

THE EFFECT HALAL CERTIFICATION AND PRICE PERCEPTIONS PURCHASING DECISIONS THROUGH BUYING INTEREST AS VARIABLE INTERVENING

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ABSTRACT

This research aims to determine the influence of Halal Certification and Price Perception on Purchasing Decisions through Purchase Intention as an Intervening Variable at Nyushiin Medan Restaurant, both directly and indirectly. This study uses a quantitative approach. The data analysis technique for this research uses statistical analysis, namely partial least squares structural equation model. Data collection techniques use questionnaires. The results of the R – Square test showed that the path model using intervening variables was 0.528 and 0.355. In other words, the ability of variable X, namely Halal Certification, to explain variable Z, namely Halal Certification explains variable Z, namely Purchase Interest of 5.28%, thus the model is classified as moderate and the ability of variable X, namely Halal Certification, explains variable Y, namely Halal Certification explains variable Y, namely Purchase Decision, at 3.55%, thus the model is classified as weak.

Keywords: Halal Certification, Purchase Decision, Purchase Intention, Price Perception

INTRODUCTION

In this era of globalization, Japanese restaurants have become a significant culinary attraction throughout the world, attracting the attention of food lovers from various backgrounds. Thus, with increasingly fierce competition in the culinary industry, the marketing challenges faced by Japanese restaurants are increasingly complex. A deep understanding of consumer preferences, market trends and innovative marketing strategies is required so that Japanese restaurants can maintain their appeal, expand market share and maintain business sustainability. Even though not everyone likes Japanese food, interest and curiosity about it encourages some consumers to try it at least once or even repeatedly. However, it is important to note that not all Japanese restaurants have halal certification, causing concern especially for Muslim consumers ((Novianti et al., 2021). In the context of restaurant marketing, an in-depth understanding of the factors that influence purchasing decisions is crucial (Januari et al., 2024). This will help restaurant owners to develop more effective marketing strategies, increase customer satisfaction, and ultimately, support business growth they (Rialdy, 2021). This situation creates an increasing demand for halal food supplies among the Indonesian Muslim community, because the desire to ensure halal

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food consumption remains high every day (Akhyar & Pramesti, 2019). A product's compliance with halal standards in Islam is a very important prerequisite for consumers and producers, influencing their decisions in consuming and producing food (Nofianti & Rofiqoh, 2019). Based on this explanation, halal awareness is a crucial factor that is the main consideration for Muslim consumers when choosing or purchasing products. The lack of information regarding halal certification can influence consumer purchasing decisions. Some may feel that products whose halal status is unclear can create uncertainty, which in turn can affect the willingness to pay a certain price (Astuti & Dewi, 2019). Consumer perceptions formed through clear and accurate information can be the key to achieving success in a competitive market. Therefore, efforts to increase transparency and information regarding halal certification can have a positive impact on price perceptions. According to (Simamora, 2019) perception is defined as a process in which a person selects, organizes and interprets information to form an overall meaningful picture. Price perception is a flexible element in the marketing mix, which can be adjusted quickly according to the situation. Price is one of the driving factors of buying interest. According to (Kotler et al., 2012) buying interest is something that arises after receiving stimulation from the product they see, then the desire to buy and own it arises. Japanese restaurants emerged as a result of globalization in the culinary world, attracting the attention of international consumers with the unique appeal of Japanese dishes (Novianti et al., 2021) so that Japanese restaurants have become a popular choice in various regions.

METHOD

The approach used in this research is a causal associative research approach with a quantitative approach. Causal associative research is research that aims to determine the influence between two or more variables (Azuar Juliandi et al., 2014). This research uses an explanatory research approach, which aims to explain the causal relationship between research variables and testing hypotheses (Jufrizen et al., 2020). This research explains the influence between the variables studied, namely the influence of Halal Certification and Price Perception on Purchasing Decisions through Purchase Intention as an Intervening Variable. In this research, the approach used is a quantitative research approach, as stated by (Azuar Juliandi et al., 2014) that this quantitative method is defined as a research method that is based on philosophy. positivism, used to research certain populations or samples. This research was conducted at the Nyushhin Japanese restaurant located in Komplek J-City Blok B No.5 Medan Johor, North Sumatra.

RESULTS

Based on referring to the results of the questionnaire that has been collected, the quantitative data from the questionnaire is processed into quantitative form in accordance with previously determined criteria. This quantitative data is raw data from each variable in this research. In this section, analysis is carried out on the data description that has been presented previously, which is the result of the description of the previous data. In the PLS method, the analysis technique used is as follows:

Measurement Model Analysis

The outer model is often also called which describes the relationship between each indicator block and its latent variables. Its function is to evaluate the validity and reliability of the model. The validity test aims to determine the extent to which the research instrument is able to measure the things it should measure, while the reliability test is used to evaluate the consistency of the measuring instrument in measuring a concept. Reliability testing can also reflect the consistency of respondents in answering statements in questionnaires or research instruments (Abdillah & Hartono, 2015). Measurement model analysis measurement model analysis uses 2 tests, namely: construct reliability and validity and discriminant validity.

Construct Reliability and Validity

Construct Reliability and Validity are ways to assess the reliability of a construct. The reliability of construct scores must reach an adequate level. Validity tests are carried out to assess the extent to which the research instrument is able to measure what it should measure (Abdillah & Hartono, 2015). An indicator is considered valid if the outer loading value of the variable dimension has a loading value > 0.6 so it can be concluded that the measurement is satisfactory. The construct reliability test can be seen from the Cronbach's alpha value and the composite reliability value. To be able to say that a statement item is reliable, the Cronbach's alpha and composite reliability values must be > 0.7 .

Table 1 Cronbach's Alpha results

	Cronbach's Alpha
Halal Certification (X1)	0.597
Price Perception (X2)	0.777
Purchase Interest (Z)	0.594
Purchase Decision (Y)	0.797

Source: SEM-PLS Processed Results, 2024

Based on the table above, it shows that the reliability construct in Cronbach Alpha has met the criteria with a value above 0.6, namely the Price Perception and Purchase Decision variables. Meanwhile, the variables Halal Certification and Purchase Interest have not met the criteria with a value above 0.6. Based on this, it can be concluded that not all constructs have good reliability. Purchasing meets the reliability testing assumptions.

Table 2 Composite Reliability Results

	Composite Reliability
Halal Certification (X1)	0.832
Price Perception (X2)	0.856
Purchase Interest (Z)	0.786
Purchase Decision (Y)	0.867

Source: SEM-PLS Processed Results, 2024

Based on the table above, it shows that the reliability construct in Composite Reliability has met the criteria with a value above 0.6. Based on this, it is concluded that all

constructs have good reliability and the variables Halal certification, price perception, purchase interest and purchase decisions meet the reliability testing assumptions.

Discriminant Validity

(Ghozali, 2013) states that discriminant validity is a test that can be used to measure the differences between two variables that are conceptually similar. Discriminant validity is assessed based on the AVE value with correlation between constructs or latent variables. A latent variable is said to have high discriminant validity if the recommended AVE value is ≥ 0.5 .

Table 3. Average Variance Extracted Results

	Average Variance Extracted
Halal Certification (X1)	0.712
Price Perception (X2)	0.599
Purchase Interest (Z)	0.551
Purchase Decision (Y)	0.620

Source: SEM-PLS Processed Results, 2024

Based on the table above, it shows that the Average Variance Extracted value meets the criteria with a value of more than 0.5. Based on this, it can be concluded that the research variables meet the criteria for discriminant validity testing and halal certification, price perception, purchase interest and purchasing decisions have met the assumptions of discriminant validity testing.

Structural Model Analysis (Inner Model)

Structural model analysis uses 3 tests, including: R- Square; F-Square and Hypothesis Test. Following are the test results:

R-Square Results

Table 4. R-Square Results

	R Square	R Square Adjusted
Purchase Interest (Z)	0.146	0.138
Purchase Decision (Y)	0.463	0.452

Source: SEM-PLS Processed Results, 2024

Based on the table above regarding the results of testing the R-Square values, the results show that the path model using intervening variables is 0.138 and 0.452. In other words, the ability of variable

F-Square Test Results

F-Square is a measure used to assess the relative impact of an influencing (exogenous) variable on the influenced (endogenous) variable (Sugiyono, 2019).

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Table 5. F-Square Results

	Purchase Decision (Y)	Purchase Interest (Z)	Price Perception (X2)	Halal Certification (X1)
Purchase Decision (Y)				
Purchase Interest (Z)	0.171			
Price Perception (X2)		0.428		
Halal Certification (X1)		0.011		

Source: SEM-PLS Processed Results, 2024

Based on the F-Square table above, it can be seen that the influence that the price perception variable has on buying interest is good because it is more than 0.35, which means there is a strong large effect.

Hypothesis Testing

This test aims to calculate the path coefficients in the structural model and test the significance of all the relationships or hypotheses proposed. There are three stages of analysis in testing the hypothesis, including: direct effect, indirect effect and total effect.

Direct Effect

According to (A Juliandi, 2018), the purpose of direct effect analysis is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous). The criteria for testing the hypothesis of direct effect (direct effect) are as follows: If the path coefficient value is positive, then the influence of a variable on another variable is in the same direction, if the value of a variable increases/rises, then the value of the other variable also increases/rises. If the path coefficient value is negative, then the influence of a variable on another variable is in the opposite direction, if the value of a variable increases/rises, then the value of the other variable will decrease/low. Probability/significance value (P-Value): if the P-Values < 0.05, then it is significant and if the P-Values > 0.05, then it is not significant (Juliandi et al., 2014)

Table 6. Direct Effect Results

	T - Statistic	P - Values
Purchase Interest (z) -> Purchase Decision (y)	3.843	0.000
Price Perception (x2) -> Purchase Decision (y)	3.393	0.001
Price Perception (x2) -> Purchase Interest (z)	6.685	0.000
Halal Certification (x1) -> Purchase Decision (y)	0.859	0.390
Halal Certification (x1) -> Purchase Interest (z)	0.954	0.340

Source: SEM-PLS Processed Results, 2024

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Based on the table above regarding the path coefficient results, the results show that all path coefficient values are positive (seen in the T-statistic), including: The influence of buying interest on purchasing decisions has a path coefficient of 3.843. These results show that the higher the consumer's buying interest, the greater the purchasing decision. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Purchase Interest has a significant influence on Purchase Decisions. The influence of price perception on purchasing decisions has a path coefficient of 3.393. These results indicate that price perceptions have a low impact on purchasing decisions. This influence has a probability value (p-values) of $0.001 < 0.05$, thus Price Perception has a significant effect on Purchasing Decisions. The influence of price perception on purchase intention has a path coefficient of 6.685. These results show that the better the price perception, the higher the buying interest. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Price Perception has a significant effect on Purchase Intention. The influence of Halal Certification on Purchasing Decisions has a path coefficient of 0.859. These results show that the clearer the Halal Certification, the higher the Purchase Decision. This influence has a probability value (p-values) of $0.390 > 0.05$, thus Halal Certification has no effect on Purchasing Decisions. The effect of Halal Certification on Purchase Interest has a path coefficient of 0.954. These results show that the clearer the Halal Certification, the higher the Purchase Interest. This influence has a probability value (p-values) of $0.340 > 0.05$, thus Halal Certification has no effect on Purchase Interest.

Indirect Effect

The purpose of indirect effect analysis is useful for testing the hypothesis of the indirect influence of an influencing variable (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (mediator variable) (A Juliandi, 2018). The criteria for determining the indirect effect (indirect effect) are as follows:

Table 7. Indirect Effect Results

	T – Statistics (0/STDEV)	P- Values
Price Perception (x2) -> Purchase Intention (z) -> Purchase Decision (y)	3.393	0.001
Halal Certification (x1) -> Purchase Interest (z) -> Purchase Decision (y)	0.859	0.390

Source: SEM-PLS Processed Results, 2024

If the P-Values value is < 0.05 , then it is significant, meaning that the intervening variable (Purchase Interest) has an influence on the exogenous variable (X2/Price Perception) on the endogenous variable (Y/Purchase Decision). In other words, the effect is direct. If the P-Values value is > 0.05 , then it is not significant, meaning that the intervening variable (Purchase Interest) has an influence on the exogenous variable (X1/Halal Certification) on the endogenous variable (Y/Purchase Decision). In other words, the effect is indirect. Based on the results of testing indirect effects (indirect

influence), the results obtained are that the influence of price perception through purchase interest on purchase decisions is 3,393 and p-values are 0.001, thus it can be concluded that the influence of price perception through purchase interest on purchase decisions is significant. Meanwhile, the influence of Halal Certification through Purchase Interest on Purchase Decisions is 0.859 and the P-Values is 0.390, so it can be concluded that the influence of Halal Certification through Purchase Interest on Purchase Decisions is not significant.

DISCUSSION

The Influence of Halal Certification on Purchasing Decisions

Based on the results of the research above, Halal Certification on Purchasing Decisions at the Nyushiin Medan Restaurant produces a positive and significant influence with a path coefficient of 0 0.859. These results show that the clearer the Halal Certification, the higher the Purchase Decision. This influence has a probability value (p-values) of $0.390 > 0.05$, so price perception has no effect on purchasing decisions (Sembiring, 2020). Halal certification has the potential to influence purchasing decisions by giving Muslim consumers confidence that the product complies with Islamic halal standards. This is in line with research conducted by (Budiman, 2020) that halal certification has no influence on purchasing decisions.

The Influence of Price Perceptions on Purchasing Decisions

Based on the research results above, Price Perception on Purchasing Decisions at the Nyushiin Medan Restaurant produces an insignificant value with a path coefficient of 3.393. These results indicate that price perceptions have a low impact on purchasing decisions. This influence has a probability value (p-values) of $0.001 < 0.05$, thus Price Perception has a significant effect on Purchasing Decisions (Syafrida Hani, 2014). The impact of price perceptions on purchasing decisions refers to how consumers' views or assessments of the price of a product influence their decision to make a purchase. This is in line with research conducted by (Darmansah & Yosepha, 2020) and (Anggraeni & Soliha, 2020) stating that Price Perceptions on Purchasing Decisions provide positive results.

The Influence of Purchase Interest on Purchase Decisions

Based on the research results above, Purchase Interest and Purchase Decisions at the Nyushiin Medan Restaurant produce a significant value with a path coefficient of 3,843. These results show that the higher the consumer's buying interest, the greater the purchasing decision. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Purchase Interest has a significant influence on Purchase Decisions. The interest that arises when making a purchase creates motivation that continues to be embedded in his mind, becoming a force that drives him to actualize what is in his mind. So, buying interest will arise during the decision-making process. This is in line with research conducted by (Hasanah & Sari, 2023) and (Purwati & Cahyanti, 2022) which states that buying interest has a positive and significant influence on purchasing decisions.

The Effect of Halal Certification on Purchase Intention

Based on the results of the research above, Halal Certification on Purchase Interest at the Nyushiin Medan Restaurant produces a significant value with a path coefficient of 0.954. These results show that the clearer the Halal Certification, the higher the Purchase Interest. This influence has a probability value (p-values) of $0.340 > 0.05$, thus Halal Certification has no effect on Purchase Interest. Halal certification can play a crucial role in shaping consumer buying interest in a product. This is in line with research (Nurhasanah et al., 2018) and (Masruroh & Rafikasari, 2022) which states that halal certification has no influence on purchase intention.

The Influence of Price Perception on Purchase Intention

Based on the research results above, Price Perception on Purchase Interest at the Nyushiin Medan Restaurant produces a significant value with a path coefficient of 0.685. These results show that the better the price perception, the higher the buying interest. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Price Perception has a significant effect on Purchase Intention. The impact of price perception on purchase intention refers to the extent to which consumers' assessment of the price of a product influences their purchase intention. This is in line with research conducted by (Agustin & Amron, 2022) and (Mistianasari & Yanti, 2021) which states that consumers' price perceptions of a product influence purchasing interest.

The Influence of Halal Certification on Purchasing Decisions Through Purchase Intention as an Intervening Variable

Based on the research results above, Halal Certification on Purchasing Decisions through Purchase Interest at the Nyushiin Medan Restaurant produces a significant value with a path coefficient of 0.859. This influence produces a P-Value of 0.390, thus the influence of Halal Certification through Purchase Interest on Purchase Decisions is not significant. Halal certification has the potential to influence consumer purchasing decisions, and the purchase intention process acts as an intermediary in this relationship. This is in line with research conducted by (Lisdiani & Annisa, 2022) which states that the influence of halal in their research has no effect on purchasing decisions through purchase intention.

The Influence of Price Perception on Purchasing Decisions Through Purchase Intention as an Intervening Variable

Based on the research results above, Price Perception on Purchasing Decisions through Purchase Interest at the Nyushiin Medan Restaurant produces a significant value with a path coefficient of 3.393. This influence produces p-values of 0.001, thus the influence of Price Perception through Purchase Interest on purchasing decisions is significant. Price perceptions are thought to influence consumers' level of purchasing interest, which in turn influences their purchasing decisions. In other words, purchasing interest is an intermediary factor between price perception and consumer purchasing

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decisions. This is in line with research conducted by (Putra et al., 2022) and (Awaluddin, 2021) stating that price perceptions can influence consumers' buying interest, which will influence their purchasing decisions.

CONCLUSION

From the research results of Halal Certification on Purchasing Decisions at Nyushiin Medan Restaurant, it produces a path coefficient of 0.859 and probability values (p-values) of $0.390 > 0.05$, thus Halal Certification has no effect on Purchasing Decisions. From the research results, Price Perception on Purchasing Decisions at the Nyushiin Medan Restaurant produces a path coefficient of 3,393 and probability values (p-values) of $0.000 < 0.05$, thus Price Perception has a significant effect on Purchasing Decisions. From the results of research on Purchase Interest on Purchase Decisions at the Nyushiin Medan Restaurant, it produces a path coefficient of 3,843 and probability values (p-values) of $0.000 < 0.05$, thus Purchase Interest has a significant effect on Purchase Decisions. From the results of Halal Certification research on Purchase Interest at Nyushiin Medan Restaurant, the path coefficient is 0.954 and the value probability (p-values) is $0.340 > 0.05$, thus Halal Certification has a significant effect on Purchase Interest. From the research results, Price Perception on Buying Interest at The Nyushiin Medan Restaurant Produces a Path Coefficient Of 6,685 and Probability values (P-values) Of $0.000 > 0.05$, Thus Price Perception Has a Significant Effect On Buying Interest. From the research results, Halal Certification on Purchasing Decisions Through Purchase Interest at The Nyushiin Medan Restaurant Produces a path coefficient Of 0.859 and a P-values value of 0.390, thus halal certification through purchase interest on purchase decisions has no positive effect. From the research results, Price Perception on Purchasing Decisions Through Purchase Interest at The Nyushiin Medan Restaurant Produces a path coefficient of 3,393 and P-values Of 0.001, thus the influence of price perception through purchase interest on purchase decisions is significant.

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