

## Price, Brand Image, and Halal Certification as Determinants of Muslim Consumers' Purchase Decisions for Sate Ayam H. Tukri Sobikun Ponorogo

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### Abstract

*The Indonesian people widely consume satay as one of their culinary delights. Ponorogo is one of the cities in Indonesia where there are satay restaurants. One of the most dominated places by visitors is Sate Ayam H. Tukri Sobikun Ponorogo. This study aims to measure the effect of price, brand image, and halal certification on Muslim purchasing decisions for Sate Ayam H. Tukri Sobikun Ponorogo and how significant the effect is. This research was conducted by distributing questionnaires to 155 respondents of Sate Ayam H. Tukri Sobikun Ponorogo consumers in Ponorogo with the sample selection method being non-probability sampling of the Purposive Sampling type, where the sample was selected based on people who were easy to meet and willing to cooperate. The analysis tool was used to measure the effect of price, brand image, and halal certification on Muslim Purchasing Decisions is multiple linear regression analysis and the data is processed using the SPSS program. The results showed that Price has a significant effect on Muslim purchasing decisions at sate ayam H. Tukri Sobikun Ponorogo, brand Image has a significant effect on Muslim purchasing decisions at sate ayam H. Tukri Sobikun Ponorogo, halal certification has no significant effect on Muslim purchasing decisions sate ayam H. Tukri Sobikun Ponorogo.*

**Keywords:** Price, Brand Image, Halal Certification and Muslim Purchasing Decisions

### Abstrak

Sate merupakan salah satu kuliner yang banyak dikonsumsi masyarakat Indonesia. Ponorogo merupakan salah satu kota di Indonesia yang terdapat rumah makan sate. Salah satu tempat yang paling banyak didominasi para pengunjung adalah sate ayam H. Tukri Sobikun Ponorogo. Penelitian ini bertujuan untuk mengukur pengaruh dari harga, citra merek, dan sertifikasi halal terhadap keputusan pembelian Muslim sate ayam H. Tukri Sobikun Ponorogo serta seberapa signifikan pengaruhnya. Penelitian ini dilaksanakan dengan menyebarkan kuesioner kepada 155 responden konsumen sate ayam di H.Tukri Sobikun Ponorogo dengan metode pemilihan sampel adalah non probability sampling jenis Purposive Sampling, dimana sampel dipilih berdasarkan orang yang mudah ditemui dan mau bekerja sama. Alat analisis yang digunakan untuk mengukur pengaruh harga, citra merek, dan sertifikasi halal terhadap keputusan pembelian Muslim adalah analisis regresi linear berganda dan data diolah menggunakan program SPSS. Hasil penelitian menunjukkan adanya harga



berpengaruh signifikan terhadap keputusan pembelian Muslim di sate ayam H.Tukri Sobikun Ponorogo, citra merek berpengaruh signifikan terhadap keputusan pembelian Muslim di sate ayam H.Tukri Sobikun Ponorogo, sertifikasi halal tidak berpengaruh signifikan terhadap keputusan pembelian Muslim di sate ayam H.Tukri Sobikun Ponorogo.

**Kata Kunci:** Harga, Citra Merek, Sertifikasi Halal dan Keputusan Pembelian Muslim

## PENDAHULUAN

As a nation with a predominantly Muslim population, the demand for food products that align with Islamic principles significantly shapes consumer purchasing patterns in Indonesia. Within this context, price, brand image, and halal certification consistently emerge as key determinants of purchasing behavior. Price influences consumers' perceptions of value and affordability (Kotler, P., & Keller, 2012), while brand image shapes consumers' trust and perceived quality of a product. For Muslim consumers, halal certification serves as a critical indicator of credibility and consumption safety, thereby strongly affecting purchase decisions. Overall, this phenomenon demonstrates that Muslim consumer purchasing behavior is largely driven by a combination of economic value, brand reputation, and the assurance of halal compliance embedded in a product.

In addressing the necessities of daily existence, Muslim communities will certainly be very careful in choosing it. Things will be done to choose a product for consumption. Some of the stages in this process include need recognition, information search, choice evaluation, desire to buy, and finally making a purchase decision. And one of the ways or efforts in choosing a product is to pay attention to the halal labelling contained in the product packaging (Danang Hadi Sulaiman & Taufik, Shadiq, 2022). The term "halal" in everyday life is frequently associated with food and drinks that comply with Islamic law. However, in a larger context, halal also refers to anything that is acceptable and deemed good in Islamic teachings. This includes aspects such as cuisine, beverages, clothing, and other lifestyles.

Although a number of products have been certified halal, public understanding of this remains limited. Since the enactment of the Halal Product Guarantee Law number 33 of 2014 on October 17, 2019, there has been continuing debate over halal certification issues (UU No 33 Tahun 2014). Many people believe that obtaining a halal certificate is complicated because it involves extensive bureaucracy. Therefore, it is important to socialize and educate the public to increase awareness about the importance of halal certification for products (Mirdhayati, I., H. Zain, W. N., Prianto, E., & Fauzi, 2020). Most importantly, they must be able to produce high-quality, delicious products at a low cost while prioritizing halal standards. (Adzimi et al., 2024) Furthermore, the administrative process for obtaining halal certificates must be improved in

order to raise awareness of the importance of halal certification and support the development of the halal industry in Indonesia.

In addition, other factors effect halal certification purchasing decisions, price is an important consideration. Price refers to the amount of money that must be paid for a product or service (Amstrong, G., & Kotler, 2008) Price is an important consideration for consumers when making purchasing decisions because it influences their level of satisfaction with the product they want to buy (Antari, R. M., Dunia, I. K., & Indrayani, 2014). Consumers are becoming more price sensitive as competition heats up. If the product offers appropriate quality and service, then consumers will be more likely to accept it. The price level of a product is frequently used as a determining factor by consumers in their purchasing decisions, so that consumers are entitled to benefit from the use and quality of the product.

Brands play an important role in subsequent purchasing decisions. Brands are a company's identity. Without the existence of a brand, the relationship between the company and the consumer can affect the level of loyalty. And identifying a mark or brand can help consumers understand the benefits and characteristics of a product. Consumers tend to trust and choose products that have a recognizable brand, even though the product offer similar benefits to an unbranded product (Ferrinadewi, 2008). Consumers tend to choose familiar brands as they consider factors such as trustworthy quality and safety assurance. When a product has a positive brand image in the eyes of consumers, it can lead to increased high levels of satisfaction. This satisfaction promotes the establishment of an emotional attachment to the brand, which has the potential to generate consumer loyalty.

Kotler and Keller explains that a smart company can be understood by the customer decision-making process covers their entire experience, from the learning, selection, use, and product disposal (Kotler, 2007). In this study, the authors Focus on purchasing decision factors including price and brand image. In Islam, in accordance with the MUI fatwa, when making purchasing decisions, you must As a result, Kotler's theory differs from the MUI Fatwa of halal certification (Nuryati, 2008). For this reason, there are differences in theory between Kotler and MUI Fatwa.

Satay is a popular culinary among Indonesians. Ponorogo is one of the cities in that have satay restaurants. The famous Satay restaurants in Ponorogo are Sate Ayam H. Tukri Sobikun Ponorogo. It's no surprise that the city of Ponorogo is dominated by satay sellers because the quality of satay made with selected chicken meat and the delicacy of the taste image lies in the use of spices that can make chicken satay last up for several days so most buyers who bring chicken satay as souvenirs. not only that, but the satay in Ponorogo attracts buyers from both within and outside of the city in East Java. By looking at several aspects such as price variations, brand image and halal certification, buyers remain busy. As with price theory rising prices tend to reduce demand.

In classical price theory, higher prices generally suppress consumer demand (Nopirin, 2008). Yet in Ponorogo, rising satay prices have been accompanied by a parallel increase in consumer interest, suggesting a deviation from the expected price–demand relationship. This study explores how price dynamics, brand image, and halal certification collectively shape purchasing behavior among Muslim consumers. These considerations form the basis for investigating **“Price, Brand Image, And Halal Certification As Determinants Of Muslim Consumers’ Purchase Decisions For Sate Ayam H. Tukri Sobikun Ponorogo.”**

## CONCEPTUAL FRAMEWORK

### Price

According to (Kotler, P., & Keller, 2012) price is the amount of money paid for a product or service, or the value exchanged by customers as a result of utilizing, owning, or using the product. Fandy Tjiptono says that: Pricing has a significant meaning for a company, especially in the face of increasingly intense competition and changing consumer preferences that always follow the dynamics of the times. Price is a marketing mix that is flexible, meaning that it can be changed quickly.

Price is the cost charged for a product or service is the amount of money paid by consumers in exchange for the benefits obtained from using the product or service (Widia Aliyusna, 2022).

Price indicators according to P.Kotler and Armstrong are as follows (Kotler, P., & Armstrong, 2005) :

#### 1. Selling Price Setting

Decisions in pricing, like decisions in the rest of the marketing mix, must focus on consumers. Effective, buyer-oriented pricing involves understanding how much value consumers place on the benefits they get from the product, and setting prices in line with that value.

#### 2. Price Elasticity

The degree of responsiveness of demand to price changes can be categorized as elastic or inelastic. If demand remains almost unchanged despite a small change in price, it is considered inelastic. On the contrary, if the seller can increase the price and the demand undergoes a significant change, then the demand is classified as elastic. The lower the elasticity of demand, the greater the opportunity for the seller to increase the price.

#### 3. Competitor Price Growth

Other factors that influence a company's pricing decisions include the prices set by competitors as well as competitors' potential reactions to the pricing policies taken by the company. Consumers usually evaluate the price and value of products when considering a purchase, especially in comparison with other similar products.

According to Abu Yusuf, pricing cannot be determined by certain limits

regarding cheap or expensive, because there are no definite criteria to regulate it. Pricing principles are relative and cannot always be measured. Therefore, cheap prices are not always caused by the abundance of goods, and conversely, expensive prices are not always caused by the scarcity of goods ([Adiwarman Azwar Karim, 2001](#))

### **Halal Certification**

Halal certification includes two terms, namely “certification” and “halal.” In the Big Indonesian Dictionary, “certification” is defined as a written or printed mark of information or statement, which is issued by an authorized party and can be used as evidence. Meanwhile, certification also refers to activities related to the process of certifying or determining status. As a Muslim-majority country and the largest Muslim country in the world, Indonesia has the responsibility to ensure that products consumed by its citizens meet halal standards. This is a constitutional obligation that must be fulfilled to ensure the welfare of society ([Aal Lukmanul Hakim, 2015](#)).

Halal certificate as recognition of the halalness of a product issued by the Halal Product Guarantee Agency based on a written halal fatwa issued by the Indonesian Ulama Council. BJPH is domiciled under and responsible to the minister. The authority is as follows:

- a. Formulate and establish BPH policies
- b. Establish norms, standards, procedures, and criteria JPH
- c. Issuing and revoking halal certificates and halal labels on products
- d. Registering halal certificates on foreign products
- e. Conducting socialization, education, and publication of halal products
- f. Perform accreditation of LPH
- g. Conducting Halal Auditor registration
- h. Conducting supervision of JPH
- i. Conducting guidance for Halal Auditors
- j. Cooperating with domestic and foreign institutions in the field of JPH organizers, in collaboration with related ministries or institutions, LPH and MUI

The indicators of halal certification according to Shaari and Arifin (2010) are:

- a. Understanding of the halal logo
- b. Selection of halal products according to institutions with legal status
- c. Product selection based on the halal logo
- d. Knowledge of the difference between halal logos and fake logos
- e. Understanding of products that use halal certification from other countries.

### **Brand Image**

According to Bian and Moutinho define brand image “a set of brand associations in consumer memories.” Jalilvand and Samiei state “brand image

comprises the attributes and benefits associated with the brand.” So it can be concluded that brand image is a set of brand associations that consumers remember in their mind's memory (Wedangga, I. Made Genta, 2020).

Brand image is the perception and belief made by consumers, as reflected in the associations that occur. Brands can convey four levels of meaning: attributes, benefits, values, and personality. Brand attributes will remind people of certain attributes, brand benefits translate into functional and emotional benefits, brand value refers to physical advantages and uniqueness, and brand personality describes personality. Brands also reflect something about the buyer's values (Viera Valencia & Garcia Giraldo, 2019).

According to (Indratama, A.B., & Artanti, 2014) brand image can be seen through several indicators or aspects, namely as follows:

a. Strength

Strength leads to various advantages that the brand in question has that are physical in nature, and are not found in other brands. Excellence so that it can be considered an advantage over other brands. Included in this strength group include: the physical appearance of the product, the functioning of all supporting facilities of the product concerned. Strength is the strength of brand associations depending on how information enters consumers' memories and how the process persists as part of the brand image.

b. Uniqueness

Meanwhile, uniqueness is the ability to distinguish a brand among other brands. This unique impression arises from product attributes, the unique impression means that there is differentiation between one product and another. Included in this unique group include: service variety, price and differentiation.

c. Favourable

Favourable leads to the brand's ability to be easily remembered by customers. Included in this favorable group are, among others; the ease of the product brand to be pronounced, the ability of the brand to remain in the customer's mind, as well as the suitability between the brand impression in the customer's mind and the image the company wants for the brand concerned.

### Purchasing Decisions

According to Hersona (2013), a consumer's purchase decision is a choice of two or more alternative options. (Hersona, S., Muslihat, A., Setyawan, 2013) Alfred explained that a consumer's purchase decision is a way for consumers to decide what to buy according to the significance value of the purchase. Based on these views, it can be concluded that a purchase decision is the selection of two or more alternative options that can be purchased, where the consumer decides what to buy according to the significance value of the purchase (Alfred, 2013).

There are 4 indicators of purchase decisions, according to P. Kotler and

Keller, namely: steadiness in a product, habits in buying products, giving recommendations to others, making repurchases. A purchase decision is a motive or impulse that arises for something where the buyer makes a purchase due to needs and desires (Sinambow & Trang, 2015).

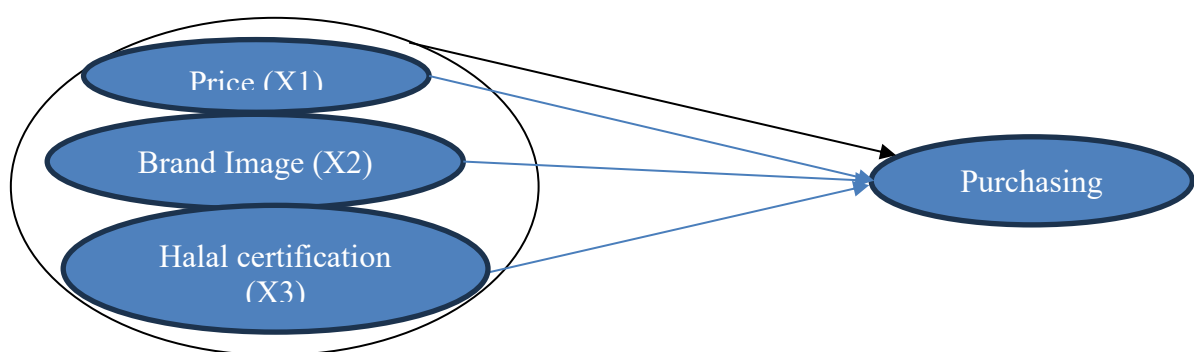
According Muhammad Muflif (2006) In Islam, consumer behavior must reflect his relationship with Allah SWT. Every movement of himself, which is in the form of a day's shopping, is nothing but a manifestation of his remembrance in the name of Allah. Thus, he prefers the path that Allah limits by not choosing haram goods, not being miserly, and not greedy so that his life is safe both in this world and the hereafter (Muflif, 2006).

According to Sangadji and Sopiah (2013), there are five stages in purchases made by consumers, namely: (Sangadji, E.M., 2013)

- a. Introduction of needs. This stage begins when the consumer faces a problem, namely a situation where there is a difference between the desired state and the actual situation.
- b. Information search. This stage begins when consumers see that these needs can be met by buying and consuming a product or service.
- c. Evaluate alternatives. This stage is related to the process of evaluating the choice of products or services and choosing them according to the consumer's wishes. At this stage, consumers compare various choices of products or services that can provide consumer benefits and the problems faced by the consumer.
- d. Purchase decision. At this stage, consumers determine their attitude in making decisions whether to buy or not.
- e. Result. After purchasing a product or service, consumers will experience some level of satisfaction or dissatisfaction. This stage can provide important information for the company whether the products or services that have been sold can satisfy consumers or not.

Therefore, in order to develop a research hypothesis in the form of relationships and comparisons, it is necessary to put forward a good frame of mind. The theories used in this study are theories about price, brand image, halal certification, and purchase decisions.

The influence of price, brand image and halal certification on purchasing decisions can be described as follows:



**Figure 1 Research Framework**

## RESEARCH METHODS

In this study, primary data was obtained through questionnaires administered to respondents regarding the issues under investigation, namely the analysis of Price, Brand Image, And Halal Certification As Determinants Of Muslim Consumers' Purchase Decisions For Sate Ayam H. Tukri Sobikun Ponorogo. In this study, the population is drawn from buyers of Sate Ayam H. Tukri Sobikun Ponorogo. There are two sampling collection techniques: probability sampling and non-probability sampling. The technique employed in this study is non-probability sampling, where participants do not share the same characteristics when selected for the sample.

Descriptive Statistics Analysis is a type of statistics used to analyze data by describing or summarizing the collected information as it is, without aiming to draw general conclusions or make generalizations. (Sugiyono, 2013) In this study, respondents' answers are explained using the Likert Scale. This Likert analysis is employed to measure the attitudes, opinions, and perceptions of individuals or groups regarding existing phenomena. The responses for each item in the instrument that uses the Likert scale are expressed in the following terms:

- a. Strongly Agree (SA)
- b. Agree (A)
- c. Neutral (N)
- d. Disagree (D)
- e. Strongly Disagree (SD)

For quantitative analysis, these responses can be assigned scores as follows:

| Answer            | Score |
|-------------------|-------|
| Strongly Agree    | 5     |
| Agree             | 4     |
| Netral            | 3     |
| Disagree          | 2     |
| Strongly Disagree | 1     |

## DISCUSSION AND ANALYSIS

### Research Instrument Test

#### Validity Test

The validity test is used to measure whether the question items on the questionnaire are valid or not. In this study, the validity of the indicators was analysed using df (degree of freedom) with the formula  $df = n - 2$ , where  $n$  = number of samples. So the df used is  $155 - 2 = 153$  with an alpha of 5%, the result of the r table value is 0.157. If r count is greater than r table and the r value is positive, then the questions are said to be valid. Based on the testing in the validity table above, it is known that r count is greater than r table. Therefore, it can be concluded that all indicators of the variables used in this study are valid.

### Reliability Test

The reliability test is a measurement index number that shows the consistency of a tool in measuring the same symptoms with the same tool. To calculate reliability, it is done using Cronbach Alpha. Based on the test on the reliability test above, the Cronbach Alpha value on the price variable (0.869), brand image (0, 875), halal certification (0.888), purchasing decisions (0.859) > 0.60 means that the price variable, brand image, halal certification and purchasing decisions have reliability. So, it can be concluded that the variables above all have reliable values.

### Classical Assumption Test

#### Normality Test

**Table 1 of Normality Test Results**

| One-Sample Kolmogorov-Smirnov Test |                |                         |
|------------------------------------|----------------|-------------------------|
|                                    |                | Unstandardized Residual |
| N                                  |                | 155                     |
| Normal Parameters <sup>a,b</sup>   | Mean           | 0E-7                    |
|                                    | Std. Deviation | 3.12515820              |
|                                    | Absolute       | .065                    |
| Most Extreme Differences           | Positive       | .065                    |
|                                    | Negative       | -.047                   |
| Kolmogorov-Smirnov Z               |                | .815                    |
| Asymp. Sig. (2-tailed)             |                | .520                    |

a. Test distribution is Normal.

b. Calculated from data.

Based on the normality test results above, it can be concluded that the Monte Carlo Sig value is  $0.520 > 0.05$ , which indicates that there is no normality problem in this study. This is further supported by the Central Limit Theorem (CLT), which states that if a study has a large number of random samples taken from a population with finite mean and variance, especially when the sample size exceeds 30, then the distribution of the sample means will tend to approach the normal distribution as the number of samples increases, regardless of the original shape of the population (George Casella and Roger L. Berger, 2002).

#### Multicollinearity Test

Based on the multicollinearity test results, the VIF value of all variables is not more than 5 or 10 (there is literature that says no more than 10) so it can be said that in this study there is no multicollinearity in the three independent variables. Based on the classical assumption requirements of linear regression with OLS, a good linear regression model is free from multicollinearity. Thus,

the above model is free from multicollinearity.

Heteroscedasticity Test

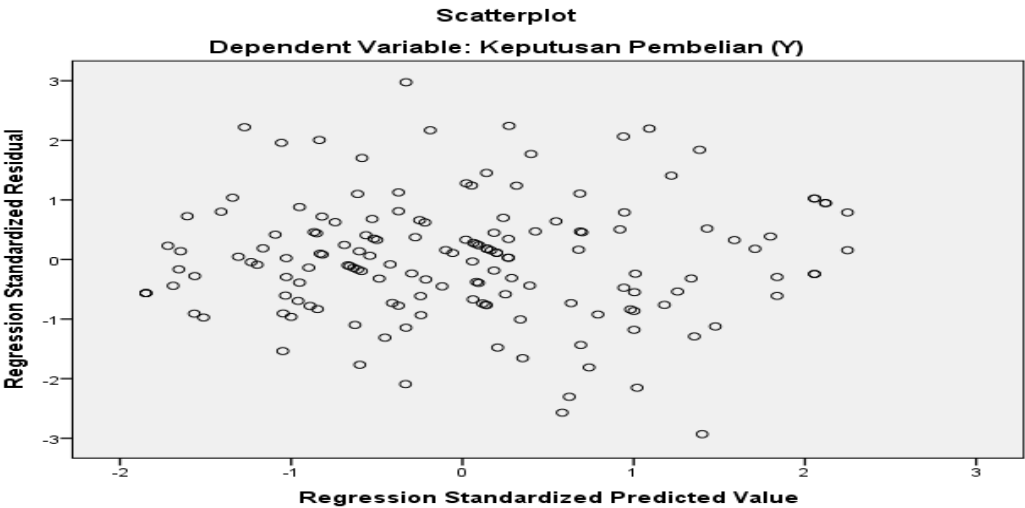
Table 2 of Heteroscedasticity Test Results

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | .486                        | 1.427      |                           | .341  | .734 |
| Price (X1)                | -.039                       | .040       | -.111                     | -.976 | .331 |
| Brand Image (X2)          | .134                        | .064       | .257                      | 2.091 | .038 |
| Halal Certification (X3)  | -.003                       | .042       | -.007                     | -.073 | .942 |

Source: primary data, processed by SPSS 20

Based on the table above using the heteroscedasticity test, the probability value for all research variables is above 0.5, so that in this study there is no heteroscedasticity problem because the Sig value > 0.05.

Figure 1 Scatter Plot of Heteroscedasticity Test



The figure shows that the points spread randomly, and do not have a clear pattern and are scattered above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model. This shows that the variables in this study do not occur heteroscedasticity and have met the

requirements as a multiple linear regression model.

### Hypothesis Test

#### Significance Test/ Partial (t-test)

**Table 3 of Significance / Partial Test Result**

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| (Constant)                | 8.193                       | 2.237      |                           | 3.662 | .000 |
| Price (X1)                | .247                        | .063       | .288                      | 3.933 | .000 |
| Brand Image (X2)          | .611                        | .100       | .481                      | 6.098 | .000 |
| Halal Certification(X3)   | .109                        | .067       | .101                      | 1.629 | .105 |

Source: primary data, processed by SPSS 20

Then the sig test results from the table are as follows:

- Based on the results of the data analysis in the table above, the value of t count (3.933) > t table (1.976) and sig (0.000) < 0.05, it is concluded that price has a positive and significant effect on purchasing decisions, so H1 is accepted H0 is rejected
- Based on the results of the data analysis, the table above obtained the value of t count 6.098 > t table (1.976) and sig (0.000) < 0.05, it is concluded that brand image has a positive and significant effect on purchasing decisions, so H2 is accepted H0 is rejected.
- Based on the results of the data analysis, the table above obtained the t value (1.629) < t table (1.976) and sig (0.105) > 0.05, it is concluded that Halal Certification has a positive and insignificant effect on purchasing decisions, so H3 is rejected H0 is accepted.

#### Simultaneous Test (F-test)

**Table 3 ANOVA<sup>a</sup>**

| Model      | Sum of Squares | df  | Mean Square | F      | Sig.              |
|------------|----------------|-----|-------------|--------|-------------------|
| Regression | 2268.612       | 3   | 756.204     | 75.919 | .000 <sup>b</sup> |
| Residual   | 1504.059       | 151 | 9.961       |        |                   |
| Total      | 3772.671       | 154 |             |        |                   |

Source: primary data, processed by SPSS 20

The results of data processing in the table above, show a significant value

at 0.000 (sig 0.000 <0.05). This means that it shows that the regression equation obtained can be used and the model used is fixed. So that there is a joint or simultaneous influence between the variables between variables X1, X2 and X3 on variable Y.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to analyze the value of the independent variables (price, brand image and halal certification) on the dependent variable (purchase decision). By processing SPSS Version 20, the regression results are obtained as below:

**Table 4 of Multiple Regression Test Result**

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 8.193                       | 2.237      |                           | 3.662 | .000 |
| Harga (X1)                | .247                        | .063       | .288                      | 3.933 | .000 |
| Citra Merek (X2)          | .611                        | .100       | .481                      | 6.098 | .000 |
| Sertifikasi Halal (X3)    | .109                        | .067       | .101                      | 1.629 | .105 |

Source: primary data, processed by SPSS 20

- The constant is 8,193, this indicates that if X1, X2 and X3 are equal to 0, the value of Y remains at 8,193
- Based on Variable X1, the regression test results show that variable X1 has a positive regression coefficient with a value of  $b = 0.247$ . This means that if there is an increase in the value of variable X1 by 1 point, there will also be an increase in variable Y by 0.247
- Based on the X2 variable, the regression test results show that the X2 variable has a positive regression coefficient with a value of  $b = 0.611$ . This means that if there is an increase in the value of the X2 variable by 1 point, there will also be an increase in the Y variable by 0.611
- Based on Variable X3, the regression test results show that variable X3 has a positive regression coefficient with a value of  $b = 0.109$ . This means that if there is an increase in the value of variable X3 by 1 point, there will also be an increase in variable Y by 0.109

**Analysis of the Coefficient of Determination R<sup>2</sup>****Table 5 of Coefficient Determination Test Result**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .775 <sup>a</sup> | .601     | .593              | 3.156                      |

e. Predictors: (Constant), Halal Certification (X3), Price (X1), Brand Image (X2)

Source: primary data, processed by SPSS 20

Based on the results of the analysis above, the percentage of variation in the Purchasing Decision Variable (Y) which can be explained by the variables Price (X1), Brand Image (X2) and Halal Certification (X3) is 60.1% while the remaining 39.9% is explained in other variables outside the regression model.

The results of respondents' answers in the Sate Ayam H.Tukri Sobikun Ponorogo research regarding the effect of price (X1), brand image (X2) and halal certification (X3), on purchasing decisions (Y) of Sate Ayam H.Tukri Sobikun Ponorogo. Based on the results of the analysis, the discussion of the research findings is as follows:

### **1. Price has a significant effect on purchasing decisions for Sate Ayam H. Tukri Sobikun Ponorogo**

The test results simultaneously produced a significant value of 0.000 (sig 0.000 < 0.05). This implies that the regression equation obtained is reliable and the model used is fixed. As a result, there is a joint or simultaneous influence between variables X1, X2, and X3 on variable Y. Based on the results of the t-test between the price variable (X1) on purchasing decisions (Y), the value of t count (3.933) > t table (1.976) and sig (0.000) < 0.05, it is concluded that price has a positive and significant effect on purchasing decisions, so H1 is accepted H0 is rejected. Therefore, the price variable's significant influence on purchasing decisions for Sate Ayam H.Tukri Sobikun Ponorogo.

Meanwhile, the results of the regression analysis show that the coefficient value for the Price variable is 0.247. This indicates that a one-unit increase in Price will increase purchasing decisions by 24.7%, assuming other variables remain constant. It is important to note that this assumes other external factors that are not taken into account in the model are considered constant or equal to zero. So, the amount of R Square is 0.601, this shows that the contribution of variables X1, X2 and X3 is 60.1%, while the remaining 39.9% (100-60.1%) is determined by other factors outside the model that are not detected in this study.

This explanation shows that the price of Sate Ayam H.Tukri Sobikun Ponorogo has a significant positive effect. This finding is in line with research conducted by according to research by Monoarfa, Juliana, Setiawan and Abu

Karim (Monoarfa et al., 2021) stated the results that price has a significant effect on consumer purchasing decisions. The price factor plays a role in influencing consumer purchasing decisions. Thus, the higher the price level, the better the purchasing decision for chicken satay in Ponorogo.

Based on the data exposure above, it is intended that the price variable has a significant effect on purchasing decisions because Sate Ayam H.Tukri Sobikun Ponorogo sellers in Ponorogo who are able to set prices in accordance with consumer expectations and provide added value, such as good quality raw materials and satisfying service, will be more successful in attracting customers. Research shows that price has a significant effect on purchasing decisions, where consumers tend to choose products that offer a balance between price and quality.

## **2. Brand image has a significant effect on purchasing decisions for Sate Ayam H. Tukri Sobikun Ponorogo**

The test results simultaneously produced a significant value of 0.000 (sig 0.000 < 0.05). This implies that the regression equation obtained is reliable and the model used is fixed. As a result, there is a joint or simultaneous influence between variables X1, X2, and X3 on variable Y. Based on the results of the t-test between the brand image variable (X2) on purchasing decisions (Y), the t value (6.098) > t table (1.976) and sig (0.000) < 0.05, it is concluded that Brand Image has a positive and significant effect on purchasing decisions, so H2 is accepted H0 is rejected. Therefore, there is a significant influence of the brand image variable on purchasing decisions for Sate Ayam H.Tukri Sobikun Ponorogo.

Meanwhile, the results of the regression analysis show that the coefficient value for the Brand Image variable is 0.611. This indicates that a one-unit increase in Brand Image will increase purchasing decisions by 61.1%, assuming other variables remain constant. It is important to note that this assumes other external factors that are not taken into account in the model are considered constant or equal to zero. So, the amount of R Square is 0.601, this shows that the contribution of variables X1, X2 and X3 is 60.1%, while the remaining 39.9% (100-60.1%) is determined by other factors outside the model that are not detected in this study.

This explanation shows that the brand image Sate Ayam H.Tukri Sobikun Ponorogo has a positive and significant influence. This finding is in line with research conducted by according to (Muizzudin & Kisty, 2020) research, which states the results that brand image has a significant effect on consumer purchasing decisions. The brand image factor plays a role in influencing consumer purchasing decisions. Thus, the higher the level of brand image, the better the purchasing decision for Sate Ayam H.Tukri Sobikun Ponorogo.

Based on the data exposure above, it is intended that the brand image variable has a significant effect on purchasing decisions because there are many chicken satay places in Ponorogo that have a well-known brand image or

brand. And the buyers of Sate Ayam H.Tukri Sobikun Ponorogo are not only from local buyers but also outside of Ponorogo, the majority of whom make Sate Ayam H.Tukri Sobikun Ponorogo as souvenirs for their area.

### **3. Halal certification has a positive and insignificant effect on purchasing decisions for Sate Ayam H. Tukri Sobikun Ponorogo**

The test results simultaneously produced a significant value of 0.000 (sig 0.000 < 0.05). This implies that the regression equation obtained is reliable and the model used is fixed. As a result, there is a joint or simultaneous influence between variables X1, X2, and X3 on variable Y. Based on the results of the t-test between the Halal Certification variable (X3) on purchasing decisions (Y), the calculated t value (1.629) < t table (1.976) and sig (0.105) > 0.05, it is concluded that Halal Certification has a positive and insignificant effect on purchasing decisions, so H0 is accepted H3 is rejected. Therefore, there is a positive and insignificant effect of the halal certification variable on purchasing decisions for Sate Ayam H.Tukri Sobikun Ponorogo.

Meanwhile, the results of the regression analysis show that the coefficient value for the Halal Certification variable is 0.109. This indicates that a one-unit increase in Brand Image will increase purchasing decisions by 10.9%, assuming other variables remain constant. It is important to note that this assumes other external factors that are not taken into account in the model are considered constant or equal to zero. So, the amount of R Square is 0.601, this shows that the contribution of variables X1, X2 and X3 is 60.1%, while the remaining 39.9% (100-60.1%) is determined by other factors outside the model that are not detected in this study.

This explanation shows that halal certification on Sate Ayam H.Tukri Sobikun Ponorogo has a positive and insignificant effect. This finding is in line with research conducted by according to Rafidah Widia Aliyusna's research states the results that halal certification has no significant effect on consumer purchasing decisions ([Widia Aliyusna, 2022](#)) However, this is different from the research conducted by Uswatun Hasanah which confirms that halal certification has a positive and significant effect on product purchasing decisions ([Hasanah & Sari, 2023](#)) Thus, the higher the level of halal certification does not necessarily affect purchasing decisions for Sate Ayam H.Tukri Sobikun Ponorogo, because the hypothesis results do not show a significant effect.

Based on the data exposure above, it is intended that the halal certification variable has an insignificant effect on purchasing decisions because halal certification has not become an option for people in Ponorogo in choosing food, even though the average person in Ponorogo is Muslim. In addition, there are no satay stalls, both large and branded and small, that already have halal certification. This is also exacerbated by the fact that the average chicken slaughterhouse in Ponorogo has not cut the chicken in a shari'i or halal way

## CONCLUSION

Based on the above description of the research conducted and the discussion that has been carried out, the following conclusions can be drawn:

- a. Price has a significant effect on purchasing decisions at Sate Ayam H. Tukri Sobikun Ponorogo. This is because the results of the hypothesis test show a significant value, the higher the price value, the better the purchasing decision at Ponorogo chicken satay.
- b. Brand image has a significant effect on purchasing decisions at Sate Ayam H. Tukri Sobikun Ponorogo. This is because the results of the hypothesis test show a significant value, the higher the brand image value, the better the purchasing decision at Sate Ayam H. Tukri Sobikun Ponorogo.
- c. Halal certification has a positive and insignificant effect on purchasing decisions at Sate Ayam H. Tukri Sobikun Ponorogo. This is due to the fact that halal certification has not become an option for people in Ponorogo in choosing food, even though the average person in Ponorogo is Muslim.

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