

MARKETING STRATEGY FOR HALAL AND HEALTHY PRODUCTS IN INCREASING CONSUMER PURCHASE INTENTION (A CASE STUDY ON MIE MUHAMMADIYAH)



Zalsa Iswahyuni.S¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

zalwaiswahyuni@gmail.com

Muhammad Sholahuddin^{2*}

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

muhhammad.sholahuddin@ums.ac.id

Abstract

This study explores the marketing strategies of halal and healthy products in increasing consumer purchase intention, with a case study on Mie Muhammadiyah. The research employs a quantitative approach using multiple regression and Structural Equation Modeling (SEM) based on Partial Least Square (PLS) to analyze the impact of promotion mix on consumer purchase intention. The sample comprises 150 respondents selected through purposive sampling based on specific criteria such as age, religion, and preference for halal and healthy products. The results show that elements of the promotion mix, such as advertising, sales promotion, online marketing, and personal selling, significantly influence consumer purchase intention and buying decisions. The conclusion highlights the importance of strengthening the promotion mix strategy to increase awareness and purchase intention toward halal and healthy products, particularly Mie Muhammadiyah. The use of digital platforms in promotions is also considered relevant for expanding market reach and increasing product recognition.

Keywords: Promotion Mix, Halal Products, Purchase Intention, Mie Muhammadiyah, Marketing

INTRODUCTION

Halal products are those certified by the Indonesian Ulema Council (MUI) for being compliant with Islamic law. The halal certification accompanying food products allows consumers to ensure that the product is both halal and healthy, often indicated by a halal logo on the packaging. According to Lukmanul Hakim, (2024), there are three institutions responsible for halal certification: MUI, the Ministry of Health, and the Ministry of Religious Affairs. Companies or SMEs can apply for certification through MUI's application process. If the product meets MUI's assessment criteria, a halal certificate will be issued. Currently, MUI continues to develop its halal certification issuance system (Martiningsih & Setyawan, 2022).

Many consumers today purchase products based on what they see on social media or television, which is why it is crucial to have a marketing strategy to promote healthy and halal products (Rafiki et al., 2023). Marketing strategy plays a vital role in business competition. It involves conducting a marketing analysis to promote products effectively. However, many producers fail to conduct proper market analysis, resulting in unstable and unsuccessful marketing strategies, causing their products to fail in the market (Purwanto & Sudargini, 2022). Currently, many food products are struggling to compete due to poor marketing strategies, which could potentially lead to business bankruptcy. This is evident from the number of food businesses that have gone bankrupt due to marketing mistakes (Purwanto et al., 2021). To support a successful marketing strategy, producers or companies must promote their products effectively. Promotion serves to provide information about the products to the public, ensuring that consumers trust and believe that the products are good, beneficial, and guaranteed to be halal and healthy (Djakasaputra et al., 2023).

In Indonesia, it is not only marketing strategies that are important; health and halal status are equally critical. This is because Indonesia has the largest Muslim population in the world, and thus, the majority of people seek food that complies with Islamic law—both halal and healthy. These two components, halal and healthy, can boost consumer interest in products that meet these criteria, ultimately increasing consumer purchase intention (Zikry Ramadhan & Faizi, 2023).

Mie Muhammadiyah, commonly referred to as MIE MU, is a healthy product launched by Muhammadiyah. The product is rich in nutrients and protein, making it a healthy choice for consumers. Mie Muhammadiyah stands out for its clear halal certification and is managed directly by one of Indonesia's largest Islamic organizations, Muhammadiyah, fostering high public trust. However, the product has faced competition, limiting its appeal to the general public, and being mainly popular among members of the Muhammadiyah organization (Syarifuddin et al., 2022). This situation raises questions about why Mie Muhammadiyah has not been able to grow as successfully as other noodle products.

REVIEW OF LITERATURE

Halal Certification

To consume a food product without concern, halal certification is used as a guarantee of its safety. Halal certification is a document issued by Islamic institutions that verifies the product complies with Islamic standards. The halal certification process has been proven to enhance the added value of food products and plays a crucial role in increasing market share both domestically and in export markets, especially in countries with a Muslim-majority population (Triana et al., 2023). Additionally, halal certification, represented by the halal logo, provides a competitive advantage when facing foreign products in the current era of international free trade (Liza Nora & Nurul Sriminarti, 2023). Halal certification serves both consumers and producers (Zaki & Saiman, 2021).

Consumers need food products that are safe to consume, free from harmful elements, nutritious, healthy, and provide peace of mind. From the producers' side, halal food products are now in demand not only by Muslims, which benefits producers. This is evidenced by the growing halal trend in non-Muslim majority countries, as halal food is guaranteed to be safe and healthy (Firdausi et al., 2020). The indicators of halal certification include understanding the halal logo, choosing halal products based on legal institution status, selecting products based on the halal logo, knowledge of the difference between authentic halal logos and counterfeit ones, and understanding products that use halal certification from other countries (Faozi & Handayani, 2019).

Food Composition

According to Zubaydah, (2020), food composition refers to the contents of the ingredients within food products. Ingredients are the primary concern regarding halal status. From an Islamic perspective, food ingredients encompass various aspects that must be carefully considered, including consumer understanding of the quality, ingredients, and safety of the food's contents. According to Ragatirta & Tiningrum, (2021), most consumers take their food choices seriously, and this information is typically provided through food labels. From these labels, consumers can identify the composition of the food, which can influence their purchase intention (Nurhasanah & Hariyani, 2018). In Islamic thought, halal food is not limited to the issue of prohibited animal parts used or consumed by Muslims. It must also cover aspects of safety, including processing equipment, handling, packaging, distribution, transportation, storage, and retail (Fadli et al., 2023).

Purchase Decision

Before planning marketing strategies, a company needs to identify its consumers, target market, and their decision-making process. Although many purchase decisions involve only one decision-maker Aprena Siregar, (2023), others may involve multiple participants playing different roles, such as initiators, influencers, decision-makers, buyers, and users. The marketer's task is to identify other participants in the buying process, their purchasing criteria, and their influence on the buyer (Fatmi et al., 2020). The marketing program should be designed to attract and engage key participants just as it does the buyer (Muhammad Hamka Habibie et al., 2020).

A purchase decision is an action taken by a consumer to buy a product. Therefore, consumer purchase decision-making is a process of selecting one solution from several alternatives and following through with an actual action (Diny Melga Sari, Heni Noviarita, 2023). Afterward, consumers may evaluate their options and decide on their next course of action. In a purchase decision, consumers have several roles: initiator, influencer, decider, buyer, and user. Companies need to understand these roles as they have implications for product design, message formulation, promotion budget allocation, and marketing program development to suit the buyer (Dinawan, 2010).

Promotion Mix

Promotion is one of the most important variables used by companies to influence the market. Promotion is conducted by companies to introduce products and their benefits to consumers. According to Tupti et al., (2022), the promotion mix, also known as the marketing communication mix, is the form of marketing communication used by companies to build relationships with consumers and, in later stages, strengthen loyalty after a purchase has been made to encourage sales. The promotion mix is used to develop and penetrate markets, build company image, and increase and stabilize sales (Husaeni & Zakiah, 2022).

According to Kotler and Keller (2015:582), the promotion mix consists of eight elements, which are:

1. Advertising
2. Sales Promotion
3. Events and Experiences
4. Public Relations and Publicity
5. Online Marketing
6. Mobile Marketing
7. Direct Marketing
8. Personal Selling

RESEARCH METHOD

This study employs a quantitative approach with multiple regression methods to evaluate the impact of the Human Development Index (HDI), population size, and minimum wage on the unemployment rate in North Kalimantan during the 2017-2020 period. The research population includes Muslim consumers who consider halal and health aspects when choosing products. A sample of 150 respondents was selected using purposive sampling techniques based on criteria such as being aged 12-40, being Muslim, attentive to halal labels on food products, and having a high purchase interest in halal and healthy products. Primary data were obtained through questionnaires distributed directly to the respondents.

Data analysis was conducted using Eviews 10 software for the Chow test and the Hausman test to determine the appropriate estimation model, as well as using the Structural

Equation Modeling (SEM) method with the Partial Least Square (PLS) approach through the Smart PLS application to analyze the structural and measurement models. The evaluation of the measurement model includes convergent and discriminant validity, as well as construct reliability through Cronbach's alpha and composite reliability. Meanwhile, the structural model evaluation covers R-Square analysis to measure the influence of latent variables and hypothesis testing to determine the significance of the relationships between variables.

RESULTS AND DISCUSSION

Respondent description based on age is explained in the table below:

Table 1.
Age Description

Age	Frequency	Percentage
Under 20 years old	3	2%
20-25 years old	65	43.3%
26-30 years old	74	49.3%
31-35 years old	8	5.3%
Total	150	100%

Sumber: Data Analisis Primer, 2024

From the table above, respondent characteristics based on age show that respondents under 20 years old are 3 people with a percentage of 2%. Meanwhile, the number of respondents aged 20-25 is 65 people with a percentage of 43.3%. Respondents aged 26-30 years are 74 people with a percentage of 49.3%. Then, respondents aged 31-35 years are 8 people with a percentage of 5.3%. This table shows that the majority of respondents are aged 26-30 years, with a total of 74 people.

Respondent description based on gender is explained in the table below:

Table 2.
Gender Description

Gender	Frequency	Percentage
--------	-----------	------------

Male	69	46%
Female	81	54%
Total	150	100%

Sumber : Data Analisis Primer, 2024

Based on the table above, the characteristics of respondents by gender show that male respondents total 69 people with a percentage of 46%. Meanwhile, female respondents total 81 people with a percentage of 54%. It can be concluded that the majority of respondents are female, with 81 respondents.

Respondent description based on occupation is explained in the table below:

Table 3.
Occupation Description

Occupation	Frequency	Percentage
Civil Servant (PNS)	1	0.7%
Private Employees	45	30%
Students/College	104	69.3%
Entrepreneur	0	0%
Others	0	0%
Total	150	100%

Sumber : Data Analisis Primer, 2024

Based on the table above, the characteristics of respondents by occupation are 1 civil servant with a percentage of 0.7%, 45 private employees with a percentage of 30%, and 104 students/college attendees with a percentage of 69.3%. It can be concluded that most respondents are students/college attendees, totaling 104 respondents.

The evaluation of the measurement model (outer model) is conducted to ensure that the measurement is valid, reliable, and free from multicollinearity. This model analysis specifies the relationship between latent variables (variables that cannot be directly measured) and their indicators (manifest variables). PLS-SEM analysis consists of two parts: Outer model and Inner model. The outer model evaluation is conducted using validity tests

(convergent validity and discriminant validity) and reliability tests (Cronbach’s alpha and composite reliability).

An indicator is considered to meet convergent validity in a good category if the outer loading value is > 0.7 . Below are the outer loading values for each research variable indicator:

Table 4.
Outer Loading Values

Variable	Indicator	Outer Loadings	Description (Valid : $>0,7$)
Purchase Decision (Y1)	A.1	0,843	Valid
	A.2	0,907	
	A.3	0,766	
	A.4	0,859	
Promotion Mix (Z1) Halal Certification (X1)	B.2	1,000	Valid
	C.1	0,907	
	C.2	0,925	
	C.3	0,900	
Healthy Food (X2)	C.4	0,768	Valid
	D.2	0,855	
	D.3	0,918	
	D.4	0,878	

Sumber : Data Analisis Primer, 2024

Based on the table above, it can be seen that each indicator of the research variable has an outer loading value > 0.7 . However, according to Chin (1998), outer loading values from 0.5 to 0.6 are considered sufficient to meet the requirements for convergent validity. The data above shows that no variable indicator has an outer loading value below 0.5. Therefore, all indicators are considered valid and can be used for further analysis.

Discriminant validity is assessed by looking at the AVE (Average Variance Extracted) value, which should be > 0.5 . Therefore, the indicators are considered valid in terms of discriminant validity. Below are the AVE values for each research variable:

Table 5.
AVE (Average Variance Extracted) Values

Variable	AVE (Average	Description
----------	--------------	-------------

	Variance Extracted)	(Valid: > 0,5)
Purchase Decision (Y1)	0.722	Valid
Promotion Mix (Z1)	0.782	Valid
Halal Certification (X1)	1.000	Valid
Healthy Food (X2)	0.769	Valid

Source: Primary Analysis Data, 2024

Based on the table above, each variable in this study shows AVE (Average Variance Extracted) values greater than 0.5. Specifically, the AVE values for Purchase Decision are 0.722, Promotion Mix is 0.782, Halal Certification is 1.000, and Healthy Food is 0.769. This indicates that each variable in this study is valid in terms of discriminant validity.

Reliability testing measures the consistency and stability of the research instrument in assessing a concept or construct (Abdillah and Hartono, 2015). This study uses Composite Reliability and Cronbach’s Alpha for reliability testing.

Composite Reliability assesses the reliability of indicators within a variable. A variable is considered to meet composite reliability if it has a Composite Reliability value > 0.7. Below are the Composite Reliability values for each variable in this study:

Table 6.

Composite Reliability Value

Variable	Composite Reliability	Information (Valid: > 0,7)
Purchase Decision (Y1)	0.912	Valid
Promotion Mix (Z1)	0.915	Valid
Halal Certification (X1)	1.000	Valid
Healthy Food (X2)	0.930	Valid

Source: Primary Analysis Data, 2024

From the table above, it can be seen that the Composite Reliability values for all research variables are > 0.7. This indicates that each variable meets the composite reliability criterion, suggesting that all variables have a high level of reliability.

The second reliability test is Cronbach’s Alpha, which is a statistical technique used to measure internal consistency in the reliability testing of instruments or psychometric data.

A construct is considered reliable if the Cronbach’s Alpha value is greater than 0.60. Below are the Cronbach’s Alpha values for this study:

Table 7.
Cronbach Alpha Values

Variable	Cronbach’s Alpha	Description
Purchase Decision (Y1)	0.872	Valid
Promotion Mix (Z1)	0.860	Valid
Halal Certification (X1)	1.000	Valid
Healthy Food (X2)	0.898	Valid

Source: Primary Analysis Data, 2024

Based on the table above, all variables in this study have Cronbach’s Alpha values greater than 0.6, which means they meet the criteria for reliability, indicating that all constructs are reliable.

Multicollinearity is assessed through tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is detected if tolerance values are > 0.1 or VIF values are < 5 . Below are the VIF values for this study:

Table 8.
Colinearity Statistic (VIF)

Variable	VIF
Purchase Decision (Y1)	1.000
Promotion Mix (Z1)	2.659
Halal Certification (X1)	2.659
Healthy Food (X2)	2.659

Source: Primary Analysis Data, 2024

The Inner model is used to test the influence between one latent variable and another latent variable. Evaluation of this model is done using coefficient determination (R^2), predictive relevance (Q^2), and hypothesis testing (direct effect and indirect effect). The Inner model is employed to assess the impact between latent variables. Testing the inner model involves three analyses: measuring R^2 (R Square), Goodness of Fit (GoF), and path coefficients.

Structural model evaluation aims to show the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in a complex model. This model goodness test includes R Square (R^2) and Q-Square (Q^2) tests.

The R² value shows the determination of exogenous variables on endogenous variables. A higher R² value indicates a better determination level. R² values of 0.75, 0.50, and 0.25 suggest strong, moderate, and weak models, respectively (Ghozali, 2015). Below are the R-Square values for this study:

Table 9.
R-Square Values

	R-Square
Purchase Decision	0,320
Promotion Mix	0,323

Source: Primary Analysis Data, 2024

The R-Square results above indicate that the model is strong, with mutual influence among variables.

Hypothesis testing in this study is conducted using the path coefficient table for direct effects and specific indirect effects for mediation.

Path coefficients are tested using the bootstrapping process to determine t-statistics or p-values (critical ratio) and the original sample values obtained from this process. A p-value < 0.05 indicates a direct effect between variables, while a p-value > 0.05 indicates no direct effect. In this study, the significance level used is t-statistic 1.96 (significant level = 5%). If the t-statistic > 1.96, there is a significant effect. Hypothesis testing is performed with the SmartPLS (Partial Least Square) 3.0 software. Below are the path coefficient values from the test:

Table 10.
Path Coefficient (Direct Effect)

Direct Effect	H	Original Sample	t-Statistics	P Values	Description
Healthy Food => Promotion Mix	H1	0.331	2.861	0.004	Positive Significant
Promotion Mix => Purchase Decision	H2	0.565	8.120	0.000	Positive Significant
Halal Certification => Promotion Mix	H3	0.269	2.356	0.019	Positive Significant

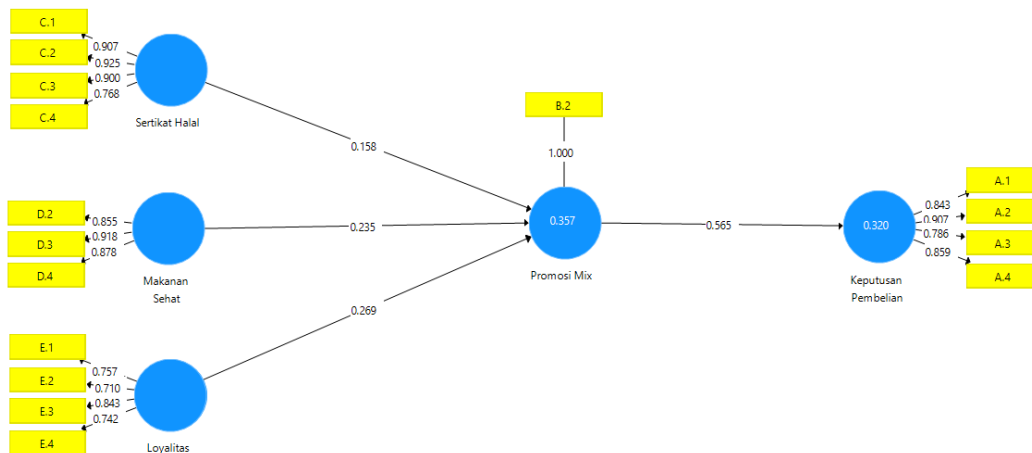
Source: Primary Analysis Data, 2024

Based on the path coefficient results above, the interpretation is as follows:

- H1: The first hypothesis shows that Healthy Food has a positive and significant effect on

Promotion Mix.

- H2: The second hypothesis shows that Promotion Mix has a positive and significant effect on Purchase Decision.
- H3: The third hypothesis shows that Halal Certification has a significant positive effect on Promotion Mix.



Promosi The Impact of Healthy Food on Promotion Mix

Healthy Food has a positive and significant impact on the Promotion Mix. This study is consistent with research conducted by Gao, Z., & Schroeder, T., which explores how attributes and health benefits of food products influence consumer purchase intentions. The study shows that promotions emphasizing health attributes can significantly enhance consumer interest. When customers frequently see and recognize these products, their purchase interest is likely to increase due to the promotion of healthy products.

The Impact of Promotion Mix on Purchase Decision

The Promotion Mix has a positive and significant impact on Purchase Decision. This finding aligns with research conducted by Sharma, A., & Sheth, J. N., which analyzes how integrated marketing communications, including the promotion mix, affect consumer purchase intentions. The study found that a consistent and coordinated promotional approach can significantly boost purchase interest and decision-making.

The Impact of Halal Certification on Promotion Mix

Halal Certification has a positive and significant impact on the Promotion Mix. This finding is consistent with research conducted by Nashita, D., & Othman, M., which explores the impact of halal certification on consumer purchase intentions for food products. The research shows that halal certification significantly enhances consumer interest by affecting promotion mix elements such as advertising and sales promotions. With these promotional elements, the halal certification of a product becomes known to the general public, leading to increased consumer interest in the product due to its perceived halal status.

CONCLUSION

This study aims to explore marketing strategies for halal and healthy products to increase consumer purchase interest, using Mie Muhammadiyah as a case study. The results indicate that the promotion mix has a significant impact on consumer purchase interest and positively affects the purchase decision of halal and healthy food products. Therefore, an effective marketing strategy to enhance consumer purchase interest, particularly for Mie Muhammadiyah, is to strengthen the elements of the promotion mix, such as advertising, sales promotions, online marketing, and personal selling. Mie Muhammadiyah should intensify its product promotions through engaging advertisements, discounts, and other creative promotions. By implementing an optimal promotion mix, Mie Muhammadiyah will gain recognition not only among the organization's community but also among the general public. Utilizing digital platforms will facilitate the implementation of this strategy, making it relevant for increasing consumer awareness and purchase interest.

This study has several limitations. First, the research focuses on a single product, Mie Muhammadiyah, so the results may not fully apply to other halal and healthy food products. Second, the promotion mix examined focuses on specific elements without accounting for the impact of other external factors such as consumer behavior in the broader market. Third, the study is limited to digital platform promotions, while offline promotions, which also hold significant potential, have not been explored in depth. Further research is recommended to broaden the product scope and consider various promotional channels to obtain more comprehensive results.

REFERENCES

- Aprena Siregar. (2023). The Influence Of Marketing Strategies, Product Knowledge, And Halal Literacy On Consumer Decisions To Buy Halal Products In Sitio Tio Hilir Village. *INTEGRASI JURNAL STUDI ISLAM DAN HUMANIORA*, 1(3), 153–166.
- Dinawan, M. R. (2010). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN (Studi kasus pada konsumen Yamaha Mio PT Harpindo Jaya Semarang). *Jurnal Sains Pemasaran Indonesia*, 9(3), 335–369. www.cahyamotor.com/index
- Diny Melga Sari, Heni Noviarita, M. I. F. (2023). Strategy for Increasing Halal Products and Halal Certification of Food Products in Increasing the Competitiveness of the Indonesian Halal Industry. *Reslaj: Religion Education Social Laa Roiba Journal*, 5(6), 3188–3202. <https://doi.org/10.47476/reslaj.v6i3.6232>
- Djakasaputra, A., Juliana, Aditi, B., Fachrurazi, & Mas'ad, M. A. (2023). The Influence of Halal Certification, Halal Awareness, and Brand Image on Interest in Buying Halal Food Products: An Empirical Study of Consumers in Indonesia. *International Journal of Islamic Business and Economics (IJIBEC)*, 7(2), 103–115. <https://doi.org/10.28918/ijibec.v7i2.2003>
- Fadli, R., Hidayati, S., Cholifah, M., Siroj, R. A., & Afgani, M. W. (2023). Validitas dan Reliabilitas pada Penelitian Motivasi Belajar Pendidikan Agama Islam Menggunakan Product Moment. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, 6(3), 1734–1739. <https://doi.org/10.54371/jiip.v6i3.1419>
- Faozi, I., & Handayani, S. (2019). Analisa Keputusan Pembelian Yang Dipengaruhi Harga Promosi Dan Kualitas Pelayanan Pada Pt Bina Pertiwi Semarang. *Jurnal Ekonomi Manajemen Dan Akuntansi*, 47, 44–52. <https://ejournal.stiedharmaputra-smg.ac.id/index.php/JEMA/article/view/354>
- Fatmi, F. O., Ahmad, A. N., & Kartika, B. (2020). Determinants affecting purchase intention of halal products: an article review. *Journal of Halal Product and Research*, 3(2), 63. <https://doi.org/10.20473/jhpr.vol.3-issue.2.63-79>
- Firdausi, A. S. M., Farahdiba, D., & Munthe, A. M. (2020). Determining Consumers' Willingness to Buy Halal Meat. *Jurnal Bisnis Strategi*, 29(2), 143–162. <https://doi.org/10.14710/jbs.29.2.143-162>
- Husaeni, U. A., & Zakiah, S. (2022). Determinants of buying intention of halal products on private Islamic religious college lecturers in West Java. *Asian Journal of Islamic Management (AJIM)*, 4(1), 59–71. <https://doi.org/10.20885/ajim.vol4.iss1.art5>
- Liza Nora, & Nurul Sriminarti. (2023). The Determinants of Purchase Intention Halal Products: The Moderating Role of Religiosity. *Journal of Consumer Sciences*, 8(2), 220–233. <https://doi.org/10.29244/jcs.8.2.220-233>
- Lukmanul Hakim, Imron Rosyadi, A. F. D. S. (2024). THE IMPACT OF DELAYING MIE GACOAN'S HALAL CERTIFICATION ON CONSUMER LOYALTY Lukmanul. *Jurnal Hukum Ekonomi Syariah*, 3(1), 93–104.

- Martiningsih, D. A., & Setyawan, A. A. (2022). The Impact of Influencers' Credibility Towards Purchase Intention. *Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022)*, 655(Icoebs), 196–204. <https://doi.org/10.2991/aebmr.k.220602.025>
- Muhammad Hamka Habibie, H., Roesmara Donna BENEFIT Jurnal Manajemen dan Bisnis, D., & Roesmara Donna, D. (2020). Factors That Influence The Intention To Purchase Halal Food Products (Case Study Of Universitas Gadjah Mada Students. *BENEFIT Jurnal Manajemen Dan Bisnis*, 5(1), 83–955.
- Nurhasanah, S., & Hariyani, H. F. (2018). Halal Purchase Intention on Processed Food. *Tazkia Islamic Finance and Business Review*, 11(2), 187–209. <https://doi.org/10.30993/tifbr.v11i2.142>
- Purwanto, A., Ardiyanto, J., & Sudargini, Y. (2021). Intention Factors of Halal Food Purchase among Student Consumers: An Explanatory Sequential Mixed Methods Study. *Journal of Industrial Engineering & Management Research (JIEMAR)*, 2(2), 21–34. <https://jiemar.org/index.php/jiemar/article/view/124>
- Purwanto, A., & Sudargini, Y. (2022). Exploring Factors Affecting the Purchase Intention of Halal Food Products: An Empirical Study on Student Consumers. *INTERNATIONAL JOURNAL OF SOCIAL AND MANAGEMENT STUDIES (IJOSMAS)*, 2(04), 21–31. <https://www.ijosmas.org>
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*. <https://doi.org/10.1108/PRR-07-2022-0093>
- Ragatirta, L. P., & Tiningrum, E. (2021). Pengaruh Atmosphere Store, Desain Produk dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus di Rown Division Surakarta). *Excellent*, 7(2), 143–152. <https://doi.org/10.36587/exc.v7i2.793>
- Syarifuddin, S., Mandey, S. L., Tumbuan, W. J. F. A., & Maramis, J. B. (2022). Marketing Strategy: Increasing Consumers Loyalty through Trust in the Halal Certificate and Logo displayed in North Sulawesi Restaurants. *Asian Journal of Management, Entrepreneurship and Social Science*, 2(04), 268–291.
- Triana, D., Rosalina, E., & Hatussaadah, S. F. (2023). The Relationship Between Halal Knowledge And Perception With The Attitude Of Buying Halal Food In The Consumer Community In Jambi City. *Educational Journal of History and Humanities*, 6(3), 2094–2106. <http://jurnal.unsyiah.ac.id/riwayat/>
- Tupty, Z., Simarmata, K. S., & Arif, M. (2022). Faktor – Faktor Kinerja Karyawan Dengan Motivasi Kerja Sebagai Variabel Intervening. *MANEGGIO:Ilmiah Manjaemen Magister Manajemen*, 5(2), 16. <http://jurnal.umsu.ac.id/index.php/MANEGGIO>
- Widjaja, G. (2022). What Experts Tell about Integrated Marketing Communication for Effective Business Promotion and Sale Strategy. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 5(1), 48-62. <https://doi.org/10.31538/ijse.v5i1.1661>

- Zaki, M., & Saiman, S. (2021). Kajian tentang Perumusan Hipotesis Statistik Dalam Pengujian Hipotesis Penelitian. *JiIP - Jurnal Ilmiah Ilmu Pendidikan*, 4(2), 115–118. <https://doi.org/10.54371/jiip.v4i2.216>
- Zikry Ramadhan, & Faizi, F. (2023). Determinants of Purchase Decision on Halal Product: The Mediating Effect of Halal Certification. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 5(2), 187–214. <https://doi.org/10.24239/jiebi.v5i2.180.187-214>
- Zubaydah, R. (2020). Analisis Keputusan Pembelian Berdasarkan Promosi Dan Citra Merek Analysis of Purchase Decisions Based on Promotion and Brand Images. *CERMIN: JURNAL PENELITIAN*, 4(1), 122–132.