

HOW DO HALAL LABELS, PRICING, AND PROMOTION AFFECT SASHA TOOTHPASTE PURCHASING DECISIONS?

Sekar Alma Arifitria^{1,*}, Reny Fitriana Kaban², Hidajat Sofyan Widjaja³

^{1,2,3}Syariah Economics Study Program, Faculty of Economics and Business, Perbanas Institute, Jakarta, 12940

*arifitria.qiute@gmail.com

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ABSTRACT

During the pandemic, many companies experienced a decline in revenue, including the toothpaste industry. Sasha toothpaste product is one of the halal toothpaste brands that has variability so authors conducted research on several variables that can influence purchasing decisions related to sales of Sasha toothpaste. The purpose of this study was to determine and analyze the effect of the Halal label, price, and promotion on purchasing decisions for Sasha toothpaste. Descriptive analysis with quantitative approach is used in the research design. With 75 respondents and non-probability sampling technique, it is continued with several analytical test. The results of this study indicate that the Halal label has no effect on the decision to buy Sasha toothpaste while the price and promotion do. At the simulant way, halal label, price and promotion affect decision to buy Sasha toothpaste. The halal label variable in making a consumer decision to buy toothpaste is a novelty in this study, because previous research focused more on marketing mix variables such as price and promotion only. It is recommended that the placement of halal label on this product be emphasized more clearly so consumers can be more aware of the existence of halal label on its packaging.

Keywords: Halal label, Price, Promotion, Purchase decision

ABSTRAK

Selama pandemi, banyak perusahaan mengalami penurunan pendapatan, salah satunya di industri pasta gigi. Produk pasta gigi Sasha merupakan salah satu merek pasta gigi halal yang memiliki variabilitas, maka penulis melakukan penelitian terhadap beberapa variabel yang dapat mempengaruhi keputusan pembelian terkait penjualan pasta gigi Sasha. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh label Halal, harga dan promosi terhadap keputusan pembelian pasta gigi Sasha. Analisis deskriptif dengan pendekatan kuantitatif digunakan dalam desain penelitian. Sampel yang digunakan dalam penelitian ini terdiri dari 75 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling. Uji validitas dan reliabilitas, uji klasikal dan uji hipotesis digunakan sebagai teknik analisis. Hasil penelitian menunjukkan bahwa label Halal tidak berpengaruh terhadap keputusan pembelian pasta gigi Sasha namun harga serta promosi berpengaruh. Pada saat simultan label halal, harga dan promosi mempengaruhi keputusan untuk membeli pasta gigi Sasha. Variabel label halal dalam mengambil keputusan seorang konsumen untuk membeli pasta gigi merupakan novelty dalam penelitian ini, sebab dalam penelitian terdahulu lebih berfokus pada variabel bauran pemasaran seperti harga dan promosi saja. Direkomendasikan agar penempatan label halal pada produk pasta gigi Sasha lebih dipertegas dengan jelas sehingga konsumen dapat lebih menyadari keberadaan label halal pada kemasan produk ini.

Kata kunci: Label halal, Harga, Promosi, Keputusan pembelian

INTRODUCTION

Prophet Muhammad SAW said, "Your mouth is the way of the Koran, so clean it with siwak." (Narrated by Abu Nu'aim in Al-Hilyah from the path of Ali bin Abi Talib and this hadith is also narrated by Ibn Maja). As important as the recommendation for siwak is, the toothpaste industry issues toothpaste products made from siwak to make it more comfortable for Muslims to use. Sasha as a brand of siwak-based toothpaste produced by PT. Kino Indonesia Tbk. This company verifies its products to MUI to get halal certificates and can be listed on the packaging. In addition, the company presses affordable prices for consumers, and the rapid development of information technology makes marketing promotions can be done anywhere and anytime such as on social media. Sasha's toothpaste has been officially marketed since January 2019, with ATL (above the line) promotions such as advertising on television and radio as well as holding special events by sponsoring an event and BTL (below the line). Sasha has a 2.6% market share and ranks in the top five toothpaste product categories in Indonesia. However, COVID-19 has reduced the toothpaste industry's market share by 2% in recent years. As a result, the authors provide a problem statement in this article on numerous elements that can affect the fluctuations in the sale of Sasha toothpaste, such as the effect of Halal Labels, Prices, and Promotions, all of which can influence purchase decisions.

According to R.I. Minister of Trade Regulation No. 74/M-DAG/PER/9/2015, a label is a description of goods in the form of writing, pictures, or other forms related to information on goods and business actors, as well as other information that is attached to the goods, included in, attached, or affixed to, and printed on the goods, and is part of the packaging. A label is a component of a product that transmits information about what the product contains, typically including the product name or brand, raw materials, instructions for usage, warnings and precautions, expiration date, legality information, and other supplementary information. While Halal is defined as liberating, releasing, resolving, and allowing. In surah Al-Baqarah verse 172:

تَعْبُدُونَ إِيَّاهُ كُنْتُمْ لَنِّ لِّلَّهِ اشْكُرُوا أَوْ فَنُكْمَ رَزَّ مَا طَيَّبْتُمْ مِنْ كُلُوا أَمْثُوا الَّذِيْنَ يُهِيَ

“O you who believe, eat from the good sustenance we have given you and give thanks to Allah.”
And also in Surah Al-Maidah verse 88:

مُؤْمِنُونَ بِهِ أَنْتُمْ الَّذِيَّ اللَّهُ اتَّقُوا وَطَيَّبَ حَلَّ اللَّهُ فَكُم رَزَّ مِمَّا وَكُلُوا

“And eat food that is lawful and good from what Allah has given you as sustenance for you, and fear Allah who believes in Him.”

It can be concluded that halal product is a product that is produced and distributed properly, has good content so that it can be consumed and does not damage those who consume it.

The halal label is one of the labels that can be found on a product. The halal label is a guarantee provided by an accredited entity, such as the Indonesian Ulama Food, Drug, and Cosmetic Research Institute (LPPOM MUI) that the labeled items have passed the halal test according to Islamic law. The inclusion of a halal label attempts to give consumers with halal safety and comfort when consuming a product. Halal Certificate / Halal Decree MUI is a document issued by the Indonesian Ulema Council (MUI) that shows that a product is halal according to Islamic law. This Halal Certificate/Halal Decree must acquire clearance from the competent government body for the Halal label on the product packaging. “The MUI Halal logo on the product packaging is proof that the product has gone through a series of halal inspection processes, which is the basis for issuing a fatwa that the product is halal for consumption,” said Ir. Muti Arintawati, M.Sc., Executive Director of LPPOM MUI. According to Permendag No: 62/M-DAG/PER/12/2009 on the duty to label goods, as follows: 1. Figure 2. Writing 3. Synthesis 4. Attached to the package.

Several research on the impact of the halal label on purchase decisions have been done. According to Ulum, Eldine, & Muniroh (2020), brand image and halal labeling influence purchasing decisions positively. Yani & Rahmidani (2019)'s research shows product features such as halal labels influence consumer views of HNI-HPAI toothpaste in Padang City. Moreover research done by Zhao, Yao, Liu, Yang, & Falk (2021) found their hypothesis that product information on packaging significantly related

to consumer purchasing behavior was proven. As it is known that halal label is also part of product information.

According to Kotler & Armstrong (2012), the price of a product or service is the amount charged for it, or the value traded for the benefits received by customers who own or use the product or service. Tjiptono & Chandra (2008) define price as "a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of an item or service." As a result, pricing can be defined as a definition in which companies must set prices that are consistent with the value offered and understandable to consumers.

Pricing strategy is critical for adding value to consumers and influencing their purchasing decisions (Rambat, Lupiyoadi, & Ahmad, 2009). Pricing can also be linked to sales and affect marketing channels or offers, but the most essential thing is that the pricing decision must be in accordance with and consistent with the overall marketing plan. If the price is too high in comparison to the value obtained by consumers, the firm is likely to make a profit; nevertheless, if the price is too low in comparison to the value received by consumers, the company will not make a profit. If the company's price is too high and profits are too low, the price will collapse. However, in the end, it is the consumer who will determine the right price for the product.

Companies can track at least one of the five key aims through price, according to Kotler & Armstrong (2012): survival, maximum current profit, maximum market share, maximum market skimming, and product quality leadership. Prices can be measured by indicators such as: the affordability of a product's price, price conformity with product quality, price competitiveness of a product, and so on. Price appropriateness is in relation to product benefits.

Several research on the impact of price on purchase decisions has been undertaken. According to Ralahallo (2021), the price variable influences the decision to purchase Close Up toothpaste in Ambon. In Buleleng City for the same brand, Cipta et al. (2021) revealed that price was the first determinant factor on purchasing decision. While research done by Bansal & Minocha (2017) exposed that price as the promotion related factor was the third factor in purchasing tooth paste after function and benefit related factors. On the other hand, Aslamiyah (2020) found that the price variable had no effect on the decision to purchase Close Up toothpaste at the Darul Falah Islamic Islamic Boarding School.

According to Budianto (2015), promotion is an information mediator between sellers and customers, with the goal of changing the attitudes and behavior of previously unknown purchasers to buy and remember the product. Tjiptono & Chandra (2008) explained promotion was a type of direct persuasion that used various incentives to promote quick product purchases in order to increase the quantity of products consumers buy. Meanwhile, Kotler & Armstrong (2012) define promotion as "an activity that communicates the benefits of a product and prepares consumers to purchase the product." The goal of promotion is to increase short-term sales while improving long-term relationships with consumers, encouraging producers to offer new products and grow inventories. Promote company products and expand company opportunities. It helps sellers earn support by selling existing or new products and attracting new customers.

When a corporation promotes a product or service, one of the most crucial marketing uniqueness variables, according to Rambat et al. (2009), is promotion. Promotional activities serve not only as a medium of communication between a firm and its customers, but also as a measurement tool to influence customers while purchasing or using services in accordance with consumers' desires and wants. As a result, the function of promotion is to draw attention to the fact that a person becomes a consumer of a product designed by stimulating product awareness through preferred distribution channels by creating products with easily recognized brands by distributors and consumers in various distribution networks.

According to Budianto (2015) promotion variables can be measured by the following indicators: First, promotional attractiveness, where a product can attract consumer perceptions. Second, media diversity is the variety of media used to carry out promotional activities including printed and electronic media advertisements, and providing community services that can affect consumer perceptions. Third, the effectiveness of promotion is the consumer's perception of the effectiveness of the promotion of a product. Fourth, advertising messages are consumer perceptions of products related to advertising media.

Several research on the impact of promotion on purchasing decisions has been undertaken. According to Fairus, Leva, Setiorini, & Matin (2021), promotion has a positive and significant impact on Sasha's decision to purchase halal toothpaste. Cipta et al. (2021) also found promotion as the second

determinant factor of purchasing Close Up tooth paste in Buleleng District. As research was done by Vani, Babu, & Panchanatham (2010) about tooth paste brands in Bangalore, India, revealed that most of the respondents influenced by free-gift, extra quantity, and discount, so promotion influenced the customer for decision making. Meanwhile, Merduani, Vitratin, & Rianti (2018) found that the brand image variable had a minor impact on the purchasing decision variable for Pepsodent toothpaste.

According to Kotler & Armstrong (2012), purchasing decisions are integrated processes that use knowledge to evaluate and select one of two or more alternative actions. A decision is absolute for purchasers, and consumers frequently seek information and examine the things they will purchase before making a purchasing decision. According to Tjiptono & Chandra (2008), purchase decisions are processes in which buyers learn about problems, gather knowledge about specific items or brands, evaluate many options that can be utilized to solve problems, and then make purchasing decisions. According to Kotler and Armstrong (2012), the buying decision process begins long before the actual purchase is made and produces consequences through several stages, including problem identification, information search, alternative evaluation, purchase decisions, and post-purchase actions. Purchasing decisions are a type of consumer behavior when utilizing a product, it can be concluded. When a consumer decides to buy a product, they go through a process of examining numerous decision options in order to offer a picture of consumer behavior.

Dimensions or stages in purchasing decisions can be seen based on the purchasing decision process as follows: First, recognition of needs is a process where consumers can recognize a problem or need and feel the difference between needs and wants. Consumers need to identify common problems so they can find solutions that meet their needs. Second, searching for information is a situation where someone who is motivated will try to find more information related to something they need. Information retrieval is an activity motivated by obtaining information from knowledge stored in memory and the environment. Third, evaluation of alternatives is a process of coordinating and selecting alternative options according to consumer needs. Where consumers choose products and brands according to the preferences of each consumer, in this alternative assessment consumers compare various options that can solve problems. Evaluation is done by identifying those many attributes contained in the product packaging. Decision rules are usually influenced by the product marketing system or can also be influenced by the consumer's personal needs. Fourth, purchasing decisions are the actual buying process, so that after following the previous steps consumers must decide whether to buy or not, which can generate purchase intentions and motivate them to buy their favorite brands. In this phase there are two factors that can influence purchasing decisions, namely the attitudes of other people who can limit the selection of alternatives and unexpected things such as income, prices, and product benefits that are expected to change interest and purchase decisions. Fifth, post-purchase behavior is the behavior of consumers experiencing a certain level of satisfaction or dissatisfaction after purchasing a product. Customer satisfaction or dissatisfaction with the products offered will affect the behavior of producers in the future. Satisfied consumers will show greater purchasing power the next time.

Previous research discovered commercial phenomena and discrepancies in research results. Sasha is one of the halal toothpaste brands that is experiencing swings, thus the authors created a problem formulation based on numerous variables that could affect Sasha's toothpaste sales fluctuations. The phrasing of the problem in this study is as follows. Does the halal label influence Sasha toothpaste shopping decisions? Does the price of the product influence your decision to use Sasha's toothpaste? Does Sasha's toothpaste product advertising influence purchasing decisions? Do halal labeling, product prices, and promotions all have an impact on Sasha toothpaste purchasing decisions?

Based on the previously given issue formulation, the aims of this study are to determine and analyze whether the halal label influences the purchasing decisions of Sasha's toothpaste products, to determine and assess whether pricing influences Sasha's toothpaste purchasing decisions, to test and assess whether promotion influences purchasing decisions for Sasha's toothpaste products, and the last one is to determine and assess if halal labeling, product prices, and promotions all have an impact on Sasha's toothpaste shopping decisions.

RESEARCH METHODS

This study used a quantitative research design using descriptive research, with the individuals who use Sasha toothpaste serving as the individual unit of analysis. The population of Sasha toothpaste customers in Jakarta, Bogor, Depok, Tangerang, and Bekasi was sampled in this study using the following formula

Ferdinand (2014): Number of samples is 25 multiplied by the number of independent variables. There are 3 independent variables, so the number of samples are 75 respondents. The source of data in this study used primary data with data collection methods, namely distributing online questionnaires through google form. The form consisted of demographic queries and structured analysis questions. The collected data was analyzed using the structural equation model base on statistical package for the social sciences (SPSS)

RESULT AND DISCUSSION

The findings of this study were collected by delivering online questionnaires via Google forms to 75 respondents, each with a set of open-ended questions and possible replies. The total number of questions that respondents must answer is 17. Each halal label variable, pricing, and promotion has four questions. Then there are five questions for the purchasing decision variables.

According to the gender data, most responders are women, with a percentage of 60% and 40% of men. According to the results of respondent data based on age, most respondents are 15-25 years old (37.3%), 36-46 years old (32%), 26-35 years old and 45-55 years old (13.3%), and over 55 years old (4%). According to the results of respondent data based on domicile, the bulk of respondents' dwellings are in Jakarta (58.7%), followed by Bekasi (25.3%), Tangerang (8%), and Bogor and Depok (4% each). According to the results of respondent data based on occupation, 36% of respondents work as civil servants/private employees, followed by 29.3% who are self-employed. Students accounted for 21.3%, housewives 6.7%, private retirees 2.7%, and the remaining 1.3% worked as a freelancer, nurse, or trainer.

The results of respondent data based on income, most respondents have a monthly income of Rp 2,000,000 to Rp 5,000,000 with 36%, then Rp 5,000,000 to Rp 10,000,000 with 30.7%, income less than Rp 2,000,000 with 21.3%, and the rest of the respondents' income is more than Rp. 10,000,000 with 12%. The results of respondent data based on consumption frequency, most respondents use Sasha toothpaste less than twice a month with a percentage of 86.7%, then three to five times a month with 13.3%, and the rest no one uses Sasha toothpaste more than five times. in a month with a percentage of 0%.

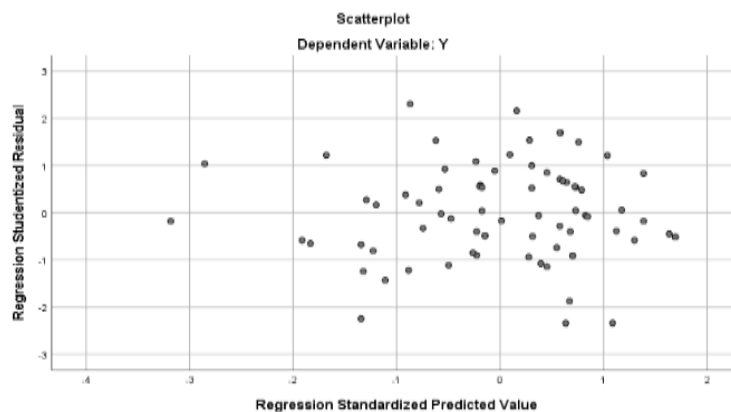


Figure 1. Heteroscedasticity Test Results

The figure contains dispersed points that do not form a pattern. As a result, for all observations in the regression model, the independent variable does not have the same variance as the residuals. Based on the research, stated that Durbin-Watson test value using 75 respondents and 3 variables is $1,543 < 1.582 < 2.91$ it means that there is no autocorrelation in this study. Based on the research, that Durbin-Watson test value using 75 respondents and 3 variables is $1,543 < 1.582 < 2.91$ it means that there is no autocorrelation in this study.

The 17 questions given to 75 respondents are valid, according to the table one, because the calculated r value is greater than r table with r table 0.227 and all reliability test results show that the halal label, price, promotion, and purchase decision variables have a Cronbach's Alpha value greater than 0.06. As a result, it is possible to conclude that the questionnaire data used in this study is reliable or acceptable.

Table 1. Validity and Reliability test Result

Indicator	Value of r count	Alpha	Valid & Reliable
Halal Label			
I saw a picture of the MUI halal logo	0.690	0.643	Yes
It says "halal" written in Indonesian and Arabic	0.617		Yes
I saw a combination of the image of the MUI halal logo and the words "halal"	0.703		Yes
I think the combination of the image of the MUI halal logo and the words "halal" is clearly affix	0.774		Yes
Price			
I think the price of Sasha's toothpaste is very affordable	0.818	0.722	Yes
The price of Sasha's toothpaste is in accordance with the quality of the product	0.679		Yes
The price of Sasha's toothpaste products is cheap and can compete with other toothpaste produc	0.796		Yes
The price of Sasha's toothpaste is according to the benefits obtained	0.633		Yes
Promotion			
I think the message from Sasha's toothpaste ad was conveyed well	0.765	0.736	Yes
I can see advertisements for Sasha's toothpaste because every advertisement is found on every social media such as on television, instagram, facebook, youtube, and other media	0.635		Yes
I'm interested in Sasha's toothpaste ad	0.835		Yes
I think Sasha's toothpaste ad fits the product	0.767		Yes
Purchasing Decision			
I chose Sasha's toothpaste as a dental hygiene product	0.626	0.756	Yes
It's very easy for me to find information about Sasha's toothpaste	0.591		Yes
I'm more interested in buying Sasha toothpaste than other toothpaste brands	0.849		Yes
I decided to always use Sasha's toothpaste	0.688		Yes
I feel cleaner and fresher after using Sasha's toothpaste	0.819		Yes

Based on table 2 below, it is known that the tolerance value of each variable is greater than 0.1. While the VIF value of each variable is less than 10. From this research it can be stated that there is no multicollinearity and the regression model that can be used to see the independent variables on the dependent variable.

Table 2. Multicollinearity, Multiple Regression, and Partial Tes

	(constant)	Halal Label	Pricing	Promotion
Tolerance		0.777	0.597	0.593
VIF		1.286	1.728	1.854
B	2.847	0.064	0.337	0.658
T	1.240	0.523	2.175	5.008
Sig.	0.219	0.597	0.033	0.000

The regression equation model that can be written from these results in the form of a standardized regression equation is $Y=2.847+0.064X_1+0.337X_2+0.658X_3$. From this equation, all independent variables (halal label, price, and promotion) have a positive effect on purchasing decisions. Based on the equation, the most influential independent variable is the promotion variable with a coefficient of 0.658, then followed by the price variable with a coefficient of 0.337, while the variable that has the lowest effect is the halal label variable with a coefficient value of 0.064.

From the table above, the halal label variable obtained a t-count value of 0.523 and a t-table of 1.994 (t-count 0.523 < t-table 1.994) and a significance value of 0.597 (0.597 > 0.05), which means that the halal label variable has no significant effect on the decision of Sasha's purchase of toothpaste. The price variable has a t-count value of 2.175 and a t-table of 1.994 (t-count 2.175 > t-table 1.994) and a significance value of 0.033 (0.033 < 0.05), which means that the price variable has a significant effect on Sasha's toothpaste purchasing decisions. And the promotion variable obtained a t count of 5,008 and a t table of 1,994 (t count 5,008 > t table 1,994) and a significance value of 0.000 (0.000 < 0.05), which means that the promotion variable has a significant effect on Sasha's toothpaste purchasing decisions.

Based on the research, known that the calculated F value is 28.358 and the F table value is 2.74, so F arithmetic is $28.358 > F \text{ table } 2.74$ with a significance value of $0.000 < 0.05$. So, it can be concluded that the variables of halal label, price, and promotion simultaneously influence the purchasing decision of Sasha's toothpaste. Moreover, adjusted R Square value is 0.526 or 52.6%. This shows the percentage of the contribution of the halal label variable, price, and promotion to the purchasing decision of Sasha's toothpaste is 52.6% while the remaining 47.4% is influenced by other factors not examined in this study.

Discussion

Effect of Halal Label on Purchasing Decisions

Based on the first hypothesis proposed in this study, "the halal label on Sasha toothpaste products has a positive effect on purchasing decisions". The results of this study obtained a significance value of 0.597 greater than 0.05, so the hypothesis was rejected, which meant that the halal label on Sasha toothpaste products did not affect purchasing decisions. The results of this study were not in line with the research results of Yani & Rahmidani (2019) and Ulum et al. (2020) which stated that the halal label had a positive effect on the decision to buy toothpaste. In this study it was not proven that the halal label had an effect on the decision to buy Sasha toothpaste, it was suspected that the majority of respondents were not old customers or loyal customers of Sasha toothpaste products. This can be seen from the frequency of buying Sasha toothpaste with most respondents answering less than twice a month, as in the halal sub-variable there are still those who answer strongly disagree and disagree.

Effect of Price on Purchasing Decisions

Based on the second hypothesis proposed in this study, "the price of Sasha toothpaste products has a positive effect on purchasing decisions". The results of this study obtained a significance value of 0.033 which is less than 0.05, so the hypothesis was accepted, which meant that the price of Sasha's toothpaste product had a significant positive effect on purchasing decisions. In the research results of Ralahallo (2021) and Anwaristi (2021) state that price has a positive effect on the decision to buy toothpaste.

The Effect of Promotion on Purchasing Decisions

Based on the third hypothesis proposed in this study is "promotion on Sasha toothpaste products has a positive effect on purchasing decisions". The results of this study obtained a significance value of 0.000, less than 0.05, so the hypothesis was accepted, which meant that promotions on Sasha's toothpaste products had a significant positive effect on purchasing decisions. The results of this study are in line with the research of Warasto (2018) and Fairus et al. (2021) which states that promotion has a positive effect on purchasing decisions.

The Effect of Halal Labels, Prices, and Promotions on Purchasing Decisions

Based on the fourth hypothesis proposed in this study, "halal labels, prices, and promotions on Sasha toothpaste products have a positive effect on purchasing decisions". The results of this study obtained a significant value of 0.000 less than 0.05. So, the results of the fourth hypothesis variables where the halal label, price, and promotion have a positive effect on the decision to buy Sasha toothpaste are acceptable.

CONCLUSION

Based on the findings and debates presented above, the study's conclusions can be summarized in a single line. The halal label variable has little effect on Sasha's toothpaste purchasing preferences, and it is anticipated that the bulk of respondents are not longtime or devoted Sasha's toothpaste customers. This can be observed in the frequency of purchasing Sasha's toothpaste, with most respondents saying fewer than twice a month using Sasha's toothpaste, while there are still those who strongly disagree and disagree in the halal label sub-variable. After perceiving and evaluating the research findings, Sasha can be given a general proposal that the location of the halal insignia be more really emphasized, the location of the halal emblem at the packaging is modified in order that it is simple for purchasers to peer the halal emblem, that is for purchasers to accept the truth greater with inside the halalness of Sasha's toothpaste.

The price variable influences Sasha's toothpaste purchase decision. Based on the findings of the investigation, researchers hope to propose recommendations that will be valuable for future research and the company. Sasha's toothpaste can pay more attention to the right price to compete with other toothpastes, so that consumers can continue to buy Sasha's toothpaste. Furthermore, the price of Sasha's toothpaste is proven to be affordable and in accordance with the quality and benefits for consumers.

Promotional variable influences Sasha's toothpaste customers' purchase decision. The authors recommend ideas to Sasha's toothpaste in order to add promotional media and activate social media more, because currently, social media is the most appropriate place for promotion, so that the promotion published can be conveyed properly. A good message can be an attraction in the promotion of Sasha's toothpaste. The independent variables (halal label, price, and promotion) simultaneously affect the decision to purchase Sasha's toothpaste. The authors also recommend idea to Sasha's toothpaste that Sasha's toothpaste can further build loyalty and trust to its consumers so that consumers prefer Sasha's toothpaste over other toothpaste brands.

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