

# DETERMINANTS OF PURCHASE DECISION ON HALAL PRODUCT: THE MEDIATING EFFECT OF HALAL CERTIFICATION

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## ABSTRACT

Many food and beverage products circulating among Muslim communities do not meet the standards for halal products, one of which is the display of halal certification labels. Halal certification is a major factor in a Muslim's purchase decision as part of observing Islamic law in terms of food and beverages. This study aimed to analyze the extent to which religiosity, viral marketing, and price affect the purchase decision of halal products for the Muslim community through halal certification as a mediation variable. The research model was quantitative and involved 174 respondents with non-probability sampling and purposive sampling techniques. This study used primary data collected through questionnaires in Google Forms distributed through social media. The analysis technique utilized the Smart PLS software. The main findings confirm that religiosity and viral marketing have a significant influence on the decision to purchase halal products directly. In contrast, prices do not have a significant effect on the decision to purchase halal products directly. Meanwhile, the halal certification testing is mediation, and it is not able to mediate the relationship between religiosity, viral marketing, and price variables towards the purchase decision of halal products indirectly. A limitation of this study is the lack of references to halal certification as a mediating variable. The variables used are still limited to three independent variables, and the respondents obtained are still dominated by students and Generation Z. For further research, it is recommended to use independent variables other than those used in this study and embrace respondents from the general public.

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## 1. INTRODUCTION

As the country with the largest Muslim population in the world, Indonesia

has a Muslim population of 237.56 million people or 86.7%, according to the Royal Islamic Strategic Studies Center (RISSC)<sup>1</sup>, making Indonesia interested in the

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<sup>1</sup> RISSC, 'The Royal Islamic Strategic Studies Center', 2022.

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circulation of safe and halal products because the main consumers are Muslim communities. The protection and certainty of a product's halal state are the main focus, especially for local and international consumers.<sup>2</sup> A product can be said to be halal if it has undergone a product-testing process to obtain proof of halal, called a halal certificate.

Consumers' purchasing decisions are important for business sustainability. Companies earn high profits, and customer loyalty is maintained when buying products or services.<sup>3</sup> In Indonesia, there are several characteristics of consumer behavior, including short-term thinking, unplanned thinking, prestige, lack of care for the environment, and religiosity.<sup>4</sup> In Islam, purchasing decisions reflect an individual's connection with God. Every consumption activity was included in Allah's worship. Rationality-enhanced beliefs and truths based on the Qur'an and Sunnah have become the basis for purchasing decisions from an Islamic perspective.<sup>5</sup>

The purchasing decisions of Muslim consumers regarding halal products can be influenced by their levels of religiosity. Religiosity is a diversity that includes a

variety of things, not only in the ritual of worship but also in the relationship of an individual carrying out another activity.<sup>6</sup> Someone with a high level of religiosity will strictly consider the products they consume. It is allowed in some religions if he/she professes it because it is related to a person's beliefs and the rules that exist in that religion.<sup>7</sup>

**Table 1.** Jabodetabek Muslim Population

City / Region	Percentage
DKI Jakarta	83,81%
Bogor	87,34%
Depok	93,1%
Tangerang	89,38%

Source: BPS 2021 & Katadata.co.id

In addition to religiosity, viral marketing can influence the decision to purchase halal products. Viral marketing is a marketing strategy carried out through the dissemination of information about a product or opinion through word of mouth or by using social media in the surrounding environment.<sup>8</sup> Viral marketing is one of the most accurate marketing strategies. When a product or service is accepted and becomes viral, it becomes widely known to the public. Price is another factor that affects consumer purchase decisions. Price

<sup>2</sup> Wanto Wanto and Samsuri Samsuri, 'Sertifikasi Halal Dan Implikasinya Bagi Bisnis Produk Halal Di Indonesia', *Al Maal: Journal of Islamic Economics and Banking* 2, no. 1 (2020): 98, <https://doi.org/10.31000/almaal.v2i1.2803>.

<sup>3</sup> Dahlia Mahdaleni, Anriza Witi Nasution, and Afifah Faradilasari Harahap, "Pengaruh Sertifikasi Halal Terhadap Keputusan Pembelian Chatime Mahasiswa Islam Politeknik Negeri Medan Melalui Gofood," *Prosiding Konferensi Nasional Social & Engineering Polmed (KONSEP)* 3, no. 1 (2022): 361-368.

<sup>4</sup> Fathan Budiman, 'Sertifikasi Halal Bagi Masyarakat Kabupaten Boyolali Jawa Tengah (Studi Tentang Keputusan Pembelian Produk Herbal Penawar Alwahida Indonesia)', *Jurnal Ilmiah Ekonomi Islam* 6, no. 2 (2020): 379-88, <https://doi.org/10.29040/jiei.v6i2.1192>.

<sup>5</sup> Rafidah Rafidah, Rabiyyatul Alawiyah, and Muliya Muliya, "Pengaruh Literasi Keuangan Syariah, Religiusitas Dan Gaya Hidup Terhadap Perilaku

Konsumtif Pada Mahasiswa," *Jurnal Economina* 1, no. 1 (2022): 49-62.

<sup>6</sup> Anisa Eka Pratiwi, Hari Purwanto, and Heny Sidanti, "Pengaruh Halal Awareness Dan Religiusitas Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Empiris Masyarakat Kota Madiun)," in *SIMBA: Seminar Inovasi Manajemen, Bisnis, Dan Akuntansi*, vol. 4, 2022.

<sup>7</sup> Fadilah Pratama and Suwanto Suwanto, 'Pengaruh Labelisasi Halal, Label BPOM Dan Religiusitas Terhadap Keputusan Pembelian Pada Mahasiswa FEB Universitas Muhammadiyah Metro', *Jurnal Manajemen DIVERSIFIKASI* 1, no. 3 (2021): 505-20, <https://doi.org/10.24127/diversifikasi.v1i3.677>.

<sup>8</sup> Jessica Tanuwijaya and Rachman Mulyandi, 'Pengaruh Viral Marketing Dan Turbo Marketing Terhadap Keputusan Pembelian Skincare Somethinc', *Jurnal Sosial Sains* 1, no. 5 (2021): 368-73, <https://doi.org/10.59188/jurnalsosains.v1i5.81>.

is also a consumer factor that determines a product's purchase. The price level set by the manufacturer is a benchmark for consumers requesting a product. Thus, price plays an important role in purchase decisions. The number of sales of a product will not be maximized when the price set by the manufacturer is wrong, which ultimately results in decreased sales and reduced market share.<sup>9</sup>

In Indonesia, areas with high population densities have led to the creation of capital cities and their surrounding areas. Jakarta, Bogor, Depok, Tangerang, and Bekasi had high population densities. Based on data from

the Central Bureau of Statistics and Katadata.co.id in Table 1, the Muslim population in the Greater Jakarta area in 2021 will have an average percentage above 80%. Depok became the region with the highest percentage of 93.1%, followed by the average of the percentage of the three regions of Tangerang, which reached 89.38%. Bekasi and Bogor were sequentially recorded at 88.14% and 87.34%, respectively, and Jakarta had the lowest percentage of the five regions at 83.81%. With the high percentage of the Muslim population in Jabodetabek, the Muslim community is obliged to consume halal products.

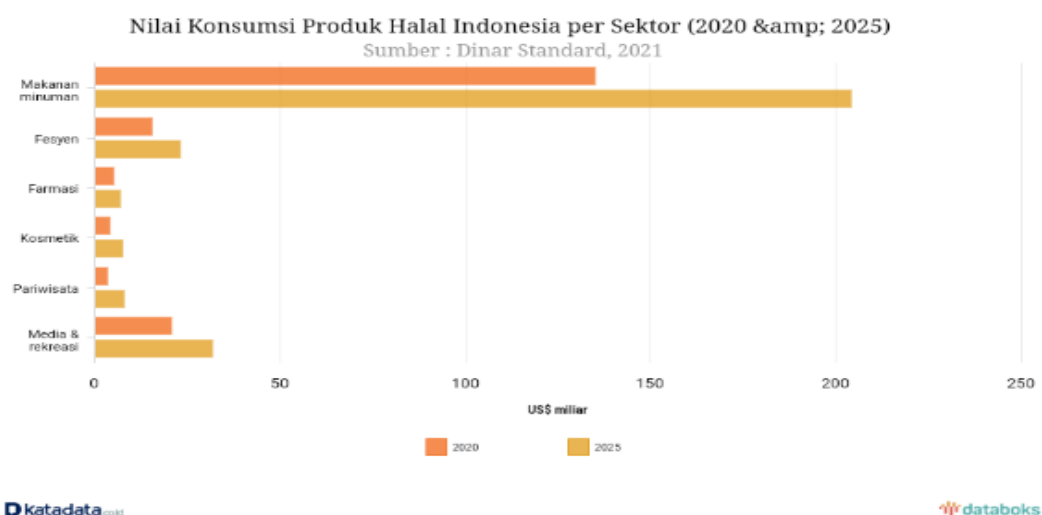


Figure 1. Consumption Value of Indonesian Halal Products by Sector (2020 & 2025)  
Source: Katadata.co.id

As shown in Figure 1, the highest consumption value of halal products in Indonesia was found in the food and beverage sector. In 2020, the consumption of halal food and beverage products in Indonesia amounted to 184 billion US dollars and is projected to increase to 282

billion US dollars by 2025, an increase of 53%. This demonstrates the urgency of halal certifications for food and beverage products, which is very noteworthy. Given that the density of the Muslim population in the Greater Jakarta area is very high, they need protection in their consumption

<sup>9</sup> Nur Aeni and Maya Tri Lestari, 'Pengaruh Label Halal, Citra Merek Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah', *Jurnal Ekonomi*

*Bisnis, Manajemen Dan Akuntansi (JEBMA)* 1, no. 2 (2021): 117-26, <https://doi.org/10.47709/jebma.v1i2.996>.

activities by making halal certification mandatory for the circulation of food and beverage products.

Previous studies that used variables similar to those used in the present study have yielded various findings. Religiosity, which has a significant influence on purchasing decisions, is concluded based on research by Pratiwi because Muslim consumers think that if they choose non-halal products, they have sinned.<sup>10</sup> While Fitria's research concludes that religiosity does not influence purchasing decisions because religiosity is not the main factor in product purchases, there are still other factors, such as trends.<sup>11</sup> In research on Nggilu, viral marketing has a significant effect on purchasing decisions, supported by Furqon's research, which states that viral marketing influences purchasing decisions and the price variable has a direct influence on purchasing decisions because consumers are sure of a price set according to product quality.<sup>12</sup>

Meanwhile, research conducted on Mongisidi price variables does not have a significant influence on purchasing decisions because consumers are more concerned with the uses and benefits of a product.<sup>13</sup> According to previous research,

the halal certification variable has no significant effect on purchasing decisions.<sup>14</sup> However, Muizzudin concluded that halal certification had a significant influence on purchasing decisions.<sup>15</sup>

Previous studies have not considered halal certification to be a mediating variable. It is important to test this variable to determine the extent to which its existence mediates the variables of religiosity, viral marketing, and price of the purchase decision of halal food and beverage products. Halal certification is a major consideration for production, consumption, and marketing.

Manufacturers make their first effort to sell products through branding or virality. In addition to implementing a price strategy that is cheap and affordable in all circles of society, they claim that their products were certified halal first. Likewise, many Muslim consumers still pay less attention to halal certification as the main consideration in their purchasing decisions. The density of the Muslim population in the Greater Jakarta area is of interest to the author, and halal products in the food and beverage sector are the focus of research on halal product objects. By making a halal certification, a mediation

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<sup>10</sup> Pratiwi, Purwanto, and Sidanti, "Pengaruh Halal Awareness Dan Religiusitas Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Empiris Masyarakat Kota Madiun)."

<sup>11</sup> Sarah Fitria Sarah and Yessy Artanti, 'Pengaruh Religiusitas Dan Kelompok Referensi Terhadap Keputusan Pembelian', *BISNIS: Jurnal Bisnis Dan Manajemen Islam* 8, no. 1 (2020): 37, <https://doi.org/10.21043/bisnis.v8i1.6732>.

<sup>12</sup> Nur Linna Isti Lisdiani and Arna Asna Annisa, 'Pengaruh Harga, Kualitas Produk Dan Pengetahuan Halal Terhadap Keputusan Pembelian Produk Fiesta Chicken Nugget Dengan Minat Beli Sebagai Variabel Intervening', *Invest Journal of Sharia & Economic Law* 2, no. 1 (2022): 79-91, <https://doi.org/10.21154/invest.v2i1.3830>.

<sup>13</sup> Sweetly Jane Mongisidi, Jantje Sepang, and Djurwati Soepeno, 'Pengaruh Lifestyle Dan Harga

Terhadap Keputusan Pembelian Sepatu Nike (Studi Kasus Manado Town Square)', *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7, no. 3 (2019): 2949-58, <https://ejournal.unsrat.ac.id/index.php/emba/article/view/24041>.

<sup>14</sup> Budiman, 'Sertifikasi Halal Bagi Masyarakat Kabupaten Boyolali Jawa Tengah (Studi Tentang Keputusan Pembelian Produk Herbal Penawar Alwahida Indonesia)'.

<sup>15</sup> Muizzudin Muizzudin and Siti Amelia Kisty, 'Pengaruh Sertifikasi Halal, Citra Merek, Dan Harga Terhadap Keputusan Pembelian Minuman Teh Botol Sosro (Studi Kasus Pada Mahasiswa Pendidikan Tinggi Islamic Village)', *Islamomics: Journal of Islamic Economics, Business and Finance* 10, no. 2 (2020): 137-51, <https://doi.org/10.47903/ji.v10i2.132>.

variable automatically becomes the main differentiator and novelty of this research compared to previous studies.

## 2. LITERATURE REVIEW

### 2.1. Purchase Decision

Consumer buying decisions are inseparable from consumer behavior. According to Schiffman and Kanuk, consumer behavior theory is an analysis of consumer behavior related to how a person decides to utilize resources such as money, effort, and time sacrificed when buying a product for use or consumption.<sup>16</sup> Purchasing decisions refer to how consumers invest resources, such as money and time, in choosing, buying, and utilizing goods or services to meet their needs.<sup>17</sup> According to Kotler, the purchase decision in Vera Andini is the stage at which consumers make a purchase or trade to have these goods or services based on their choices.<sup>18</sup> Kotler also explained that the purchase decision is intended as a problem-solving process that consists of identifying post-purchase needs and desires. In assessing purchasing decisions, Kotler and Keller, as outlined in the Journal of Cesariana, present a comprehensive set of indicators to gauge consumer behavior.<sup>19</sup> The initial stage involves the recognition of a problem, wherein consumers embark on a journey to

acquaint themselves with a brand that aligns with their specific needs.

This is followed by the active pursuit of information about the brand, with media playing a pivotal role as a supporting factor that aids consumers in discerning the distinct advantages of a particular brand. Subsequently, consumers enter the phase of evaluating alternative options, meticulously weighing the attributes of various brands to pinpoint the most suitable ones among the available alternatives. The decision-making process reaches its culmination as consumers confidently make their purchase decisions, signifying a sense of trust and assurance in the chosen brand. Beyond the point of purchase, the final indicator revolves around post-purchase attitudes, where positive sentiments and feelings manifest among consumers after experiencing the product associated with the selected brand. Together, these indicators provide a comprehensive framework for understanding and analyzing the multifaceted journey that consumers undertake in making informed and satisfying purchasing decisions.

### 2.2. Religiosity

Jannah and Al-Banna define religiosity as a person's attitude based on behaving through religious values. Religiosity is a form of action in life about

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<sup>16</sup> Lisdiani and Annisa, 'Pengaruh Harga, Kualitas Produk Dan Pengetahuan Halal Terhadap Keputusan Pembelian Produk Fiesta Chicken Nugget Dengan Minat Beli Sebagai Variabel Intervening'.

<sup>17</sup> Isaac Ahakwa et al., 'The Effects of Job Autonomy, Organizational Learning, and Work Environment on Organizational Commitment of Public Sector Employees in the Ashanti Region of Ghana', *International Journal of Scientific Research and Management* 9, no. 1 (2021): 2099–2110, <https://doi.org/10.18535/ijorm/v9i1.em02>.

<sup>18</sup> Vera Andini, "Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Dengan Religiusitas

Sebagai Variabel Intervening Pada Usaha Pempek Di Kota Palembang," in *Forbiswira Forum Bisnis Dan Kewirausahaan-Sinta 4*, vol. 10, 2021, 137–148.

<sup>19</sup> Carmelia Cesariana, Fadlan Juliansyah, and Rohani Fitriyani, 'Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran)', *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 3, no. 1 (2022): 211–24, <https://doi.org/10.38035/jmpis.v3i1.867>.

religion or the belief that it professes.<sup>20</sup> This study examines the underlying religion of Islamic religiosity. Food consumption, cosmetics, banking, and Life Insurance have significant impacts on religious beliefs about a person's behavior. According to Pratiwi, religiosity is an attachment connection between God and Man, which makes a man dependent on all his life needs, be they spiritual or physical needs. Man will think and feel with the foundation of religious teachings in carrying out his life.<sup>21</sup>

Glock and Stark have systematically outlined five discernible indicators or dimensions of religiosity, providing a comprehensive framework for understanding an individual's religious beliefs and practices.<sup>22</sup> The first dimension, labeled the Dimension of Faith or Ideology, delves into the depth of a person's acceptance of dogmatic elements in their religion, encompassing beliefs in God, angels, heaven, and hell. Obedience to these tenets is considered pivotal in every religious following. The second dimension, the Dimension of Practice in Islam, encapsulates the tangible actions and rituals associated with religious devotion, such as prayers, fasting, zakat payment, pilgrimages, and various Muamalat practices like buying, selling, and consumption. Moving beyond practices.

The third dimension, the Experience or Experiential Dimension, explores the emotional and spiritual aspects of religiosity. It delves into the subjective

feelings individuals may encounter, such as closeness to God, fear of sin, the perception of answered prayers, and the sense of being saved by a higher power. The fourth dimension, the Dimension of Religious or Intellectual Knowledge, assesses an individual's understanding of their religion's teachings, emphasizing familiarity with sacred texts and religious laws. This encompasses a knowledge base ranging from the meaning of Al-Quran's content to the fundamental beliefs and practices outlined in Islamic teachings.

The final dimension, the Consequence Dimension, delves into the behavioral repercussions of religious beliefs, examining how an individual's actions are influenced by their religious convictions. It scrutinizes whether a person actively engages in benevolent acts such as helping others, visiting the sick, and giving alms, thereby gauging the impact of religious teachings on one's social conduct. Together, these five dimensions provide a comprehensive and nuanced perspective on the multifaceted nature of religiosity, encompassing beliefs, practices, experiences, knowledge, and their tangible consequences on an individual's behavior within a religious framework.

### 2.3. Viral Marketing

Wang and Street interpreted viral marketing as a process that influenced consumers through social media as a means of dissemination.<sup>23</sup> Viral marketing is used as a term in marketing techniques

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<sup>20</sup> Syayyidah M Jannah and Hasan Al-Banna, "Halal Awareness And Halal Traceability: Muslim Consumers' and Entrepreneurs' perspectives," *Journal of Islamic Monetary Economics and Finance* 7, no. 2 (2021): 285-316.

<sup>21</sup> Pratiwi, Purwanto, and Sidanti, "Pengaruh Halal Awareness Dan Religiusitas Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Empiris Masyarakat Kota Madiun)."

<sup>22</sup> Andini, 'Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Dengan Religiusitas Sebagai Variabel Intervening Pada Usaha Pempek Di Kota Palembang'.

<sup>23</sup> Wenjun Wang and W. Nick Street, 'Modeling and Maximizing Influence Diffusion in Social Networks for Viral Marketing,' *Applied Network Science* 3, no. 1 (2018): 1-26, <https://doi.org/10.1007/s41109-018-0062-7>.

for consumers who are active on social media, as well as for delivering messages to others so that the spread or influence on product sales is high and successful. Kotler and Keller defined viral marketing as a form of word-of-mouth marketing or from one click of the mouse to the next; in this case, social media activities encourage consumers to share stories related to products or services developed through writing, video, and audio to others online.<sup>24</sup> Viral marketing functions as a virus that can influence consumers quickly so that buying interest increases and sales potential remains the same.<sup>25</sup>

According to Kaplan and Haenlein, the success of viral marketing hinges on several crucial dimensions.<sup>26</sup> First, the selection of messengers plays a pivotal role in disseminating information effectively and creating a widespread impact. Identifying individuals with the ability to transform ordinary messages into viral phenomena, especially those with expertise in the market and strong social connections, is essential. Second, the content of the messages is paramount, requiring them to be unique, interesting,

memorable, and useful to facilitate their spread and potential adoption by a wider audience. Finally, the environment in which these messages are shared is equally critical, as it can determine the outcome of viral marketing efforts. Ensuring the right context and atmosphere are established becomes the differentiating factor between the success and failure of viral marketing campaigns.

#### 2.4. Price

Kotler and Armstrong defined price as the amount of money paid for goods or services because of the benefits, use, or ownership of a consumer who makes a transaction or exchange.<sup>27</sup> Alma stated that a price is a form of value expressed in the money of a good or service. Thus, price can affect the allocation of production factors because it is the basic measurement tool of an economic system. Price can also be interpreted as the amount of money required to acquire products and services.<sup>28</sup> According to Farida, price is the most important and integral element in a product.<sup>29</sup> Pricing can be a strength and key for producers to embrace consumers,

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<sup>24</sup> Monica Nggilu, Altje Tumbel, and Woran Djemly, 'Pengaruh Viral Marketing, Celebrity Endorser, Dan Brand Awareness Terhadap Keputusan Pembelian Pada Geprek Benu Manado', *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 7, no. 3 (2019), <https://doi.org/10.35794/emba.v7i3.23720>.

<sup>25</sup> Hsiang-Hsi Liu and Yu-Ning Wang, 'Interrelationships between Viral Marketing and Purchase Intention via Customer-Based Brand Equity', *Journal of Business and Management Sciences* 7, no. 2 (2019): 72-83, <https://doi.org/10.12691/jbms-7-2-3>.

<sup>26</sup> Andreas M Kaplan and Michael Haenlein, 'Two Hearts in Three-Quarter Time: How to Waltz the Social Media/Viral Marketing Dance', *Business Horizons* 54, no. 3 (2011): 253-63, <https://doi.org/10.1016/j.bushor.2011.01.006>.

<sup>27</sup> Kevin Prilano, Andriasan Sudarso, and Fajrillah Fajrillah, 'Pengaruh Harga, Keamanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada',

*Journal of Business and Economics Research (JBE)* 1, no. 1 (2020): 1-10, <https://doi.org/10.47065/jbe.v1i1.56>.

<sup>28</sup> et al., 'Pengaruh Harga Dan Promosi Terhadap Loyalitas Pelanggan Pengguna Jasa Transportasi Online Di Kota Medan', *Maneggio: Jurnal Ilmiah Magister Manajemen* 3, no. 1 (2020): 148-59, <https://doi.org/10.30596/maneggio.v3i1.4941>.

<sup>29</sup> Farida Elmi et al., 'Effect of Leadership Style, Organizational Culture and Emotional Intelligence to Learning Organization: On the Human Resources Development Agency of Law and Human Rights, Ministry of Law and Human Rights', *International Journal of Economic Research* 13, no. 8 (2016): 3635-54, [https://www.researchgate.net/publication/316584268\\_Effect\\_of\\_leadership\\_style\\_organizational\\_culture\\_and\\_emotional\\_intelligence\\_to\\_learning\\_organization\\_On\\_the\\_Human\\_Resources\\_Development\\_Agency\\_of\\_Law\\_and\\_Human\\_Rights\\_Ministry\\_of\\_Law\\_and\\_Human\\_Rights](https://www.researchgate.net/publication/316584268_Effect_of_leadership_style_organizational_culture_and_emotional_intelligence_to_learning_organization_On_the_Human_Resources_Development_Agency_of_Law_and_Human_Rights_Ministry_of_Law_and_Human_Rights).

especially lower-middle consumers, to remain competitive in the market. Riyono and Budiharja highlight key indicators that characterize pricing strategies, emphasizing four essential factors.<sup>30</sup> Firstly, an affordable price is crucial for market acceptance, ensuring that the product remains accessible to a broad range of consumers. Secondly, pricing based on the quality of the product establishes a fair correlation between the cost and the perceived value, influencing consumer perceptions and purchase decisions. Thirdly, maintaining competitive prices within the market is vital to garner consumer attention and withstand competition. Lastly, aligning prices with the benefits offered by the product creates a value proposition, reinforcing the perceived value for consumers and contributing to a successful pricing strategy.

### 2.5. Halal Certification

According to Handayani & Resti, halal certification is an acknowledgment based on a halal fatwa issued by the Indonesian Ulama Council (MUI) through a test carried out by The Halal Product Guarantee Organizing Agency (BPJPH) on a product. Zulham states that halal certification is a process of including labels to protect customers related to accurate information about the content or amount of product quality. According to Lada, the safety of Muslim consumers when choosing products that are *halalan thayyiban* according to religious sharia

must be accompanied by halal certification.<sup>31</sup>

Setyaningsih and Marwansyah identify five crucial indicators of halal certification, shedding light on the significance of ensuring adherence to Islamic principles in consumer products.<sup>32</sup> Firstly, the presence of a halal logo on the product is highlighted as a key indicator, signifying the product's compliance with halal standards. Secondly, the authors emphasize the importance of distinguishing between an authentic MUI halal logo and a counterfeit one, underlining the need for consumer awareness and education. Thirdly, the quality of halal-certified products is underscored, indicating that meeting halal standards does not compromise product excellence. Moreover, the rigorous testing of products bearing the halal logo is noted as a vital indicator, instilling confidence in consumers regarding the authenticity and compliance of the product. Lastly, the absence of doubt in consuming products with the Halal logo is highlighted, emphasizing the psychological assurance that the certification brings to consumers in terms of halal integrity and adherence to Islamic dietary guidelines.

### 2.6 Hypothesis Development

#### 2.6.1. Religiosity and Halal Certification

Religiosity and halal certification are complex topics and have been widely researched. Several studies highlight the impact of religiosity and halal certification

<sup>30</sup> Afrida Pratiwi, Dedi Junaedi, and Agung Prasetyo, 'Pengaruh Harga Terhadap Keputusan Pembelian Konsumen: Studi Kasus 212 Mart Cikaret', *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 2, no. 2 (13 July 2021): 150-60, <https://doi.org/10.47467/elmal.v2i2.473>.

<sup>31</sup> Anggi Angga Resti, 'Persepsi Generasi Milenial Dalam Memilih Produk Bersertifikat Halal Di Jakarta',

*Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 5, no. 1 (2022): 57-70, <https://doi.org/10.36778/jesya.v5i1.533>.

<sup>32</sup> Eka Dyah Setyaningsih and Sofyan Marwansyah, 'The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products', *Syi'ar Iqtishadi: Journal of Islamic Economics, Finance and Banking* 3, no. 1 (2019): 65, <https://doi.org/10.35448/jiec.v3i1.5515>.

on consumer shopping behavior. Basri and Kurniawati's research found that halal certification does not really affect the desire to buy which is influenced by religiosity.<sup>33</sup> This shows the complicated relationship between the two in influencing consumer purchasing decisions. Jannah and Al-Banna's research shows that the effect of religiosity on consumer halal awareness is not very significant, providing a deeper understanding of the complex interactions between these factors.<sup>34</sup> Bachtiar highlighted a strong correlation between religiosity and purchase intention on halal cosmetic products in Indonesia.<sup>35</sup>, adding to the understanding of the important role religiosity plays in shaping consumers' views towards halal-certified products.

**H1: The religiosity variable affects halal certification.**

### 2.6.2. Viral Marketing and Halal Certification

The relationship between viral marketing and halal certification has a major impact on consumer behavior and business performance. The selected references highlight the complexity of their interaction, with the example of Giyanti et al.'s research showing that viral marketing can promote halal standards and influence

purchasing decisions.<sup>36</sup> Khan et al. evaluated the potential of viral marketing in overcoming barriers to halal certification adoption and influencing consumer decisions.<sup>37</sup> Overall, these references provide important insights into how viral marketing can shape consumer attitudes and influence purchasing decisions regarding halal standards.

**H2: The viral marketing variable affects halal certification.**

### 2.6.3. Price and Halal Certification

The relationship between price and halal certification affects consumer behavior and business performance. Selected studies, such as Pebriani et al., highlight consumers' willingness to pay more for halal products and their influencing factors, including price.<sup>38</sup> References Davids & Sabrain complement this understanding by considering consumer satisfaction and the impact of the digital Halal era.<sup>39</sup> Overall, these references contribute important insights into the relationship between price and halal certification in the context of consumer and business behavior.

**H3: The price variable affects halal certification.**

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<sup>33</sup> Yuswar Zainul Basri and Fitri Kurniawati, 'Effect of Religiosity and Halal Awareness on Purchase Intention Moderated by Halal Certification', *KnE Social Sciences* 3, no. 26 SE-Articles (17 October 2019), <https://doi.org/10.18502/kss.v3i26.5403>.

<sup>34</sup> Jannah and Al-Banna, 'Halal Awareness and Halal Traceability: Muslim Consumers' and Entrepreneurs' perspectives'.

<sup>35</sup> Farahdiba Rahma Bachtiar, 'Halal Certification of Indonesian Cosmetics Products', *Nation State: Journal of International Studies* 5, no. 2 (2022): 119-39, <https://doi.org/10.24076/nsjis.v5i2.828>.

<sup>36</sup> Ida Giyanti et al., 'Halal Standard Implementation in Food Manufacturing SMEs: Its Drivers and Impact on Performance', *Journal of Islamic Marketing* 12, no. 8 (1 January 2021): 1577-1602, <https://doi.org/10.1108/JIMA-11-2019-0243>.

<sup>37</sup> Shahbaz Khan, Mohd Imran Khan, and Abid Haleem, 'Evaluation of Barriers in the Adoption of Halal Certification: A Fuzzy DEMATEL Approach', *Journal of Modelling in Management* 14, no. 1 (1 January 2019): 153-74, <https://doi.org/10.1108/JM2-03-2018-0031>.

<sup>38</sup> Diyan Pebriani, Donny Setiawan, and Ai Nur Bayinah, 'The Effect of Halal Certificate, Food Quality and Price on Consumers' Decision in Buying Aqeeqah Products', *Jurnal Ekonomi Dan Perbankan Syariah; Vol 11, No 1 (2023): Journal of Islamic Economics and Banking* DO - 10.46899/jeps.V11i1.422, 8 May 2023, <https://journal.sebi.ac.id/index.php/jeps/article/view/422>.

<sup>39</sup> Ziyaad Davids and Diana Sabrain, 'The Digital Halal Era: A Look into the New Normal', *Ekonomski Izazovi* 11, no. 22 (2022): 10-17, <https://doi.org/10.5937/ekoizazov2222010d>.

#### 2.6.4. Religiosity and Purchasing Decisions

Religiosity has been shown to significantly influence purchasing decisions in a variety of contexts. Research shows that religiosity plays an important role in shaping consumer behavior and attitudes toward products and services. For example, in the context of halal products, religiosity has been identified as a significant factor influencing purchase decisions.<sup>40</sup> The impact of religiosity on purchase decisions is not limited to specific product categories but also extends to ethical considerations and consumer loyalty.<sup>41</sup> This suggests that religiosity affects not only the purchase decision itself but also the underlying values and beliefs that shape consumer behavior.

**H4: Religious variables influence purchasing decisions.**

#### 2.6.5. Viral Marketing and Purchasing Decisions

The influence of viral marketing on purchasing decisions has been the subject

of extensive research. Research has explored various aspects of viral marketing and its impact on consumer behavior and purchasing decisions. Tannady and Alvita found that viral marketing has a partial influence on purchasing decisions, indicating its significance in shaping consumer behavior.<sup>42</sup> In addition, Rosyihuddin et al. highlighted the influence of viral marketing and product innovation on repurchase intentions through the mediation of purchase decisions, emphasizing the role of viral marketing in encouraging repeat purchases.<sup>43</sup> Furthermore, Fatah and Arsyad demonstrate the important role of viral marketing and brand image in influencing purchase decisions through e-trust, highlighting the interaction between viral marketing and consumer trust.<sup>44</sup> Fitriani et al. provide insights into the impact of viral marketing on purchase intentions, mediated by consumer behavior, particularly among TikTok users, demonstrating the relevance of viral marketing in shaping purchase intentions and behavior.<sup>45</sup>

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<sup>40</sup> Leni Susanti and Muhammad Yusuf, 'The Role of Religiosity to Purchase Decision of Halal Cosmetics in Youth,' in *Proceedings of the 2nd Borobudur International Symposium on Humanities and Social Sciences, BIS-HSS 2020, 18 November 2020, Magelang, Central Java, Indonesia* (EAI, 2021), <https://doi.org/10.4108/eai.18-11-2020.2311636>; N Akramunnas, Katman, N. M., Inayah, 'The Influence of Religiosity and Product Quality on the Purchase Decision of Muslim Clothes in E-Commerce In,' *Studi Manajemen, Ekonomi Dan Bisnis* 03, no. 1 (2022): 99–108, <https://doi.org/10.57096/return.v1i3.18>.

<sup>41</sup> Rosnaini Daga and Andi Jenni Indriakati, 'Religiosity, Social and Psychological Factors on Purchase Decisions and Consumer Loyalty,' *Jurnal Manajemen* 26, no. 3 (2022): 469–91, <https://doi.org/10.24912/jm.v26i3.941>; Sadiq and Muhammad Salman Ahmad, 'Buying US Products and Services: Religiosity, Animosity, and Ethnocentrism of Young Consumers,' *Journal of Islamic Marketing* 14, no. 5 (1 January 2023): 1188–1210, <https://doi.org/10.1108/JIMA-08-2021-0263>.

<sup>42</sup> 'The Influence of Viral Marketing and Product Quality on Purchase Decision on Contemporary Foods, Sang Pisang,' *Jurnal Multidisiplin Madani* 3, no. 2 SE-Articles (28 February 2023): 376–80, <https://doi.org/10.55927/mudima.v3i2.2388>.

<sup>43</sup> Muhammad Rosyihuddin, Sudarmiatin Sudarmiatin, and Agus Hermawan, 'The Influence of Viral Marketing, and Product Innovation on Repurchase Intentions through Mediation of Purchase Decision,' *Almana: Jurnal Manajemen Dan Bisnis* 6, no. 3 (2022): 568–81, <https://doi.org/10.36555/almana.v6i3.1962>.

<sup>44</sup> Muh. Al Fatah and Miftahul Jannah Arsyad, 'The Effect of Viral Marketing and Brand Image on Purchase Decisions Through E-Trust,' *Economics and Business Journal (ECBIS)* 1, no. 1 (2022): 9–16, <https://doi.org/10.47353/ecbis.v1i1.2>.

<sup>45</sup> Ike Fitriani, Hadita Hadita, and Dewi Puspaningtyas Faeni, 'The Impact of Viral Marketing on Purchase Intention Mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University),' *Journal of*

### H5: Viral marketing variables affect purchasing decisions.

#### 2.6.6. Price and Purchasing Decisions

Numerous studies show that the connection between price and buying choices is complex. Mardiana and Nuryakin focus on how price affects buying choices, especially for store-brand products in regular shops.<sup>46</sup> They find that price plays a big role in how people decide what to buy and stay loyal to a product. Monoarfa et al. recognize that price is important in Islamic retail, affecting how people decide what to buy.<sup>47</sup> Wanda and Pasaribu's research looks at the relationship between price and buying choices in small businesses after COVID-19, showing that price has a huge impact on decisions in the new economic situation.<sup>48</sup> Oktavian and Wahyudi talk about the complicated link between price and how people make decisions when buying, focusing on how people see the price.<sup>49</sup> Sutanto and Wulandari show how people's thoughts about price and product quality

influence what they want to buy, especially in terms of eco-friendly food packaging.<sup>50</sup> Lastly, Malelak et al. provide proof that price has a positive impact on buying decisions, confirming that price is a big factor in how people decide what to buy.<sup>51</sup> In short, looking at the price is crucial in understanding how people decide what to buy, regardless of the industry or economic situation.

### H6: The price variable affects purchasing decisions.

#### 2.6.7. Halal Certification and Purchasing Decisions

Halal certification has a complex and significant impact on purchasing decisions, as revealed in the vast and diverse literature. A recent study by Lee et al. highlights that halal certification labels consistently influence purchasing decisions for halal products, especially in the context of consumer behavior before and during the COVID-19 pandemic.<sup>52</sup> Herindar also found that halal certification has a substantial positive impact on

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*Sustainable Community Development (JSCD)* 4, no. 2 (2022): 84-91, <https://doi.org/10.32924/jscd.v4i2.72>.

<sup>46</sup> Mardiana Mardiana and Nuryakin Nuryakin, 'The Role of Brand Image, Promotion, Price There Is Trust and Purchasing Decisions towards the Loyalty of Private Label Products of the Traditional Retail Industry in Nunukan North Kalimantan,' *Journal of World Science* 1, no. 7 (2022): 474-84, <https://doi.org/10.58344/jws.v1i7.65>.

<sup>47</sup> Hilda Monoarfa et al., 'The Influences of Islamic Retail Mix Approach on Purchase Decisions', *Journal of Islamic Marketing* 14, no. 1 (1 January 2023): 236-49, <https://doi.org/10.1108/JIMA-07-2020-0224>.

<sup>48</sup> Meisya Wanda and Pananda Pasaribu, 'Mapping the Relationships between Price Discount, Perceived Quality, and Intention to Purchase Impulsively via e-Commerce', *Journal of Business, Management, and Social Studies* 2, no. 3 (2023): 130-39, <https://doi.org/10.53748/jbms.v2i3.46>.

<sup>49</sup> Rizky Ferrari Oktavian and Henky Wahyudi, 'The Influence of Product Quality and Price on Purchase Decisions', *Almana: Jurnal Manajemen Dan Bisnis* 6, no. 2

(2022): 379-92, <https://doi.org/10.36555/almana.v6i2.1911>.

<sup>50</sup> Iman Subejo Sutanto and Ririn Wulandari, 'The Effect of Price Perception and Product Quality on Consumer Purchase Interest with Attitude and Perceived Behavior Control as an Intervention Study on Environmentally Friendly Food Packaging (Foopak),' *International Journal of Science and Management Studies (IJSMS)*, no. February (2023): 85-99, <https://doi.org/10.51386/25815946/ijsms-v6i1p106>.

<sup>51</sup> Sonya Lisabel Malelak, Budi Setiawan, and Silvana Maulidah, 'Analysis of Marketing Mix on Customer Satisfaction: Empirical Study Of Purchasing Decision of East Nusa Tenggara Local Product', *Agricultural Socio-Economics Journal* 21, no. 4 SE-Articles (31 October 2021): 285-92, <https://doi.org/10.21776/ub.agrise.2020.021.4.4>.

<sup>52</sup> Tzong-Ru Lee et al., 'Consumer Decisions toward Halal Purchase before and during COVID-19 Pandemic: A Grey Relational Analysis Approach', *British Food Journal* 125, no. 9 (1 January 2023): 3351-67, <https://doi.org/10.1108/BFJ-10-2022-0926>.

purchasing decisions for halal food products, emphasizing its influence on consumer behavior and purchase intentions.<sup>53</sup> Overall, the literature confirms the crucial role of halal certification in shaping consumer behavior and purchasing decisions across different product categories and consumer segments, strengthening our understanding of the significant impact of halal certification in a diverse and dynamic market context.

**H7: The halal certification variable affects purchasing decisions.**

#### 2.6.8. Halal Certification Mediation

The mediation of halal certificates in the relationship between religiosity, viral marketing, price, and purchase decisions can be understood through several key studies. Bukhari et al. emphasized the importance of religiosity in purchasing decisions, providing a basic understanding of the role of religious beliefs.<sup>54</sup> Malik et al. highlighted the significance of halal certification in influencing consumer behavior and purchase intentions.<sup>55</sup> Dwijantoro et al. examined the effect of price, product quality, and promotion on purchasing decisions.<sup>56</sup> In summary, these references provide a comprehensive foundation for analyzing the mediating role of halal certificates in the complex relationship between these factors, as well

as their impact on consumer behavior and purchasing decisions.

**H8: Halal certification mediates the relationship between religiosity and purchasing decisions.**

**H9: Halal certification mediates the relationship between viral marketing variables and purchasing decisions.**

**H10: Halal certification mediates the relationship between price variables and purchasing decisions.**

### 3. RESEARCH METHOD

The data analysis technique used to answer all hypotheses was the structural equation model partial least squares (SEM-PLS) using the SmartPLS software. SEM-PLS has been used to predict and develop theories. In this case, endogenous latent variables are predicted, or key variables are identified when the research is exploratory or an extension of an existing structural theory. With the increasing interest of researchers, PLS is an appropriate method for analyzing nonlinear relationships in social research, business, and Information Systems.

Quantitative data were used in this study. According to Sugiyono, quantitative data are in the form of numbers, and statistics are used in the analysis.<sup>57</sup> The research results were obtained using a quantitative method. Primary data were used as data sources in this study. Primary

<sup>53</sup> Evania Herindar, 'The Maqoshid Sharia And The Importance Of Consuming Halal Food Products For Z Muslim Generation: Halal Food and Product', *Halal Research Journal* 2, no. 2 SE-Articles (25 August 2022): 77-95, <https://doi.org/10.12962/j22759970.v2i2.236>.

<sup>54</sup> Syed Faheem Hasan Bukhari et al., 'Is Religiosity an Important Consideration in Muslim Consumer Behavior', *Journal of Islamic Marketing* 10, no. 4 (1 January 2019): 1288-1307, <https://doi.org/10.1108/JIMA-01-2018-0006>.

<sup>55</sup> R.F. Malik, A. Hermawan, and Y.H. Asnawi, 'The Effect of Halal Awareness, Halal Certification and Halal Marketing Toward Halal Purchase Intention of Fast Food

Among Muslim Millenials Generation', *Russian Journal of Agricultural and Socio-Economic Sciences* 90, no. 6 (2019): 76-83, <https://doi.org/10.18551/rjoas.2019-06.11>.

<sup>56</sup> Rizky Dwijantoro, Bernadin Dwi, and Nobelson Syarief, 'Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Marketplace Shopee', *Jurnal Riset Manajemen Dan Bisnis* 16 (29 January 2022): 63, <https://doi.org/10.21460/jrmb.2021.162.392>.

<sup>57</sup> Imron Imron, 'Analisa Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Menggunakan Metode Kuantitatif Pada CV. Meubele Berkah Tangerang', *Indonesian Journal on Software Engineering (IJSE)* 5, no. 1 (2019): 19-28, <https://doi.org/10.31294/ijse.v5i1.5861>.

data were obtained through direct field surveys using all the original data collection methods.<sup>58</sup> The Jabodetabek Muslim community was the primary source of the data for this study. Data were collected through the distribution of questionnaires to respondents using Google Forms as a data collection tool. The questionnaire was measured using a Likert scale. The questionnaire collected information by asking questions that respondents had to answer.<sup>59</sup> The respondents in this study were from Muslim communities that were domiciled in Jabodetabek.

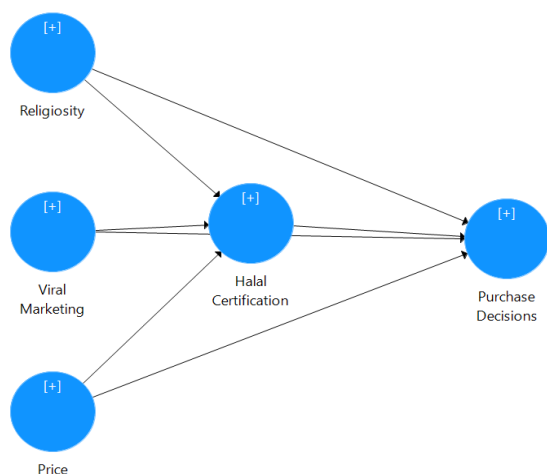


Figure 2. Research Model

## 4. RESULT AND DISCUSSION

### 4.1. Measurement Model

A convergent validity assessment was conducted to evaluate the loading factor values of each indicator. While the recommended threshold for convergent

validity in well-researched models is typically  $> 0.7$ , Asbari suggests an acceptable loading factor limit of 0.5, provided that the Average Variance Extracted (AVE) value is  $> 0.5$ .<sup>60</sup> Following the elimination of instruments not meeting the criteria, Table 2 reveals that all instruments displayed loading factor values  $> 0.5$ , supported by AVE values exceeding 0.5. Consequently, all tested instruments can be deemed valid.

Specifically, in the context of the price variable, P3 exhibited the highest value at 0.843, while P2 had the lowest at 0.618. For the purchase decision variable, PD10 registered the highest value (0.758) and PD4 the lowest (0.655). In the case of the religiosity variable, R5 scored the highest (0.861), while R4 recorded the lowest (0.711). Regarding the halal certification variable, HC10 had the highest value (0.835), while HC2 had the lowest (0.674). In terms of the viral marketing variable, VM3 displayed the highest value (0.851) and VM1 the lowest (0.711).

The data presented in Table 2 not only satisfies the convergent validity requirement, as indicated by the Average Variance Extracted (AVE) value exceeding 0.5, but it also ensures discriminant validity. This confirmation of discriminant validity serves to establish clear distinctions between latent variables within the model. The model's robust discriminant validity is further underscored by the AVE squared values for each exogenous construct along the

<sup>58</sup> Laila Qadrini, Septiawan Ardiputra, and Andi Seppewali, 'Bimbingan Teknis Olah Data Dengan Spss 25 Untuk Para Pegawai Kantor Bkad Kabupaten Majene', *Dharmakarya* 9, no. 3 (2020): 184, <https://doi.org/10.24198/dharmakarya.v9i3.29511>.

<sup>59</sup> Firdaus Basbeth, Muhammad Ashlyzan Bin Razik, and Mohd Asrul Hery Ibrahim, *For Hour PLS-SEM A Step by Step Guide*, ed. Nurul Hafizah and Mohd Yasin, First

(Selangor Darul Ehsan, Malaysia: iPRO Publication, 2018).

<sup>60</sup> Masduki Asbari, Priyono Budi Santoso, and Agus Purwanto, 'Pengaruh Kepemimpinan Dan Budaya Organisasi Terhadap Perilaku Kerja Inovatif Pada Industri 4.0', *JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam)* 8, no. 1 (2019): 7-15, <https://doi.org/10.33884/jimupb.v8i1.1562>.

diagonal in Table 3. These values surpass the correlation values with other constructs positioned below the diagonal, adhering to the Heterotrait-Monotrait Ratio (HTMT) criterion. The reliability check, using Cronbach's alpha and composite reliability

in line with SmartPLS standards, shows that all variables have values above the acceptable threshold of  $\geq 0.7$ . This solid evidence supports the reliability of all instruments used in the study.

**Table 2.** Validity and Reliability Test

Constructs	Item Code	Outer Loading	AVE	Cronbach's alpha	Composite Reliability				
Price	P2	0.618	0.522	0.848	0.883				
	P3	0.843							
	P4	0.671							
	P5	0.687							
	P6	0.675							
	P7	0.793							
	P8	0.746							
	Purchase Decisions	PD1				0.710	0.513	0.866	0.894
PD3		0.690							
PD4		0.655							
PD5		0.690							
PD6		0.753							
PD7		0.719							
PD8		0.749							
PD10		0.758							
Religiosity		R1	0.834	0.602	0.926	0.938			
		R2	0.751						
	R3	0.744							
	R4	0.711							
	R5	0.861							
	R6	0.770							
	R7	0.746							
	R8	0.791							
	R9	0.787							
	R10	0.755							
Halal Certification	HC1	0.754	0.554	0.898	0.917				
	HC2	0.674							
	HC4	0.698							
	HC5	0.696							
	HC6	0.688							
	HC7	0.768							
	HC8	0.738							
	HC9	0.828							
	HC10	0.835							
	Viral Marketing	VM1				0.711	0.589	0.870	0.896

Constructs	Item Code	Outer Loading	AVE	Cronbach's alpha	Composite Reliability
	VM2	0.772			
	VM3	0.851			
	VM4	0.793			
	VM5	0.749			
	VM6	0.721			

Source: Adapted SmartPLS output

**Table 3.** Discriminant Validity Output

Constructs	Price	Purchase Decisions	Religiosity	Halal Certification	Viral Marketing
Price					
Purchase Decisions	0.620				
Religiosity	0.626	0.715			
Halal Certification	0.785	0.709	0.810		
Viral Marketing	0.581	0.383	0.180	0.330	

Source: Adapted SmartPLS output

#### 4.2. Structural Model

A multicollinearity examination was carried out to identify the presence of multicollinearity. The criteria for the multicollinearity test are as follows: if the Variance Inflation Factor (VIF) value is  $< 5$ , there is no multicollinearity issue among constructs; if  $VIF > 5$ , multicollinearity issues exist among the constructs.

Based on the presented table, all variables exhibited VIF values below 5. Consequently, it can be inferred that there was no multicollinearity issue among the variables in this study. The R-Square (R<sup>2</sup>) or coefficient of determination ranges between 0 and 1, with a higher value indicating a stronger coefficient of determination. In Table 3, the R-square value associated with the purchase decision variable is 0.538, signifying that the impact of religiosity, viral marketing, and price on the purchase decision is 53.8%, categorizing it as moderate. Meanwhile, the R-squared value associated

with the halal certification variable is 0.675, indicating that the influence of religiosity, viral marketing, and price on halal certification is 67.5%, falling into the strong category. An F-squared test was employed to ascertain the influence of exogenous latent variables on endogenous latent variables at the structural level. The F-squared values for the small, medium, and large categories were 0.15, 0.02, 0.15, and 0.35, respectively. Based on Table 4, it can be concluded that the impact of exogenous latent variables on endogenous latent variables at the structural level is as follows. The effect of price variables on purchase decisions is very small or low at 0.006. The impact of price variables on halal certification is close to the high value of 0.221. The influence of religiosity on purchase decisions, categorized as moderate, is 0.171. The effect of religiosity on halal certification, categorized as high, is 0.516. The impact of halal certification variables on purchasing decisions falls into the low category at 0.03. The influence of

viral marketing variables on purchase decisions is low (0.05), and the impact of viral marketing variables on halal certification is very small.

The Q-Square test is conducted to assess the ability to predict using the blindfold method. The small Q-Square category has a value of 0.02, the medium

category has a value of 0.15, and the large category has a value of 0.35. Table 4 indicates that the Q-Square value for the purchase decision variable is 0.223, and the Q-Square value for the halal certification variable is 0.357, implying that both variables perform well as they surpass 0 and have a large category value.

**Table 4.** Model Quality Criteria

Model	VIF	R2	F2	Q2
<b>Model 1</b>				
Religiosity	1.585		0.516	
Viral Marketing	1.367	0.669	0.005	0.223
Price	2.040		0.221	
<b>Model 2</b>				
Religiosity	2.403		0.171	
Viral Marketing	1.374	0.527	0.050	0.357
Price	2.491		0.006	
Halal Certification	3.073		0.030	

Source: Adapted SmartPLS output

#### 4.3. Hypothesis Testing

The table presents the results of a hypothesis test involving different constructs and their respective beta coefficients, t values, p values, and the decision outcome. H1 investigates the relationship between Religiosity and Halal Certification, revealing a significant positive association (Beta = 0.516, T values = 6.601, P values = 0.000), supporting the hypothesis. H2 explores the link between Viral Marketing and Halal Certification, but the findings indicate an insignificant relationship (Beta = 0.047, T values = 1.004, P values = 0.315), leading to the rejection of the hypothesis. Moving on to H3, which examines the connection between Price and Halal Certification, the results exhibit a substantial positive correlation (Beta = 0.383, T values = 5.048, P values = 0.000), supporting the hypothesis. H4 assesses the

impact of Religiosity on Purchase Decision, finding a significant positive relationship (Beta = 0.436, T values = 3.581, P values = 0.000), thereby supporting the hypothesis. H5 explores the relationship between Viral Marketing and Purchase Decisions, unveiling a meaningful positive connection (Beta = 0.177, T values = 2.384, P values = 0.017), supporting the hypothesis. Contrastingly, H6, examining P's influence on Purchase Decision, suggests an insignificant relationship (Beta = 0.082, T values = 0.758, P values = 0.449), leading to the rejection of the hypothesis. H7 investigates the link between Halal Certification and Purchase Decision, uncovering a significant positive association (Beta = 0.208, T values = 2.053, P values = 0.040), supporting the hypothesis. H8 delves into the combined effect of Religiosity, Halal Certification, and Purchase Decision, revealing a non-

significant relationship (Beta = 0.107, T values = 1.913, P values = 0.056), leading to the rejection of the hypothesis. Similarly, H9, exploring the combined effect of Viral marketing, Halal Certification, and Purchase Decision, indicates an insignificant relationship (Beta = 0.010, T values = 0.897, P values = 0.370), rejecting the hypothesis. Lastly, H10 examines the combined effect of Price, Halal Certification, and Purchase Decision, suggesting an insignificant relationship (Beta = 0.080, T values = 1.868, P values =

0.062), leading to the rejection of the hypothesis. In summary, the results highlight significant relationships between Religiosity and Halal Certification, Price and Halal Certification, Religiosity and Purchase Decision, Viral Marketing, and Purchase Decision, as well as Halal Certification and Purchase Decision. However, several hypotheses involving combined effects were not supported, emphasizing the importance of examining individual constructs in influencing the variables under consideration.

**Table 5.** Analysis of Path Coefficient

Hypothesis	Construct	Beta	T values	P values	Decision
H1	R -> HC	0.516	6.601	0.000	Supported
H2	VM -> HC	0.047	1.004	0.315	Unsupported
H3	P -> HC	0.383	5.048	0.000	Supported
H4	R -> PD	0.436	3.581	0.000	Supported
H5	VM -> PD	0.177	2.384	0.017	Supported
H6	P -> PD	0.082	0.758	0.449	Unsupported
H7	HC -> PD	0.208	2.053	0.040	Supported
H8	R->HC->PD	0.107	1.913	0.056	Unsupported
H9	VM->HC->PD	0.010	0.897	0.370	Unsupported
H10	P->HC->PD	0.080	1.868	0.062	Unsupported

Source: Adapted SmartPLS output

#### 4.4. Fit Model

A model fit assessment was conducted to evaluate the effectiveness of the model developed in this study. The SRMR value, a critical metric, should be below 0.1 for the model to be considered good. In terms of the NFI value, which falls into three categories – weak ( $\leq 0.19$ ), moderate (0.20-0.33), and strong ( $\geq 0.67$ ) – the results must be carefully interpreted. The SRMR value obtained from the analysis is 0.094, demonstrating its compliance with the stipulated threshold of 0.1. Consequently, it can be deduced that the model established in this study is deemed

good. However, the NFI value acquired is 0.643, placing it in the moderate category, closely approaching the strong category, suggesting that the model possesses satisfactory fitness for the research context.

#### 4.5. Discussions

##### 4.5.1. Religiosity Affects Halal Certification

Based on the value of T tables or T statistics, the religiosity variable  $6,601 > 1,96$ , and based on the p-value of  $0,000 < 0,05$ , the hypothesis is accepted. The religiosity variable has a significant effect on halal certification. Based on the explanation of the results obtained in the

test above, a person's level of religiosity supports the implementation of halal certification on products so that the products they consume are guaranteed to be safe, healthy, and halal.

#### 4.5.2. *Viral Marketing Affects Halal Certification*

Based on the values of the T tables or T statistics, the viral marketing variable  $1.004 < 1.96$ , and based on p-value  $0.315 > 0.05$ , the hypothesis is rejected, and the viral marketing variable does not have a significant effect on halal certification. Based on the explanation of the results obtained in the above test, viral marketing does not influence halal certification. When viral marketing influences purchasing decisions, halal certification cannot be a driving force for viral marketing.

#### 4.5.3. *Price Affects Halal Certification*

Based on the values of the T-tables or T-statistics, the price variable was  $5.048 > 1.96$ . Based on a p-value of  $0.000 < 0.05$ , the hypothesis was accepted, and the price variable had a significant effect on halal certification. Based on the explanation of the results obtained in the above test, viral marketing does not influence halal certification. When viral marketing influences purchasing decisions, halal certification cannot be a driving force for viral marketing.

#### 4.5.4. *Religiosity Influences Purchasing Decision*

Based on the value of the T tables or T statistics, the religiosity variable is  $3,581 > 1,96$ , and based on the p-value of  $0,000 < 0,05$ , the hypothesis is accepted, and the religiosity variable has a significant effect on purchase decisions. Based on the description of the results obtained in the hypothesis test above, the Muslim community of Jabodetabek believes that eating halal food and drinks is a religious commandment that must be lived. If it does not live, it will receive sin and punishment from Allah. Therefore, Jabodetabek Muslims avoid the consumption or purchase of non-halal products containing ingredients such as pork and alcohol. They believe that consuming halal products provides peace of mind and is healthier than consuming non-halal products. This means that the decision to purchase halal products in the Jabodetabek Muslim community will increase in line with their high belief or religiosity about the obligation to consume halal products, with the support of knowledge of any consumption material that is prohibited in Islam. Based on the results of the study are in line with research conducted by Leni Susanti and Muhammad Yusuf, Rosnaini Daga and Andi Jenni Indriakati, N. Akramunnas, Katman, N. M., Inayah and Sadiq and Muhammad Salman Ahmad.<sup>61</sup> Which found that religiosity had a significant effect on purchasing decisions. However, research by Amalia and Sylvia Rozza has conflicting results in that religiosity cannot influence purchasing decisions.<sup>62</sup>

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<sup>61</sup> Susanti and Yusuf, 'The Role of Religiosity to Purchase Decision of Halal Cosmetics in Youth'; Daga and Andi Jenni Indriakati, 'Religiosity, Social and Psychological Factors on Purchase Decisions and Consumer Loyalty'; Akramunnas, Katman, N. M., Inayah, 'The Influence of Religiosity and Product Quality on the Purchase Decision of Muslim Clothes in

E-Commerce In'; Sadiq and Ahmad, 'Buying US Products and Services: Religiosity, Animosity, and Ethnocentrism of Young Consumers'.

<sup>62</sup> Rifa Amalia and S E Sylvia Rozza, 'Analisis Pengaruh Halal Awareness, Religiusitas, Gaya Hidup, Dan Viral Marketing Terhadap Keputusan Pembelian Produk Skincare Dan Kosmetik Halal (Studi Pada

#### 4.5.5. *Viral Marketing Influences Purchasing Decisions*

Based on the value of T tables or T statistics, viral marketing variables  $2.384 > 1.96$ , and based on a p-value of  $0.017 < 0.05$ , the hypothesis is accepted: viral marketing variables have a significant effect on purchasing decisions. Based on the description of the results obtained in the hypothesis test above, the Muslim community of Jabodetabek chooses or buys halal products based on attractive and easily accepted marketing, as presented through social media, even with influencers who star in the ad, causing a product trend that can affect consumer purchasing decisions. It is also driven by their environment, where they will consume or buy a product, because many close friends or communities around them buy the product, thereby increasing their purchasing decisions. The results of this study are in line with research conducted by Amalia and Sylvia Rozza, Cindy, and Mulyandi, who found that viral marketing has a significant effect on purchasing decisions. However, Kuhu found that viral marketing does not influence purchasing decisions.

#### 4.5.6. *Price Influences Purchasing Decisions*

Based on the value of the T tables or T statistics, the price variable is  $0.758 < 1.96$ . Based on the p-value  $0.449 > 0.05$ , the hypothesis is rejected, and the price variable does not have a significant effect on the purchase decision. Based on the

description of the results obtained in the hypothesis test above, the Muslim community of Jabodetabek that chooses or buys halal products does not dispute the value of the halal product price. They do not care how high the price of a product is if it is halal; they will still buy it, and they must choose a low price, but the product contains haram ingredients or does not have halal certainty. They are more convinced of the benefits of consuming halal products than of comparing prices. Based on the results of this study, and in line with the research conducted by Cindy and Mulyandi, Novianti found that price did not have a significant effect on purchasing decisions.<sup>63</sup> However, in the research of Esa & Mas'ud, Hong, there is a conflicting result that price is capable of influencing purchasing decisions.<sup>64</sup>

#### 4.5.7. *Halal certification affects the purchasing decision.*

Based on the values of T tables or T statistics, halal certification variables  $2.053 > 1.96$ , and p-value  $0.040 < 0.05$ , the hypothesis is accepted, and the halal certification variables have a significant effect on purchasing decisions. Based on the description of the results obtained in the hypothesis test above, the Muslim community of Greater Jakarta believes that products certified as halal are guaranteed to be halal and suitable for consumption by the Muslim community. In the halal certification process, a product must undergo rigorous testing to guarantee the

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Generasi Z Di DKI Jakarta), *Account: Jurnal Akuntansi, Keuangan Dan Perbankan* 9, no. 2 (2022), <https://doi.org/10.32722/account.v9i2.4688>.

<sup>63</sup> Cindy dan M. Rachman Mulyandi, 'Pengaruh Gaya Hidup, Harga, Promosi, Citra Merek, Dan Viral Marketing Terhadap Keputusan Pembelian (Studi Kasus: Penggunaan Aplikasi Airyrooms)', *Syntax Idea* 2,

no. 9 (2020): 5-48, <https://doi.org/syntax-idea.v2i9.566>.

<sup>64</sup> Nadira Novianti, "Pengaruh Halal Awareness, Pendapatan, Dan Harga Terhadap Keputusan Pembelian Makanan Halal Mui (Studi Pada Milenial Muslim Di Kota Malang)," *Jurnal Ilmiah Mahasiswa Feb* 9, No. 2 (2021).

certainty of halal products. These guarantees encourage the purchase decisions of the Muslim community regarding halal products. Based on the results of the study, in line with the research conducted by Akhyar and Pramesti, Jaiyeoba, Muizzudin, and Kisty, who found that halal certification had a significant effect on purchasing decisions.<sup>65</sup> However, in Afendi's research, conflicting results are indicating that halal certification cannot influence purchasing decisions.<sup>66</sup>

4.5.8. *Halal certification mediates the relationship between religiosity variables and purchase decisions.*

Based on the value of the T-table or T-statistic, the religiosity variable through halal certification is  $1,913 < 1,96$ , and based on a p-value of  $0,056 > 0,05$ , the hypothesis is rejected, and the religiosity variable through the mediation of halal certification does not significantly affect the purchase decision. The test results prove that halal certification cannot mediate religiosity in the purchase decision. Considering the results of the direct influence test, religiosity can influence purchasing decisions, and the effect of mediation is non-mediation. This indicates that halal certification is not very important to the purchasing decisions of the Muslim community, although the direct influence of halal certification on purchasing decisions is significant. The high faith or religiosity embedded in the Muslim

community is enough to make them confident of the choices they buy for consumption without regard to the halal certification of products.

4.5.9. *Halal certification mediates the relationship between viral marketing variables and purchasing decisions.*

Based on the value of T tables or T statistics, viral marketing variables through halal certification  $0.897 < 1.96$ , and based on p-value  $0.370 > 0.05$ , the hypothesis is rejected, and viral marketing variables through the mediation of halal certification do not significantly affect purchase decisions. The test results prove that halal certification cannot mediate the relationship between viral marketing variables and purchase decisions. Considering the results of the direct influence test, viral marketing can influence purchasing decisions, and the influence of mediation is non-mediation. This indicates that halal certification is not very important to the purchasing decisions of the Muslim community, although the direct influence of halal certification on purchasing decisions is significant. Muslim communities are more affected by advertising, product trends, and unique marketing, as well as environmental factors that encourage them to buy a product, such as buying a product or following the invitation and recommendation of friends or people around it, even though marketing

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<sup>65</sup> Kemal Faza Akhyar and Diesyana Ajeng Pramesti, 'Pengaruh Religiusitas Dan Sertifikasi Halal Terhadap Keputusan Pembelian (Studi Empiris Pada Japanese Food Restaurant Di Magelang)', in *UMMagelang Conference Series*, 2019, 609-19, <https://journal.unimma.ac.id/index.php/conference/article/view/3576>; Muizzudin and Kisty, 'Pengaruh Sertifikasi Halal, Citra Merek, Dan Harga Terhadap Keputusan Pembelian Minuman Teh Botol Sosro (Studi Kasus Pada Mahasiswa Pendidikan Tinggi Islamic Village)'; Haruna Babatunde Jaiyeoba, Moha Asri

Abdullah, and Abdul Razak Dzuljastri, 'Halal Certification Mark, Brand Quality, and Awareness: Do They Influence Buying Decisions of Nigerian Consumers?', *Journal of Islamic Marketing* 11, no. 6 (2020): 1657-70, <https://doi.org/10.1108/JIMA-07-2019-0155>.

<sup>66</sup> Arif Afendi, 'The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products,' *Journal of Digital Marketing and Halal Industry* 2, no. 2 (2020): 145-54, <https://doi.org/10.21580/jdmhi.2020.2.2.6160>.

does not include information related to halal certification of the product.

*4.5.10. Halal certification mediates the relationship between price variables and purchasing decisions.*

Based on the value of the T-tables or T-statistics, the price variable through halal certification was  $1.868 < 1.96$ . Based on the p-value of  $0.062 > 0.05$ , the hypothesis was rejected, and the price variable through halal certification did not significantly affect the purchase decision. The test results proved that halal certification cannot be a mediating variable between price variables and purchase decisions. Considering the results of the direct influence test, price is also unable to influence purchase decisions, and the effect of mediation is non-mediation. This indicates that halal certification and price do not play an important role in the purchasing decisions of the Muslim community. However, the direct influence of halal certification on purchasing decisions is significant. Muslim communities do not pay attention to the price when there is a need for a halal product, either cheap or expensive. They also do not pay much attention to the affordability of the price they want to buy, as long as it is a necessity. Choosing to buy halal products is important and necessary, but it does not consider halal product certification information.

## 5. CONCLUSIONS

Based on the above discussion and in-depth analysis, it can be concluded that the halal certification variable cannot mediate the relationship between religiosity, viral marketing, and price variables on halal product purchase decisions, even though halal certification variables have a direct

effect on halal product purchase decisions. This indicates that halal certification can only be tested and acts as an independent or influencing variable and not as a mediating or dependent variable. Religiosity can directly influence purchasing decisions, which indicates that if it is sufficient for a Muslim consumer who has a high level of religiosity or belief that the product he/she buys is good and safe for them, they will still carry out purchasing activities. Viral marketing is also how many marketing activities are undertaken by manufacturers that can make potential consumers obtain unique and interesting information so that it is easily accepted, especially through social media, that they will be encouraged to purchase product activities even without any information related to halal certification in the advertised product. In another case with prices that are not able to influence the purchase decision of halal products, consumers buying halal products do not consider how big or small the price offered; they will be sure and still buy halal products compared to non-halal products that contain haram ingredients such as pork and alcohol, or at least avoid products that endanger.

A limitation of this study is the lack of reference to halal certification as a mediating variable. The variables used were still limited to three independent variables, and the respondents were still dominated by students and Generation Z. For further research, it is recommended to use independent variables other than those used in this study and include respondents from other general communities.

The implications of this study are as follows: Producers must first conduct a halal certification test process so that the product to be sold to the Muslim

community is free of haram elements. When purchasing a product, consumers prioritize halal-certified products. Governments should also tighten the implementation of policies related to halal product certification. In terms of halal product certification, the government, as a policyholder and protector of Muslim consumers, should emphasize that consumers should make halal certification a consideration in conducting purchasing activities through education and others. Likewise, the emphasis on manufacturers who have not yet certified halal products is to be given an understanding of the importance of certifying halal products so that all products sold and consumed by Muslim communities are guaranteed to be halal, healthy, and safe.

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