

CHAPTER II

THEORETICAL FRAMEWORK

A. Previous Research

There has been a lot of research on the effect of price, brand image and halal certification on purchasing decisions. Previous research explains the impact of these factors on purchasing decisions has a positive value.

The following is research that has several similarities with the current study:

Research conducted by Muizzudin 2020 entitled **“The Effect of Halal Certification, Brand Image, and Price on Purchasing Decisions for Sosro Bottle Tea Drinks (Case Study on Islamic Village Higher Education students)”**, The purpose of his research is to analyze the effect of halal certification, brand image, and price on purchasing decisions for Sosro Bottle Tea using a quantitative approach. The population in this study consisted of students who consumed Sosro Bottled Tea products, with data collected through questionnaires distributed to 87 respondents. Data analysis was conducted using multiple linear regression method with the help of SPSS 25 software. The findings showed that halal certification and brand image have a positive and significant influence on the purchase decision of Sosro Bottled Tea among Islamic Village college students, while price has a positive but insignificant influence. Overall, halal certification, brand image, and price simultaneously influence the purchasing decision of Sosro Bottled Tea. The difference between previous research and current research lies in research methods, case studies reduction. In the case study research used is The difference between previous research

and current research lies in case studies. In the case study research used is Sate Ayam H.Tukri Sobikun Ponorogo.²⁰

Research conducted by Danang Hadi Sulaiman 2022 entitled **“Analysis of Halal Certification, Price, Product Quality and Promotion on Purchasing Decisions for Halal Herbal Products”**, the purpose of the study was to determine and analyze the effect of halal certification, price, product quality and promotion on purchasing decisions for halal herbal products on consumers of HPAI products in Tangerang city. The research uses a quantitative approach. The representative sample was 125 respondents. Data collection techniques using questionnaires Research results: 1) halal certification has a significant effect on purchasing decisions for halal herbal products; 2) price has a significant effect on purchasing decisions for halal herbal products; 3) product quality has no significant effect on purchasing decisions for halal herbal products; 4) promotion has a significant effect on purchasing decisions for halal herbal products; 5) halal certification, price, product quality and promotion together have a significant effect on purchasing decisions for halal herbal products.²¹ The difference between previous research and current research lies in research methods, case studies and variable reduction. In the case study research used is Sate Ayam H.Tukri Sobikun Ponorogo and the promotion variable is not used in this study.

Research conducted by Oley Amadea Cahyana 2021 entitled **“The Effect of Promotion and Halal Certification on Purchasing**

²⁰ Muizzudin and Kisty, “Pengaruh Sertifikasi Halal, Citra Merek, Dan Harga Terhadap Keputusan Pembelian Minuman Teh Botol Sosro (Studi Kasus Pada Mahasiswa Pendidikan Tinggi Islamic Village).” *Islaminomics: Journal of Islamic Economics, Business and Finance* , Vol. 10, No. 2 (2020), p. 137–151.

²¹ Danang Hadi Sulaiman and Taufik, Shadiq, “Analisis Sertifikasi Halal, Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Produk Herbal Halal.” *Jurnal Pemandhu*, Vol.3, No. 2, (2022), p. 45-52.

Decisions for Oriflame Products in Denpasar (Case Study of Oriflame Purchases among Students), this study aims 1) to determine the effect of promotion on purchasing decisions for Oriflame products; 2) to determine the effect of halal certification on purchasing decisions for oriflame products; 3) to determine the effect of promotion and halal certification simultaneously on purchasing decisions for Oriflame products. The approach used is quantitative with descriptive analysis. The population of this research is Oriflame members. The sampling technique used purposive sampling method with a sample size of 36 people. The technique used to answer the hypothesis is multiple regression test and classical assumption test using SPSS for windows 10 version 25. And the research results that the multiple regression test is 7,324, 0893 and 0.331, then get partial test results for the effect of promotion on purchasing decisions of 3,728 and the effect of halal certification on purchasing decisions of 3,147 with the results of the F test which states that there is an influence between the independent variable on the dependent variable. As well as the results of the R² determination coefficient test of 0.318, which means that the large value of the determination coefficient shows that the independent variable consisting of promotion and halal certification has a sufficient influence to reach 31.8% on the decision to purchase Oriflame products among students in Denpasar. The difference between previous research and the latest research lies in case studies, population and variables. In the latest research, the case study used is Sate Ayam H.Tukri Sobikun Ponorogo, for the population is consumers who buy Sate Ayam H.Tukri Sobikun Ponorogo. for price and brand image variables used in this study.²²

²² Amadea Cahyana Joelyismianto, Kusjuniati, and Iswahyuni, "Pengaruh Promosi Dan Sertifikasi Halal Terhadap Keputusan Pembelian Produk Oriflame Di Denpasar (Studi Kasus Pembelian Oriflame Di Kalangan Mahasiswa)," *Jurnal Maisyatuna : Jurnal Prodi Ekonomi Syariah* Vol.2, no. 2 (2021): p: 1–9.

Research conducted by Widia Aliyusna 2022 entitled “**The Effect of Promotion, Halal Certification and Green Product on Purchasing Decisions for Honey Kake Jambi Products**”. The purpose of this study was to determine the significant positive effect of promotion, halal certification, and green products significantly and jointly on purchasing decisions on the Kake honey business. The research method used is quantitative multiple linear regression analysis with significant t and F tests. The population in this study is unknown the number of respondents, the determination using the Rousce formula, the sample in this study was 100 respondents and consumers of Kake honey 'Maro Sebo Muaro Jambi District. The results showed that 1) the promotion variable (X1) had a significant positive effect, 2) halal certification (X2) had no significant effect, the green product variable (X3) had a significant effect on purchasing decisions. And 4) promotional variables, halal certification and green products on purchasing decisions. The difference between previous research and the latest research lies in case studies, population and variables. In the latest research, the case study is Sate Ayam H.Tukri Sobikun Ponorogo, for the pupulation is consumers who buy Sate Ayam H.Tukri Sobikun Ponorogo. for price and brand image variables used in this study.²³

Research conducted by Zulaika Matondang 2019 entitled “**The Effect of Product Knowledge, Halal Labeling, and Product Prices on Cosmetic Purchasing Decisions with Religiosity as a Moderating Variable**”. This study aims to explore the effects of product knowledge, halal labeling and price on cosmetic purchasing decisions by considering religiosity. Using a quantitative approach, data were collected through questionnaires and analyzed using the SPSS

²³ Rafidah Widia Aliyusna, “Pengaruh Promosi, Sertifikasi Halal Dan Green Product Terhadap Keputusan Pembelian Produk Madu Kake’ Jambi”, *Jurnal Ilmiah Hospitality* 1153, Vol.11, no. 2 (2022). P. 2

application. Simple random sampling was used, with 100 respondents selected. This study used a quantitative approach. The results showed a positive and significant effect of product knowledge on purchasing decisions. Halal labeling and product price also play an important role in shaping consumer choice. In addition, religiosity acts as a moderating factor that affects the relationship between product knowledge and purchasing decisions, as well as between halal labels and purchasing decisions. In addition, religiosity moderates the impact of product prices on purchasing decisions. The difference between previous research and the latest research lies in case studies and the addition of variables. For the latest research, the case study is at Sate Ayam H. Tukri Sobikun Ponorogo. For halal certification variables and brand image used in this study.²⁴

Research conducted by Aditi Bunga 2017 entitled **“Analysis of the Effect of Product Innovation, Price, and Halal Certification on Repurchase Interest through MSME Consumer Satisfaction in Medan City”**, her research aims to determine and analyze the effect of product innovation, price and halal certification on the surge in consumer purchases through consumer satisfaction of Micro, Small and Medium Enterprises (MSMEs) in Medan. The type of research used is explanatory research with a Quantitative approach. The results of this study indicate the effect of product innovation, price and halal certification have a positive and significant effect on customer satisfaction. Product innovation, price, and halal certification have a positive and significant effect on consumer buying interest. Customer satisfaction has a positive effect on consumer buying interest. The difference between previous research and the latest research lies in case

²⁴ Hamni Fadlilah Nasution Zulaika Matondang, “Pengaruh Pengetahuan Produk, Label Halal, Dan Harga Produk Terhadap Keputusan Pembelian Kosmetik Dengan Religiusitas Sebagai Variabel Moderating,” *Jurnal Ilmu Ekonomi dan Bisnis Islam* Vol. 5, No. 1 (2019), p: 1–10.

studies and the addition of variables. For the latest research, the case study is at Sate Ayam H.Tukri Sobikun Ponorogo and the variables of brand image and purchasing decisions are used in this study.²⁵

Research conducted by Ahda Segati 2018 with a study entitled **“The Effect of Perceptions of Halal Certification, Product Quality, and Price on Perceptions of Increased Sales”**, this study aims to determine the effect of halal certificates, product quality and price on increasing sales at Aqiqah Nurul Hayat Yogyakarta catering. This research is a field study that uses a quantitative approach. The population of this study were all consumers and producers of Aqiqah Nurul Hayat Yogyakarta Catering. The sample was selected using sample random sampling with a total of 150 respondents. The method used in this research is quantitative with multiple linear regression. The results of this study indicate that the variables of halal certification, product quality, and price have a significant effect on increasing sales. The difference between previous research and current research lies in the case study object, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, the population is consumers who buy at Sate Ponorogo. And for the purchasing decision variables used in this study.²⁶

Research conducted by Fitra Sulistina Wati 2021 entitled **“The Effect of Islamic Branding and Religiosity on Purchasing Decisions for HNI-HPAI Halal Mart BC Medan 8 Products”**, the purpose of this study was to determine the effect of Islamic branding and Religiosity on Purchasing Decisions for HNI-HPAI Halal Mart BC Medan 8 Products. The sample used was 68 people using Purposive

²⁵ Bunga Aditi, “Analisis Pengaruh Inovasi Produk, Harga, Dan Sertifikasi Halal Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Umkm Di Kota Medan,” *Art Design, Publishing & Printing* (2017), p: 14–24.

²⁶ Ahda Segati, “Pengaruh Persepsi Sertifikasi Halal, Kualitas Produk, Dan Harga Terhadap Persepsi Peningkatan Penjualan,” *JEBI (Jurnal Ekonomi dan Bisnis Islam)*, Vol. 3, No. 2, (2018) .p. 159.

sampling. The data collection techniques used in this study are questionnaires, interviews and documentation. The analysis methods in this study are data validity and reliability tests, normality tests, classical assumption tests, multiple regression tests, hypothesis tests, and linear determination coefficient tests. This research uses quantitative methods and associative research types. The results showed that: 1) Islamic branding has a positive and significant effect on purchasing decisions. 2) Religiosity has a positive and significant effect on purchasing decisions.²⁷ The difference between previous research and the latest research lies in case studies and variables. For the latest research, the case study is at Sate Ayam H.Tukri Sobikun Ponorogo. And for the variables of price, brand image and halal certification used in this study.

Research conducted by Aldeana Maliani 2021 entitled **“The Effect of Religiosity, Lifestyle, and Price on Purchasing Decisions for Muslim Clothing Products in the Marketplace, his research aims to determine how much influence religiosity, lifestyle, and price have on purchasing decisions for Muslim fashion products in the Marketplace”**. This research aims to analyze the influence of Islamic Branding and Religiosity on the decision to purchase HNI- HPAI Halal Mart BC Medan 8 products. The research uses quantitative methods by distributing questionnaires via Google Forms to Muslim respondents who have purchased Muslim fashion products on the Marketplace (Shopee) and live in Jakarta and Bogor. The sampling technique used the purposive sampling method which is part of the non probability sampling technique. The number of samples was 100 respondents. The results showed that the religiosity variable did not have a significant effect. The difference between previous research and the latest research

²⁷ Sumbu Latim Miatun and Lukman Santoso, “Pengaruh Religiusitas Terhadap Gaya Hidup Konsumen Muslim Di Ponorogo,” *SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam* Vol.2, no. 2 (2020), p: 113–120.

lies in case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population is consumers who buy Sate Ayam H.Tukri Sobikun Ponorogo. And the price and brand image variables used in this study.²⁸

Research conducted by Ismaulina 2020 entitled **“The Effect of Halal Labeling, Brand Image and Price on Indomie Instant Noodle Purchasing Decisions (Case Study of FEBI IAIN Lhokseumawe Students)”**, her research aims to find out how the influence of halal labeling (X1), price (X2) brand image (X3) partially and simultaneously on purchasing decisions for instant noodles for IAIN Lhokseumawe students. Quantitative research data were obtained through distributing questionnaires to 92 students on a Likert scale. The results showed that partially the three variables of halal labeling (X1), brand image (X2) and price (X3) had a positive effect but only variables (X1 and X2) were significant on the instant noodle purchasing decisions of FEBI IAIN Lhokseumawe students (Y). While simultaneously there is an influence on the three variables. The difference between previous research and the latest research lies in case studies, population and variables. The latest research is a case study at Sate Ponorogo. As for the population, the buyers at Sate Ayam H.Tukri Sobikun Ponorogo. And the halal certification variable used in this study.²⁹

Research conducted by Zahrotul Uliya 2023 entitled **“The Effect of Halal Label, Brand Image and Price on Purchasing Decisions for Wardah Cosmetic Products (Case Study on Consumers in Bengkalis City)”**, this study aims to analyze the effect of halal label,

²⁸ Aldeana Meliani, et. al., “Pengaruh Religiusitas, Gaya Hidup, Dan Harga Terhadap Keputusan Pembelian Produk Busana Muslim Di Marketplace,” *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, Vol. 2, no. 3, (2021), p. 174–186.

²⁹ I. Ismaulina, “Pengaruh Labelisasi-Halal, Citra Merek Dan Harga Terhadap Keputusan Pembelian Mie Instant Indomie,” *Jurnal Manajerial*, Vol. 19, no. 2, (2020), p. 185–197.

brand image and price on purchasing decisions for wardah cosmetic products in the Bengkalis city area, the method used in this study used quantitative methods with multiple regression analysis, a sample of 82 respondents using accidental sampling techniques taken from consumers of wardah brand cosmetics in Bengkalis city. The results of this study indicate that the halal label variable has no effect on purchasing decisions. The results showed that the halal label variable had no effect on purchasing decisions. Brand image variables have a positive and significant effect on purchasing decisions. The price variable has a positive and significant effect on purchasing decisions. The difference between previous and current research lies in case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the halal certification variable used in this study.³⁰

Research conducted by Khusy Montana 2024 entitled **“The Effect of Halal Label, Brand Image and Price on Buying Decision of Imported Skincare Products Through Brand Trust in Generation Z Pekanbaru City”**, the purpose of this study was to examine the impact of halal labels, brand image, and price on purchasing decisions for imported skincare products through brand trust. This study uses path analysis as the analysis method. Data were collected through questionnaires filled out by users of generation Z imported skin care products in Pekanbaru City. The results showed that halal labeling has no significant influence on brand trust. However, brand image, price, and brand trust have a significant influence on purchasing decisions. The difference between previous research and the latest research lies in

³⁰ Zahrotul Uliya, et. al., “*MONEY: Journal of Financial and Islamic Banking*,” *MONEY: Journal of Financial and Islamic Banking*, Vol. 1, No. 2, (2023), p. 44–52, <https://journal.universitaspahlawan.ac.id/index.php/MONEY/article/view/10588>.

case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the halal certification variable used in this study.³¹

Research conducted by Fina Rahma Naisaniya 2023 entitled **“The Effect of Price, Brand Image and Product Quality on Purchasing Decisions on Rabbani Product Users”**, the purpose of this study was to examine the impact of price, brand image, and product quality on purchasing decisions among users of Rabbani products. This research is included in the descriptive research category with research methods that use a quantitative approach. The population of this study includes all students at Universitas Muhammadiyah Surakarta who have purchased Rabbani products. The results of the analysis in this study indicate that price has a positive and significant impact on purchasing decisions, brand image has a positive and significant impact on purchasing decisions and product quality has a positive and significant impact on purchasing decisions. The difference between previous research and the latest research lies in case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the halal certification variable used in this study.³²

Research conducted by Wina Aprillia 2023 with a study entitled **“The Effect of Brand Image, Product Quality, Halal Certificates**

³¹ Khusy Montana and Devi Kurniawati, “Pengaruh Label Halal, Brand Image, Dan Price Terhadap Buying Decision Produk Skincare Impor Melalui Brand Trust Pada Generasi Z Kota Pekanbaru,” *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*, Vol. 18, no. 1, (2024), p. 110.

³² Fina Rahma Naisaniya and Edy Purwo Saputro, “Pengaruh Harga, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Pengguna Produk Rabbani,” *Jurnal Value*, Vol. 4, No. 2, (2023), p. 133–150.

and Purchasing Decisions on Demand for Citra Hand Body Lotion Products (Case Study: In Dwikora Village Community, Medan Helvetia District), this study aims to determine the effect of brand image, product quality, halal certificates, and purchasing decisions on product demand. This research was conducted using a quantitative approach. The population in this study amounted to 300 with a sample of 75 people. The sampling method uses simple techniques using simple random sampling techniques. The results of this study indicate that Brand Image, Product Quality, Halal Certificate and Purchasing Decisions simultaneously affect product demand. The difference between previous research and the latest research lies in case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the variable demand for goods not used in this study.³³

Research conducted by Iqbal 'Imari, Ahmad Suminto and Ibrahim Aliyu Galolo 2021 with a study entitled **“The Mediating Role of Customer Satisfaction Between Service Quality and Customer Loyalty According to An Islamic Perspective”**. This study aims to determine whether customer satisfaction is a mediating variable between service quality and customer loyalty at La-Tansa Transport Pondok Modern Darussalam Gontor, and analyze it with Islamic principles. This research is a quantitative study with the unit of analysis being La-Tansa Transport Gontor customers. The data used is primary data through questionnaires filled out by customers. The data collection method uses simple random sampling technique. The number of samples taken was 109 customers determined through the random

³³ Wina Aprillia, “Pengaruh Citra Merek, Kualitas Produk, Sertifikat Halal Dan Keputusan Pembelian Terhadap Permintaan Produk Hand Body Lotion Citra (Studi Kasus : Pada Masyarakat Kelurahan Dwikora, Kecamatan Medan Helvetia),” *Jurnal Manajemen Akuntansi (JUMSI)* Vol. 3 No.2 ,(2023), p. 698–706.

sampling method from a total population of 150 customers. The results showed that customer satisfaction is a mediating variable between service quality and customer loyalty. These results indicate that La-Tansa Transport customers obtain adequate service quality, feel satisfied with the service, and have shown loyalty to the business. This can be explained because La-Tansa Transport follows Islamic values in providing services and interacting with customers. The difference between previous research and the latest research lies in the case study, population and variables. The latest research is a case study at Sate Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the variables used in this study are price, brand image and halal certification.³⁴

Research conducted by Ahmad Lukman Nugraha, Arie Rachmat Soenjoto and Adib Susilo 2020 with a study entitled **“The Influence of Islamic Economic Literacy on the Purchasing Power of Unida's Students in the Unida Business Unit (U3)”**. This study aims to find the effect of Islamic economic literacy at UNIDA on the purchasing power of UNIDA students at the Unida Business Unit. The method used in this research is quantitative analysis with multiple regression analysis. Data collection was carried out using a questionnaire and then tested with SPSS 20 through 222 samples. The results showed that product halalness, product quality, elements of shubhat or doubt, elements of tabzir and isyraf significantly and positively affect the purchasing power of UNIDA students at the UNIDA Business Unit, both simultaneously and partially. Based on the regression test results, it was found that the variables of product halalness, product quality, elements of shubhat or doubt, tabzir, and isyraf have a strong influence on the

³⁴ Iqbal ' Imari, et. al., “The Mediating Role of Customer Satisfaction Between Service Quality and Customer Loyalty According to An Islamic Perspective,” *Ikonomika*, Vol. 6, No. 1, (2021), p. 163–180.

purchasing power of UNIDA students in U3, which is around 69.1%. The difference between previous research and the latest research lies in case studies, population and variables. The latest research is a case study at Sate Ayam H.Tukri Sobikun Ponorogo, for the population, namely buyers of Sate Ayam H.Tukri Sobikun Ponorogo and for the variables used in this study are price, brand image and halal certification.³⁵

B. Conceptual Framework

1. Definition of Price

Price is the cost charged for a product or service is the amount of money paid by consumers in exchange for the benefits obtained from using the product or service.³⁶ According to Kotler and Keller³⁷, price is the amount of money paid for a product or service, or the value exchanged by customers as a result of utilizing, owning, or using the product.³⁸

Fandy Tjiptono says that: Pricing has a significant meaning for a company, especially in the face of increasingly intense competition and changing consumer preferences that always follow the dynamics of the times. Price is a marketing mix that is flexible, meaning that it can be changed quickly.

a. Importance of Pricing

The importance of pricing for a company is as follows:

³⁵ Ahmad Nugraha, *et. al.*, "The Influence of Islamic Economic Literacy on the Purchasing Power of Unida's Students in Unit Usaha Unida (U3)", (2020), p. 172–177.

³⁶ Widia Aliyusna, *et.al.*, "Pengaruh Promosi, Sertifikasi Halal Dan Green Product Terhadap Keputusan Pembelian Produk Madu Kake' Jambi," *Jurnal Ilmiah Hospitaly 1153*, Vol.11, no.2,(2022), p: 2."

³⁷ K. L. Kotler, P. and Keller, "*Marketing Management (14th Ed.)*," (New Jersey: Pearson Prestice Hall. 14th ed., 2012). P. 230

³⁸ Nanan Marlina and Shierly Hambari, "Dampak Service Quality Dan Harga Terhadap Customer Satisfaction," *Ekono Insentif* Vol. 16, No. 1, (2022), p. 31–39.

- a. The price of a product is a major determinant of market demand.
- b. Price affects the competitive position and partly affects the company's stock price.
- c. Price affects product quality. The higher the price of a product, the higher the quality of the product according to customer perceptions

Most consumers tend to be price sensitive, although they also consider other factors. In addition, consumer perceptions of product quality are often influenced by price. In some situations, higher prices are perceived to reflect better quality, especially in specialty product categories. To attract consumers' attention, businesses often offer discounts, which are direct deductions on the price of goods when buying a certain amount within a certain period. These discounts can motivate consumers to make purchases, which in turn can increase sales of certain products.

b. Price Indicator

Price indicators according to P.Kotler and Armstrong are as follows³⁹ are as follows:

1) Selling Price Setting

Decisions in pricing, like decisions in the rest of the marketing mix, must focus on consumers. Effective, buyer-oriented pricing involves understanding how much value consumers place on the benefits they get from the product, and setting prices in line with that value.

2) Price Elasticity

The degree of responsiveness of demand to price changes can be categorized as elastic or inelastic. If demand remains almost unchanged despite a small change in price, it is considered inelastic. On the contrary, if the seller can increase the price and the demand undergoes a significant change, then the demand is classified as elastic. The lower

³⁹ G. Kotler, P., and Amstrong, "Manajemen Pemasaran.," *Indeks* (2005). P. 78

the elasticity of demand, the greater the opportunity for the seller to increase the price.

3) Competitor Price Growth

Other factors that influence a company's pricing decisions include the prices set by competitors as well as competitors' potential reactions to the pricing policies taken by the company. Consumers usually evaluate the price and value of products when considering a purchase, especially in comparison with other similar products.

c. The Concept of Pricing in Islam

1) Ibn Khaldun's Pricing

According to Ibn Khaldun, prices are determined by the interaction between the laws of demand and supply. The only exception to this law is the price of gold and silver, which serve as monetary standards. All other goods experience price fluctuations that are influenced by market conditions. When an item becomes scarce and demand is high, its price tends to increase. Conversely, if an item is available in abundance, its price will tend to be low.

2) Abu Yusuf's Pricing

According to Abu Yusuf, pricing cannot be determined by certain limits regarding cheap or expensive, because there are no definite criteria to regulate it. Pricing principles are relative and cannot always be measured. Therefore, cheap prices are not always caused by the abundance of goods, and conversely, expensive prices are not always caused by the scarcity of goods.⁴⁰

⁴⁰ Adiwarmarman Azwar Karim, *Ekonomi Islam Suatu Kajian Kontemporer*, (Jakarta: Gema Insani 2001). P. 66

Abu Yusuf argued that prices are not only influenced by supply, but also by the power of demand. Therefore, price changes are not always directly related to an increase or decrease in production. He emphasized that there are other variables that influence prices, such as shifts in demand, the amount of money circulating in a country, and the practice of hoarding and withholding goods, or a combination of all these factors.

3) Al-Ghazali's Pricing

Al-Ghazali proposed the concept of the prevailing price, determined by market practices, which became known among Muslim scholars as *at-tsaman al 'adil* (fair price) and as equilibrium price among contemporary scholars. He also introduced the theory of supply and demand, explaining that if a farmer does not find a buyer, he will tend to sell his produce at a lower price. Moreover, prices can be kept lower by increasing the amount of goods available in the market.⁴¹

Ghazali also introduced the concept of elasticity of demand, where he identified that demand for food products is inelastic, given that food is an unavoidable basic need.⁴²

4) Ibnu Taimiyah's Pricing

Ibn Taymiyyah stated that equal compensation can be measured and estimated based on comparable things, which is the core of the principle of justice. He distinguishes between two types of prices: fair prices and favorable prices. He also considered an equal price to be a fair price. In *Majmu' Fatawa*, Ibn Taymiyyah defines the equivalent price as the standard price at which people sell their goods, which is generally accepted as equivalent for the same goods at a particular time and place.

⁴¹ Adiwarmarman Azwar Karim, "*Sejarah Pemikiran Ekonomi Islam*," in (Jakarta: PT Raja Grafindo Persada, 2004), Ed. 3, Ce. ke-2, p. 290.

⁴² Nur Chamid, "*Jejak Langkah Sejarah Pemikiran Ekonomi Islam*," in (Yogyakarta: Pustaka Pelajar, 2010), Cet. Ke-1, p. 228.

In general, a fair price is one that does not lead to exploitation or oppression, so as not to disadvantage one party and benefit another. Prices should reflect balanced benefits for buyers and sellers, where the seller earns a reasonable profit and the buyer obtains benefits commensurate with the price paid. In Ibn Taymiyyah's thought, there are two main themes related to the issue of price, namely equal or fair compensation and equal or fair prices. He emphasized that equal compensation is measured and valued on the basis of comparable things, which is the essence of justice.

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يُفْؤَمُونَ إِلَّا كَمَا يُفْؤَمُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ۚ ذَٰلِكَ بِأَنَّهُمْ
 قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا ۗ وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا ۗ فَمَنْ جَاءَهُ مَوْعِظَةٌ مِّن رَّبِّهِ فَانْتَهَىٰ فَلَهُ
 مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ ۗ وَمَنْ عَادَ فَأُولَٰئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

Meaning : "Those who consume interest cannot stand on the Day of Resurrection except as one stands who has been driven to madness by the touch of Satan. That is because they say, 'Trade is just like interest.' But Allah has permitted trade and has forbidden interest. So whoever has received an admonition from his Lord and desists may have what is past, and his affair rests with Allah. But whoever returns [to dealing in interest or usury] - those are the companions of the Fire; they will abide therein eternally." (Quran 2:275)⁴³

2. Definition of Halal Certification

Halal certification includes two terms, namely “certification” and “halal.” In the Big Indonesian Dictionary, “certification” is defined as a written or printed mark of information or statement, which is issued by an authorized party and can be used as evidence. Meanwhile,

⁴³ Al-Quran, Surat al-Baqarah: 275.

certification also refers to activities related to the process of certifying or determining status.

As a Muslim-majority country and the largest Muslim country in the world, Indonesia has the responsibility to ensure that products consumed by its citizens meet halal standards. This is a constitutional obligation that must be fulfilled to ensure the welfare of society.⁴⁴ Halal Product Guarantee (JPH) refers to the legal certainty regarding the halalness of a product, which is proven through the issuance of a halal certificate. Every product that enters, circulates, and is traded in Indonesia is required to have a halal certificate. The product itself includes goods or services, including food, beverages, medicines, cosmetics, and others.

Halal certificate as recognition of the halalness of a product issued by the Halal Product Guarantee Agency based on a written halal fatwa issued by the Indonesian Ulama Council. BJPH is domiciled under and responsible to the minister. The authority is as follows:

- a. Formulate and establish BPH policies
- b. Establish norms, standards, procedures, and criteria JPH
- c. Issuing and revoking halal certificates and halal labels on products
- d. Registering halal certificates on foreign products
- e. Conducting socialization, education, and publication of halal products
- f. Perform accreditation of LPH
- g. Conducting Halal Auditor registration
- h. Conducting supervision of JPH
- i. Conducting guidance for Halal Auditors

⁴⁴ Aal Lukmanul Hakim, "Dissecting The Contents Of Law Of Indonesia On Halal Product Assurance", *Indonesia Law Review* Vol. 5, (2015), p. 88–103.

- j. Cooperating with domestic and foreign institutions in the field of JPH organizers, in collaboration with related ministries or institutions, LPH and MUI

The halal certification process in Islam has changed after the issuance of Law Number 33 of 2014 concerning Halal Product Guarantee (JPH). Based on this law, halal certification is no longer fully managed by the Indonesian Ulema Council. Now, the Head of the Halal Product Guarantee Organization (BPJPH) at the Ministry of Religious Affairs has an important role in this regard. BPJPH is tasked with establishing regulations, receiving and verifying applications for halal certification from business actors, and issuing halal certificates and halal labels for products that meet the requirements.⁴⁵

a. Indicators of Halal Certification

The indicators of halal certification are described in the following components⁴⁶:

1. Ensuring halal certification at the restaurant to be visited
2. Will only consume halal certified products
3. Ensuring the halal certification logo from MUI

The indicators of halal certification according to Shaari and Arifin 2010 are:

1. Understanding of the halal logo
2. Selection of halal products according to institutions with legal status
3. Product selection based on the halal logo
4. Knowledge of the difference between halal logos and fake logos

⁴⁵ Sopa, "Sertifikasi Halal Majelis Ulama Indonesia: Studi Atas Fatwa Halal MUI Terhadap Produk Makanan, Obat-Obatan, Dan Kosmetika.,"(Disertasi: UIN Syarif Hidayatullah Jakarta, 2008), P. 66

⁴⁶ Rahma and Indah Fatmawati, "Pengaruh Keyakinan Religius, Peran Sertifikasi Halal, Paparan Informasi, Dan Alasan Kesehatan Terhadap Kesadaran Masyarakat Pada Produk Makanan Halal." Vol 8, No.2, (2017). P. 23

5. Understanding of products that use halal certification from other countries.

3. Definition of Brand Image

According to Bian and Moutinho define brand image “a set of brand associations in consumer memories.” Jalilvand and Samiei state “brand image comprises the attributes and benefits associated with the brand.” So it can be concluded that brand image is a set of brand associations that consumers remember in their mind's memory.⁴⁷

Brand image is the perception and belief made by consumers, as reflected in the associations that occur. Brands can convey four levels of meaning: attributes, benefits, values, and personality. Brand attributes will remind people of certain attributes, brand benefits translate into functional and emotional benefits, brand value refers to physical advantages and uniqueness, and brand personality describes personality. Brands also reflect something about the buyer's values.⁴⁸

Meanwhile, brand image occurs because of consumer confidence that they will get the same quality of goods and services if they buy the brand. A brand is a seller's promise to consistently provide certain features, benefits, and services to buyers. The best brands will provide quality assurance.

a. Aspects of Brand Image

According to Indratama and Artanti⁴⁹, brand image can be seen through several indicators or aspects, namely as follows:

⁴⁷ Keni, *et.al.*, “Brand Image Dan Country of Origin Untuk Memprediksi Purchase Decision Konsumen: Variabel Perceived Quality Sebagai Variabel Mediasi.” *Kewirausahaan, Jurnal Manajemen Bisnis dan Kewirausahaan*, Vol.4, No.6 (2020):p. 276–281.

⁴⁸ Luis Felipe Viera Valencia and Dubian Garcia Giraldo, “Citra Merek Dan Penjelasannya,” *Angewandte Chemie International Edition*, Vol. 6, no.2 (2019), P: 951–952.

⁴⁹ Indratama, A. B., and Artanti, Y. Pengaruh Citra Merek Dan Promosi Penjualan Terhadap Keputusan Nasabah Memilih Tabungan Bank Syariah Mandiri. *Jurnal Ilmu Manajemen*, Vol.2, No.4, (2014), p. 1261-1272.

a. Strength

Strength leads to various advantages that the brand in question has that are physical in nature, and are not found in other brands. Excellence so that it can be considered an advantage over other brands. Included in this strength group include: the physical appearance of the product, the functioning of all supporting facilities of the product concerned. Strength is the strength of brand associations depending on how information enters consumers' memories and how the process persists as part of the brand image.

b. Uniqueness

Meanwhile, uniqueness is the ability to distinguish a brand among other brands. This unique impression arises from product attributes, the unique impression means that there is differentiation between one product and another. Included in this unique group include: service variety, price and differentiation.

c. Favourable

Favourable leads to the brand's ability to be easily remembered by customers. Included in this favorable group are, among others; the ease of the product brand to be pronounced, the ability of the brand to remain in the customer's mind, as well as the suitability between the brand impression in the customer's mind and the image the company wants for the brand concerned.

b. Brand Image Components

According to Keller (1993)⁵⁰, brand image is a perception of a brand as reflected by brand associations in the minds of consumers. The components contained in the brand image include the following:

⁵⁰ L Keller, "*How to Manage Brand Equity.*," (Jakarta: Gramedia Pustaka Utama, 1993).
P. 56

a. Attributes

The first component of brand image is attributes, which is a descriptive definition of the features in a product or service. The things in the attribute components are:

1. **Product related attributes.** These are the ingredients that are needed so that the function of the product that consumers are looking for can work. In relation to the physical composition or requirements of a service offered, it may function.
2. **Non-product related attributes.** It is an external aspect of a product that is related to the purchase and consumption of a product or service. Consists of: information about the price, packaging and design of the product, the person, per group or celebrity who uses the product or service, how and where the product or service is used.

b. Benefits

The next component in brand image is benefits. Benefit is a personal value that is attributed by consumers to the attributes of the product or service. The things that need to be in the benefits component are:

1. **Product Functional benefits.** Dealing with the fulfillment of basic needs such as physical and security needs or problem solving.
2. **Experiential benefits.** It relates to the feelings that arise by using a product or service. This benefit satisfies the need for experimentation such as sensory satisfaction.
3. **Symbolic benefits.** It relates to the need for social approval or personal expression and self-esteem of a person. Consumers will appreciate the brand's prestige, exclusivity and fashion style values because these things relate to their self-concept.

C. Brand Attitude

According to Keller⁵¹, the indicators that are usually used to measure brand image are as follows:

1. **Corporate Image**, A corporate image is a collection of associations that have been perceived by consumers towards a product/service which includes the popularity, credibility and network that the company has.
2. **User Image**, User image is a group of associations that consumers perceive towards users who use goods or services, including the user himself, lifestyle, or personality, and social status.
3. **Product Image**, which is a set of associations that consumers perceive for a product, which includes the attributes of the product, benefits for consumers, its use, and guarantees.

c. Factors Affecting Brand Image

According to Schiffman and Kanuk 2010⁵², here are several factors that can shape or affect the brand image, namely:

1. **Quality**, related to the quality of the product of goods offered by manufacturers with a certain brand.
2. **Trustworthy or reliable**, related to opinions or agreements formed by the public about a product consumed.
3. **Uses or benefits**, which are related to the function of a product that can be used by consumers.
4. **Service**, which is related to the manufacturer's duties in serving its consumers.
5. **Risk**, related to the size of the profit and loss that may be experienced by consumers.

⁵¹ Ibid. P: 58

⁵² Schiffman and Kanuk, "*Perilaku Konsumen.*" (Jakarta: INDEKS , 2010). P. 8

6. **Price**, which in this case relates to the high or low or how little money consumers spend to influence a product, can also affect the long-term image.
7. **The image owned by the brand itself**, which is in the form of views, agreements, and information related to a brand of a certain product.

Ponorogo Chicken Satay is a satay with various satay variants, even so, Ponorogo Chicken Satay still maintains its product to this day from the taste and name.

d. Brand Image on Islamic Perspective

Islam is a religion that upholds its people to get to know each other, because in essence humans are social creatures who need each other in their daily lives. Likewise, a product must have an identification such as the name of the product (brand). The activity of getting to know each other between a person and the people around him is also listed in the Qur'an in Surah Al-Hujuraat verses 13:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا

which means: "O people, indeed We created you from a man and a woman and made you nations and tribes so that you may know one another, indeed the noblest among you in the sight of Allah is the most devout among you. Indeed, Allah is All-Knowing. (Q.S Al-Hujurat:13)."⁵³

Advertisements today generally come with forms of branding in order to build a positive brand image in the eyes of consumers. These forms of branding are a step of the message strategy, which is called a brand image strategy. In brand image strategy, there is a form of strategy, namely differentiation strategy. The point is to the extent that the

⁵³ Al-Quran, Surat al-Hujurat: 13.

product or brand has the ability to build a special, unique, or different image in the consumer community.

The differentiation of a brand to maximize the effectiveness of an advertisement must be built through a consistent advertising style, as well as maintaining the consistent quality of the product. The product image is a product appearance, in Islam itself the appearance of the product does not lie to customers, both regarding the quantity and quality.

4. Definition of Purchase Decision

According to Hersona⁵⁴ a consumer's purchase decision is a choice of two or more alternative options. Alfred⁵⁵ explained that a consumer's purchase decision is a way for consumers to decide what to buy according to the significance value of the purchase. Based on these views, it can be concluded that a purchase decision is the selection of two or more alternative options that can be purchased, where the consumer decides what to buy according to the significance value of the purchase.

There are 4 indicators of purchase decisions, according to P. Kotler and Keller, namely: steadiness in a product, habits in buying products, giving recommendations to others, making repurchases. A purchase decision is a motive or impulse that arises for something where the buyer makes a purchase due to needs and desires.⁵⁶

⁵⁴ T Hersona, *et. al.*, "Analisis Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Di Lembaga Pendidikan Speaking Karawang," *Jurnal Manajemen*, Vol. 10, No.3, (2013), p. 1149-1159.

⁵⁵ O Alfred, "Influences of Price and Quality on Consumer Purchase of Mobile Phone in The Kumasi Metropolis in Ghana: A Comparative Study," *European Journal of Business and Management* Vol.5, no.1, (2013) p: 179-199.

⁵⁶ Sandy Sinambow and Irvan Trang, "Pengaruh Harga, Lokasi, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Toko Komputer Game Zona Mega Mall Manado," *Jurnal Emba* Vol.3, no. 3, (2015), p:300-311.

a. Purchasing Decisions in the Perspective Islamic Economics

In Islam, consumer behavior must reflect his relationship with Allah SWT. Every movement of himself, which is in the form of a day's shopping, is nothing but a manifestation of his remembrance in the name of Allah. Thus, he prefers the path that Allah limits by not choosing haram goods, not being miserly, and not greedy so that his life is safe both in this world and the hereafter.⁵⁷

Consumption restrictions in Islam as outlined in the Qur'an surah Al-Baqarah: 168-169:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ
۱۶۸ إِمَّا يَأْمُرُكُمْ بِالسُّوْءِ وَالْفَحْشَاءِ وَإِن تَقُولُوا عَلَى اللَّهِ مَا لَا تَعْلَمُونَ (۱۶۹)

Meaning: "168. O people, eat what is lawful and good from what is on the earth, and do not follow the steps of the devil; for the devil is a real enemy to you. 169. Indeed, the devil only tells you to do evil and vile, and tells Allah what you do not know.

1. Maslahah in Islamic Consumer Behavior

There are two forms of thinking concepts in the consumer world that are hard in the economic world to date.⁵⁸ The first concept is utility, present in conventional economics. The concept of utility is interpreted as the concept of consumer satisfaction in consuming goods and services. The second concept is maslahah, present in Islamic economics. The concept of maslahah is interpreted as the concept of mapping consumer behavior based on the principles of needs and priorities.

⁵⁷ Muhammad Mufliif, "Perilaku Konsumen Dalam Perspektif Ekonomi Islam," (Jakarta: PT RajaGrafindo Persada, 2006), p: 4.

⁵⁸ Ibid. P: 5

Islamic Sharia wants humans to achieve and maintain their welfare. Today's consumption patterns emphasize the aspect of material desire more than the aspect of other needs. As a result of rationality that favors individualism and self interests, the general balance cannot be achieved that occurs as inequality in various socio-economic areas. Satisfying needs and not satisfying satisfactions is the goal of Islamic economics, and striving to achieve it is an obligation in religion.⁵⁹

2. Needs and Wants

In conventional economics, there is no distinction between wants and needs, because both have the same impact if they are not met, namely scarcity. Islam has strict moral values in including desires in economic motives. Needs are defined as all basic human needs to maintain survival. While desire is defined as the human will for everything. Needs must take precedence over desires.

The concept of need in Islam is dynamic in referring to the economic level that exists in society. To a certain extent a good that was once consumed by the motivation of desire, at a better level the good has become a necessity. Thus, the parameters that distinguish the definition of need and desire are not static, it depends on economic conditions and the size of benefits.

b. Factors Influencing Purchase Decisions

According to Sangadji and Sopiah (2013)⁶⁰ there are five stages in purchases made by consumers, namely:

1. Introduction of needs. This stage begins when the consumer faces a problem, namely a situation where there is a difference between the desired state and the actual situation.

⁵⁹ Mutafa Edwin Nasution, "Pengenalan Eklusif Ekonomi Islam", (Jakarta:Kencana, Ed-1, Cet., 2010), p: 63.

⁶⁰ Sopiah Sangadji, E.M., "Perilaku Konsumen.," *Yogyakarta:PenerbitAndi* (2013). P. 90

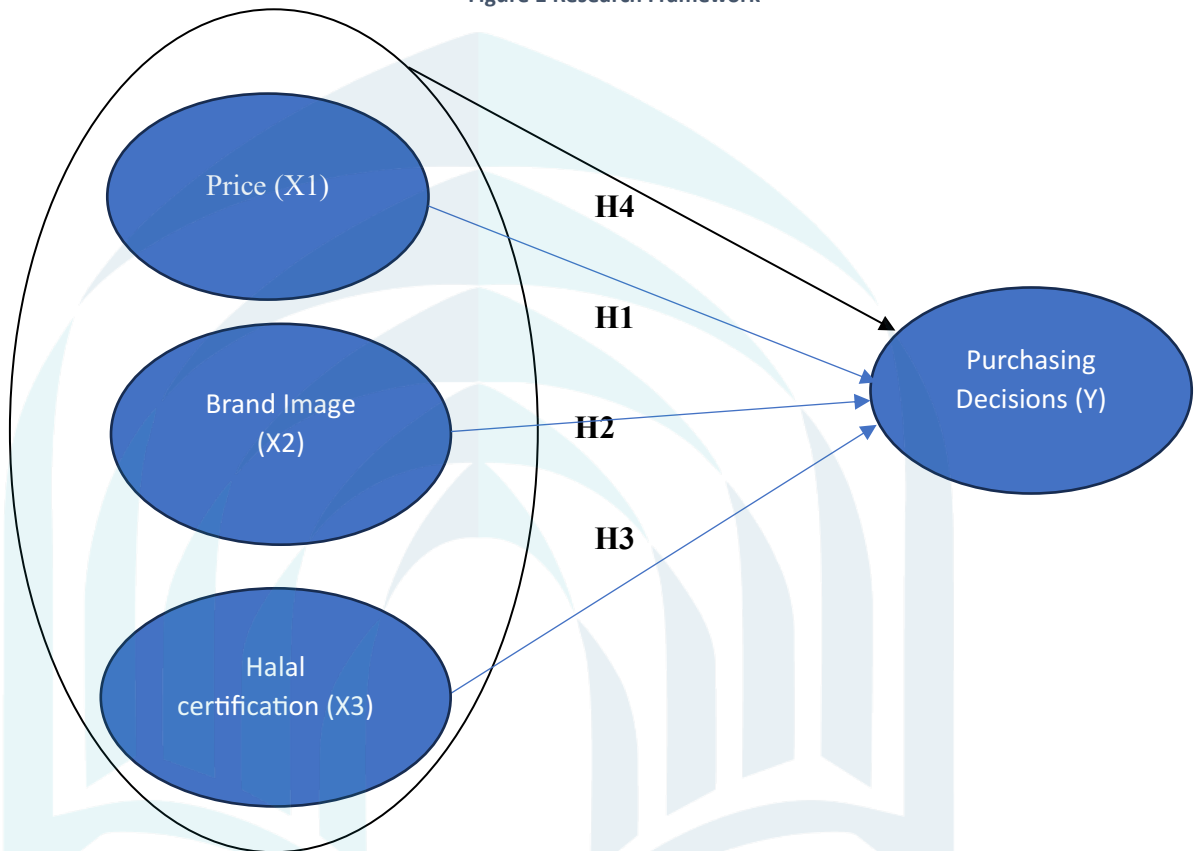
2. Information search. This stage begins when consumers see that these needs can be met by buying and consuming a product or service.
3. Evaluate alternatives. This stage is related to the process of evaluating the choice of products or services and choosing them according to the consumer's wishes. At this stage, consumers compare various choices of products or services that can provide consumer benefits and the problems faced by the consumer.
4. Purchase decision. At this stage, consumers determine their attitude in making decisions whether to buy or not.
5. Result. After purchasing a product or service, consumers will experience some level of satisfaction or dissatisfaction. This stage can provide important information for the company whether the products or services that have been sold can satisfy consumers or not.

C. Research Framework

Research framework It is the result of a provisional conclusion or synthesis that is compiled from several theories that have been described. Research related to two or more variables is usually formulated hypotheses in the form of comparisons or relationships. Therefore, in order to develop a research hypothesis in the form of relationships and comparisons, it is necessary to put forward a good frame of mind. The theories used in this study are theories about price, brand image, halal certification, and purchase decisions.

The influence of price, brand image and halal certification on purchasing decisions can be described as follows:

Figure 1 Research Framework



D. Research Hypothesis

Regarding the background and previous research as well as the theoretical framework of thinking, for this reason, hypotheses or provisional conjectures can be proposed whose truth must be tested. So the hypothesis that will be tested in this study is:

H1 : Price Variable has a significant effect on purchasing decisions at Sate Ayam H.Tukri Sobikun Ponorogo,

H2 : Brand Image Variable has a significant effect on purchasing decisions at Sate Ayam H.Tukri Sobikun Ponorogo,

H3 : Halal Certification Variables Have a Significant Effect on Purchase Decisions at Sate Ayam H.Tukri Sobikun Ponorogo,

H4 : Price Variables, Brand Image, and Halal Certification together have a significant effect on purchasing decisions at Sate Ayam H.Tukri
Sobikun Ponorogo

