

THE MEDIATION ROLE OF PURCHASING INTEREST ON THE INFLUENCE OF HALAL CERTIFICATION AND PRICE PERCEPTION ON PURCHASING DECISIONS

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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. The method used in this research is a quantitative method with a population of all consumers of the Nyushiin Medan Restaurant. The data collection technique used Accidental Sampling of 100 samples. The data analysis technique for this research uses statistical analysis, namely partial least squares – structural equation model (SEM – PLS). This research succeeded in finding that Halal Certification does not have a significant effect on Purchasing Decisions. Price Perception has a significant influence on Purchasing Decisions. Purchase Interest has a significant influence on Purchase Decisions. Halal Certification does not have a significant effect on Purchase Interest. Price Perception has a significant effect on Purchase Intention. Halal Certification through Purchase Interest on Purchase Decisions does not have a positive effect. Price Perception through Purchase Interest in purchasing decisions is significant.

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

INTRODUCTION

In the era of globalization, Japanese restaurants have become a global culinary attraction, attracting the attention of consumers from various backgrounds. With intense competition, Japanese restaurants face complex marketing challenges, requiring an understanding of consumer preferences, market trends and innovative marketing strategies to maintain business appeal and sustainability. In Indonesia, Japanese restaurants, such as Nyushiin in Medan, are very popular, especially among young people, thanks to their unique presentation and distinctive taste. Nyushiin offers a variety of Japanese oriental sushi and Indonesian sushi, as well as a variety of other menus. However, not all Japanese restaurants have halal certification, raising concerns for Muslim consumers. Considering that the majority of North Sumatra's population is Muslim, restaurants that meet halal requirements have large market potential. Purchasing decisions are often influenced by religious values, so understanding religious demographics is critical to designing effective marketing strategies. Muslim consumers pay great attention to halal labels when choosing food products. Halal certification is an important prerequisite for restaurants that want to attract Muslim consumers, who dominate in North Sumatra. Minimal information regarding Nyushiin's halal certification can influence consumer purchasing decisions, because unclear halal status can create uncertainty. In addition, price perception also plays an important role

in purchasing decisions. Consumers tend to prioritize restaurants with higher prices if food quality and safety guarantees are met. The lack of clear information regarding Nyushiin menu prices can influence consumers' perceptions and their purchasing interest. Research conducted by (Putra et al., 2022) has research results which state that price perception has a positive effect on purchasing decisions through purchase intention. However, based on research results (Febiyati & Aqmala, 2022), it is stated that price perception has no effect on purchasing decisions through purchase intention. Research shows that there are differences in views regarding the influence of halal certification and perceptions of tar prices face purchasing decisions through purchasing interest. Therefore, it is important for restaurants like Nyushiin to increase information transparency regarding halal certification and prices to positively influence consumer purchasing decisions.

LITERATURE REVIEW

Buying decision

(Arif., 2021) The purchasing decision is the final step in the purchasing action process taken by consumers to consume a particular good or service. The purchasing decision according to (Farisi, 2018) is a process where a customer chooses or makes a choice about a product or service, then continues to make a purchase. Purchasing decisions are steps taken to overcome problems that arise and need to be faced, or as actions taken to achieve goals as cost-efficiently and as quickly as possible (Arianty & Andira, 2021). One of the factors that influence purchasing decisions according to (Kotler & Armstrong, 2016) is personal factors including various elements, such as age, gender, ethnicity, income, family life cycle stage, employment, economic conditions, lifestyle, personality and concepts. self (self-concept). Purchasing decision indicators according to (Kotler & Armstrong, 2016) there are six factors for product choice, brand choice, purchase time, purchase amount, payment method.

Purchase Interest

Fasha et al., (2022) Purchase interest is a desire that is not openly expressed to consumers. Buying interest is always stored within each individual, where no one knows for sure what they want and expect. Meanwhile, according to (Kotler & Armstrong, 2016) buying interest is something that arises after receiving stimulation from the product they see, then the desire to buy and own it arises. Interest in buying creates a motivation that will continue to be recorded in the mind and become a very strong desire which in the end, when they fulfill their needs, they will realize what they have in mind (Irvanto & Sujana, 2020). According to (Saputra et al., 2023) Purchase Intention is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making process. According to research conducted by (Yunus et al., 2014), buying interest is influenced by several factors, namely halal awareness, product ingredients, Islamic brand. Indicators of buying interest according to (Ferdinand, 2014) are transactional interest, referential interest, preferential interest, exploratory interest.

Price Perception

According to (Angipora, 2012) defines price as follows: "Price is the total money that must be paid by consumers to obtain a product. Price is a component of marketing strategy that has an influence on consumer purchasing decisions. Meanwhile, according to (Adrian, 2013) defines price as follows: "Prices are created by adding a mark-up presentation to the costs of the benefits of using or utilizing a service and product." In addition (Kotler & Armstrong, 2016) defines price as the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product or service. Perceived price is the relative cost that consumers must pay to obtain the product or service they want according to the perception of affordability, suitability of price to product quality, price competitiveness and suitability to benefits (Rangkuti, 2014). Several factors that influence price perceptions are economic conditions, supply and demand, elasticity of demand, selling price competition, costs, destination, government supervision. The price perception indicators according to (Lembang, 2010) are price affordability, price suitability to product quality, price competitiveness, price suitability and price benefits.

Halal Certification

(Nurcahyo & Hudrasyah, 2017) halal certification is a guarantee of safety for Muslims to be able to consume food products according to Muslim teachings. A halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) which states that a product is halal in accordance with Islamic law. This certificate is required to obtain permission to include a halal label on product packaging from an authorized government agency (Arif et al., 2022). According to Islamic law, the basic rules for everything are halal, but there are orders for Muslims to consume good food or drinks. (halalan thayyiban) (Fadilah, 2013). The indicators for halal certification according to (Fuad, 2010) are ensuring halal product certification, ensuring halal certification in the restaurant you visit, halal certification is more important than product information, only consuming halal certified products, recognizing the halal certification logo from MUI. Based on the theory that has been explained, the researcher proposes a thinking framework in Figure 1.

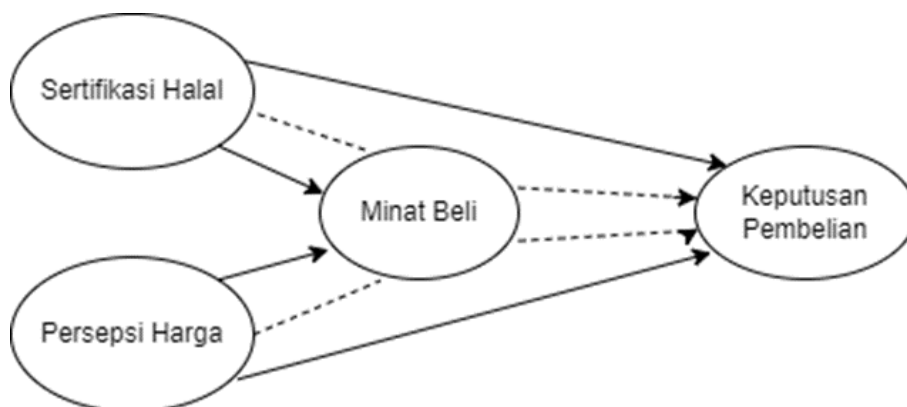


Figure 1. Thinking Framework

METHODS

In this research, the approach used is a quantitative research approach, as stated by (Juliandi, 2018) that this quantitative method is defined as a research method that is based on philosophy. positivism, used to research certain populations or samples. Population is a group of research elements, where elements are the smallest units which are the source of the required data (Manullang & Pakpahan, 2012). In the context of this research, the population is all consumers of Nyushiin Komplek J-City Blok B No.5 Medan Johor. Meanwhile, according to Manullang & Pakpahan, (2012), the sample is part of the population which is expected to represent the research population. Because the number of Nyushiin consumers cannot be known, the sampling method uses a nonprobability sample, namely that not all members/elements of the population have the same chance of being sampled (Juliandi et al., 2014). The type of nonprobability sample used is accidental sampling, where the sample is taken by looking for the object to be studied (Juliandi et al., 2014). Researchers directly collect data from the sampling units found. This research uses the lemeshow formula to limit the number of samples to be taken. The formula used is as follows:

$$n = \frac{Za^2 \times P \times Q}{L^2}$$

Information:

n = Minimum number of samples required

Za = Standard value of the distribution according to value

P = Prevalence of Outcome, Because the data has not been obtained, 50% is used

L = Accuracy level 10%

Based on the formula, 96.04 samples were obtained and rounded to 100. So it can be seen that the number of respondents that will be used in this research is 100. This research uses a type of primary data where primary data is raw data taken by researchers from primary sources to meet research needs. and previously, such data never existed. The data collection technique in this research uses a questionnaire method and measures the results using a Likert scale. The data analysis technique for this research uses statistical analysis, namely structural equation model-partial least squares (SEM-PLS) which aims to carry out path analysis with latent variables.

RESULTS
Outer Model Analysis

The outer model is often also called (outer relation or measurement model) which describes the relationship between each indicator block and its latent variables. This test includes construct reliability and validity and discriminant validity.

Construct Reliability and Validity
Table 1. Outer Loading Test Results

| | Halal Certification (X1) | Price Perception (X2) | Purchase Decision (Y) | Purchase Interest (Z) | Note |
|------|-----------------------------|--------------------------|--------------------------|--------------------------|-------|
| X1.1 | 0.771 | | | | Valid |

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| | | | |
|------|-------|-------|-------------|
| X1.2 | 0.793 | | Valid |
| X1.3 | 0.819 | | Valid |
| X1.4 | 0.766 | | Valid |
| X2.1 | | 0.744 | Valid |
| X2.2 | | 0.727 | Valid |
| X2.3 | | 0.756 | Valid |
| Y.1 | | 0.860 | Valid |
| Y.2 | | 0.828 | Valid |
| Z.1 | | | 0.740 Valid |
| Z.2 | | | 0.728 Valid |
| Z.3 | | | 0.797 Valid |
| Z.4 | | | 0.827 Valid |

Source: SEM-PLS Processed Results, 2024

Based on table 1, it shows that the statement items on the variables Halal certification, price perception, purchase interest and purchase decisions meet the validity standards, namely values above 0.6 for the question items in the research.

Table 2. Cronbach's alpha results and composite reliability values .

| | Cronbach's Alpha | Composite Reliability | Note |
|---------------------------------|------------------|-----------------------|----------|
| Halal Certification (X1) | 0.597 | 0.832 | Reliable |
| Price Perception (X2) | 0.777 | 0.856 | Reliable |
| Purchase Interest (Z) | 0.594 | 0.786 | Reliable |
| Purchase Decision (Y) | 0.797 | 0.867 | Reliable |

Source: SEM-PLS Processed Results, 2024

Based on table 2, it is known 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. For the variables Halal Certification and Purchase Interest, they do not meet the criteria whose value is above 0.6, so not all constructs have good reliability. Purchases meet the reliability testing assumptions. Meanwhile, the reliability construct in Composite Reliability has met the criteria with a value above 0.6.

Convergent Validity

Table 3. Results of Average Variance Extracted

| | 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

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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 testing discriminant validity and halal certification, price perception, purchase interest and purchasing decisions have met the assumptions of discriminant validity testing.

Inner Model Analysis

Inner model analysis is an analysis used to predict causal relationships between latent variables or variables that cannot be measured directly (Juliandi et al., 2018). Structural model analysis (inner model) uses two tests, including:

R-Square Test 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

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. The

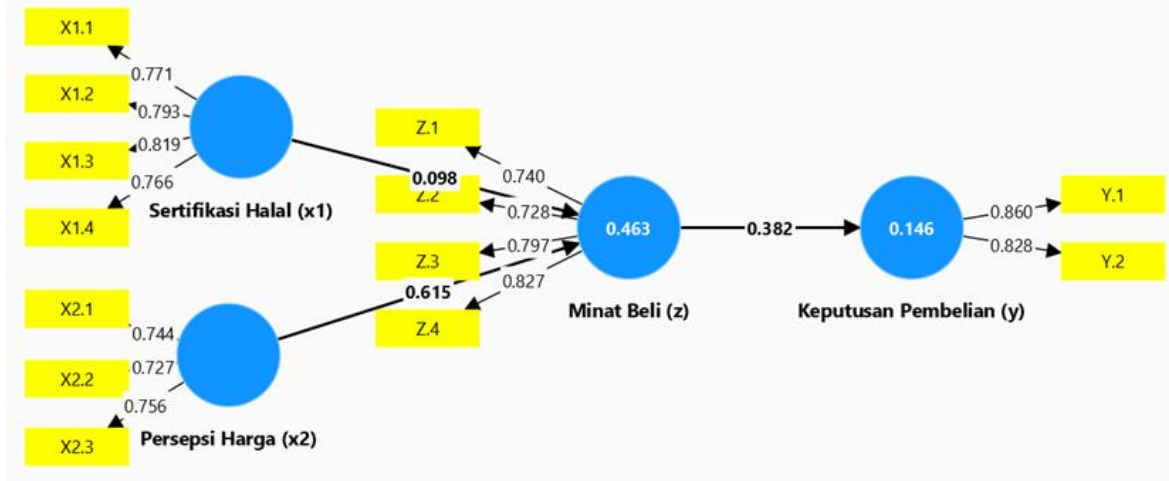
purpose of direct effect analysis is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is influenced (endogenous). If the P-Values < 0.05 , then it is significant and if the P-Values > 0.05 , then it is not significant (Juliandi et al., 2014). 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) (Juliandi, 2018). 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. Results of Direct and Indirect Effects

| | Hypothesis | T-Statistics | P-Values | Results |
|-------------------------|----------------|--------------|----------|----------|
| Direct Effects | MB -> KP | 3,843 | 0,000 | Accepted |
| | PH -> KP | 3,393 | 0.001 | Accepted |
| | PH -> MB | 6,685 | 0,000 | Accepted |
| | SH-> KP | 0.859 | 0.390 | Rejected |
| | SH -> MB | 0.954 | 0.340 | Rejected |
| Indirect Effects | PH -> MB -> KP | 3,393 | 0.001 | Accepted |
| | SH -> MB -> KP | 0.859 | 0.390 | Rejected |

Source: SEM-PLS Processed Results, 2024

Based on table 6, the results of hypothesis testing show several direct findings. The influence of buying interest on purchasing decisions has probability values (p-values) of $0.000 < 0.05$, thus buying interest has a significant effect on purchasing decisions. The influence of price perception on purchasing decisions 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 interest has a probability value (p-values) of $0.000 < 0.05$, thus price perception has a significant effect on purchase interest. The influence of Halal Certification on purchase decisions has a probability value (p-values) of $0.390 > 0, 05$ thus Halal Certification has no effect on Purchasing Decisions. The influence of Halal Certification on Purchase Interest has a probability value (p-values) of $0.340 > 0.05$, thus Halal Certification has no effect on Purchase Interest. Then there are indirect findings of the influence of price perception through buying interest on purchasing decisions of 3,393 and p-values of 0.001, so it can be concluded that the influence of price perception through buying interest on purchasing 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.


Figure 2. Path Analysis Results

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 value that has a path coefficient of 0.859. This influence has a probability value (p-values) of $0.390 > 0.05$, so price perception has no effect on purchasing decisions. 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 results of the research above, Price Perception on Purchasing Decisions at the Nyushiin Medan Restaurant produces a value that has a path coefficient of 3.393. This influence has a probability value (p-values) of $0.001 < 0.05$, thus Price Perception has a significant effect on Purchasing Decisions. 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 value that has a path coefficient of 3.843. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Purchase Interest has a significant influence on Purchase Decisions. This is in line with research conducted by (Sari, 2020) 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 Interest

Based on the results of the research above, Halal Certification on Purchase Interest at the Nyushiin Medan Restaurant produces a value that has a path coefficient of 0.954. This influence has a probability value (p-values) of $0.340 > 0.05$, thus Halal Certification has no

effect on Purchase Interest. This is in line with research (Nurhasah 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 value that has a path coefficient of 0.685. This influence has a probability value (p-values) of $0.000 < 0.05$, thus Price Perception has a significant effect on 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 value that has 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 Purchasing Decisions is not significant. 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 value that has 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. 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.

CONCLUSIONS

This research succeeded in showing that some of the influences between variables such as Halal Certification do not have a significant effect on purchasing decisions. Price Perception has a significant influence on Purchasing Decisions. Purchase Interest has a significant influence on Purchase Decisions. Halal Certification does not have a significant effect on Purchase Interest. Price Perception has a significant effect on Purchase Intention. Halal Certification through Purchase Interest on Purchasing Decisions does not have a positive effect. Price Perception through Purchase Interest on significant purchasing decisions. Suggestions for restaurants, namely Nyushiin Medan, can increase customer awareness about halal certification by providing clear and easily accessible information about the halal products offered. Increase price transparency by providing clear and easily accessible price lists for customers. By implementing the suggestions above, Nyushiin Medan Restaurant can

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maximize the benefits of halal certification, improve price perception, and significantly increase purchasing decisions and purchase interest.

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