

ABSTRACT

This study aims to analyze the effect of halal certification, halal awareness, product quality, price perceptions and sales locations on purchasing decisions for halal products in minimarkets through buying interest as an intervening variable. The data collection method is through a questionnaire. The research population is the Muslim community in Central Java who have purchased halal products at minimarkets with a sample of 139 respondents. The analysis technique used is Multiple Linear Regression and mediating effect using SEM-PLS.

The results of the analysis show that Halal Certification has a direct and significant positive effect on Purchase Intention and Halal Certification has a direct but not significant positive effect on Purchasing Decisions and Halal Certification indirectly has a positive and significant influence through intermediaries or mediation Purchase Interest on Purchasing Decisions . Halal Awareness has no direct and insignificant influence on Purchase Intention and Halal Awareness has a direct but not significant positive influence on purchasing decisions and Halal Awareness indirectly has a negative and insignificant effect through intermediaries or mediation of Purchase Interest on Purchase Decisions. Product quality has a direct but not significant positive effect on Purchase Intention and Product Quality has a direct and significant positive effect on Purchase Decisions and Product Quality indirectly has a positive but not significant effect through intermediaries or mediation of Purchase Interest on Purchase Decisions. Price Perception has a direct but not significant positive effect on Purchase Intention and Price Perception has a direct but not significant positive influence on Purchasing Decisions and Price Perception indirectly has a positive but not significant effect through intermediaries or mediation of Purchase Interest on Purchasing Decisions. Sales Locations have a direct and significant positive influence on Purchase Intentions and Sales Locations have a direct and significant positive influence on Purchase Decisions and Sales Locations indirectly have a positive and significant influence through intermediaries or mediation of Purchase Interests on Purchase Decisions.

As much as 72.5% Interest in buying halal products in minimarkets in Muslim communities in Central Java is influenced by the variables of halal certification, halal

awareness, product quality, price perceptions and sales locations. While 27.5% is influenced by other variables not examined in the study. And as much as 75.3% of purchasing decisions for halal products in minimarkets in Muslim communities in Central Java are influenced by the variables of halal certification, halal awareness, product quality, price perceptions, selling locations and buying intentions. While 24.7% is influenced by other variables not examined in the study.

Keywords: Halal Certification, Halal Awareness, Product Quality, Price Perception, Sales Location, Intervening, Multiple Linear Regression, Path Analysis.

