THE INFLUENCE OF ISLAMIC BRANDING, RELIGION, AND PRODUCT DIVERSITY ON CONSUMER PURCHASE DECISIONS (STUDY AT 212 CONDET MART, EAST JAKARTA)

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Abstract

The presence of halal minimarkets is known to have increased based on the number of consumption of Indonesian halal food products in 2018 and 2019. This shows that the potential for halal minimarket business activities is quite high, seeing the phenomenon of halal trends, especially public consumption of halal products which continues to increase and the majority of the population is Muslim in domestic. However, until now 212 Mart outlets have not been found as many as conventional minimarkets which are already known to the public. Thus, this study aims to see the effect of Islamic branding, religiosity, and product diversity on consumer purchasing decisions (study at 212 Mart Condet, East Jakarta). This research is a quantitative research with data collection techniques using offline questionnaires. The analysis method used is multiple regression analysis and processed with the SPSS 21 program. The research sample is 100 consumers who have shopped at 212 Mart Condet, East Jakarta. The results show that there is an effect of Islamic Branding on consumer purchasing decisions 212 Mart Condet, there is no religious influence on consumer purchasing decisions 212 Mart Condet, and there is an influence of product diversity on consumer purchasing decisions 212 Mart Condet.

Keywords: Islamic Branding, Religiosity, Product Diversity, Purchase Decision

1. Pendahuluan

Currently, the growth of modern retail in Indonesia is known to show a positive trend. Based on data from Nielsen in the What’s Next In Southeast Asian Report in 2019, minimarkets in Indonesia grew by 8%. This number is known to increase compared to the previous year. This is also supported by the level of consumption of goods for daily needs or called fast moving consumer goods (FMCG), which is the flagship product of modern retail (Kementerian Agama, 2019).

FMCG consumption in modern retail in Indonesia grew by 6.6% for the period April 2018 to April 2019 (Kementerian Agama, 2019). It is known that this is caused by the growth of FMCG consumption in retail with the format of a grocery store or minimarket by 12.1%. As for the supermarket or supermarket format.

The growth of modern retail is accompanied by the emergence of sharia-based minimarkets or commonly called halal minimarkets. The emergence of halal minimarkets is also supported by the increasing public demand for halal products. As explained in the Global Islamic Economy Report data, in 2018 Indonesia took the first position as a consumer of halal food products with an
expenditure of $170 billion. In 2019, Indonesia is still in the same rank with spending increased by $173 billion on halal food products. This shows that Indonesia has great potential in developing the halal market due to halal products that are increasingly in demand by the public today. However, the 212 Mart outlet has not been found as often as conventional minimarkets that are already known to the public.

A brand is one of the things that consumers consider before buying a product (Pradani & Iriani, 2018). Islamic branding is known as a market segmentation effort carried out by current product or service providers (Putra & Hasbiyah, 2018; Ranto, 2013). Meanwhile, the consumption of halal products is an obligation for a Muslim.

Muslim consumers are aware of and have a very positive attitude towards the presence of halal products, and it influences their purchasing decisions (Mukhtar & Butt, 2012; Nasution et al., 2016). Consumers also consider product choices when they want to make a purchase (Pradani & Iriani, 2018; Putra & Sawarjuwono, 2019a). Consumers choose stores based on their ability to meet the expected satisfaction, one of which is the availability of all products in one place (Tobing & Sihombing, 2016).

Several previous research findings, namely research by Nasrullah, (2015) state that Islamic branding has a significant influence on consumer decisions in buying products. Furthermore, Nasrullah, (2015) in his research tested religiosity as a moderating variable and the results weakened the relationship between Islamic branding and consumer decisions.

Research by Hayati et al., (2019) and Nasution et al., (2016) found that there was an influence between religiosity on consumer purchasing decisions. Furthermore, in order to remain sustainable in the midst of tight competition in the mininmarket business as it is today, the availability of products and the variety of products offered by an outlet are things that consumers will consider in deciding their purchases. Research Yahya, Cholifah,

Based on the background and identification of problems that have been described, the formulation of this research problem is as follows:

1. How is the influence of Islamic Branding variable on Consumer Purchase Decisions 212 Mart Condet?
2. How is the influence of the Religiosity variable on Consumer Purchase Decisions 212 Mart Condet?
3. How does Product Diversity affect Consumer Purchase Decisions at 212 Mart Condet?

2. Theoretical Basis
2.1 Consumer behavior

Consumer behavior is a process that individuals or organizations go through in finding, buying, using, evaluating, and disposing of products or services that have been consumed in order to meet needs (Fitria, 2017; Putra et al., 2020). (Kotler, 1990) says that consumer behavior is an action taken by individuals, groups or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced (Astogini et al., 2011).

Kotler, (1990) mentions that one model of consumer behavior in Astogini et al., (2011) is the "stimulus-response"
model or the so-called "stimulus-response" model. Where there are external stimuli (from outside) that will enter the "buyer's black box" or also called the black box because these stimuli are something that cannot be clearly understood and produce certain answers (Kotler, 1990). Kotler, (1990) mentions this stimulus consists of external stimuli and other stimuli where external stimuli are products, prices, places, and promotions while other stimuli consist of economic, technological, political, and cultural. Furthermore, the answers to these stimuli consist of product choice, brand choice, seller choice, purchase time, and number of purchases.

2.2 Buying decision

Dowling (1986) and Chang & Wang (2011) say that a purchase decision is a choice of two or more options that must be made when making a purchase (Amron, 2018). Before making a purchase, consumers first look for information related to the product to be purchased. Consumer considerations before deciding to buy an item or service consist of six points, namely (1) product choice; (2) brand choice; (3) choice of supplier; (4) purchase amount; (5) time of purchase; and (6) payment methods (Pradani & Iriani, 2018). The other indicators that measure purchasing decisions are described by Kotler (1995) in Fitria (2017) and Kotler (2007:222) in Nopriani (2016) namely:

a. Stability of a product
b. Habits in buying products
c. Give recommendations to others
d. Make a repeat purchase

2.3 Islamic Branding

Kotler (2008) states that consumers perceive brands as important and add value to products (Fitria, 2017). (Fitria, 2017) explains that Islamic branding is where in its marketing activities a product uses an Islamic identity (with the words Islam, Sharia, Islamic names, halal labels). In line with this, Nasrullah (2015) states that Islamic branding can be interpreted as the use of the halal identity of a product and also the use of names related to Islam. In practice, Islamic branding uses sharia principles, from behavior to marketing activities by upholding the value of honesty and aimed at Muslim consumers (Ranto, 2013).

Alserhan, (2010) mentions in an article, that Islamic brands that meet three descriptions of Islamic Branding are:(1) Sharia-compliant, (2) Originating from an Islamic country, and (3) Targeted at Muslim consumers (Ali, 2013). Islamic branding explains how to combine one's religious and materialistic attitudes, namely by using brands religiously into one's life (Alserhan, 2010).

Jumani (2012) in (Fitria, 2017) mentions that the measurement indicators of Islamic Branding consist of Islamic Brand by Compliance, Islamic Brand by Origin, and Islamic Brand by Customer. In essence, Islamic branding is the use of the concept of halal in all aspects of life, where for the Muslim community, halal has become a moral code of ethics and beliefs that are implemented in everyday life (Ali, 2013).

2.4 Religiosity

Religiosity is a commitment related to faith or religious beliefs, and can be seen through the activities or behavior of individuals concerned with their religion or beliefs (Ancok and Suraso, 2011 in (Hayati et al., 2019). The attitude of religiosity is a complex integration
between religious knowledge, feelings, and religious actions within a person (Astogini et al., 2011).

Mokhlis (2009) states that religion is a cultural factor that significantly influences attitudes, values prevailing in society, to social and individual behavior (Alam et al., 2011). Meanwhile, a person's level of religiosity or obedience can be seen from his ability to practice the teachings of his religion (Hayati et al., 2019). Stark and CY Glock in Jalaludin (1996) state the same thing that religiosity consists of five dimensions, namely the ideological dimension (aqidah), the ritual dimension (shari'ah), the experience or appreciation dimension (experiential), the intellectual dimension (science), and the intellectual dimension (science) consequential (Astogini et al., 2011).

2.5 Product Diversity
Kotler & Keller (2012) state that product diversity is a collection of products and goods offered by sellers to buyers. Qin and Prybutok (2010:81) say that consumers need choices in choosing a food or beverage product they want (Hanjaya, 2016). Product diversity has an influence on purchasing decisions, where consumers tend to choose stores that have varied products, because products are consumer perceptions that are described by producers through their production. Consumers choose stores based on their ability to meet the expected satisfaction, one of which is the availability of all products in one place (Tobing & Sihombing, 2016):

2.6 Framework

![Figure 1. Framework for Thinking Source: Secondary Data (processed)](image)

2.7 Purchase Decision
Jumani and Shiddique (2012) and Nasrullah (2015) research states that Islamic branding has a significant influence on consumer decisions in purchasing a product. The consumers studied chose Islamic brand products not based on their level of monotheism, but based on their perceptions (Nasrullah, 2015). In line with that, Fitriya's research (2017) states that Islamic Branding has a positive and significant influence on consumer decisions in buying products. Thus, based on the research above, the proposed hypothesis is as follows:

H1: Islamic Branding has an effect on Purchase Decisions

2.8 Relation of Religiosity to Purchase Decision
Mukhtar & Butt (2012) mentions that Muslim consumers are aware of and have a very positive attitude towards the presence of halal products and influence their purchasing decisions. Research conducted by Hayati et al., (2019) results show that religiosity has an influence on consumer buying decisions of Muslim teenagers. This is in line with the research of Ahmad et al. (2015) that religiosity has a stronger influence on purchasing decisions than the knowledge variable. Meanwhile, research conducted by Nasrullah (2015) and Putra & Sawarjuwono (2019) show that religiosity as a moderating variable weakens the relationship between Islamic branding and consumer purchasing decisions. Based on this description, the hypothesis formed is as follows:

H2: Religiosity affects purchasing decisions
2.9 The Relationship of Product Diversity to Purchase Decisions

Product diversity has an influence on purchasing decisions, where consumers tend to choose stores that have varied products (Tobing & Sihombing, 2016). This is in accordance with the results of their research, namely that there is a positive influence between the diversity of product purchasing decisions. Furthermore, Yahya et al. (2017) in their research obtained the result that product diversity has an influence on purchasing decisions, where the research was conducted on consumers of an e-commerce. In line with research by Nasrullah (2015) where product diversity has a significant influence on consumer decisions in buying products. The hypotheses formed are as follows:

H3: Product Diversity Affects Purchase Decisions

3. Research Methodology

3.1 Object of research

The object of research contains the characteristics or elements to be studied (Suryana, 2010). The object of research is also called the target to obtain an appropriate data. The object or population in this study are consumers or customers of 212 Mart Condet. While the sample in this study is consumers or customers who have shopped at 212 Mart Condet, East Jakarta.

3.2 Research design

This research is a quantitative research using causal associative method. The causal method aims to measure the strength of the relationship between two or more variables and shows the direction of the relationship between the independent variable and the dependent variable (Ong & Sugiharti, 2013). In this study, data were obtained using a questionnaire. The questionnaire is prepared based on measurements of the variables studied and then will produce quantitative data.

3.3 Sampling Method

According to Malhotra (1993) if the total population is unknown, then the size of the sample is obtained by multiplying the number of research indicators by 4 or 5 (Asnawi & Masyhuri, 2011). So that the number of samples needed in the study is 75 samples that represent the population. In order to obtain more accurate results, the number of samples was rounded up to 100 samples in the distribution of the questionnaire. The sample is consumers or customers who make purchases at 212 Mart Condet.

3.4 Variables and Operational Variables

This research consists of two types of variables, namely the dependent variable and the independent variable. The dependent variable is purchasing decisions (Y), while the independent variables include Islamic branding (X1), religiosity (X2), and product diversity (X3). The forms of operationalization of variables in this study are as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Measurement</th>
<th>Instruments</th>
</tr>
</thead>
</table>

The Influence of Islamic Branding, Religion, and Product Diversity on Consumer Purchase Decisions (Study At 212 Condet Mart, East Jakarta)
<table>
<thead>
<tr>
<th>Islamic Branding (IB)</th>
<th>Islamic Branding Compliance</th>
<th>Likert Scale (1-5)</th>
<th>Religiosity (R)</th>
<th>Religiosity is a commitment entwined with religion or faith beliefs, and can be seen through the activities or behavior of individuals concerned with the religion or belief adopted (Ancok &amp; Suroso, 2011 in Hayati, Izmuddin, and Putri, 2019).</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB 2: The name of the outlet “212 Mart” gives me an idea that the products being sold are halal products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB 3: 212 Mart is part of the 212 Sharia Cooperative, so I'm sure the products sold are halal products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB 4: 212 Mart Condet is part of the 212 Sharia Cooperative, so I recommend others to shop at 212Mart Condet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB 5: I believe the products sold at 212 Mart are halal certified.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB 6: I prefer to shop at 212 Mart because it has an Islamic identity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Islamic Brand by Origin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diversity Product (Kp)</td>
<td>Product diversity is a collection of all products and goods offered by certain sellers to buyers (Kotler and Keller, 2012 in Yahya, Cholifah, and Istanti, 2017).</td>
<td>Likert Scale (1-5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kp 1: 212 Mart Condet provides daily necessities</td>
<td>Kp 2: 212 Mart Condet provides products from various company brands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kp 3: Product stock at 212 Mart condet according to my wishes</td>
<td>Kp 4: I will make a repeat purchase at 212 Mart Condet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Decision (Kpp)</td>
<td>A purchase decision is a choice of two or more options that must be made when making a purchase (Dowling, 1986) and Chang &amp; Wang, 2011 in Amron,</td>
<td>Likert Scale (1-5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kpp 1: The quality of the products sold at 212 Mart Condet encourage me to make a purchase</td>
<td>Kpp 2: I used to/often shopped at 212 Mart condet to fulfill my needs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kpp 3: I will recommend to others to shop at 212 Mart Condet</td>
<td>Kpp 4: I will make a repeat purchase at 212 Mart Condet</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Influence of Islamic Branding, Religion, and Product Diversity on Consumer Purchase Decisions (Study At 212 Condet Mart, East Jakarta)
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3.5 Data Processing and Analysis

3.5.1 Techniques Validity Test and Reliability Test

The validity test is related to the suitability between a concept and the indicators used to measure it (Priyono, 2016). A variable or indicator is said to be valid, it can be seen from the comparison of r count and r table. If r count is greater than r table and has a positive value, then the indicator or variable is declared valid (Ghozali, 2018).

Reliability test is conducted to measure a questionnaire which is an indicator of a variable or construct. This study uses cronbach's alpha coefficient (α), where Ghozali mentions a reliable condition, namely if the cronbach's alpha coefficient is 0.60 or more (Fitria, 2017).

3.5.2 Classic assumption test

Ghozali (2011) states that the classical assumption test is carried out as a prerequisite for multiple regression testing, to ensure that the research data is valid, consistent, unbiased, and the regression coefficient estimation is efficient (Hanjaya, 2016). The normality test aims to see if the residual value is normally distributed or not in the regression model (Ghozali, 2018). The normality test in this study used a normal probability plot graph and the Kolmogorov-Smirnov non-parametric statistical test (KS Test).

The multicollinearity test aims to see whether or not there is a high correlation between the independent variables in a multiple linear regression model. According to Ghozali (2018), the general condition used to indicate the presence of multicollinearity is the tolerance value 0.1 or equal to the VIF value 10. The heteroscedasticity test aims to see whether there is an inequality of variance from the residuals of one observation to another in the regression model. This study uses the Glejser test, where the requirements for the regression model do not occur heteroscedasticity if the value of Sig. Variable > 0.05 confidence level (Ghozali, 2018).

3.5.3 Multiple Regression Analysis

Multiple regression analysis used to see the dependence of the dependent variable (the dependent variable) with one or more independent variables (the independent variable) or how much influence the dependent variable has on the known independent variables.

3.5.4 Hypothesis testing

Hypothesis testing in this study was carried out on each variable, namely Islamic branding, religiosity, and product diversity on purchasing decisions. Statistically, this research can at least be measured by the coefficient of determination, t statistic, and f statistic.

4. ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

Based on table 2, it is known that the largest average value on the Islamic branding variable is found in the IB1 and IB2 indicators, namely 4.62 where these two indicators are the elaboration of Islamic brand by compliance. This shows that the respondents in this study considered that the Islamic values shown in the branding at 212 Mart have a strong appeal to consumers with their docile and obedient identity to Islamic sharia.
Then, the largest average value on the religiousity variable is found in the R3 indicator of 4.74 regarding the respondent's knowledge that consuming products containing illicit substances is a sin. This shows that respondents consume halal products because they already know the religious rules regarding substances that are forbidden to be consumed. Furthermore, the largest average value for the product diversity variable is the Kp1 indicator of 4.46, which is about 212 Condet Marts providing daily necessities. This shows that respondents make purchases at 212 Mart Condet because 212 Mart Condet offers products that suit the needs of respondents. The largest average value on the purchasing decision variable is the Kpp3 indicator of 4.55, which is about the respondent's desire to recommend 212 Condet Mart to others.

### Table 2. Descriptive Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB1</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.62</td>
<td>.61595</td>
</tr>
<tr>
<td>IB2</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.62</td>
<td>.54643</td>
</tr>
<tr>
<td>IB3</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.60</td>
<td>.53182</td>
</tr>
<tr>
<td>IB4</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.47</td>
<td>.64283</td>
</tr>
<tr>
<td>IB5</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.52</td>
<td>.57700</td>
</tr>
<tr>
<td>IB6</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.40</td>
<td>.68165</td>
</tr>
<tr>
<td>R1</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.46</td>
<td>.65782</td>
</tr>
<tr>
<td>R2</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.71</td>
<td>.47768</td>
</tr>
<tr>
<td>R3</td>
<td>100</td>
<td>4.00</td>
<td>5.00</td>
<td>4.74</td>
<td>.44084</td>
</tr>
<tr>
<td>R4</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.70</td>
<td>.48200</td>
</tr>
<tr>
<td>R5</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.68</td>
<td>.66485</td>
</tr>
<tr>
<td>Kp1</td>
<td>100</td>
<td>1.00</td>
<td>5.00</td>
<td>4.46</td>
<td>.65782</td>
</tr>
<tr>
<td>Kp2</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.32</td>
<td>.67987</td>
</tr>
<tr>
<td>Kp3</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.30</td>
<td>.61134</td>
</tr>
<tr>
<td>Kpp1</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.30</td>
<td>.64354</td>
</tr>
<tr>
<td>Kpp2</td>
<td>100</td>
<td>2.00</td>
<td>5.00</td>
<td>4.19</td>
<td>.76138</td>
</tr>
<tr>
<td>Kpp3</td>
<td>100</td>
<td>3.00</td>
<td>5.00</td>
<td>4.55</td>
<td>.53889</td>
</tr>
<tr>
<td>Kpp4</td>
<td>100</td>
<td>1.00</td>
<td>5.00</td>
<td>4.40</td>
<td>.72474</td>
</tr>
<tr>
<td>Valid (listwise) N</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)

This shows that the intention of the respondents in inviting others to shop at 212 Mart Condet. This shows that respondents make purchases at 212 Mart Condet because 212 Mart Condet offers products that suit the needs of respondents. The largest average value on the purchasing decision variable is the Kpp3 indicator of 4.55, which is about the respondent's desire to recommend 212 Condet Mart to others. This shows that the intention of the respondents in inviting others to shop at 212 Mart Condet. This shows that respondents make purchases at 212 Mart Condet because 212 Mart Condet offers products that suit the needs of respondents. The largest average value on the purchasing decision variable is the Kpp3 indicator of 4.55, which is about the respondent's desire to recommend 212 Condet Mart to others. This shows that the intention of the respondents in inviting others to shop at 212 Mart Condet. This shows that respondents make purchases at 212 Mart Condet because 212 Mart Condet offers products that suit the needs of respondents. The largest average value on the purchasing decision variable is the Kpp3 indicator of 4.55, which is about the respondent's desire to recommend 212 Condet Mart to others. This shows that the intention of the respondents in inviting others to shop at 212 Mart Condet.

### 4.2 Validity Test and Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Validity test</th>
<th>Reliability Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic Branding</td>
<td>0.863</td>
<td>valid</td>
</tr>
<tr>
<td>Religion</td>
<td>0.717</td>
<td>valid</td>
</tr>
<tr>
<td>Product Diversity</td>
<td>0.671</td>
<td>valid</td>
</tr>
<tr>
<td>Buying decision</td>
<td>0.767</td>
<td>valid</td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)

Table 3 is the result of testing the validity and reliability of all variables using 100 samples. The validity test required is r table > r count with the value of r table = 0.195. Then, the reliability test required is to have Cronbach’s alpha value 0.60. So, based on table 4.2, it can be seen that all variables have met the valid and reliable requirements.
4.3 Normality Test

**Figure 2. Normal Probability Plot**

Based on the results of data processing using SPSS 21, the results of the normality test using the normal probability plot graph in Figure 2, show that the points or data follow a diagonal line, so it can be concluded that the data is normally distributed.

Furthermore, in the non-parametric Kolmogorov-Smirnov test (KS test) the statistic if the significance value of Asymp. Sig. (2-tailed) above 0.05 means that the data meet the assumption of normality. Meanwhile, the results of the normality test using the KS Test are presented in Table 4 below:

<table>
<thead>
<tr>
<th>Category</th>
<th>Precondition</th>
<th>Asymp. Sig. (2-tailed)</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance</td>
<td>&gt; 0.05</td>
<td>0.913</td>
<td>Normal distributed</td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)

Based on the results of data processing using SPSS 21, the results of the normality test in Table 4, show the significance value of Asymp. Sig. (2-tailed) is 0.913 and the alpha value used is 0.05. These results indicate that the significance value of Asymp. Sig. (2-tailed) > 0.05. So it can be concluded that the data is normally distributed.

4.4 Multicollinearity Test

Table 5. Multicollinearity Test Results

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Collinearity Statistics</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic Branding</td>
<td>0.606; 1.650</td>
<td>There is no multicollinearity</td>
</tr>
<tr>
<td>Religiosity</td>
<td>0.713; 1.402</td>
<td>There is no multicollinearity</td>
</tr>
<tr>
<td>Product Diversity</td>
<td>0.801; 1.249</td>
<td>There is no multicollinearity</td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)

Based on the results of data processing using SPSS 21, the results of the multicollinearity test in Table 5 indicate that the regression model meets the required conditions. According to Ghozali, (2018) the general condition used to indicate the presence of multicollinearity is the tolerance value 0.1 or equal to the VIF value 10. The tolerance value for each variable shows a value of more than 0.10 and the VIF value of each variable shows a value < 10.00. Thus, it can be concluded that the regression model does not occur multicollinearity.

4.5 Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Sig.</th>
<th>Precondition</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islamic Branding</td>
<td>0.065</td>
<td>&gt; 0.05</td>
<td>There is no heteroscedasticity</td>
</tr>
<tr>
<td>Religiosity</td>
<td>0.915</td>
<td></td>
<td>There is no heteroscedasticity</td>
</tr>
<tr>
<td>Product Diversity</td>
<td>0.231</td>
<td></td>
<td>There is no heteroscedasticity</td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)

Based on the results of data processing using SPSS 21, the results of the heteroscedasticity test in Table 6 indicate that the significance value of each variable is greater than the alpha value, namely 0.05, where the significance of the variable IB = 0.065; R = 0.915; and KP = 0.231 and the significance value used is 0.05. So it
can be concluded that the regression model does not occur heteroscedasticity.

4.6 Multiple Regression Analysis

4.6.1 Table 7 Multiple Linear Regression Test Results

(Source: Data Processing Results with SPSS 21)

Based on the results of data processing using SPSS 21, the results of the multiple linear regression test are shown in Table 7. These results were obtained using 100 samples and using independent variables, namely Islamic Branding (IB), Religiosity (R) and Product Diversity (Kp) and the dependent variable, namely Purchase Decision (Kpp). The regression equation formed is as follows:

\[ Kpp = 2.934 + 0.208 \text{ IB} + 0.112 \text{ R} + 0.447 \text{ Kp} + e \]

The equation can be interpreted as follows:

1. The constant in the regression equation is 2.934, indicating that if IB, R, and Kp are constant, then Kpp has a value of 2.934.

2. Coefficient B of Islamic Branding is 0.208, indicating that each addition of IB is 1 and other independent variables are considered to be worth 0, then the Kpp value will increase by 0.208.

3. Coefficient B of religiosity is 0.112, indicating that each addition of R is 1 and other independent variables are considered to be worth 0, then the value of Kpp will increase by 0.112.

4. Coefficient B of product diversity is 0.447, indicating that for every addition of Kp of 1 and other independent variables are considered to be worth 0, then the value of Kpp will increase by 0.447.

4.7 Hypothesis testing

4.7.1 Coefficient of Determination Test (R2)

Table 8 Coefficient of Determination Test Results (R2)

(Source: Data Processing Results with SPSS 21)

Based on the results of data processing using SPSS 21, the results of the coefficient of determination test in Table 8 show the Adjusted R Square value of 0.351. It can be said that 35.1% of the variation in Purchasing Decisions can be explained by the variables of Islamic Branding, Religiosity, and Product Diversity. While the rest is explained by other variables outside the model. The result of this coefficient of determination is low. However, these results can be used as research material because the coefficient of determination is not the only criterion for choosing a good model.

4.7.2 Partial T-test

Table 9 T-Test Results (partial)
Based on the results of data processing using SPSS 21, the results of the partial test in table 9 show the tcount value and the significance value of each variable. The test uses an alpha value of 0.05 and a ttable value of 1.98. The ttable value is obtained from the calculation of the number of samples (n) as much as 100 and the number of independent and dependent variables (k) as much as 4, n-k = 96, so that the ttable value is 1.98. The conclusions from the results of the t test based on the results of data processing for each variable are as follows:

1. Islamic Branding
Tests conducted on the Islamic branding variable showed the value of Sig. variable < alpha, where 0.008 < 0.05 or compare the value of table with tcount of 2.696 > 1.66 and has a B coefficient value of 0.208. Based on the test results, it is known that there are positive and significant influence of Islamic branding on purchasing decisions. Thus, based on the previous hypothesis, the conclusion of the research hypothesis is that H0 is rejected, which means that there is an influence of Islamic branding on consumer purchasing decisions at 212 Mart Condet, East Jakarta.

2. Religiousity
Tests conducted on the religiousity variable showed the value of Sig. variable < alpha, that is 0.237 < 0.05 or compare the value of table with tcount of 1.190 > 1.66, where the results do not meet the requirements of the partial test. The religiousity variable has a B coefficient value of 0.112. Based on the test results, it is known that there is no influence of religiousity on purchasing decisions. Thus, based on the previous hypothesis, the conclusion of the research hypothesis is that H0 is accepted where there is no influence of the religiosity variable on consumer purchasing decisions at 212 Mart Condet, East Jakarta.

3. Product Diversity
Tests conducted on the product diversity variable showed the value of Sig. variable < alpha, where 0.000 < 0.05 or compare the value of table with tcount of 4.038 > 1.66 and has a B coefficient value of 0.477. Based on the test results, it is known that there are positive and significant influence of product diversity on purchasing decisions. Thus, based on the previous hypothesis, the conclusion of the research hypothesis is that H0 is rejected, which means that there is an influence of product diversity on consumer purchasing decisions at 212 Mart Condet, East Jakarta.

### F test (simultaneous)

<table>
<thead>
<tr>
<th>Regression Analysis</th>
<th>Category</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>F Uji test</td>
<td>F count</td>
<td>18.856</td>
</tr>
<tr>
<td></td>
<td>Sig</td>
<td>0.000</td>
</tr>
</tbody>
</table>

(Source: Data Processing Results with SPSS 21)
processing using SPSS 21, the results of the simultaneous test in table 10 show that value $F_{\text{count}}$ is 18,856. Meanwhile, the value of $F_{\text{table}}$ is 2.70. This value comes from testing using a sample ($n$) = 100 and independent variable ($k$) = 3, then $n - k = 97$, so that the value of is obtained $F_{\text{table}} = 2.70$. Based on this value, it is known that $F_{\text{count}} > F_{\text{table}}$, which is 18,856 > 2.70. Thus, based on the previous hypothesis, H0 is rejected because in accordance with the results of Ha, namely r

There is a simultaneous effect of Islamic accordance with hypothesis, H0 is rejected because in that $F_{\text{count}} > F_{\text{table}}$, which is 18,856 > 2.70. Then, based on the previous hypothesis, H2 is rejected, where religiosity is proven to have no effect on purchasing decisions. This explains that one's religiosity cannot fully explain consumer beliefs in purchasing products. The results of this study are in line with the results of research by Astogini et al., (2011) where religiosity has no effect on purchasing decisions for halal products.

4.9 The Effect of Religiosity on Purchase Decisions

The results of the research obtained are known that the second hypothesis, namely H2 is rejected, where religiosity is proven to have no effect on purchasing decisions. This explains that one's religiosity cannot fully explain consumer beliefs in purchasing products. The results of this study are in line with the results of research by Astogini et al., (2011) where religiosity has no effect on purchasing decisions for halal products.

On the other hand, the results of this research hypothesis are different from the results of research conducted by Nasution et al., (2016) namely: Muslim consumer religiosity positively influences purchasing decisions. This is because Muslim consumers will seek information in advance about the halalness of the products they will consume Nasution et al., 2(016)

The cause of this unaffected research result is presumed to be due to: The level
of understanding and obedience of each individual about his religion is different. According to the statement Alfian & Marpuang M., (2017) that the better a Muslim understands about his religion, the more selective the individual will be in choosing the products to be consumed. If you look at the characteristics of the respondents, it is known that as many as 54% of the last education of 212 Mart Condet respondents was at the high school/high school/MA level, so it was considered that the respondents did not have a thorough understanding of Islamic values.

4.10 The Effect of Product Diversity on Purchase Decisions

Based on the results obtained, it is known that the third hypothesis, namely H3 is accepted, where product diversity is proven to have a positive and significant influence on purchasing decisions. This provides an understanding that the higher the diversity of products owned by an outlet or store, it will improve consumer decisions in making purchases. The availability of various kinds of products offered will make it easier for consumers to meet their needs and desires. In an effort to increase product diversity, 212 Mart Condet cooperates with several small businesses or home industries and can leave their products at 212 Mart for sale to consumers.

The results of this research hypothesis are supported by the results of research conducted by Nasrullah, (2015), namely product diversity has a significant effect on consumer decisions in making purchases. These results are also in line with Yahya et al., (2017) and research by Tobing & Sihombing, (2016) that product diversity has a positive and significant influence on purchasing decisions. Thus, based on the results of the study, it is known that consumers of 212 Mart feel that the diversity of products owned by 212 Mart affects them in making purchases.

5. Conclusions

This study aims to determine the effect of Islamic branding, religiosity, and product diversity on consumer purchasing decisions made at 212 Mart Condet, East Jakarta. The results showed that there was an influence on the Islamic branding variable and product diversity on consumer purchasing decisions. However, different results were obtained on the religiosity variable, which had no effect, so the conclusions obtained were as follows: (1) Islamic Branding influence on consumer purchasing decisions 212 Mart Condet, East Jakarta. (2) Religiosity has no effect on consumer purchasing decisions at 212 Mart Condet, East Jakarta. (3) Product diversity influences consumer purchasing decisions at 212 Mart Condet, East Jakarta.

Based on the results of the analysis, discussion, and research conclusions that have been described previously, there are several suggestions for companies and further researchers, namely as follows: (1) For 212 minimarket business activities, especially 212 Mart Condet to be able to increase the marketing of 212 Mart so that it is increasingly recognized by the general public, both in terms of increasing marketing in terms of advertisements or promos. So that in the future 212 Mart can be a consumer choice in obtaining halal products and not limited to Muslim consumers only. And, always maintain and improve halal branding to attract more consumers, especially Muslim consumers.
In this study, it is known that the product diversity variable is the most influential variable on consumer purchasing decisions at 212 Mart Condet. Therefore, the 212 minimarket, especially the 212 Mart Condet is expected to be able to increase the variety and variety of products offered to consumers, and always maintain the quality of the products sold. Thus, 212 Mart Condet can be the choice of consumers in making purchases to meet their daily needs.

For further researchers, in order to be able to develop the research variables. There are only four variables used in this study, so it is hoped that further researchers will add other variables that have an influence on consumer purchasing decisions. As for this study, it has not seen the company's internal factors that influence purchasing decisions, so that further research can develop variables in that direction.

**Daftar Pustaka**


