

The Role Of Mediation Of Buying Interest In Halal Certification And Price Perception On Purchase Decisions In Restaurants In Medan City

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ABSTRACT

This study aims to determine the Effect of Halal Certification and Price Perception on Purchasing Decisions Through Purchase Intention as an Intervening Variable at Nyushiin Medan Restaurant. The method used in this study is a quantitative method with a population of all consumers of Nyushiin Medan Restaurant. The data collection technique used Accidental Sampling with 100 samples. The data analysis technique for this study used statistical analysis, namely partial least square - structural equation model (SEM - PLS). This study successfully found that Halal Certification has no significant effect on Purchasing Decisions. Price Perception has a significant effect on Purchasing Decisions. Purchase Intention has a significant effect on Purchasing Decisions. Halal Certification does not have a significant effect on Purchase Intention. Price Perception has a significant effect on Purchase Intention. Halal Certification through Purchase Intention on Purchasing Decisions has no positive effect. Price Perception through Purchase Intention on Purchasing Decisions is significant

Keywords: *Halal Certification, Price Perception, Purchasing Decision, Purchase Interest*

INTRODUCTION

In the era of globalization, Japanese restaurants have become a global culinary attraction, attracting consumers from various backgrounds. With fierce competition, Japanese restaurants face complex marketing challenges, requiring an understanding of consumer preferences, market trends, and innovative marketing strategies to maintain business appeal and sustainability. In Indonesia, Japanese restaurants, such as Nyushiin in Medan, are in great demand, especially among young people, thanks to their unique presentation and distinctive taste. Nyushiin offers a variety of Japanese oriental sushi and Indonesian sushi, as well as a variety of other menus. However, not all Japanese restaurants are halal certified, raising concerns for Muslim consumers. Given that the majority of North Sumatra's population is Muslim, restaurants that meet halal requirements have great market potential. Purchasing decisions are often influenced by religious values, so understanding religious demographics is essential to designing effective marketing strategies.

Muslim consumers pay close attention to halal labels when choosing food products. Halal certification is an important prerequisite for restaurants that want to attract Muslim consumers, who dominate in North Sumatra. Minimal information about Nyushiin's halal certification can affect consumer purchasing decisions, because the unclear halal status can cause uncertainty. In addition, price perception also plays an important role in purchasing decisions. Consumers tend to prioritize restaurants with higher prices if the quality and safety of the food are guaranteed. The lack of clear information about Nyushiin's menu prices can affect consumer perception and their purchasing intentions.

Research conducted by (Putra et al., 2022) has research results stating that Price Perception has a positive effect on purchasing decisions through purchase interest. However,

based on the results of research (Febiyati & Aqmala, 2022) it states that price perception does not affect purchasing decisions through purchase interest. Research shows that there are different views on the influence of halal certification and price perceptions. face purchasing decisions through purchase intention. Therefore, it is important for restaurants like Nyushiin to increase transparency of information regarding halal certification and prices to positively influence consumer purchasing decisions

LITERATURE REVIEW

Buying decision

(Arif., 2021) Purchasing decision is the last step in the purchasing action process taken by consumers to consume a particular good or service. According to (Farisi, 2018), purchasing decision is the process by which a customer chooses or makes a choice regarding a product or service, then proceeds to make a purchase. Purchasing decision is a step taken to overcome problems that arise and need to be faced, or as an action taken to achieve goals with cost efficiency and as quickly as possible (Arianty & Andira, 2021). According to (Kotler & Armstrong, 2016), one of the factors that influence purchasing decisions is Personal factors include various elements, such as age, gender, ethnicity, income, family life cycle stage, occupation, economic conditions, lifestyle, personality, and self-concept. Purchasing decision indicators according to (Kotler & Armstrong, 2016) there are six factors: product choice, brand choice, purchase time, purchase amount, payment method.

Purchase Interest

Fasha et al., (2022) Purchase interest is a desire that is not expressed openly to consumers. Purchase interest is always stored in each individual, where no one knows for sure what is wanted and expected. Meanwhile, according to (Kotler & Armstrong, 2016) purchase interest is something that arises after receiving stimulation from the product he sees, then the desire to buy and own it arises. Purchase interest creates a motivation that will continue to be recorded in the mind and becomes a very strong desire that in the end when they will fulfill their needs they will realize what is in their minds (Irvanto & Sujana, 2020). According to (Saputra et al., 2023) Purchase Interest is consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making process. According to research conducted by (Yunus et al., 2014), purchase interest is influenced by several factors, namely Halal awareness, product ingredients, Islamic brands. According to (Ferdinand, 2014), the indicators of purchasing interest are transactional interest, referential interest, preferential interest and explorative interest.

Price Perception

According to (Angipora, 2012) defines price as follows: "Price is the total money that must be paid by consumers to obtain a product. Price is a component of a marketing strategy that has an influence on consumer purchasing decisions. Meanwhile, according to (Adrian, 2013) defines price as follows: "Price is made by adding a mark-up percentage to the cost of the benefits of using or using a service and product". In addition (Kotler & Armstrong, 2016) defines price as the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service. Price perception is the relative cost that consumers must spend to obtain the product or service they

want according to the perception of affordability, suitability of price with product quality, price competitiveness and suitability with benefits, (Rangkuti, 2014). Several factors that influence price perception are economic conditions, supply and demand, elasticity of demand, selling price competition, costs, goals, government supervision. According to (Lembang, 2010), the price perception indicators are price affordability, price suitability with product quality, price competitiveness, price suitability and price benefits.

Halal Certification

(Nurcahyo & Hudrasyah, 2017) halal certification is a guarantee of safety for Muslims to be able to consume food products according to Islamic teachings. A halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) stating that a product is halal according to Islamic law. This certificate is required to obtain permission to include a halal label on product packaging from an authorized government agency (Arif et al., 2022) According to Islamic law, the basic rule of everything is halal, but there is an order for Muslims to consume good food or drinks (halalan thayyiban) (Fadilah, 2013). The indicators of halal certification according to (Fuad, 2010) are ensuring halal product certification, ensuring halal certification at restaurants visited, Halal certification is more important than product information, Will only consume halal certified products, Recognize the halal certification logo from the MUI

Based on the theory that has been explained, the researcher proposes a framework for thinking in Figure 1.

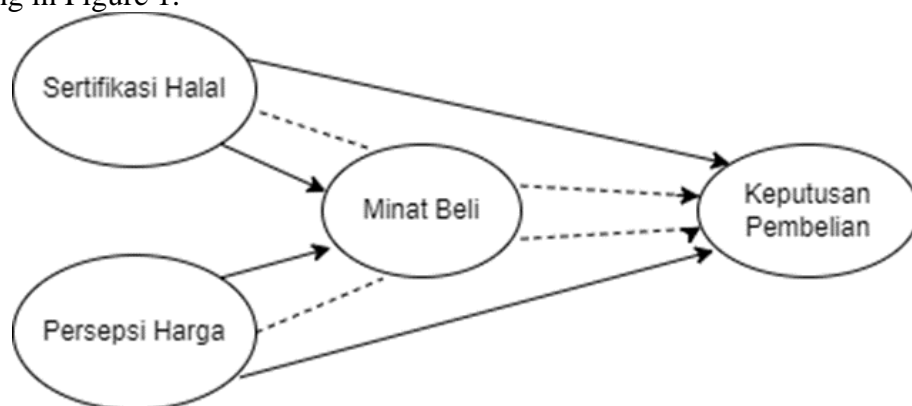


Figure 1.Framework of thinking.

Methods

In this study, the approach used is a quantitative research approach, as stated by (Juliandi, 2018) that this quantitative method is interpreted as a research method based on philosophy. positivism, used to research a particular population or sample. Population is a group of research elements, where the element is the smallest unit that is the source of the required data (Manullang & Pakpahan, 2012). In the context of this study, the population is all consumers of Nyushiin J-City Complex Block B No.5 Medan Johor. Meanwhile, according to Manullang & Pakpahan, (2012), the sample is part of the population that is expected to represent the research population. Because the number of Nyushiin consumers cannot be known, the form of sampling uses Nonprobability Sample, namely sampling not all

members/elements of the population have the same opportunity to be sampled (Juliandi et al., 2014). The type of Nonprobability Sample used is accidental sampling, where sampling is done by searching for objects to be studied (Juliandi et al., 2014). Based on the formula, 96.04 samples were obtained and rounded to 100. So it can be seen that the number of respondents to be used in this study is 100. This study uses primary data types where primary data is raw data taken by researchers from primary sources to meet research needs, and previously, such data had never existed. The data collection technique in this study used the questionnaire method and measured the results with a Likert scale. The data analysis technique for this study used statistical analysis, namely the structural equation model-partial least square (SEM-PLS) which aims to conduct path analysis with latent variables.

CONCLUSION

Regulation clear, firm and implemented school in a way consistent role important in preventing and overcoming bullying. Regulations the give strong foundation for school to handle bullying quickly and fairly, and create safe environment for all students. In addition, the approach involves all over community schools, including students, teachers, parents, and staff, are very supportive prevention bullying. Support for victims and recovery The perpetrator is also important to overcome bullying in a way comprehensive.

School need increase socialization anti- bullying regulations to students, teachers, and parents. Educational programs character that puts forward empathy and tolerance can help reduce behavior bullying. Teachers and staff must also trained to recognize and handle bullying appropriately. Evaluation periodic to regulations and prevention programs are also needed to ensure its effectiveness. In addition, collaboration with parents and the community is very important in creating environment safe and supportive schools development student.

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