

## ***ABSTRACT***

*This study aims to determine how much influence the halal label and service quality have on purchasing decisions for consumers at the Mixue Golden Square Ice Cream Shop, both simultaneously and partially.*

*This study uses a quantitative approach. The research method used is descriptive and verification. The sampling technique used was non-probability sampling with a total population of 661 people and a total sample of 76 people. The analytical method used is multiple linear regression analysis, multiple correlation analysis, analysis of the coefficient of determination, and hypothesis testing using the SPSS 26 program.*

*The results of the study simultaneously showed that the halal label and service quality had a positive and significant effect on purchasing decisions by 87.2% while the remaining 12.8% were influenced by other variables not examined. Partially, it shows that the halal label has a positive and significant effect on purchasing decisions of 22.8% and service quality has a positive and significant effect on purchasing decisions of 64.4%. So it can be concluded that service quality has the greatest influence on purchasing decisions.*

***Keywords: Halal Label, Service Quality, and Purchase Decision***