

## The Influence of Promotion, Halal Label, and Price on Muslim Consumer Decisions to Buy Food and Beverages in Online Applications with Discounts as A Moderating Variable in The City of Medan

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**Abstract**— This study uses quantitative methodology with Promotion, Halal Label, Price variable and Consumer Decisions as dependent variable. The analysis methods used are Descriptive Analysis, Instrument Test, Classical Assumption Test, Multiple linear regression test with moderating variables using MRA, F-Test, and T-Test. The promotion significantly affects consumer decisions and affects consumer decisions (with MRA Test). The halal label has a t-count value of  $10.686 > 1.983$ , and it can be concluded that it affects consumer decisions. The results of the MRA analysis, the  $X^2X^4$  result is  $0.00 < 0.05$ , and the t-count value is  $13.542 > 1.983$ . It is concluded that the halal label affects consumer decisions. Price has a sig value of  $0.00 < 0.05$  and a tcount value of  $19.255 > 1.983$ . So, price affects consumer decisions. The results of the MRA analysis obtained that the value of  $X^3X^4$  is equal to  $0.00 < 0.05$ , and the tcount value is  $18.166 > 1.983$ . It is concluded that price affects consumer decisions. Discount has a sig value of  $0.00 < 0.05$  and a tcount value of  $12.012 > 1.983$ . It is concluded that price affects consumer decisions after the variable moderation discount can strengthen the influence of promotion variables, halal label, and price on consumer decisions.

**Keywords:** Consumer decision, halal label, price, promotion

### 1. INTRODUCTION

People use technology because they have a mind. With their intellect, humans want to get out of trouble, live better, be safer, and so on. Technological development occurs because a person uses his mind to solve every problem he faces. Technological progress cannot be avoided in this life because technological progress will run according to scientific progress. Every innovation is created to provide positive benefits for human life. Technology also provides many conveniences and a new way of doing human activities [15]. People have also enjoyed the many benefits of technological innovations in the last decade [3][4].

After consumers recognize attention, interest, desire, and action, we will know how consumers make decisions. Of course, Islamic economic marketers want consumers to join and choose products or services based on Sharia principles and prioritize *halalness*. So that with technological advances, it makes it easier for people to purchase food and beverage products with discounts or promotions using online applications. However, the Muslim community, especially Muslim students, must pay attention to halal certification on food

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and beverage products and be able to make the right purchasing decisions. The following is the LPPOM MUI halal certification data for 2018-2019.

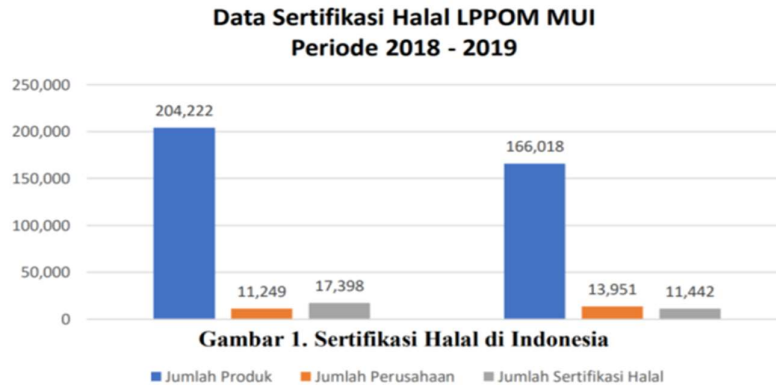


Figure 1. LPPOM MUI Halal Certification Data 2018-2019

Based on the data above, it can be seen that the number of halal products and certifications has decreased since 2018. 2019 out of 166,018 thousand products, there were only 11,442 thousand certified products. In addition, other problems include the circulation of halal food and beverage products that use fake and unofficial halal certificates. In addition to food and beverage producers, obstacles exist in the logistics industry, which is currently concerned about their operations.

Halal certification is needed if a company wants to penetrate the international market. However, the obstacle for MSMEs is that obtaining halal certification is difficult due to high costs and requirements regarding documents and production kitchens [49][51][52]. However, with the advancement of technology, most Muslim communities or producers pay less attention to whether the products they buy are halal and prioritize delicious flavors in buying food and Beverages sold online. From a survey with several friends, many are still interested in buying food and Beverages with discounts, trends, and delicious flavors without paying attention to whether the product is halal. According to Kotler and Armstrong, consumer buying interest is a behavior where consumers desire to buy or choose a product based on experience in choosing, using, and consuming or even wanting a product [21][22][29].

Table 1. Data on students majoring in economics in Medan City

NO.	Campus	Total	Population	Sample
1.	UINSU	4523	11766	99
2.	UISU	1546		
3.	UMSU	2344		
4.	UNIVA	1546		
5.	UMN	1807		

From the data above, it can be seen that the number of students on the UINSU campus is 4523 people, the number of students on the UISU campus is 1546 people, the number of students on the UMSU campus is 2344 people, the number of students on the UNIVA campus is 1546 people. The number of students on the UMN campus is 11766 people. From the results of a survey conducted using a questionnaire, it can be seen that out of 11766 students majoring in economics from the five campuses in Medan city, 60% are more interested in buying food and Beverages with discounts and trends as well as delicious

flavors without paying attention to whether the product is halal or not. According to Kotler and Armstrong, consumer buying interest is a behavior where consumers desire to buy or choose a product based on experience in choosing, using, and consuming or even wanting a product.

## 2. THEORITICAL REVIEW

### Marketing Management

Marketing fulfills existing needs and desires by creating a mutually beneficial exchange process. Marketing delivers goods and services to the right people at the right place, time, and price [41][42]. Another definition is a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products and values with other parties [25]. The Qur'an mentions the word "*amal*" as an exercise of self-reliance to preserve life, enrich the earth, and add value to life, because production is related to adding value to humans [21][22]. Marketing activities include product planning, pricing policies, conducting promotions, distribution, sales, services, creating marketing strategies, marketing research, marketing information systems, and others related to marketing. So, marketing management is the activity of maximally organizing marketing functions so that the exchange or delivery of goods or services from producers to consumers can run smoothly and satisfactorily. There are three stages in marketing practice, namely:

- 1) Self-Help Marketing (Entrepreneurial Marketing), which is when the company is still small and newly established, where the number of products sold is not so much, and entrepreneurs are just learning, then marketing is done from individual to individual, door to door, from shop to shop, and marketing on their own.
- 2) Formulated Marketing, which is after the company is more successful and growing, formulated marketing is needed. There is a marketing department, advertising, sales force, marketing research, and others [40].
- 3) In total marketing (Entrepreneurial Marketing), there are difficulties in formulating marketing, looking for marketing research reports, trying good relationships with dealers, and advertising messages.
- 4) Definition of Purchasing Decisions

According to Olson, what is meant by a purchase decision is a problem-solving process consisting of analyzing or recognizing needs and wants, disbursing information, evaluating sources of selection for purchases, purchasing decisions, and behavior after purchase. Another definition, according to Hasan, is that purchasing decisions are decisions in choosing the actions of several customers in buying consumed products and services [31][32][33]. The factors that influence purchasing decisions consist of several factors, namely:

- 1) Psychological factors: consist of perception, motivation, learning, and trust.
- 2) Personal factors: consist of age and life cycle, occupation, lifestyle, reference groups for consumers, family, and role and status.
- 3) Cultural Factors: consist of which consist of sub-culture and class.
- 4) Promotion

According to Swasta and Irawan, promotion is essentially a form of marketing communication aimed at encouraging demand, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products to be willing to accept buy, and be loyal to the products or services offered by the company concerned [1][2].

According to Husein, promotion is the communication of information between sellers and buyers or other parties so that the product is known and eventually purchased. From the above theories, promotion is a communication activity to provide information to people about the products to be offered so that consumers are interested in buying the products or services offered [18]. Advertising and sales promotion (public relations) are mass communication tools for marketers. As the name suggests, mass communication uses the same message for everyone. Advertising is extensive, defined as a communication process, marketing process, economic and social process, information, and persuasion process [19][20].

The main objectives of promotion in detail can be described as follows:

- 1) Informing Promotional activities are aimed at informing the target market about the company's offerings.
- 2) Persuade target customers Promotions that are persuasive are generally less favored by the public; however, this promotion is directed to encourage purchases.
- 3) Reminding Promotions that are reminiscent are carried out mainly to maintain the product brand in maturity.
- 4) Modification of consumer behavior Promotion is directed at changing consumer purchasing habits, for example, an advertisement for Pepsodent toothpaste that informs that the use of toothpaste is entirely placed on the bristles. It is a promotion directed at modifying consumer behavior.
- 5) Definition of Halal Label

Labels are simple displays on products or elaborately designed images that are integral to the packaging. One of the labels listed on the product is the halal label. The halal label is a guarantee given by an authorized institution such as the Indonesian Ulema Council's Food, Drug and Cosmetic Assessment Institute (LPPOM MUI) to ensure that the product has passed halal testing according to Islamic law. Including halal label aims to ensure consumers get halal protection and comfort for using these products. Halal Label Certificate is a written fatwa from the Indonesian Ulema Council (MUI) given to companies that submit halal product tests. The halal certificate is a written fatwa of MUI that states the *halalness* of a product by Islamic law [46].

Halal certificates, in addition to protecting consumers from various kinds of food unsuitable according to Islamic law, especially in Indonesia, which is predominantly Muslim, also encourage competition and become an advantage. Halal certificates are currently one of the points for competitiveness in international trade. The purpose of implementing halal certification in food products, medicines, and cosmetics is to provide certainty of the *halalness* of a product so that it can reassure the minds that consume it.

From an Islamic perspective, halal is mandatory for a Muslim—halal means allowed or permitted in Islam. Therefore, Muslims will look for food and Beverages to consume by the teachings of the religion that has been accepted. It can be seen from the many requests for halal products that already have halal certificates [6]. In the Islamic view, halal certification is part of Islamic business ethics. In Islam's view, the economic business system has internal supervision or sincerity generated by faith in the hearts of Muslims and makes a companion for them. Islamic economics aims for humans to fulfill their needs as Allah SWT prescribes. Humans need to live with a pattern of life that is both religious and humane so that they can carry out their obligations to Allah SWT, themselves and their families, and other fellow human beings.

The guidance regarding problems in Islamic business is that it does not allow Muslims to work for money arbitrarily and in any way, such as fraud, cheating, and other haram acts. Whereas in Islam, Allah has explained in the Koran about this prohibition, namely in surah Al-Baqarah verse 188:

وَلَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ وَتُدْلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

*“And do not eat wealth among you by false means, and (do not) you bribe with that wealth to the judges, with the intention that you can eat some of the property of others by way of sin, when you know.”*

According to Ibn Kathir, do not let some of the people eat the property of others by fraudulent means, and (do not) you bring (the affairs) of the property to the judges so that you can eat some of the property of others by (the way of) sin when you know. Ali ibn Abu Talhah narrated from Ibn 'Abbas that this verse relates to a man who owed money and the creditor had no proof. Then the man denied the debt and took his case to the judge, even though he knew he was dealing with a rightful case and was on the wrong side (sinful) and eating *haram* wealth.

Mujahid, Sa'id ibn Jubayr, Ikrimah, al-Hasan, Qatadah, As-Suddi, Muqatil ibn Hayyan, and Abdur Rahman ibn Zaid ibn Aslam narrated that they said: "Do not litigate when you know that you are on the wrong side." It is mentioned in the Sahihain, from Umm Salamah, that the Messenger of Allah ﷺ said: Remember, I am but a man, and people often come to me with their complaints. Perhaps some of you are better at arguing than their opponents, so I decide cases for them. If what I decide for him concerns a Muslim's right, it is, in fact, just a piece of hellfire, so let a person refute it or leave it. This verse and hadeeth indicate that the judge's decision cannot change the nature of something. In other words, he cannot forbid the lawful or unlawful; instead, he only decides based on what is apparent on the surface.

Therefore, if his ruling is in line with the essence of the matter, this is to be expected. If the ruling is not by the essence of the matter, then the judge will only be rewarded, while the one who bears the sin is the one who falsified the evidence and committed fraud in the case. Hence, this verse states: And let not some of you eat of the wealth of others among yourselves using unlawful means and let not your affairs be brought before a judge, that you may eat of the wealth of others by way of sin, when you know. *Al-Baqarah: 188* “*You know the falsehood of what you proclaim and falsify through your speech*”.

Qatadah said: "Know, O son of Adam, that the judge's ruling does not make forbidden things lawful for you, nor does it justify wrong things. He only decides based on what he sees through the testimony of witnesses. The kadi is a human being, sometimes wrong and sometimes right. Know that whoever has a case decided in his favor by fraudulent means, that case will remain until Allah brings the two parties together on the Day of Resurrection. Allah will decide the case for the victory of the right over the false with a better decision than what was decided for the victory of the false over the rightful in the world."

This verse teaches that we as religious people, especially Muslims, should never fraudulently eat wealth just for the sake of wanting to get wealth and wealth so that they no longer care about the actions taken is a big sin and Muslims are ordered not to eat their neighbor's wealth unlawfully. Husayn Shathah and Shidiq Muhammad Al-Amin Al-Dhahir explained that the reason ethics in business is needed, namely:

- 1) Moral decay that is increasingly rampant in today's companies
- 2) Events in the field explain that the strong development of superior ethics can bring the company's good name.

The application of the value of morality in business is the responsibility of every businessperson. Ethics generally influences the most critical business actors in terms of personality, actions, and behavior. For Muslims, these values are stimulated by their faith in Allah SWT [31].

## Product

In a broad sense, products are goods and services produced by a process so that products are closely related to technology. According to the consumer protection law that "goods are every object, both tangible and intangible, both movable and immovable, expendable, which can be traded, used, or utilized by consumers [12][13]. A product is something that can be offered to the market for attention, use, ownership, or consumption so that it can satisfy wants or needs. From this understanding, it can be concluded that everything that includes production is a real object that can be seen, touched, and felt. We can break down the types of products into two types, namely consumer products and industrial products [27] Consumer products are goods that are used by end consumers or households with the intention of not doing business or selling them again. Items that are included in this type of consumer product include the following:

- 1) Daily necessities (convenience goods): goods generally purchased immediately and require minimal effort to have, for example, grocery items, batteries, and so on.
- 2) Shopping goods: goods in the purchase process purchased by consumers by comparing based on the suitability of quality, price, and model, clothes, shoes, soap, Etc.
- 3) Specialty goods: goods that have unique characteristics or distinctive brands that consumer groups strive to own or buy, like cars, cameras, and so forth.
- 4) Business products: goods that will be widely used in marketing development programs.
- 5) Definition of Price.

Price is the amount of value that customers exchange for the benefits of owning or using a product or service whose value is determined by the buyer or seller and set by the seller for the same price for all buyers. Meanwhile, according to Kotler, price is the amount of money billed for a product or service. In a broader sense, price is the amount of money billed for a product or service, the amount of value that customers exchange for the benefits of owning or using a product or service [25].

In Islamic economics, the role of price is significant, especially to maintain and improve the position in the market. The role of prices for the macroeconomy, consumers, and companies is as follows:

- 1) The economy. Product prices affect wage, rent, interest, and profit levels. Prices are an essential regulator in the economic system because prices affect the allocation of factors of production, such as labor, land, capital, and entrepreneurship. High wage rates attract labor; high-interest rates attract capital investment, Etc.
- 2) Consumers. In retail sales, there is a segment of buyers who are very sensitive to the price factor (making price the only consideration for buying a product) and those who are not. Most consumers are somewhat price sensitive but consider other factors such as brand image, store location, service, value, and quality. In addition, price often influences consumers' perception of product quality. High prices sometimes reflect high quality, especially in the particular product category [21]. So, consumers will see an affordable price that matches the quality and benefits of the product.

## Discount

Discounts are the mother of all promotional programs. It can be converted in the form of gifts, interest subsidies, investments, down payments, or it is a discount. A discount is a price cut. What the percentage depends on the policy in giving the discount. Some discounts are only given to cash purchases or gradual cash, coupled with promotions. For example, Eid discounts, year-end discounts, remaining unit discounts, unique Valentine's Day discounts, and Mother's Day discounts using creativity [26].

### **Definition of Moderating Variables**

Moderating variables are variables that strengthen or weaken the relationship between the independent variable and the dependent variable. Moderating variables are also called second independent variables and are used in linear regression analysis [25]. For example, task- and people-oriented leadership styles (X) positively affect employee performance (Y). However, the achievement motivation (X2/moderating) of employees will also increase the effect of leadership style on employee performance. Or promotion (X) affects the sales level, but because the price (Z) offered is high, promotion does not significantly affect the sales level.

### **3. RESEARCH METHODS**

This research uses a quantitative research approach. The quantitative research approach is research that emphasizes the aspect of objective measurement of social phenomena. To be able to make measurements, each phenomenon is translated into several problem components, variables, and indicators [28][29]. This research is measured using research measuring instrument, namely by distributing questionnaires to students of the Islamic Economics Study Program at UINSU, UISU, UMSU, UNIVA, and UMN in 2021 and the data obtained based on student answers is then processed.

### **4. RESULTS AND DISCUSSION**

#### **The Effect of Promotion on Muslim Consumer Decisions**

The promotion has a significant value of  $0.00 < 0.05$  and a tcount value of  $14.525 > 1.983$ , so it can be concluded that partial promotion has a significant effect on consumer decisions, and it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected so that the promotion variable partially affects consumer decisions. Kotler's (2001: 56) opinion supports this study's results, which state that "promotion is an activity that communicates product services that encourage target customers to buy them. Based on this description, promotional activities carried out by online beverage and food entrepreneurs influence purchasing decisions that consumers will make.

The study's results influence Muslim consumers' decision to buy food and Beverages online in Medan City. Consumers who receive promotions with quality performance, then customers will feel satisfied if the results of their evaluation show that the products they use are of quality. Rational consumers always demand quality products for every sacrifice made to obtain these products. In this case, an excellent promotional strategy will provide added value in the minds of consumers. Companies must be more imaginative and innovative in increasing their promotions to attract consumers and make purchasing decisions.

#### **The Effect of Promotion on Muslim Consumer Decisions with Discounts as a Moderating Variable**

The second hypothesis in this study proves that promotion will increase when a discount is held. Based on the results of the Moderated Regression Analysis (MRA) analysis, the t-count value for the moderating variable  $X_1X_4$  is  $0.00 < 0.05$ , and the t-count value is  $15.475 > 1.985$ , so it can be concluded that there is a significant effect of promotion on consumer decisions. So, discounts can moderate the effect of promotion on consumer decisions.

#### **The Effect of Halal Labels on Muslim Consumer Decisions**

The halal label has a significant value of  $0.00 < 0.05$  and a tcount value of  $10.686 > 1.985$ , so it can be concluded that the halal label partially has a significant effect on consumer

decisions, it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected so that the promotion variable partially affects consumer decisions.

This study's results align with research by Arumsari (2012), which means that Muslim communities prioritize buying food and beverage products labeled halal. It is in line with the existing theory. The halal label should be the primary requirement in purchasing a processed food product. As Allah commands in Surah Al-Baqarah verse 168, which means, "All of you humans, eat what is halal again good." The verse instructs Muslims to consume food that is guaranteed to be halal and pure.

The results of this study state that the halal label influences consumer purchasing decisions. Unlike in previous studies, people in Medan do not focus on the labels listed on the product. Most people make purchases only by looking at the taste and not looking at the label, such as the recent uproar among the *Indomie* community, which came from abroad. Most of them bought it because of curiosity. However, we know that in this company, all food and goods sold are halal certified, so for all consumers who want to purchase food and beverage products in Medan, there is no need to doubt the *halalness* of the product.

### **The Effect of Halal Labels on Muslim Consumer Decisions with Discounts as a Moderating Variable**

The fourth hypothesis in this study proves that based on the Moderated Regression Analysis (MRA) analysis results, the sig. The value for the X2X4 moderation variable is  $0.00 < 0.05$ , and the tcount value is  $13.542 > 1.985$ , so the halal label partially significantly affects consumer decisions. So, discounts can moderate the halal label's influence on consumer decisions.

### **The Effect of Price on Muslim Consumer Decisions**

The price has a significant value of  $0.00 < 0.05$  and a tcount value of  $19.255 > 1.983$ , so it can be concluded that the price partially significantly affects consumer decisions.  $H_a$  is accepted, and  $H_0$  is rejected, so the price variable partially affects consumer decisions. Price is the amount of money billed for a product, service, or value that buyers exchange for the benefits of using a product or service.

The results of this study are in line with research conducted by Dita Amanah, Vanessa Gaffar, Ratih Hurriyati Ahmad, and Dedy Ansari Harahap entitled "Effect of Price And Product Completeness To Consumer Purchase Decision." this study obtained the results that price has a positive and significant effect on purchasing decisions. The research of Aspan et al. (20XX) results that price has a significant effect on purchasing decisions for Sariayu Martha Tilaar cosmetic products. Meanwhile, price policy is a decision regarding the price set by management. The product price factor is always an essential factor in the process in the context of every customer/consumer purchase.

High prices must be balanced with good quality to avoid consumer disappointment. So, the producers must be good at setting the selling price of a product. The price set must be by the consumer economy so that consumers can buy these goods. Price represents a person's perception of the product. So that prices can make consumers make purchasing decisions on a product.

### **The Effect of Price on Muslim Consumer Decisions with Discounts as a Moderating Variable**

The sixth hypothesis in this study proves that based on the results of the Moderated Regression Analysis (MRA) analysis, the sig value for the moderating variable X3X4 is  $0.00 < 0.05$  and the tcount value is  $18.166 > 1.985$ , so it can be concluded that the price partially has a significant effect on consumer decisions. So discounts can moderate the effect of price on consumer decisions.



### **The Effect of Promotion, Halal Labels, Price, and Discount on Muslim Consumer Decisions**

Based on the results of hypothesis testing that has been carried out, it is known from the simultaneous test (F test) that the sig value is  $0.00 < 0.05$ . The Fcount value is  $97.503 > F_{table} 2.46$ , so it can be concluded that there is an effect of promotion, halal label, price, and discount together on consumer decisions. It shows that simultaneously, there is an effect of promotion, halal label, price, and discounts on consumer decisions. Moreover, the R Square table shows that promotion, halal label, price, and discount affect 89.2%, while the rest is explained by other variables of 10.8%, which are not included in this study. The results showed that promotion, halal label, price, and discounts simultaneously influence Muslim consumers' decisions to buy food and Beverages in online applications.

### **The Effect of Promotion, Halal Labels, and Price on Muslim Consumer Decisions with Discounts as a Moderating Variable**

The ninth hypothesis in this study proves that based on the results of the Moderated Regression Analysis (MRA) analysis, the significance value (sig) for the effect of the independent variable on the dependent variable after the moderation variable is  $0.000 < 0.05$ . The Fcount value is  $108.535 > F_{table} 2.46$ , so it can be concluded that after the variable moderation discount, there is an effect of promotion, halal label, and price together affect consumer decisions. Moreover, the R Square table shows that promotion, halal label, and price, after the moderating variable discount, affect 76.3%. So the combination with the moderating variable (discount) can strengthen the influence of promotional variables, halal labels, and prices on consumer decisions.

## **5. CONCLUSIONS**

- 1) The promotion has a significant value of  $0.00 < 0.05$  and a tcount value of  $14.525 > 1.983$ , so it can be concluded that partial promotion has a significant effect on consumer decisions.
- 2) Based on the results of the Moderated Regression Analysis (MRA) analysis, the t-count value for the moderating variable  $X1X4$  is equal to  $0.00 < 0.05$ , and the t-count value is  $15.475 > 1.985$ , so it can be concluded that there is a significant effect of promotion on consumer decisions. So, discounts can moderate the effect of promotion on consumer decisions.
- 3) The halal label has a significant value of  $0.00 < 0.05$  and a tcount value of  $10.686 > 1.985$ , so it can be concluded that the halal label partially has a significant effect on consumer decisions.
- 4) Based on the Moderated Regression Analysis (MRA) analysis results, the sig. value for the  $X2X4$  moderation variable is  $0.00 < 0.05$ , and the tcount value is  $13.542 > 1.985$ , so it can be concluded that the halal label partially significantly affects consumer decisions. So, discounts can moderate the halal label's influence on consumer decisions.
- 5) Price has a significant value of  $0.00 < 0.05$  and a tcount value of  $19.255 > 1.983$ , so it can be concluded that the price significantly affects consumer decisions.
- 6) Based on the results of the Moderated Regression Analysis (MRA) analysis, the sig value for the  $X3X4$  moderation variable is  $0.00 < 0.05$ , and the tcount value is  $18.166 > 1.985$  so it can be concluded that the price partially has a significant effect on consumer decisions. So that discounts can moderate the effect of price on consumer decisions.
- 7) Discount has a significant value of  $0.00 < 0.05$  and a tcount value of  $12.012 > 1.985$ , so it can be concluded that the price partially significantly affects consumer decisions.

- 8) Based on the results of hypothesis testing that has been carried out, it is known from the simultaneous test (F test) that the sig value is  $0.00 < 0.05$ . The Fcount value is  $97.503 > F_{table} 2.46$ , so it can be concluded that promotion, halal label, price, and discounts affect consumer decisions. It shows that simultaneously states that there is an effect of promotion, halal label, price, and discounts on consumer decisions.
- 9) Based on the results of the Moderated Regression Analysis (MRA) analysis, the significance value (sig) for the effect of the independent variable on the dependent variable after the moderation variable is  $0.00 < 0.05$ . The Fcount value is  $108.535 > F_{table} 2.46$ , so it can be concluded that after the variable moderation discount, there is an effect of promotion, halal label, and price on consumer decisions. So, the combination with the moderating variable (discount) can strengthen the influence of promotional variables, halal labels, and prices on consumer decisions.

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