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The Influence of Halal Labels, Product Quality and Prices on Drug Purchase Decisions at Pharmacies in Pekanbaru City (Case Study of PT. Talang Gugun Sari Nusantara)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh label hala, kualitas produk dan harga terhadap Keputusan pembelian obat-obatan pada apotek di kota pekanbaru yang menstok barangnya dari PT. Talang Gugun Sari Nusantara. Penelitian ini menggunakan sampel sebanyak 52 apotek, dan menggunakan analisis data regresi linier berganda, uji t, uji F dan uji determinasi dengan menggunakan SPSS versi 24. Berdasarkan hasil penelitian diperoleh bahwa variable label halal secara parsial berpengaruh terhadap keputusan pembelian obat-obatan pada PT. Talang Gugun Sari Nusantara dengan $t\text{-hitung} > t\text{-tabel}$ atau $2,898 > 2,011$. Kualitas produk berpengaruh negatif secara parsial berpengaruh terhadap keputusan pembelian obat- obatan pada PT. Talang Gugun Sari Nusantara dengan $t\text{-hitung} > t\text{-tabel}$ atau $- 2,935 > 2,011$. Untuk variable harga secara parsial berpengaruh terhadap keputusan pembelian obat-obatan pada PT. Talang Gugun Sari Nusantara dengan $t\text{-hitung} > t\text{-tabel}$ atau $5,141 > 2,011$. Secara simultan menunjukkan bahwa nilai $F\text{-hitung} > F\text{-tabel}$ yang berarti bahwa terdapat pengaruh secara signifikan antara label halal, kualitas produk dan harga secara simultan atau bersama-sama terhadap keputusan pembelian obat-obatan pada PT. Talang Gugun Sari Nusantara.

Kata Kunci: *Label Halal, Kualitas Produk, Harga, Keputusan Pembelian*

Abstract

This study aims to determine the influence of hala labels, product quality and price on the decision to purchase medicines at pharmacies in the city of Pekanbaru that stock their goods from PT. Talang Gugun Sari Nusantara. This study used a sample of 52 pharmacies, and used multiple linear regression data analysis, t-test, F test and determination test using SPSS version 24. Based on the results of the study, it was obtained that the halal label variable partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara with t-count > t-table or 2,898 > 2,011. Product quality has a negative effect partially on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara with t-count > t-table or - 2.935 > 2.011. For price variables, it partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara with t-count > t-table or 5,141 > 2,011. Simultaneously shows that the value of F-calculated > F-table means that there is a significant influence between halal labels, product quality and price simultaneously or together on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

Keywords: *Halal Label, Product Quality, Price, Purchase Decision*

INTRODUCTION

The business world in the health sector is currently very promising and has great opportunities. Pharmacies are one of the most important public health services such as hospitals that provide various medicines needed for medical services. Each pharmacy has different benefits and features in meeting the needs of patients. This is because pharmacies are venture companies with a unique strategy in marketing the products sold. But basically every pharmacy will provide the best possible service to consumers to maintain the sustainability of the pharmacy business.

Currently, the development of pharmacies is running very rapidly due to development. This development progress has resulted in an increase in people's income and population growth, which has a major impact on the perception of adequate health needs. So that the public can expect pharmacies not only to provide good service, but also to be able to provide the right prescriptions according to consumer complaints and needs.

Consumers in deciding which products to consume, consumers read the products they buy and ask about what they don't understand. Here, the pharmacy representative explains the information that consumers need to ensure that they can purchase the product. Purchasing decisions are the consumer's decision to buy or not to buy a product. Among the various factors that affect consumer purchases of products and services, consumers usually always consider the quality, price, and popularity of products. (Kotler, 2017).

A halal label is the inclusion of a halal writing or statement on the product packaging to show that the product in question has the status of a halal product. Based on this explanation, the use of halal labels on each product is applied to provide comfort and safety for every product consumed. As stated in Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Product Assurance Article 3, it is explained that the procurement of halal products in each product provides comfort, safety, security, and certainty of the availability of halal products for the public in consuming and using products and increasing added value for business actors to produce and sell halal products.

According to (Indrasari, 2019) the purchase decision is a selection of two or more alternative options, in other words the choice/alternative must be available to someone when making a decision. On the other hand, if consumers have no alternative to choose and are really forced to make a purchase, then this situation is not a decision. So it can be concluded that this purchase decision is to choose a product among several product alternatives with several considerations to produce a decision and satisfy the desires of consumers.

PT. Talang Gugun Sari Nusantara is one of the companies that serves the entire pharmacy in the city of Pekanbaru for the sale of over-the-counter drugs, limited over-the-counter drugs, hard drugs, psychotropic drugs, herbal drugs, concocted drugs and medical devices. The obstacles that occurred at PT. The Talang Gugun Sari Nusantara is a difficulty in controlling the stock of available medicines.

Another problem is the problem of halal labels, sometimes there are still many drugs in circulation that are not accompanied by halal label certification, for the reason that many products produced by manufacturers are visited from abroad. Product quality is a fundamental problem at this time, some existing drugs are not listed on the quality of the product. The selling price of drugs depends on the circulating rupiah exchange rate, so the price determination is always an obstacle for every sale of medicines.

RESEARCH METHOD

This study aims to analyze how much the influence of halal labels, prices and product quality on the decision to purchase medicines at pharmacies in Pekanbaru City. The population in this study is pharmacies that collaborate with PT. Talang Gugun Sari Nusantara in the city of Pekanbaru. Samples are part of the number of characteristics possessed by the population. Where this study uses 52 samples that the author considers can represent all pharmacies that are the population.

The data analysis method used multiple linear regression, t-test, f test and determination test. Where the multiple regression method is a technique used to build an equation that connects the bound variable (Y) with the independent variable (X) and has the function of knowing the influence of one or several independent variables on the bound variable partially or simultaneously. In addition, analysis based on bound variables with independent variables is used to determine the dominance of one of the independent variables over the bound variable. In this study, the free variables are halal labels, product quality and price. While the variable bound in this study is the purchase decision.

Partial testing (t-test) was carried out to determine the influence exerted by each independent variable on the individually bound variable and also to see which independent variable had the strongest influence on the bound variable. A significant test (F test) or simultaneous test, is used to find out whether independent variables (consisting of two or more variables) together have a meaningful effect on the bound variable.

According to (Ghozali, 2016) the coefficient of determination (R²) essentially measures how far the model's ability to explain the variation of dependent variables. The value of the coexistence of the determination is between zero and one. A low value of R² means that the ability of independent variables to explain dependent variation is very limited.

RESULT AND DISCUSSION

Research Results

A. Multiple Regression Test

Table 1 Multiple Regression Equation Results

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	31,372	3,172		9,889	,000
	Label Halal	,218	,115	,265	2,898	,044
	Product	-,244	,083	-,409	-2,935	,005
	Price	,453	,088	,696	5,141	,000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 1, the regression equation is as follows:

$$Y = 31.372 + 0.218 X_1 - 0.244 X_2 + 0.453 X_3$$

So the interpretation of the multiple regression equation is as follows:

1. The α constant of 31,372 states that the halal label, product quality and price are considered zero or non-existent, so the purchase decision is 31,372 units.
2. The b1 coefficient of 0.218 states that if there is an increase in each unit of halal label variable, the purchase decision will increase by 0.218 units.
3. The b2 coefficient of - 0.244 states that if there is a decrease in each unit of product quality variable, the purchase decision will be reduced by -0.244 units.
4. The b3 coefficient of 0.453 states that if there is an increase in each unit of price variable, the purchase decision will increase by 0.453 units.

B. t test (Partial test)

The t-test is used to find out whether the partially free variable has a positive and significant effect on the bound variable. The results of the t-test in table 2 are as follows:

Table 2 Results of the test t						
Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	31,372	3,172		9,889	,000
	Label Halal	,218	,115	,265	2,898	,044
	Product	-,244	,083	-,409	-2,935	,005
	Price	,453	,088	,696	5,141	,000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on table 2, it can be found from partial hypothesis testing, namely:

1. Halal labels with a t-count value of 2.898 and t-table value of 2.011 so that t-count > t-table or $2.898 > 2.011$ and significance level of $0.044 < 0.05$ which means that the halal label partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.
2. Product quality with a t-count value of -2.935 and a t-table value of 2.011 so that t-count > t-table or $-2.935 > 2.011$ and a significance level of $0.005 < 0.05$ which means that product quality has a negative effect partially on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

3. The price with a t-calculated value of 5.141 and a t-table value of 2.011 so that the t- count > t-table or $5.141 > 2.011$ significance level of $0.000 < 0.05$ which means that the price partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

C. F Test (Simultaneous Test)

The F test is used to determine whether the free variables (halal label, product quality and price) together have a significant effect on the bound variable (purchase decision). The results of the F Test can be seen in the following table 3:

Table 3 F Test Results						
ANOVA						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	406,894	3	135,631	14,594	,000b
	Residual	446,087	48	9,293		
	Total	852,981	51			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Price, Product Quality, Halal Label						

Source: Processed Data, 2025

Based on table 3 shows that the value of F- count is 14.594 while F-table is 2.80 with df numerator =3, df denominator =48 and significant level $\alpha = 0.05$ so that F- count > F-table. With a significant influence between halal labels, product quality and prices simultaneously or together on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara

D. Determination Test

The determination coefficient (R^2) is useful to measure the extent to which the role of independent variables (quality of public service and work discipline) together explain the changes that occur in the dependent variable (community satisfaction). For more details, you can see the following table 4:

Table 4 Coefficient of Determination (R^2)

Model Summary ^b					
			Adjusted R	Std. Error of	
1	,691a	,477	,544	3,04852	1,946
a. Predictors: (Constant), Price, Product Quality, Halal Label					
b. Dependent Variable: Purchase Decision					

Source: Processed Data, 2025

From table 4, it is known that the determination coefficient (*Adjusted R Square*) is 0.544 or 54.4%, this means that 54.4% of the purchase decision variables can be explained or influenced by the variables of halal labels, product quality and price, while the remaining 45.6% are influenced by other variables that are not studied.

Discussion

The effect of halal labels on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara

Halal labeling as stated in government regulation number 39 of 2021 article 1 paragraph 7 concerning the implementation of halal product assurance that the halal label is a sign of the halal nature of a product. The eligibility of products to obtain a halal label is also regulated in paragraph 1 paragraph 8 that conformity assessment is an activity to assess that goods, services, systems, processes, or personnel have met the reference requirements, (Government Regulation No.39 of 2021).

The halal and haram characteristics of food, medicines and cosmetics are important things that consumers must pay attention to. The halal criteria are Tayyib (good), while there are five haram criteria, namely khabis (bad), dangerous, unclean, narcotics and made from human organs. By referring to halal label indicators such as pictures, writing, combinations of images and writings and sticking to the packaging. By paying attention to the label brands that can instill trust in customers.

From the results of the analysis of the halal label variety, it is considered important by the respondents, this can be seen from the respondents' responses about the halal label. This is also in line with the results of regression analysis and partial testing (t-test) that the halal label with a t- count of 2.898 and a t-table value of 2.011 so that the t-count > t-table or $2.898 > 2.011$ and a significance level of $0.004 < 0.05$ which means that the halal label partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

The results of this study are in accordance with the research conducted by (Ahmad, 2022) with the research title The Influence of Halal Labels, Religiosity, Price and Product Quality on the Decision to Buy Packaged Food and Beverages in S1 Students of Febi UIN Kiai Haji Achmad Siddiq and the Islamic University of Jember.

The effect of product quality on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara

Product quality is one of the important benchmarks for the success of a company, because with good product quality, the company will be able to compete with its competitors. Companies must also make new innovations to the products they offer because consumers tend to be critical of the products circulating in the market.

(Assauri, 2015) said that product quality is the factors contained in a good or product that cause the product or product to be in accordance with the purpose for which the product or product is intended. By referring to product quality indicators such as performance, reliability, features, durability, consistency and design. Thus, high-quality products are products that are proven to meet consumer needs.

From the results of the analysis of product quality variables considered important by respondents, this can be seen from the respondents' responses about product quality. This is also in line with the results of regression analysis and partial testing (t-test) that the quality of the product with a t- count of -2.935 and a t-table value of 2.011 so that the t-calculation > t-table or - 2.935 > 2.011 significance level of $0.001 < 0.05$ which means that the quality of the product has a partial negative effect on the decision to purchase drugs at PT. Talang Gugun Sari Nusantara.

The results of this study are in accordance with the research conducted by (Indah, 2022) with the research title The Influence of Product Quality and Halal Labels on the Purchase Decision of Wardah Cosmetics by Sharia Economics Students at the Sultan Syarif Kasim State Islamic University Riau. The results of the study stated that product quality had no effect on the purchase decision of wardah cosmetics while the halal label had an effect on the purchase of wardah cosmetics.

The effect of price on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara

(Sudaryono, 2016) interprets that price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place. In determining the value of a good and service,

consumers compare the ability of a good and service to meet its needs with the ability of a substitute goods and services, in order to be successful in marketing a good or service, each company must set the price appropriately.

By referring to price indicators such as price affordability, price conformity with product quality, price competitiveness and price conformity with benefits. With an affordable price is the expectations of consumers before they make a purchase From the results of the analysis of price variables are considered important by the respondents, this can be seen from the respondents' responses about the price. This is also in line with the results of regression analysis and partial testing (t-test) that the price with a t-calculated value of 5.141 and a t-table value of 2.011 so that $t\text{-count} > t\text{-table}$ or $5.141 > 2.011$ significance level of $0.000 < 0.05$ which means that the price partially affects the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

The results of this study are in accordance with the research conducted by (Ismail, 2021) with the title of research on the influence of halal labels, brands, and prices on the purchase decision of over-the-counter drugs in West Java Province. Stating that the halal label has no relationship with the decision of the buyer of an over-the-counter drug while the brand, and price have an effect on the decision to purchase over-the-counter drugs in the province of West Java.

The influence of halal labels, product quality and prices on the purchase decision of medicines at PT. Talang Gugun Sari Nusantara

According to (Sanjaya, 2016) the benefits of purchasing decisions are to help a certain amount of knowledge about relevant product categories and criteria, evaluate new products or brands and also compare various options to help evaluate their preferences.

(Indrasari, 2019) argues that the purchase decision is a selection of two or more alternative choices, in other words the choice/alternative must be available to a person when making a decision. On the other hand, if consumers have no alternative to choose and are really forced to make a purchase, then this situation is not a decision.

By referring to each halal label indicator, product quality and existing price, it is expected to increase product sales. From the results of the analysis of halal label variables, product quality and price are considered important by respondents, this can be seen from the respondents' responses about halal labels, product quality and price. This is also in line with the results of regression analysis and simultaneous testing (f-test) showing that the value of F- count is 14.594 while the F-table is 2.80 with df numerator =3, df denominator

=48 and significant f-tara $\alpha = 0.05$ so that $F\text{-count} > F\text{-table}$. With a significant influence between halal labels, product quality and prices simultaneously or together on the decision to purchase medicines at PT. Talang Gugun Sari Nusantara.

The results of this study are in accordance with the research conducted by (Suayroh, 2022) with the research title The Influence of Halal Labels, Promotion, Service Quality, Brand Image, and Price on Consumer Decisions in Buying Drugs at Pharmacies in Jember Regency. Stating that halal labels and promotions have no effect on consumer decisions, while service quality, brand image and price affect consumer decisions.

CONCLUSION

This research adds to our understanding of halal labels, product quality and price in determining consumer decisions on medicines. From the results of this study, it can be seen that the influence of price is an important factor in influencing purchase decisions, because the influence of price with a coefficient b_3 of 0.453 states that if there is an increase in each unit of price variable, the purchase decision will increase by 0.453 units. Furthermore, the halal label is a very influential factor. This is because most of our society still adheres to the religious aspect as their guideline. So it requires the Company to pay attention to the quality and price of drugs, but also to pay attention to the halal label.

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