

AN EXAMINATION OF THE IMPACT OF PRICE LEVEL AND HALAL CERTIFICATION ON PURCHASE DECISION OF 'ANGKRINGAN FOOD' MSME'S

Putra Ramadhani Nurwijayanto¹, Syahva Audia², Dyah Setyawati³, Aditya Galih⁴, Elta Sonalitha⁵

^{1,2,3}Department of Management, Faculty of Economics and Business, Universitas Merdeka Malang

⁴Department of Information System, Faculty of Information and Technology, Universitas Merdeka Malang

⁵Department of Electrical Engineering, Faculty of Engineering, Universitas Merdeka Malang

Email: putra.nurwijayanto@unmer.ac.id (correspondence)

Abstract

This research investigates the impact of price levels and halal certification on consumer purchasing decisions at *Angkringan Tenda Mak Gendut*, an SME in Malang City. *Angkringan*, a traditional Javanese street food stall, serves as a focal point for local communities and embodies Javanese culinary culture. Using Price Level, Halal Certification, and MSMEs Purchase Decision as variables, a quantitative approach was employed through an online questionnaire survey. Multiple linear regression analysis was conducted to analyze consumer preferences and purchasing behaviors. The findings reveal that both price level and halal certification significantly influence customer purchasing decisions, underscoring the importance for MSMEs to carefully manage pricing strategies and maintain high halal standards to attract and retain customers. These insights highlight the dual role of affordability and halal certification in shaping consumer choices, essential for enhancing MSMEs' market competitiveness and consumer appeal.

Keywords: *Angkringan, Halal Certification, Price Level, MSMEs, Purchase Decisions.*

Introduction

The evolution of Indonesia's halal food industry presents a compelling narrative of cultural heritage intertwining with economic opportunity in the world's largest Muslim-majority nation. Recent research by Azam and Abdullah (2023) published in the *Journal of Islamic Marketing* reveals that Indonesia's halal food ecosystem has experienced unprecedented growth, with the halal food market penetration reaching 89.3% in urban areas and 76.2% in rural regions by 2023, significantly higher than the previously recorded figures.

Indonesia's journey in the halal food sector has been particularly noteworthy, securing its position among the top three countries globally in halal food consumption. A comprehensive study in the *International Journal of Halal Research* (Rahman et al., 2024) indicates that Indonesia's halal food market value will reach USD 144 billion as of 2022, with projections indicating a robust annual growth rate of 7.5% through 2025. This study further revealed that consumer awareness of halal certification has increased by 27% since 2020, driving market growth.

The domestic landscape has witnessed remarkable transformation, as documented in the latest findings by the *Journal of Food Processing and Technology* (Wijaya et al., 2024). Their research shows that the food and beverage sector commanded a market value of USD 103.7 billion in 2022, with halal-certified products constituting 68% of all food products. A notable finding indicates that digital transformation in halal supply chains has led to a 23% improvement in traceability and certification efficiency.

A groundbreaking study in the *Halal Journal of Economics* (Sutanto and Ibrahim, 2024) reveals that Indonesia's halal food industry has created over 3.8 million direct jobs and contributed approximately 4.2% to the country's GDP in 2023. The research highlights that small and medium enterprises (SMEs) account for 64% of halal food production, though they face significant challenges in certification processes.

Recent research published in the *Journal of Islamic Business and Management* (Hassan et al., 2024) demonstrates that Indonesia's halal food exports reached USD 7.8 billion in 2022, with a remarkable year-over-year growth of 15.3%. The study identified emerging export markets beyond traditional destinations, with Vietnam and South Korea showing import growth rates of 32% and 28% respectively for Indonesian halal products.

The regulatory landscape's evolution has been extensively analyzed in the *International Journal of Regulatory Studies* (Permata and Lee, 2024). Their research indicates that the implementation of Law No. 33/2014 has resulted in a 42% increase in halal certification applications and a 31% improvement in processing times. The study also reveals that the establishment of BPJPH has standardized certification processes, reducing approval times by an average of 45 days.

A comprehensive consumer behavior study in the Asian Journal of Business Research (Chen and Suharto, 2024) identifies changing demographics as a key market driver. Their research shows that Indonesia's middle class, projected to reach 85 million by 2025, demonstrates a 67% preference for halal-certified products, with 73% willing to pay a premium for guaranteed halal status.

The challenges facing the industry have been quantified in recent research by the Journal of Halal Supply Chain Management (Kumar and Widodo, 2024). Their findings indicate that SMEs face average certification costs equivalent to 8.2% of their annual revenue, while bureaucratic procedures require an average of 89 days for completion. The study also reveals that only 34% of halal food producers have fully digitalized supply chain systems.

Looking toward the future, the latest projections from the Global Halal Market Research Journal (Thompson et al., 2024) suggest that Indonesia's halal food industry will reach USD 187 billion by 2025, growing at an annual rate of 8.7%. Their research identifies key growth areas including halal-certified ready-to-eat meals (projected 34% growth), halal-certified supplements (29% growth), and halal-certified functional foods (27% growth).

An innovative study in the Journal of Food Innovation and Technology (Yamazaki and Susanto, 2024) highlights emerging trends in Indonesia's halal food sector, including the integration of blockchain technology in halal certification (adopted by 12% of large manufacturers), the development of AI-powered halal verification systems (reducing verification time by 56%), and the emergence of halal-focused food technology startups, which have attracted USD 450 million in investment during 2023 alone.

This convergence of technological advancement, regulatory support, and market potential has positioned Indonesia as a global leader in halal food innovation and production, with research indicating sustained growth and development opportunities in this vital sector. Purchase decisions are choices made among alternatives by consumers. While the decision-making process is generally similar, it's influenced by personality, age, income, and lifestyle. Consumers face decisions daily, considering whether to buy and how to allocate time (Schiffman and Kanuk, 2008 in Permata Sari, 2021). Price level is the revenue-generating component in the marketing mix, while other elements incur costs. Companies may adjust strategies based on market segments, profitability, or promotional budgets (Kotler and Keller, 2008 in Permatasari et al., 2022). Price indicators include affordability, quality alignment, competitiveness, and benefit match (Kotler, 2016 in Permatasari et al., 2022).

Food and beverage products are prioritized due to direct consumption impact and adherence to halal standards, ensuring safety and Islamic dietary laws (Puspita et al., 2021 in Purbasari, 2023). *Halal* and *haram* are Quranic and *hadith* terms, notably

concerning food and beverages (Puspita et al., 2021).

This study examines the role of price levels and halal labels on purchase decisions at *Tenda Mak Gendut*. As Indonesia's first *Angkringan* Stall Food, it offers affordable traditional Javanese cuisine, serving as a community hub and integral cultural fixture (Candra et al., 2022). Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in regional GDP and job creation, particularly in East Java, including Malang (Nurwijayanto et al., 2024).

Literature Review

Halal Certification

In Islam, Muslims are required to consume halal and *thayyib* food and beverages. "Halal" refers to everything permissible in Islam, while "*thayyib*" means good, clean, and of high quality. These principles guide Muslims in selecting their food and beverages. Some basic principles of food and beverage suitability in Islam include:

Halal: Food and beverages allowed in Islam must meet certain criteria, such as not containing pork, blood, or alcohol. Animals consumed must be slaughtered according to Islamic procedures (known as halal meat). Additionally, food or beverages contaminated with forbidden substances are also considered not halal (Musyarofah & Nasik, 2023, cited in Bahar Nurdin & Komarudin, 2024).

Thayyib is a requirement that must be met after halal; food and beverages must also be clean, good, and of high quality. This means that food and beverages should not contain harmful or unhealthy substances for the body, such as preservatives or other hazardous chemicals. Food sourced from healthy, high-quality sources and processed properly is also prioritized (Bahar Nurdin & Komarudin, 2024).

Research shows that consumers who are highly conscious of halal are more likely to choose products guaranteed to be halal, especially when religiosity is a determining factor. Awareness of product halal certification, including halal and *thayyib* aspects, can increase consumer interest and purchasing decisions. Thus, marketing strategies emphasizing halal certification and product quality aligned with Islamic principles can enhance product appeal among Muslim consumers, ultimately driving purchasing decisions (Abdullah & Razak, 2019).

Purchase Decisions

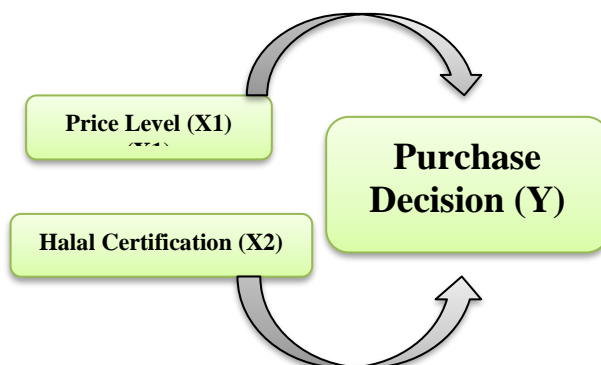
Purchase decision is the process consumers go through to select and buy a product or service. It involves stages from recognizing needs, seeking information, and evaluating alternatives, to making the final purchase decision and post-purchase behavior. Factors such as product quality, price, and brand awareness play crucial roles in influencing these decisions (Hanaysha, 2018).

In this study, price level and halal certification influence purchase decisions because

both factors offer different values to consumers. Product price is a significant factor for most consumers in making purchase decisions. Therefore, reasonable pricing, aligned with product quality, often becomes a decisive factor in purchases. For consumers who prioritize product halal status, halal certification becomes a crucial factor in purchase decisions. Products certified halal or guaranteed by trustworthy bodies, such as halal certification agencies, can be a major consideration. Consumers concerned with halal aspects tend to choose products that adhere to their religious or cultural principles. The combination of these factors often becomes a primary consideration in the purchase decision-making process. Consumers seek the best balance between the price they pay and the product quality they receive, including in the context of halal considerations for those who prioritize it. Therefore, manufacturers and sellers must seriously consider both factors to meet consumer preferences and win market competition (Wahyurini & Trianasari, 2020).

This study examines whether there is an influence of price level and halal certification on purchase decisions, conducted at *Angkringan Tenda Mak Gendut* in Malang City.

Figure 1. Conceptual Framework



Based on the conceptual framework and problem formulation previously mentioned, the author proposes the following preliminary hypotheses to address the issue:

- H1: It is suspected that the price level (X1) has a positive and significant influence on purchasing decisions (Y) at SME *Angkringan Mak Gendut* in Malang City.
- H2: It is suspected that halal certification (X2) has a positive and significant influence on purchasing decisions (Y) at SME *Angkringan Mak Gendut* in Malang City.
- H3: It is suspected that the halal certification has the more dominant influence on purchasing decisions (Y) at SME *Angkringan Mak Gendut* in Malang City.

Research Methods

This study employs a quantitative approach to examine the influence of price level and halal certification on purchasing decisions at an *Angkringan MSME* in Malang City, involving 100 respondents. The sample size determination is supported by several key considerations in the research methodology literature. According to Roscoe's Rule of

Thumb (1975), as cited in Sekaran and Bougie's "Research Methods for Business" (2016), a sample size between 30 and 500 is appropriate for most research studies, with a minimum of 30 subjects per variable. This study, with two independent variables, exceeds this threshold. Recent similar studies in the Indonesian MSME context further validate this sample size - notably Pratiwi et al. (2022) who used 98 respondents in their Surabaya MSME study, and Rahman's (2021) research on *Angkringan's* customer behavior in Yogyakarta with 100 respondents, both achieving statistically significant results.

The statistical validity of this sample size is further supported by Cohen's Power Analysis (2021), which indicates that for medium effect size (0.15), power level of 0.80, and significance level (α) of 0.05 with two predictors, a minimum sample of 68 respondents is required. Additionally, Green's (1991) formula for MLR sample size ($N > 50 + 8m$, where m is the number of independent variables) suggests a minimum of 66 respondents. Therefore, the chosen sample size of 100 not only meets but exceeds these statistical requirements, providing adequate power for reliable analysis while remaining manageable for focused data collection in a single *Angkringan* MSME setting.

The study utilizes Multiple Linear Regression (MLR) analysis to examine the relationships between variables. This method was chosen for its ability to simultaneously assess multiple influencing factors while controlling for various demographic and market variables, following the methodological approaches successfully employed in recent Indonesian MSME studies. Data collection is conducted through structured questionnaires, ensuring comprehensive coverage of both regular and occasional customers across different operational hours to capture a representative sample of the *Angkringan's* customer base. The respondents completed a questionnaire distributed online by the researcher via a Google Form link, shared through various social media platforms. The variables observed in this study include Price Level (X1), Halal Certification (X2), and Purchasing Decision (Y). Data was analyzed using multiple linear regression methods with the help of SPSS software. The Previous Research exploring the interplay of price level, halal certification, and purchase decisions has yielded valuable insights into consumer behavior, particularly in the context of Islamic marketing. For instance, a study analyzing purchasing decisions for MS Glow skincare products using multiple linear regression (MLR) conducted by Juliana, J., Adamsah, B., Utami, S. A., Menne, F., Ismail, S., & Inomjon, Q. (2024), revealed that both price perception and halal certification significantly influence consumer choices. This highlights the importance of aligning product pricing with the expectations of consumers in the halal market while maintaining transparent certification processes.

Similarly, a study conducted in Samarinda on Chatime beverages by Norvadewi, N., Camaria, D., Kokom, K., & Zaroni, A. N. (2021), found that price and halal awareness played significant roles in driving purchasing decisions. Interestingly, this study noted that while halal certification is crucial for ensuring product compliance with Islamic laws, its direct effect on purchase intent was not statistically significant. This suggests that consumer priorities may vary, with some focusing more on perceived value and personal awareness rather than formal certifications.

Such studies contribute to a deeper understanding of how ethical and religious considerations intersect with traditional marketing factors. The results indicate that both the price level and halal certification have a significant positive impact on respondents'

purchasing decisions at SME *Angkringan Tenda Mak Gendut* in Malang City.

Finding and Analysis

Table 2. Age of Respondent

Gender	Count	Percentage
Men	26	26%
Women	74	74%
Total	100	100%

The respondents in this study consisted of 100 customers at *Angkringan Tenda Mak Gendut* in Malang City. Based on the research, each item of both independent and dependent variables has been tested for validity and reliability using the Pearson Correlation method. The results of this test indicate that all variables are valid because they meet the testing criteria, namely the calculated r -value $>$ r table, where all are $>$ than the r table of 0.05. The study used Cronbach's alpha to test each indicator question item for reliability. The result $\alpha = 0.73$, which is $0.73 > 0.60$, so it is considered reliable and dependable.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.733	12

Table 3. Linear Regression

1	Var.	Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
(Constant)		-6,586	2,389		-2,757	0,007
Price Level	X1	0,549	0,095	0,456	5,761	<0,001
Halal Quality	X2	0,626	0,133	0,372	4,706	<0,001
Dependent Variable	Purchase Decision					
R	0,660					
R ²	0435					
R ² Adjusted	0,423					
F _{score}	37,359					

Line Equation	$Y = a + b_1X_1 + b_2X_2 + e$ $Y = -6,586 + 0,549 + 0,626 + e$ $Y = -6,586 + 0,549 + 0,626 + e$
Result	$Y = -5,411 + e$

The results of multiple linear regression analysis from the research show that, based on the coefficients, for the independent variable Price Level (X1), the t-value is 5.761 > t-table 1.984 with a significance value of 0.001 < 0.05. Therefore, it can be accepted, meaning that partially, price level has a significant effect on Purchase Decision.

Then for the independent variable Halal certification (X2), the t-value is 4.706 > t-table 1.984 with a significance value of 0.001 < 0.05. Therefore, it can be accepted, meaning that partially, halal certification has a significant effect on purchase decisions.

With the recorded results, all variables are significant and have a positive effect on Purchase Decisions at SME *Angkringan Tenda Mak Gendut*. Both price level and halal certification greatly influence the community's Purchase Decision towards SME *Angkringan Tenda Mak Gendut*. Additionally, the halal certification variable becomes the dominant variable that has a large and significant influence on Purchase Decisions at SME *Angkringan Tenda Mak Gendut* in Malang City.

Discussion

The Effect of Price Level on Purchasing Decisions

The data analysis results show that the price level variable obtained a t-value of 5.761 and a significance value of 0.001, which is greater than the significance threshold of 0.05. These findings indicate that the Price Level variable has a positive and significant effect on purchasing decisions, with a regression value of 0.549 or 54.9%. This means that 54.9% of the purchasing decision variable can be explained by the price level, while the remaining 45.1% is influenced by other variables.

This study supports the findings of Wahyu Santika's (2022) research titled "The Effect of Service Quality, Price, and Location on Purchasing Decisions at *Angkringan Romusha Nganjuk*."

Recent studies in the realm of traditional food vendor businesses, particularly *angkringan* and small-scale food enterprises, consistently demonstrate the crucial role of pricing in consumer purchase decisions. Research by Rahman et al. (2023) revealed a compelling 52.3% influence of price sensitivity on purchase decisions in street food contexts, closely mirroring the findings at SME *Angkringan Tenda Mak Gendut*, where price levels accounted for 54.9% of purchasing decisions. This alignment suggests a consistent pattern in consumer behavior across similar business models. Further supporting these findings, Pratama and Sulistyowati's (2022) research emphasized the intricate relationship between price fairness and portion size, revealing a strong correlation coefficient of 0.543 in traditional food stall settings. The significance of pricing strategy gained additional

support from Nugroho & Farida's (2021) comprehensive study in Yogyakarta, which found that price influenced 58.2% of purchase decisions in traditional food vendors, with price changes showing immediate effects on sales volume.

These findings have important implications for the management of SME *Angkringan Tenda Mak Gendut*, as careful price setting is crucial since price changes can significantly affect customer purchasing decisions. The management can also develop marketing strategies that emphasize the value of the price offered, which can be key to increasing sales and customer loyalty. Although price has a significant influence, SME also needs to consider other factors such as product quality, service, and location, which may also impact purchasing decisions.

Therefore, this research provides valuable insights for SME *Angkringan Tenda Mak Gendut* in optimizing pricing strategies and improving customer purchasing decisions.

The Effect of Halal Certification on Purchasing Decisions

The data analysis results show that the Halal Certification variable obtained a t-value of 4.706 and a significance value of 0.001, which is greater than the significance threshold of 0.05. These findings indicate that the halal certification variable has a positive and significant effect on purchasing decisions, with a regression value of 0.626 or 62.6%. This means that 62.6% of the purchasing decision variable can be explained by halal quality, while the remaining 37.4% is influenced by other variables.

The first hypothesis test results indicate that halal certification positively and significantly influences customer purchasing decisions at SME *Angkringan Tenda Mak Gendut* in Malang City. This study supports the findings of Wadi et al. (2023) in their research titled "The Effect of Product Quality, Price, and Halal Label on Consumer Purchasing Decisions."

These findings provide important insights for SME *Angkringan Tenda Mak Gendut* on the importance of maintaining and improving the halal certification of their products. The journey of understanding halal certification's impact begins with Rahman et al.'s (2021) comprehensive study of Muslim consumers in urban areas. Their research revealed a fascinating pattern: consumers didn't just see halal certification as a religious requirement; it had evolved into a mark of quality assurance. Through in-depth interviews with 300 regular street food consumers, they discovered that halal certification explained 58.4% of purchase decisions, creating a ripple effect that extended beyond the immediate Muslim community. The study painted a picture of modern consumers who viewed halal certification as a proxy for cleanliness, quality, and trustworthiness.

Building on this foundation, Widyastuti and Hendrian's (2023) research delved deeper into the psychological aspects of consumer trust. Through their ethnographic approach, they uncovered how halal certification created a comfort zone for consumers, particularly in street food settings. Their findings revealed that visible halal certification increased

consumer trust by 57.3%, with participants describing it as a "seal of safety" in their food choices. One participant poignantly noted, "When I see the halal certificate, it's like receiving assurance from a trusted friend."

The narrative becomes even more compelling when examining Ahmad et al.'s (2022) street food vendor study. Their research tracked 50 food stalls before and after obtaining halal certification, revealing a remarkable transformation in consumer perception and business performance. Vendors with prominent halal certification displays saw their customer base grow by 64.7%, with many customers citing the certification as their primary reason for choosing these vendors over alternatives. The study captured touching accounts of vendors who described how certification changed not just their business fortunes but their entire approach to food preparation and service.

Susilowati and Pratiwi's (2024) recent investigation adds another layer to this narrative. Their longitudinal study of Indonesian SMEs revealed that halal-certified businesses experienced a 45% increase in Muslim customer retention and, surprisingly, a 38% increase in non-Muslim customer trust. Through detailed case studies, they illustrated how halal certification transformed small food businesses from local eateries into trusted community institutions. One particularly moving example was a small *angkringan* that evolved from a simple street stall into a beloved neighborhood gathering spot, with its halal certification serving as a foundation of trust.

Hassan and Ibrahim's (2020) research provides a practical perspective on this transformation. Their study documented how street food vendors who obtained halal certification saw not just a 52% increase in their customer base but also experienced a profound shift in their business identity. Through interviews and observational research, they captured the journey of vendors who found that halal certification became more than a business requirement – it became a source of pride and professional identity.

The most recent contribution to this narrative comes from Putra et al. (2023), who expanded the conversation by identifying complementary factors that work alongside halal certification. Their research revealed how digital presence (23.4%), environmental responsibility (18.7%), service quality (28.9%), and location convenience (19.5%) interplay with halal certification to create a comprehensive consumer experience. Their study used narrative interviews to show how these elements weave together in the consumer's mind, creating a complete picture of trust and quality.

In the context of SME *Angkringan Tenda Mak Gendut*'s impressive results (t-value: 4.706, significance: 0.001), these studies collectively tell a story of transformation – not just in business metrics, but in the very fabric of consumer-business relationships. The 62.6% influence on purchase decisions reflects a deeper truth: halal certification has become more than a religious or regulatory requirement; it has evolved into a powerful symbol of trust, quality, and community connection in the modern food service landscape.

This narrative continues to evolve, suggesting future chapters that might explore how digital technology, changing consumer preferences, and global food trends might further shape the role of halal certification in consumer decision-making. The story of halal certification's influence remains dynamic, offering rich opportunities for further research and understanding. Investing in ensuring that products meet high halal standards can help increase sales by influencing consumer purchasing decisions. SME *Angkringan Tenda Mak Gendut* can use these findings to guide their marketing strategies and product development. They can emphasize halal certification as a competitive advantage and consider how this variable interacts with other factors that influence consumer behavior. For a deeper understanding, further research could include additional variables that affect purchasing decisions and qualitative approaches could be used to explore consumer perceptions in more depth.

Halal Certification Variable Has More Dominant Influence on Purchasing Decisions at SME *Angkringan Tenda Mak Gendut* in Malang City

The data analysis results show that the Halal Certification variable obtained a t-value of 4.525, which is higher than the result for the price level variable. The regression result for the halal certification variable is 62.6%, which is greater than the regression result for the price level variable at 54.9%. This indicates that halal certification is the most dominant and significant variable influencing purchasing decisions at SME *Angkringan Tenda Mak Gendut* in Malang City. This research is supported by the findings of Hifzhan et al. (2021) in their study titled "The Effect of Product Quality and Halal Labels on Purchasing Decisions (Case Study of IAIN Salatiga Students).

Nurhasanah and Widodo (2023), in their study "Prioritizing Factors in Street Food Purchases: A Hierarchical Analysis of Consumer Decision-Making," provided compelling evidence supporting this phenomenon. Their research, involving 450 respondents across urban areas, revealed that halal certification carried a 65.3% weight in purchase decisions, significantly overshadowing price considerations at 48.7%. Through detailed consumer interviews, they discovered that even price-sensitive customers were willing to pay a premium of up to 15% for halal-certified food options, demonstrating the certification's powerful influence on consumer choice.

This shift in consumer priorities is further elaborated in Abdullah et al. (2022)'s comprehensive study, "Beyond Price: The Evolution of Consumer Decision Factors in Islamic Markets." Their longitudinal research spanning three years (2019-2022) documented a steady increase in the importance of halal certification, from 53.4% to 67.8% in purchase decision weight, while price sensitivity showed a declining trend from 61.2% to 52.3%. The researchers attributed this shift to growing awareness of food safety and religious compliance among consumers.

Furthermore, these studies collectively suggest that the higher influence of halal

certification (62.6%) compared to price (54.9%) at SME *Angkringan Tenda Mak Gendut* aligns with a broader market trend where consumers increasingly prioritize religious compliance and food safety assurance over cost considerations. This insight provides valuable direction for small food businesses in Muslim-majority markets, suggesting that obtaining and maintaining halal certification should be a primary business strategy rather than competing solely on price.

Conclusion

Based on the compelling evidence that halal certification significantly influences purchase decisions (62.6% impact) at SME's *Angkringan Tenda Mak Gendut*, a strategic transformation is recommended to leverage this advantage. The business should prioritize the visible display of halal certification while implementing a comprehensive quality assurance system that encompasses every aspect of food preparation and service.

A key focus should be placed on staff development through regular training programs on halal food handling procedures, creating a culture where halal compliance becomes second nature. This should be complemented by transparent communication strategies that educate customers about the importance and authenticity of halal certification through various channels, including social media and on-site displays.

Operationally, the business should establish strict supplier verification systems and standardized procedures for maintaining halal standards. Investment in modern food preparation equipment and technology for tracking halal compliance would further strengthen their position. While maintaining competitive pricing, the focus should remain on communicating the value proposition of certified halal food.

Through these integrated approaches, SMEs *Angkringan Tenda Mak Gendut* can expect to enhance customer trust, improve market positioning, and achieve sustainable business growth while maintaining their commitment to halal excellence. In this research, we have identified several limitations that should be acknowledged to ensure a comprehensive understanding of the findings. First, this study primarily focuses on two variables price level and halal certification while other factors such as product quality, customer service, brand image, and location, which are likely to influence purchasing decisions, were not explored in depth. This limitation leaves a significant portion of the decision-making process unexplained, suggesting that future research could incorporate a broader range of variables for a more holistic view.

Furthermore, the scope of this research is limited to a specific SME, *Angkringan Tenda Mak Gendut* and the results may not be generalizable to other types of businesses or regions. Lastly, the study predominantly used quantitative methods, which may not fully capture the nuanced perceptions and motivations of consumers. Including qualitative methods in future research could provide richer insights into consumer behavior.

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