

**THE INFLUENCE OF HALAL LABELS AND PRODUCT QUALITY ON  
PURCHASING DECISIONS OF TOM SUSHI THROUGH BRAND IMAGE  
AS AN INTERVENING VARIABLE AMONG STUDENTS IN THE  
SPECIAL REGION OF YOGYAKARTA.**

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***ABSTRACT***

*This study aims to determine the influence of halal label and product quality on the purchase decision of Tom Sushi among students in the Special Region of Yogyakarta, with brand image as an intervening variable. The research method is quantitative with survey using purposive sampling. Analysis is done using Partial Least Square (PLS) with SmartPLS 4.1.0.2. From 130 respondents, the results of the study indicate that: (1) halal label, product quality, and brand image have a positive effect on purchase decision; (2) halal label and product quality have a positive effect on brand image; (3) there is a positive indirect effect of halal label and product quality on purchase decision through brand image.*

***Keywords :*** Halal label, Product quality, Brand image, Purchase Decision