and halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun is significant, which

means that the addition and reduction of brand image, product innovation, and halal labeling will have a significant impact on increasing and decreasing purchasing decisions where the F significance is 0.000. smaller than the real level or 0.000 <0.05, then Ho is rejected or Ha is accepted. With the contribution of the influence of brand image, product innovation, and halal labeling together on purchasing decisions by 61% or in other words 61% of variations in purchasing decision variables can be explained by the variables of brand image, product innovation, and halal labeling together,

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

Based on the results of the analysis and the findings of the study, the authors obtained conclusions that can be drawn from the research on the effect of brand image, product innovation and halal labeling on purchasing decisions of Bakso Boedjangan, Rawamangun branch, as follows:

1. Partially the population correlation coefficient between brand image and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of variable X1 is 0.001 smaller than the real level or 0.001 <0.05, then Ha is accepted, meaning that the brand image increases, the purchase decision will be increased, while the contribution of the influence of brand image on purchasing decisions was 14% or in other words 14% of the variation in purchasing decision variables could be explained by the brand image variable, while the remaining 86% was the influence of other variables not included in this research model. Bakso Boedjangan is one of the favorite products known to the public and in accordance with the tastes of consumers, especially people who love meatballs,

2. Partially the population correlation coefficient between product innovation and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of the X2 variable is 0,000 smaller than the real level or 0,000 <0.05, then Ha is accepted, meaning that if product innovation increases, the purchase decision will increase. , while the contribution of the influence of product innovation on purchasing decisions is 27.8%, or in other words 27.8% of variations in purchasing decision variables can be explained by product innovation variables, while the remaining 72.2% is the influence of other variables not included in the research model. this.The innovation or idea given by the Boedjangan meatball can be accepted by the public, especially young people and especially meatball lovers, so that it makes Boedjangan meatball a culinary place with its own unique variety.

3. Partially the population correlation coefficient between halal labeling and purchasing decisions at Bakso Boedjangan Rawamangun is significant where the P-value of the X3 variable is 0.003 smaller than the real level or 0.003 <0.05 then Ha is accepted, meaning that if it increases, the purchase decision will increase. , while the contribution of the influence of halal labeling on purchasing decisions is 11% or in other words 11% of the variation in purchasing decision variables can be explained by the halal labeling variable, while the remaining 89% is the influence of other variables not included in this research model. Consumers understand the meaning of the image and the words "Halal" written on the Boedjangan Meatballs so that it will convince consumers of the halal quality of the product to be purchased.

4. The multiple population correlation coefficient between brand image, product innovation and halal labeling on purchasing decisions at Bakso Boedjangan Rawamangun is significant, which means that the addition and reduction of brand image, product innovation, and halal labeling will have a significant effect on increasing and decreasing purchasing decisions where F significance is 0.000. smaller than the real level or 0.000 <0.05, then Ha is accepted, meaning that brand image, product innovation, and halal labeling have increased, the purchase decision will increase, while the contribution of the influence of brand image, product innovation

and halal labeling together 61% of purchasing decisions or in other words 61% of variations in purchasing decision variables can be explained by variables of brand image, product innovation,and halal labeling together, while the remaining 39% is the influence of other variables that are not included in this research model.

5.2. Suggestion

Based on the above conclusions, the suggestions given by the author are as follows:

1. In the brand image variable, there is a statement that has the lowest average value is CM02, which is 3.09. This shows that Bakso Boedjangan has a less attractive appearance in the minds of consumers. From these conditions, Bakso Boedjangan can be suggestedincrease the brand image with elements of halalness so that people will have more trust and confidence in Boedjangan meatballs very different from other meatballs so that the community will be more interested and choose Boedjangan meatballs, for example, by arranging the meatballs in aesthetics to make them look more attractive.

2. In the product innovation variable, there is a statement that has the lowest average value is IP01 of 3.06. This happens because the menu contained in the Boedjangan meatball has already been in other meatball places. From these conditions it can be suggested that, Bakso Boedjangan should further increase the innovation or new ideas that are given, so that people remember the uniqueness / characteristics of the Boedjangan meatball menu, for example providing a meatball menu with attractive shapes such as heart, alphabet and numbers.

3. In the halal labeling variable, there is an indicator that has the lowest average value is LH02, which is 2.28. This happens because not all consumers pay attention to whether or not the Halal label image is printed on the packaging before consumers buy Boedjangan Meatballs. From these conditions, it can be suggested that Bakso Boedjangan be further improved in terms of providing information on halal product labels to consumers, such as adding advertisements or product brochures that have MUI halal labels on them.

4. In the purchasing decision variable, there is a statement that has the lowest average value is KP04 of 3.13. This shows that some respondents do not necessarily invite or suggest other people to buy Boedjangan meatballs. From these conditions, it can be suggested that the Bakso Boedjangan company should improve its promotional strategy or provide discounts to keep existing consumers, and these consumers will recommend and invite others to eat at the Boedjangan meatball, for example with a birthday promo.

5.3. Research Limitations and Further Research Development

This research has been attempted to follow scientific procedures, however, it still has limitations and can be carried out for further research development, namely:

1. The research was only conducted at one culinary place, namely Bakso Boedjangan Rawamangun.

2. The research only involved the variables of brand image, product innovation and halal labeling which were examined for their effects on purchasing decisions.

3. Further research development can be carried out by researching other hospitals so that the results of the research can be used as a comparison to enrich research on marketing. Then the study examines other variables that are thought to influence purchasing decisions such as product quality, service, price, and other variables.

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