



The Effect of Electronic Word of Mouth (e-WoM) and Halal Label on Purchase Decisions for Mixue Products

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ABSTRACT

Currently, various types of food are widely circulated in the market, making consumers must be selective in choosing food. One of the trends is the Mixue ice cream brand. Mixue is a franchise brand from China that the public favors because of its affordable prices and many menu variants. Mixue is utilizing social media as a promotional medium. News about the halal status of Mixue which is a trend of conversation in the community on social media can result in a decrease in consumer purchase decisions, this is one of the impacts of electronic word of mouth (ewom). This study aims to analyze the effect of ewom and halal labels on purchase decisions for Mixue products. This research uses quantitative methods with an associative approach. The number of samples in this study were 60 respondents with a non-probability sampling technique of purposive sampling type. The results of the study stated: 1) ewom has a positive and significant effect on purchase decisions. 2) halal labeling has a positive and insignificant effect on purchase decisions. 3) ewom and halal label simultaneously positively and significantly affect purchase decisions. The implication of this research is that ewom can be used as a marketing medium and make it easier for consumers to search for product information, and the halal label will add value to a product that can increase consumer confidence to buy and consume products.

ARTICLE INFO

Article History:

Received 01 June 2023

First Revised 25 June 2023

Accepted 25 July 2023

Available online 30 July 2023

Publication Date 01 August 2023

Keyword:

Electronic Word of Mouth

(EWOM),

Halal label,

Purchase Decisions.

1. INTRODUCTION

Currently, there is an ice cream brand that is trending in the community, namely Mixue Ice Cream & Tea or better known as Mixue. Mixue is favored by the public because of its affordable price and the many menu variants offered. Some time ago mixue was the talk of social media. This is due to the widespread photo of mixue outlets that attach halal labels to the door of the outlet, and make people question the halalness of Mixue. As a country with a majority Muslim population, it is very concerned about the halal status of a product ([Himmi Marsiati et al, 2022](#)). The halalness of the product can be indicated by the halal label on the product packaging. Therefore, the halal label is important to indicate that a product has a halal certificate ([Marta et al, 2022](#)).

This news can result in a decrease in consumer purchasing decisions ([Afifah et al, 2023](#)), this is one of the impacts of electronic word of mouth (ewom). Marketing on social media is one of the most popular digital marketing ([Btari Mariska et al, 2021](#)), ([Masri et al, 2022](#)). Ewom is a marketing strategy that utilizes social media to convey information about the experience of using a product so that it is easily accepted by the public and influences purchasing decisions ([Akbar & Sunarti, 2018](#)). The use of social media creates a link that causes ewom to occur, ewom has a role in influencing consumer purchasing decisions and in shaping consumer behavior patterns ([Jalilvand, 2012](#)), ([Maesaroh, 2022](#)). To continue to develop its business, of course, mixue must convey information about its products well to consumers who can provide positive feedback on the products being sold and can have an impact on purchasing decisions ([Arafah et al, 2023](#)). In the end, mixue clarified through its Instagram that they are still in the process of halal certification.

In the purchasing process, someone can be anxious about the uncertainty of a product ([Gika et al, 2023](#)), therefore someone will look for information about the product before making a purchase ([Ruliyana et al., 2021](#)). One of the communication media to find information is called ewom. In addition, attributes or labels also influence the decision to purchase a product because most Indonesian people are Muslim. Based on this description, this phenomenon attracts the attention of researchers to find out whether there is an influence between ewom through social media and the Mixue halal label that can influence consumer purchasing decisions.

2. METHODS

This research uses quantitative methods. According to [Sugiyono \(2019\)](#) Quantitative methods ([Riyanto et al, 2020](#)) can be defined as research methodologies based on the philosophy of positivism, used to research certain populations/samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses ([Sianipar et al, 2023](#)). The research approach used is associative. This study uses independent variables ([Solihat et al, 2023](#)), namely ewom and halal labelling, while the dependent variable is purchasing decisions.

The sampling technique used in this study is a non-probability sampling technique by means of purposive sampling or sampling techniques with specific objectives or criteria ([Usulu et al, 2023](#)). The population in this study is not known with certainty, so to determine the minimum number of samples refers to the Roscoe formula (1982) in [Sugiyono \(2019\)](#) with a sample of 60 respondents. The data analysis technique in this study uses multiple linear regression by going through various testing stages such as validity test, reliability test, classical assumption test, hypothesis testing, and determination coefficient test using the help of the

SPSS statistical program version 25. The results of the validity and reliability tests in this study show that all instruments are valid and reliable ([Purwaamijaya et al, 2023](#)).

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Table 1 below shows that there were 60 respondents. Respondents were 20 male respondents with a percentage of 33.33% and 40 female respondents with a percentage of 66.67%.

Table 1. Characteristics of Respondents Based on Gender.

No.	Gender	Frequency	Percentage
1.	Male	20	33,33%
2.	Female	40	66,67%

From Table 2 below, it shows that most respondents are 21-25 years old as many as 55 people with a percentage of 91.67%, and 18-20 years old as many as 5 people with a percentage of 8.33%.

Table 2. Characteristics of Respondents Based on Age.

No.	Age	Frequency	Percentage
1.	18-20	5	8,33%
2.	21-25	55	91,67%

Table 3 below shows that the respondents with the latest high school education were 38 people with a frequency of 63.33%, there were 3 people with the latest diploma education with a percentage of 5%, and the last bachelor education was 19 people with a percentage of 31.67%.

Table 3. Characteristics of Respondents Based on education.

No.	Last Education	Frequency	Percentage
1.	High School	38	63,33%
2.	Diploma	3	5%
3.	Bachelor	19	31,67%

3.2. Multiple Linear Analysis

Based on Table 4, the results of multiple linear regression analysis are obtained as follows:

Table 4. Multiple Regression Test Results.

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.210	2.543		.083	.934
	EWOM	.539	.079	.671	6.815	.000
	Label Halal	.137	.106	.128	1.299	.199

a. Dependent Variable: Purchase Decision

Based on the calculation results of Table 4, the regression coefficient results are meaningful:

1. In the results of the regression equation above, it can be seen that the constant value (a) is 0.210, which means that the constant value is positive if the ewom and halal label variables are assumed to be 0 (zero), it is estimated that the purchase decision for Mixue products is 0.210.
2. B1 (regression coefficient value x1) of 0.539, indicates that the ewom variable has a positive influence on purchasing decisions, which means that every 1 unit increase in the ewom variable will affect consumer purchasing decisions by 0.539 assuming other variables are not examined in this study.
3. B2 (regression coefficient value x1) of 0.137, indicates that the halal label variable has a positive influence on purchasing decisions, which means that each increase of 1 unit of the halal label variable will affect consumer purchasing decisions by 0.137, assuming other variables are not examined in this study.

3.3. T-test

Based on Table 5, it results in the T (Partial) Test as follows:

Table 5. T-Test Results.

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.210	2.543		.083	.934
	EWOM	.539	.079	.671	6.815	.000
	Label Halal	.137	.106	.128	1.299	.199

a. Dependent Variable: Keputusan Pembelian

Hypothesis 1: There is an influence between ewom and purchasing decisions ([Purwaamijaya and Prasetyo, 2022](#)). It can be seen in Table 4 that the sign value is $0.00 < 0.05$ and the t value is $6.815 > 2.002$ t table, so it can be concluded that H_a is accepted, and H_o is rejected. So, the results show that there is a positive and significant influence between the EWOM variable (X1) on the purchasing decision variable (Y).

Hypothesis 2: There is an influence ([Ramadhan et al, 2023](#)) between the halal label and purchasing decisions. In Table 4, the sig value is $0.199 > 0.05$ and the t value is $1.299 < 2.002$, so it can be concluded that H_o is accepted, and H_a is rejected. Thus, the results show that there is a positive and insignificant influence between the Halal Label variable (X2) on the Purchasing Decision variable (Y).

3.4. F-test

Based on Table 6 below, the F Test (Simultaneous) significance value of $0.000 < 0.05$ is smaller than the specified value and $f \text{ count of } 32.587 > 3.16$, which means that this value is greater than the f table. Therefore, it can be concluded that the ewom (X1) and halal label (X2) variables together have a positive and significant effect on purchasing decisions (Y).

Table 6. F-Test Results.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227.774	2	113.887	32.587	.000 ^b
	Residual	199.209	57	3.495		
	Total	426.983	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Label Halal, EWOM

3.5. Determination Coefficient Test (R²)

Based on Table 7, it is affected by the R.square coefficient value ([Putra et al, 2023](#)) of 0.533 or 53.3%. The results show that there is a simultaneous effect between the Ewom (X1) and Halal Label (X2) variables on the Purchasing Decision (Y) variable by 53.3% and the remaining 46.7% is influenced by other variables not discussed in this study.

Table 7. Determination Coefficient Test (R²) Results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.533	.517	1.86946

a. Predictors: (Constant), Label Halal, EWOM

4. CONCLUSION

From the results of this study, it can be concluded that purchase decisions are affected by ewom and halal labels ([Mussaafa et al, 2023](#)). This is evidenced by the results of the first study ([Lestari et al, 2022](#)), ewom has a positive and significant effect on product purchasing decisions. The results of this study are in line with research conducted by [Astuti \(2020\)](#) which states that the ewom variable has a positive and significant effect on purchasing decisions. This is because ewom makes it easier for consumers to access information about a product through social media networks.

Second, the halal label has a positive and insignificant effect on product purchasing decisions. In line with research by [Selvianti et al \(2020\)](#) which states that the halal label has a positive but insignificant effect on purchasing decisions. This is due to a lack of attention or awareness of the existence of a halal label in the product. And it could happen because Mixue is a big brand, so consumers are confident in the raw materials used. Third, ewom and halal labeling simultaneously positively and significantly affect product purchasing decisions. These results are in line with research conducted by [Ruliyana \(2021\)](#) which states that the ewom

variable and halal label have an effect on product purchasing decisions. With the existence of ewom, information on a product can be obtained easily and the halal label can make consumers feel safe so that they are sure to make purchasing decisions.

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