
**THE EFFECT OF HALAL LABELING PRICES AND CERTIFICATION ON
CONSUMER INTEREST IN BUYING MSME BUSINESSES (CASE STUDY:
MSME LAZZATO MUCHTAR BASRI)**



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Abstract

The food and drink sector in Indonesia is growing rapidly, fueled by an increasing demand for halal items from Muslim customers. This study aims to evaluate the impact of halal label certification and pricing on consumer interest in buying from Lazzato Muchtar Basri UMKM. The approach used in this research is quantitative, applying an associative research framework. The study focuses on all customers of Lazzato Muchtar Basri UMKM, with a sample of 83 respondents chosen based on the Slovin formula. The approach for collecting data utilized a survey that featured a Likert scale. The results of the study showed that price has a strong influence on consumers' willingness to buy, while halal label certification does not notably impact consumers' purchasing interest. This is shown by the results of the partial test (t-test) related to the price variable, which reveals a value of 0.001, which is less than zero. At the same time, the pricing and labeling of halal products greatly affect consumers' willingness to buy these small and medium-sized enterprises (SME) goods. These findings underscore the importance of implementing competitive pricing strategies and obtaining halal certification to enhance the buying interest of Muslim consumers.

Keywords: Halal Label Certification, MSMEs, Consumer Interest

INTRODUCTION

The food and beverage industry in Indonesia is currently experiencing rapid development in line with technological advances and digitalization. Based on data (Kemenperin.go.id., 2022), the food and beverage sector in the second quarter of 2024 showed growth of 5.53%, with the contribution to Gross Domestic Product (GDP) reaching 6.97% in the first quarter of 2024. On the contrary, digitalization has made it easier for micro, small, and medium enterprises (MSMEs) to market their products through e-commerce platforms, with total transactions reaching IDR 453.75 trillion in 2023. These developments show that the food and beverage sector, including Micro, Small, and Medium Enterprises (MSMEs), has enormous opportunities in the national economy. The role of MSMEs as strategic partners in a country's economy is crucial, not just as a subsidiary or branch of a large entity, but as a type of business owned by individuals or groups of people (Hayati Riska & Dahrani, 2022).

Indonesia, which has a majority Muslim population of 87.2% of the total population, which is around 207 million people, (BPS.go.id., 2024), makes the halal aspect of products a very important factor in consumer behavior. This statement is in accordance with the instructions contained in the Qur'an, especially in Surah Al-Baqarah verse 168 and An-Nahl verse 115, which instruct Muslims to consume halal and high-quality food. This is in line with the instructions contained in the Qur'an, especially in Surah Al-Baqarah verse 168 and An-Nahl verse 115, which encourage Muslims to eat foods that are allowed. Therefore, the existence of halal labels acts as a guarantee that is not only legal but also meets religious aspects, thus providing a sense of security and trust to consumers when choosing products. In order to maintain sustainability, companies are expected to be more creative and have the right and careful strategy to be able to survive in the global economic development in the halal and quality food sector (Dahrani & Maslinda, 2022).

In addition to the halal factor, price is also one of the important elements that influence consumers' purchasing decisions. Price shows the value and quality of a product, and is an important factor in competition in the market. An appropriate pricing strategy can attract the attention of consumers, especially in the MSME sector that competes in a very tight market (Ratnaningtyas et al., 2022). Lazzato Muchtar Basri MSMEs, as one of the business actors in the food sector, face challenges in maintaining competitive prices while ensuring the halalness of their products. However, the reality shows that these MSMEs have not fully utilized halal certification on their product packaging, even though the products distributed come from halal-certified manufacturers.

Although research on the impact of halal prices and labels on buyer interest has been widely conducted, most studies focus more on the broader context or on products that already have a clearly visible halal label. The desire to buy halal-labeled food, the safety of halal-labeled food, and the understanding of halal-labeled food have a significant and positive impact on consumer purchase intention. This shows that accurate and reliable information is very important in the Indonesian market (Izza & Akbar, 2023). This study identified a gap specific to Lazzato Muchtar Basri MSMEs, where the products distributed came from halal-certified manufacturers, but these MSMEs have not fully displayed halal certification on their product packaging visually to consumers. This phenomenon creates a discrepancy between the goodwill of Muslim consumers to choose halal products and the absence of adequate

visual information at the point of purchase, which has the potential to create an attitude-behavior gap as often discussed in the sharia marketing literature. Thus, the gap in this study lies in the lack of an in-depth understanding of how price factors and the existence of halal certification (even though they are not visually displayed on MSME packaging) simultaneously affect consumer buying interest in the specific case of Lazzato Muchtar Basri MSMEs. This study aims to bridge this gap by empirically analyzing how the two factors interact and influence buying interest, as well as provide practical implications for MSMEs in managing pricing strategies and the importance of halal certification as part of sharia business values that can increase competitiveness.

Based on this explanation, this research was conducted to provide solutions to the questions asked: (1) Does price affect consumer interest in buying in Lazzato Muchtar Basri MSMEs? (2) Does halal labeling certification affect consumer interest in buying? (3) Does the price and halal labeling certification simultaneously affect consumer interest in buying in Lazzato Muchtar Basri MSMEs?

This study is expected to be able to contribute to MSME actors, especially in the management of pricing strategies and the importance of halal certification as part of sharia business principles and Islamic religious education in entrepreneurial practices.

REVIEW OF LITERATURE

Price

Price is one of the components in the marketing mix that is most customizable and directly impacts consumer revenue and views (Kotler & Keller, 2016). According to (Kartini, 2024), Price not only represents the monetary value of a product, but also reflects the psychological value and view of quality in the minds of consumers. In a marketing strategy, price can be a tool to put a product in a certain position in the market.

According to price theory in Islamic economics, prices must be set with the principles of justice and equality, avoiding elements of fraud (*gharar*), manipulation (*najasy*), and the practice of usury. (Tafonao, 2024) emphasizes that prices in Islam are prices that are voluntarily agreed upon between sellers and buyers without coercion and in accordance with the actual value of the goods.

Factors influencing pricing (Zhahra Lubis et al., 2024):

- Demand and supply.
- Production and distribution costs.
- Competitor strategy.
- Economic conditions and consumer purchasing power.
- The image and position of the product in the market.

In the context of MSMEs, reasonable and competitive prices are the key so that products can compete and attract consumer buying interest. Consumer perception of price is not only based on monetary costs, but also perceived value and product quality (Zeithaml, 1988). Strong brand values can influence consumers' perception of product quality and their willingness to pay a premium price (Aaker, 1991).

Halal Certification and Labeling

In addition to the legality factor, belief in halal products has a positive effect on purchase intentions and consumer behavior. In addition, the level of consumer religiosity

also influences the desire to buy halal products (Zafar & Abu-Hussin, 2025). Halal label certification is a mark on the product packaging that shows that the product has been recognized as halal by an official institution, namely the Halal Product Assurance Agency (BPJPH). In accordance with Law Number 33 of 2014 concerning Halal Product Assurance, halal certification is the recognition of the halalness of a product issued by BPJPH based on a written opinion from the Indonesian Ulema Council (MUI).

In the food industry, factors such as safety, quality, and conformity with cultural or religious norms (such as halal) greatly influence consumer choices (Grunert, 2005). (Jamaedi et al., 2024) stated that halal labeling plays a dual role: as a guarantee of sharia compliance and as a guarantee of product quality, cleanliness, and safety. Concerns about food safety can significantly affect purchasing decisions and consumers' willingness to pay for products (Kajale & Becker, 2014). For Muslim consumers, the existence of halal labels is a symbol of trust that greatly influences purchasing decisions. This is reinforced (Syafitri et al., 2022), who found that halal labels have a positive impact on building consumer loyalty and increasing product added value in the eyes of the public.

The commandment to eat halal food is enshrined in the Qur'an, including:

- *Al-Baqarah (2): 168:*
"O man! Eat of what is lawful and good on earth, and do not follow the footsteps of Satan. Truly, Satan is a real enemy to you."
- *An-Nahl (16): 115:*
"Indeed, Allah has forbidden for you carcasses, blood, pork, and anything that is slaughtered by mentioning names other than Allah."

Thus, the halal label is not only a positive legal aspect, but also an aspect of worship and moral education inherent in the economic transactions of the Muslim community.

Consumer Interest in Buying

Buying interest is the impulse in consumers to make purchases as a result of internal and external stimuli. The intention to behave (buying interest) is influenced by attitudes towards the behavior itself, subjective norms, and perceived control over the behavior (Ajzen, 1991). According to (Mochtar et al., 2022), buying interest is a psychological stage before a purchase decision that is influenced by attitudes, perceptions, and beliefs towards the product.

Factors that affect buying interest (Kartini, 2024):

- Price perception.
- Product quality.
- Brand reputation.
- Promotions and previous experience.
- Trust, including trust in halal labels.

Buying interest is formed when consumers feel confident that the product is in accordance with their needs and the values they adhere to, including halal values. Consumer trust in the product, including trust in labels or certifications, is an important factor in purchase intent (Nguyen & Dang, 2019). Brand reputation and product image influence consumer confidence and purchasing decisions (Keller, 1993). This is especially relevant in Muslim society, where the halal-thayyib aspect is an important consideration in consumption.

4. Relationship Between Variables

Based on previous theories and research, the relationship between price, halal labeling, and buying interest can be explained as follows:

- **Price → Buying Interest**
Prices that match quality and purchasing power will increase consumer intention to buy. Prices that are too high or do not match the perception of value can reduce buying interest.
- **Halal Labeling → Buying Interest**
Halal labels increase consumer confidence and comfort in choosing products. Halal-certified products are preferred because they provide guarantees in accordance with sharia (Syafitri et al., 2022).
- **Halal Prices and Labeling → Buying Interest**
The combination of competitive prices and halal labels can be an effective strategy to attract and retain Muslim consumers (Banurea & Riofita, 2024).

RESEARCH METHOD

In this study, the researcher applied a quantitative research method, which is a method that reveals the data, mainly in the form of numbers (Kusumam & Kurniawati, 2022). This research has associative characteristics. (Ani et al., 2021) Associative research is a way of formulating research problems that study the relationship between two or more variables. There are three variables to be studied, where the independent variable (X1) is Price and Halal Labeling (X2), while the dependent variable (Y) is Interest to Buy.

This research was conducted at Lazzato Muchtar Basri, Glugur Darat II, East Medan District, Medan City, North Sumatra 20238. The research schedule is planned to last for three months, starting from February 2025 to April 2025, located at Lazzato Muchtar Basri, Glugur Darat II, East Medan District, Medan City, North Sumatra 20238. The number of samples used was 83 respondents, which was determined by the Slovin formula with a margin of error of 10%. This research has complied with applicable research ethical standards to protect respondents' rights and privacy. Before data collection is carried out, the researcher ensures that each participant understands the research objectives, data collection procedures, and their right to participate voluntarily or decline participation without negative consequences. Informed consent was obtained from all respondents before the questionnaire was distributed. In addition, the confidentiality of the respondents' identities and personal data is fully maintained, where the data collected is only used for the purposes of scientific analysis in this study and will not be misused or disseminated to other parties. All data obtained is anonymized to ensure respondents' privacy is maintained.

The data collection process was carried out by distributing a questionnaire that applied the Likert scale. Data analysis was carried out through the application of multiple linear regression, validation processes, reliability testing, and testing of classical assumptions such as normality, heteroscedasticity, and linearity, in addition to t-tests (partial) and F-tests (simultaneous). Multiple linear regression tests, validity tests, reliability tests, classical assumption tests, as well as t-tests (individually) and F-tests (simultaneously) are commonly used statistical methods to analyze the relationships between variables in quantitative research (Hair et al., 2010).

RESULTS AND DISCUSSION

This study uses questionnaires taken from several questions for variables X1, X2, and Y to be used as data processing materials. X1 is Price, X2 is Halal Labeling, and Y is Consumer Interest in Buying.

Business management steps to operate efficiently are to carry out planning that includes the collection of potential resources in the business environment. This includes raw materials, funding sources, labor, market opportunities, marketing plans to be implemented, as well as service systems in the business (Dahrani & Siregar, 2022)

Based on the results of the questionnaire that has been distributed to 83 respondents, the results of the research were obtained, which were processed using the SPSS application. For the X1 variable, which is the price variable, the results are found if most of the respondents give a "Strongly Agree" response to the statement that the price of Lazzato Muchtar Basri MSME products is in accordance with quality, affordable, and encourages repeat purchases. For example, 42% of respondents strongly agree that product prices are affordable, and 36% say prices provide good value for money.

For the Halal Labeling variable, results were found if respondents showed high attention to halal labeling. 61% strongly agree that they always look for halal labels before purchasing, and 52% strongly agree that halal labels increase their confidence in products. The availability of clear and adequate information about products can reduce ambiguity and increase consumer purchase intent (Thøgersen, 2006).

Meanwhile, for the Buying Interest variable, the results were found if the buying interest was shown by the dominance of the answers "Strongly Agree" and "Agree" in the statement of intention to buy the product, try various product variants, and satisfaction with the product quality. For example, 45% of respondents strongly agreed that they were satisfied with the quality of Lazzato Muchtar Basri's MSME products.

Based on the statistical results of the f test, it can be seen that the significant value of the Deviation from Linearity Sig. is 0.476 where the value is more than 0.05 so that it can be concluded that there is a significant liner relationship between the variables Price (X1), Halal Labeling (X2) and Consumer Interest in Buying (Y).

Table 1
F Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
MINAT KONSUMEN MEMBELI * HARGA	Between Groups	(Combined)	4698.192	25	187.928	7.688	<.001
		Linearity	4108.605	1	4108.605	168.074	<.001
		Deviation from Linearity	589.588	24	24.566	1.005	.476
	Within Groups		1393.374	57	24.445		
Total			6091.566	82			

The results of the t-test show a significant value (Sig.) of 0.001 for the Price variable (X1), which is smaller than 0.05. Therefore, it can be concluded that Price (X1) affects Consumer Interest to Buy (Y). The significant value for Halal Labeling (X2) is 0.153, which means that it can be concluded that Halal Labeling (X2) does not affect Consumer Interest in Buying (Y).

Table 2
Test Results t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.362	3.112		-.116	.908		
	HARGA	.807	.122	.699	6.599	<.001	.354	2.826
	LABELISASI HALAL	.166	.115	.153	1.441	.153	.354	2.826

a. Dependent Variable: MINAT KONSUMEN MEMBELI

Based on the output in the determination calculation table below, it is known that the value of the determination coefficient or R Square is 0.683, which means that the influence of the variables Price (X1) and Halal Labeling (X2) on Consumer Interest in Buying (Y) is 68.3%.

Table 3
Results of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.826 ^a	.683	.675	4.915	1.983

a. Predictors: (Constant), LABELISASI HALAL, HARGA

b. Dependent Variable: MINAT KONSUMEN MEMBELI

Discussion

The results of this study strengthen the theory that price is an important element in the marketing mix that influences consumer behavior. Prices that are in accordance with consumer value perceptions can increase purchase intent. Lazzato Muchtar Basri MSMEs are considered to be able to offer competitive prices and commensurate with product quality, thus influencing consumer buying interest, as emphasized by (Banurea & Riofita, 2024) that price can be a symbol of product value that influences purchase decisions.

These findings are consistent with the basic theories in marketing expressed by experts. According to (Kotler & Armstrong, 2028), Price is one of the most customizable components in the marketing mix and directly influences consumer revenue and outlook. Price not only serves as a medium of exchange, but also as an indicator of quality and a determinant of value in the minds of consumers.

The findings (Putri & Sjabadhyni, 2025) that halal certification has a significant positive impact on purchase intent, while halal awareness is not always significant, can provide additional perspective. This is in line with the conditions in Lazzato Muchtar Basri MSMEs, where the absence of a halal label that is clearly displayed at the sales location, even though the product comes from a certified source, can be one of the factors why halal labeling does not show a significant influence partially. This indicates a gap between consumers' knowledge of the halalness of products in general and their ability to verify halalness at the point of purchase.

The findings illustrate a phenomenon known in consumer behavior studies as the attitude-behavior gap. Studies (Liza Nora & Nurul Sriminarti, 2023) show that subjective attitudes and norms have a positive and significant effect on the intention to buy halal

products, with religiosity acting as a moderator that strengthens this relationship. In this case, the presence or absence of a halal logo is not a barrier that breaks the relationship between consumers' positive attitudes and purchasing actions.

The study to test the simultaneous influence of all independent variables on dependent variables was carried out using the Determination Coefficient Test (R^2). It is known that the value of R squared (R^2) is 0.683. This figure is an important indicator that reflects the overall strength of the research model.

These findings suggest that consumers only consider the functional aspects of the product and do not consider religious values too much in their decision-making. This is a lesson for MSMEs that price can influence buyer decisions.

Research by (Koc et al., 2024) shows that trust and religiosity are important factors that influence the intention to purchase halal products, with consumer attitudes serving as indirect mediators in this relationship. The findings on Lazzato MSMEs are in line with the economic factor (Price) being the main factor in buying interest.

Thus, the practical application of this study shows that Lazzato Muchtar Basri MSMEs and similar MSMEs must prioritize halal label visualization, even though the results of the study show that halal labeling has not had a significant influence on buying interest. This shows that there is an attitude-behavior gap where the positive intentions of Muslim consumers towards halal products are not always reflected in the purchase action due to the absence of adequate visual information at the point of sale. Therefore, MSMEs are highly recommended to actively take care of and display the logo and halal certification number on every product packaging sold directly to consumers.

The availability of clear and adequate visual information about the product can reduce ambiguity and significantly increase consumer purchase intent, especially for those who prioritize the halal aspect. In addition, MSMEs can consider proactively communicating about the halal status of their products, for example through social media or information at the point of sale, to build trust and ensure consumers are aware of the product's halal guarantee. Maintaining a competitive pricing strategy and aligning with product quality remains an important driver of buying interest, as demonstrated significantly in this study. Finally, building a brand image that is not only affordable but also trustworthy and in line with the religious values of the majority of consumers will increase loyalty and overall positive perception.

Based on the results of the study (Dahrani & Syafitri, 2022), the variables Quality of Service, Product Quality, and Price have an impact on Customer Satisfaction. When customer expectations regarding the price of a product or service are in line with the benefits obtained, this will result in satisfaction.

For further research, there are several areas that can be explored further to enrich future understanding, especially in overcoming non-significant findings of halal labeling. First, further research can focus on the specific impact of halal label visualization clearly displayed on MSME product packaging on consumer buying interest and confidence, using experimental designs or comparative studies with MSMEs that have explicitly displayed halal labels. This will provide stronger empirical evidence on the importance of label visibility in bridging the attitude-behavior gap. Second, investigating more deeply the situational and psychological factors that contribute to the attitude-behavior gap related to halal products in MSMEs through a qualitative approach, such as in-depth interviews or focus

group discussions, can reveal the reasons why positive attitudes towards halal are not always translated into purchasing behavior when visual information is not available. Third, identifying and analyzing the variables of moderators (e.g., levels of consumer religiosity, product involvement, or prior knowledge of halal certification) or mediators (e.g., risk perception, trust, or ease of verification) that may affect the relationship between price, halal labels, and buying interest in a more complex way is highly recommended. Fourth, analyzing how digital and e-commerce platforms can be effectively utilized by MSMEs to communicate the halal status of their products, especially when physical labels are not always clearly visible, is also a promising area of research. Finally, conducting case studies on MSMEs with different types of products and different halal label visualization statuses will help test the generalization of findings.

CONCLUSION

From the results of data analysis and hypothesis tests carried out in the research on the impact of price and halal label certification on consumer buying interest in Lazzato Muchtar Basri MSMEs, it can be concluded as follows:

1. Price (X1) has a positive and significant effect on Consumer Interest to Buy (Y). Based on the Partial Test (t-test) shows a significance number of 0.001, which is below 0.05. These results show that consumers' positive views on prices that are considered reasonable, competitive, and in line with quality are the main factors that increase their interest in buying products from Lazzato Muchtar Basri MSMEs.
2. Halal Label Certification (X2) does not have a significant impact on Consumer Interest to Buy (Y). Based on the Partial Test (T test) the significance value obtained is 0.153, which is higher than 0.05. This finding does not indicate that the halal label is irrelevant to the customer, but rather is due to the special conditions at the research site, where the halal logo is not clearly visible, even though the product comes from a certified source. As a result, halal labels cannot be used as a factor that directly affects consumers' purchasing decisions at that time.
3. Price (X1) and Halal Labeling Certification (X2) simultaneously have a significant effect on Consumer Interest to Buy (Y). A coefficient of determination (R^2) test showed a value of 0.683, indicating that the two variables together could explain 68.3% of the change in consumer interest in buying. This means that this research model has a good ability to predict consumer buying interest, where the combination of price factors and attitudes towards halal is the main influencing aspect.

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