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The Influence Of Marketing Strategies, Product Knowledge, And Halal Literacy On Consumer Decisions To Buy Halal Products In Sitio Tio Hilir Village

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: July 14, 2023 Revised: August 22, 2023 Accepted: September 12, 2023 Available Online: September 30, 2023</p> <p>Keywords: Marketing Strategy; Product Knowledge; Halal Literacy And Consumer Decisions to Buy Halal Products</p>	<p>The aim of this research is to analyze the simultaneous influence of marketing strategy, product knowledge and halal literacy on consumers' decisions to buy halal products in Sitio Tio Hilir Village. The research approach in this thesis is a quantitative approach and the data used is primary data. The results of the research show that there is a partial influence of marketing strategy on consumers' decisions to buy halal products in Sitio Tio Hilir Village. It is known that the t-count value of the marketing strategy variable is 3.587 which compared to 1.66216, so $3.587 > 1.66216$ which means that the marketing strategy variable has a real influence (significant) with the consumer decision variable to buy halal products. There is no partial influence of product knowledge on consumers' decisions to buy halal products in Sitio Tio Hilir Village. It is known that the t value of the product knowledge variable is 0.343 which is compared to the t table of 1.66216, so $0.343 < 1.66216$ which means the product knowledge variable does not have a real (significant) influence.) with the consumer decision variable to buy halal products. There is a partial influence of halal literacy on consumers' decisions to buy</p>



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<p>Page: 117-136</p>	<p>Copyright© 2023. Integrasi: Jurnal Studi Islam dan Humaniora. This is an open acces article under the CC-BY-SA lisence (https://creativecommons.org/licenses/by-sa/4.0/).</p>

A. Introduction

Halal products are products that are guaranteed halal by MUI (Indonesian Ulema Council). Halal products are declared halal in accordance with Islamic law. Halal assurance of a food product can be realized in the form of halal certification that accompanies a food product so that producers can include a halal logo on the packaging. (Saverus, 2019). Halal certification is handled by three institutions, namely MUI, the Ministry of Health and the Ministry of Religious Affairs. To get a halal certificate, companies or MSMEs can apply to MUI through an application, then later MUI will review the registered products, if later it is in accordance with the MUI assessment, then a halal certificate will be issued for the registered products. At present, MUI continues to develop a halal certificate issuance system through websait, with the aim that people



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can access or register their products quickly to get halal certificates. Responding to the high needs of the community and driven by the responsibility to protect the community, the Indonesian Ulema Council (MUI) established the Institute for the Assessment of Food, Drugs, and Cosmetics MUI (LPPOM MUI) on January 6, 1989 as an effort to provide certainty regarding the halality of a food product (Sayekti, 2014). As a country with the largest Muslim population in the world, the population of Indonesia has a basic need for halal products. As a result, business competition is getting tighter, marketing strategies are becoming increasingly important to attract consumers in making purchases. Many factors can increase consumer buying interest, one of which is advertising and promotion. This has a big effect because consumers will see directly the results of the products sold. Because usually advertising is made as attractive as possible to lure consumers and compete with other products.

In business competition, marketing strategy is certainly an important thing to do, because many people today buy products seeing from what they see on social media or on television (Julistia et al., 2021). Therefore, today many manufacturers are conducting Marketing analysis to market the products they have. Even so, there are also many producers who are wrong in analyzing the market so that the marketing strategies they build cannot run optimally, and hasilnya produk tersebut gagal bersaing di pasaran. At this time, many products fail to be marketed, because the strategy they build is wrong in exploring the products they have. This can be seen from the number of food products that are currently experiencing bankruptcy due to wrong marketing.

To be able to support strategies in marketing, of course, a manufacturer or company must do promotions related to the products they issue. This promotion aims to provide knowledge about the products issued by the company, so that people are confident and believe that the products issued by the company are good and good for



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the community (Ismail et al., 2023). But this should not be done excessively, so that later people will be bored and want cheap or impressed products that are not sold well in the market, so they are promoted continuously. For this reason, it is important for producers to provide restrictions in promoting, so that the products issued by the producers are memorable for the community. This is in accordance with research conducted by (Yoesmanam, 2018) and the results of the study found that product knowledge affects buying decisions.

In Indonesia, companies not only have to strategize and build product knowledge, but also have to do or get a halal certificate, this is because the majority of the Indonesian population is Muslim or Muslim, so it is not uncommon for people to see halal certificates on products before buying. Especially if the product sold is food packaging, so many people see the halal logo on the product (Pradesyah & Bara, 2019). This is only on packaged products, not on products sold in traditional markets, such as rice cakes, wet cakes, brown sugar, and so on. Currently, halal literacy among city people has been intensively carried out or echoed, so that many city people know about the halalness of a product. Education for the people of the city has indeed been touched almost evenly, it's just that the education is still in the stage of packaged food, not traditional food. So it is not uncommon for city people to still buy traditional food without a halal logo. This is the object of research, where there are still many people who buy products without seeing the halal product, and there are also People who are more concerned with halal products than these products.



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B. Method

In this study, the study used a type of quantitative research. Quantitative research is a research method whose data presentation is dominated in the form of numbers (Rahmat et al., 2022)

The research approach carried out by researchers is to use associative and quantitative approaches, this is because each object studied has a relationship or relationship with one another. Associative research aims to analyze the problem of the relationship of one variable with other variables (Juliandi, 2014).

Determination of samples in several parts of the population is done randomly to be used as respondents. The determination of the research sample using the Slovin formula with a sample of 91 respondents. The data analysis technique used in this study is multiple linear regression analysis, with the following formula:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

C. Results and Discussion

Classical Assumption Test

a. Data Normality Test

Good regression requires normality in the research data or in the residual value rather than in each variable. The normality test of the regression model in this study uses graph analysis by looking at the histogram and normal *probability plot*. If the *plotting* data forms a diagonal straight line, then the distribution of data is normal, here are the results of the normality test using a diagram.

Table 1
Data Normality Test

One-Sample Kolmogorov-Smirnov Test

		Marketing Strategy	Product Knowledge	Halal Literacy	Consumer Decision to Buy Halal Products
N		91	91	91	91
Normal Parameters ^a	Mean	22.8571	24.0549	22.6813	23.7912
	Std. Deviation	7.80395	8.09851	7.93988	8.89509
Most Extreme Differences	Absolute	.157	.132	.167	.161
	Positive	.115	.132	.147	.140
	Negative	-.157	-.132	-.167	-.161
Kolmogorov-Smirnov Z		1.498	1.259	1.590	1.541
Asymp. Sig. (2-tailed)		.093	.084	.213	.117
a. Test distribution is Normal.					

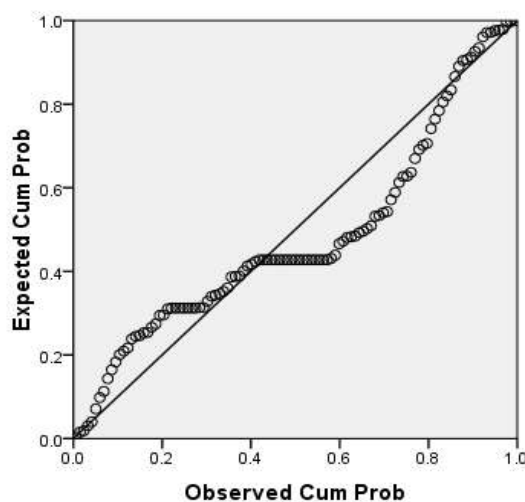
Source : Processed Data, 2023

Based on the Kolmogorov-Smirnov Test table, it can be known whether the research data has been distributed normally or not, and the results of the distribution test turned out to be normal. For more information can be seen in the following Normal P-Plot picture:

Figure 1
Output SPSS Normal P-Plot

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Konsumen Membeli Produk Halal



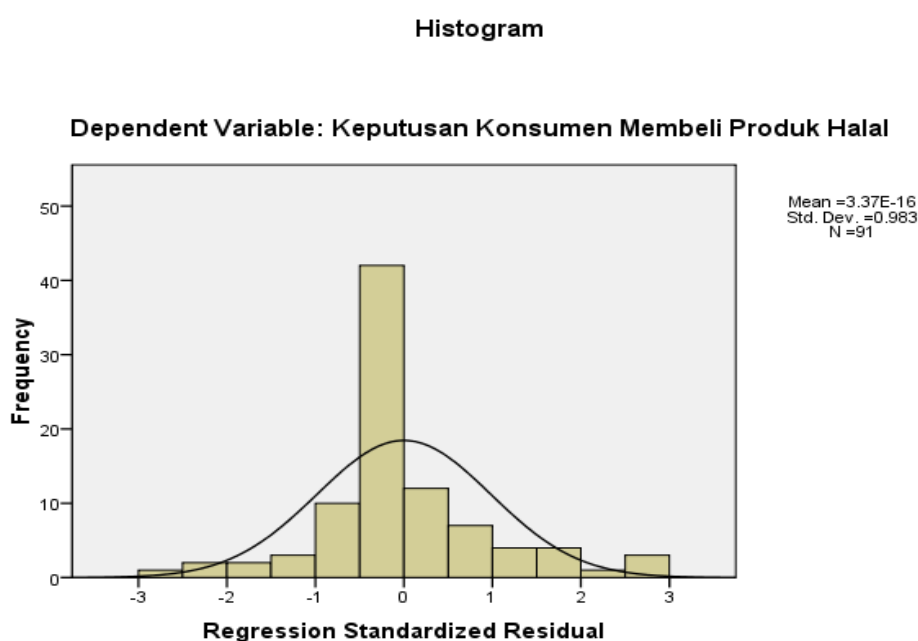
Source : Processed Data, 2023

In figure 4.1 Normal P-Plot shows that the distribution of data tends to be close to the normal distribution line, the distribution of data is not spread to the left or not scattered to the right, meaning that the data has a pattern like a normal distribution, meaning that the data is suitable for material in research.

a. Heteroscedasticity Test

This test is performed to determine whether in a regression model, there is an inequality of variance from the residual of one observation to another.

Figure 2
SPSS Output Histogram Chart



Source : Processed Data, 2023

From the Histogram chart above, it is known that the resulting points form a certain chart pattern, the distribution of data forms a graph that has the highest point on the zero vertical line. The results of this test show that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedastic.

a. Multicollinearity Test

The Multicollinearity test in this study is to look at the *Variance Inflation Factor* (VIF) coefficient and *Tolerance* value. According to Imam Ghozali (2009: 96) that: "The cutoff value commonly used to indicate multicollinearity is a Tolerance value of ≤ 0.10

or equal to the value of $VIF \leq 10$ ". In other words, good data can be seen if it has a Tolerance value smaller than 0.10 and a VIF value smaller than 10 and if the Tolerance and VIF values are not in accordance with these provisions, the research data contains multicollinearity which means it is not suitable for use as research data. Here are the results of the multicollinearity test from the SPSS Version 22 output performed.

Table 2
Multicollinearity Test

Coefficients ^a			
Model		Colinearity Statistics	
		Tolerance	BRIGHT
1	(Constant)		
	Marketing Strategy	.207	4.835
	Product Knowledge	.148	6.778
	Halal Literacy	.168	5.939

a. Dependent Variable: Consumer Decision to Buy Halal Products

Source : Research Results, 2023 (data processed)

The results of the multicollinearity test showed a tolerance *value of* > 0.10 and a VIF *value of* < 10 for the variables of marketing strategy research, product knowledge and halal literacy, this shows that there is no multicollinearity in the regression model so that the data is said to be good and can be used for further testing.

Hypothesis Testing

a. Multiple Regression Testing

To determine whether or not there is an influence of marketing strategy (X1) and product knowledge (X2) and halal literacy (X3) on consumer decisions to buy halal products (Y) can be known as the following table:

Table 3
Multiple Linear Regression Output Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	-.907	1.123		-.807	.422
Marketing Strategy	.354	.099	.310	3.587	.001
Product Knowledge	.039	.112	.035	.343	.732
Halal Literacy	.692	.107	.617	6.440	.000

a. Dependent Variable: Consumer Decision to Buy Halal Products

Source : Data Processed

The positive relationship between marketing strategy (X1) and product knowledge (X2) and halal literacy (X3) on consumer decisions to buy halal products (Y) can also be seen from the magnitude of intercepts obtained from the calculation results used by the SPSS 22.0 tool, the magnitude of the constant $\alpha = -0.907$ and $bx_1 = 0.354$, $bx_2 = 0.039$ and $bx_3 = 0.692$. From the magnitude of the value α and bx_1 is then entered into the multiple regression equation as follows:

$$Y = -0.907 + 0.354 X_1 + 0.039 X_2 + 0.692 X_3$$

From this regression equation shows a value α or constant of -0.907 which means that if marketing strategies, product knowledge and halal literacy do not exist, then consumer decisions to buy halal products are -0.907 units.

From this regression equation, it shows that if the marketing strategy (X1) increases by 1 unit, it will increase consumer decisions to buy halal products (Y) by 0.354 from every level of 1 unit of marketing strategy.

From this regression equation, it shows that if product knowledge (X2) increases by 1 unit, it will increase consumer decisions to buy halal products (Y) by 0.039 from every level of 1 unit of product knowledge.

From this regression equation, it shows that if halal literacy (X3) increases by 1 unit, it will increase consumer decisions to buy halal products (Y) by 0.692 from every level of 1 unit of halal literacy.

b. Hypothesis Testing (Test t)

Table 4
Output Results Test t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	-.907	1.123		-.807	.422
Marketing Strategy	.354	.099	.310	3.587	.001
Product Knowledge	.039	.112	.035	.343	.732
Halal Literacy	.692	.107	.617	6.440	.000

a. Dependent Variable: Consumer Decision to Buy Halal Products

Source : Data Processed

This test is carried out to see the influence of independent variables on the dependent variable individually (partially), assuming the other variables are constant. With a sample number of 91 and $df = n - k - 1$ ($91 - 4 - 1 = 86$) with a significance level of 0.05 obtained t count of 1.66277, where the test criteria are:

1. If t counts < t table then H_a is accepted and H_0 is rejected or if $\alpha > 0.05$ then it is insignificant.

2. If $t \text{ count} > t \text{ table}$ then H_a is rejected and H_0 is accepted or if $\alpha < 0.05$ then significant

1). Test t (X_1 and Y)

Furthermore, to determine the closeness of the relationship (significant), it is necessary to test the value of the correlation coefficient. Based on Table 4.14, it is also known that the calculated value of marketing strategy variables is 3,587. The calculated value is compared with t_{table} where the number $n = 91$ based on the error rate α of 0.05 and $df = n - k - 1$ ($91 - 4 - 1 = 86$) obtained t_{table} of 1.66277. From the results presented, it is known that $3,587 > 1.66277$ then H_0 is rejected and H_a is accepted, then the marketing strategy variable has a real (significant) influence with the variable of consumer decision to buy halal products.

2). Test t (X_2 and Y)

Furthermore, to determine the closeness of the relationship (significant), it is necessary to test the value of the correlation coefficient. Based on Table 4.14, it is also known that the calculated value of the product knowledge variable is 0.343. The calculated value is then compared t_{table} with the number $n = 91$ based on the error rate α of 0.05 and $df = n - k - 1$ ($91 - 4 - 1 = 86$) obtained t_{table} of 1.66277. From the results presented, it is known that $0.343 < 1.66277$ then H_0 is accepted and H_a is rejected, then the product knowledge variable does not have a real (significant) influence with the consumer decision variable to buy halal products.

3). Test t (X_3 and Y)

Furthermore, to determine the closeness of the relationship (significant), it is necessary to test the value of the correlation coefficient. Based on Table 4.14, it is also known that the calculated value of the halal literacy variable is 6,440. The calculated value is then compared t_{table} with the number $n = 91$ based on the error rate α of 0.05 and $df = n - k$

- 1 ($91 - 4 - 1 = 86$) obtained ttable of 1.66277. From the results presented, it is known that $6,440 > 1.66277$ then H_0 is rejected and H_a is accepted, then the variable of halal Literacy has a real (significant) influence with consumer decision variables to buy halal products.

c. Hypothesis Testing (Test F)

Furthermore, to determine the closeness of the (significant) relationship simultaneously, it is necessary to test the calculated F value which can be seen in the following Anova table:

Table 5
F Test Output Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	6162.545	3	2054.182	186.454	.000a
	Residual	958.488	87	11.017		
	Total	7121.033	90			

a. Predictors: (Constant), Halal Literacy, Marketing Strategy, Product Knowledge

b. Dependent Variable: Consumer Decision to Buy Halal Products

Source : Processed Data, 2023.

Based on Table 4.15, it is known that the value of $F_{\text{calculate}} = 186.454$. The $F_{\text{calculate}}$ value is then compared to F_{table} with the number $n = 91$ based on an error rate of α 0.05 with df:

$$1. df_1 = n - k - 1 = 91 - 4 - 1 = 86$$

$$2. df_2 = k - 1 = 4 - 1 = 3$$

So obtained Ftable of 2.71 From the results presented, it is known that $186,454 > 2.71$ then H_0 is rejected and H_a is accepted, then the variables of marketing strategy, product knowledge and halal literacy simultaneously have a real influence (significant) or have a positive influence on consumer decision variables to buy halal products.

d. Coefficient of Determination Testing

To find out the truth of the hypothesis of the relationship between variable X1 marketing strategy, variable X2 product knowledge and variable X3 halal literacy to variable Y consumer decision to buy halal products is calculated using SPSS 22.0 tools as shown in the table below:

Table 6
Output Results Determination

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.930 ^a	.865	.861	3.31920	.865	186.454	3	87	.000	2.139

a. Predictors: (Constant), Halal Literacy, Marketing Strategy, Product Knowledge

b. Dependent Variable: Consumer Decision to Buy Halal Products

Source : Data Processed

There is a positive relationship between marketing strategy (X1), product knowledge (X2) and halal literacy (X3) with consumer decisions to buy halal products (Y) which is shown by the magnitude of the influence of marketing strategies, product knowledge and halal literacy on consumer decisions to buy halal products by 0.865 or 86.5% while the remaining 13.5% is influenced by other factors that were not studied in this study.



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Discussion

1. The influence of marketing strategies on consumer decisions to buy halal products in Sitio Tio Hilir Village.

Based on the results of the study, it is known that the calculated value of marketing strategy variables is 3,587. The calculated value is compared with ttable where the number $n = 91$ based on the error rate α of 0.05 and $df = n - k - 1$ ($91 - 4 - 1 = 86$) obtained ttable of 1.66277. From the results presented, it is known that $3.587 > 1.66277$ then H_0 is rejected and H_a is accepted, then the marketing strategy variable has a real (significant) influence with the variable of consumer decision to buy halal products.

This research shows that marketing strategies in the people of Sitio Tio Hilir Village greatly influence consumers' decisions to buy halal products. This is known based on the results of respondents' answers who agreed that halal products are produced in accordance with sharia principles, I pay attention to halal labeling Before eating various food products, I choose halal food products because they have guaranteed quality and production, the price of halal products sold is in accordance with the quality of the product, and after seeing advertisements for halal products, I look for information about these products through my closest relatives who have used them. All of the respondents' answers strongly support that the implementation of marketing strategies has an influence on consumers' decisions to buy halal products in Sitio Tio Hilir Village.

The results of this study are in accordance with research conducted by (Maulana, Setianingrum and Sanjaya 2021) which concludes that marketing strategy variables have a significant effect on consumer purchasing decisions (Y) in Sitio-Tio Hilir

Village, where consumers are always interested in marketing strategies and buy products they like without seeing what strategies are carried out by producers.

2. The influence of product knowledge on consumer decisions to buy halal products in Sitio Tio Hilir Village.

Based on the results of the study, it is known that the calculated value of the product knowledge variable is 0.343. The calculated value is then compared ttable with the number $n = 91$ based on the error rate α of 0.05 and $df = n - k - 1$ ($91 - 4 - 1 = 86$) obtained ttable of 1.66277. From the results presented, it is known that $0.343 < 1.66277$ then H_0 is accepted and H_a is rejected, then the product knowledge variable does not have a real (significant) influence with the consumer decision variable to buy halal products.

This research shows that product knowledge in the people of Sitio Tio Hilir Village greatly influences consumers' decisions to buy halal products. This is known based on the results of respondents' answers who expressed disagreement that the completeness of halal labeling on halal product packaging affects the return of product purchase decisions by customers, I consider several things before purchasing halal products, I decide on halal products because the quality of products is guaranteed according to the price, halal products have a good reputation in the eyes of consumers and I believe that halal product companies provide the best quality is in accordance with halal from MUI.

The results of this study are in accordance with research conducted by (Mutiar and Syahputra 2018) which concludes that the product knowledge variable does not affect the purchase decision variable, this shows bahwa produk Etude House sudah baik



dalam Provide information to consumers so that consumer knowledge about the product is very good.

3. The influence of halal literacy on consumers' decisions to buy halal products in Sitio Tio Hilir Village.

Based on the results of the study, it is known that the calculated value of halal literacy variables is 6,440. The calculated value is then compared ttable with the number $n = 91$ based on an error rate of $\alpha 0.05$ and $df = n - k - 1$ ($91 - 4 - 1 = 86$) obtained ttable of 1.66277. From the results presented, it is known that $6,440 > 1.66277$, H_0 is rejected and H_a is accepted, then the halal literacy variable has a real (significant) influence with the variable of consumer decision to buy halal products.

This research shows that halal literacy in the people of Sitio Tio Hilir Village greatly influences consumers' decisions to buy halal products. This is known based on the results of respondents' answers who agreed that I prefer products that have halal labels rather than products that do not exist, not all products sold in the market have halal labels from MUI, I know food products that are labeled halal labels and those that are not labeled, I know the process of making halal food products in accordance with Islamic law and I have a tendency to seek more detailed information about products which is halal.

The results of this study are in accordance with research conducted by (Maulana, Setianingrum and Sanjaya 2021) which concludes that halal literacy variables have a positive and significant effect on purchasing decisions, where people always prioritize products with halal marks to ensure that the products are safe for them to use in the long term.

4. The influence of marketing strategies, product knowledge, and halal literacy simultaneously on consumers' decisions to buy halal products in Sitio Tio Hilir Village.

Based on the results of the study, it is known that the value of $F_{\text{calculate}} = 186,454$. The $F_{\text{calculate}}$ value is then compared F_{table} with the number of $n = 91$ based on an error rate α of 0.05 with $df1 = n - k - 1 = 91 - 4 - 1 = 86$ and $df2 = k - 1 = 4 - 1 = 3$ obtained F_{table} of 2.71 From the results presented, it is known that $186,454 > 2.71$ then H_0 is rejected and H_a is accepted, then the variables of marketing strategy, product knowledge and halal literacy simultaneously have a real (significant) influence or have a positive effect with the variables consumer decision to buy halal products.

This research shows that marketing strategies, product knowledge and halal literacy in the people of Sitio Tio Hilir Village greatly influence consumers' decisions to buy halal products. This is known based on the results of respondents' answers who agreed that I believe in the product I will buy, for me, halal products are my own choice, I am willing to walk far to buy halal products and well-known brands are my choice to buy halal products as needed.

The results of this study are in accordance with research conducted by (Maulana, Setianingrum and Sanjaya 2021) which concludes that marketing strategy variables have a significant effect on Consumer Purchasing Decisions in North Lampung. Where consumers are always interested in marketing strategies and buy products they like without seeing what strategies are carried out by producers, while halal literacy variables have a positive and significant effect on Purchasing Decisions, where people always prioritize products with halal marks to ensure that the product is safe for them to use in the long term.



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D. Conclusion

1. There is a partial influence of marketing strategy on consumer decisions to buy halal products in Sitio Tio Hilir Village, it is known that the calculated value of marketing strategy variables is 3,587 compared to 1.66277 then $3,587 > 1.66277$ which means that marketing strategy variables have a real (significant) influence with consumer decision variables to buy halal products .
2. There is no partial influence of product knowledge on consumer decisions to buy halal products in Sitio Tio Hilir Village, it is known that the calculated value of product knowledge variables is 0.343 compared to tables of 1.66277 then $0.343 < 1.66277$ which means that product knowledge variables do not have a real (significant) influence with consumer decision variables to buy halal products.
3. There is a partial influence of halal literacy on consumer decisions to buy halal products in Sitio Tio Hilir Village, it is known that the calculated value of halal literacy variables is 6,440 which is compared to 1.66277 then $6,440 > 1.66277$ which means that halal literacy variables have a real (significant) influence with consumer decision variables to buy halal products .
4. There is an influence of marketing strategy, product knowledge and halal literacy simultaneously on consumer decisions to buy halal products in Sitio Tio Hilir Village, this is known from the value of $F_{\text{calculate}} = 186,454$ which is compared to F_{table} of 2.71 then $186,454 > 2.71$ which means the variables of marketing strategy, product knowledge and Halal literacy simultaneously has a real (significant) relationship or has a positive effect on consumer decision variables to buy halal products in Sitio Tio Hilir Village



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