

ABSTRACT

Indonesia is a country with the largest Muslim population in the world and the level of halal food consumption is at the top of the world. Given this opportunity, foreign companies desiring to enter the Indonesian market must seriously consider the halalness of their products as a crucial factor. One of them is Mixue Ice Cream & Tea from China. Mixue has become a hot topic of conversation among netizens through Electronic Word-of-Mouth (E-WOM) because of their competitive advantage in their affordable prices and competitive quality standards. However, a sentiment emerged regarding rumors that Mixue Indonesia's products were not yet labeled halal after operating for more than 2 years, even though eventually their products had received halal certification from the MUI after consuming a very long time. These phenomenon and sentiment are considered to affect the consumers' behavior of Mixue Indonesia, especially in making purchasing decisions.

The influence of halal label and E-WOM on purchasing decision can be found from the results of the analysis in this research. Data was obtained from 100 respondents who were Mixue Ice Cream & Tea Indonesia's consumers who had made a purchase decision at least once. The data was then processed using a multiple linear regression analysis model using the IBM SPSS Statistics 27 software. The results of this research show that halal label and E-WOM, both partially and simultaneously, have a positive and significant effect on purchasing decision. The interpretation of the results of this research is expected to be taken into consideration in planning marketing strategies for Mixue Indonesia in the future.

Keywords: *Halal Label, E-WOM, Purchase Decision*