

# Effect of Perceived Price, Muslim Service Quality and Halal Certification on Purchase Decision Gacoan Noodles Through Application: Shopee Users Shopeefood Feature

\*Heni Anggriani<sup>1</sup>, Aang Gunaepi<sup>2</sup>, Ahmad Nuh<sup>3</sup>

<sup>1</sup> Al Wafa University, Bogor, Indonesia

<sup>2</sup> Al Wafa University, Bogor, Indonesia

<sup>3</sup> Al Wafa University, Bogor, Indonesia

## Correspondence

[hanggriani28@gmail.com](mailto:hanggriani28@gmail.com), [agunaepiaang@gmail.com](mailto:agunaepiaang@gmail.com), [nuh@belgifoods.com](mailto:nuh@belgifoods.com)

## Abstract

**Objective:** This research aims to find out how much influence Perceived Price, Muslim Service Quality and Halal Certification have on Gacoan Noodles Product Purchasing Decisions through the Shopee Food App Customer Case Study Application.

**Design/Methods/Approach:** The sampling in this study used purposive samplings with respondents of 302 people who were resident in various regions of Indonesia and had purchased Gacoan Noodles through a shopee app. In this study, perceived price, Muslim service quality and halal certification as free variables or independent variables while purchasing decisions as bound or dependent variables. The type of research used in this research is a quantitative method. Data analysis using SPSS software 23. Data analysis techniques in this study use data quality testing methods, classical assumption testing and regression testing.

**Findings:** The results of this study show that partially variable perceived price and Muslim service quality have a positive and significant influence on purchasing decisions. As for the halal variable, certification has no positive and significant influence on the purchase decision.

**Originality/Value:** This study builds upon previous research that discusses the effect of variables that can make customer decision to buy, by adding buy with application delivery food.

**Practical/Policy implication:** This research is expected to provide input for company to maximize factor-factor costumer decision buying product by right strategy.

**Keywords:** Perceived Price, Service Quality, Halal Certification, Purchase Decision

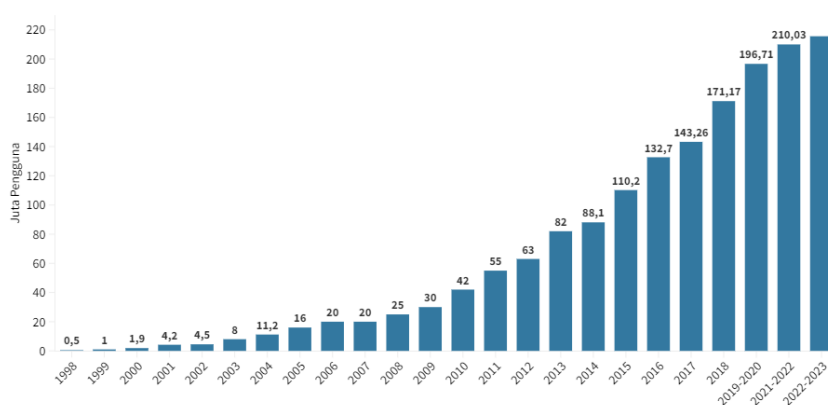
**JEL Classification:** M30, M31

Received, August, 8, 2024; Received in revised form: August, 12, 2024; Accepted: August, 14, 2024

**Introduction**

The growth of advanced technology today has made so many influences on all areas of human life. The existence of technology today makes it easier for humans to carry out their daily activities. Smartphones are an example of technology that is growing today. In addition to being used for communication, smartphones also have social media applications, games, browsing, service applications, and others. The existing application can be used online and offline. Using applications online we need the internet, (Destamar et al., 2021)

The internet can help humans with their activities. Humans use the internet for communication and also get various news in a short time. The internet also functions as an educational tool that can add to knowledge, (Hutama et al., 2022)



Source : Indonesia Internet Service Providers Association (APJII), (2023)

Figure 1. Internet User Data in Indonesia in 2023

In 2017 online transportation in Indonesia experienced growth, one of which was online motorcycle taxis. Online transportation has brought various responses from the public, including business actors. This is well received because one of the benefits is that it can save more time, (Az-zahra et al., 2021) In addition to providing transportation services, there is also an online food delivery service, known as OFDS (*online food delivery service*).

Table 1. Pre-Survey of Online Food Delivery Applications

No	Applications	Amount
1.	ShopeeFood	16 Person
2.	GoFood	11 Person
3.	GrabFood	3 Person
4.	Others	-

Source : Initial data processed, (2023)

From the results of the pre-survey distributed through a questionnaire to users of *online food delivery* applications in table 1, it can be seen that there are many choices of applications that can be used to order food online. ShopeeFood is the top application that is in demand.

Food is a basic need needed by humans. Food serves as a source of human strength to carry out daily activities. Nowadays, the food business is experiencing growth. Fast food or *fast food* is a type of food that can be prepared and served in a short time so that it can be consumed immediately. Mie Gacoan is one example of fast food that is widely liked, both students, students and the general public. Nowadays, the food business is experiencing growth. The existence of this competition makes business actors create marketing concepts to find out the behavior and desires of consumers so as not to be left behind their competitors. In transacting consumers, it can be influenced by factors and strategies carried out by business actors such as prices, promotions, services, and other factors, (Puspitaningtyas & Saino, 2019)

According to Lee, S., and Lawson Body in Kharisma and Hariadi (2023) price perception is defined as a consumer's emotional assessment of the price offered by sales as well as the comparison of prices with acceptable or acceptable competitors. In addition to price, another factor is service. Service quality is achieved by meeting customer needs and desires by providing accurate information. According to Zeithaml, et al. in Usman (2020) extent to which a website facilitates the purchase, purchase, and delivery of goods and services effectively and efficiently is referred to as the quality of electronic services. A Muslim pays great attention to the halal aspect of the goods they buy and is obliged to consume something halal and thayyib. The halalness and safety of a food and beverage product can be seen from the halal certification owned by the company.

Previous research on the influence of *perceived price*, *Muslim service quality* and *halal certification* has been conducted previously by Annisah Balqis Anggraini and Saino with the title *The Influence of Price, Physical Evidence and Location on the Purchase Decision of Gacoan Surabaya Noodles*. The study found that price, physical evidence, and location factors influence purchasing decisions effectively when used together. An additional study conducted by Firda Nuraini and Ivo Novitaningtyas entitled *The Influence of Price and Service Quality on Purchase Decisions at Mie Gacoan Magelang Branch* found that price does not affect purchase decisions, and service quality affects purchase decisions.

Based on the different findings of the two studies, the researcher will conduct a study on the factors that influence consumers' decisions to buy food products with the title **"Effect of Perceived Price, Muslim Service Quality and Halal Certification on Purchase Decision Gacoan Noodles Through Application: Shopee User Feature Shopeefood"**

### **Literature Review and Hypotheses Development Purchase Decision**

According to Kotler et al (2005) before making a decision, consumers categorize brands and determine their intention to buy something. As a result, consumers' purchasing decisions typically have to do with their choices about which products or brands they prefer the most. According to Scihffman (2019) service quality "it is more difficult for consumers to evaluate the quality of service than the quality of products. This is true because of certain distinctive characteristic of service: they are intangible, they are variable, they are perishable, and they are simultaneously produced and consumed."

According to Kotler et al (2005) there are 5 dimensions of purchase decisions, namely first, there is problem introduction, second, information search, third, alternative evaluation, fourth, purchase decision, and fifth, post-purchase behavior. According to Kotler et al (2022, p. 95) there are 5 indicators in purchasing decisions, namely the first choice of brand, the second choice of distribution or distributor, the third choice of the number of goods to be purchased, the fourth choice of time and the fifth choice of payment method.

### **Perceived Price**

According to Kotler et al(2005) price is the amount of value that can be exchanged by a customer as a result of owning or using goods or services. Price is a number of values provided by a buyer to benefit from owning or using a good or service. Price can indicate the brand quality of a product, as buyers believe that a higher price usually indicates better quality, (Sitepu et al., 2022)

According to Kotler et al, the dimensions of price perception are as follows: First, price affordability, consumers can reach the price that has been set by the company. Second, the suitability of the price with the quality of the product. Third, the suitability of the price with the benefits of the product. And fourth, price competitiveness, consumers often compare the price of one product with another. According to Kotler et al (2005) price indicators consist of the following: first, the determination of the selling price. Second, price elasticity and finally competitor prices.

### **Service Quality**

According to Zeithaml, Bitner and Gremler (2017) service quality is the extent to which a website facilitates efficient and effective shopping, ordering and delivery. The quality of internet-based electronic services, also known as the quality of electronic services, is very important as a determinant of the success

or failure of an electronic merchant. The quality of electronic services shows how an e-commerce site serves and facilitates shopping, ordering, and delivery over the internet, (Prawira et al., 2023)

### Muslim Service Quality

Service in Islam teaches that in providing services from a business that is run, whether it is in the form of goods or services, do not give bad or non-quality things, but quality ones to others. This can be seen in the Qur'an surah Al-Baqarah verse 267 which states that:

*"O you who believe, infaqah (in the way of Allah) a part of the fruits of your good efforts and a part of what We have sent out of the earth for you, and do not choose the bad and then you take it out of it even though you yourself do not want to take it but by squinting your eyes at it. And know that Allah is the Richest and the Most Praiseworthy".*

From this verse that Allah commands humans to give good results of their efforts, not bad things. If the ugly thing was given to someone else, he would not want to accept it except by closing his eyes and being forced to accept it because of his ugliness. so Allah has commanded us to give good things.

According to Zeithaml et al(2017, p. 93) Muslim service quality has four indicators, namely: 1. Efficiency is the ease and speed of accessing and using websites. Second, fulfillment is the extent to which the accuracy of estimates regarding order delivery and product availability is fulfilled. Third, system *availability* is the correct function of a feature on the site. And finally, privacy is the extent to which a site is secure and protects consumer information. According to Gayatri & Chew (2013) the indicators of Muslim service quality in Islam are: 1. Islamic values, 2. Halal/haram, 3. Attention to Islamic religious activities, 4. Honesty, 5. Courtesy, 6. Humanity and trustworthiness.

### Halal Certification

Halal certification is a written certificate that shows the level of halalness of the product. Issued by the Food, Drug, and Cosmetics Evaluation Institute (LPPOM MUI) of the Indonesia Ulema Council, products that receive halal certification must have a halal logo on the packaging. The management of halal certificates was previously carried out at the Indonesia Ulema Council (MUI). However, since October 17, 2019, the management of halal certificates has been carried out at the BPJPH of the Ministry of Religion.

According to Setyaningsih and Marwansyah in Resti (2022) Halal certification indicators: First, having a halal logo on food product packaging is the most important thing. Second, it can distinguish which authentic halal logo from MUI and inauthentic halal logos. Third, quality halal-certified products. Fourth, products with the halal logo have gone through a series of strict halal test processes. And finally, do not hesitate to consume food with halal logos.

### Hypothesis Perceived Price, Muslim Service Quality, Halal Certification and Purchase Decision

H1 : Perceived Price, Muslim service quality and halal certification have a significant effect on product purchase decisions.

H0 : Perceived Price, Muslim service quality and halal certification do not have a significant effect on product purchase decisions.

In a study by Tung Anh Tran, Ngan Thi Pham, Kien Van Pham and Linh Cam Tran Nguyen (2020) e-service quality has a positive effect on purchase decisions. And in a study by Dwi Rachamawati, Sakinah Shukri, S.M Ferdous Azam and Ali Khatibi (2019) that quality, price, location, promotion and corporate have a positive and significant effect on purchase decisions. In a study by Tom Badawi, S.E, Finantyo Eddy Wibowo, M.M, and Ahmad Nuh, M.M (2023) location, service quality, and price affect customer satisfaction and significantly affect repurchase interest.

Therefore, the statistical hypothesis is:

H0:  $\rho = 0$  : There is no effect between price, e-service quality and halal certification on product purchase decisions.

Ha:  $\rho \neq 0$  : There is an influence between price, e-service quality and halal certification on product purchase decisions.

**Method**

The subjects that will be taken in this study are users of the Shopee application of the *Shopeefood feature* who have purchased gacoan noodles through the Shopeefood application at least once. This study uses primary data through questionnaires. The researcher will use a questionnaire in the form of a *google form* to collect data from respondents. To measure the results of the data from the respondents, the researcher used a Likert scale.

In this study, the researcher used a *nonprobability sampling* technique, namely *the purposive sampling* technique. The number of the population in this study is not known for sure. According to Hair (2010) in a study it is required that the sample size considered representative to be used is 5-10 multiplied by the number of indicators or a minimum of 100 respondents or samples. so for this study, the sample size taken is 260 respondents. The number of statement indicators in this study is as many as 26 statements, so  $26 \times 10 = 260$  samples. But in this study, 302 samples were used, because the respondents who filled out the questionnaire exceeded the initial target.

**Result and Discussion**

**Descriptive Statistics**

Table 2. Respondent Demographics

No	Description	Amount	%
1.	Gender		
	Male	88	29.1%
	Female	214	70.9%
2.	Age		
	15-24	272	90.1%
	24-34	30	9.9%
3.	Domicile		
	Jabodetabek	94	31.1%
	West Java	46	15.2%
	Central Java	87	28.8%
	East Java	29	9.6%
	Others	46	15.2%
4.	Employed		
	Students	217	71.9%
	Employee/Labor	57	18.9%
	Civil Servants/Police/Army/State Officials	7	0.7%
	Self-employed/Entrepreneurial	14	4.6%
	Others	12	4.0%
5.	Income		
	< Rp. 1.000.000	166	55%
	Rp. 1.000.000 – Rp. 2.000.000	62	20.5%
	Rp. 2.000.000 – Rp. 4.000.000	42	13.9%
	Rp. 4.000.000 – Rp. 6.000.000	20	6.6%
	Rp. 6.000.0000	12	4%

Source : Primary data processed by SPSS 23, 2024

Based on the table above, we can see that most of the respondents are women with an average age of 15-24 years, domiciled in Greater Jakarta and still have the status of students/students with an average income of > Rp. 1,000,000.

**Data Analysis**

**Validity Test**

To conduct a validity test, it can be done by a significance test, namely by comparing the calculation with the table for *degree of freedom* (df) = n-2, with an alpha of 0.05. If the calculation is > table, the data

is valid. In this study, it is known that the sample (n) is 302 people. Then df is  $302 - 2 = 300$  with a table of 0.113.

Tabel 3. Research Validity Test Result

<b>Item</b>	<b>R Calculate</b>	<b>R Table</b>	<b>Note</b>
X <sub>1.1</sub>	0,816	0,113	Valid
X <sub>1.2</sub>	0,815	0,113	Valid
X <sub>1.3</sub>	0,829	0,113	Valid
X <sub>1.4</sub>	0,781	0,113	Valid
X <sub>1.5</sub>	0,734	0,113	Valid
X <sub>1.6</sub>	0,769	0,113	Valid
X <sub>2.1</sub>	0,740	0,113	Valid
X <sub>2.2</sub>	0,826	0,113	Valid
X <sub>2.3</sub>	0,796	0,113	Valid
X <sub>2.4</sub>	0,800	0,113	Valid
X <sub>2.5</sub>	0,648	0,113	Valid
X <sub>2.6</sub>	0,807	0,113	Valid
X <sub>2.7</sub>	0,795	0,113	Valid
X <sub>3.1</sub>	0,861	0,113	Valid
X <sub>3.2</sub>	0,704	0,113	Valid
X <sub>3.3</sub>	0,893	0,113	Valid
X <sub>3.4</sub>	0,872	0,113	Valid
X <sub>3.5</sub>	0,874	0,113	Valid
X <sub>3.6</sub>	0,879	0,113	Valid
Y1	0,670	0,113	Valid
Y2	0,677	0,113	Valid
Y3	0,676	0,113	Valid
Y4	0,711	0,113	Valid
Y5	0,616	0,113	Valid
Y6	0,404	0,113	Valid
Y7	0,683	0,113	Valid

Source : Primary data processed by SPSS 23, 2024

Based on table 3 after the calculation, it can be seen that all statement items in the Perceived Price (X1), Muslim Service Quality (X2), Halal Certification (X3) and Purchase Decision (Y) variables are declared valid because R calculate > R table.

**Reliability Test**

The Reliability Test is a measuring tool to measure a questionnaire which is an indicator of a variable or construct. Reliability measurements can be made with the Cronbach Alpha statistical test. If the Alpha value is 0.60, it is reliable.

Tabel 4. Research Reliability Test Result

Variable	Item Question	Alpha Cronbach	Value Limits	Note
Perceived Price (X1)	6	0.60	0.878	Reliable
Muslim Service Quality (X2)	7	0.60	0.788	Reliable
Halal Certification (X3)	6	0.60	0.913	Reliable
Purchase Decision (Y)	7	0.60	0.729	Reliable

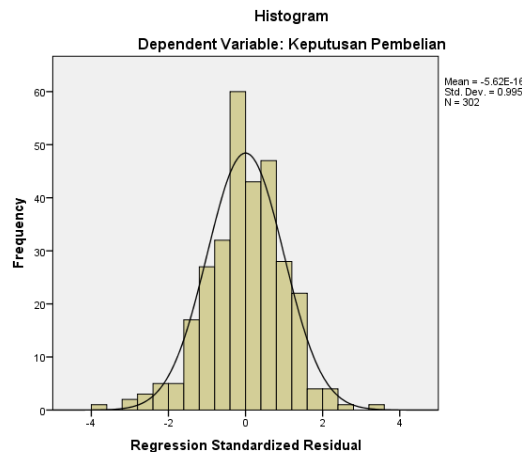
Source : Primary data processed by SPSS 23, 2024

Based on table 4, the results of the reality test show that Cronbach’s alpha exceeds the applied limit value of 0.60. So it can be concluded that the instrument test results are reliable.

**Classical Assumption Test**  
**Data Normality Test**

The normality test aims to determine the distribution of data in the variables used in the study. Good and suitable data for use in research is data that has a normal distribution. In this study, the normality of the data was tested using the Histogram Test, P-Plot and Kolmogorov-Smirnov Test.

**Histogram Test**

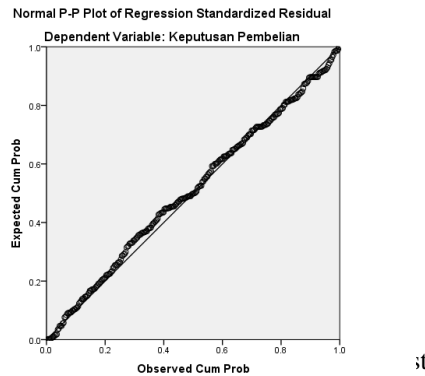


Source : Primary data processed by SPSS 23, 2024

Figure 1. Normality Test Histogram Results

Based on the image of the histogram results above, it can be seen that a balanced bell-like pattern is formed, so it can be concluded that the data is normally distributed.

**P-Plot Test**



Based on the results of the P-Plot above, the overall distribution point is close to the diagonal line. Thus, the data used in this study is normally distributed.

**Kolmogorov-Smirnov Test**

Table 5. Kolmogorov-Smirnov Test Results

Sig.	Value Limit	Note
0.200	0.05	Normal

Source : Primary data processed by SPSS 23, 2024

Based on table 5, it can be seen that the value of sig.  $0.200 > 0.05$ . Therefore, it can be concluded that the data in this study is normally distributed.

**Multicollinearity Test**

The Multicollinearity Test aims to test whether there is a correlation between Independent Variables in the regression model. A good regression model is one that does not have correlation between Independent Variables. If the Tolerance Value  $< 0.1$  and  $VIF > 10$ , it indicates symptoms of multicollinearity. Likewise, if the Tolerance Value  $> 0.1$  and  $VIF < 10$ , it does not indicate symptoms of multicollinearity. The test results can be seen in the following table:

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Note
Perceived Price (X1)	0.421	2.376	Multicollinearity Free
Muslim Service Quality (X2)	0.304	3.295	Multicollinearity Free
Halal Certification (X3)	0.412	2.426	Multicollinearity Free

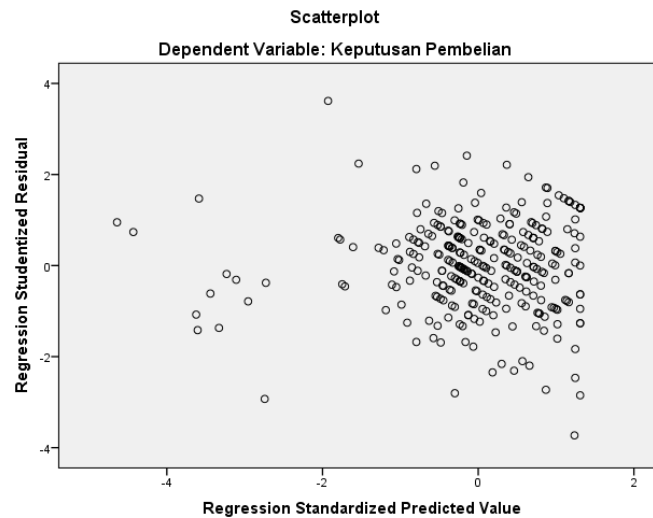
Source : Primary data processed by SPSS 23, 2024

Based on the table 6, it can be seen that the tolerance value of all the independent variables is  $\geq 0.10$  and the VIF value of all the independent variables  $< 10$ . Therefore, it can be concluded that all of these independent variables do not occur multicollinearity.

**Heteroscedasticity Test**

The Heteroscedasticity test aims to find out whether in a regression model there is a variance inequality and the residue of one observation to another. In the heteroscedasticity test, this study uses the graph method and statistical method or glacier test. The results of the graph method test can be seen below:





Source : Primary data processed by SPSS 23, 2024

Figure 4. Scatterplot Heteroskedastisitas Test Results

Based on the results of the scatterplot above, it can be seen that the dots do not form a certain pattern which means that there is no heteroscedasticity symptom. The heteroscedasticity test with the graph method can be seen from the following glacier test results:

Table 7. Heteroskedastisitas Test Results

Variable	Sig. Results	Note
Perceived Price (X1)	0.565	Heteroskedasitas Free
Muslim Service Quality (X2)	0.258	Heteroskedasitas Free
Halal Certification (X3)	0.885	Heteroskedasitas Free

Source : Primary data processed by SPSS 23, 2024

Based on table 7, it can be seen that all sig. The independent variable > 0.05. Therefore, it can be concluded that all of these independent variables do not occur or are free from heteroscedasticity.

**Autokorelasi Test**

The Autocorrelation Test is a statistical analysis conducted to find out if there is a correlation between the variables in the prediction model and the change in time. In the autocorrelation test, this study uses the Durbin Watson Test. To see the results of the autocorrelation test, it can be seen in the following table:

Table 8. Autokolerasi Test Results

	Durbin-Watson
	1.906
a. Predictors: (Constant), X3,X1,X2	
b. Dependent Variable: Y	

Source : Primary data processed by SPSS 23, 2024

Based on table 8 above, it can be seen that the results of the Durbin Watson test show a value of 1,906 with a number of independent (free) variables of 3(k) and (n) of 302, then the dU value is 1.8233 and the dL value is 1.7912 (from the Durbin Watson table). The value of 4 - dU is 2.1767 and the value of 4 - dL is 2.2088. This value shows that the DW value is between dU - 4dU with the dU formula  $dU < DW < 4 - dU =$

1.823 < 1.906 < 2.176. So it can be concluded that there were no positive/negative autocorrelation symptoms in this study.

**Regression Test**

**Multiple Linear Regression Test**

The purpose of Multiple Linear regression is to measure the relationship between two or more variables to show the relationship between independent variables versus dependent variables. The results of the regression test of this study can be known by looking at the results of the Unstandardized Coefficients Beta value, the results of the test can be seen from the following table:

Table 9. Results of Multiple Linear Regression Test

	<i>Unstandardized B</i>	<i>Coefficients Std. Error</i>	<i>Standardized Coefficients Beta</i>	t	Sig.
(Constant)	6.436	1.200		5.363	0.000
Perceived Price	0.466	0.066	0.443	7.043	0.000
Muslim Service Quality	0.202	0.072	0.208	2.802	0.005
Halal Certification	0.116	0.060	0.123	1.940	0.053

a. Dependent Variable: Purchase Decision

Source : Primary data processed by SPSS 23, 2024

Based on table 9, it can be seen that each value of the variable coefficient in this multiple linear regression test is written as follows:

$$Y = 6.436 + 0.466 + 0.202 + 0.116 + e$$

Based on table 9, the Constant value is 6.436, indicating that without any influence or when the value of the independent variables (perceived price, Muslim service quality, and halal certification) are equal to 0, then the value of the decision to buy Gacoan Noodles is 6.436. The regression coefficient in the perceived price variable (X1) is 0.466, indicating that the perceived price variable has a positive influence on the purchase decision which means that every increase of 1 unit of the perceived price variable will affect the purchase decision of Gacoan Noodles by 0.466 assuming that the other variables remain and do not change. The regression coefficient in the Muslim service quality (X2) variable of 0.202, shows that the Muslim service quality variable has a positive influence on the purchase decision which means that every increase of 1 unit of the e-service quality variable will affect the purchase decision of Gacoan Noodles by 0.202 assuming that other variables remain and do not change. The regression coefficient in the halal certification variable (X3) is 0.116, indicating that the halal certification variable has a positive influence on the purchase decision which means that every increase of 1 unit of halal certification variable will affect the purchase decision of Gacoan Noodles by 0.116 assuming that other variables remain fixed and unchanged.

**Partial Significance Test (T-Test)**

T-test will have an effect if the tcount > the table. The value of the table in this study is the number of samples as many as 302 and the independent variable as many as 3 variables, then it can be formulated  $df = n - k - 1$ ,  $df = 302 - 3 - 1 = 298$  with a probability value of 5%, then the table is 1.968.

Table 10. T-Test

Variable	B	T	Sig.	Result
Perceived Price	0.466	7.043	0.000	Significant Possitive
Muslim Service Quality	0.202	2.802	0.005	Significant Possitive
Halal Certification	0.116	1.940	0.053	No Effect

Source : Primary data processed by SPSS 23, 2024

**Silmutan Significance Test (F-Test)**

Table 11. F-Test

F	Sig.
100.496	0.000

Source : Primary data processed by SPSS 23, 2024

Based on table 11 above, to find out the value of the  $F_{table}$ , the calculation is carried out, namely  $Df_1 = 4 - 1 = 3$ ,  $Df_2 = 302 - 3 - 1 = 298$ , then the  $F_{table}$  is 2.63 with a significance of 0.05. As for the  $F_{cal}$  of 100.496, then the  $F_{cal} > F_{table}$  is  $100,496 > 2.63$  with a significance value of  $0.000 < 0.05$ . This shows that there is a positive and significant influence of *the variables perceived price (X1), Muslim service quality (X2) and halal certification (X3)* in a silmutually influenced the decision to buy Gacoan Noodles or  $H_4$  accepted.

**Determination Test**

Table 12. Determination Test Results

R	R Square	Adjusted R Square
0.709	0.503	0.498

Source : Primary data processed by SPSS 23, 2024

From the results of table 12 above, it can be seen that the value of the R determination coefficient test is 0.503. This means that as many as 50.3% of Mie Gacoan purchase decisions are influenced by perceived price (X1), Muslim service quality (X2), and halal certification (X3), and the remaining 49.7% are influenced by other independent variables that are not explained in this study.

**Effect of Perceived Price (X1) on Purchase Decision (Y)**

The results of the first hypothesis test (H1) regarding the influence of *perceived price* on the purchase decision of Mie Gacoan consumers through the shopee application of the *shopeefood* feature, show that there is a positive and significant influence of *perceived price* on the purchase decision of Mie Gacoan. Based on the results of the partial test (t) regression analysis of the tcal value for *the perceived price* variable is 7.043, with a sig value of 0.00. This shows that the tcal value of  $7.043 > t_{table} 1.968$ . Meanwhile, the comparison of the significance value obtained is  $0.000 < 0.05 (\alpha)$ . This shows that the level of significance is smaller than the level of error. So  $H_0$  was rejected and H1 was accepted. This means that there is a positive and significant influence of *perceived price (X1)* on the purchase decision (Y) of Mie Gacoan through the shopee application of the *shopeefood* feature.

**Effect of Muslim Service Quality (X2) on Purchasing Decisions (Y)**

The results of the second hypothesis (H2) regarding the influence of *Muslim service quality* on the purchase decision of Mie Gacoan consumers through the shopee application of the *shopeefood* feature, show that there is a positive and significant influence of *Muslim service quality* on the purchase decision of Mie Gacoan. Based on the results of the partial test (t) regression analysis of the tcal value for *the Muslim service quality* variable is 2.802, with a sig value of 0.005. This shows that the tcount value of  $2.802 > t_{table} 1.968$ . Meanwhile, the comparison of significance values obtained was  $0.005 < 0.05 (\alpha)$ . This shows that the level of significance is smaller than the level of error. So  $H_0$  was rejected and H2 was accepted. This means that there is a positive and significant influence of *Muslim service quality (X2)* on the purchase decision (Y) of Mie Gacoan through the shopee application of the *shopeefood* feature.

**Effect of Halal Certification (X3) on Purchase Decisions (Y)**

The results of the third hypothesis test (H3) regarding the influence of *halal certification* on the purchase decision of Mie Gacoan consumers through the shopee application of the *shopeefood* feature, show that there is no positive and significant influence of *halal certification* on the purchase decision of Mie Gacoan. Based on the results of the partial test (t) regression analysis of the tcal value for *the halal certification* variable is 1.940, with a sig value of 0.053. This shows that the tcal value of  $1.940 < t_{table} 1.968$ . Meanwhile, the comparison of the significance values obtained was  $0.053 > 0.05 (\alpha)$ . This shows that the level of significance is greater than the level of error. So  $H_0$  was accepted and H3 was rejected. This

means that there is no positive and significant influence of *halal certification* (X3) on the purchase decision (Y) of Mie Gacoan through the shopee application of the *shopeefood feature*.

## Conclusion

Based on the results of the analysis of *perceived price*, *Muslim service quality* and *halal certification* on the purchase decision of Mie Gacoan Products through the shopee application of the *shopeefood feature*, the following conclusions are obtained:

1. In the *perceived price* variable (X1), there is a positive and significant influence on the purchase decision variable (Y) of Gacoan Noodles Products through the shopee feature of *shopeefood*. From the results of the study, it was explained that the t-count value was greater than the t-table ( $7.043 > 1.968$ ), and the significance value was ( $0.000 < 0.05$ ). So it can be concluded that with the right price determination, it can affect the purchase decision of Mie Gacoan Products through the shopee application of the *shopeefood feature*.
2. In the *Muslim service quality* (X2) variable, there is a positive and significant influence on the purchase decision variable (Y) of Gacoan Noodles Products through the shopee feature of *shopeefood*. From the results of the study, it was explained that the t-count value was greater than the t-table ( $2.802 > 1.968$ ), and the significance value was ( $0.0005 < 0.05$ ). So it can be concluded that with the right quality of service, it can influence the decision to purchase Gacoan Noodle Products through the shopee application with the *shopeefood feature*.
3. In the *halal certification* variable (X3), there is no positive and significant influence on the purchase decision variable (Y) of Gacoan Noodles Products through the shopee feature of *shopeefood*. From the results of the study, it was explained that the t-count value was smaller than the t-table ( $1.940 < 1.968$ ), and the significance value was ( $0.053 > 0.05$ ). So it can be concluded that the halal certificate does not affect the decision to purchase Gacoan Noodle Products through the shopee application with the *shopeefood feature*.
4. In this study, based on the processed data, the decision to buy Gacoan Noodles products is made by many consumers with an age range of 15-24 years. This makes researchers make the decision that consumers with this age are willing to spend time and wait for their food to arrive because the product is the product they want.

## References

- Az-zahra, H. N., Tantya, V. A., & Apsari, N. C. (2021). Layanan Online Food Delivery Dalam Membantu Meningkatkan Penjualan Pada Usaha Mikro. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat (JPPM)*, 2(2), 156. <https://doi.org/10.24198/jppm.v2i2.33513>
- Badawi, T., Wibowo, E. F., & Nuh, A. (2023). Pengaruh Lokasi, Kualitas Pelayanan dan Harga Terhadap Minat Membeli Ulang Konsumen di Narma Toserba Harvest City. *Jurnal Ekonomi, Manajemen Dan Akuntansi Sekolah Tinggi Ilmu Ekonomi Enam-Enam Kendari*, 1(3), 121-130. <https://doi.org/10.572349/neraca.v1i2.163%0Ahttps://jurnal.kolibi.org/index.php/neraca/article/view/163>
- Destamar, D. L., Aryani, L., & Pusporini. (2021). Analisis keputusan pembelian pada pengguna aplikasi gojek fitur gofood. *Prosiding Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2(1), 1744-1758.
- Gayatri, G., & Chew, J. (2013). How do Muslim consumers perceive service quality? *Asia Pacific Journal of Marketing and Logistics*, 25(3), 472-490. <https://doi.org/10.1108/APJML-06-2012-0061>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Education.
- Hutama, Balqis, N., Burhan, Zakky, A., Wulandari, & Aprilia, D. (2022). Pengaruh Sistem E-Payment dan Platform Go-Food Terhadap Keputusan Mahasiswa Malang Dalam Pembelian Mie Gacoan Cabang Ciliwung Kota Malang. *Journal Transformation Of Mandalika*, 2(1), 168-187.
- Kharismah Salsabilla, & Hariadi Hadisuwarno. (2023). The Influence of Product Quality, Perceived Price and Service Quality on Customer Satisfaction at The Terrace Restaurant. *Formosa Journal of Applied Sciences*, 2(6), 1137-1154. <https://doi.org/10.55927/fjas.v2i6.4797>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kotler, P., Wong, V., Saunders, J., & Amstornig, G. (2005). *Principles Of Marketing* (Fourth Eur). Pearson

- Education. <https://library.wbi.ac.id/repository/212.pdf>
- Prawira, D., Kurniawan, R., Indrajit, R. E., & Dazki, E. (2023). Effect of E-Service Quality, Brand Image and E-Security Seals on Tokopedia E-Customer Satisfaction (Case Study on Tokopedia Customers). *Jurnal Informasi Dan Teknologi*, 5, 153–164. <https://doi.org/10.37034/jidt.v5i1.276>
- Puspitaningtyas, Y. A., & Saino, S. (2019). Pengaruh Kualitas Produk, Electronic Word of Mouth (e-Wom), dan Lokasi terhadap Keputusan Pembelian Ayam Panggang Bu Setu di Gandu Magetan. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 2(4), 545–558. <https://doi.org/10.31842/jurnal-inobis.v2i4.111>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors Onfluencing Customers' Purchase Decision of Residential Property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Resti, A. A. (2022). Persepsi Generasi Milenial dalam Memilih Produk Bersertifikat Halal di Jakarta. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 57–70. <https://doi.org/10.36778/jesya.v5i1.533>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education.
- Sitepu, D. L. B., Safri, H., & Hendry, R. S. M. (2022). Pengaruh Kualitas Makanan, Citra Merek, Lokasi Usaha Dan Harga Terhadap Keputusan Pembelian Padatoko Roti Hasanah Bakery Rantauprapat. *Jurnal Manajemen Akuntansi (Jumsi)*, 2(1), 84–96.
- Tran, T. A., Pham, N. T., Van Pham, K., & Nguyen, L. C. T. (2020). The roles of health consciousness and service quality toward customer purchase decision. *Journal of Asian Finance, Economics and Business*, 7(8), 345–351. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.345>
- Usman, O., & Rachmi, N. A. (2020). Effect of Brand Image, E-Service Quality and Price on Customer Satisfaction. *SSRN Electronic Journal*.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). *Service Marketing* (7th ed.). McGraw-Hill Education.