

ABSTRACT

This study aims to analyze the influence of halal label inclusion, brand image, product quality and price to purchase decision of Ichitan brand tea beverage product. Subject in this study are consumers who have made purchase of brand Ichitan tea drink products. In this study the sample of 133 respondents sampling method using questionnaires. The analytical tool used is with multiple linier regression.

Based on the analysis, it is found that the influence of the halal label, brand image, product quality and price have positive effect on purchasing decision, ichitan brand tea drink product.

Keywords: *Halal label, Brand image, Product quality and Price, Purchase decision*