

The Influence of Country of Origin, Halal Label and Promotion on Consumer Loyalty of Mixue Ice Cream on Teenagers in Palembang City with Purchase Decision as an Intervening Variable



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ABSTRACT: This research is motivated by issues regarding the halalness of a product, which often come to the fore. This is because there is a strict prohibition in Islamic law on certain foods, such as pork and liquor, products that can be consumed, both food and drink and medicine, must be free from unacceptable elements. This also happened to one of the drink labels originating from China, namely Mixue, which has been marketing its products in Indonesia for the last few years. This research aims to analyze the influence of Country of Origin, Halal Label, and Promotion on Consumer Loyalty on Purchase Decisions for mixue ice cream among teenagers in the city of Palembang with Purchase Decisions as an Intervening Variable. This research uses a quantitative approach. The population of this research is teenagers who consume mixue ice cream in the city of Palembang with a sample size of 200 respondents. The data collection technique uses primary data in the form of distributing questionnaires using a Likert scale. The data analysis technique in this research uses Outer Model Analysis, Inner Model Analysis, Bootstrapping, Path Coefficient. The results of this research show that (1) Country of Origin has an effect on Consumer Loyalty, (2) Halal Label has no effect on Consumer Loyalty (3) Promotion has an effect on Consumer Loyalty (4) Country of Origin has an effect on Purchasing Decisions (5) Halal Label has an effect on Purchase Decisions (6) Promotion influences Purchase Decisions (7) Purchase Decisions Influences Consumer Loyalty (8) Country of Origin influences Consumer Loyalty through purchasing Decisions (9) Halal Label influences Consumer Loyalty through Purchase Decisions (10) Promotion influences on Consumer Loyalty through purchasing decisions.

KEYWORDS: Country of Origin, Halal Label, Promotion, Loyalty Consumers, Purchase decisions

I. INTRODUCTION

Most Muslim-majority countries, including Indonesia, enforce its mandatory law halal certification for imported food and medicine. This matter exists because of the prohibition in Islamic law against certain food, like meat, pork, and drinks, products that can be consumed, good food and drink nor medicines, must be free from elements that are not accepted. So that issues of halal something product, often emerged, which, among other things, was also addressed by one of the drink labels that came from China that is Mixue, of which there are several years of final promote products in Indonesia. (Size 10 & Normal) This document is a template. An electronic copy can be downloaded from the conference website. For questions on paper guidelines, please contact the conference publications committee as indicated on the conference website. Information about final paper submission is available from the conference website. (Fakta, 2023).

In today's free market era, marketing is developing very quickly. Marketing is one of the economic sciences that greatly affects the success of a company in order to dominate the market. Many young people today are interested in the development of the food sector or what is now often called Food and Beverage, which offers various innovations and uniqueness, one of which is ice cream products. Ice cream is one of the most popular snacks in all circles of society because of its uniqueness and a large selection of flavors that make ice cream more attractive. This business opportunity is very lucrative for tropical regions such as Indonesia, especially in areas that are a little hotter.

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Table 1. Consumption Rate *Ice Cream* 2020-2022 in Palembang

Year	Amount
2020	71.2%
2021	25.7%
2022	31.3%

Source : BPS Palembang City

Based on table the show that ice cream consumption in the city of Palembang is experiencing decrease and increase , in 2021 people will consume ice cream decrease will but happen enhancement again in 2022.

This is because Lots perpetrator business culinary offer ice cream business Because relative market demand Lots . Moreover with condition influencing climate interest purchase consumer as in Indonesia with climate tropical . The market is always there There is make business This Still get place . This is proven a number of offer ice cream partnership , experience growth quite business . One of them *Ice cream* Capable *mixue* interesting Lots consumers at the start his presence . *Mixue* try create quality products and have mark more from product other(Ananda Putri Suryaningtyas, M Ridwan Bassalamah, 2023). This is a problem because Indonesia is a Muslim-majority country that is very concerned about the importance of halal labeling for the products they will consume, so products originating from non-Muslim-majority countries that do not require food and beverage products to include halal labeling on their product packaging.

Consuming halal food is an obligation for Muslim consumers, because they do not just demand hygienic products at affordable prices, but guaranteed halalness. However, with limited knowledge, Muslim consumers see halalness only from the packaging. To protect Muslim consumers, there must be an institution that guarantees that halal-labeled products have halal certificates, meaning that there is legal recognition that the products issued have met the halal provisions.(Era Susanti, Nilam Sari, 2020).

Halal Label is the provision of halal marks or written evidence as a guarantee of halal products with halal writing in Arabic, other letters and codes from the minister of religion issued as a basis for halal inspection from MUI as a valid guarantee that the product in question is halal for consumption and use by the public in accordance with the provisions of Islamic law. Halal Guarantee Organizer (BPJH), then the obligation of business actors to include a halal label on: product packaging, certain parts of the product and certain places on the product. Then in the inclusion of the halal label must be easy to see and read and not easily removed, removed and damaged. Halal awareness means understanding what is good or allowed to be consumed in accordance with Islamic religious rules in the Koran and hadith. Halal awareness in Islam is where a religious person realizes that his religion requires adherents to consume halal products.(Jamsa Sumbalatu, 2023)

The Assessment Institute for Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) recently confirmed that the company Mixue Ice cream and Tea has registered with LPPOM MUI for halal certification MUI has issued a halal decree for Mixue Ice cream and Tea products. This halal decree was issued by MUI after the Fatwa Commission conducted a halal product hearing. After the issuance of this MUI Halal Decree letter, the Indonesian Ministry of Religion's Halal Product Guarantee Agency (BPJPH) has issued a Halal Certificate to Mixue Ice cream and Tea.

In addition, in marketing a product, promotion is a communication between sellers and buyers or other parties in the channel to influence attitudes and behavior. This is done to introduce the product to consumers, so that consumers can find out the advantages of the product they are going to buy.(Sri Wdyanti Hastuti & Anasrulloh, 2020)

Mixue's fundamental strategy is to tighten its promotion, more precisely using the power of social media such as Instagram and TikTok. The contents on its social media are not only created organically by Mixue, but there is also help from other social media users. In addition to digital promotional strategies, Mixue also involves conventional promotional activities. For example, providing discount vouchers for the purchase of Mixue ice cream and tea products.

In addition, purchasing decisions for ice cream products are influenced by various factors such as Country of Origin, halal labeling, and promotion. Consumer decisions are important in terms of company progress, because the more consumers want to buy products or services in a company, the greater the opportunity for the company to get profits and regular customers. Purchasing decisions can not only be an opportunity for companies to benefit from business terms, but also with more and more consumers buying a product, the company will be recognized by many people and consumers will also be loyal to the company. To make someone decide to buy a product that the company provides, there are many ways that companies can achieve, for example by providing the best quality of the product itself.(Authors & Gunawan, 2019)

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II. LITERATURE REVIEW

A. Theory of Planned Behavior (TPB)

Theory Of Planned Behavior was discovered in the 1990s, in research conducted by Ajzen (1991). Theory Of Planned Behavior includes intention to behave, which is a strong predictor of how a person will behave in a particular situation then attitude or attitude toward behavior, which is determined by beliefs about the consequences of behavior called behavioral beliefs; Subjective norms, which are factors outside the individual that contain perceptions about whether people will approve of a behavior to be carried out; and perceived behavioral control, which is a belief about resources or obstacles that can facilitate or interfere with the performance of certain behaviors. In Theory Of Planned Behavior, intention is the main factor for individuals to perform certain behaviors. Intentions are assumed to capture the motivational factors that influence behavior; They are an indication of how hard people are willing to try, how much effort they plan to put into performing the behavior. As a general rule, the stronger the intention to engage in the behavior, the greater the performance. The theory also explains that behaviors are not completely under the control of the individual, such as behaviors that involve achieving goals. (A Wijaya , J Wulandari, 2020)

B. Country Of Origin

According to Kotler and Keller (2009: 338), the perception of country of origin is a trigger in the form of associations and beliefs that can influence the purchasing decision-making process directly or indirectly. It can be said directly if perception is included as an attribute of decision making and indirectly if perception affects other attributes in decision making. (Indar Rahmani, 2019). Country Of Origin is an image of a product that is triggered by the country of origin of the product. Country Of Origin is a person's perception or way of looking at a product that is associated with his background. Country Of Origin has various effects on the thinking of a prospective consumer and consumer. One of the effects of Country Of Origin is the stimulus effect on potential consumers and consumers in evaluating a product and is used to find other information about the product. Based on some of the descriptions above, it can be concluded that Country Of Origin is a picture or view that consumers use of the place of origin of a product, both in the form of negative and positive views. (Cahyaningrum, 2020)

C. Halal Label

Halal labeling is the inclusion of a halal statement or logo composed of Arabic letters that form the word halal in a circle on product packaging to indicate that the product in question has the status of a halal product. Halal labeling includes the process of cutting, storing, serving, preparing, health and hygiene, such as not expired, does not contain dyes and so on. The definition of halal labeling according to the Ministry of Religion contained in the Ministry of Religion of the Republic of Indonesia Number 518 of 2001 concerning the examination and determination of halal food is "...does not contain elements or ingredients that are haram or prohibited for consumption by Muslims, and the processing is not contrary to Islamic law". The halal label is obtained after obtaining a halal certificate. Halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) which states the halalness of a product in accordance with Islamic law. This halal certificate is a requirement to obtain permission to include the halal label on product packaging from the authorized government agency. What is meant by halal products are products that meet the requirements of halalness in accordance with Islamic law. (Era Susanti, Nilam Sari, 2020)

D. Promotion

According to Hasan (2016), "sales promotion is a marketing function that focuses on communicating marketing programs persuasively to the target audience to encourage the creation of exchange transactions between the company and the audience." According to Kotler and Keller (2013), sales promotion is a core ingredient in a marketing campaign, consisting of a collection of incentive tools, some short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or trade. (Triana, 2021)

E. Loyalty

According to Tjiptono & Chandra (2012), in Hayani (2020) customer loyalty is a customer commitment to a brand, store or supplier based on very positive characteristics in long-term purchases. Customer loyalty is very important for companies to maintain the continuity of their business activities. Customer loyalty can be grouped into two types, namely brand loyalty and store loyalty. Brand loyalty is a favorable attitude towards a brand which is represented in consistent purchases of that brand over time, while store loyalty is also indicated by consistent behavior but consistent behavior is to visit a store where the customer can buy the desired brand. (Hayani, 2020)

F. Purchase Decision

Consumer decisions are problem-solving analysis. Consumer decision itself is defined as a consumer decision to buy or use certain services offered based on the intention to purchase / use services. Decisions are the key to understanding the behavior of

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buyers or subscriptions. Thus it can be concluded that purchasing decisions made by consumers begin long before purchasing activities occur and have a long continuation after the purchase is made. Marketers must research consumers to find out what types of problems or wants and needs arise, what causes that sense of need and how that sense of need leads to certain objects. (Subianto, 2007)

G. Framework of Thought

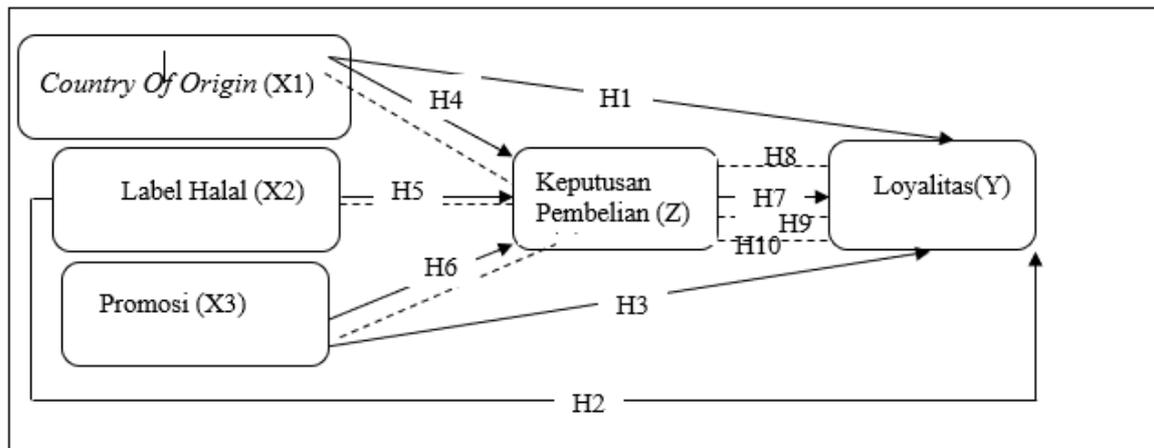


Figure 1. Framework of Thought

H. Research Hypothesis

1. H1: There is an effect of Country Of Origin on consumer loyalty.
2. H2: There is an influence of the halal label on consumer loyalty
3. H3: There is an influence of promotion on consumer loyalty
4. H4: There is an effect of Country Of Origin on purchasing decisions
5. H5: There is an influence of halal labeling on purchasing decisions
6. H6: There is an influence of promotion on purchasing decisions
7. H7: There is an influence of purchasing decisions on consumer loyalty
8. H8: There is an effect of Country of Origin on consumer loyalty through purchasing decisions
9. H9: There is an influence of the halal label on consumer loyalty through purchasing decisions
10. H10: There is an effect of promotion on consumer loyalty through purchasing decisions

III. RESEARCH METHODS

This study discusses the effect of Country Of Origin, halal labeling and promotion on consumer loyalty for mixue ice cream for teenagers in Palembang city with purchasing decisions as an intervening variable. In this study, field research was used by conducting a survey or going to the object of research. The research locations chosen in this study are all mixue branches in Palembang city which have 13 branches, namely Mixue PsX, Mixue PTC, Mixue Opi Mall, Mixue PIM Mall, Mixue Dempo, Mixue Sekip, Mixue Celentang, Mixue Sako Kenten, Mixue Kapten A Rivai, Mixue Major Ruslan, Mixue Golf, Mixue Bukit Unsri and, Mixue KM9. Respondents in this study were aged 10-24 years and not married. teenage criteria according to the Population and Family Planning Agency (BKKBN) (Ruskandi, 2021). In this study using Quantitative Data, namely data expressed in the form of numbers that can be calculated, quantitative methods are research methods used to research on certain populations or samples, data collection using research instruments, quantitative or statistical analysis, aims to test the hypothesis that has been set. (Sugiyono, 2019). In this study the population was adolescents who consumed mixue ice cream in Palembang city aged 10-24 years, and bought mixue ice cream more than three times which was not known. In this study using probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. (Sugiyono, 2017) Sampling technique based on special criteria, namely people who are considered experts The sample size was taken using the Hair, et al. formula. Hair's formula is used because the population size is not known for sure and suggests that the sample size is 5-10 times the indicator variable. So that the number of indicators is 20 times 10 (20 x 10 = 200). So through calculations based on this formula, the sample size of this study was 200 people who came from teenagers who consumed Mixue ice cream in Palembang city. The data analysis used is descriptive statistical analysis and inferential statistics, (Griffin, 2015).

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Measurement of inferential statistical data analysis using the SmartPLS application begins with model measurement (outer model), model structure (inner model) and hypothesis testing. (Syahrir, Danial, Eni Yulinda, 2020)

IV. RESULTS AND DISCUSSION

1. OUTER MODEL ANALYSIS

A. CONVERGENCE VALIDITY

TABLE 1. CONVERGENT VALIDITY TEST RESULTS

Variabel	Indikator	Loading factors	Keterangan
Contry Of Origin (X1)	X1.1	0.719	Valid
	X1.2	0.795	Valid
	X1.3	0.828	Valid
	X1.4.	0.863	Valid
	X1.5	0.856	Valid
	X1.6	0.795	Valid
	X1.7	0.832	Valid
	X1.8	0.803	Valid
Label Halal (X2)	X2.1	0.807	Valid
	X2.2	0.838	Valid
	X2.3	0.807	Valid
	X2.4	0.837	Valid
	X2.6	0.816	Valid
	X2.7	0.809	Valid
	X2.8	0.822	Valid
	Promosi (X3)	X3.1	0.819
X3.2		0.786	Valid
X3.3		0.836	Valid
X3.4		0.833	Valid
X3.5		0.813	Valid
X3.6		0.783	Valid
X3.7		0.817	Valid
X3.8		0.776	Valid
Loyalitas Y	Y.1	0.785	Valid
	Y.2	0.857	Valid
	Y.3	0.880	Valid
	Y.4	0.847	Valid
	Y.5	0.821	Valid
	Y.6	0.854	Valid
	Y.7	0.856	Valid
	Y.8	0.847	Valid
Keputusan Pembelian (Z)	Z.1	0.762	Valid
	Z.2	0.830	Valid
	Z.3	0.865	Valid
	Z.4	0.883	Valid
	Z.5	0.857	Valid
	Z.6	0.807	Valid
	Z.7	0.832	Valid
	Z.8	0.831	Valid

Source: SmartPLS3.0 Output, 2024

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The outer model value or the correlation between constructs and variables has met convergent validity because it has a loading factor value > 0.70, the conclusion is that the constructs for all variables can be used to test the hypothesis.

B. DISCRIMINANT VALIDITY

TABLE 2. CROSS LOADING VALUE

	<i>Country Of Origin (X1)</i>	Halal Label (X2)	Promotion (X3)	Loyalty Consumer (Y)	Purchase Decision (Z)
X1.1	0.719	0.390	0.511	0.612	0.489
X1.2	0.795	0.427	0.570	0.514	0.520
X1.3	0.828	0.444	0.660	0.599	0,558
X1.4	0,863	0,450	0.628	0,550	0.624
X1.5	0,856	0,542	0.613	0.573	0.615
X1.6	0,795	0.515	0.576	0.509	0,610
X1.7	0,832	0,519	0.615	0,582	0.646
X1.8	0,803	0,466	0.604	0.501	0,598
X2.1	0,513	0.807	0.547	0.543	0.656
X2.2	0.487	0.838	0.639	0,520	0.676
X2.3	0.441	0.807	0,514	0.443	0,569
X2.4	0,440	0.837	0,580	0,449	0.556
X2.6	0.495	0.816	0,562	0.433	0.617
X2.7	0,468	0.809	0.565	0.333	0.575
X2.8	0,469	0.822	0,584	0.437	0,590
X3.1	0,620	0.662	0.819	0.627	0.667
X3.2	0,560	0,489	0.786	0,591	0.586
X3.3	0,593	0.542	0.836	0.525	0,660
X3.4	0,610	0.485	0.833	0.579	0,643
X3.5	0,547	0,515	0,813	0,688	0,613
X3.6	0,584	0,542	0,783	0,612	0,629
X3.7	0,638	0,613	0,817	0,579	0,679
X3.8	0,606	0,652	0,776	0,534	0,658
Y.1	0,537	0,496	0,577	0,785	0,560
Y.2	0.530	0.458	0.633	0.857	0.591
Y.3	0.588	0.491	0.636	0.880	0.649
Y.4	0.546	0.400	0.596	0.847	0.542
Y.5	0.549	0.451	0.617	0.821	0.617
Y.6	0.615	0.482	0.665	0.854	0.639
Y.7	0.607	0.435	0,594	0,856	0,630
Y.8	0,635	0,537	0,632	0,847	0,694
Z.1	0,619	0,609	0,659	0,588	0,762
Z.2	0,587	0,585	0,611	0,578	0,830
Z.3	0,612	0,625	0,704	0,641	0,865
Z.4	0,660	0,669	0,727	0,627	0,883
Z.5	0,634	0,647	0,699	0,630	0,857

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	<i>Country Of Origin (X1)</i>	<i>Halal Label (X2)</i>	<i>Promotion (X3)</i>	<i>Loyalty Consumer (Y)</i>	<i>Purchase Decision (Z)</i>
Z.6	0,583	0,586	0,629	0,642	0,807
Z.7	0,563	0,612	0,630	0,578	0,832
Z.8	0,530	0,616	0,631	0,592	0,831

Source: SmartPLS3.0 Output, 2024

Based on table 2 shows that all indicators that pass the *Cross Loading (Discriminant Validity)* test are valid because they are >0.70 as well more big in comparison mark other variables . Whereas another method for evaluate *Discriminate Validity* ie with mark *square of average variance extracted (AVE)*

C. COMPOSITE RELIABILITY

TABLE 3. COMPOSITE RELIABILITY VALIE

Variable	<i>Composite Reality</i>	Criteria	Information
Contry of Origin (X1)	0.939	>0.70	Reliable
Halal Label (X2)	0.935	>0.70	Reliable
Promotion (X3)	0.938	>0.70	Reliable
Loyalty (Y)	0.952	>0.70	Reliable
Buying decision (Z)	0.948	>0.70	Reliable

Source: SmartPLS3.0 Output, 2024

Based on table 4.12 shows that all variable have mark *composite reliability* >0.70 . results This show that each variable has fulfil *composite reliability* so that can be concluded that whole variable has a high level of reliability.

D. CONBARCH'S ALPHA

TABLE 4. CONBARCH'S ALPHA

Variable	<i>Cronbach's Alpha</i>	Criteria	Information
Country Of Origin (X1)	0.926	>0.70	Reliable
Halal Label (X2)	0.919	>0.70	Reliable
Promotion (X3)	0.924	>0.70	Reliable
Loyalty Consumer (Y)	0.942	>0.70	Reliable
Purchase Decision (Z)	0.937	>0.70	Reliable

Source: SmartPLS3.0 Output, 2024

Based on table 4 shows that mark *Cronbach's Alpha* of each variable study this is >0.70 , then can be concluded that each variable has a high level of reliability.

2. INNER MODEL ANALYSIS

A. R-SQUARE TESTING (R²)

TABLE 5. R-SQUARE VALUE

Variable	R-Square	Model Power
Purchase Decision (Z)	0.724	Strong
Loyalty Consumer (Y)	0.613	Currently

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Source: SmartPLS3.0 Output, 2024

Based on table 5 shows that The R-Square value of Purchase Decisions (Z) is $0.724 > 0.67$, meaning own coefficient determination strong of 72% of Purchase Decisions can be explained by Country of Origin, Halal Label, Promotion and Loyalty Consumer as well as the remaining 28% can be explained by factors other. Whereas Loyalty consumer (Y) is $0.613 > 0.33$, meaning coefficient Medium determination and 61% loyalty consumer can explained by Country of Origin, Halal Label, Promotion and Purchase Decision as well as the rest 39% can explained by factors other.

B. R-SQUARE TESTING (R^2)

TABLE 6. CONSTRUCT CROSSVALIDATED REDUNDANCY VALUE

Construct	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Purchase Decision (Z)	1600,000	806,134	0.496
Loyalty Consumer (Y)	1600,000	905,373	0.434

Source: SmartPLS3.0 Output, 2024

Based on table 4.15 shows that results Q^2 calculation more big from 0 (zero), can be concluded that have relevance strong predictions or model has *predictive relevance*.

3. BOOSTRAPING

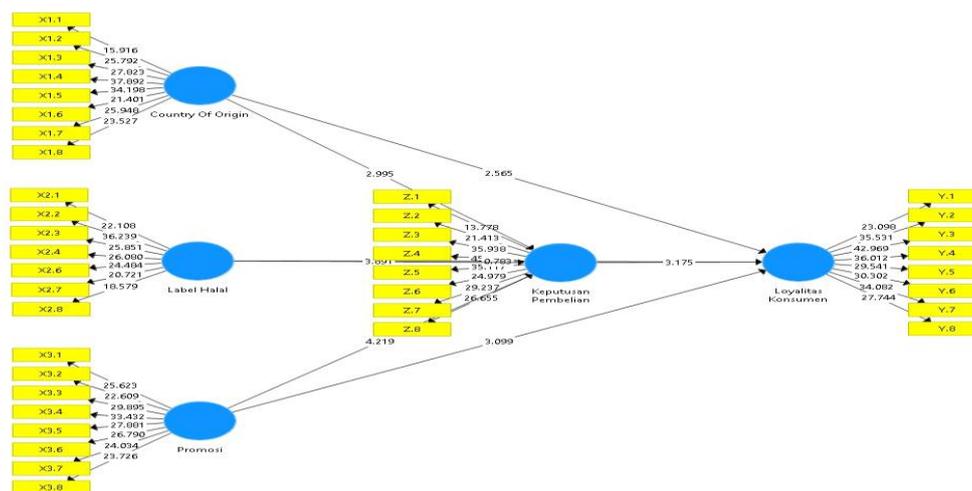


Figure 1. Bootstrapping Model

4. PATH COEFFICIENT

TABLE 7. PATH COEFFICIENT

	T Statistics (O/STDEV)
Country Of Origin (X1) → Loyalty Consumer (Y)	2,565
Halal Label (X2) → Loyalty Consumer (Y)	0,783
Promotion (X3) → Loyalty Consumer (Y)	3,099
Country Of Origin (X1) → Purchase Decision (Z)	2,995
Halal Label (X2) → Purchase Decision (Z)	3,891
Promotion (X3) → Purchase Decision (Z)	4,219
Purchase Decision (Z) → Loyalty Consumer (Y)	3,175

Source: SmartPLS3.0 Output, 2024

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TABLE 8. BOOTSTRAPPING MODEL RESULTS INDIRECT EFFECT

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Country Of Origin (X1) -> Purchase Decision (Z) -> Loyalty Consumer (Y)	0.088	0.085	0.041	2,149	0.033
Halal Label (X2) -> Purchase Decision (Z) -> Loyalty Consumer (Y)	0.121	0.114	0.049	2,473	0.014
Promotion (X3) -> Purchase Decision (Z) -> Loyalty Consumer (Y)	0.137	0.133	0.053	2,564	0.011

Source: SmartPLS3.0 Output, 2024

IV. DISCUSSION OF RESEARCH RESULTS

- Influence Country Of Origin to Loyalty Mixue Ice Cream Consumers** Based on results testing that has been done obtain mark t statistics 2.565 > t table of 1.96 and p- values of 0.011 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.011 was decided For reject H0 and accept H1, then based on results testing show that Country Of Origin influential positive and significant to loyalty Ice Cream Mixue consumers
- The Influence of the Halal Label on Loyalty Mixue Ice Cream Consumers** Based on results testing that has been done obtain mark t statistics 0.783 < t table of 1.96 and p- values of 0.435 > 0.05, then mark t statistics < t table So with level significance > 0.05 ie of 0.435 was decided For reject H2 and accept H0, then based on results testing show that the halal label does not influential positive and significant to loyalty ice cream consumers mixue .
- Influence Promotion to Loyalty Mixue Ice Cream Consumers** Based on results testing that has been done obtain mark t statistics 3,099 > t table of 1.96 and p- values of 0.002 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.002 was decided For reject H0 and accept H3, then based on results testing show that promotion influential positive and significant to loyalty ice cream consumers mixue
- Influence Country Of Origin on Mixue Ice Cream Purchasing Decisions** Based on results testing that has been done obtain mark t statistics 2.995 > t table of 1.96 and p- values of 0.003 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.003 was decided For reject H0 and accept H4, then based on results testing show that Country Of Origin influential positive and significant on ice cream purchasing decisions mixue .
- The Influence of Halal Labels on Purchase Decisions for Ice Cream Mixue** Based on results testing that has been done obtain mark t statistics 3,891 > t table of 1.96 and p- values of 0.000 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.000 is decided For reject H0 and accept H5, then based on results testing show that the halal label has an effect positive and significant on ice cream purchasing decisions mixue .
- Influence Promotion on Mixue Ice Cream Purchasing Decisions** Based on results testing that has been done obtain mark t statistics 4.219 > t table of 1.96 and p- values of 0.000 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.000 is decided For reject H0 and accept H6, then based on results testing show that promotion influential positive and significant on ice cream purchasing decisions mixue .
- Influence of Purchase Decisions to Loyalty Mixue Ice Cream Consumers** Based on results testing that has been done obtain mark t statistics 3.175 > t table of 1.96 and p- values of 0.002 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.002 was decided For reject H0 and accept H7, then based on results testing show that Purchase decision influential positive and significant to Loyalty Ice cream consumers mixue .
- Influence Country Of Origin to Loyalty Consumer through Purchase Decisions as intervening variables in Ice Cream Mixue** Based on results testing that has been done obtain mark t statistics 2.149 > t table of 1.96 and p- values of 0.033 < 0.05, then mark t statistics > t table So with level significance < 0.05 ie of 0.033 was decided For reject H0 and accept H8, then based on results testing show that Country Of Origin in a way No direct through purchasing decisions as influential intervening variables positive and significant to loyalty consumer.

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9. **The Influence of the Halal Label on Loyalty Consumer through Purchase Decisions as intervening variables in Ice Cream Mixue** Based on results testing that has been done obtain mark t statistics $2.473 > t$ table of 1.96 and p- values of $0.014 < 0.05$, then mark t statistics $> t$ table So with level significance < 0.05 ie of 0.014 was decided For reject H_0 and accept H_9 , then based on results testing show that the label is halal No direct through purchasing decisions as influential intervening variables positive and significant to loyalty consumer .
10. **Influence Promotion to Loyalty Consumer through Purchase Decisions as intervening variables in Ice Cream Mixue** Based on results testing that has been done obtain mark t statistics $2.564 > t$ table of 1.96 and p- values of $0.011 < 0.05$, then mark t statistics $> t$ table So with level significance < 0.05 ie of 0.011 was decided For reject H_0 and accept H_9 , then based on results testing show that promotion in a way No direct through purchasing decisions as influential intervening variables positive and significant to loyalty consumer .

V. CONCLUSIONS

- 1) Country Of Origin (X1) is influential to loyalty consumer (Y) prove it with mark t statistic $2.565 > t$ table 1.96 and p- value $0.011 < 0.05$.
- 2) Halal Label (X2) no influential to loyalty consumer (Y) prove it with mark t statistic $0.783 < t$ table 1.96 and p- value $0.435 > 0.05$.
- 3) Promotion (X3) has an effect to loyalty consumer (Y) prove it with mark t statistic $3.099 > t$ table 1.96 and p- value $0.002 < 0.05$.
- 4) Country Of Origin (X1) is influential on purchasing decisions (Z) prove it with mark t statistic $2.995 > t$ table 1.96 and p- value $0.003 < 0.05$.
- 5) The Halal label (X2) has an effect on purchasing decisions (Z) prove it with mark t statistic $3.891 > t$ table 1.96 and p- value $0.000 < 0.05$
- 6) Promotion (X3) has an effect on Purchasing Decisions (Z) prove it with mark t statistic $2.565 > t$ table 1.96 and p- value $0.000 < 0.05$
- 7) Purchase Decisions (Y) have an effect to loyalty consumer (Y) is proven with mark t statistic $3.175 > t$ table 1.96 and p- value $0.002 < 0.05$
- 8) Purchase Decision (Z) mediates connection between Country Of Origin (X1) against Loyalty Purchase (Y) is proven with mark t statistic $2.149 > t$ table 1.96 and p- value $0.033 < 0.05$
- 9) Purchase Decision (Z) mediates connection between the Halal Label (X2) against Loyalty Purchase (Y) is proven with mark t statistic $2.473 > t$ table 1.96 and p- value $0.014 < 0.05$
- 10) Purchase Decision (Z) mediates connection between Promotion (X3) against Loyalty Purchase (Y) is proven with mark t statistic $2.564 > t$ table 1.96 and p- value $0.011 < 0.05$

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