

## THE EFFECT OF GREEN PRODUCT, HALAL LABEL AND SAFI COSMETIC BRAND IMAGE ON PURCHASE DECISIONS MODERATED BY WORD OF MOUTH IN THE MUSLIM COMMUNITY OF PALEMBANG CITY

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### Abstract

*This research was on to find out the influence of green product, halal label, brand image of Safi Cosmetics and word of mouth as moderator to wards purchasing decisions of the Muslim consumers in Palembang. The sample used in this research was the Muslim consumers in Palembang with purposive sampling techniques. The number of samples in this study were 90 samples obtained from the questionnaire. The research used the quantitative approach with Moderated Regression Analysis assisted by SPSS 21. The results reveal that green product has no effect on purchasing decisions, halal label has a positive effect on purchasing decisions, brand image has a positive effect on purchasing decisions, word of mouth has a positive effect on purchasing decisions, word of mouth weakens the relationship between green products and purchasing decisions,*

**Keywords:** Green Product, Halal Label, Brand Image, Word of Mouth, Purchasing Decisius

### Introduction

The rationality of homo Islamicus is that all economic actions must not only comply with the natural desires of humans but must be based on truth and virtue. The way to achieve this rationality is by subordinating motives, thoughts, orientations, wills and economic behavior to the rules and morality determined by Islamic law.(Hutoro, 2007).

Sales of Safi, a premium quality halal skincare beauty product from Malaysia, as of June 2018 have reached an index of 481, or up five times since its launch in Q1 2018, and sold more in offline channels than online. The momentum of Ramadan and Eid also boosted Safi's sales by up to 300% compared to previous months(Dinisari, 2018).

In today's digital eraIn this case, social media is able to provide a broad influence so that consumers are interested in buying a product. This is because social media access is easy and can be done anytime without limiting space and movement. In the use of social media, it is widely used by marketers to see feedback from consumers about their products.

As a human being who cannot be separated from economic activities, the environmental problem that is often faced in Indonesia is illegal logging for industrial needs. The existence of these environmental problems and the depletion of natural resources due to global warming make people start to worry and realize that many of the products used can be a contributor to environmental damage. The increasing public awareness of the environment has led to the emergence of the idea of an effort to participate in reducing the impact of global warming, namely by being smarter and selective in buying products.

According to the Ministry of Environment, green consumers are consumers who care about products that are environmentally sound. The way for producers to meet the needs and desires of green consumers as well as to demonstrate social responsibility towards the environment is to offer green products. Green products are products that contain components that are safe, non-toxic, recyclable, and use environmentally friendly packaging to reduce the negative impact of product consumption on the environment. The proximity of green consumers to green products indicates that consumers make purchasing decisions to meet their needs.

There are many ways to choose a product that suits your needs. Product attributes become elements that are considered important by consumers and are used as the basis for making buying decisions(Ginting, 2011). The attribute referred to as a medium for consumer information to gain confidence in the product physically and mentally is the halal label.

The unwillingness of the Muslim community to consume haram products will increase higher involvement in the product selection process (high involvement). Thus there will be products that are selected for consumption and products that are set aside as a result of the selection process. The selection process itself will make halal as the main parameter. This provision places limitations on cosmetic products to enter the Muslim market.

In fact, there are many products that are not labeled halal on the market. Some don't know that there is no halal label evenmany also know that there is no halal label but they still decide to buy it.

According to researcher observations, many Muslims buy health and beauty products that do not include halal labels, even though it is not certain whether the ingredients of these products have passed the halal test.

This is because of the good quality of the product and also because the Indonesian people are still oriented towards the beauty standards of East Asian countries.

After seeing the halalness of a product, consumers tend to see the brand of a product. A well-known and trusted brand is an invaluable asset. Brands have developed into the largest source of assets and are an important factor in the company's marketing activities. The most unique skill of a professional marketer is his ability to create, maintain and protect and enhance brands.

With the brand, it is easier to explain the specifications of a product. The better the brand image for consumers, the higher the level of purchasing decisions. Such rapid market developments encourage consumers to pay more attention to the brand image than the physical characteristics of a product in deciding to purchase. The rapid development of the brand image of a product in society makes most people interested in consuming the product. The current phenomenon that many people buy only sees products with their brand ambassadors that attract the attention of many people.

## **Literature Review**

### **Buying decision**

Consumer behavior becomes the things that underlie consumers to make purchasing decisions. These are the processes and activities when a person (consumer) deals with the search, selection, purchase, use, and evaluation of products and services in order to fulfill their needs and desires. In general, consumers' purchasing decisions are to buy the most preferred brand (Kotler & Armstrong, 2008).

### **Word of Mouth (WOM)**

According to WOMMA (Word of Mouth Marketing Association), WOM is a marketing effort that triggers consumers to talk about, promote, recommend, and sell products/brands to other customers (Sumardy, et al, 2011).

### **Green Product**

Product means the combination of goods and services that the company offers to the target market (Kotler and Keller, 2008). According to D'Souza et al.(2006), green products are products that have benefits for consumers and also have social benefits felt by consumers, such as being friendly to the environment.

In other words, green products refer to products that incorporate recycling strategies or with recycled content, reduce packaging or use non-toxic materials to reduce their impact on the environment (Kotler and Keller, 2008).

### **Halal Lable**

The word Halal (ḥalāl), comes from Arabic which means permissible, which has more than one meaning. Halal is what is permissible for Muslims, applies to what food Muslims can eat, clothes that can be worn and actions that can be performed. The basic decisions in Islam as to what is considered Halal have been revealed in the Qur'an and the hadiths of the Prophet Muhammad. With so many innovations and technological advances, Muslim scholars have to step up to make decisions in several situations.

The halal label is a guarantee given by an institution that has the authority such as the LP POM MUI to determine that a product has passed the halal test.

### **Brand Image**

Brand image is a set of brand associations that are formed and embedded in the minds of consumers (Freddy Rangkuti, 2002). Customers tend to choose a well-known brand because they feel safe with something that is known and think that the brand is likely to be reliable and of quality that can be accounted for. Thus the brand is suspected of influencing purchasing decisions. The better the brand image for consumers, the greater the decision to purchase food products with that brand.

## **Hypothesis Development**

### **The Effect of Green Products on Purchase Decisions**

Green Marketing is marketing that uses environmental issues as a strategy to market products, including several things such as the production process, pricing, promotion, and distribution. Green product is the output of green marketing.

Green consumer are consumers who are currently competing to get green products to meet their needs. The need for green consumers to meet the needs of green products, indicates the closeness between green products and purchasing decisions.

H1: There is a significant influence between green products on purchasing decisions

### **Effect of Halal Label on Purchase Decision**

In deciding to buy a product, Muslims must always choose halal products. Halal products must meet at least three criteria, namely the substance, the method of obtaining it, and the halal method of processing it. A product can be proven halal if it has passed the halal test and after that the product gets a halal label and halal

certificate by MUI. Halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) which states the halalness of a product in accordance with Islamic law.

With the halal label listed on the product packaging, it will directly influence consumers to use the product. The emergence of a sense of security and comfort to consume the product will make someone make a purchase decision.

H2: There is a significant effect between halal labels on purchasing decisions

**The Influence of Brand Image on Purchase Decision**

Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. Consumers who have a positive image of a brand are more likely to make a purchase.

Consumer loyalty to a brand will not occur without a good brand image. When consumers buy a product and are satisfied with the quality of the product, usually consumers will make repeat purchases, but if they are not satisfied they will buy a different brand of the product.

H3: There is a significant influence between brand image on purchasing decisions

**Influence of Word of Mouth on Purchase Decision**

Kotler and Keller suggested that Word of Mouth Communication or word of mouth is a communication process in the form of giving recommendations either individually or in groups for a product or service that aims to provide personal information.

Communication by word of mouth or word of mouth arises when consumers are satisfied with a product or very disappointed with the product they bought. When consumers are satisfied, they will tell other consumers about the product (Tatik, 2013). Through word of mouth communication, the higher the consumer's decision to make a purchase.

H4: There is a significant influence between word of mouth on purchasing decisions

**The Effect of Word of Mouth Moderates the Relationship between Green Products and Purchase Decisions**

The need for green products makes companies create various types of environmentally friendly products. Environmentally friendly products issued by the company are also supported by product attributes that can attract consumers. The need for green products, which are supported by product attributes, will affect consumers in the next stage, namely purchasing decisions. Without realizing it, before making a purchase decision, green consumers mostly communicate the products they will or have purchased to others. No wonder word of mouth is one of the considerations for green consumers in making decisions. Word of mouth is unwittingly a free advertisement carried out by consumers themselves.

H5: Word of mouth can moderate the relationship between green products and purchasing decisions

**Effect of Word of Mouth Moderates the Relationship between Halal Label and Purchase Decision**

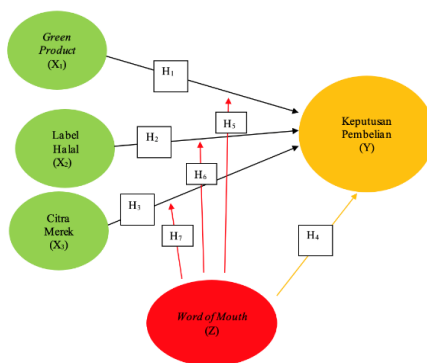
Before the consumer makes a purchase, by hearing the Word of Mouth will make consumers know more about the halal label on a product or any product that is labeled halal or not. This can encourage consumers to make purchasing decisions.

H6: Word of mouth can moderate the relationship between halal labels and purchasing decisions

**The Effect of Word of Mouth Moderates the Relationship between Brand Image and Purchase Decision**

A positive brand image that is strengthened by the Word of Mouth will make consumers feel confident and this will influence consumers to make purchasing decisions.

H7: Word of mouth can moderate the relationship between brand image and purchasing decisions



**Figure 2. Hypothesis Model**

## Methods

### Research Population

According to Sugiyono, the population is a generalization area consisting of objects/subjects that have criteria and qualities set by researchers to be studied and then conclusions are drawn (Sugiyono, 2011). The population in this study is the Muslim community who use Safi Cosmetics products in Palembang City.

### Research Sample

The sampling technique in this research is purposive sampling. Purposive sampling is a sampling technique based on certain categories.

These characteristics include:

1. Safi Product Users.
2. Muslim.
3. Domiciled in Palembang City.

Joseph Hairstates that the number of research samples whose exact population is not known, is at least five times the analyzed variables or indicators (Joseph F. Hair, 2006). The indicators of this study amounted to 18, then the results of the sample calculations were obtained as follows.

$$\text{Number of Samples} = 5 \times 18 = 90 \text{ samples}$$

The number of samples taken in this study were 90 respondents, the size of the sample set was 100 people to reduce or minimize errors.

### Data analysis technique

The data analysis method in this study used the regression analysis method. Regression is used to measure the influence of the independent variable on the dependent variable (Africano, 2020). This study used multiple linear regression MRA. The multiple regression analysis method used in this study includes the classical assumption test and the MRA Multiple Regression Analysis or interaction test which is a special application of linear multiple regression in which the regression equation contains the interaction element of the multiplication of two or more independent variables with the following equation formula:

1.  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e_1$
2.  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + e_2$
3.  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + b_5X_1Z + b_6X_2Z + b_7X_3Z + e_3$

Description:

- Y = Forecasted value  
 a = Constant  
 b<sub>1</sub> = Regression coefficient for X<sub>1</sub>  
 b<sub>2</sub> = Regression coefficient for X<sub>2</sub>  
 b<sub>3</sub> = Regression coefficient for X<sub>3</sub>  
 b<sub>4</sub> = Coefficient of moderating variable  
 b<sub>5</sub> = Moderation regression coefficient for X<sub>1</sub>  
 b<sub>6</sub> = Moderation regression coefficient for X<sub>2</sub>  
 b<sub>7</sub> = Moderation regression coefficient for X<sub>3</sub>  
 X<sub>1</sub> = First independent variable  
 X<sub>2</sub> = Second independent variable  
 X<sub>3</sub> = Third independent variable  
 Z = Moderating Variables

## Result and Discussion

After the classical assumptions for equations 1 to 3 are met, then the MRA multiple regression is carried out as follows:

**Table 1.** Interaction Test

Model	Equation 1	Equation 2	Equation 3
	B	B	B
(Constant)	.890	.685	2,921
Green Product	-.004	-.003	.934
Halal Label	.171	.112	-.506
Brand Image	.532	.439	-.437
Word of Mouth	-	.224	-.484
(X <sub>1</sub> .Z)	-	-	-.286
(X <sub>2</sub> .Z)	-	-	.193
(X <sub>3</sub> .Z)	-	-	.269

Source: Data processed, 2020

$$Y = 0.890 - 0.004 X_1 + 0.171 X_2 + 0.523 X_3 \quad (\text{Equation 1})$$

$$Y = 0.685 - 0.003 X_1 + 0.112 X_2 + 0.439 X_3 + 0.224 Z \quad (\text{Equation 2})$$

$$Y = 2.921 + 0.934 X_1 - 0.506 X_2 - 0.437 X_3 - 0.484 Z - 0.286 X_1 Z + 0.193 X_2 Z + 0.269 X_3 Z \quad (\text{Equation 3})$$

**Table 2. Hypothesis Test**

<i>F-Test</i>	Model 1	<i>F</i>	43,007	
				<i>Sig.</i>
	Model 2	<i>F</i>	37,895	
		<i>Sig.</i>	.000	
	Model 3	<i>F</i>	22,530	
		<i>Sig.</i>	.000	
<i>t-test</i>	Model 1	<i>t.X1</i>	-.064	
			<i>Sig.X1</i>	.949
			<i>t.X2</i>	2,470
			<i>Sig.X2</i>	.016
			<i>t.X3</i>	7.178
			<i>Sig.X3</i>	.000
	Model 2	<i>t.Z</i>	3.102	
			<i>Sig.Z</i>	.003
			<i>t.X1Z</i>	-1,569
	Model 3		<i>Sig.X1Z</i>	.120
			<i>t.X2Z</i>	.745
			<i>Sig.X2Z</i>	.458
			<i>t.X3Z</i>	1.100
			<i>Sig.X3Z</i>	.275
	Coefficient of Determination Test	Model 1	<i>Adjusted R Square</i>	.586
Model 2			.624	
Model 3			.658	

Source: Data processed, 2020

**F Uji test**

Based on the results of the F test in table 2, the F-count value is 43,007 with Sig. 0.000 (model 1), the F-count value is 37.895 with Sig. 0.000 (model 2), the F-count value is 22.530 with Sig. 0.000 (model 3). The number of n is 90, k is 4 (model 1), 5 (model 2), 8 (model 3). To find out the F-table, it can be seen from df (N1) = k - 1 and df (N2) = n - k, then the F-table value is 2.71 (model 1), 2.48 (model 2), 2,12 (model 3). Because the calculated F-value is greater than the F-table with a significant probability value less than 0.05, it can be concluded that the F-test on model 1, model 2, and model 3 is fulfilled.

**T test****Equation I**

Based on the results of the t-statistical test in table 6, Model 1 shows that the Green Product variable has a negative effect on purchasing decisions. t-table, it can be seen from df = n - k. In this study, the number of n as much as 90 and k as much as 4. It can be seen that 90 - 4 = 86 where a significant level of 0.05 obtained a t-table of 1.988. Green Product has a t-count -0.064 which is smaller than a t-table of 1.988 with a significance of 0.949 which is greater than 0.05 so that it can be concluded that the Green Product has no effect and is not significant on purchasing decisions.

The Halal Label variable has a positive effect on Purchase Decisions. The Halal label has a t-count of 2.247 which is greater than the t-table of 1.988 with a significance of 0.016 which is smaller than 0.05 so that it can be concluded that the Halal Label has a positive and significant effect on purchasing decisions.

Brand Image variable has a positive effect on Purchase Decision. Brand Image has a t-count of 7.178 which is greater than t-table of 1.988 with a significance of 0.000 which is smaller than 0.05 so that it can be concluded that Brand Image has a positive effect on Purchase Decisions.

**Equation II**

Based on the results of the t-statistical test in table 6, Model 2 shows that the Word of Mouth variable has a positive effect on purchasing decisions. t-table, it can be seen from df = n - k. In this study, the number of n is 90 and k is 5. It can be seen that 90 - 5 = 85 where a significant level of 0.05 is obtained t-table is 1.988. Word of Mouth has a t-count of 3.102 which is greater than t-table of 1.988 with a significance of 0.003 which is smaller than 0.05 so that it can be concluded that Word of Mouth has a positive and significant effect on Purchase Decisions.



### Equation III

In this study, the number of  $n$  is 90 and  $k$  is 8. It can be seen that  $90 - 8 = 82$  where a significant level of 0.05 is obtained by a  $t$ -table of 1.989. The interaction of Word of Mouth with Green Product has a  $t$ -count of  $-1.569$  which is smaller than the  $t$ -table of 1.989 with a significance of 0.120, which is greater than 0.05, so it can be concluded that word of mouth weakens the relationship between green products and purchasing decisions.

The interaction of Word of Mouth with Halal Labels has a  $t$ -count of 0.745 which is smaller than the  $t$ -table of 1.989 with a significance of 0.458 which is greater than 0.05 so that it can be concluded that word of mouth weakens the relationship between halal labels and purchasing decisions.

The interaction of Word of Mouth with Brand Image has a  $t$ -count of 1.100 which is smaller than the  $t$ -table of 1.989 with a significance of 0.275 greater than 0.05, so it can be concluded that word of mouth weakens the relationship between brand image and purchasing decisions.

### Coefficient of Determination Test ( $r^2$ )

Based on table 6, it can be seen that Adjusted R Square model 1 is 0.586 which means that the green product variable ( $X_1$ ), halal label ( $X_2$ ), and brand image ( $X_3$ ) affect the purchasing decision variable ( $Y$ ) by 58.6%, while the remaining 41.4% is influenced by other factors not explained in this study.

The value of Adjusted R Square model 2 is 0.624, which means that the green product variable ( $X_1$ ), halal label ( $X_2$ ), brand image ( $X_3$ ), and word of mouth ( $Z$ ) affect the purchasing decision variable ( $Y$ ) by 62.4%, while the remaining 37.6% is influenced by other factors not explained in this study.

The value of Adjusted R Square model 3 is 0.658, which means that the variable green product ( $X_1$ ), halal label ( $X_2$ ), brand image ( $X_3$ ), word of mouth ( $Z$ ), interaction of green product and word of mouth ( $X_1.Z$ ), interaction Halal label and word of mouth ( $X_2.Z$ ), interaction of brand image and word of mouth ( $X_3.Z$ ), affect the purchasing decision variable ( $Y$ ) by 65.8%, while the remaining 34.2% is influenced by the following factors: other factors not described in this study.

### Discussion of Research Results

#### The Effect of Green Products on Purchase Decisions

Green product hypothesis take effect positive and significant impact on purchasing decisions is not accepted. This is supported by Roper in Purnama and Nurhadi's research which explains the reason consumers do not buy environmentally friendly products is because of concerns about the decline in the quality of packaging and contents of environmentally friendly products and also the uncertainty of the quality of environmentally friendly products themselves (Purnama and Nurhadi, 2014).

Consumers realize that purchasing behavior can have a direct or indirect effect on the environment so that consumers look for alternative products that are more environmentally friendly in the hope that environmentally friendly products will remain safe for consumption and of good quality. It's just that environmentally friendly products often experience changes both in terms of packaging and product contents.

The results of the study prove that the Green Product variable has no effect on purchasing decisions. Green Product has a  $t$ -count  $-0.064$  which is smaller than a  $t$ -table of 1.988 with a significance of 0.949 greater than 0.05 so it can be concluded that Green Product has a negative and insignificant effect on Purchase Decisions, then  $H_0$  is accepted and  $H_a$  is rejected.

#### Effect of Halal Label on Purchase Decision

The hypothesis of the halal label has a positive and significant effect on the purchase decision is accepted. This is supported by the research of Ian Alfian and Muslim Marpaung that the halal label and halal certification prove that the product has gone through the process of selecting raw materials that are good for health and free from haram substances so that products that have obtained halal certification can enter the Muslim market share and will become the choice for Muslim consumers in purchasing decisions (Ian and Muslim, 2017). Consumer behavior is the process and activity when a person relates to the search, selection, purchase, use, and evaluation of products and services to satisfy needs and wants. Consumer behavior is the things that underlie consumers to make purchasing decisions. To make a purchase, Muslim communities will of course see the halalness of the products they use. With the halal label, of course it will create a sense of security and trust in the products consumed.

The results of the study prove that the Halal Label variable has a positive effect on Purchase Decisions. Halal label has a  $t$ -count of 2.470 which is greater than  $t$ -table of 1.988 with a significance of 0.016 which is smaller than 0.05 so that it can be concluded that the Halal Label has a positive and significant effect on purchasing decisions, then  $H_0$  is rejected and  $H_a$  is accepted.

#### The Influence of Brand Image on Purchase Decision

The hypothesis that brand image has a positive and significant effect on purchasing decisions is accepted. This is supported by research by Rizky Desty Wulandari and Donant Alananto Iskandar which prove that brand image can be seen from quality products; produced by a trusted company; the brand is easy to get; establish good relations with consumers; a strong brand in the minds of consumers; trustworthy brand; the

brand is easy to identify; brands provide more benefits; familiar brands are known in the minds of consumers (risky and Donant, 2018). Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. Consumers who have a positive image of a brand are more likely to make a purchase.

Consumer loyalty to a brand will not occur without a good brand image. When consumers buy a product and are satisfied with the quality of the product, usually consumers will make repeat purchases, but if they are not satisfied they will buy a different brand of the product.

The results of the study prove that the Brand Image variable has a positive effect on purchasing decisions. Brand Image has a t-count of 7.178 which is greater than t-table of 1.988 with a significance of 0.000 less than 0.05 so that it can be concluded that Brand Image has a positive effect on Purchase Decisions, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

### **Influence of Word of Mouth on Purchase Decision**

The word of mouth hypothesis has an effect positive and significant impact on the purchase decision is accepted. This is supported by the research of Putri Rizkia Papatungan et al., which proves that the better and positive the word of mouth, the greater the chance for consumers to make decisions in choosing to buy a product. Word of mouth marketing affects consumer decisions in choosing to purchase products because consumers pay attention to information and advice through family, relatives, community/environment and co-workers about products (Putri, et al, 2018)

Often marketers encourage communication word of mouth by consumers for promotion. This helps spread awareness beyond the consumers who started interacting directly with the promotion. Consumers share information with friends about attractive offers for certain products. Through word of mouth communication, the higher the consumer's decision to make a purchase.

The results showed that the variable Word of Mouth had a positive effect on purchasing decisions. Word of Mouth has a t-count of 3.102 which is greater than t-table of 1.988 with a significance of 0.003 less than 0.05 so it can be concluded that Word of Mouth has a positive and significant effect on Purchase Decisions, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

### **The Effect of Word of Mouth Moderates the Relationship between Green Products and Purchase Decisions**

The hypothesis of word of mouth moderating the relationship between green products and purchasing decisions is rejected, in other words, word of mouth does not moderate the relationship between green products and purchasing decisions. This is supported by research by Metta Padmalia that the implication of the influence of green input (composition of products and organic raw materials) on purchasing decisions, the company should improve the quality of the raw materials used. In addition, because green output has a positive effect on purchasing decisions, companies should strengthen green product branding through eco-labels and certain certificates listed on the packaging. The green process does not affect consumer purchasing decisions because it cannot be seen and felt directly. Therefore, Companies are advised to involve consumers in environmental conservation programs such as reforestation, river cleaning, and other programs so that consumers feel directly the company's concern for the environment. For word of mouth communication, companies must maintain their quality so that more consumers are encouraged to recommend products and companies to others (Metta, 2017). The interaction of Word of Mouth with Green Product has a t-count – 1.569 which is smaller than the t-table of 1.989 with a significance of 0.120 greater than 0.05 so it can be concluded that word of mouth weakens the relationship between green products and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected. and other programs so that consumers directly feel the company's concern for the environment. For word of mouth communication, companies must maintain their quality so that more consumers are encouraged to recommend products and companies to others (Metta, 2017). The interaction of Word of Mouth with Green Product has a t-count – 1.569 which is smaller than the t-table of 1.989 with a significance of 0.120 greater than 0.05 so it can be concluded that word of mouth weakens the relationship between green products and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected. and other programs so that consumers directly feel the company's concern for the environment. For word of mouth communication, companies must maintain their quality so that more consumers are encouraged to recommend products and companies to others (Metta, 2017). The interaction of Word of Mouth with Green Product has a t-count – 1.569 which is smaller than the t-table of 1.989 with a significance of 0.120 greater than 0.05 so it can be concluded that word of mouth weakens the relationship between green products and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected. and other programs so that consumers directly feel the company's concern for the environment. For word of mouth communication, companies must maintain their quality so that more consumers are encouraged to recommend products and companies to others (Metta, 2017). The interaction of Word of Mouth with Green Product has a t-count – 1.569 which is smaller than the t-table of 1.989 with a significance of 0.120 greater

than 0.05 so it can be concluded that word of mouth weakens the relationship between green products and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected.

#### **Effect of Word of Mouth Moderates the Relationship between Halal Label and Purchase Decision**

The hypothesis of word of mouth moderating the relationship between halal labels and purchasing decisions is rejected, in other words, word of mouth does not moderate the relationship between halal labels and purchasing decisions. This is supported by the research of Muhammad Majid Himawan and YUSDANI that halal hashtags and e-word of mouth as moderating variables do not have a positive and significant effect on purchasing decisions, thus this finding at the same time cannot confirm the existing theory which states that halal hashtags moderated by e-word of mouth influences purchasing decisions (Himawan and YUSDANI, 2018).

It can be concluded that with the halal label, consumers do not need word of mouth to make them buy these products. The halal label has received certification from the MUI so that consumers feel safe and believe that the contents of the product are guaranteed to be halal and safe for consumption.

The interaction of Word of Mouth with Halal Labels has a t-count of 0.745 which is smaller than a t-table of 1.989 with a significance of 0.458 greater than 0.05 so it can be concluded that word of mouth weakens the relationship between halal labels and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected.

#### **The Effect of Word of Mouth Moderates the Relationship between Brand Image and Purchase Decision**

The hypothesis of word of mouth moderating the relationship between brand image and purchasing decisions is rejected, in other words, word of mouth does not moderate the relationship between brand image and purchasing decisions. This is supported by the research of Nanda Kristanto et al., that brand image according to consumer perception is considered a type of association that arises in consumers' minds when remembering a brand. The association can appear in the form of certain images or thoughts associated with a brand. Types of brand association include attributes, benefits, and attitudes. Attributes consist of attributes related to the product such as design, color, size, and attributes that are not related to the product, such as price, user, and usage image, while benefits include functional benefits, symbolic benefits,

It can be concluded that with brand image, consumers already have an image or thought about a brand that appears in their minds so that there is no need for word of mouth to strengthen the reason for making a purchase of the brand product.

The interaction of Word of Mouth with Brand Image has a t-count of 1.100 which is smaller than the t-table of 1.989 with a significance of 0.275 greater than 0.05 so it can be concluded that word of mouth weakens the relationship between brand image and purchasing decisions, then H<sub>0</sub> is accepted and H<sub>a</sub> rejected.

#### **Conclusion**

Based on the research that has been done, it can be concluded that the results of each hypothesis are as follows:

1. Green Product variable has no effect on Purchase Decision. It is shown from the t-count -0.064 which is smaller than the t-table of 1.988 with a significance of 0.949 which is greater than 0.05.
2. The Halal Label variable has a positive effect on Purchase Decisions. It is shown from the t-count of 2.470 which is greater than the t-table of 1.988 with a significance of 0.016 which is smaller than 0.05.
3. Brand Image variable has a positive effect on Purchase Decision. It is shown from the t-count of 7.178 which is greater than the t-table of 1.988 with a significance of 0.000 which is smaller than 0.05.
4. The word of mouth variable has a positive effect on purchasing decisions. It is shown from the t-count of 3.102 which is greater than the t-table of 1.988 with a significance of 0.003 which is smaller than 0.05.
5. The Word of Mouth variable weakens the relationship between Green Product with Purchase Decision. It is shown from the interaction of Word of Mouth with Green Product which has a t-count of -1.569 which is smaller than the t-table of 1.989 with a significance of 0.120 which is greater than 0.05.
6. Word of Mouth variable weakens the relationship between Halal Label and Purchase Decision. It is shown from the interaction of Word of Mouth with Halal Label has a t-count of 0.745 which is smaller than the t-table of 1.989 with a significance of 0.458 greater than 0.05.
7. The Word of Mouth variable weakens the relationship between Brand Image and Purchase Decision. It is shown from the Interaction of Word of Mouth with Brand Image has a t-count of 1.100 which is smaller than the t-table of 1.989 with a significance of 0.275 greater than 0.05.

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