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Assessing the Role of Product and Halal Label in Shaping Consumer Behavior: A Study of Purchasing Decisions in East Java

Imam Sopangi¹, Irham Zaki², Peni Haryanti³, Rohmad Prio Santoso⁴, Muhammad Rizal Asri⁵

^{1,2} Universitas Airlangga Surabaya, Indonesia

^{1,3,4} Universitas Hasyim Asy'ari Tebuireng Jombang, Indonesia

⁵ Bartin University, Turkey

¹imamsopangi@unhasy.ac.id, ²Irham-z@feb.unair.ac.id, ³peniharyanti@unhasy.ac.id,

⁴rohmad.love@gmail.com, ⁵rizalasri23@jcloud.com

Abstract

This study aims to analyze the influence of halal products and halal labels on Generation Z purchasing decisions, emphasizing the significant role of product quality, brand perception, and price as mediating variables. These variables not only amplify the impact of halal products and labels, but also become the main link that explains how awareness of halal products drives purchasing decisions. The research method used is quantitative with a survey approach, involving 523 respondents from five districts and cities in East Java (Jombang, Kediri City, Kediri Regency, Tulungagung, and Trenggalek) selected through purposive sampling. The results show that halal labeling has a significant effect on brand perception, indicating a moderate positive relationship. Halal products also have a strong influence on perceived quality, making it a major factor in increasing product attractiveness. In addition, the relationship between perceived quality and price shows a significant effect, emphasizing that quality is the main determinant of price in the context of halal products. In contrast, the path from halal label to price through brand has a very low and insignificant coefficient, confirming the weak role of brand in influencing price. This finding bridges the literature gap by showing that product quality plays a more dominant role than brand in mediating the relationship between halal attributes, price, and purchase decision. The practical implication is that businesses focusing on the halal market need to direct marketing strategies on improving product quality to strengthen competitiveness, instead of relying too much on brand strength.

Keywords: Halal Products, Halal Labels, Purchasing Decisions, Consumer Behavior, Generation Z.

Corresponding author:

Irham Zaki, e-mail: Irham-z@feb.unair.ac.id

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Introduction

The growing demand for halal products,¹ particularly among Generation Z,² calls for a better understanding³ of the factors shaping their purchasing decisions.⁴ Global trends or developments related to this research theme include: Mian N. Riaz (2018) highlights how halal standards are implemented in various countries.⁵ In addition, Yunes Ramadan Al-Teinaz (2020) discussed various important aspects of the halal food industry, including food safety, regulation and certification.⁶ More recently, Hussain Mohi-ud-Din Qadri (2024) provides a comprehensive view of the concept of halal, covering sharia, commercial, regulatory and technological aspects of the global halal industry. Issues such as the use of advanced technologies (e.g. blockchain and artificial intelligence) in the halal sector are also discussed. In addition, the book proposes solutions to challenges such as harmonization of halal standards at the global level, making it an essential reference for academics and practitioners in the field of Islamic economics as well as halal business globally.⁷

Although the market for halal products is expanding, comprehensive research on how halal labels, product quality, brand perception, and price influence the purchasing behavior of this demographic remains lacking. According to a survey conducted by Halal Research Institute, 62% of Generation Z consumers in Indonesia expressed a preference for halal-certified products, indicating a significant market opportunity.⁸ However, the specific mechanisms through which halal labelling and product quality influence their purchase decisions remain unexplored, which highlights a critical research gap. Research (Simbolon, 2019; Juliana et al., 2022) shows that Muslim consumers prefer products with halal certification, as such certification assures them of compliance with their religious beliefs⁹ and increases their confidence in product quality and safety.¹⁰ Halal labels serve not only as a marker of religious compliance but also as a signal of product integrity, which is especially important for consumers who prioritize ethical consumption.¹¹ Furthermore, the perception of halal products as high quality is often associated with the strict standards

¹ Khurun'in Zahro' et al., "The Influence of Marketing, Pricing and Promotion on Gen Z's Purchase Behavior of Halal Cosmetics in Indonesia," *The Journal of Muamalat and Islamic Finance Research*, 2023, 112–24, <https://doi.org/10.33102/jmifr.517>.

² Nur Rizqi Febriandika, Vamel Wijaya, and Lukmanul Hakim, "Gen-Z Muslims' Purchase Intention of Halal Food: Evidence From Indonesia," *Innovative Marketing* 19, no. 1 (2023): 13–25, [https://doi.org/10.21511/im.19\(1\).2023.02](https://doi.org/10.21511/im.19(1).2023.02).

³ Dia Purnama Sari, Itsla Yunisva Aviva, and Utari Evy Cahyani, "Muslim Z Generation Purchase Behavior on Halal Cosmetics and Skincare," *At-Tijaroh Jurnal Ilmu Manajemen Dan Bisnis Islam* 8, no. 2 (2022): 186–98, <https://doi.org/10.24952/tijaroh.v8i2.5282>.

⁴ Niyaži Gümüş and Ebru Onurlubaş, "Investigation of Factors Affecting Generation Z's Halal Cosmetics Adoption," *Marketing and Management of Innovations* 14, no. 1 (2023): 1–11, <https://doi.org/10.21272/mmi.2023.1-01>.

⁵ Mian N Riaz and Muhammad M Chaudry, *Handbook of Halal Food Production* (CRC Press, 2018).

⁶ Yunes Ramadan Al-Teinaz, Stuart Spear, and Ibrahim H A Abd El-Rahim, *The Halal Food Handbook* (John Wiley & Sons, 2020).

⁷ Hussain Mohi-ud-Din Qadri, *The Global Halal Industry: A Research Companion* (Taylor & Francis, 2024).

⁸ Burhanudin and Reza Nur Saifullah Daldiri, "Chinese Ice Cream in Indonesia: Analyzing Halal Brand Image, Halal Brand Loyalty, Halal Brand Trust and Purchase Intention," *The Journal Gastronomy Tourism* 10, no. 2 (2023): 152–66, <https://doi.org/10.17509/gastur.v10i2.63353>.

⁹ Freddy Pandapotan Simbolon, "The Impact of Halal Label, Price, and Brand on the Purchase Decision of Bakso Wagyu in Kota Wisata Cibubur," *The Winners* 20, no. 2 (2019): 111, <https://doi.org/10.21512/tw.v20i2.5891>.

¹⁰ Juliana et al., "Halal Cosmetics in the Eyes of Millennial Muslims: Factor Analysis of Halal Labels and Celebrity Endorsers," *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)* 8, no. 2 (2022): 318–33, <https://doi.org/10.20473/jebis.v8i2.40598>.

¹¹ Abdalla Mohamed Bashir et al., "Factors Affecting Consumers' Intention Towards Purchasing Halal Food in South Africa: A Structural Equation Modelling," *Journal of Food Products Marketing* 25, no. 1 (2018): 26–48, <https://doi.org/10.1080/10454446.2018.1452813>.

associated with halal certification,¹² which can significantly influence decisions.¹³ In addition to halal labeling, product quality plays an important role in consumer decision-making. Research (Hasbullah, 2023; Arifitria, 2023) shows that consumers are more likely to buy halal products when they perceive them to be of high quality,¹⁴ as this perception directly affects their trust and satisfaction.¹⁵ Research by Bukhari et al. (2019) on halal cosmetics has shown that product quality, in addition to halal certification, significantly affects consumer preference and purchase intention.¹⁶ This suggests that while halal labeling is important, the intrinsic quality of the product cannot be ignored, as it is integral to consumer satisfaction and loyalty. In addition, the interaction between halal labeling and product quality is crucial in understanding consumer behavior. Some studies suggest that consumers may prioritize product quality over halal certification when making purchasing decisions,¹⁷ especially in markets that do not prioritize halal products.¹⁸ This suggests a potential shift in consumer priorities, where product quality may take precedence, thus challenging the assumption that halal labeling is the sole determinant of purchasing behavior.¹⁹

For marketers and businesses aiming to penetrate this lucrative market segment, understanding how halal products and labels impact Generation Z's purchasing decisions is essential. Research indicates that brand image and price significantly influence consumer purchase intentions, with 75% of consumers willing to pay a premium for products that align with their values, such as those with halal certification.²⁰ In addition, research by Ulfia, et al. (2022) shows that 80% of consumers consider halal labels as a marker of quality and trust, further emphasising the importance of these factors in purchasing decisions.²¹

This study addresses the research gap by examining how halal products and labeling influence Generation Z's purchasing decisions, with a particular focus on the mediating roles of product quality, brand perception, and price. While previous research has explored various aspects of halal branding, the findings are inconsistent. For example, some studies show that halal labelling

¹² Muniyat Aisyah, "Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia," *Al-Iqtishad Journal of Islamic Economics* 9, no. 1 (2016), <https://doi.org/10.15408/aiq.v9i1.1867>.

¹³ Siti Salmah and Anwar Adem Shikur, "The Relationship of Attitude, Perceived Behavioral Control, Subjective Norm on Halal Food Purchasing Behavior on Indonesian Muslim Millennials," *Ekonomi Islam Indonesia* 5, no. 1 (2023), <https://doi.org/10.58968/eii.v5i1.258>.

¹⁴ Nurul Adilah Hasbullah, Adlin Masood, and Norfhadzilahwati Rahim, "Does Faith Dictate the Purchasing Behavior of Malaysian Muslim Millennials and Gen Z in Halal Cosmetics?" in *I-IIECONS E-Proceedings*, 2023, 681–87, <https://doi.org/10.33102/iiecons.v10i1.48>.

¹⁵ Sekar Alma Arifitria, Reny Fitriana Kaban, and Hidajat Sofyan Widjaja, "How Do Halal Labels, Pricing, and Promotion Affect Sasha Toothpaste Purchasing Decisions?," *Perbanas Journal of Islamic Economics and Business* 3, no. 2 (2023): 112, <https://doi.org/10.56174/pjeb.v3i2.135>.

¹⁶ Faheem Bukhari et al., "Is Religiosity an Important Consideration in Muslim Consumer Behavior," *Journal of Islamic Marketing* 10, no. 4 (2019): 1288–1307, <https://doi.org/10.1108/jima-01-2018-0006>.

¹⁷ Harie Lutfie et al., "Which Is More Important? Halal Label or Product Quality," in *Proceedings of the 3rd International Seminar and Conference on Learning Organization (Isclo-15)*, 2016, <https://doi.org/10.2991/isclo-15.2016.41>.

¹⁸ Lily Ulfia, Mamluatal Maghfiroh, and Rachma Indrarini, "Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision," *Li Falah Jurnal Studi Ekonomi Dan Bisnis Islam* 6, no. 2 (2022): 41, <https://doi.org/10.31332/lifalah.v6i2.1919>.

¹⁹ Finka Oktaniar, Erna Listyaningsih, and Bambang Purwanto, "The Effect of Halal Labeling, Advertisement Creativity and Lifestyle on Purchase Decisions of Wardah Products (Case Study of Students of Universitas Malahayati)," *Kne Social Sciences*, 2020, <https://doi.org/10.18502/kss.v4i14.7926>.

²⁰ Hilda Yuliasuti et al., "Analysis of the Influence of Brand Image, Price, and Product Quality on Consumer Buying Intentions in the Indonesian Retail Market: Mediation by the Level of Consumer Trust," *International Journal of Business Law and Education* 5, no. 1 (2024): 657–67, <https://doi.org/10.56442/ijble.v5i1.453>.

²¹ Ulfia, Maghfiroh, and Indrarini, "Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision."

significantly increases brand trust and consumer loyalty,²² while others show that price sensitivity can mask the impact of brand image.²³ This inconsistency underscores the need for further investigation into how these variables interact to influence purchase decisions among Generation Z consumers. For example, Anubha study (2023) found that brand perception does not have a significant impact on the intention to purchase halal cosmetic products among consumers.²⁴ This contradicts previous findings by Attaman and Ulengin (2003), which state that brand perception is an important factor influencing the purchase intention of halal products.²⁵ Such inconsistencies highlight the need for further research to clarify the role of brand perception in the context of halal products. Similarly, Gojali & Asih (2020) identified many factors that influence Muslim consumer behavior in choosing halal products, but they did not find a consistent relationship between halal labeling and purchasing decisions. This suggests that while halal labeling may be important, other factors such as consumer confidence and trust in the halal logo may play a more significant role, indicating a complex interaction of variables that requires deeper exploration.²⁶

While research on halal label branding and consumer behavior is expanding, there remains a notable gap in understanding how halal products and labels specifically affect Generation Z's purchasing decisions. Previous research has mainly focused on adult consumers or specific product categories, with no studies targeting younger demographic groups.²⁷ Although the importance of brand image and product quality has been highlighted in several studies, their mediating effects, along with price, on Generation Z's purchasing behavior remain underexplored.²⁸

This study aims to analyze the effect of halal products and halal labels on Generation Z purchasing decisions, with a focus on testing product quality, brand perception, and price as mediating variables. This study is also designed to evaluate each mediating variable individually to identify which variable has the most dominant influence on purchasing decisions. A survey using a quantitative approach was conducted targeting Generation Z consumers in five regencies and cities in East Java: Jombang, Kediri City, Kediri Regency, Tulungagung, and Trenggalek. This research adds to the existing knowledge by offering empirical evidence on the factors influencing purchasing decisions in the halal market, helping businesses refine their marketing strategies to better cater to this demographic's needs.

²² Nuryakin, Mohd Shamsuri Md Saad, and Maghfira Rizky Maulani, "Purchase Intention Behavior of Halal Cosmetics. Comparing Study between Indonesia and Malaysia Millennial Generation," *Journal of Islamic Accounting and Business Research* 15, no. 8 (January 1, 2024): 1266–92, <https://doi.org/10.1108/JIABR-06-2021-0177>.

²³ Marco Pichierri and Luca Petruzzellis, "The Effects of Companies' Face Mask Usage on Consumers' Reactions in the Service Marketplace," *Journal of Services Marketing* 36, no. 4 (January 1, 2022): 530–49, <https://doi.org/10.1108/JSM-04-2021-0116>.

²⁴ Anubha, "Mediating Role of Attitude in Halal Cosmetics Purchase Intention: An ELM Perspective," *Journal of Islamic Marketing* 14, no. 3 (January 1, 2023): 645–79, <https://doi.org/10.1108/JIMA-04-2021-0112>.

²⁵ Berk Ataman and Burç Ülengin, "A Note on the Effect of Brand Image on Sales," *Journal of Product & Brand Management* 12, no. 4 (2003): 237–50, <https://doi.org/10.1108/10610420310485041>.

²⁶ Dudang Gojali and Vemy Suci Asih, "Determinant Factors of Indonesian Muslim Behavior in Choosing Halal Products," *Innovative Marketing* 16, no. 4 (2020): 155–63, [https://doi.org/10.21511/im.16\(4\).2020.14](https://doi.org/10.21511/im.16(4).2020.14).

²⁷ Ulfia, Maghfiroh, and Indrarini, "Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision."

²⁸ Ceini Anggar Kusuma and Dudi Anandya, "The Impact of Consumer Purchase Intention and Halal Brand Equity on Halal-Labeled Instant Noodle Products in Indonesia," *Journal of Entrepreneur & Business* 4, no. 2 (2023): 125–37, <https://doi.org/10.24123/jeb.v4i2.5719>.

Method

This study uses a quantitative approach with a survey method to analyze the effect of halal products and halal labels on Generation Z purchasing decisions. The mediating variables used in this study include product quality, brand perception, and price. The research population is Generation Z who live in five districts and cities in East Java, namely Jombang, Kediri City, Kediri Regency, Tulungagung, and Trenggalek. The research sample of 523 respondents was selected using purposive sampling technique, with the main criteria being individuals aged 18-25 years who have experience buying packaged products.

The purposive sampling technique was used because this research requires respondents with certain characteristics relevant to the research objectives, namely Generation Z who have direct experience in buying and using packaged products. This ensures that the data obtained is more in line with the variables studied, so that it can provide more accurate and valid results. Data was collected through an online questionnaire designed to measure variables such as halal products, halal labeling, purchasing decisions, product quality, brand perception, and price.

The research instrument is a questionnaire with a 5-point Likert scale, namely 1 (Strongly Disagree) to 5 (Strongly Agree), used to measure the level of respondents' agreement with statements that reflect the research variables. Before analyzing the effect of the independent variable on the dependent variable or the mediation test, the questionnaire was first tested for validity and reliability on the test sample to ensure the quality of the data generated. After the data is declared valid and reliable, processing is carried out using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) model. This model was chosen because it has the ability to handle data with non-normal distribution, handle the complexity of models with many variables and indicators, and evaluate direct and indirect relationships between variables.²⁹

The use of PLS-SEM over other techniques, such as covariance-based Structural Equation Modeling (SEM) or regression analysis, is based on several considerations. First, PLS-SEM is more suitable for exploratory and predictive research, especially when the model involves complex causal relationships. Second, this technique does not require a normal distribution of data, making it more flexible in the analysis of real-world data. Third, PLS-SEM allows simultaneous analysis of relationships among latent variables, both direct and mediating relationships, which is difficult to achieve with conventional regression analysis. This makes PLS-SEM the right choice to ensure research results that are more robust and in line with the study objectives.³⁰

Data analysis was conducted through three main stages to ensure the validity of the research results. The first stage is the construct validity and reliability test, which aims to ensure that the research instruments meet good measurement criteria. Construct validity was tested using a loading factor with a minimum threshold value of 0.7, while reliability was tested using composite reliability (CR) and Cronbach's Alpha, with a minimum threshold value of 0.7. The second stage is structural model testing to identify the relationship between halal products and halal labeling on purchasing decisions, as well as the mediating role of product quality, brand perception, and price. This analysis is carried out to evaluate the strength and direction of the causal relationship between variables. The third stage is to test the significance of the model results using the bootstrapping technique with 1,000 iterations. This technique is used to identify the strength of the relationship between

²⁹ Imam Ghazali, *Partial Least Squares: Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.2.9 Untuk Penelitian Empiris* (Semarang: Badan Penerbit Universitas Diponegoro, 2021).

³⁰ Prana Ugiana Gio, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Dengan Software SmartPLS*, *Uwais Inspirasi Indonesia* (Ponorogo: IKAPI Jawa Timur, 2022).

variables and ensure the stability of the estimate. The significance threshold value is determined by p-value (≤ 0.05) and 95% confidence interval. If the p-value is below 0.05 or the confidence interval does not include a zero value, the relationship between variables is considered significant. This approach ensures robust and reliable analysis results in answering the research questions.³¹ The results of this analysis are expected to offer a comprehensive understanding of how halal products and labels influence Generation Z's purchasing decisions in the East Java region within the context of halal products.

Result & Discussion

Respondents' descriptive analysis

According to Table 1, of the 523 respondents in the study, 287 were female, making up 55% of the total, while 235 were male, accounting for 45%. This shows the more dominant involvement of women in this survey. The largest number of respondents came from Tulungagung with 130 people (25%), followed by Kediri District with 115 people (22%), Jombang with 104 people (20%), and Kediri City with 94 people (18%). The lowest number of respondents came from Trenggalek, with 78 people (15%). This data reflects a fairly even distribution of respondents across the five regions of East Java, with the highest proportion coming from more urbanised areas with better access to information, such as Tulungagung and Kediri District. This may also reflect potential differences in preferences based on the characteristics of the region of residence.

Table 1. Characteristics of Respondents

	Categories	Quantity	Percentage %
Gender	Male	235	45
	Female	287	55
Regional Origins	Jombang	104	20
	Kediri Town	94	18
	Kediri District	115	22
	Tulungagung	130	25
	Trenggalek	78	15
Total		523	100%

Source: Data processed (2024)

Outer Model Evaluation

The measurement model in SEM-PLS can be evaluated in two ways: Firstly by looking at the construct model. Second, based on three main criteria: convergent validity, discriminant validity and reliability. Figure 1 shows that all constructs with indicators have a loading factor value greater than 0.70, indicating that all construct indicators are valid.³²

³¹ Harnilawati et al., *Metodologi Penelitian* (Makasar: Cendekia Publisher, 2024).

³² Ghazali, *Partial Least Squares: Konsep, Teknik Dan Aplikasi Menggunakan Program Smart PLS 3.2.9 Untuk Penelitian Empiris*.

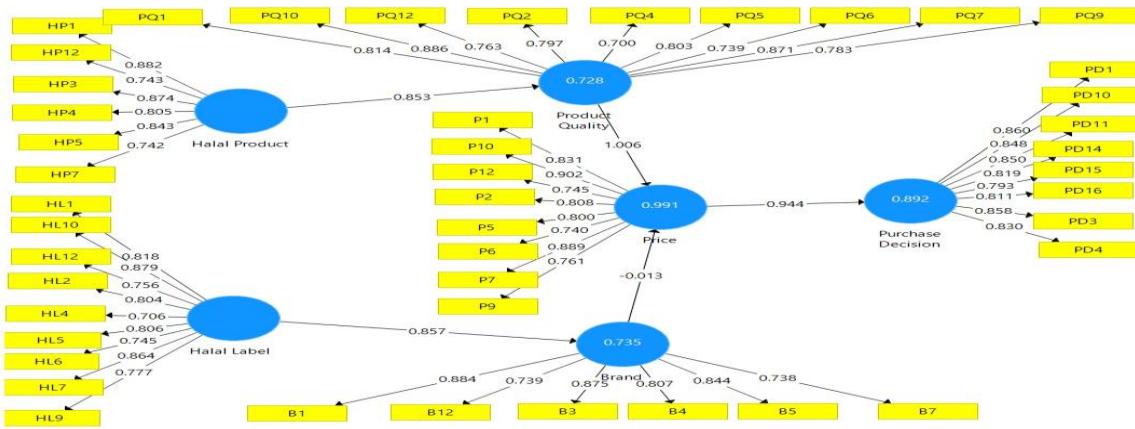


Figure 1. PLS Construct Model

Convergent validity is assessed using Average Variance Extracted (AVE), with an AVE value of 0.50 or higher indicating that the construct explains more than half of the indicator variance. According to Table 2, the AVE results for all constructs are above 0.50, indicating that all indicators are valid.

Table 2: AVE Results

Average Variance Extracted	
Brand	0.667
Halal Label	0.635
Halal Product	0.667
Price	0.659
Product Quality	0.635
Purchase Decision	0.696

Source: Processed data (2024)

Discriminant validity tests the constructs are different from one another. This can be evaluated using the Fornell-Larcker criterion, which shows that the square root of the AVE for each construct is greater than its correlation with other constructs.³³ Based on table 3, the correlation between halal products and halal labels is found to be 0.857 which is greater than the square root of halal products is 0.817, and so forth. This shows that discriminant validity is adequate and valid.³⁴

Table 3: Fornell-Larcker Criteria Results

	Brand	Halal Label	Halal Product	Price	Product Quality	Purchase Decision
Brand	0.817					
Halal Label	0.857	0.797				
Halal Product	1.000	0.857	0.817			
Price	0.846	0.995	0.846	0.812		
Product Quality	0.853	1.000	0.853	0.995	0.797	
Purchase Decision	0.919	0.938	0.918	0.944	0.935	0.834

³³ Indah Pratiwi and Yusakh Ivanovic, "Analysis of the Effect of Occupational Safety and Health (OSH) Culture on Implementing OSH Awareness: A Case Study," *Jurnal Teknik Industri* 23, no. 1 (2022): 17–30, <https://doi.org/10.22219/jtiumm.vol23.no1.17-30>.

³⁴ Juriko Abdussamad et al., *Metode Penelitian: Kuantitatif, Kualitatif, Dan Mixed Methode* (Medan: PT Media Penerbit Indonesia, 2024).

Source: Processed data (2024)

Reliability refers to the consistency of measurements, typically assessed using Cronbach's Alpha, rho_A, or Composite Reliability. Values of Cronbach's Alpha, rho_A, or Composite Reliability above 0.70 are typically considered acceptable, indicating that the indicators reliably measure the latent construct.³⁵ Table 4 shows that all constructs exceeded the 0.70 threshold, confirming their reliability.³⁶

Table 4: Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability
Brand	0.899	0.902	0.923
Halal Label	0.927	0.931	0.940
Halal Product	0.899	0.901	0.923
Price	0.925	0.929	0.939
Product Quality	0.927	0.931	0.940
Purchase Decision	0.937	0.939	0.948

Source: Processed data (2024)

Structural Model Evaluation (Inner Model)

Figure 2 illustrates that the PLS inner model in this study includes two exogenous variables, namely halal products and halal labels. Likewise, it also has an endogenous variable or dependent variable, namely purchasing decisions. Product quality, brand and price as mediating variables or commonly called intervening variables. An intervening variable explains the process or path through which exogenous variables affect endogenous variables, outlining the causal relationship between them; this study employs three techniques in the inner model test, as used by Nurjanah and Limanda (2024): direct effect test, indirect effect test, and coefficient of determination test.³⁷ The direct effect test examines the direct relationship between exogenous and endogenous variables, excluding the consideration of intervening variables. The indirect effect test evaluates how the intervening variable mediates the relationship between exogenous and endogenous variables.

³⁵ Eva Yuniarti Utami, Supriandi Supriandi, and Rival Pahrijal, "Analysis of the Use of Environmentally Friendly Raw Materials and Environmental Awareness on Purchasing Decisions and Consumer Loyalty in the Central Java Manufacturing Industry," *West Science Interdisciplinary Studies* 2, no. 03 (2024): 593–604, <https://doi.org/10.58812/wsis.v2i03.733>.

³⁶ Hernawaty Manalu, Fahrudin Ramly, and Imam Sopangi, *Metode Penelitian Ekonomi: Konsep, Metode, Dan Implementasi*, PT. Mifandi Mandiri Digital (Medan: PT. Mifandi Mandiri Digital, 2024).

³⁷ Listia Nurjanah and Kelfi Yanti Limanda, "Analisis Pengaruh Influencer Dan EWOM Terhadap Minat Beli Skincare Pada Generasi Z Di Kota Batam: Peran Mediasi Brand Image," *Jurnal Manajemen Bisnis Dan Keuangan* 5, no. 1 (2024): 117–33, <https://doi.org/10.51805/jmbk.v5i1.195>.

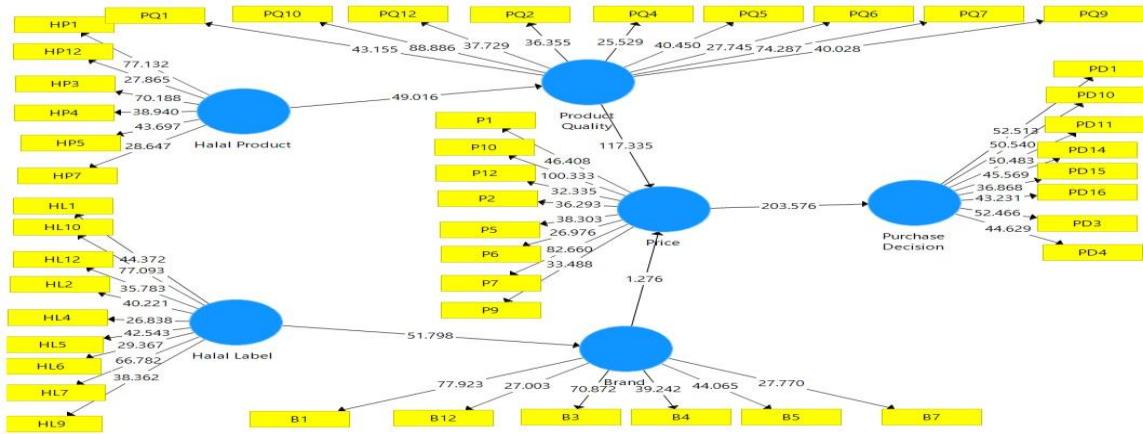


Figure 2: PLS Inner Model

The direct effect test results in Table 5 show that the halal label affects the brand, halal products influence product quality, price impacts purchasing decisions, and product quality affects price. This is seen by the p-value less than the value of 0.05 (tolerance threshold value). The brand variable has no effect on price, as the p-value exceeds 0.05. When viewed from the Original Sample value, it means the amount of influence partially, then the halal label partially affects the brand by 0.857 or 85.7%, halal products partially affect product quality by 0.853 or 85.3%, the price partially affects purchasing decisions by 0.944 or 94.4%, and product quality partially affects the price by 1,006 or 100%.

Table 5: Direct Effect Test Results

Hypothesis	Influences	Original Sample	p-Value	Conclusion
H1	Brand > Price	-0.013	0.101	Rejected
H2	Halal Label > Brand	0.857	0.000	Accepted
H3	Halal Product > Product Quality	0.853	0.000	Accepted
H4	Price > Purchase Decision	0.944	0.000	Accepted
H5	Product Quality > Price	1.006	0.000	Accepted

Source: Processed data (2024)

The results of the indirect effect test, as shown in Table 6, indicate that halal products affect price through product quality, product quality influences purchasing decisions through price, and halal products impact purchasing decisions through both product quality and price, with all relationships showing significant effects. This is evident from the p-value of 0.000, which is below the 0.05 threshold. Halal label variables on prices mediated by brands, brands on purchasing decisions mediated by prices, and halal labels on purchasing decisions mediated by brands and prices all show no effect. The mediating effect of product quality on the relationship between halal products and price is 85.9%, the effect of price mediation on the relationship between product quality and purchasing decisions is 95%, and the combined mediating effect of product quality and price on the relationship between halal products and purchasing decisions is 81.1%.

Table 6: Indirect Effect Test Results

Hypothesis	Influences	Original Sample	p-Value	Conclusion
H6	Halal Label > Brand > Price	-0.011	0.103	Rejected
H7	Halal Product > Product Quality > Price	0.859	0.000	Accepted
H8	Brand > Price > Purchase Decision	-0.012	0.101	Rejected

H9	Halal Label > Brand > Price > Purchase Decision	-0.010	0.103	Rejected
H10	Product Quality > Price > Purchase Decision	0.950	0.000	Accepted
H11	Halal Product > Product Quality > Price > Purchase Decision	0.811	0.000	Accepted

Source: Processed data (2024)

Table 7 shows that four endogenous variables—brand, price, product quality, and purchase decisions—have Adjusted R-Squared values. Hair et al. (2019) argue that the criteria for the Adjusted R-Squared value above 0.5 state that mediation has a strong influence and above 0.8 is very strong.³⁸ The Adjusted R-Squared value of 0.734 for the brand indicates that 73.4% of the brand's influence is determined by the halal label, with the remaining 26.6% influenced by other variables not included in the research model. The Adjusted R-Squared value of 0.991 for price indicates that 99.1% of the price is influenced by halal products, product quality, halal labels, and brands, with the remaining 0.9% affected by other variables not included in the research model. The product quality Adjusted R-Squared value of 0.728 indicates that 72.8% of product quality is influenced by halal products, with the remaining 27.2% affected by other variables not included in the research model. The Adjusted R-Squared value of 0.892 for purchase decisions indicates that 89.2% of purchasing decisions are influenced by halal products, product quality, halal labels, brands, and prices, while the remaining 10.8% is influenced by other variables not included in the research model.

Table 7: Test Results of the Coefficient of Determination (Adjusted R-Squared)

Variables	Adjusted R-Squared	Conclusion
Brand	0.734	Strong
Price	0.991	Very Strong
Product Quality	0.728	Strong
Purchase Decision	0.892	Very Strong

Source: Processed data (2024)

Discussion

The interplay between brand dynamics, halal labeling, product quality, and price has a significant impact on consumer purchase decisions, especially among Muslim consumers. This discussion blends theoretical frameworks from Western marketing theory and insights from renowned Muslim scholars while examining empirical studies that align or contradict the proposed hypotheses. The interaction of these factors underscores the complexity of consumer behavior in the halal market, which requires a deep understanding of the influence of religion and culture on purchasing decisions. The findings in this study as shown in Table 5 that halal labeling affects brand, halal products affect product quality, price affects purchasing decisions, and product quality affects price. This can be seen from the p-value which is smaller than the value of 0.05 (tolerance threshold value). The brand variable has no effect on price, because the p-value exceeds 0.05. When viewed from the Original Sample value, it means the amount of influence partially, then the halal label partially affects the brand by 0.857 or 85.7%, halal products partially affect product quality by

³⁸ Joseph F Hair et al., "When to Use and How to Report the Results of PLS-SEM," *European Business Review* 31, no. 1 (January 1, 2019): 2–24, <https://doi.org/10.1108/EBR-11-2018-0203>.

0.853 or 85.3%, prices partially affect purchasing decisions by 0.944 or 94.4%, and product quality partially affects prices by 1,006 or 100%.

This study shows that brand variables have no effect on price, there are several reasons that can explain this phenomenon, *First*, price is often determined by non-brand factors. If a brand does not yet have strong differentiation or wide recognition in the market, its impact on price is likely to be small. For example, new products often face challenges in embedding brand value in consumer perceptions. In many cases, product prices are influenced more by production costs,³⁹ marketing strategies, and market competition than the brand image itself.⁴⁰ Research (Aufegger et al., 2021; Hernandez et al., 2020) shows that in highly competitive markets,⁴¹ consumers are more likely to compare prices than consider brands,⁴² which reduces the influence of brands on prices; *The second* is the lack of brand differentiation. If consumers do not see significant differences between the brands under test, then the brand will not influence their perception of price. Products with similar functional value from different brands often compete in similar price ranges. In markets with many players and little product innovation, consumers are more sensitive to price than brand,⁴³ so the brand-price relationship is weak.⁴⁴ Research (Wahyudi, 2024; Mamuaya, 2024) that in the context of products that have similar functions,⁴⁵ consumers tend to choose based on price;⁴⁶ *The third* is that consumers don't always make brand a factor in determining price. In many cases, consumers pay more attention to other attributes such as product quality, features or sustainability. Research (Ellyson & Basu, 2021; Sun, 2024) shows that in markets that focus on functional value, such as basic necessities,⁴⁷ consumers prioritize competitive prices over brands.⁴⁸ This suggests that in certain contexts, brand may not be considered a direct indicator of product value; *The fourth* is an inconsistent brand image. If a brand does not have a consistent image or reputation, this can reduce its influence on price perception. Consumers may be unsure whether the brand deserves a price premium. Brands with an unstable image often lose appeal, so their price is assessed based on other factors such as product reviews or availability.⁴⁹ Dickson & Kent's (2021)

³⁹ Muhammad Aria Wahyudi and Sri Mulyono, "Analysis of Marketing Mix Implementation on Purchasing Decisions for Skintific Skincare Products (Survey of the Community in Jabodetabek)," *International Journal of Business Law and Education* 5, no. 2 (2024): 1570–75, <https://doi.org/10.56442/ijble.v5i2.613>.

⁴⁰ Nova Christian Mamuaya, "Investigating the Impact of Product Quality, Price Sensitivity, and Brand Reputation on Consumer Purchase Intentions in the FMCG Sector," *International Journal of Business Law and Education* 5, no. 2 (2024): 1576–83, <https://doi.org/10.56442/ijble.v5i2.614>.

⁴¹ Lisa Aufegger et al., "The Risk-Value Trade-Off: Price and Brand Information Impact Consumers' Intentions to Purchase OTC Drugs," *Journal of Pharmaceutical Policy and Practice* 14, no. 1 (2021), <https://doi.org/10.1186/s40545-020-00293-5>.

⁴² Inmaculada Hernandez et al., "Changes in List Prices, Net Prices, and Discounts for Branded Drugs in the US, 2007-2018," *Jama* 323, no. 9 (2020): 854, <https://doi.org/10.1001/jama.2020.1012>.

⁴³ Ben Teasdale, Amanda Nguyen, and Jeroen van Meijgaard, "Trends and Determinants of Retail Prescription Drug Costs," *Health Services Research* 57, no. 3 (2022): 548–56, <https://doi.org/10.1111/1475-6773.13961>.

⁴⁴ Šárka Velčovská and Fridrik Larsen, "The Impact of Brand on Consumer Preferences of Milk in Online Purchases: Conjoint Analysis Approach," *Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis* 69, no. 3 (2021): 345–56, <https://doi.org/10.11118/actaun.2021.032>.

⁴⁵ Wahyudi and Mulyono, "Analysis of Marketing Mix Implementation on Purchasing Decisions for Skintific Skincare Products (Survey of the Community in Jabodetabek)"

⁴⁶ Mamuaya, "Investigating the Impact of Product Quality, Price Sensitivity, and Brand Reputation on Consumer Purchase Intentions in the FMCG Sector."

⁴⁷ Alice M Ellyson and Anirban Basu, "Do Pharmaceutical Prices Rise Anticipating Branded Competition?," *Health Economics* 30, no. 5 (2021): 1070–81, <https://doi.org/10.1002/hec.4248>.

⁴⁸ Yulin Sun, "Research on the Marketing Strategy of Co-Branding With Other Brands -- Taking Luckin Coffee as an Example," *Journal of Education Humanities and Social Sciences* 27 (2024): 293–98, <https://doi.org/10.54097/jg20zn91>.

⁴⁹ Aufegger et al., "The Risk-Value Trade-Off: Price and Brand Information Impact Consumers' Intentions to Purchase OTC Drugs."

research shows that consumers tend to seek certainty in brand image to determine product value;⁵⁰ *The fifth* is inappropriate market segmentation. If the brand does not fit the target market or does not offer value that matches consumer expectations, then its influence on price is weak. If the research involves a sample of consumers who have no emotional attachment or loyalty to the brand, the relationship between brand and price is weak.⁵¹ Dalimunthe's (2021) research shows that brand loyalty can influence pricing decisions, but only if consumers have a strong attachment to the brand;⁵² *The sixth* is fierce competition in the market. The presence of brands that offer lower prices can suppress the influence of premium brands in influencing prices. In highly competitive markets, brands are not always able to set prices that reflect their image because consumers compare prices rather than consider brands.⁵³ Research by Hernandez et al. (2020) shows that in the context of intense competition, price is a more dominant factor in purchasing decisions;⁵⁴ *The seventh* is the effect of geographical or cultural context. In some cases, consumers may pay more attention to factors such as religious values, product quality, or discounts than brand reputation. In cross-cultural research, differences in consumer perceptions of brands can reduce the effect of brand on price.⁵⁵ Ellyson & Basu's (2021) research shows that social and cultural context can influence how consumers assess brands and prices.⁵⁶ Taking these various factors into account, it can be concluded that while brands have the potential to influence price, in many situations, this influence can be minimized by other factors that are more dominant in consumers' purchasing decisions.

Furthermore, based on Table 6, the results of the indirect effect test show that halal products affect prices through product quality, product quality affects purchasing decisions through price, and halal products affect purchasing decisions through both product quality and price, with all relationships showing a significant effect. This is evidenced by the p value of 0.000 which is below the 0.05 threshold. The relationship between the halal label variable on brand mediated by price, brand on purchasing decisions mediated by price, and halal label on purchasing decisions mediated by price all show no effect. The mediating effect of product quality on the relationship between halal products and prices is 85.9%, the effect of price mediation on the relationship between product quality and purchasing decisions is 95%, and the combined mediating effect of product quality and price on the relationship between halal products and purchasing decisions is 81.1%.

Several reasons why some relationships do not mediate: *First*, lack of consumer understanding of the halal label, namely if consumers may consider the halal label as an attribute. As a result, the presence of the halal label is not a major determining factor in purchasing decisions. A study by (Rafifasha, 2022; Hasibuan, 2021) shows that many consumers consider the halal label

⁵⁰ Sean Dickson and Tyler Kent, "Association of Generic Competition With Price Decreases in Physician-Administered Drugs and Estimated Price Decreases for Biosimilar Competition," *Jama Network Open* 4, no. 11 (2021): e2133451, <https://doi.org/10.1001/jamanetworkopen.2021.33451>.

⁵¹ Mamuaya, "Investigating the Impact of Product Quality, Price Sensitivity, and Brand Reputation on Consumer Purchase Intentions in the FMCG Sector."

⁵² Femmy Indriany Dalimunthe, "Behavior Analysis of Brand Loyalists and Brand Switcher in 5-Star Accommodation Services in Medan City," *Society* 9, no. 1 (2021): 54–71, <https://doi.org/10.33019/society.v9i1.299>.

⁵³ Mamuaya, "Investigating the Impact of Product Quality, Price Sensitivity, and Brand Reputation on Consumer Purchase Intentions in the FMCG Sector."

⁵⁴ Hernandez et al., "Changes in List Prices, Net Prices, and Discounts for Branded Drugs in the US, 2007-2018."

⁵⁵ Janez Dolšak, "Competition and Consumer Prices in the Fuel Market: Insights From a Small EU Country," *Applied Economic Analysis* 32, no. 95 (2024): 141–66, <https://doi.org/10.1108/aea-08-2023-0322>.

⁵⁶ Ellyson and Basu, "Do Pharmaceutical Prices Rise Anticipating Branded Competition?"

only as an additional attribute,⁵⁷ not as a major determining factor in their purchasing decisions.⁵⁸ This indicates that although the halal label exists, consumers may not consider it important in the context of their overall purchase decision; *Second*, the stronger dominance of the brand over the halal label also contributes to this phenomenon. When consumers already have high trust in a particular brand,⁵⁹ they tend to ignore additional attributes such as the halal label.⁶⁰ In the case of reputable products, consumers are more likely to rely on the brand image than the halal label, which suggests that the brand can serve as a substitute for the trust expected from the halal label;⁶¹ *Third*, price is not always perceived as a major factor in purchasing decisions for halal products. In research (Alinda & Adinugraha, 2022; Pahutar, 2023), it was found that consumers do not always see price as an important influence when evaluating halal products,⁶² especially if the product is considered essential or of high quality.⁶³ This suggests that consumers may focus more on product value and quality rather than price, which may reduce the influence of halal labeling in purchasing decisions; *Fourth*, the statistically insignificant mediation effect can also explain why this relationship does not mediate. In line with research (Sahabudin, 2023; Farida, 2023) when the relationship between halal labeling and purchasing decisions through mediators such as brand and price is not strong enough,⁶⁴ the mediation effect becomes insignificant.⁶⁵ Edris' research (2024) shows that for a strong mediation effect, a significant relationship is needed between the independent variable (halal label) and the mediator, as well as between the mediator and the dependent variable (purchase decision);⁶⁶ *Fifth*, a diverse sample of respondents can also affect research results. Differences in cultural values, purchasing power, and knowledge of halal labeling across different consumer groups can produce varying results. For example, if respondents do not pay much attention to the halal label or have certain brand preferences, the results could show no

⁵⁷ Tamira Naila Rafifasha, "Persepsi Dan Preferensi Konsumen Kosmetik Halal," *Bandung Conference Series Economics Studies* 2, no. 2 (2022), <https://doi.org/10.29313/bcses.v2i2.4643>.

⁵⁸ Sri Wahyuni Hasibuan, "Kesadaran Konsumen Kosmetik Halal Terhadap Peran Sertifikasi Label Halal Di Kota Medan," *Al-Amwal Jurnal Ekonomi Islam* 9, no. 2 (2021): 140–50, <https://doi.org/10.36341/al-amwal.v9i2.171>.

⁵⁹ Suci Nur Utami, "Preferensi Konsumen Berdasarkan Label Sertifikasi Halal Produk Pangan Lokal," *Journal of Technology and Food Processing (Jtfp)* 1, no. 02 (2021): 10–14, <https://doi.org/10.46772/jtfp.v1i02.509>.

⁶⁰ Kicky Camallya Arista and Khusnul Fikriyah, "Pengaruh Label Halal, Harga Dan Song Joong Ki Sebagai Brand Ambassador Terhadap Keputusan Pembelian Produk Scarlett Whitening Di Kabupaten Sidoarjo," *Jurnal Ekonomi Syariah Teori Dan Terapan* 9, no. 4 (2022): 453–66, <https://doi.org/10.20473/vol9iss20224pp453-466>.

⁶¹ Yaya Kusdiana, "Keputusan Pembelian: Label Halal, Citra Merek Dan Kualitas Pelayanan (Studi Kasus KFC Giant Pekanbaru)," *Jurnal Manajemen, Akuntansi, Ekonomi* 2, no. 2 (2023): 27–34, <https://doi.org/10.59066/jmae.v2i2.403>.

⁶² Riska Alinda and Hendri Hermawan Adinugraha, "Pengaruh Logo Halal, Kesadaran Halal, Dan Sikap Konsumen Untuk Kembali Membeli Produk Makanan Dan Minuman Kemasan," *Sosobi Jurnal Penelitian Mahasiswa Ilmu Sosial Ekonomi Dan Bisnis Islam* 2, no. 2 (2022): 153–68, <https://doi.org/10.21274/sosobi.v2i2.6298>.

⁶³ Irwana Pahutar, Pristiyono Pristiyono, and Daslan Simanjuntak, "Analisis Tingkat Pengetahuan Konsumen Dan Label Halal Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian," *Remik (Riset Dan E-Jurnal Manajemen Informatika Komputer)* 7, no. 2 (2023): 1108–18, <https://doi.org/10.33395/remik.v7i2.12285>.

⁶⁴ Arfah Sahabudin and Rika Rahmawati, "Persepsi Peserta Pelatihan Pendamping Proses Produk Halal Tentang Pentingnya Menjadi Pendamping Proses Produk Halal," *Jurnal E-Business Institut Teknologi Dan Bisnis Muhammadiyah Polewali Mandar* 3, no. 2 (2023): 1–4, <https://doi.org/10.59903/ebusiness.v3i2.76>.

⁶⁵ Nurul Farida, Tri Kurniastuti, and Bambang Septiawan, "Pelatihan Dan Pendampingan Legalitas Usaha Produk Makanan UMKM Berbasis Produk Halal," *Jurnal Altifani Penelitian Dan Pengabdian Kepada Masyarakat* 3, no. 5 (2023): 706–13, <https://doi.org/10.59395/altifani.v3i5.481>.

⁶⁶ Mochamad Edris et al., "Pendampingan Juru Sembelih Halal Di RPH Pak Puji, Desa Karangbener, Kecamatan Bae, Kabupaten Kudus," *Jurnal Industri Kreatif Dan Kewirausahaan* 6, no. 2 (2024): 229–41, <https://doi.org/10.36441/kewirausahaan.v6i2.1850>.

effect.⁶⁷ This shows the importance of considering social and cultural context in research on purchasing decisions.⁶⁸ Sixth, the complexity of factors in purchasing decisions is also a reason why the halal label does not always mediate. Purchasing decisions are influenced by many factors, including previous experiences, product reviews, and personal preferences,⁶⁹ which may be more dominant than the halal label or price.⁷⁰ The interaction between variables such as halal label, brand, and price may not be strong enough to reflect a statistically significant effect, thus reducing the role of halal label in purchasing decisions.⁷¹ Thus, these various interrelated factors suggest that the halal label does not necessarily serve as a mediator in purchase decisions, and it is important to consider the broader context in the analysis of consumer behavior.

Empirical studies have shown that the presence of halal labeling significantly increases consumer trust and perceived value, leading to increased purchase intentions. Research (Aisyah, 2016; Nurhayati & Hendar, 2019) shows that consumers with higher levels of intrinsic religiosity are more likely to show a preference for halal products, as they consider these products to be in line with their religious beliefs⁷² and values.⁷³ Moreover, the perceived quality of halal products is often positively correlated with consumer attitudes,⁷⁴ as halal certification is increasingly seen as a marker of quality assurance,⁷⁵ not only among Muslims but also among non-Muslims.⁷⁶ However, various research results suggest that while halal labeling positively influences purchase intention, factors such as price sensitivity and brand loyalty may complicate this dynamic. For example, some consumers may prioritize price over halal certification,⁷⁷ especially in competitive markets where non-halal alternatives are much cheaper.⁷⁸ In this study, consumers will buy halal products when

⁶⁷ Rahmanita, Nurul Fadila Dwiyanti, and Nida Siti Nurhamidah, “Faktor-Faktor Yang Mempengaruhi Minat Ukm Dalam Melakukan Sertifikasi Halal,” *International Journal Mathla’ul Anwar of Halal Issues* 3, no. 2 (2023): 91–99, <https://doi.org/10.30653/ijma.202332.92>.

⁶⁸ Aprilia Saniatuzzahroh and Desi Trisnawati, “Pengaruh Pengetahuan Produk Halal, Brand Image Dan Religiusitas Terhadap Niat Membeli Produk Kosmetik Halal: Sikap Sebagai Vaibel Intervening,” *J-Ceki Jurnal Cendekia Ilmiah* 1, no. 6 (2022): 870–88, <https://doi.org/10.56799/jceki.v1i6.1549>.

⁶⁹ Aris Nurul Muiz et al., “Pengaruh Sertifikat Halal Terhadap Pendapatan Usaha Dan Halal Awareness UMKM Di Sektor Halal Food (Studi Pada Pelaku Usaha UMKM Kecamatan Cihideung Kota Tasikmalaya),” *J-Alif Jurnal Penelitian Hukum Ekonomi Syariah Dan Budaya Islam* 8, no. 2 (2023): 156, <https://doi.org/10.35329/jalif.v8i2.4829>.

⁷⁰ Sulistio Adiwinarto, Aris Yuni Pawestri, and Muh Chamdani, “Sosialisasi Dan Pendampingan Sertifikasi Halal Produk Kopi Badan Usaha Milik Desa (BUMDes) Jubung Jember,” *Jurnal Terapan Ekonomi Dan Bisnis* 2, no. 2 (2022): 52–62, <https://doi.org/10.24269/jteb.v2i2.5708>.

⁷¹ Andre Ridho Saputro, “Motivasi, Persepsi Dan Preferensi Konsumen Terhadap Rantai Pasok Halal,” *Journal of Manufacturing in Industrial Engineering & Technology* 1, no. 1 (2023): 52–57, <https://doi.org/10.30651/mine-tech.v1i1.16639>.

⁷² Aisyah, “Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia.”

⁷³ Tatiek Nurhayati and Hendar Hendar, “Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention,” *Journal of Islamic Marketing* 11, no. 3 (2019): 603–20, <https://doi.org/10.1108/jima-11-2018-0220>.

⁷⁴ Vitaly Cherenkov and Samira Ali Kyzy Musayeva, “Russians’ Perceiving the Halal as a Sign of Quality (Case of St. Petersburg Meat Market),” *Malaysian Journal of Halal Research* 3, no. 2 (2020): 69–75, <https://doi.org/10.2478/mjhr-2020-0012>.

⁷⁵ Kenji Sugibayashi et al., “Halal Cosmetics: A Review on Ingredients, Production, and Testing Methods,” *Cosmetics* 6, no. 3 (2019): 37, <https://doi.org/10.3390/cosmetics6030037>.

⁷⁶ Nida Karimah and Darwanto, “Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products,” *Al-Kharaj Jurnal Ekonomi Keuangan & Bisnis Syariah* 3, no. 2 (2021): 177–91, <https://doi.org/10.47467/alkharaj.v3i2.319>.

⁷⁷ Ayu Afsari, Any Suryantini, and Jangkung Handoyo Mulyo, “The Influence of Attitude, Subjective Norm, and Perceived Behavioural Control Toward Snack Consumer Behaviour in Halal Labeling in Yogyakarta,” *Ilmu Pertanian (Agricultural Science)* 2, no. 1 (2017): 29, <https://doi.org/10.22146/ipas.10827>.

⁷⁸ Fitriana Dina Rizkina et al., “Analysis of Consumer Behavior Factors on Willingness to Buy Chicken Meat With Halal Labels at Traditional Markets in Jember Area,” *Jurnal Agrotek Ummat* 9, no. 3 (2022): 165, <https://doi.org/10.31764/jau.v9i3.8774>.

supported by the quality and price of these products (see H11 in Table 6). Conversely, when halal products, although branded and affordable, they will not buy when the product is not of high quality (see H9 in Table 6). This indicates that consumers are more selective of product quality and the halal label does not yet reflect that the product is of high quality. Therefore, it is necessary to educate them that the halal certification process among the requirements is that the product must be of high quality and safe for consumption.

Cultural and contextual factors contribute to the observed contradictions in consumer behavior towards halal products. In regions with a strong Islamic presence, such as Indonesia and Malaysia, the emphasis on halal labeling is often reinforced by cultural norms and religious teachings,⁷⁹ leading to a higher likelihood of purchasing halal products.⁸⁰ Conversely, in multicultural societies, perceptions of halal products may be influenced by broader societal attitudes, including Islamophobia, which may deter non-Muslim consumers from using halal products despite their good quality.⁸¹ Furthermore, the marketing strategies employed by brands also play an important role; brands that effectively communicate the benefits of halal products,⁸² including ethical considerations and quality assurance,⁸³ tend to be more attractive to consumers.⁸⁴

The relationship between brand perception and price is complex. Western theories often suggest that strong brands can command higher prices due to perceived quality⁸⁵ and trust.⁸⁶ However, Simbolon's (2019) findings show that the hypothesis that brand has a direct effect on price is not universally accepted.⁸⁷ This aligns with the notion that, while brand equity affects pricing strategies, external factors like market competition and consumer price sensitivity also significantly influence them.⁸⁸ In contrast, the Islamic marketing perspective emphasises the ethical dimension of branding, where halal certification increases trust and brand loyalty among Muslim consumers,⁸⁹ thus potentially influencing their price sensitivity.⁹⁰ Based on the description above, the western theory that states that brand has an effect on price, then in this study it is rejected (see H1 in Table 5). This is in accordance with the Islamic view that not all branded products are

⁷⁹ Aisyah, "Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia."

⁸⁰ Mia Sari et al., "How Do Halal Component and Marketing Drive Muslim Consumers?", *Journal of Digital Marketing and Halal Industry* 5, no. 2 (2023): 143–66, <https://doi.org/10.21580/jdmhi.2023.5.2.18782>.

⁸¹ Barbara Ruiz-Bejarano, "Islamophobia as a Deterrent to Halal Global Trade," *Islamophobia Studies Journal* 4, no. 1 (2017), <https://doi.org/10.13169/islastudj.4.1.0129>.

⁸² Nispawati Isnaini, Alifia Nur Zaida, and Khusnul Zulmiati, "The Influence of Halal Product Image, Product Design, and Marketing Strategy on Consumer Levels in Halal Cosmetic Products (Case Study on Safi)," *Airlangga International Journal of Islamic Economics and Finance* 4, no. 1 (2021): 32, <https://doi.org/10.20473/aijief.v4i1.24422>.

⁸³ Emiliya Ahmadova and Khatai Aliyev, "Determinants of Attitudes Towards Halal Products," *Journal of Islamic Marketing* 12, no. 1 (2020): 55–69, <https://doi.org/10.1108/jima-04-2019-0068>.

⁸⁴ Muhammad Muflih and Juliana Juliana, "Halal-Labeled Food Shopping Behavior: The Role of Spirituality, Image, Trust, and Satisfaction," *Journal of Islamic Marketing* 12, no. 8 (2020): 1603–18, <https://doi.org/10.1108/jima-10-2019-0200>.

⁸⁵ Lemmerer and Menrad, "Customers' Use of Prices and Internal Reference Prices to Evaluate New Food Products."

⁸⁶ Utaka, "High Price Strategy and Quality Signalling."

⁸⁷ Simbolon, "The Impact of Halal Label, Price, and Brand on the Purchase Decision of Bakso Wagyu in Kota Wisata Cibubur."

⁸⁸ Heiner Imkamp, "Should Prices of Consumer Goods Be Better Indicators of Product Quality?," *Journal of Consumer Policy* 41, no. 1 (2018): 77–81, <https://doi.org/10.1007/s10603-018-9367-2>.

⁸⁹ Aisyah, "Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia."

⁹⁰ Najmudin et al., "The Effect of Halal Labels on Purchasing Decision of Halal Cosmetic Products With Interest as Intervening Variable," *Jurnal Ekonomi Syariah* 8, no. 1 (2023): 99–110, <https://doi.org/10.37058/jes.v8i1.6581>.

expensive. Islam is more concerned with maslahah (halal) and avoiding mafsadah (haram) in consuming, not the brand (see H2 in Table 5).

The halal label is crucial in influencing purchasing decisions, particularly among Muslim consumers. Studies by Juliana et al. (2022) and Ulfia et al. (2022) confirm that halal labelling positively influences brand perception⁹¹ and consumer trust.⁹² This is in line with Islamic teachings that prioritise halal compliance as a reflection of quality and ethical consumption.⁹³ However, the results of this study confirm that halal labeling has a positive impact on purchasing decisions mediated by the quality and price of these products (see H11 in Table 6). Conversely, halal labeling has no impact on purchasing decisions when mediated by the brand and price of the product. This indicates that consumers are more selective of product quality rather than brand (see H9 in Table 6).

The interaction between product quality and price is well documented in Western and Islamic marketing literature. Research indicates that consumers frequently rely on price as a cue for quality,⁹⁴ particularly when other quality indicators are unavailable.⁹⁵ For example, Aisyah (2016) notes that Muslim consumers tend to perceive halal products as higher quality products, which can justify a price premium.⁹⁶ This supports the hypothesis that product quality strongly influences price, with consumers willing to pay a premium for products they perceive as halal and of superior quality. However, while many Muslim consumers are willing to pay more for halal products, there are limits to this willingness. Price sensitivity varies among individuals and can be influenced by factors such as income level, economic conditions, and the availability of alternative products.⁹⁷ Research by Ireland (2018) suggests that when the price of halal products is much higher than non-halal alternatives, some consumers may favor cost over certification, especially in challenging economic times.⁹⁸ Research by Ireland (2018) is in accordance with this study and is supported by data that consumers make buying decisions when prices are affordable even though the goods purchased do not have a halal label. (see H4 in Table 5 and H9 in Table 6).

Contextual factors also play an important role in shaping consumer behavior regarding halal products. Cultural perceptions of value and quality can influence how much consumers are willing to pay for halal certification. In markets where halal products are perceived as luxury or premium goods,⁹⁹ consumers may be more likely to accept higher prices.¹⁰⁰ Conversely, in regions where halal products are widely available and competition is fierce, price sensitivity may increase, leading consumers to seek the best deal regardless of halal certification.¹⁰¹ In addition, the concept of “fair

⁹¹ Juliana et al., “Halal Cosmetics in the Eyes of Millennial Muslims: Factor Analysis of Halal Labels and Celebrity Endorsers.”

⁹² Ulfia, Maghfiroh, and Indrarini, “Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision.”

⁹³ Aisyah, “Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia.”

⁹⁴ Imkamp, “Should Prices of Consumer Goods Be Better Indicators of Product Quality?”

⁹⁵ Muzayyanah, Triatmojo, and Guntoro, “The Consumer Preferences for Processed Meat Products Based on Choice Brand Priorities.”

⁹⁶ Aisyah, “Consumer Demand on Halal Cosmetics and Personal Care Products in Indonesia.”

⁹⁷ John Ireland, “Just How Loyal Are Islamic Banking Customers?,” *The International Journal of Bank Marketing* 36, no. 3 (2018): 410–22, <https://doi.org/10.1108/ijbm-09-2016-0138>.

⁹⁸ Ireland.

⁹⁹ Andika Nuraga Budiman and Hilma Suyana, “A Product Attribute Influencing Halal Product Purchase Decisions: A Field Study in Bogor,” *Majalah Sainstekes* 9, no. 1 (2022): 9–22, <https://doi.org/10.33476/ms.v9i1.1989>.

¹⁰⁰ Shyue Chuan Chong et al., “Non-Muslim Malaysians’ Purchase Intention Towards Halal Products,” *Journal of Islamic Marketing* 13, no. 8 (2021): 1751–62, <https://doi.org/10.1108/jima-10-2020-0326>.

¹⁰¹ Chong et al.

price" in Islamic economics suggests that while consumers may be willing to pay more for halal products, there is a threshold where the perceived value does not justify the cost.¹⁰² Factors such as income levels, economic conditions, and availability of alternative products are among the thresholds in question.¹⁰³

The impact of price on purchase decisions is a well-recognized concept in marketing. Research consistently shows that price is an important factor in consumer choice, often serving as a proxy for quality.¹⁰⁴ Findings from Simbolon (2019) and other studies confirm that price directly influences purchase decisions, especially in markets where consumers are price sensitive.¹⁰⁵ This is in line with the accepted hypothesis that price significantly influences purchasing decisions (see H4 in Table 5).

Empirical evidence supports the relationship between halal product attributes and perceived quality. Studies show that halal certification improves product quality perceptions among Muslim consumers,¹⁰⁶ leading to increased purchase intentions.¹⁰⁷ This supports the hypothesis that halal product attributes positively influence perceived product quality (see H3 in Table 5).

Several hypotheses regarding the intermediary role of price and quality in the context of halal products have produced mixed results. For example, the hypothesis that halal labelling affects price through brand dynamics was rejected (see H6 in Table 6), in several studies, suggesting that while halal labels improve brand perception,¹⁰⁸ they do not necessarily result in higher prices.¹⁰⁹ In contrast, the hypothesis that halal products influence price through perceived quality is accepted (see H7 in Table 6),¹¹⁰ which suggests that higher perceived quality may justify higher prices.¹¹¹

From an Islamic perspective, the connection between brand, price, and quality aligns with the principles of fairness and transparency in transactions, as confirmed by prominent scholars. Imam Al-Ghazali in *Ihya' Ulum al-Din* mentions that trade should be based on honesty and balance of values in setting prices, so that no exploitation or injustice occurs. He writes that a fair price is one that reflects the real benefits of a good or service.¹¹² Al-Ghazali's opinion is supported by the findings of this study (see H4 in Table 5). Additionally, Ibn Taymiyyah in *Al-Hisbah fi al-Islam* emphasizes the importance of integrity in pricing, particularly for products with distinctive attributes like the halal label. According to him, such labels are not mere indicators, but should

¹⁰² Kumara Adji Kusuma, "The Concept of Just Price in Islam: The Philosophy of Pricing and Reasons for Applying It in Islamic Market Operation," in *Proceedings of the 5th International Conference on Accounting and Finance (ICAF 2019)*, 2019, <https://doi.org/10.2991/icaf-19.2019.19>.

¹⁰³ Ireland, "Just How Loyal Are Islamic Banking Customers?"

¹⁰⁴ Exenberger, Bucko, and Rabatin, "An Assessment of Consumer Behavior in the Quality to Price Relationship of Tomatoes in the Slovak Republic Environment."

¹⁰⁵ Simbolon, "The Impact of Halal Label, Price, and Brand on the Purchase Decision of Bakso Wagyu in Kota Wisata Cibubur."

¹⁰⁶ Ulfia, Maghfiroh, and Indrarini, "Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision."

¹⁰⁷ Najmudin et al., "The Effect of Halal Labels on Purchasing Decision of Halal Cosmetic Products With Interest as Intervening Variable."

¹⁰⁸ Simbolon, "The Impact of Halal Label, Price, and Brand on the Purchase Decision of Bakso Wagyu in Kota Wisata Cibubur."

¹⁰⁹ Najmudin et al., "The Effect of Halal Labels on Purchasing Decision of Halal Cosmetic Products With Interest as Intervening Variable."

¹¹⁰ Ulfia, Maghfiroh, and Indrarini, "Halal Label and Product Quality: Case Study Wardah Cosmetic Product Purchase Decision."

¹¹¹ Najmudin et al., "The Effect of Halal Labels on Purchasing Decision of Halal Cosmetic Products With Interest as Intervening Variable."

¹¹² Al-Ghazali, *Ihya' Ulum Al-Din*.

reflect real quality and trustworthiness so as not to mislead consumers.¹¹³ Ibn Taymiyyah's opinion is also supported in this study (see H11 in Table 6).

Imam Ibn Qayyim al-Jawziyyah in *I'lam al-Muwaqqi'in* asserts that all elements of a transaction, including pricing, should promote the public good and avoid causing harm to any party.¹¹⁴ In the modern context, these principles can be applied in halal marketing, where trust and quality are key pillars in influencing Muslim consumer decisions. The views of these scholars emphasise that while halal attributes can enhance brand and quality perceptions, pricing should still be based on fairness and Shariah values, as reflected in the principle of *tawazun* (balance). This aligns with contemporary research, which indicates that while halal labeling enhances quality perceptions, the price must remain ethically acceptable to the market.

Finally, to ensure that the halal label reflects true quality, businesses need to integrate a transparent and reliable halal certification process, accompanied by periodic audits to maintain consumer confidence. In addition, educating consumers about the halal standards applied can strengthen the perception of product quality. In maintaining price fairness in a competitive market, businesses can optimize production efficiency, use affordable quality raw materials, and utilize technology to reduce costs without sacrificing quality. To strike a balance between brand, price, and perceived quality, a branding strategy that highlights halal values, combined with honest and relevant marketing campaigns, can build customer loyalty. Providing products at competitive prices while still meeting halal standards will create a positive reputation among consumers, allowing businesses to survive and thrive in the halal product market.

Conclusion

The findings show that brand has no direct influence on price, although attributes such as halal labeling significantly influence brand and consumer perceptions of the product. In addition, halal products are shown to increase perceptions of product quality, which in turn significantly influence price. Price itself has a direct influence on purchase decisions, confirming that consumers often use price as an indicator of quality, especially in the context of halal products.

Product quality was found to be an important mediator, both between halal products and price, and between price and purchase decision. This confirms that quality plays a key role in influencing consumer behavior. However, this study also found that halal labeling did not influence price through brand, nor did it have a significant influence on purchase decision through the combination of brand and price. Instead, product quality became a more dominant mediator, suggesting that consumers focus more on quality compared to brand in determining purchasing decisions. These findings confirm the importance of quality and halal attributes in the marketing strategy of halal products.

In addition, an exploration of cultural context and religious awareness may strengthen the conclusions of this study. In markets with high levels of religious awareness, such as in Muslim-majority regions, the halal label is often considered a basic requirement in purchasing decisions. However, different halal certification standards in different regions may affect consumer confidence in the halalness of a product.

Furthermore, consumers' understanding of halal products may vary depending on their level of literacy about the concept of halal. In some markets, consumers may place more emphasis on

¹¹³ Ibn Taymiyyah, *Al-Hisbah Fi Al-Islam*.

¹¹⁴ Al-Jawziyyah, *I'lam Al-Muwaqqi'in*, Juz 1, P. 96-97.

the halalness of the production process, while in others, aspects of sustainability or business ethics may also influence their decisions. Exploration of these factors provides deeper insights into how research results may differ across markets, thus providing broader implications for marketing strategies for halal products globally.

This study has several limitations that can be the focus of improvement in future studies. First, this study has not examined the influence of cultural context or differences in the level of halal awareness among consumers, which could potentially affect the results of the study. Variables such as religious awareness, cultural preferences, and local market competition can act as moderators that enrich the understanding of the dynamics of halal product marketing. The addition of these variables in future studies may provide a more comprehensive insight into how contextual factors influence consumer behavior.

Secondly, this study is limited to a linear relationship approach between variables, while a non-linear approach can provide a more dynamic perspective. Non-linear analysis, such as machine learning or simulation-based models, can capture complex relationships between variables that may not be detected in linear models. Using this approach, researchers can identify adaptive patterns or turning points in consumer decision-making.

In addition, consumer behavior may change over time due to growth or shifts in halal awareness influenced by education, government policies or marketing campaigns. Longitudinal studies would be beneficial to observe how these changes affect purchasing behavior in the long run. By including a time dimension, research can provide deeper insights into trends and patterns of change in consumer behavior. Through this approach, future research can not only overcome the limitations of the current study but also expand insights into the dynamics of marketing halal products across different contexts and time. This will provide wider practical implications for industry players and policy makers to design more effective and adaptive strategies.

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