

## The Effects of Halal Certification, Price, and Online Customer Reviews on Purchasing Decisions at UKM Ilmio Gelato

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### Abstract

In recent years, there has been a proliferation of coffee shops and bistros across the city. A variety of contemporary menus are available to appeal to consumers. In making food choices, Muslim consumers are bound by the tenets of Islamic law. The objective of this study was to ascertain the influence of halal certification, price, and online customer reviews on purchasing decisions for Ilmio Gelato ice cream products. This study employs a quantitative methodology, utilizing the structural equation modeling (SEM) approach. The analysis employed a series of tests, including the Data Validity Test, the Classical Assumption Test, Multiple Linear Regression Analysis, and Hypothesis Testing. A total of 160 respondents were selected for inclusion in the study using the purposive sampling technique, in accordance with the established criteria. The results of the research indicate that halal certificates (X1), prices (X2), and online customer reviews (X3) have a positive and significant effect on purchasing decisions (Y) for Ilmio Gelato ice cream products, both partially and simultaneously. The effect of halal certificates (X1), price (X2), and online customer reviews (X3) can explain the purchasing decision variable (Y) by 67.8%. The remaining 32.2% can be attributed to other variables not examined.

**Keywords:** halal certification, online customer review, purchase decision, ice cream, SmartPLS software.

### Introduction

The mean per capita expenditure of the people of Pontianak City in 2023 on the food group increased by Rp 290,662 from the previous year, which was Rp 263,175 (BPS West Kalimantan Province, 2023). This is consistent with the growth in the number of food and drink outlets. Fast food is a convenient option for urban populations, reflecting changes in lifestyle, activity levels and a culture of consumerism. Additionally, coffee and eatery types in coffee shops and bistros provide contemporary snacks that are popular on social media. A range of food and drink options, as well as other facilities, are available to accompany leisure time.

Ilmio Gelato is one of the establishments that provides customers with a selection of ice cream and tea, offered at competitive prices and available in a range of flavors. The primary product offered by Il Mio Gelato is ice cream

prepared with Italian gelatin. Despite the use of gelatin additives, this ice cream is classified as halal food/drink due to its certification by the MUI (Majelis Ulama Indonesia) since 2021. Halal food is defined as any food that does not contain elements or ingredients that are prohibited or haram, or that is processed according to Islamic law (Sri & Jalil, 2019). Halal certification on products serves as a guarantee of safety for Muslim consumers and can potentially increase sales in the broader society. For Muslim consumers who are aware of the importance of the halal label in choosing products, ilmio gelato can be considered a safe family choice bistro.

Halal awareness can be defined as a Muslim's understanding of the concept of halal and the realization of the importance of consuming products that have been labeled as such (Pratiwi & Falahi, 2023). The halalness of a product can be determined by examining a

number of factors, including the ingredients used, the manufacturing process, the surrounding environment, and the individuals responsible for managing the product. It is therefore incumbent upon the general public to be sensitive and aware of the halal status of products (Muhammad Ilham Atha Abhinaya & Anton Agus Setyawan, 2024). It is imperative that halal awareness be introduced to students in an educational setting at an early age. The integration of Islamic religious values into the school curriculum is recommended to introduce the MUI halal label and its benefits (Siregar & Alam, 2018). This is expected to foster halal awareness as a Muslim lifestyle (Millatina et al., 2022). Even when a Muslim is abroad, it is not a reason for him to refrain from consuming food (Anggraini & Dewanti, 2020).

Halal product assurance is not limited to the food sector. Since 2020, Indonesia has introduced halal-based cosmetics under the Wardah brand as a pioneer in Indonesia. So far, the trend of halal cosmetics has been able to penetrate the global market, making the demand in this industry rapidly growing and promising (Alam et al., 2023). In an industry, halal certification and product reviews are one of the most important factors to optimise sales. Therefore, the researchers attempted to investigate "the effect of halal certification, price and online customer reviews on purchase decisions at UKM Ilmio Gelato".

### **Theoretical Framework**

This study sets two main variables, namely: the independent variables are variables that influence or cause changes to the dependent variable, while the dependent variable is the variable that is affected or affected by the independent variable (Prof. Dr. Lijan Poltak Sinambela, M.M., 2014). The independent variables in question are halal certification (X1), price (X2), and online customer reviews (X3), and the dependent variable is the purchase decision (Y).

### **Halal Certification**

MUI Halal Certificate is a written fatwa of the Indonesian Ulema Council stating the

halalness of a product in accordance with Islamic law (Law No. 33 of 2014, 2014). In her research, Unung Triana mentions the indicators of the halal certification variable, including (Triana, 2021);

1. Understanding of the Logo
2. Product selection based on logo
3. Knowledge of the difference between real and fake halal logos
4. Institutions that establish or issue halal certification
5. The halal certification process

From this theory, the research hypothesis can be formulated as follows;

Ha (1): There is no positive and significant effect of halal certification on purchasing decisions

### **Price**

The term "price" is defined as the monetary value exchanged for a product or service. From the perspective of consumers, the price of a product or service serves as an indicator that must be taken into account when making purchasing decisions (Supraeni & Suwendra, 2024).

1. Affordability of price
2. The extent to which the price of a product aligns with its quality.
3. Price competitiveness
4. Price compatibility with benefits

From this theory, the research hypothesis can be formulated as follows;

Ha (2): There is no positive and significant effect of price on purchasing decisions

### **Online Customer Review**

Online customer review is content that comes from customers who have bought or enjoyed a product or service by providing an assessment of the product or service, either in the form of words or numerical, which usually represents how much customer satisfaction is (Mardiana & Sijabat, 2023).

The measurement indicators of online customer reviews include (Halim & et. all, 2021);

1. Obtaining information about the product



2. Motivating/encouraging consumers to purchase
3. Recommendation to others.

Based on this theory, the research hypothesis can be formulated as follows;

Ha (3): There is no significant effect of online customer reviews on purchase decisions.

### **Purchase Decision**

Purchasing decision is a consumer's decision about what to buy, how much to buy, where to buy the goods, when to buy, and how to buy (Firmansyah, 2018). The indicators of purchase decision include (Kotler & Armstrong, 2008);

1. Products in accordance with consumer desires;
2. There are easy purchase and payment procedures for consumers;
3. Consumers repurchase products

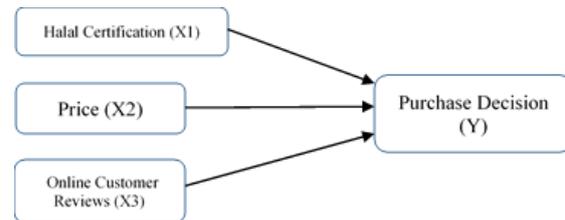
The hypothesis of this study is as follows:

**Table 3.2 Research Hypotheses**

1.	Ho(1) :	Halal certification has a positive and significant effect on purchasing decisions
	Ha(1) :	There is no evidence to suggest that halal certification has a positive and significant effect on purchasing decisions
2.	Ho(2) :	There is a positive and significant effect of price on purchasing decisions.
	Ha(2) :	There is no positive and significant effect of price on purchasing decisions
3.	Ho(3) :	The presence of online customer reviews has a positive and significant impact on purchasing decisions
	Ha(3) :	The hypothesis that online customer reviews have a positive and significant effect on purchasing decisions is therefore rejected

Source: Primary Data 2024

**Figure 1. Research Conceptual Framework**



Source: Primary Data 2024

### **Research Methods**

This research uses an explanatory research approach, which is research used to provide explanations and reasons in the form of cause-and-effect relationships (Morissan, 2012). The population in this study is the people of West Kalimantan Province, totalling 5,557,277 people in 2023 second semester (Disdukcapil, 2023). While the sample is determined by purposive sampling technique, namely taking samples in accordance with the criteria and the specified number (Rachman et al., 2023). The criteria for respondents include being Muslim, having / wanting to try ilmio gelato ice cream, and being at least 17 years old. The number of samples is determined by the Slovin formula, with a margin of error of 10%, so that the number of samples is 160 samples.

The data collection technique uses a questionnaire containing a set of questions to be answered using a rating scale (Rachman et al., 2023). The researcher-prepared questionnaire contains 24 instruments and is distributed online. Each statement item is measured on a Likert scale using five levels of agreement as follows;

**Table 3.3 Likert Scale Instrument**

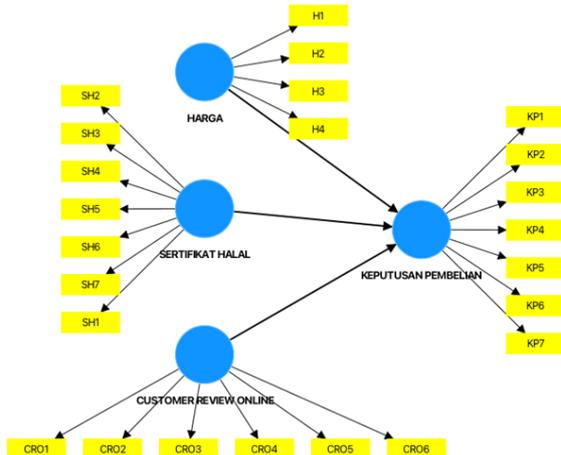
	Answer Choice	Score
SS	Strongly Agree	5
S	Agree	4
RG	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

Source: (Widodo & et all, 2023)

## Result and Discussion

Based on the conceptual research and indicators of each variable that has been determined, the researcher designs a research model with the relationship between variables and accompanying indicators as follows;

Picture 2. Variable Testing Model and Research Indicators



Source: Primary Data 2024

This study uses the structural equation modeling (SEM) method which is assisted by smartPLS software with the latest version 4.1.0.6. Tests that will be carried out include outer model (measurement model), inner model and hypothesis testing.

### Outer Model Testing (Measurement Model)

#### 1. Convergent Validity Test

Outer model or Measurement Model testing includes Convergent Validity Test and Average Variance Extracted test. Convergent validity tests are carried out by processing primary data using smartPLS 4.1.0.6 software. Convergent validity testing will display the factor loading value on each indicator and the AVE (Average Variance Extracted) value for each variable. The test results are as follows;

The criteria for passing the factor loading test is that the test value must be more than 0.600. From the recap of the factor loading value above, it shows that all indicator values are > 0.600 so that testing with factor loading is considered valid. However, we can note that there are indicators that are removed (indicators SH3 and SH4). This condition can occur when the test factor loading value is less

than 0.600 is considered invalid. Testing the AVE value of all variables using 160 samples is > 0.5; the convergent validity test is considered valid.

Table 3. Recapitulation of Factor Loading Value

No	Variabel	Indikator	Nilai Factor Loading	Nilai Kritis	Hasil Uji
1	Serifikasi Halal	SH1	0,773	0,600	Valid
2		SH2	0,684	0,600	Valid
3		SH5	0,7	0,600	Valid
4		SH6	0,821	0,600	Valid
5		SH7	0,759	0,600	Valid
6	Harga	H1	0,795	0,600	Valid
7		H2	0,848	0,600	Valid
8		H3	0,766	0,600	Valid
9		H4	0,805	0,600	Valid
10	Customer Review Online	CRO1	0,756	0,600	Valid
11		CRO2	0,824	0,600	Valid
12		CRO3	0,791	0,600	Valid
13		CRO4	0,825	0,600	Valid
14		CRO5	0,793	0,600	Valid
15		CRO6	0,808	0,600	Valid
16	Keputusan Pembelian	KP1	0,851	0,600	Valid
17		KP2	0,659	0,600	Valid
18		KP3	0,793	0,600	Valid
19		KP4	0,765	0,600	Valid
20		KP5	0,792	0,600	Valid
21		KP6	0,865	0,600	Valid
22		KP7	0,813	0,600	Valid

Source: Primary Data Processed, 2024

#### 2. Discriminant Validity Test

Discriminant validity test is carried out by paying attention to three tests, namely cross loading, Fornell Larcker and HTMT. Cross loading testing is done by comparing the correlation of indicators of a construct with other constructs. The test results with smartPLS software show that the correlation between variables has met the criteria. This is indicated by the correlation value of the online customer review - purchase decision variable of 0.888 (<0.900), so it has met the requirements.

#### 3. Reliability Test

Reliability testing is based on the Composite Reliability (Rho\_C) and Cornbach's Alpha tests. The composite reliability (Rho\_C) value of all variables is > 0.7; indicating that all variables are reliable. While the results of the Cornbach's alpha test show that all variables are > 0.6. So it can be concluded that the reliability test with the assumption of composite reliability and cornbach's alpha is reliable and can be continued to the inner model test.



### Inner Model Testing (Structural Model)

The purpose of testing the inner model is to see how the relationship between latent variables. Inner Model testing has three components, namely: variant analysis test ( $R^2$ ), predictive Relevance test ( $Q^2$ ) and Path Coefficient test (path analysis).

Testing the structural model using the  $R^2$  value on variable Y (Purchase Decision) of 0.678. This means that the relationship between variables is in the medium category. explains that the independent variable gives an influence on Y of 67.8%. Meanwhile, 32.2% is influenced by the ability of other variables that are not examined.

Table 9. R-square Testing Value

	R-Square	R-Square Adjusted
Purchase Decision	0.678	0.672

Source: Primary Data Processed, 2024

Prediction relevance ( $Q^2$  testing) is carried out to determine the predictive capability using the  $Q^2$  value on all variables that have an influence on variable Y. The predictive value of variable Y is 0.657, which means that the variables and data have predicted the model quite well.

Table 10. Q-square Testing Value

	$Q^2$ predict	RMSE	MAE
Purchase Decision	0.657	0.591	0.442

Source: Primary Data Processed, 2024

Using an alpha level of 10%, the Path Coefficient test using blindfolding prediction has a p-value  $\leq 0.10$ ; which indicates that the influence between variables is significant.

### Hypothesis Testing

Hypothesis testing is made based on the results of testing the inner model (structural model), provided:

- ✓ t-statistic value  $> 1.96$  with,
- ✓ significance level p-value  $< 5\%$  and,
- ✓ beta coefficient is positive.

With reference to the above provisions, the following conclusions is;

- The first hypothesis, testing the relationship between the variable Online Customer Review  $\rightarrow$  Purchase Decision

The test results provide a positive value on the beta coefficient of 0.496, t-statistic of 6.670 ( $> 1.96$ ) and p-value of 0.000 ( $< 10\%$ ). So it can be concluded that the first hypothesis is ACCEPTED.

- The second hypothesis, testing the relationship between the variable Price  $\rightarrow$  Purchase Decision

The test results give a positive value to the beta coefficient of 0.286, a t-statistic of 4.405 ( $> 1.96$ ) and a p-value of 0.000 ( $< 10\%$ ). So it can be concluded that the second hypothesis is also ACCEPTED.

- The third hypothesis, testing the relationship between the Halal Certificate variable  $\rightarrow$  Purchasing Decision

The test results give a positive value to the beta coefficient of 0.150, a t-statistic of 2.336 ( $> 1.96$ ) and a p-value of 0.020 ( $< 10\%$ ). So it can be concluded that the third hypothesis is ACCEPTED.

### Conclusion

The results demonstrated that the t-statistic value, which represents the magnitude of the influence of each independent variable on the dependent variable, can be explained as follows: the halal certification variable exerts a positive effect on purchasing decisions for Ilmio Gelato ice cream, although the value of the influence is relatively low (2.336) in comparison to the influence of other variables. Moreover, the price variable exerts a positive influence on consumer purchasing decisions, with a value of 4.405. The variable representing online customer reviews has a higher real effect than the other two variables (6.670). The independent variables are considered to have a significant influence on purchasing decisions with an  $R^2$  value of

0.678. The researchers identified three independent variables and used 160 samples with an alpha level of 10%. In future studies, the researchers intend to set the alpha level to 5% to achieve a more statistically significant result.

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