Analysis of the Influence of Islamic Branding, Halal Awareness and Product Quality on the Purchase Decision of Soka Brand Halal Socks

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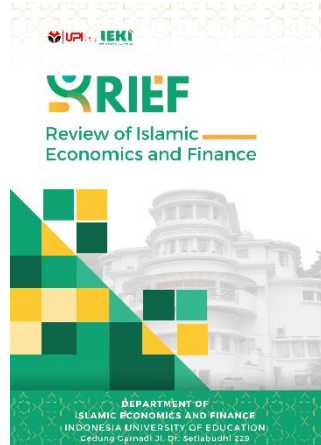
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Abstract

Purpose *- The purpose of this study is to analyze whether there is an influence of Islamic branding factors, halal awareness and product quality on purchasing decisions of soka brand halal socks in Indonesia.*

Methodology *- The research method used is descriptive quantitative with technical data analysis using the SEM-PLS method. The research data were obtained from consumers of halal criteria socks in Indonesia, perhaps 210 people.*

Findings *- The results showed that the level of Islamic brands, halal awareness and product quality were in the high category. The Islamic branding variable has no effect on the decision to purchase halal socks, besides that the variable of halal awareness and product quality has a positive influence on the purchase decision of halal soka brand socks. This research is expected to be able to provide benefits for various parties in increasing public understanding of halal fashion, especially halal socks, in order to increase awareness of the halal fashion industry in Indonesia*

Keywords: *Islamic branding, halal awareness, product quality, halal socks*

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1. INTRODUCTION

Awareness to cover the genitals among Indonesian women has been proven by the existence of the 'Covering Aurat Movement'. The Covering Aurat Movement was born on the basis of concern for fellow Muslim women," said Retno Wulandari, who is in charge of the movement. Likewise, the trend of halal lifestyle which implicitly means halal lifestyle has the meaning of behaving in accordance with sharia which aims to maintain and protect Muslims in consuming non-halal goods in their lives. Muslims in Indonesia have started to be smart and smart about the choice of a halal lifestyle, because this halal lifestyle is quite challenging because the market segmentation is young people. Therefore, there must be a change

Mindset about halal and sharia to be more positive and inclusive, especially among young people (See: https://ekonomi.republika.co.id/berita/ekonomi/syariahekonomi/17/11/02/oyrnxi440-ini-cara-mes-gencarkan-gaya-hidup-halal-sesuai-zaman). On the other hand, the government responded to the community's need for halal products by issuing the 2014 Halal Product Guarantee Act (UU JPH) requiring that a product circulating and traded in Indonesia must be halal certified, therefore producers are required to process halal certification for each product.The selective b ehavior of Muslim consumers on halal labels is very important because their awareness will eventually accelerate the rise of the halal food industry in the world (Muflih & Juliana, 2020).

The halal industry is currently a big business that is becoming a trend both domestically and abroad. Entrepreneurs put a lot of effort into understanding what halal really means to have a thorough understanding of the needs and preferences of Muslim consumers (Saini, 2017). One of the halal industries that is projected to develop is the fashion industry. Based on data from the Ministry of Industry, about 30 percent of the micro, small and medium enterprises (MSMEs) are engaged in Muslim fashion. Of the approximately 120 million female population in Indonesia, about 30 percent or 40 million women wear Muslim clothing. This figure is very large for the market potential of one country (See: https://ekonomi.republika.co.id/berita/ekonomi/syariah-ekonomi/19/02/24/pndiyg370-potensi-besar-industri-halal-indonesia).

PT Soka Cipta Niaga Being the first halal socks company in the world that has been audited and obtained halal certification from MUI with No. Registration 00170075071215 in 2015. According to the President Director of PT Soka, Aman Suparman, socks are products that stick to the skin, so they must be guaranteed to be halal. Whether or not a product is halal can be seen from the production process from upstream to downstream, it must be free from anything that makes the product haram.

According to Kotler and Armstrong (2013) purchasing decisions are influenced by four factors, namely culture, which includes social class norms. While social includes groups and social networks as well as roles and status. The next factor is personal including lifestyle, economic situation and personality. Lcccastly, psychological factors include motivation, perception. beliefs and attitudes.

In previous research, regarding Islamic branding on purchasing decisions, it can be concluded that Islamic branding has a positive and significant effect on consumer decisions in product purchases (Fitriya, 2017). This research is certainly different from the research Yunus et al., (2014), states that Islamic branding has no effect on purchase intention, but in his research also states that halal awareness has an effect on purchase intention. The selective behavior of Muslim consumers on halal labels is very important because their awareness will eventually accelerate the rise of the halal food industry in the world (Muflih and Juliana, 2020).

In research Nurcahyo & Hudrasyah (2017), stated that halal awareness has no effect on purchasing decisions. Likewise, research conducted by Hatta et al., (2018), states that the level of product quality affects the level of purchasing decisions. Meanwhile, the research by Foster and Johansyah (2019) stated otherwise that product quality has no effect on Buying Interest.

In connection with the explanation that has been given by the author and looking at the results of previous research which states that purchasing decisions can be influenced by Islamic branding, product quality and halal awareness. Therefore, it is necessary to conduct research to obtain clearer information and be accompanied by scientific evidence regarding the influence of Islamic branding, product quality and halal awareness on purchasing decisions at PT. Soka Cipta Niaga. So the authors are interested in conducting research with the title "Analysis of The Influence of Islamic Branding, Product Quality And Halal Awarness Towards The Purchase Decision Of Halal Socks Pt Soka Cipta Niaga".

The research questions posed are, how does the level of Islamic branding, the level of product quality, the level of halal awareness on the decision to purchase halal socks, how the influence of the level of Islamic branding on the decision to purchase halal socks, how does the level of product quality influence the purchasing decision of halal socks, how does the level of halal awareness influence the decision to buy halal socks.

So, the purpose of this study is to describe the decision to purchase halal socks from PT Soka Cipta Niaga. As well as to find out and empirically prove how the level of Islamic branding, the level of product quality and the level of halal awareness affect the purchasing decisions of PT Soka Cipta Niaga halal socks. In addition, this study aims to determine the actual conditions regarding the level of Islamic branding, the level of product quality and the level of halal awareness on the decision to purchase halal socks from PT Soka Cipta Niaga.

The hypothesis proposed in this study is three points. First, Islamic Branding has a positive effect on purchasing decisions. Second, Halal Awareness has a positive effect on purchasing decisions. Third, product quality has a positive effect on purchasing decisions.

2. LITERATURE REVIEW

2.1 Purchase Decision Concept

The consumer's purchase decision is to buy a product with the most preferred brand, but there are two factors that can influence the purchase intention and purchase decision, namely the attitude of others and unexpected situations (Kotler and Armstrong 2018).

The buying decision process begins long before the actual purchase and continues long after. The following are the stages of purchasing decisions proposed by Kotler and Armstrong (2018):

1. Recognition of Need
    The buying process begins with the identification of the buyer's need, recognizing a problem or need. These needs can be triggered by internal stimuli when one of the person's normal needs, for example, hunger or thirst, rises to a level high enough to be a motivator.
2. Information Search
    Interested consumers may or may not seek further information. If the consumer has a strong drive and a satisfactory product is at hand, they are likely to buy it right away. If not, the consumer can store the need in memory or perform a search for information related to the need.

3. Alternative Evaluation
    Alternative evaluation is how consumers process information to choose alternative brands. How consumers evaluate purchasing alternatives depends on the individual consumer and the particular buying situation.
4. Buying decision
    In the evaluation stage, consumers rank brands and form purchase intentions. Generally, the consumer's purchase decision is to buy the most preferred brand, but two factors can arise between the purchase intention and the purchase decision. The first factor is the attitude of others. The second factor is an unexpected situational factor.
5. Post Purchase
    The marketer's job doesn't end when the product is purchased. After buying a product, consumers will be satisfied or dissatisfied and will engage in post-purchase behavior that is of interest to marketers. If the product does not live up to expectations, the consumer is disappointed; if it meets expectations, consumers are satisfied; if it exceeds expectations, the consumer is happy.

2.2 Islamic Branding Concept

Islamic branding is a relatively new concept. The practice of Islamic branding, namely brands that are in accordance with Sharia principles, which raises many values such as honesty, respect for accountability and a core understanding of Sharia principles. The purpose of Islamic branding that applies empathy with sharia values is in order to attract Muslim consumers, starting from behavior and marketing communications carried out (Ranto, 2016).

Producers are aware that Muslim consumers are targets for marketing their products or services. One of the strategies they set was Islamic branding namely using Islamic identity or Islamic names in the product or service (Nasrallah, 2015).

There are several indicators that the author can adopt to measure the level of Islamic branding, namely:
1. Brand Familiarity,
2. Brand Importance, and
3. Consumer Trust.

2.3 Halal Awareness Concept

Halal awareness is the level of understanding of Muslims in knowing issues related to the concept of Halal. This knowledge includes the notion of halal and how to produce a product according to Islamic halal standards (Nurcahyo & Hudrasyah, 2017)

Awareness about halal is an obligation for a Muslim, both consumers and entrepreneurs. Awareness can be interpreted as concern for Muslim entrepreneurs to produce what is permitted and consumed by Muslims.Therefore, halal awareness can be conceptualized as a process of obtaining information in order to increase the level of awareness of what is permissible for Muslims to eat, drink, and use. (Yunus et al., 2014)

The more Muslims understand the concept of halal, the process and the principle of halal, the Muslims tend to be more selective in choosing the products they consume (Setyaningsih & Marwansyah, 2019).

There are several indicators that the authors can adopt to measure the variable level of halal awareness, namely: 1) Ensuring halal products, 2) Ensuring halal raw materials, 3) Ensuring halal production processes and 4) Consumer Knowledge.

2.4 Product Quality Concept

Product quality is the ability of a product to perform its functions, namely, durability, reliability, accuracy, ease of operation, and product repair and other attributes. (Limpo, Rahim & Hamzah, 2018).

Quality products in accordance with the wishes or needs of buyers, will make buyers feel suitable. In other words, creating a product is better oriented to market desires or consumer tastes (Hatta, Rachbini and Parenrengi, 2018).

According to Sebastianelli and Tamimi (2002) d, product quality is the overall features and characteristics of a product or service that depend on its ability to meet stated or implied needs. (Amron, 2018) There are several indicators that the author can adopt to measure the variable level of product quality, namely:
1) Durability,
2) Conformity with specifications
3) Conformance.

3. RESEARCH METHODOLOGY

The research method used in this research is quantitative with descriptive causality research design. The population in this study are consumers who have bought halal socks from the Soka brand. The sampling technique used refers to non-probability sampling, this is based on the number of samples that are widely distributed and the exact number is not known. Meanwhile, the implementation of data collection is carried out from January 2021 to April 2021 in Indonesia.

Instruments or measuring tools in this study using a questionnaire or questionnaire. The research questionnaire used an online form that was distributed through social media in several WhatsApp and Telegram groups as well as Instagram social media for followers of Instagram Kaos Kaki Soka.

Technical analysis of data using Partial Least Square-Structural Equation Modeling (PLS-SEM). The sampling technique uses the Jacob Cohen formula which results in the calculation of 205 samples of PT Soka Cipta Niaga halal socks consumers. Then the program used to analyze the PLS-SEM data is SmartPLS 3.

The steps taken in this research are as follows:
1. Validity Testing on the Outer Model
    a. Convergent Validity is a measuring model with reflexive indicators assessed from the correlation between item score/component score and construct score calculated by PLS. This individual reflection measure is said to be high if its value is more than 0.70 with the construct to be measured. However, according to Chin cited in (Ghozali, 2014) it was revealed that for early-stage research the loading value of 0.5-0.6 is considered quite good. Convergent validity is a tool used to measure reflective validity as a measure of a variable that can be seen through the outer loadings value of each variable indicator (Juliana, 2017).

    b. Reliability Testing (Composite Reliability and Cronbach's Alpha) this test is carried out to measure internal consistency or measure the reliability of the measurement model and the value must be above 0.70. Composite reliability is another alternative test of Cronbach's alpha, when compared to the results of the test, composite reliability is more accurate than Cronbach's alpha.

2. Hypothesis Testing (Resampling Bootstrapping)

Hypothesis testing was conducted to compare between t count and t table. If t count is greater than t table (t count > t table), then the hypothesis is accepted. In addition, to see the hypothesis test in PLS-SEM can be seen from the p-value, if the p-value is less than 0.05 then the hypothesis is accepted and vice versa.

4. RESULTS AND DISCUSSION

4.1. Respondent Overview

Respondents in this study were consumers who had bought halal socks in Indonesia with a sample of 205 respondents. In this section, we will describe regarding the characteristics of respondents based on field findings conducted by researchers based on gender, age, occupation, income, and place of residence. The following is a descriptive analysis of respondents from the results of the study:

1. Characteristics by gender

Based on the results of research conducted that consumers of halal socks are dominated by women. This can be interpreted that between male and female consumers have different needs for the use of socks. This is because women need socks more, where the soles of the feet are aurat for women. Men's genitalia are quite simple, based on the consensus of scholars, their genitalia are limited to between the knees and above the center (bayn al-surrat wa al-ruqbatayn), while women's genitalia are their entire body except the face, palms of the hands and soles of the feet (Baso, 2015). Table 1 below shows classification of respondents based on gender.

Table 1. Classification of Respondents Based on Gender

Gender	Frequency	Percentage
Man	12	6%
girl	198	94%
amount	210	100%

2. Characteristic by age

Based on the research, it shows that the majority of respondents are dominated by respondents with an age range of 18-27 years belonging to the category of generation z and generation y or millennial generation. The population of the Muslim millennial generation is quite large, which is around 30% of the total population of Indonesia. In the middle of 2019, the phenomenon of migration flows from the millennial generation emerged. Dozens of hijrah communities emerged at local to national level which were greeted with enthusiasm by millennial youth. Table 2 below shows classification of respondents based on age

Table 2. Classification of Respondents Based on Age

Characteristics of Respondents' Income	Frequency (Person)	Percentage (%)
3000000	9	8%
3,000,000 - 5,000,000	42	38%
5,000,000 - 10,000,000	36	33%
10,000,000 - 15,000,000	11	10%
15,000,000 - 20,000,000	8	7%
20000000	4	4%
Amount	110	100%

Characteristics of Respondent Age	Frequency (Person)	Percentage (%)
18-27	156	73%
28-37	20	10%
38-45	14	7%
>45	20	10%
amount	210	100%

3. Characteristics by Occupation

Based on the research, it shows that the majority of respondents are dominated by respondents with the type of student work with a percentage of 58% or as many as 121 people. Table 3 below shows classification of respondents based on profession.

Table 3. Classification of Respondents Based on Profession

Respondents' Job Characteristics	Frequency (Person)	Percentage (%)
Student/Student	121	58%
Government employees	7	3%
Private employees	34	16%
Entrepreneur	9	4%
Housewife	32	15%
Others (	7	3%
Amount	210	100%

4. Characteristics by Income
   Based on the research, the number shows that the income of halal socks consumers is dominated by respondents with an income of less than 1,000,000 with a percentage of 45% or as many as 95 respondents. This is because the price of Soka socks is still affordable for people with low incomes because the prices start from Rp. 16,000. up to Rp. 30,000.
5. Characteristics by Place of Residence
   Based on the research shows that the majority of respondents are dominated by respondents who live on the island of Java with a percentage of 93% or as many as 82 people. This is because, access to information on the island of Java is easier and the factory or office for the birth of the Soka brand socks is in Bandung, West Java. Table 4 below shows classification of respondents based on domicile.

Table 4. Classification of Respondents Based on Domicile

Characteristics of Domicile of Respondents	Frequency (Person)	Percentage (%)
Java	196	94%
Sumatra	7	3%
Borneo	3	1%
Sulawesi	2	1%
NTT/NTB/Bali/Lombok	2	1%
Amount	210	100%

4.2 Overview of the Level of Influence of Islamic Branding (X1)

Islamic brands and branding strategies are improving with the passage of time, Today, the Muslim consumer market is growing rapidly but is largely untapped and neglected especially by local Muslim brands in various Muslim economies around the world. The Islamic branding concept is based on the required emotional brand attachment between Muslim consumers and the brands they use. The presence of an emotional attachment between the brand and the customer ensures customer loyalty and active engagement with the brand (Bukhari & Isa, 2019). Table 5 below shows categorization distribution of islamic branding level variables.

Table. 5 Categorization Distribution of Islamic Branding Level Variables

Range	Category	R
X > 42	High	83%
24 X 42	Medium	17%
X < 24	Low	0%

Based on the results of the categorization in Table 5, it is known that the variable level of Islamic branding for each respondent is in the high tendency category with a percentage of 83% or as many as 174 people.

4.3 Overview of the Level of Effect of Halal Awareness (X2)

According to Ahmad, Abaidah, and Yahya (2013) halal awareness is known based on whether or not a Muslim understands what halal is, knows the correct slaughter process, and prioritizes halal food for them to consume. Based on the above understanding, it can be concluded that halal awareness is a Muslim's knowledge of the halal concept, the halal process, and considers that consuming halal products is important for him (Izzudin, 2018). Table 6 below shows categorization distribution of halal awareness level variables.

Table. 6 Categorization Distribution of Halal Awareness Level Variables

Range	Category	F	R
X > 56.3	High	158	85%
35.6 X 56.3	Medium	49	14%
X < 35.6	Low	3	2%

4.4 Overview of Product Quality Influence Level (X3)

Product quality is the ability of a product to perform its functions, namely, durability, reliability, accuracy, ease of operation, and product repair and other attributes. (Limpo, Rahim and Hamzah, 2018). Quality products in accordance with the wishes or needs of buyers, will make buyers feel suitable. In other words, creating a product is better oriented to market desires or consumer tastes (Hatta, Rachbini and Parenrengi, 2018). Table 7 below shows categorization distribution of product quality level variables

Table 7. Categorization Distribution of Product Quality Level Variables

Range	Category	F	R
X > 42	High	194	92%
24 X 42	Medium	16	8%
X < 24	Low	0	0%

Based on the results of the categorization in Table 7, it is known that the variable level of product quality for each respondent is in the high tendency category with a percentage of 92% or as many as 194 people. So it can be said that the role of the level of product quality has a high impetus for purchasing decisions for halal footwear.

4.5 Data Analysis Test Results

This test was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The software used to perform data analysis with PLS-SEM is SmartPLS 3 The following are the results of the analysis stages using the PLS-SEM method.

4.6 Outer Model Testing (Reflective Measurement Model Evaluation).

The outer model test is a test carried out to describe how each indicator block relates to its latent variable or in other words explains the relationship between the latent variable and its indicator.
1. Convergent Validity
   That is a measurement model with reflexive indicators assessed from the correlation between item score/ component score and construct score calculated by PLS. This individual reflection measure is said to be high if its value is more than 0.70 with the construct to be measured. However, according to Chin quoted in (Ghozali 2014) it was revealed that for early stage research the loading value of 0.5-0.6 is considered quite good. Table 8 below shows loading factor.

Table 8. Loading Factor

	Halal Awareness	Islamic Branding	Buying decision	Product Quality
HA1	0.827			
HA2	0.735			
HA3	0.662			
HA4	0.693			
HA5	0.819			
HA6	0.789			
HA7	0.871			
HA8	0.871			
IB1	0.721			

Based on the results of the smartPLS output in Table 8, it can be said that the indicators in this study have convergent validity or adequate convergent validity because all indicators have a loading factor value of more than 0.5 so that the indicators in this study are valid. So it can be said that a set of indicators in this study represent the latent variables and the underlying latent variables in the study.

2. Discriminant Validity

This test is assessed based on the crossloading of measurements with the construct or in other words seeing the level of prediction of the latent construct on the indicator block. To see whether or not the prediction of the latent variable on the indicator block can be seen in the square root value of the Average Variance Extracted (AVE). Table 9 below shows fornell-lacker criterion.

Table 9. Fornell-Lacker Criterion

	Halal Awareness	Islamic Branding Level	Buying decision	Product Quality Level
Halal Awareness Level	0.787			
Islamic Brading Level	0.761	0.764		
Buying decision	0.609	0.636	0.710	
Product Quality Level	0.614	0.697	0.752	0.800

Based on the results of the discriminant validity test in Table 9 through the Fornell-Lacker criterion, it can be seen that the AVE root (√AVE) for each construct is greater than the correlation of each construct with other constructs. It can be concluded that all constructs in the estimated model meet the discriminant validity criteria.

3. Average Variance Extracted (AVE)

Tests to assess the average communality on each latent variable in the reflexive model. The AVE value must be above 0.50, which means that at least the latent factor is able to explain each indicator by half of the variance. Table 10 below shows Average Variance Extracted (AVE) value.

Table 10. Average Variance Extracted (AVE) value

	Average Variance Extracted (AVE)
Buying decision	0.619
Islamic Branding Level	0.584
Halal Awareness Level	0.504
Product Quality Level	0.640

Based on the test results in table 10, it shows that all variables in this study have an AVE value of more than 0.5. Thus, it can be concluded that all latent variables in this study are said to be good in representing indicators.

4. Average Variance Extracted (AVE)

This test is carried out to measure internal consistency or measure the reliability of the measurement model and the value must be above 0.70. Composite reliability is another alternative test of cronbach's alpha, when compared to the test results, composite reliability is more accurate than cronbach's alpha. Table 11 below shows composite reliability value.

Table 11. Composite Reliability Value

	Cronbach 's Alpha	Composite Reliability
Buying decision	0.836	0.876
Islamic Branding Level	0.754	0.847
Halal Awareness Level	0.911	0.928
Product Quality Level	0.888	0.914

The test results based on Table 13, the results of SmartPLS processing on each latent variable in this study indicate that all variables in this study have Cronbach's alpha and composite reliability values of more than 0.7. Therefore, it can be concluded that all latent variables in this study are said to be reliable and the model built has a very good level of reliability.

4.7 Inner Model Testing (Structural Model Evaluation)

The next step after testing the outer model is testing the inner model or structural model. Inner model testing is done through analysis of R-Square (R2), Multicollinearity, F-Square (F2), Q-Square (Q2) and Good of Fit (GoF). The following is a description of the test results of each of the test components:

1. R-Square (R2) Testing Analysis
    R-Square (R2) analysis for endogenous latent variables, namely the R-square results of 0.67, 0.33 and 0.19 for endogenous latent variables in the structural model indicate that the model is "good", "moderate", and "weak". The purpose of this test is to explain the large proportion of variation in the dependent variable that can be explained by all independent variables. The interpretation is that changes in the R-Square value are used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect. Table 12 below shows Value of R-Square (R2).

Table 12. Value of R-Square (R2)

R	Square	R Square Adjusted
Buying decision	0.603	0.597

Based on the results of the smartPLS output determination coefficient test, it can be seen that the result of the R-Square value in this study is 0.603. The R-Square indicates that the variable level of influence of Islamic Branding, level of Halal Awareness, and level of Product Quality on halal socks is able to explain the dependent variable, namely purchasing

decisions by 60%, while the remaining 40% is influenced or explained by other variables not included in this research model. The result of R2 of 0.603, according to Chin, indicates that the variables in the model have a moderate relationship.

2. Multicollinearity Analysis

Multicollinearity analysis is testing the presence or absence of multicollinearity in the PLS-SEM model which can be seen from the tolerance value or the Variance Inflation Factor (VIF) value. If the tolerance value is < 0.20 or the VIF value is > 5, it is suspected that there is multicollinearity (Garson, 2016). Table 13 below shows value of Variance Inflation Factor (VIF).

Table 13. Value of Variance Inflation Factor (VIF)

Halal Awareness	Islamic Branding	Buying Decision	Product Quality
Halal Awareness		2,458	
Islamic Branding		2,972	
Buying Decision			
Product Quality		2.009	

The results of the variance inflation factor test carried out prove that the VIF value in this study is less than 5. Thus, it can be concluded that this study is free from the problem of multicollinearity, meaning that the constructs built have different characteristics from each other so that there is no need to change the construct.

3. F-Square (F2) Analysis

F2 analysis for effect size is an analysis conducted to determine the predictor level of latent variables. F2 values of 0.02, 0.15 and 0.35 indicate the predictor of latent variables has a weak, medium or large influence on the structural level. Table 14 below shows Value of Variance Inflation Factor (VIF).

Table 14. Value of Variance Inflation Factor (VIF)

Halal Awareness	Islamic Branding	Buying Decision	Product Quality
Halal Awareness		0,034	
Islamic Branding		0,008	
Buying Decision			
Product Quality		0,408	

Based on the results of the F2 output in table 14 above, it can be seen that the influence of the variable level of Islamic branding has a weak level of influence with a value of 0.008 because it is less than 0.02. While the variable level of halal awareness and variable level of product quality has a moderate level of influence because it exceeds the value of 0.02, namely 0.034 and 0.408, respectively.

4. Q-Square (Q2) Analysis

Q-Square Predictive Relevance analysis is an analysis to measure how well the observed values are generated by the model and also the estimated parameters. If the Q-square value is greater than 0 (zero) it has good predictive relevance, while the Q-square value is less than 0 (zero) indicating that the model lacks predictive relevance. The formula for finding the Q-Square value is as follows:

$$
\begin{aligned}
Q2 &= 1 - (1 - R2) \\
&= 1 - (1 - 0.603) \\
&= 1 - 0.397 \\
&= 0.603
\end{aligned}
$$

It can be seen in the calculation above, the Q-Square value that exceeds zero (0) or 0.603 means it has a good predictive relevance value.

5. Goodness of Fit (GoF) Analysis

Goodness of Fit (GoF) analysis, in contrast to covariance-based SEM, in SEM-PLS GoF testing is done manually because it is not included in the SmartPLS output. According to Tenenhaus in the categories of GoF values are 0.1, 0.25 and 0.38 which are categorized as small, medium and large. The formula used is as follows:

$$GoF = \sqrt{(AVE) \times (R^2)}$$

The value needed in this analysis is the average value of the Extracted Average Variance (AVE) and R2. Based on the data obtained from the smartPLS output of the previous test, the average value of AVE is 0.587 and the average value of R2 is 0.603. After knowing the average value of AVE and R2, the next step is to calculate the value of Goodness of Fit based on the formula above.

$$GoF = \sqrt{(0.587 \times 0.603)} \quad GoF = \sqrt{0.354} \quad GoF = 0.595$$

Based on the results of the calculations that have been carried out, the GoF result is 0.595 which is greater than 0.38. Thus it can be concluded that the model built has a good Goodness of Fit.

4.8 Testing and Discussion of Research Hypotheses

In this section, research hypotheses will be tested which can be seen from the t-statistical value and probability value. to test the hypothesis in this study using a significance level of 5% so that the t-statistic value used is 1.96. the criteria for acceptance or rejection of the hypothesis ha are accepted and ho is rejected using t-statistics, namely if t-statistics > 1.96 then the hypothesis is

accepted, and vice versa. furthermore, to reject or accept the hypothesis using the probability that ha is accepted if the p-values <0.05. Table 15 below shows t-statistical Value and Probility Value.

Table 15. t-statistical Value and Probility Value

	T Statistics (|O/STDEV|)	P Values
Halal Awareness -> Purchase Decision	2.035	0.034
Islamic Branding -> Purchase Decision	1.317	0.202
Product Quality -> Purchase Decision	10,320	0.000

Based on the output path coefficient in table 15, the analysis of the acceptance or rejection of the hypothesis is explained as follows:

1. Testing Hypothesis I: The Effect of Variable Level of Islamic Branding Influence (X1) on Purchase Decisions
Based on the output path coefficients in table 15, it can be seen that the variable level of influence of Islamic branding does not have a positive and insignificant effect on purchasing decisions. This is evidenced by the t- statistic value of 1.317 which is smaller than 1.96 and the significance at alpha 5% with P-values > 0.05. Thus the formulation of the hypothesis is to accept H0:

H0 : > 0, meaning that the level of influence of Islamic branding has no significant effect on the decision to purchase halal socks

Socks are one of the fashion trends in Indonesia. In some sites, mentions that there are several kinds of socks and their functions. Many socks are used to support one's appearance. In addition to footwear brands that dominate sales, brands with socks of various shapes and various motifs are more in demand by the Indonesian people. While Soka, only issued several types of patterned socks and had the most popular type of socks or more famous ones, namely thumb socks, this was also ignored by the marketing of PT Soka Cipta Niaga.

In this study, the highest indicator is regarding the level of consumer trust where consumers of halal socks always prioritize the halal label and prioritize Islamic brands when buying a product while those who answer the most are female consumers and aged 18-27 years. In addition, the lowest indicator in this study is the indicator of brand familiarity. It can be concluded that consumer respondents of Soka socks do not know the Soka brand which has a claim of halal socks as a brand that is familiar to their ears.

Thus, it can be concluded that based on the findings in this study, which is associated with the theoretical concept of Consumer Behavior Theory and is supported by the empirical results of previous studies, namely the absence of a positive influence between the level of Islamic branding and consumer purchasing decisions in buying halal socks.

2. Testing Hypothesis II: The Effect of Variable Level of Effect of Halal Awareness (X2) on Purchase Decisions
Based on the output path coefficients in Table 15, it can be seen that the variable level of halal awareness has a positive and significant influence on the use of dinars and dirhams. This is evidenced by the t-statistic value of 2.035 greater than 1.96 and significance at 5% alpha with P-values <0.05. Thus the formulation of the hypothesis is to accept Ha:

Ha: > 0, meaning that the level of halal awareness has a positive effect on purchasing decisions for halal footwear.

The results of this test indicate that the more positive a person's level of halal awareness is, the higher a person's awareness in deciding to buy halal socks products. The Muslim community in Indonesia has begun to understand and be aware of the halalness of a product before deciding to buy it. This is in line with the ratification of Law Number 33 of 2014 concerning Halal Product Guarantee on October 17, 2014 which became an important instrument in ensuring legal certainty over the implementation of halal product guarantees in Indonesia. The development of the trend of halal living greatly affects the mindset of the Indonesian people.

In this study, several categories such as age, place of residence, and income influence a person's purchase decision to buy soka socks. One of the breakthroughs regarding the halal lifestyle, is the emergence of halal socks. This has become very taboo because what is often found is halal labels only for eating or selling drinks. However, now it is not only about the food or drink that is consumed, but the items that we use can also be confirmed to be halal. In one of the studies conducted using google trends fund analysis, the results of data analysis showed an increase in the search trend for the keywords "halal products" and "halal labels" in a span of 4 years (2016-2019).

This research shows that the highest indicator is knowledge of the halalness of a product. Of course, this makes the need for halal products continues to increase. Especially in the field of fashion, where Muslim fashion continues to grow, supported by the development of knowledge of the Muslim community in Indonesia.

Thus, it can be concluded that based on the findings in this study which is associated with a theoretical concept, namely the Theory of Consumer Behavior and is supported by the empirical results of previous studies, namely the influence between the level of halal awareness and consumer purchasing decisions in buying halal socks, so the results of this study This is in accordance with and supports several previous research results.

3. Testing Hypothesis III: The Effect of Variable Level of Effect of Product Quality (X3) on Purchase Decisions

Based on the output path coefficients in table 15, it can be seen that the variable level of product quality has a positive and significant influence on the decision to purchase halal socks. This is evidenced by the t-statistic value of 10.320 greater than 1.96 and the significance at 5% alpha with P-values <0.05. Thus the formulation of the hypothesis is to accept Ha:

Ha : > 0, meaning that the level of product quality has a positive effect on the decision to purchase halal socks.

In this case, the indicator that has the highest category value is how far a product has durability. It can be concluded that product quality is one of the considerations before buying halal socks. Product quality is one of the most important things in a product.

This is also in line with the development of domestic products. People have started to become aware of buying domestic products. Domestic products are currently competing with imported products in Indonesia. The development of domestic products is also supported by the consumption of the Indonesian people. This indicates that the Indonesian people are no longer only concerned with price and brand but also the quality of a product.

Thus, it can be concluded that based on the findings in this study, which is associated with a theoretical concept, namely the Theory of Consumer Behavior and is supported by the empirical results of previous studies, namely the influence between the level of product quality and consumer purchasing decisions in buying halal socks, so the results of this study is appropriate and supports some of the results of previous research.

5. CONCLUSION

The level of influence of Islamic branding does not have a negative influence on the decision to purchase halal socks. This happens because, there are still many competitors of the soka socks brand with much more famous socks brands. Soka consumers do not make Islamic brands the most important thing when buying halal socks.

The level of halal awareness has an influence on the decision to buy halal socks. This happens because, people in Indonesia have started to be aware of the halalness of a product before deciding to buy it. Confidence in the halal label continues to grow along with the support from the government.

The level of quality has a positive influence on the decision to purchase halal socks. This happens because, the confidence to buy a product with good durability is very high. Likewise with the specifications of the goods, more concerned with specifications and comfort when buying halal socks.

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