

*Research Article*

## Enhancing Muslim Consumer Purchasing Decisions: The Impact of Product Quality, Price, Service Excellence, and Halal Certification

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### Abstract

This research aims to determine the influence of Product Quality, Price, Service Quality, and Halal Certification on Muslim Consumer Purchasing Decisions at "Holland Bakery" in DKI Jakarta. The sample consists of 112 respondents who have purchased "Holland Bakery" products, selected through purposive sampling. Findings indicate that product quality and price positively and significantly affect purchasing decisions. However, service quality and Halal certification do not significantly impact purchasing decisions. From a managerial perspective, this research provides key insights for targeting the Muslim consumer market. It emphasizes that while product quality and competitive pricing are crucial, the presence of halal certification and superior service quality may not significantly sway purchasing decisions. Managers should focus on maintaining high product quality and competitive prices to meet the expectations of Muslim consumers, who prioritize these factors when making purchasing decisions.

Keywords: Purchasing decisions, Product quality, Price, Service quality, Halal certification, Muslim consumers

JEL Classification: M31, L66, D22

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## 1. Introduction

The very rapid economic development in the world, including in Indonesia, has made competition between entrepreneurs or companies increasingly tight because of globalization. To build higher economic growth, Indonesia must move gradually (gradually) from a bank-based system to a market-based system (Santosa, 2018). Globalization from an economic perspective is a change in the world economy that is fundamental or structural in nature and will continue at an increasingly rapid pace following technological advances, which are also increasingly rapid processes (Akhmad & Zaroni, 2019; Sihombing et al., 2023).

When all commercial economic sectors experience a decline or are stagnant, the government must be able to mobilize the philanthropic sector, so that the economy continues to run, aggregate demand and supply continues to run, and people's purchasing power remains maintained (Setianingrum et al., 2020). Increasing sales is very important for business continuity so that the business can remain alive and running. Important training is held to provide provision and consolidation related to the use of natural resources as additional income. Setianingrum et al (2020) because the value of profits or losses obtained from sales activities becomes sources that shape the overall value of the company.

Chandra & Tjiptono (2017) and Kartik Sari & Gani (2024) define purchasing decisions as a process in which consumers identify a problem, research a specific brand or product, and carefully consider all available options to address the problem before making a purchase. According to Habibah (2020), a product's quality is determined by its capacity to perform its intended role, which includes goodness, ease of use, durability, accuracy, and other important characteristics. Purchase decisions are influenced by the quality of the product.

The higher the quality of the product, the greater the possibility that consumers will buy it. Repeated purchases of this product can even create a sense of consumer loyalty towards the product so that it can determine purchasing decisions which have an impact on increasing sales and profits. Product quality in the economy is seen as an important thing. In many studies, more than 80% of consumers make price the main consideration in purchasing decisions (Ristania & Justianto, 2018; Herniyati & Muslikh, 2024).

Previous research, according to Faroh (2017) stated that there is an influence and contribution of Price and Service on Purchasing Decisions. Apart from that, according to Chaerudin & Syafarudin (2021) in a journal entitled the effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction which states that research results show that products, services and prices are proven to have a positive and significant influence on purchasing decisions.

## 2. Literature Review and Hypothesis

### Literature Review

#### Product quality

Product quality, according to Kotler and Keller (2017), is a product's capacity to perform its intended function, which includes durability, accuracy, reliability, ease of use and maintenance, and other qualities and traits. Moreover, Habibah (2020) characterizes product quality as a product's proficiency for its intended use. Its capacity to perform its function is demonstrated by its robustness, precision, ease of processing and modification, and other important qualities. The ability of a product or service to meet explicit or implicit consumer wants is defined as "the characteristic that bears on" by Kotler and Keller (2017). According to this viewpoint, a product's or service's quality refers to the attribute that underpins the ability to meet the needs of the consumer.

#### Price

According to Suteja (2017) price is the main factor in every sale of a particular good or service. The selling price of a good or service is determined by the production costs incurred plus the desired

profit percentage. As stated by the law or *ceteris paribus* theory of demand, if the price of an item increases, then the quantity of the item demanded will decrease and if the price of an item is cash, then the quantity of the item demanded will increase. Daryanto (2018) states that price is the amount of money charged for a product for value that consumers exchange for the benefits of owning or using the product. Price suitability is one of the important things in buying a product, consumers will choose a quality product at an affordable price.

### **Service quality**

Service can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. According to Tjiptono & Diana (2018) service quality can be determined by comparing consumers' perceptions of the service they receive/obtain with the service they expect/want regarding the service attributes of a company. According to Tjiptono & Chandra (2017) stated that "Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires." Based on the opinion above, it can be concluded that service is a form of system, procedure or certain method given to other people. The determining factors of service quality are tangibles, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, understanding / knowledge of customers (Komara & Fathurahman, 2024).

### **Halal Certification**

According to Nurcahyo and Hudransyah (2017) halal certification is a guarantee of safety for Muslims to be able to consume food products according to Islamic teachings. The Indonesian Ulema Council (MUI) defines halal certification as a written fatwa of the MUI which states the halalness of a product in accordance with Islamic law. MUI Halal Certification is a requirement to obtain permission to include a halal label on product packaging from the authorized government agency. The process carried out in the production of food or drink, so that it is included in the halal classification, is carried out in accordance with halal standards that have been determined by the Islamic religion. According to Bulan (2018), these halal standards include not containing ingredients made from pork and alcohol that is intentionally added (Abelmar et al., 2024).

### **Purchasing Decision**

Armstrong & Kotler (2017) purchase decision is the stage in the buyer's decision-making process where consumers buy. Of the various factors that influence consumers to buy products or services, consumers often consider quality, price and product. Purchasing decision: According to Fatih (2018) and (Assidiki & Budiman, 2023), the purchasing decision is the stage where the buyer has made a choice and purchased the product and consumed it.

### **Hypothesis**

Product quality, according to Habibah (2020), is the capacity of Product Quality and Purchasing Decisions a product to fulfill its intended purpose, including goodness, ease of use, precision, durability, and other desirable qualities. This is supported by study by Fuad et al. (2018), which claims that items have an impact on consumers' purchasing decisions. This perspective is consistent with study by Alfionita (2020), which indicates that products have a major impact on decisions about what to buy. Suari et al.'s (2019) assertion that items have a favorable and noteworthy influence on purchase decisions is another viewpoint. Therefore, the following is the research's hypothesis:

**H1: Product quality has a positive and significant effect on purchasing decisions.**

### **Prices and Purchase Decisions**

According to Suteja (2017) price is the main factor in every sale of a particular good or service. The selling price of a good or service is determined by the production costs incurred plus the desired profit percentage. As stated by the law or *ceteris paribus* theory of demand, if the price of an item increases, then the quantity of the item demanded will decrease and if the price of an item is cash, then the quantity of the item demanded will increase. Albari (2018) states that the results of the analysis the discriminant shows that brand image and price simultaneously have a positive and partial influence on purchasing decisions. This opinion is in line with research by Ghofur (2018)

which states that service quality and price have a positive effect on purchasing decisions.

**H2: price has a positive and significant effect on purchasing decisions.**

### Service Quality and Purchasing Decisions

According to Tjiptono & Diana (2018) service quality can be known by comparing consumers' perceptions of the service they receive/obtain with the service they expect/want regarding the service attributes of a company. Apart from that, place or location factors also influence consumer purchasing decisions for a product. Research conducted by Rahayu (2018) states that service quality has a significant influence on purchasing decisions. This opinion is in line with research conducted by Kodu (2018) which states that simultaneous and partial service has a significant effect on purchasing decisions. Thus, the hypothesis of this research is:

**H3: Service quality has a significant effect on purchasing decisions.**

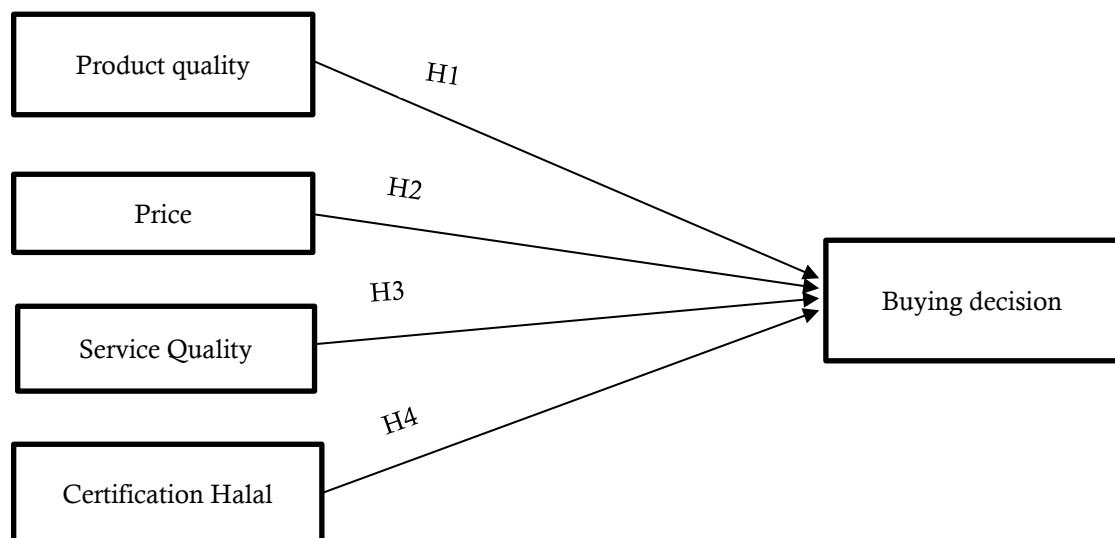
### Halal Certification and Purchasing Decisions

A formal fatwa from the Indonesian Ulema Council (MUI) stating that a product is halal in compliance with Islamic law is what the organization refers to as halal certification. This is supported by study by Andhika (2019), which finds that regularity, service quality, and halal certification significantly affect consumers' decisions to buy. This viewpoint is consistent with study by Fauzia & Sufi (2019), which found that halal certification significantly affects consumers' decisions to buy. Thus, the following is the research's hypothesis:

**H4: Halal certification has a significant effect on purchasing decisions.**

### Research Conceptual Framework

The following is a model of the thinking framework of researchers who want to examine the influence of independent variables, namely Product Quality, Price, Service Quality, and Certification Halal for the dependent variable, namely Purchase Decision. The conceptual framework is a summary of the variables that the researcher will measure after reviewing prior research, the theoretical basis, and problems that have been explained.



**Figure 1. Conceptual Framework**

## 3. Data and Method

### Types of research

Based on the type of variables studied, this research uses explanatory research with a quantitative approach. According to Sugiyono (2017), explanation (Explanatory) is research to explain the cause and effect between one variable and another through hypothesis testing. Because this research aims to find out the influence of the independent variable on the dependent variable by

emphasizing the analysis on numerical data (numbers) which are processed using statistical methods.

### **Data and Data Collection**

#### **Data Types and Sources**

In research, data plays an important role, namely as a means of proving hypotheses and achieving research objectives. Research must know what types of data are needed and how to identify, collect and process data. The type of data used in this research is subject data originating from questionnaires. The data sources used in this research are primary data and secondary data.

#### **Data collection technique**

Data collection was carried out by distributing questionnaires. Dissemination of data by distributing questionnaires containing written statements with the aim of being answered by respondents. The questionnaire conducted in this research contained five variables. The respondent's identity consists of Name, Age, Gender, Occupation.

### **Population and Sample**

#### **Population**

Population is a general area composed of objects or subjects that have certain qualities and characteristics determined by researchers. Research then draws conclusions, and the target population is the final goal of the results of applied research or is called the target population. The population in this research is all visitors who have purchased Holland Bakery Jakarta.

#### **Sample**

The sample is a portion of the population's size and makeup. Researchers can employ samples drawn from a population if it is too big for them to investigate the entire population for whatever reason—for lack of resources, time, or energy, for example. Purposive sampling, a non-probability sampling approach, is used in this study. Samples are chosen by focusing on specific traits of population components.

#### **Data analysis method**

Quantitative research will be the research methodology used. According to Sugiyono (2017), quantitative research is a type of research methodology that can be used to examine specific populations or samples, as well as data sampling strategies that make use of research tools and quantitative and statistical data analysis intended to verify preconceived notions. IBM SPSS Statistics 24 program and Google are the tools employed in the statistical analysis of the data.

### **Multiple Linear Regression Analysis**

A statistical technique called linear regression is employed to create a relationship model between related and independent variables. The following formulation can be used to show how the independent variables—Price, Product Quality, Service Quality, and Halal Certification-affect the Purchasing Decision variable and the regression equation:

$$Y=a+b_1PQ+b_2P+b_3SQ+ b_4HC \quad (1)$$

## **4. Results**

### **Descriptive Data**

Variable description is research carried out to test variables consisting of variables X and Y. Variable descriptions can be seen from the average results (mean) of each indicator variable.

**Table 1. Results of Purchase Decision Description**

	N	Mean	Std. Deviation
KP1	112	3,4821	0,65735
KP2	112	3,3393	0,65145
KP3	112	3,4732	0,58448
KP4	112	3,4821	0,51957
KP5	112	3,4643	0,62858
Valid N (listwise)	112		

Primary Data Sources processed (2023)

Based on table 1, the highest index for the purchasing decision variable is found in the statement item "Because the brand and taste are well known in the community, I am confident in the decision to purchase Holland Bakery.

**Table 2. Product Quality Description Results**

	N	Mean	Std. Deviation
P1	112	3,6875	0,4656
P2	112	3,5982	0,49246
P3	112	3,5446	0,55163
P4	112	3,4107	0,56239
P5	112	3,4286	0,58068
P6	112	3,3304	0,62079
P7	112	3,5536	0,53422
P8	112	3,5714	0,5149
P9	112	3,6071	0,50861
Valid N (listwise)	112		

Primary Data Sources processed (2023)

Based on table 2, the highest index for the product quality variable is found in the statement item "I think Holland Bakery products are packaged in good packaging." With an index value of 3.68.

**Table 3. Price Description Results**

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	112	2	4	3,4375	0,59701
Price	112	2	4	3,5446	0,53505
Service Quality	112	2	4	3,4375	0,53324
Certification Halal	112	1	4	3,4554	0,58338
Buying Decision	112	2	4	3,4911	0,56942
Valid N (listwise)	112				

Primary Data Sources processed (2023)

Based on table 3, the highest index for the price variable is found in the statement item "In my opinion, the price of Holland Bakery products varies according to the size of the product." With an index value of 3.54.



**Table 4. Results of Service Quality Description**

	N	Minimum	Maximum	Mean	Std. Deviation
PL1	112	2	4	3,6071	0,50861
PL2	112	2	4	3,6429	0,51739
PL3	112	1	4	3,4554	0,64219
PL4	112	2	4	3,5179	0,51957
PL5	112	2	4	3,5536	0,51708
PL6	112	1	4	3,4375	0,65459
Valid N (listwise)	112				

Primary Data Sources processed (2023)

Based on table 4, the highest index for the service quality variable is found in the statement item "Store Holland Bakery has employees in neat uniforms." With an index value of 3.64.

**Table 5. Halal Certification Description Results**

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	112	2	4	3,8036	0,42105
Price	112	2	4	3,7321	0,46464
Service Quality	112	3	4	3,7946	0,40578
Certification Halal	112	3	4	3,7589	0,42966
Buying Decision	112	2	4	3,7321	0,48364
Valid N (listwise)	112				

Primary Data Sources processed (2023)

Based on table 5, the highest index for the halal certification variable is found in the statement item "I think the halal logo is important in choosing food from a bakery." With an index value of 3.80.

### Normality Test Results

The Kolmogorov-Smirnov normality test is part of the classical assumption test requirements carried out to determine whether the residual value for each variable is normally distributed or not. A good regression model is to have a normally distributed residual value. Below are the results of the normality test carried out using the SPSS program as follows:

**Table 6. Normality Test Results**

Significant Level	Asymp Sig (2-tailed)	N
0,12	<,001	112

Primary Data Sources processed (2023)

Based on the results of the normality test, it is known that the significance value is  $0.001 < 0.05$ , so it can be concluded that the residual value is not normally distributed.

### Multicollinearity Test Results

The tool used to test multicollinearity disturbances is the tolerance value and variance inflation factor (VIF). Where the VIF value is  $<10$  and the tolerance are greater than 0.1 so that multicollinearity does not occur.

**Table 7. Multicollinearity Coefficients Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	0,355	2,820
	Price	0,446	2,244
	Service Quality	0,344	2,905
	Certification Halal	0,750	1,333

Primary Data Sources processed (2023)

From the table above it can be seen that the variable characteristics of product quality, price, service quality and halal certification have a VIF value < 10. So, it can be concluded that all independent variables are one with the other independent variables or multicollinearity does not occur.

### Heteroscedasticity Test Results

According to Ghajali (2018), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance and residuals from one observation to another.

**Table 8. Heteroscedasticity Test Results.**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	2,285	1,884		1,213	0,228
Product Quality	0,218	0,072	0,336	3,043	0,003
1 Price	0,362	0,109	0,327	3,321	0,001
Service Quality	0,162	0,102	0,178	1,59	0,115
Certification Halal	-0,09	0,104	-0,066	-0,865	0,389

Primary Data Sources processed (2023)

### Multiple Linear Regression Coefficient Estimation Results

Multiple linear regression analysis functions to find the influence of two or more independent data variables on the dependent variable. The multiple regression equation formula in this research is:

**Table 9. Test Results of Multiple Linear Regression Analysis Coefficients**

Model	coefficients		
	B	T	Sig
Product Quality	0,218	3,043	0,003
Price	0,362	3,321	0,001
Service Quality	0,162	1,590	0,115
Certification Halal	-0,090	-0,865	0,389

Primary Data Sources processed (2023)

## 5. Discussion

### The Influence of Product Quality on Purchasing Decisions

Product quality has a t-count, with a substantial value, according to the analysis, indicating that it influences purchase decisions in part. As a result, H0 is rejected and H1 is accepted, indicating that purchase decisions are positively and significantly influenced by the quality of the product. Research by Fuad et al. (2018) provides evidence for this claim that products have an impact on consumers' decisions to buy. This perspective is consistent with study by Alfionita (2020), which



indicates that products have a major impact on decisions about what to buy. Suari et al.'s (2019) assertion that items have a favorable and noteworthy influence on purchase decisions is another viewpoint. Nela's (2020) research, meantime, reveals that decisions about what to buy are significantly influenced by the quality of the goods. The outcomes of studies and conversations about factors pertaining to product quality and cost have a major simultaneous impact on the choice to buy dodol salak. These findings, however, conflict with those of Bryan's (2018) study, which demonstrates that product quality has a detrimental impact on purchase decisions.

### **The Influence of Price on Purchasing Decisions**

Price has a t-count, with a significant value, according to the analysis, indicating that price influences purchases to some extent. Price thus has a positive and considerable influence on purchase decisions, as H0 is rejected and H2 is accepted. The study's findings are consistent with those of Albari (2018), who claimed that discriminant analysis results demonstrate that price and brand image both concurrently have a positive and partial influence on purchase decisions. This viewpoint is consistent with Ghofur's (2018) research, which shows that pricing and service quality positively influence consumers' decisions to buy. Research by Putranto and Qiyanto (2020) and Gunarsih, Kalangi, and Tamengke (2021) demonstrates that price affects purchase decisions, which is consistent with the findings of this study. These findings, however, run counter to studies by Maknunah and Apriliyaningsih (2020), which claims that pricing has no influence on consumers' decisions to buy.

### **The Influence of Service Quality on Purchasing Decisions**

According to the analysis, the dependent variable of partial purchasing decisions is not significantly influenced by the independent variable of service quality, as indicated by the t-count of service quality, which has a significant value. subsequently H0 is approved and H3 is denied, indicating that the level of service does not significantly and favorably affect consumers' decisions to buy. The findings of the present study corroborate those of earlier research on "The Influence of Service Quality and Consumer Trust on Purchasing Decisions in Case Studies at Giant Hypermarket" carried out by Meliana et al. (2018). The study's findings indicate that decisions about what to buy are unaffected by the general quality of services. Research by Polla et al. (2018), titled Analysis of the Influence of Price, Promotion, Location, and Service Quality on Purchasing Decisions at PT. Indomaret Manado Unit Jalan Sea, supports the findings of this study by demonstrating that the service quality variable has a negligible and unfavorable impact on consumer purchasing decisions.

### **The Influence of Halal Certification on Purchasing Decisions**

Based on the analysis, halal certification has a t-count, with a significant value, meaning that there is no real influence (significance) of the independent variable of halal certification on the dependent variable of partial purchasing decisions. then H0 is accepted and H4 is rejected, which means that halal certification does not have a positive and significant influence on purchasing decisions. The results of this study are in line with the findings of Sari et al., (2018) who found that the halah label variable did not have a significant effect on purchasing decisions. and the results are in line with previous researchers, namely Iman (2022), Setyaningsih (2019), that the research results show that halal certification has no effect on purchasing decisions. However, the results of this research are not in line with the results obtained by the Halal Certification variable, which are in accordance with the results of research conducted by Rudika (2021) entitled The Influence of Halal Certification, Halal Awareness, and Food Ingredients on Interest in Buying Halal Food Products in Semarang. The results of Rudika's research from 2021, titled The Influence of Halal Certification, Halal Awareness, and Food Ingredients on Interest in Buying Halal Food Products in Semarang, are in line with the results of this study, but not with the results obtained by the Halal Certification variable.

## **6. Conclusion**

The author came to the following conclusion based on the findings of the study and the discussion that was presented in this research regarding the impact of Halal certification, Product Quality, Price, and Service Quality on Muslim Consumer Purchasing Decisions at the Holland Bakery

Bakery in the Jakarta area, as well as on the underlying theories in the earlier chapters: At the Holland Bakery bakery in the Jakarta region, decisions on what to buy are positively and significantly influenced by the quality of the products. Purchase decisions at the Holland Bakery bakery in the Jakarta region are positively and significantly influenced by price. At the Holland Bakery Bakery in the Jakarta region, purchasing decisions are not positively and significantly impacted by service quality. The Holland Bakery bakery in the Jakarta region does not see a favorable and significant impact from halal certification on consumer decisions. At the Holland Bakery bakery in the Jakarta region, decisions about what to buy are influenced significantly by several factors at the same time, including product quality, pricing, service quality, and halal certification. Implications for Managers The study's conclusions support the notion that factors such as halal certification, competitive pricing, high-quality products, and excellent services are crucial in influencing Muslim consumers' decisions to buy.

## Recommendation

For future research, it is recommended that researchers expand the scope of the study by including additional variables such as brand trust and perceived value to see how these factors interact with product quality, price, service quality, and halal certificates in influencing Muslim consumers' purchasing decisions. Additionally, research can focus on different market segments, such as Muslim consumers from different regions or socio-economic backgrounds, to identify variations in factors influencing purchasing decisions.

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