



## Determinants of Moslem Consumer Purchasing Decisions at Mixue Franchise in Sidoarjo City East Java

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### Abstract

This study analyzes the factors that influence purchasing decisions in the Sharia market, both partially and simultaneously. Partially, the study examines the influence of price, product variety, taste, and location on purchasing decisions. Simultaneously, research looks at the combined effects of these factors. The method used is quantitative with an associative research model, as well as a purposive sampling technique to select respondents according to Sharia market criteria. The research results show that price ( $p = 0,011$ ), product variety ( $p = 0,043$ ), and location ( $p = 0,018$ ) have a significant effect on purchasing decisions, while taste ( $p = 0,562$ ) has no significant effect. Overall, all these factors significantly influence purchasing decisions ( $p = 0,000$ ). These findings emphasize the importance of Sharia principles in pricing, product variety, and location in improving consumer purchasing behavior in Islamic markets.

Keywords: price, product variety, taste, location, purchase decision, shariah-compliant markets

### Abstrak

Studi ini menganalisis faktor-faktor yang mempengaruhi keputusan pembelian di pasar syariah, baik secara parsial maupun simultan. Secara parsial, studi meneliti pengaruh harga, variasi produk, rasa, dan lokasi terhadap keputusan pembelian. Secara simultan, penelitian melihat efek gabungan dari faktor-faktor tersebut. Metode yang digunakan adalah kuantitatif dengan model penelitian asosiatif, serta teknik purposive sampling untuk memilih responden sesuai kriteria pasar Syariah. Hasil penelitian menunjukkan harga ( $p = 0,011$ ), variasi produk ( $p = 0,043$ ), dan lokasi ( $p = 0,018$ ) berpengaruh signifikan terhadap keputusan pembelian, sedangkan rasa ( $p = 0,562$ ) tidak berpengaruh signifikan. Secara keseluruhan, semua faktor tersebut secara signifikan mempengaruhi keputusan pembelian ( $p = 0,000$ ). Temuan ini menekankan pentingnya prinsip-prinsip Syariah dalam penetapan harga, variasi produk, dan lokasi dalam meningkatkan perilaku pembelian konsumen di pasar Islam.

Kata kunci: harga, variasi produk, rasa, lokasi, keputusan pembelian, pasar sesuai syariah

## INTRODUCTION

In a competitive business world, a deep understanding of consumer purchasing decisions is key to the company's success. Purchasing decisions are a fairly complex process and involve rational and emotional considerations from buyers when deciding whether or not to buy a product or service. Consumer purchase determination is a method of choosing between several solution options with concrete actions (Harahap, 2015). That way, consumers will think carefully about the steps before deciding to buy a product. Purchasing decisions result from a complex process involving interrelated factors such as price, product variety, and location (Harahap, 2015). Not only that, when customers choose to buy a product, it can also be based on the taste factor of the product itself. According to (Izza, 2023), if someone enjoys a meal, it indicates that they are satisfied with the food. Thus, it can be concluded that taste can be one of the factors that can also influence purchasing decisions (Wartoyo, et al, 2024).

It is necessary to know in advance about the definition of each variable. Purchasing is a decision-making process that combines understanding to evaluate two or more substitute options and then decide on one (Kelvinia, Putra, & Efendi, 2021). In addition, purchasing decisions are also defined as a merging process used to integrate understanding in criticizing two or more alternative actions and determining the best choice among these options (Kojongian, Tumbel, & Walangitan, 2022). Kotler and Armstrong (2008) define price as the amount of funds that must be spent by customers to obtain goods or services, this understanding is cited by (Nasution & Lesmana, 2018). Product variety, namely variety of products each product has differentiators in size, price, and appearance or characteristics (Isfiandi & Amin, 2019). Taste is a characteristic of taste that must be owned by the culinary business. Taste itself is defined by the part of taste that produces taste buds on the tongue, esophagus, and roof of the mouth (Dilasari & Yosita, 2020). The definition of location refers to where the company should be centered and carry out its operations (Husen, Sumowo, & Rozi, 2018).

In 2020, a company emerged that produces and offers various variants of ice cream with flavors and prices to suit consumers' pockets. However, as time goes by, ice cream outlets are increasing so that consumers have the choice to choose which outlet to make their purchasing decision to enjoy ice cream. Mixue Ice Cream & Tea is an outlet that is very popular among the public as of 2020 because it offers various types of ice cream & tea at prices that can be said to be affordable. Besides its affordable price, Mixue still prioritizes a taste that is not inferior to other ice cream brands. The taste offered by Mixue tends to be sweet like milk, but Mixue also offers slightly sour products with a combination of fruits such as strawberry, lemon, and the like. With affordable prices, flavors that suit the public, a strategic location because it can be found everywhere, and many flavor variants will most likely be able to attract consumers' attention. Therefore, researchers decided to research Mixue Ice Cream & Tea customers in the Sidoarjo City area, East Java.

The existence of this research, in general, has benefits, one of which is that companies can understand and meet customer needs. Mixue Ice Cream & Tea can analyze opportunities and challenges for its market to take advantage of the situation. In addition, this research specifically helps the industry to design marketing strategies that are more successful and simple. The formulated strategy can be used to design marketing communications and optimize the allocation of marketing resources. Therefore, this study can share valuable knowledge to optimize business strategies and better meet consumer needs (Aziz et al, 2024).

Not a few previous studies have examined the variables used in this research. However, the research gap found for this research is that the variable X used is a combination of previous research. Many previous studies only discussed price variables and product variations to be used as variable X in research. So there are suggestions from previous researchers who say that further research can combine the variables contained in the research with other variables (Dilasari & Yosita, 2020). Therefore, this research combines price, product variety, taste, and location as variable X by determining purchasing decisions as variable Y.

Furthermore, integrating the principles of Islamic economics, particularly in ensuring that all business practices, including pricing strategies and product offerings, align with Sharia law, is crucial in catering to a Muslim-majority market. Islamic economics emphasizes ethical behavior, fairness, and social justice, which are also critical in shaping consumer purchasing decisions in Shariah-compliant markets. By considering these aspects, companies like Mixue Ice Cream & Tea can ensure their operations are not only profitable but also ethically aligned with the values of their consumer base. This alignment could enhance customer loyalty and trust, key factors in sustaining long-term business success in Islamic markets. Thus, this study not only aids in developing marketing strategies but also reinforces the importance of adhering to Shariah principles in all aspects of business operations.

## **LITERATURE REVIEW**

### **Purchase Decision**

Every customer certainly has a purchase decision before finally buying the product. Purchasing decisions are owned by each customer to think about what things or what factors support the buyer to want to buy the desired product. In the marketing mix concept, there are 3P included in this research, namely price, product, and place. These three things can be a reference that someone can make purchasing decisions by looking at at least these three things. The buying decision-making process is a process involving combining understanding to evaluate two or more substitution options and then deciding on one of them (Kelvinia et al., 2021). Several clues can be used to measure purchasing decisions, which include the determination of the type of product, the determination of the product form, the determination of the brand, the determination of the marketer, the determination of the total (volume) of the product, the decision about the purchase time, and the decision about the payment method (Priansa, 2017). In this study, we will only use three indicators that have been selected, including decisions about brands, decisions about payment methods, and decisions about product appearance.

### **Price**

Price is one of the determining elements in making purchasing decisions by customers related to brands (Pradana, Hudayah, & Rahmawati, 2017). Price is an important factor in determining the success of an industry, as it affects how much profit the industry makes from selling its products, be they goods or services (Suparman, 2018; Usman et al, 2024). An affordable cost for a good or service will encourage an increase in demand for it, while a high price will reduce demand for it (Jannah & Alhazami, 2022) It can be concluded based on several definitions of the price mentioned above, namely that price can be interpreted as a benchmark number given or labeled by the company to a product so that customers can easily determine purchasing decisions according to the price that is affordable for them. Indicators of price mentioned by (Kotler & Armstrong,

2008), namely prices are affordable to consumers, product quality is comparable to the price offered, and competitive price with similar products

### **Product Variety**

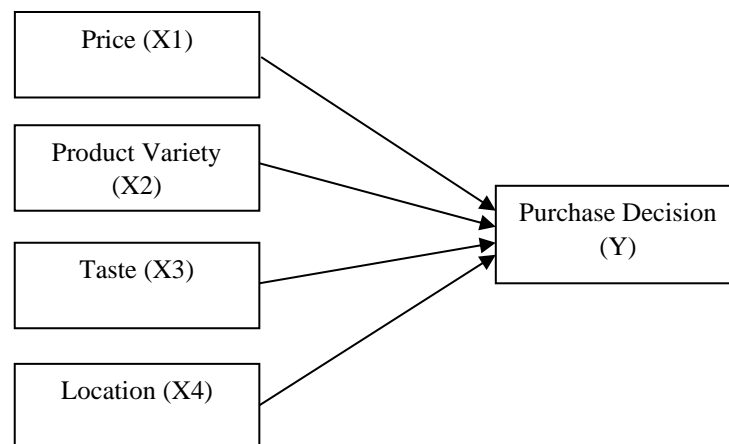
The product variety is included in the strategy implemented by the industry with the aim that buyers are always interested in the variety of products presented. With product variations, customers can freely choose what items match their wants and needs. Product variety is a variety of products, each of which has a differentiator in the elements of size, price, and appearance or characteristics (Isfiandi & Amin, 2019). Meanwhile, the indicators of product variation mentioned by (Irwan, 2014) include style quality and design.

### **Taste**

Businesses engaged in the culinary field have their characteristics so that they can be easily recognized by buyers. Taste is one of the characteristics of taste that must be owned by a culinary business, be it a food or beverage business. Taste itself is defined by the part of taste that produces taste receptors (taste buds) on the tongue, esophagus, and roof of the mouth (Dilasari & Yosita, 2020). Drummond KE & Brefere LM (2010) in their research cited by Dilasari and Yosita stated that there are indicators of taste, namely smell, taste, texture, and temperature (Dilasari & Yosita, 2020).

### **Location**

Location refers to where the company should be centered and carry out its operations (Husen et al., 2018). Location is the area used to deliver products and services from maker to audience (Kotler & Keller, 2012). Location is an area that allows products to be accessed by their intended customers (Senggetang, Mandey, & Moniharapon, 2019). Thus, it can be concluded that a location is a place where the product is produced and in which there is a buying and selling transaction between buyers and sellers. The things that can indicate location are access, visibility, and vehicle parking.



**Figure 1. Research Model**

## **METHODS**

This study uses a quantitative approach as a research method. The quantitative method in this study includes collecting data in numerical form and analyzing it using statistical techniques (Sugiyono, 2013). In addition, the research model chosen and applied in this research is associative research. The *associative research* model functions to find a correlation between two or more variables. With this type of associative research, a theory will be built to provide an explanation, predict, and control a symptom (Sujarweni, 2015).

*This research* selects and determines the Mixue Ice Cream & Tea outlet located in the Sidoarjo area, East Java as a location to conduct research.

**Sample Procedure**

The population in this study were Mixue Ice Cream & Tea customers at all outlets in Sidoarjo, East Java. The sampling method used for this study is an infinite population. So that the determination of the sample uses certain criteria. Roscoe (1975) in Ghozali (2016:67) says that determining the correct total sample can be based on a minimum of 30 respondents and no more than 500 respondents (Ghozali, 2016). Then it is that the size or total sample should be 10× greater than the number of research variables. In this study, the variable total is five. Therefore, the sample obtained is at least 50 respondents with the assumption that if the sample has exceeded the minimum number, the data processing can be done.

**Analysis Technique**

The data analysis method used includes validity testing and reliability testing which functions to realize whether the information obtained is valid and reliable. Validity is an instrument that refers to the extent to which the instrument can perform its measurement function accurately and reliably (Sugiono, Noerdjanah, & Wahyu, 2020). The extent to which a measuring instrument can be relied upon or trusted is the meaning of reliability (Sugiono et al., 2020). In addition, there are classic assumption tests and hypothesis tests to determine which hypotheses are accepted or rejected.

**RESULTS AND DISCUSSION**

**Respondent Overview**

In this research, the respondents were Mixue Ice Cream & Tea consumers in Sidoarjo, East Java. The number of participants obtained in this study was 65 respondents. The characteristics of the participants of this research are described below:

**Respondent Characteristics**

**1. Gender**

**Table 1. Respondent Characteristics of Gender**

Female		Male	
Percent	Total	Percent	Total
89,2%	58 respondents	10,8%	7 respondents

Based on gender, it is known that 89,2% or 58 respondents are female. Meanwhile, the total number of participants with male gender is known to be 10,8% or equivalent to 7 people.

**2. Age**

**Table 2. Respondent Characteristics of Age**

16 – 20 years		21 – 25 years		26 – 30 years		>30 years	
Percent	Total	Percent	Total	Percent	Total	Percent	Total
80%	52 respondents	12,3%	8 respondents	4,6%	3 respondents	3,1%	2 respondents

Age is also characteristic of respondents and it is known that as many as 80% or 52 respondents are around 16 – 20 years old. There are 8 respondents aged between 21 – 25 years with a total percentage of 12,3%. In addition, there are also respondents aged between 26 – 30 years with a total of 3 respondents or a percentage of 4,6%. It is also known that 2 respondents have an age range of > 30 years who participated as respondents, with a percentage of only 3,1%.

### 3. Status

**Table 3. Respondent Characteristics of Status**

Students		College Student		Worker	
Percent	Total	Percent	Total	Percent	Total
3,1%	2 respondents	81,5%	53 respondents	15,4%	10 respondents

The status of the respondent is also a characteristic used in this study. The status that can be chosen by respondents is about whether they are a student, college student, or worker. In this research, it is known that 2 respondents are students who only have a percentage of 3,1%. While the total percentage of 81,5% is known to be a student with a total of 53 respondents. The last one is working status with 10 respondents and a percentage of 15,4%.

### Analysis of Prescribed Tests

#### 1. Validity Test

The research instrument can be valid if the calculated r number > r table number. The value of the R table in this study is known by applying the formula  $df = n - 2$ . From this formula, it can be seen that the value of the R table shows 63, and uses an error rate of 5% or 0,05. With these two guidelines, it is known that the r table value is 0,2441. The value of r count for each instrument can be seen in the table as follows:

**Table 4. Validity Test Results**

Item Statement	r count	r table	Conclusion
Y1.1	0,642	0,2441	Valid
Y1.2	0,676	0,2441	Valid
Y1.3	0,531	0,2441	Valid
Y1.4	0,528	0,2441	Valid
Y1.5	0,644	0,2441	Valid
Y1.6	0,625	0,2441	Valid
X1.1	0,687	0,2441	Valid
X1.2	0,730	0,2441	Valid
X1.3	0,677	0,2441	Valid
X1.4	0,611	0,2441	Valid
X1.5	0,668	0,2441	Valid
X1.6	0,728	0,2441	Valid
X2.1	0,551	0,2441	Valid
X2.2	0,555	0,2441	Valid
X2.3	0,721	0,2441	Valid
X2.4	0,680	0,2441	Valid
X2.5	0,555	0,2441	Valid
X2.6	0,636	0,2441	Valid
X3.1	0,709	0,2441	Valid
X3.2	0,715	0,2441	Valid
X3.3	0,516	0,2441	Valid
X3.4	0,646	0,2441	Valid
X3.5	0,507	0,2441	Valid
X3.6	0,640	0,2441	Valid
X4.1	0,515	0,2441	Valid

X4.2	0,559	0,2441	Valid
X4.3	0,646	0,2441	Valid
X4.4	0,529	0,2441	Valid
X4.5	0,521	0,2441	Valid
X4.6	0,666	0,2441	Valid

Based on the data listed in the table, it can be seen that all items in this research are shown to be valid. Because the value of  $r_{count} > r_{table}$  is based on a significance test of 0,05.

## 2. Reliability Test

Reliability testing that can be considered reliable is when Cronbach's Alpha  $>$  limit value. The *Cronbach's Alpha* limit value is generally based on the patent formula, the minimum value is 0,60 or 0,70.

**Table 5. Reliability Test Results**

<i>Cronbach's Alpha</i>	Limit Value	Conclusion
0,944	0,60	Reliable

As for the results known after the calculation or reliability test, the results obtained are the results in Table 5. From the table it can explain the *Cronbach's Alpha*  $>$  limit value, namely with a value of  $0,944 > 0,60$ . This value indicates that all items or instruments in this study are said to be reliable.

## 3. Descriptive Test

Descriptive tests are carried out to determine the general description of data such as mean, maximum, minimum, and std. deviation per-variable. The variables that are subject to or tested in this test are all variables, namely the purchasing decision variable (Y), price (X1), product variety (X2), taste (X3), and location variable (X4). The results of the descriptive test can be seen in the following table:

**Table 6. Descriptive Test Results**

	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
<b>Purchase Decision</b>	13,00	30,00	24,9538	3,42979
<b>Price</b>	6,00	30,00	23,3692	4,34299
<b>Product Variety</b>	15,00	30,00	24,4615	3,49588
<b>Taste</b>	12,00	30,00	22,8615	4,23481
<b>Location</b>	11,00	30,00	24,0000	3,92508

Based on the results after descriptive testing, it can be seen that the data distribution image obtained is:

1. The purchasing decision variable (Y) has a minimum value of 13 and a maximum value of 30. While the mean is 24,9538 and the std. deviation value is at 3,42979.
2. In the price variable (X1), it can be seen based on the table above that the minimum value obtained is 6 and the maximum value is 30. The value for the average is 23,3692 and the standard deviation has a value of 4,34299.
3. While the product variety variable (X2) has a minimum value of 15 and a maximum of 30. Meanwhile, the mean is 24,4615 and the standard deviation reaches 3,49588.
4. As for the taste variable (X3), the minimum value is 12 and the maximum is 30. The mean value is 22,8615 and std. deviation is 4,23481.
5. Meanwhile, location as variable X4 has a minimum and maximum value of 11 and 30. In addition, the location variable also has a median and standard deviation value of 24 and 3,92508.

#### 4. Classical Assumption Test

##### a. Normality Test

The normality test with a normal distribution can be said to be appropriate if the significance level value is  $> 0,05$ . It can also be said to be inappropriate when the significance level value is  $< 0,05$ .

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		65
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.23680254
Most Extreme Differences	Absolute	.105
	Positive	.067
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.075 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

#### Figure 2. Normality Test Results

Based on the results presented in Figure 2, it can be concluded that the value of the sign. is at 0,075. This can show that the data is normally distributed. It is said that normal can be proven by the acquisition of numbers, namely the sign. level  $> 0,05$  or  $0,075 > 0,05$ .

##### b. Multicollinearity Test

Multicollinearity testing is a method applied to identify the presence or absence of multicollinearity using the Variance Inflation Factor (VIF). If the VIF value  $< 10$  and the tolerance value  $> 0,1$ , it can be concluded that no multicollinearity occurs.

**Table 7. Multicollinearity Test Results**

	Collinearity Statistics	
	Tolerance	VIF
<b>Price</b>	0,561	1,783
<b>Product Variety</b>	0,376	2,660
<b>Taste</b>	0,377	2,651
<b>Location</b>	0,639	1,565

Based on Table 7, it can be seen that the variables X1, X2, X3, and X4 have no multicollinearity. This result can be presented with:

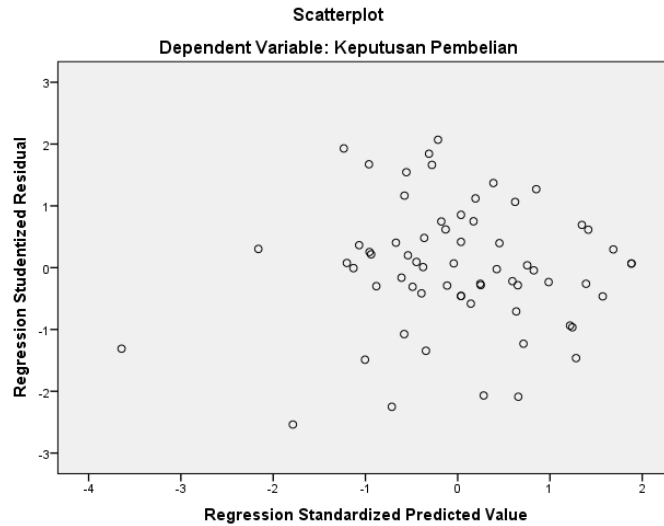
- 1) The tolerance value in the price variable (X1) is 0,561 or  $0,561 > 0,1$  and the VIF value is  $< 10$  or  $1,783 < 10$ .
- 2) The product variety variable has a numerical result on the tolerance value of 0,376 meaning  $0,376 > 0,1$  and the VIF is only 2,660 meaning  $2,660 < 10$ .
- 3) Meanwhile, the tolerance value on the taste variable (X3) is 0,377 or it can be interpreted as  $0,377 > 0,1$  and the VIF on this variable is 2,651 which can be interpreted as  $2,651 < 10$ .



4) The location variable (X4) shows a tolerance value of 0,639 and a VIF of only 1,565. This value proves that  $0,639 > 0,1$  and  $1,565 < 10$ .

**c. Heteroscedasticity Test**

This test can determine whether there is heteroscedasticity in the research data by looking at whether all points are scattered unevenly at the top and bottom of the regression line. If no certain patterns are formed, it can be concluded that there is no heteroscedasticity in the data.



**Figure 3. Heteroscedasticity Test**

Based on Figure 3, it can be understood that the data in this study is data that does not have heteroscedasticity. This is evidenced by the dots in Figure 3 that spread in various areas and do not form a certain pattern.

**5. Hypothesis Test**

**a. Multiple Linear Regression Test**

Multiple linear tests are used to predict the relationship between more than two variables. The equation in the multiple linear analysis test is as follows:  $Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.833	2.248		2.594	.012
	Harga	.234	.089	.297	2.640	.011
	Variasi Produk	.278	.135	.284	2.067	.043
	Cita Rasa	.065	.111	.080	.583	.562
	Lokasi	.223	.092	.255	2.424	.018

a. Dependent Variable: Keputusan Pembelian

**Figure 4. Multiple Linear Regression Test**

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$$

$$= 5,833 + 0,234 + 0,278 + 0,065 + 0,223$$

Based on Figure 4, the interpretation of the table image can be found as follows:

- 1) The number 5,833 is a constant (state) when the purchasing decision variable (Y) is not at all affected by other variables, namely price (X1), product variety (X2), taste (X3), and location (X4). If there is no variable X, then variable Y, namely the purchase decision will not change.
- 2) b1 (X1 regression coefficient) is known to reach 0,234. This value indicates that price has a good impact on purchasing decisions. This can be interpreted as when there is an increase of one unit in variable X1, so that it will have an impact on purchasing decisions by 0,234. However, this has an exception, which is provided that other variables are not observed in this study.
- 3) b2 (X2 regression coefficient) has a value of 0,278. This figure shows that product variety has a positive impact on purchasing decisions. This means that each unit increase in product variety will affect purchasing decisions by 0,278, assuming that other variables are not being studied in this study.
- 4) b3 (X3 regression coefficient) is at 0,065, telling us that the taste factor has a good impact on purchasing decisions. This means that every unit increase in the taste factor has an impact on purchasing decisions by 0,065 assuming that other factors are not investigated in this study.
- 5) b4 (X4 regression coefficient) is at 0,223. This value explains that the location factor has a positive impact on purchasing decisions. This means that each unit increase in location will affect purchasing decisions by 0,223, assuming other factors are not being tested in this study.

**b. t-test**

This assessment functioned to determine whether the regression model had a significant impact on price, product variety, taste, and location on purchasing decisions or not. This assessment results in:

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.833	2.248		2.594	.012
	Harga	.234	.089	.297	2.640	.011
	Variasi Produk	.278	.135	.284	2.067	.043
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	Lokasi	.223	.092	.255	2.424	.018

a. Dependent Variable: Keputusan Pembelian

**Figure 5. Results of the t-test**

Before proceeding to determine the hypothesis, it is necessary to find the t-table with a significant level of 5% (0,05). The formula for finding t table is:

$$\begin{aligned}
 t \text{ table} &= (a/2 : n-k-1) \\
 &= (0,05/2 : 65-5-1) \\
 &= 0,025: 59 \\
 &= 2,00100 \text{ atau } 2,001
 \end{aligned}$$

With this calculation, it can be seen that the t table is 2,001. This test is used to find out what hypotheses will be accepted or rejected. This can be known by the way of the sign. value < 005 and the value of t count > t table, then H0 is rejected

and accepts H1. To find out the results of the hypothesis test using the t-test, you can pay attention to the explanation below:

1) Hypothesis Test 1 (X1 to Y)

Based on Figure 5, the t-test (partial) implies that the significance level (p-value) of the price impact (X1) on purchasing decisions (Y) is  $0,011 < 0,05$  and the calculated t-value is  $2,640 > 2,001$ . These findings indicated that H0 is rejected and H1 is accepted. This shows that price (X1) has a significant influence on purchasing decisions (Y).

2) Hypothesis Test 2 (X2 to Y)

Based on Figure 5, it is observed that the finding of the product variety (X2) displays a t value of 2,067 which has a positive sign. and a significance level of 0,043. Furthermore, the calculated t value of  $2,067 > t$  table value of 2,001, and the significance level of  $0,043 < 0,05$ . That way it can be concluded if hypothesis 2 is a rejection of the H0 and supports H1. Therefore, it can be drawn a red thread that product variations partially have a positive and significant impact on purchasing decisions.

3) Hypothesis Test 3 (X3 to Y)

Based on Figure 5, the 3rd hypothesis can be concluded that the results show the significance value of taste (X3) on purchasing decisions (Y) which is  $0,562 > 0,05$  and the value of t count  $0,583 < 2,001$ . With this, as a result, HO is accepted and H1 is rejected. This indicates that partially, there is no positive and significant influence between the variable taste (X3) and purchasing decisions (Y).

4) Hypothesis Test 4 (X4 to Y)

Based on Figure 5, it can be seen that the location hypothesis test decision (X4) shows a t-value of 2,424 or a positive value with a p-value of 0,018. Therefore, it can be concluded that t count  $2,424 > t$  table 2,001 and p value  $0,018 < 0,05$ . That way, it can be said that the 4th hypothesis accepts H1 and rejects HO. This finding indicates that partially, location has a positive and significant influence on customer purchasing decisions.

**c. Test f**

The f test functions to find out whether the X variables simultaneously have a significant impact on the endogenous variable or not. To ascertain whether the entire X variable can influence variable Y or not, it can be done by testing the p value. If the significance level is  $< 0,05$  and f count  $> f$  table, it rejects HO and accepts H1. This indicates an important impact between all endogenous variables and exogenous variables. The following ANOVA output displays the results of the f test:

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	432.651	4	108.163	20.267	.000 <sup>b</sup>
	Residual	320.210	60	5.337		
	Total	752.862	64			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Lokasi, Variasi Produk, Harga, Cita Rasa

### Figure 6. Simultaneous Test Results f

Based on the ANOVA table image, it can be noted that the significant value is 0,000, and the f count is 20,267. While the f table number for this study is 2,53. From Figure 6, it is found that the significance value for price, product variety, taste, and location on purchasing decisions (Y) is  $0,000 < 0,05$ . Meanwhile, the value of f count and f table shows  $20,267 > 2,53$  or in line with  $f \text{ count} > f \text{ table}$ . Therefore, these results prove that  $H_0$  in the 5th hypothesis is rejected and accepts  $H_1$ . Thus it can be interpreted that there is an effect of price (X1), product variety (X2), taste (X3), and location (X4) on purchasing decisions (Y) positively and significantly.

#### d. Test Coefficient of Determination (R<sup>2</sup>)

This study is carried out to assess the extent of influence between exogenous variables on endogenous variables.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 <sup>a</sup>	.575	.546	2.31016

a. Predictors: (Constant), Lokasi, Variasi Produk, Harga, Cita Rasa

### Figure 7. Results of the Determination Coefficient Test

It is known that in the table image, the r square value reaches 0,575 or if converted into percent form, the 1 square or R<sup>2</sup> value is 57,5%. Based on these results, it can be concluded that the magnitude of the influence between variables X1 (price), X2 (product variety), X3 (taste), and X4 (location) on variable Y (purchasing decisions) is 0,575 (57,5%).

## DISCUSSION

Price affects purchasing decisions as evidenced by the sign of  $0,011 < 0,05$ . This is in line with research conducted by (Isfiandi & Amin, 2019). (Kelvinia et al., 2021). That way, it can be understood that price has a share or influences consumers in determining purchasing decisions. Humans often compare prices first when buying a product. The cheapest price and good quality are often easy targets for consumers. This also proves that product variety affects purchasing decisions as evidenced by the results of the sign.  $0,043 < 0,05$ . This is in line with research conducted by (Efnita, 2017). However, research (Jannah & Alhazami, 2022) proves that product variations do not influence purchasing decisions. This can occur possibly due to other factors that cause consumers to prioritize other things, such as price or location, rather than having to consider product variety.

These findings prove that taste does not affect purchasing decisions as evidenced by the results of the sign.  $0,562 > 0,05$ . This is not in line with research conducted by (Dilasari & Yosita, 2020). Previous research (mentioned) said that taste has a positive effect on purchasing decisions. However, this study found different results, namely taste does not have a positive effect on purchasing decisions. The difference in results can come from other factors that are far more capable of influencing purchasing decisions, such as price, location, product variety, and other factors not mentioned in this study. However, location affects purchasing decisions as evidenced by the results of the sign.  $0,018 < 0,05$ . This is in line with research conducted by (Efnita, 2017); (Kelvinia et al., 2021), that so far, location has a considerable effect on purchasing decisions. Logically,

if the location is close to the customer's house, then the customer will often shop at that outlet.

The achievement of economic goals in Islam is in line with the goal of Islamic sharia itself (*maqashid sharia*), namely achieving benefits for the happiness of the world and the hereafter through a good and honorable system of life (*hayyatan thayyiban*) (Karamang 2023). In Islamic economics, consumption is controlled by five basic principles, namely (Mahmudi & Linawati, 2021) the Principle of Justice, the Principle of Cleanliness, the Principle of Simplicity, and the Principle of Morality. In addition, the Muslim community also adheres to the following beliefs (Mahmudi & Linawati, 2021): *First*, the belief in the existence of the Day of Resurrection and the afterlife; *Second*, the concept of success in the life of a Muslim is measured by the morals of Islam, and not by the amount of wealth owned. The higher the morality, the higher the success achieved; *Third*, the position of wealth is a gift of Allah and not something inherently bad (so it must be avoided excessively).

To relate the study in "The Influence of Price, Product Variety, Taste, and Location on Purchasing Decisions" to Islamic economics. From an Islamic economic perspective, the study's findings on Mixue Ice Cream & Tea align with several key principles, such as: Pricing and Fairness (*Al-'Adl*) which relates to the the positive influence of price on purchasing decisions aligns with the Islamic principle of 'adl (justice), provided prices are set fairly without *gharar* (uncertainty) or *riba* (usury); Product Variety and Ethical Consumption, the product variety's positive impact reflects the importance of offering *halal and tayyib* (good and beneficial) options, supporting *maslahah* (public interest) in Islam; Quality and Professionalism, despite taste not significantly affecting purchasing decisions, maintaining product quality adheres to the Islamic principle of *itqan* (professionalism); Accessibility and Ease (*Taysir*), the positive influence of location reflects the Islamic principle of *taysir* (facilitating ease) in transactions, provided it doesn't cause harm to the community; Comprehensive Marketing Strategy, the simultaneous influence of all variables on purchasing decisions demonstrates a comprehensive marketing approach, which can be viewed as *ihsan* (excellence) in business from an Islamic perspective; Recommendations for Sharia Compliance, to enhance alignment with Islamic economic principles, Mixue Ice Cream & Tea should consider obtaining halal certification, implementing more transparent business practices, and contributing to community welfare through CSR programs that align with *maqashid syariah* (objectives of Islamic law).

This analysis demonstrates how modern business practices can be evaluated and improved through the lens of Islamic economic principles, ensuring ethical and socially responsible business conduct. Integrating these Shariah aspects can provide a comprehensive understanding of how consumer purchasing decisions align with Islamic economic principles.

## CONCLUSIONS

Based on the results and discussion of research on purchasing decision variables, price, product variety, taste, and location, it can be concluded that: Partially, price has a positive and significant impact on purchasing decisions (HO rejected and HI accepted); Product variety (X2) is proven to partially, positively, and significantly influence the purchasing decision variable (Y). With these results, the conclusion drawn is to accept H1 and reject HO; the Taste variable as X3 provides evidence of no effect on the purchasing decision variable as Y (rejecting H1 and accepting HO; Partially, variable X4

(location) affects variable Y (purchasing decisions) positively and significantly (HO is not accepted and H1 is acceptable); all X variables, namely price, product variety, taste, location are proven to have an impact on the purchasing decision variable as variable Y. These results prove that all X variables simultaneously have a positive and significant impact on variable Y. These results highlight rejecting HO and accepting H1, which means that there is an effect between price, product variety, taste, and location on purchasing decisions at Mixue Ice Cream & Tea in the Sidoarjo area, East Java.

From an Islamic economic viewpoint, the following conclusions can be drawn: First, the positive influence of pricing on purchasing decisions aligns with the Islamic principle of 'adl (justice), provided prices are set fairly without *gharar* (uncertainty) or *riba* (usury). Second, Product variety should meet halal and *thayyib* (good and beneficial) criteria. Its positive impact on purchasing decisions reflects the Islamic concept of *maslahah* (public interest). Third, despite taste not significantly affecting purchasing decisions, product quality must be maintained to fulfill the Islamic business principle of *itqan* (professionalism). Fourth, the positive impact of location on purchasing decisions corresponds with the Islamic principle of *taysir* (facilitation), as long as it doesn't cause harm to the community. Fifth, the simultaneous influence of all variables on purchasing decisions demonstrates a comprehensive marketing strategy, potentially viewed as *ihsan* (excellence) in Islamic business ethics. Sixth, to enhance Sharia compliance, Mixue Ice Cream & Tea should consider obtaining halal certification, implementing transparent business practices, and contributing to social welfare through CSR programs aligned with *maqashid syariah* (Islamic law objectives).

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