The Influence of Halal Lebel and Product Quality on Drug Purchase Interest

Nurul Rafiqoh Lubis[1], Tsamara Balqis[2], Chuzaimah Batubara[3]

State Islamic University of North Sumatera

nurulborlub27@gmail.com[1], tsamarabalqis.1504@gmail.com[2], chuzaimahbatubara@uinsu.ac.id[3]
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ABSTRACT

This research explores the influence of halal labels and product quality on the purchase intention of medicines, with a focus on postgraduate Sharia Economics students at the State Islamic University of North Sumatra (UINSU). In the context of Indonesia, with its significant Muslim-majority population, halal products have substantial growth potential. However, consumer awareness of the halal status of non-food products, particularly in the pharmaceutical sector directly impacting public health, remains low. The study aims to examine two independent variables: the influence of halal labels and product quality on the purchase intention of medicines. The hypotheses suggest that both halal labels and product quality have a significant influence on the purchase intention of medicines. A quantitative research method is employed, with data collected through a survey questionnaire distributed to postgraduate students in Sharia Economics at UINSU. The findings of this research are expected to provide insights into the factors affecting consumer decisions when purchasing halal medicines. Furthermore, the study's results may have practical implications for businesses and policymakers interested in promoting the production and consumption of halal products in Indonesia. This research is particularly relevant given Indonesia's status as the world's largest halal industry market.

ABSTRAK

Penelitian ini mengeksplorasi pengaruh label halal dan kualitas produk terhadap niat pembelian obat-obatan, dengan fokus pada mahasiswa pascasarjana Ekonomi Syariah di Universitas Islam Negeri Sumatera Utara (UINSU). Dalam konteks Indonesia, dengan populasi mayoritas Muslim yang besar, produk halal memiliki potensi pertumbuhan yang signifikan. Namun, kesadaran konsumen terhadap status halal produk di luar makanan, terutama di sektor farmasi yang berdampak langsung pada kesehatan masyarakat, masih rendah. Penelitian ini bertujuan untuk menguji dua variabel independen: pengaruh label halal dan kualitas produk terhadap niat pembelian obat-obatan. Hipotesis penelitian menyarankan bahwa label halal dan kualitas produk memiliki pengaruh yang signifikan

terhadap niat pembelian obat-obatan. Metode penelitian yang digunakan adalah metode kuantitatif, dengan pengumpulan data melalui kuesioner yang disebar kepada mahasiswa pascasarjana Ekonomi Syariah di UINSU. Hasil penelitian ini diharapkan memberikan wawasan tentang faktor-faktor yang memengaruhi keputusan konsumen saat membeli obat-obatan halal. Selain itu, temuan dari penelitian ini dapat memiliki implikasi praktis bagi bisnis dan pembuat kebijakan yang tertarik untuk mempromosikan produksi dan konsumsi produk halal di Indonesia. Penelitian ini sangat relevan mengingat Indonesia merupakan pasar industri halal terbesar di dunia.

INTRODUCTION

When people choose products, they consider various factors, including quality, product value, price, testimonials, and, importantly, the willingness to buy the product. According to Ashari (2014), purchase intention is the tendency of an individual or consumer to buy a product with a specific brand name or take action related to purchasing, which can be measured by assessing the likelihood of an individual or consumer to buy a product or service. The indicators of purchase intention, as stated by Ferdinand (2016), include transactional interest, referential interest, preferential interest, and exploratory interest.

Based on the population census conducted by the Central Statistics Agency (2019), not less than 87.2% or approximately 207.2 million of Indonesia's total population adheres to Islam. This large number provides an opportunity for halal products to thrive, and halal product manufacturers to expand their production reach in Indonesia. The increasing number of the middle-class population in Indonesia also presents an opportunity for consumer goods companies. In 2020, the average annual household income in Indonesia reached Rp 98,230,183 (Euromonitor International, 2015).

The Global Islamic Economy reports that Indonesia is the world's largest halal industry market, with an average growth rate of five to six percent per year. Indonesia ranks 10th out of 15 countries with the highest development in the Islamic economy. The growth of the halal industry in Indonesia is driven by several sectors, including the banking industry, food and beverage industry, Muslim fashion, the healthcare industry, and the cosmetic industry (Global Islamic Economy Report, 2018). According to the Indonesian Ulema Council (MUI), only 22 types of products have obtained halal certification and are safe for use by Muslims (voaIslam.com, 2013). This number has increased with the addition of 800 types of medicines from the Dexa Group that are certified halal (Hamzah, 2019). However, this is still a small number considering the 18,000 types of medicines available in the market, which is quite low given Indonesia's Muslim-majority population. This is concerning, as Indonesia is a predominantly Muslim country.

Looking at the phenomenon of halal products, halal product manufacturers still tend to "play it safe" by focusing on the food market, which is a basic human need. Consumer awareness

of the halal status of non-food products is still low, especially in the pharmaceutical and cosmetic sectors, which are directly consumed by people. The Indonesian Council of Food, Drugs, and Cosmetics Assessment (LPPOM-MUI) states that less than one percent of the medicines currently in circulation have halal certification and come from five pharmaceutical companies. Halal product manufacturers complain about the difficulty of obtaining halal certification for medicines in Indonesia. This difficulty arises because around 90 percent of the raw materials for medicines in Indonesia come from abroad, mainly from countries that do not prioritize halal production. According to Lukman (2013), almost all types of medicines distributed in Indonesia have a low probability of being halal. Therefore, halal certification for pharmaceutical products is crucial to help Muslim consumers check the contents of the medicines they choose.

Research conducted by Ananda (2019) confirms this statement, as it is indeed true that Muslim consumers in Banten consider "Halal" as one of the most important factors when choosing food products. The halal label instills confidence in Muslim consumers as it ensures that the ingredients used are safe. Manufacturers cannot ignore the halal label on their products, especially after the enactment of the Halal Product Guarantee Law in 2014, which mandates that halal consumer products (including medicines) available in Indonesia must have a halal certificate. The primary objective of this law is to protect Muslim consumers (in terms of halal) and non-Muslim consumers (in terms of thayyib, which means "good"). However, mandatory halal certification is also a concern for small cosmetic producers, as obtaining certification often requires significant costs.

The increasing awareness of halal products reflects the growing influence of religion in consumer decision-making. Religion is a significant cultural factor to be studied in consumer behavior since it is one of the most universal social institutions with a significant impact on an individual's and society's attitudes, values, and behaviors (Farrag and Hassan, 2015). The Halal label is essential, as it guides Muslim consumers when purchasing products. This label can only be obtained when a product passes the Halal test and receives certification from the Indonesian Ulema Council's Food, Drugs, and Cosmetics Assessment Institute (LPPOM-MUI). According to Law No. 33 of 2014 regarding Halal Product Guarantees, Article 1, paragraph (2), a Halal product is defined as a product that has been declared Halal according to Islamic law.

In making purchasing decisions, consumers with a strong understanding of their religion are more active and selective regarding the contents of the products they purchase, and this applies to the halal nature of pharmaceutical products as well. Medicines are essential in human life, and if the wrong product is chosen, it can have adverse effects on one's health in the long run. Therefore, consumers must choose products with thayyib (good) contents. Halal products are proven to be safer because they are expected to contain ingredients that are beneficial for the body (thayyib). This is in line with the verse from the Quran in Surah Al-Ma'idah, verse 88:

وَقَالُوا قُلُوبُنَا غُلْفٌ ۚ بَل لَّعَنَهُمُ اللّٰهُ بِكُفْرِهِمْ فَقَلِيلًا مَّا يُؤْمِنُوْنَ

Translationa "And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers."

Halal medicines are the answer for people who want to be healthy and treat illnesses while adhering to their religious beliefs. Something is considered halal if it contains materials in accordance with Islamic teachings and does not violate Islamic law. Muslims understand that there are materials that are considered haram, such as pork, alcohol, blood, and others. This has been explained in the Quran in Surah Al-Baqarah, verse 168:

$$يَٰٓأَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَّلَا تَتَّبِعُوا خُطُوَٰتِ الشَّيْطَٰنِۚ اِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ$$

Translation: "O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."

Additionally, Islam teaches balance and moderation, and excessive behavior is discouraged. This is mentioned in the Quran in Surah Taha, verse 81:

$$كُلُوا مِنْ طَيِّبَٰتِ مَا رَزَقْنَٰكُمْ وَلَا تَطْغَوْا فِيهِ فَيَحِلَّ عَلَيْكُمْ غَضَبِيْ وَمَنْ يَّحْلِلْ عَلَيْهِ غَضَبِيْ$$

$$فَقَدْ هَوَىٰ$$

Translation: "Eat from the good things with which We have provided you, and do not transgress [or oppress others] therein, lest My anger should descend upon you. And he upon whom My anger descends has indeed fallen."

Research by Setiawan (2020) states that the better the quality of the product offered to customers, the greater the purchase intention. There are many factors that influence people's interest in buying halal medicines, but this research will focus on two factors that influence people's interest in purchasing halal medicines: the influence of the halal label (X1) and product quality (X2) as independent variables, with purchase intention of halal medicines as the dependent variable.

Literature Review

Halal labeling is the inclusion of the word "halal" on product packaging to indicate that the product in question is certified as halal. Labeling, as one of the activities in product planning, is an increasingly vital aspect of marketing management. Labeling encompasses the provision of verbal information that accompanies a product to be marketed (Sastradipoera in Pratama, 2015). Halal certification and halal labeling are two distinct activities but are interconnected.

Halal certification can be defined as a systematic testing activity to determine whether a product produced by a company complies with halal requirements. On the other hand, halal labeling is the inclusion of the word "halal" on product packaging to signify that the product is halal. A halal product certificate is an official fatwa decision issued by the Council of the Indonesian Ulema (MUI) in the form of a certificate. This certificate is a prerequisite for applying the halal label. This means that before a business obtains permission to include a halal label on its food products, it must first possess a halal product

certificate obtained from the Food, Drugs, and Cosmetics Assessment Institute (LPPOM) of MUI (Burhanuddin, 2011). The halal label is obtained after securing the halal certificate, which is a written fatwa from MUI stating the product's compliance with Islamic law. This certificate is a requirement for obtaining authorization from relevant government agencies to apply the halal label.

Product quality, according to Kotler and Armstrong (2008:7), refers to the characteristics of a product or service that depend on its ability to meet customer needs, whether expressed or implied. Furthermore, according to Kotler and Keller (2012:143), product quality is the ability of a product to deliver results or performance that meet or even exceed customer expectations.

According to Darmadi (2017:307), interest is a state in which an individual pays attention to something, accompanied by a desire to learn more or investigate further. Additionally, according to Adhitama (2014:19), interest is a mental set comprising a mixture of feelings, opinions, hopes, prejudices, fears, or other tendencies that drive someone toward a specific choice. Interest arises due to a familiar focus on an object, where this focus generates a desire to learn more, and it also involves an effort to obtain something from the object (Darmadi, 2017). In this research, the focus is on the interest of individuals in purchasing medicines.

Interest can be influenced by various factors, including internal and external factors. Some of the factors influencing an individual's interest include:

1. Factors arising from within the individual. These factors relate to physical and spiritual aspects.
2. Social motive factors, which are an individual's need to obtain rewards from their environment.
3. Emotional factors, which measure the seriousness of an individual in paying attention to a particular desire or object (Nurdin et al., 2020).

In a study by Smith et al. (2021), the relationship between Halal labeling and consumer trust was explored. The findings suggest that Halal labeling not only influences the purchasing decisions of Muslim consumers but also enhances trust among non-Muslim consumers due to the perceived quality and transparency associated with Halal-certified products. This highlights the potential broader market appeal of Halal products and labels beyond the Muslim community.

Factors Affecting Consumer Interest in Halal Products:

Understanding the factors that influence consumer interest in Halal products is crucial for businesses aiming to enter this market. Several factors can influence a person's interest in Halal products:

1. **Religious Beliefs and Cultural Factors**: One of the primary drivers of interest in Halal products is the adherence to Islamic dietary laws. For many Muslim consumers, consuming Halal products is a religious obligation. Additionally, individuals from diverse cultural

backgrounds may also be interested in Halal products due to their association with cultural and regional traditions.

2. **Quality and Safety Assurance**: As mentioned earlier, Halal certification is often seen as a mark of quality and safety. Consumers, both Muslim and non-Muslim, are interested in products that meet stringent Halal standards, which can include factors like cleanliness, ethical sourcing, and high-quality ingredients.

3. **Health and Dietary Preferences**: The perception that Halal products are healthier due to the strict dietary guidelines can influence interest. Some consumers may opt for Halal products as part of their dietary preferences and health-conscious choices.

4. **Ethical and Environmental Considerations**: The ethical and sustainable aspects of Halal production, such as humane treatment of animals and sustainable sourcing, can attract consumers interested in ethical and environmentally responsible choices.

5. **Social and Peer Influence**: Social circles and peer influence play a significant role in shaping consumer interest. Recommendations and endorsements from friends or family members can encourage individuals to explore Halal products.

6. **Marketing and Awareness**: Effective marketing strategies that highlight the benefits of Halal products, including their quality, safety, and ethical considerations, can pique consumer interest. Raising awareness about Halal labeling and its significance can also influence consumer choices.

It's essential for businesses to consider these factors when developing marketing strategies for Halal products. Building trust, emphasizing product quality, and addressing the diverse motivations for choosing Halal products can contribute to the success of such products in the market. Moreover, staying up-to-date with the evolving preferences and attitudes of consumers is crucial to adapt and cater to their needs effectively.

Theoretical Framework
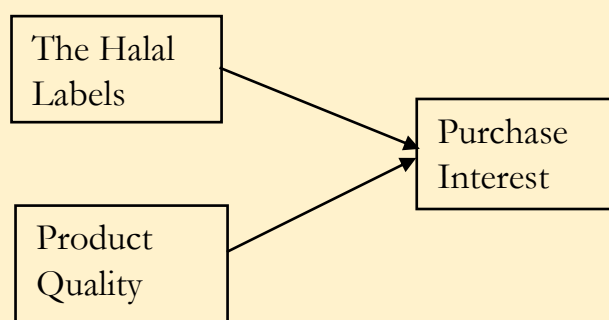
Hypotheses

H 1: The Halal label has a significant influence on the purchase intention of medicines.

H2: Product quality has a significant influence on the purchase intention of medicines.

Method

The research approaches

The research approach used is quantitative research, which involves the collection of data to convert it into measurable information subject to statistical treatment to support or refute alternative knowledge claims. Quantitative research is rooted in the physical sciences, particularly in chemistry and physics. Researchers employ mathematical models as a methodology for data analysis. Three historical trends associated with quantitative research encompass research design, testing and measurement procedures, and statistical analysis. Quantitative research also entails the collection of typically numeric data, and researchers tend to employ mathematical models as a methodology for data analysis. Additionally, researchers employ inquiry methods to ensure alignment with the methodology of statistical data collection (Creswell, 2003).

Population and Sample

The population in this study consists of all postgraduate students at UINSU. The sampling method used in this research is purposive sampling, where the researcher selects samples based on specific characteristics that align with the research objectives. A total of 30 respondents were chosen as the sample for this study.

Data Collection Techniques

Data collection for this research was conducted in Medan, North Sumatra. For this study, the author collected data and information using quantitative methods through the distribution of questionnaires, documentation, interviews, and literature review obtained from various sources such as books and journals accessed by the author to assist in the writing process.

Data Analysis Method

The data analysis method used in this research is quantitative, which involves the statistical collection of data to facilitate calculations using numerical values. To test the validity of the hypotheses, the model used is the multiple linear regression model with the assistance of SPSS software. The mathematical formula is as follows:

$Y = a + b1X1 + b2X2 + e$

Where:

Y: Purchase Intention

a: Constant

b1: Regression Coefficient for the Halal Label variable (X1)

b2: Regression Coefficient for the Product Quality variable (X2)

X1: Halal Label

X2: Product Quality

e: Error Term

The scale used in this study is the Likert scale, which is used to measure the characteristics, opinions, and perceptions of an individual or a group of people about social phenomena (Sugiyono, 2020). The research employs a set of statements with a 5-point scale that indicates agreement or disagreement with each statement, and the scores are categorized as follows:

SS: Strongly Agree: Score 5

S: Agree: Score 4

N: Neutral: Score 3

TS: Disagree: Score 2

STS: Strongly Disagree: Score 1

Operational Definitions of Variables

NO	VARIABLES	DEFINITIONS	INDICATOR
1	**Halal Label (X1)**	This variable is operationally defined as the inclusion or absence of a "Halal" label on the packaging of a medicine product. The presence of a "Halal" label is designated as "1," indicating the product is labeled as halal, while the absence of such a label is designated as "0," indicating the product does not have a halal label.	• Halal Certification Status • Label Description (Riyano et al., 2016)
2	**Product Quality (X2)**	This variable is operationally defined as the perceived quality of the medicine product based on consumer assessments. It will be measured using a Likert scale, with responses ranging from 1 (Very Poor) to 5 (Excellent).	• Features • Customization • Reliability (Riyano, dkk 2016)
3	**Purchase Intention of**	This variable is operationally defined as the willingness of consumers to buy medicine	• Intention to Use

	Medicines (Y)	products. It will be assessed using a Likert scale, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).	• Always Use • Intend to Use in the Future (Fitri, 2019)

Classical Assumption Tests

a. Normality Test

The normality test is a statistical assessment to determine whether numerical data follow a normal distribution. A normal distribution implies that the main distribution is centered, with lower values on the left and higher values on the right, resulting in a symmetrical distribution. The normality test is conducted using the Kolmogorov-Smirnov test (Hardisman, 2020).

- If the Significance > 0.05, it indicates that the variable follows a normal distribution.
- If the Significance < 0.05, it suggests that the variable does not follow a normal distribution.

b. Heteroskedasticity Test

Heteroskedasticity test is a condition where the variance of errors in a regression equation model is not constant (Fauzi et al., 2019). A good regression model should exhibit the absence of heteroskedasticity. If the significance value is > 0.05, it signifies the absence of heteroskedasticity. However, if the significance value is < 0.05, it indicates the presence of heteroskedasticity.

c. Validity Test

A validity test is used to assess the authenticity or validity of a questionnaire. A questionnaire is considered valid if the questions within it are capable of measuring what the questionnaire intends to evaluate. The validity of an instrument can be determined by the correlation coefficient between item scores and total scores at a significance level of 5%. Items that do not significantly correlate are deemed invalid.

d. Reliability Test

To evaluate the reliability of the questionnaire used, this study employs a reliability test based on Cronbach's Alpha, which is commonly used for testing questionnaires. The analysis is used to interpret the correlation between the scale created and the scale of existing variables.

e. **Hypothesis Testing**

According to Ghozali (2012), to determine the partial or individual influence of independent variables on the dependent variable, assuming other variables are constant. This hypothesis testing is conducted by examining the significance level of each independent variable. Hypothesis testing uses a t-test, with a confidence level (level of significance) of $\alpha = 0.05$, with the following conditions:

1. If the probability (significance) > 0.05 (α), then Ho is accepted, and Ha is rejected.
2. If the probability (significance) < 0.05 (α), then Ho is rejected, and Ha is accepted.

Results and Discussion:

1. Research Results:

The research data was collected through questionnaires employing a Likert scale and were distributed to 30 respondents, who are postgraduate students majoring in Islamic economics at UINSU. The collected data were processed and analyzed to address the research questions and hypotheses. The research data encompasses respondent characteristics (sample), the presence of Halal Label (X1), product quality (X2), and purchase interest (Y).

The results of the classical assumption tests conducted on the regression model confirmed that the model meets the assumptions of normality, multicollinearity, and homoscedasticity. Therefore, it is deemed appropriate for predicting the dependent variable based on the input from the independent variables. With reference to the multiple linear regression equation presented above, several key insights can be interpreted as follows:

a) The constant value in the equation is 1.935. This figure implies that when the independent variables (Halal Label and product quality) are held constant, the predicted score for the dependent variable, which is the purchase interest in medicines, is 1.935.
b) The regression coefficient (direction coefficient) for the variable X1 (Halal Label) has a value of 0.304. This positive coefficient indicates that the presence of a Halal Label (X1) has a positive impact on the purchase interest in drugs (Y). In practical terms, if the Halal Label score increases by 1 percent, the purchase interest is expected to increase by 30.4 percent, assuming that the other independent variables remain constant.
c) The regression coefficient (direction coefficient) for the variable X2 (product quality) is 0.224. This positive coefficient value signifies that product quality (X2) also exerts a positive influence on the purchase interest in drugs (Y). Put differently, if the score of product quality increases by 1 percent, the purchase interest is anticipated to increase by 22.4 percent, keeping the other independent variables constant.

In-Depth Explanation of Research Results:

Halal Label (X1):

The analysis has revealed that the presence of a Halal Label (X1) significantly affects the purchase interest in medicines. The positive regression coefficient of 0.304 indicates that having a Halal Label on drug products positively influences consumer purchase interest. This means that as the Halal Label score increases, consumer interest in buying medicines also increases. This effect is substantial, as a 1 percent increase in the Halal Label score corresponds to a substantial 30.4 percent increase in purchase interest. This suggests that the Halal Label plays a pivotal role in influencing the decision to purchase medicines among respondents.

Product Quality (X2):

The analysis also shows that the quality of the product (X2) is a crucial factor in determining purchase interest in medicines. The positive regression coefficient of 0.224 implies that an increase in the product quality score has a positive impact on purchase interest. In simpler terms, when the quality of the product improves by 1 percent, it leads to a noteworthy 22.4 percent increase in purchase interest. Therefore, product quality is a significant factor influencing consumer decisions regarding the purchase of medicines. High product quality appears to be an attractive feature for consumers, motivating them to express a greater interest in buying medicines.

These findings underline the importance of both the Halal Label and product quality in shaping consumer interest in medicines. The presence of a Halal Label is associated with greater purchase interest, while higher product quality enhances purchase interest. These insights are valuable for businesses in the pharmaceutical industry, highlighting the significance of emphasizing the Halal Label and maintaining and enhancing product quality to attract and retain consumer interest. It is also important to consider these factors in marketing strategies to effectively target the desired consumer segment and promote trust in the products.

2. **Discussion:**

The study collected data from 30 respondents through questionnaires to assess their interest in purchasing drugs. The obtained average score of 72.10 with a standard deviation of 19.30 provides important insights into the variation in respondents' responses regarding their purchase interest in drugs. The comparison between the standard deviation and the average score suggests that the standard deviation value is smaller than the average score, indicating a relatively low variation in the data concerning purchase interest in drugs. This signifies a more consistent distribution of data, indicating a relative stability in the respondents' level of interest in purchasing drugs.

Factors Influencing Purchase Interest:

Interest in purchasing a product or service is influenced by various factors, which can be both internal and external to the consumer. In this study, the focus is on two significant factors: the presence of Halal labels and product quality. These factors play a pivotal role in

shaping the purchase interest of students in buying medicines. Let's discuss the reasons behind these findings:

1) Halal Label (X1):

The presence of a Halal label on a product, such as medicines, is known to be significant for individuals who adhere to Islamic dietary guidelines. The positive impact of the Halal label on purchase interest can be attributed to the following factors:

- **Religious and Ethical Considerations:** For Muslim consumers, Halal certification is not just a matter of preference but a religious obligation. This strong religious influence motivates individuals to prioritize Halal-labeled products.
- **Perceived Quality and Transparency:** Halal certification often involves rigorous quality control and ethical considerations in the production process. This perception of higher quality and transparency can attract both Muslim and non-Muslim consumers who value these attributes in their purchase decisions.

Supporting Research:

A study conducted by [Ghanbari, S dkk] (2018) found that products with a Halal label were more likely to be trusted by consumers, leading to increased purchase interest among both Muslim and non-Muslim consumers.

Counterargument:

Some studies suggest that the influence of the Halal label may vary across different consumer segments. While it has a strong impact on Muslim consumers, its effect on non-Muslim consumers may depend on their individual preferences and beliefs.

2) Product Quality (X2):

The positive influence of product quality on purchase interest in medicines is a common trend in consumer behavior. The reasons behind this association include:

- Efficacy and Safety: In the case of medicines, product quality is closely linked to effectiveness and safety. Consumers naturally prioritize products they perceive as high in quality to ensure they are getting the intended benefits without compromising their health.
- Trust and Reputation: High-quality products often have a reputation for being reliable and effective. Consumers are more likely to trust and show interest in products from reputable manufacturers.

Supporting Research:

[Chen, I. J., & Popovich, K] (2003) conducted a study demonstrating that the relationship between product quality and purchase interest is a well-established phenomenon in various industries, including pharmaceuticals.

Counterargument:

- While product quality is a strong driver of purchase interest, price sensitivity, and marketing strategies can sometimes overshadow its influence. Consumers may prioritize cost savings over quality in certain situations.

In conclusion, the relatively low variation in the data regarding purchase interest in drugs suggests that the sample population of postgraduate Islamic economics students exhibits a consistent level of interest in purchasing medicines. The influence of Halal labels and product quality on purchase interest is multifaceted, influenced by a combination of religious, ethical, safety, and trust factors. These findings are in line with existing research, both supporting and challenging the influence of these factors, underscoring the complexity of consumer behavior.

CONCLUSION

Based on the results of research findings, analysis and testing of the hypotheses proposed, several conclusions were obtained as follows:

1. Halal Label (X1): Based on the regression results, we can conclude that the Halal Label variable has a positive and significant effect on the interest of UINSU postgraduate Islamic economics students in purchasing medicine. The regression coefficient value for this variable is 0.304, indicating that each 1 percent increase in the Halal Label score contributes to a 30.4 percent increase in purchase interest.
2. Product Quality (X2): Based on the regression results, we can also conclude that the Product Quality variable has a positive and significant effect on the interest of UINSU postgraduate Islamic economics students in purchasing medicine. The regression coefficient value for this variable is 0.224, indicating that each 1 percent increase in the Product Quality score contributes to a 22.4 percent increase in purchase interest.
3. Halal Label and Product Quality Together: When both the Halal Label and Product Quality variables are included in the analysis together, we can conclude that they have a positive and significant combined effect on the interest of UINSU postgraduate Islamic economics students in purchasing medicine. This indicates that the availability of the Halal label and high product quality work together to enhance purchase interest.

These conclusion findings are supported by the regression results that show a positive and significant relationship between these variables and the purchase interest of UINSU postgraduate Islamic economics students in buying medicine.

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