

# The influence of product innovation, halal labeling, and digital marketing on the decision to purchase processed milkfish

Niswatun Hasanah, Tri Arini Diana Haqiqi

Universitas Qomaruddin

[hasanah@uqgresik.ac.id](mailto:hasanah@uqgresik.ac.id)

## ABSTRAC

Purchasing decisions are actions taken by customers to achieve goals as quickly as possible and overcome problems that occur. This research aims to determine whether product innovation, halal labels and digital marketing variables partially influence purchasing decisions. Sampling used the Non Probability Sampling method with the Cochran technique. The data analysis used is quantitative analysis which includes: research instrument testing, classical assumption testing, multiple linear regression testing, hypothesis testing. The research results show that the product innovation variable obtained a value of  $t_{count} (5.188) > t_{table} (1.661)$  and a sig value of 0.000. The halal label variable obtained a value of  $t_{count} (4.392) > t_{table} (1.661)$  and a sig value of 0.000. The digital marketing variable obtained a value of  $t_{count} (1.769) > t_{table} (1.661)$  and a sig value of 0.080. It can be interpreted that the product innovation and halal label variables have a positive and significant effect on purchasing decisions, while the digital marketing variables do not have a significant effect on purchasing decisions. The results of the F test obtained a value of  $F_{count} (77.728) > F_{table} (2.704)$ , which means that all variables have an influence on purchasing decisions. The coefficient of determination ( $R^2$ ) is (0.708), which means that product innovation, halal labels, digital marketing influence consumer purchasing decisions for Omah Assyifa's milkfish food by 70.8% while the remaining 29.2% is influenced by other variables not discussed in this research. .

**Keywords:** Product Innovation, Halal Label, Digital Marketing, Purchasing Decisions.

## ABSTRAK

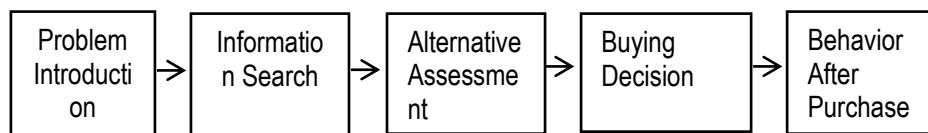
Keputusan pembelian merupakan tindakan yang dilakukan customer untuk memperoleh tujuan dengan secepat mungkin dan mengatasi permasalahan-permasalahan yang terjadi. Penelitian ini bertujuan untuk mengetahui variabel inovasi produk, label halal, dan digital marketing secara parsial berpengaruh terhadap keputusan pembelian. Pengambilan sampel menggunakan metode Non Probability Sampling dengan teknik Cochran. Analisis data yang digunakan berupa analisis kuantitatif yang meliputi: uji instrumen penelitian, uji asumsi klasik, uji regresi linier berganda, uji hipotesis. Hasil penelitian menunjukkan bahwa variabel inovasi produk memperoleh nilai  $t_{hitung} (5,188) > t_{tabel} (1,661)$  dan nilai sig 0,000. Variabel label halal memperoleh nilai  $t_{hitung} (4,392) > t_{tabel} (1,661)$  dan nilai sig 0,000. Variabel digital marketing memperoleh nilai  $t_{hitung} (1,769) > t_{tabel} (1,661)$  dan nilai sig 0,080. Dapat diartikan bahwa variabel inovasi produk dan label halal berpengaruh positif dan signifikan terhadap keputusan pembelian sedangkan variabel digital marketing tidak berpengaruh signifikan terhadap keputusan pembelian. Hasil uji F memperoleh nilai  $F_{hitung} (77,728) > F_{tabel} (2,704)$  yang berarti semua variabel berpengaruh terhadap keputusan pembelian. Nilai koefisien determinasi ( $R^2$ ) sebesar (0,708) yang berarti inovasi produk, label halal, digital marketing mempengaruhi keputusan pembelian customer olahan bandeng omah Assyifa sebesar 70,8% sedangkan sisanya 29,2% di pengaruhi oleh variabel lain yang tidak dibahas dalam penelitian ini.

**Kata Kunci:** Inovasi Produk, Label Halal, Digital Marketing, Keputusan Pembelian.

## INTRODUCTION

There are many industrial patterns in Indonesia, both in terms of home industry, micro small and medium enterprises, small and medium enterprises to companies and all are very helpful for global economic growth in Indonesia.(Hasanah, 2021). Micro, Small and Medium Enterprises (MSMEs) are often referred to as one of the pillars of the economic strength of a region. This is because MSMEs are more adaptable and flexible to rapidly changing market conditions. In the economy in Indonesia, MSMEs have a very large role and have proven to save the nation's economy during the 1997 economic crisis.(Ishak, 2022). The development of MSMEs depends on the business actor in the way he markets the product, because it can influence consumers. To be able to influence these consumers, one way is to build good communication with consumers so that they can decide to buy. Purchasing decisions are used to create existing marketing strategies, therefore purchasing decisions are very important for companies. According to Peter and Olson, purchasing decisions are an integration process combined with knowledge to evaluate two or more alternative behaviors and choose one of them.(Nasution & Lesmana, 2018). According to Philip Kotler and Keller Kevin, there are 5 stages of the decision-making process that customers must go through.(Silaban et al., 2019).

**Gambar 1.** Model Lima Tahap Proses Pembeli



This five-stage model of the buying process is the first recognition of a problem due to a stimulus in the customer. Then the customer will look for information that can satisfy his desires and make an assessment of the information he gets. This information is used to get a clearer picture of the alternatives faced and the attractiveness of each alternative. The buying decision stage where the customer forms preferences between several product brands. And after buying the product the customer will feel satisfied or dissatisfied.(Ridwan, 2018).

Along with the times, many MSMEs have sprung up and will cause intense competition. With the intense competition, MSME players must understand and understand what is happening in the market and what the customer wants. Market orientation is very important for business actors because it can improve the quality and inventiveness of the goods supplied. Market orientation is an effective and efficient way for companies to create superior value for consumers and superior performance for companies.(Dalimunthe, 2017). There are so many MSMEs that have developed because of innovations in their products. Product innovation is very important and very good for MSMEs because it can increase the selling value of these goods or services and can also help to improve or maintain the product's position in its target market.(Hartuti et al., 2022). To attract customer interest, business actors need well-developed product innovation and price perceptions that can attract consumer buyers.

In the face of free trade competition as it is now, it is feared that products sold in processing, storage, handling, and packing techniques that use preservatives that can endanger health or also ingredients that contain haram elements in Islam. For all Muslims, choosing the wrong food can cause physical and mental harm. For this reason, Muslims must first seek information about the products they will buy and consume by looking at halal labeling. According to Sukesti and Mamdukh, halal labeling is the inclusion of halal writings or statements on product packaging to indicate if a product has halal status.(Nugraha et al., 2017). The inclusion of halal labeling as a means of information from producers to consumers to find out what ingredients are used. The policy on the obligation of halal certification is explained in the Halal Food Guarantee Law No. 33 of 2014 Article 4 which contains that products that enter, circulate, and are traded in Indonesia are required to have a halal certificate.(Syaifudin & Fahma, 2022). The halal label has a positive impact on MSMEs because the level of consumer confidence increases with the inclusion of the halal label on the product. Therefore, halal certificates are important for MSME players because they can increase revenue.

**Figure 2.** Logo Halal MUI and BPJPH

The picture above is a picture of the halal label logo officially issued by MUI, in general what is known is a circular label with Arabic writing and a green background in the center of the circle. In addition, there is also a new halal label issued by BPJPH, the logo has two forms, namely gunung and surjan (a line pattern on leather puppets in the form of a middle-up pyramid). (Ismaya et al., 2023).

The development of the business world can also make consumers more critical in choosing products. Digital media is currently trending among business people, one of which is digital marketing. Many business people take this opportunity by utilizing their marketing strategies through digital marketing to be able to increase purchasing decisions. It is also important as a marketer to have a clear marketing strategy to help marketers stay focused, ensure that marketing activities are the same as their business objectives and marketers can target consumers appropriately. (andy prasetyo wati and jefry auliya martha, 2020). Digital marketing has characteristics that are in accordance with sharia law, such as the absence of maysir (gambling) in marketing carried out online, activities related to the production and sale of prohibited goods, marketing that contains elements of gharar, and marketing that does not involve usury. (Malahayatie and Maryamah, 2019). Digital marketing will reach a wide range of consumers so that they can get more consumers and sales in a short time. Digital marketing is a way of promoting these products through digital media. (Eneng Wiliana and Nining Purwaningsih, 2022). Digital marketing also benefits business people and also the public as buyers. This is because the lifestyle of individuals today tends to shop online because of its ease and convenience.

In Gresik Regency there is one of the Micro, Small and Medium Enterprises (MSMEs) processing milkfish which is quite famous under the name "Olahan Bandeng Omah Assyifa" which was established in 2017 about 6 years ago. Precisely on Jl. Samarinda 1 No. 86 GKB (Gresik New City). Based on the latest sales data, Olahan Bandeng Omah Assyifa recorded an increase in sales in 2022 which reached 159 kg or 18 kg more than 2020 sales which reached 141 kg. Omah Assyifa milkfish processing has many product innovations that are quite varied, with its superior product being grilled milkfish without thorns and there are also other products. In addition, this Omah assyifa milkfish has obtained permission from NIB, PIRT, and halal labeling and the packaging also has a halal label listed. For marketing, Olahan Bandeng Omah Assyifa utilizes technology that is increasingly advanced, namely digital marketing. One of them uses social media such as Facebook, WhatsApp, Instagram, etc.

Based on the previous description, researchers want to reveal whether the three variables, namely product innovation, halal labeling, and digital marketing, have an effect on customer purchasing decisions.

## RESEARCH METHOD

The research used is a quantitative research method, namely research based on the philosophy of positivism which is used to research on certain populations or samples, data collection using research

instruments, statistical data analysis with the aim of testing predetermined hypotheses. (Sugiyono, 2020). The location in this study is Omah Assyifa Milkfish Processed MSMEs located on Jl. Samarinda 1 No. 86 GKB (Gresik New City).

Population is the whole of the object of research. The population is divided into two, namely the finite population (the number of individuals is determined) and the infinite population (the number of individuals is infinite or not known with certainty). (Siregar, 2013). The population in this study are all consumers of Omah Assyifa Milkfish Processed MSMEs, the number of which is not known with certainty. Sample is a data collection procedure where only part of the population is taken and used to determine the desired characteristics and characteristics of a population.

It is known that the sample in this study used the Cochran formula. The Cochran formula in question is as follows:

$$n = \left[ \frac{(z\alpha)^2 \cdot \alpha}{e} \right] 2$$

Description:

$n$  = number of samples required

$z\alpha$  = table value  $Z = 0.05$  (confidence level)  $5\% = 1.96$

$\alpha$  = standard deviation of the estimated population  $0.5 \times 0.5 = 0.25$

$e$  = level of difficulty (15%)  $0.05$

so that the calculation of the number of samples in this study is:

$$n = \left[ \frac{(1.96)(0.25)}{0.05} \right] 2 = \left[ \frac{0.49}{0.0025} \right] 2 = \frac{0.2401}{0.0025} = 96.04 = 96 \text{ sampel}$$

Based on the sample calculation, the number of samples used in this study were 96 respondents.

The data collection method technique in this study uses a questionnaire method (Questionnaire). In this study, the questionnaire used is an open questionnaire, namely a question model where the question has an answer available, so that the respondent only chooses from alternative answers that match his opinion or choice. For data measurement using a Likert scale, as for the results of the answers from respondents will be scored with the following levels:

- SS (Strongly Agree) answer with a value score of 5
- ST (Agree) answer with a score of 4
- RR (Undecided) answer with score value 3
- TS (Disagree) answer with score value 2
- STS (Strongly Disagree) answer with score 1

Data analysis in this study used multiple linear regression models. Multiple linear regression equations are used to predict future demand based on past data or to determine the effect of one or more independent variables on one dependent variable. (Siregar, 2013). The multiple linear regression equation in this study can be written as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description: :

$Y$  = Purchase decision

$\alpha$  = Constant

$X_1$  = Product innovation variable

$X_2$  = Halal label variable

$X_3$  = Digital marketing variable

$b_1$  = Regression coefficient  $X_1$

$b_2$  = Regression coefficient  $X_2$

$b_3$  = Regression coefficient  $X_3$

$e$  = Standart error

The variables used in this study consisted of two variables, namely:

1. Independent variable.

$X_1$  = Product innovation variable

$X_2$  = Halal label variable

$X_3$  = Digital marketing variables

2. The dependent variable (Y), namely the Purchase Decision.

The data analysis technique in this study uses hypothesis testing. Descriptive analysis is used to provide an explanation of the various characteristics of data derived from one sample. The data technique in this study uses a classic assumption test which includes normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test. Hypothesis testing in this study uses multiple linear regression and the coefficient of determination.

## RESULT AND DISCUSSION

Respondents in this study are all customers who buy omah Assyifa milkfish processed products. The number of respondents in this study amounted to 96 people, in this study will identify the characteristics of respondents based on address, age, and occupation.

**Table 1. Characteristics of Respondents Based on Address**

No.	Address	Number (people)	Percentage (%)
1.	Gresik	66	68,75
2.	Surabaya	13	13,55
3.	Lamongan	5	5,21
4.	Yogyakarta	3	3,12
5.	Sidoarjo	2	2,08
6.	Lainnya	7	7,29
Amount		96	100

Source: Primary data processed in 2024

Based on table 1 above, it can be concluded that respondents based on the address in the study who live in Gresik are 66 people (68.75%), live in Surabaya as many as 13 people (13.55%), live in Lamongan as many as 5 people (5.21%), live in Yogyakarta as many as 3 people (3.12%), live in Sidoarjo as many as 2 people (2.08%), and who live in various other cities as many as 7 people (7.29%). So, this research is dominated by customers who live in the Gresik area as many as 66 respondents.

**Table 2. Characteristics of Respondents Based on Age**

No.	Address	Number (people)	Percentage (%)
1.	19 – 28	34	35,42
2.	29 – 38	27	28,13
3.	39 – 48	23	23,95
4.	49 – 58	10	10,42
5.	> 60	2	2,08
Amount		96	100

Source: Primary data processed in 2024

Based on table 2 above, it can be concluded that respondents based on age in the study aged 19-28 years were 34 people (35.42%), aged 29-38 years were 27 people (28.13%), aged 39-48 were 23 people (23.95%), aged 49-58 were 10 people (10.42%), and aged >60 were 2 people (2.08%). So, this study was dominated by respondents aged 19-28 years as many as 34 respondents.

**Table 3. Characteristics of Respondents Based on Occupation**

No.	Address	Number (people)	Percentage (%)
1.	IRT	14	14,59

No.	Address	Number (people)	Percentage (%)
2.	Wiraswasta	12	12,5
3.	Mahasiswa	10	10,42
4.	Guru	9	9,38
5.	PNS	8	8,33
6.	Swasta	8	8,33
7.	Karyawan swasta	7	7,30
7.	Apoteker	3	3,12
8.	Admin bank	2	2,08
9.	Dokter	2	2,08
10.	Pengusaha	2	2,08
11.	Sopir	2	2,08
12.	Lainnya	17	17,71
Amount		96	100

Source: Primary data processed in 2024

Based on table 3 above, it can be concluded that respondents in the study who worked as entrepreneurs were 12 people (12.5%), as housewives were 14 people (14.59%), as students were 10 (10.42%), as teachers were 9 people (9.38%), as civil servants were 8 people (8.33%), as private employees were 8 people (8, 33%), as a private employee as many as 7 people (7.30%), as a pharmacist as many as 3 people (3.12%), as a bank admin as many as 2 people (2.08%), as a doctor as many as 2 people (2.08%), as an entrepreneur as many as 2 people (2.08%), as a driver as many as 2 people (2.08), and some other workers as many as 17 people (17.71%). So, this study is dominated by consumers as housewives as many as 14 people (14.59%).

**Table 4. Results of the t-test**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.159	1.249		-.127	.899
INOVASI PRODUK	.352	.068	.408	5.188	.000
LABEL HALAL	.379	.086	.391	4.392	.000
DIGITAL MARKETING	.181	.102	.148	1.769	.080

Source : SPSS 26

The following are the research results from the t test (partial) as follows:

- The value of the product innovation variable (X1) obtained a tcount value of 5.188 > t table of 1.661 and sig 0.000 < 0.05 with a significance level of 5%, so Ho is rejected and Ha is accepted. This shows that the product innovation variable (X1) partially has a positive and significant effect on the purchasing decision variable (Y) at the omah Assyifa milkfish processed shop.
- The value of the halal label variable (X2) obtained a tcount value of 4.392 > ttable of 1.661 and sig 0.000 < 0.05 with a significance level of 5%, so Ho is rejected and Ha is accepted. This shows that the halal label variable (X2) partially has a positive and significant effect on the purchasing decision variable (Y) at the omah Assyifa milkfish processed shop.
- The value of the digital marketing variable (X3) obtained a tcount value of 1.769 > ttable of 1.661 and sig 0.080 > 0.05 with a significance level of 5%, so Ho is accepted and Ha is rejected. This shows that the digital marketing variable (X3) partially does not have a significant effect on the purchasing decision variable (Y) at the omah Assyifa milkfish processed shop.



Table 5. F Test Results

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.125	3	98.708	77.728	.000
	Residual	116.833	92	1.270		
	Total	412.958	95			

Source : SPSS 26

Based on table 5, it can be explained that the calculation results obtained fcount value of 77.728 which means  $f_{count} > f_{table}$  ( $77.728 > 2.704$ ) then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that simultaneously the independent variables of product innovation ( $X_1$ ), halal labeling ( $X_2$ ), digital marketing ( $X_3$ ) have a positive and significant effect on the dependent variable of purchasing decisions ( $Y$ ) at the omah Assyifa milkfish processed shop.

Based on the research and analysis studied using the SPSS 26 for windows application tool, the researcher can interpret the results as follows:

- Partial regression hypothesis proving using the t test is shown to determine the effect of each independent variable consisting of product innovation ( $X_1$ ), Halal labeling ( $X_2$ ), and digital marketing ( $X_3$ ) partially on the dependent variable, namely purchasing decisions ( $Y$ ).
  - The value of the product innovation variable ( $X_1$ ) obtained a tcount value of  $5.188 > t$  table of 1.661 and sig  $0.000 < 0.05$  with a significance level of 5%, which means that the product innovation variable ( $X_1$ ) has a positive and significant effect on the purchasing decision variable ( $Y$ ). B (partial regression coefficient value) of the product innovation variable is 0.352, which means that if product innovation is increased, the purchase decision will increase by 0.352.
  - The value of the halal label variable ( $X_2$ ) obtained a tcount value of  $4.392 > t$  table of 1.661 and sig  $0.000 < 0.05$  with a significance level of 5%, which means that the halal label variable ( $X_2$ ) has a positive and significant effect on the purchasing decision variable ( $Y$ ). B (partial regression coefficient value) the halal label variable is 0.379, which means that if the halal label is increased, the purchasing decision will increase by 0.379.
  - The value of the digital marketing variable ( $X_3$ ) obtained a tcount value of  $1.769 > t$  table of 1.661 and sig  $0.080 > 0.05$  with a significance level of 5%, which means that the digital marketing variable ( $X_3$ ) has no significant effect on the purchasing decision variable ( $Y$ ). B (partial regression coefficient value) of the digital marketing variable is 0.181, which means that if digital marketing is increased, the purchase decision will increase by 0.181.
- Based on the results of the statistical test above, the product innovation variable ( $X_1$ ), halal labeling ( $X_2$ ), and digital marketing ( $X_3$ ) have a positive and significant effect on the purchasing decision variable ( $Y$ ). This is obtained from the results of the F test calculation which obtained an Fcount value of 77.728.
- In the three variables, it is stated that the halal label has a dominant effect on customer purchasing decisions on Omah Assyifa milkfish preparations in Gresik. Of the three variables, it can be seen that the halal label variable has the largest beta coefficient of 0.379 which is the largest value among the other independent variables. So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that the halal label variable has a dominant effect on customer purchasing decisions at Omah Assyifa Milkfish.

## CONCLUSION

- Product innovation in processed milkfish omah Assyifa partially has a positive and significant effect on purchasing decisions. These results provide empirical evidence that the product innovations provided in the processed milkfish omah Assyifa include a variety of product variations, attractive product appearance, product characteristics, and good product durability can influence purchasing decisions.

2. The halal label on the processed milkfish omah Assyifa partially has a positive and significant effect on purchasing decisions. These results provide empirical evidence that the halal label provides positive value in influencing purchasing decisions.
3. Digital marketing on processed milkfish omah Assyifa partially has no significant effect on purchasing decisions. These results provide empirical evidence that digital marketing is not fully capable of significantly influencing purchasing decisions because most consumers from the Gresik area may prefer to buy offline to the store and digital marketing is more suitable for consumers outside the Gresik area.
4. Product innovation, halal label, digital marketing have a relationship and simultaneously have a positive and significant influence on purchasing decisions on omah Assyifa milkfish processed products. This shows that consumer purchasing decisions are well received by respondents and the synergy of these three variables will increase purchasing decisions.

## REFERENCE

- Andy Prasetyo Wati, Jefry Auliya Martha, Aniek Indrawati. (2020). *Digital Marketing*. PT. Literindo Berkah Karya.
- Dalimunthe, M. B. (2017). Keunggulan Bersaing Melalui Orientasi Pasar dan Inovasi produk. *Jurnal Konsep Bisnis Dan Manajemen*, 3(1), 18–31. <https://doi.org/https://doi.org/10.31289/jkbn.v3i2.357>
- Eneng Wiliana, & Nining Purwaningsih. (2022). Pengaruh Digital Marketing dan Influencer Terhadap Keputusan Pembelian Produk UMKM Kuliner Di Kota Tangerang Di Masa COVID-19. *MAMEN: Jurnal Manajemen*, 1(3), 242–251. <https://doi.org/10.55123/mamen.v1i3.641>
- Hartuti, E. T. K., Narimawati, U., Affandi, A., Priadana, S., & Erlangga, H. (2022). Pengaruh Inovasi Produk dan Persepsi Konsumen terhadap Keputusan Pembelian serta Implikasinya pada Citra Perusahaan UMKM Makanan Tradisional Getuk Goreng di Kabupaten Banyumas Provinsi Jawa Tengah. *JlIP - Jurnal Ilmiah Ilmu Pendidikan*, 5(4), 1144–1149. <https://doi.org/10.54371/jlip.v4i5.538>
- Hasanah, N. (2021). Analisis Pendistribusian Zakat Sebagai Upaya Pemberdayaan Mustahik Pada Baznas Gresik. *Jurnal Qiema (Qomaruddin Islamic Economics Magazine)*, 7(1), 1–32.
- Ishak, I. (2022). Pengaruh Kreasi Dan Inovasi Terhadap Peningkatan Pendapatan Usaha Mikro Kecil Menengah. *Jurnal Ilmiah Ecobuss*, 10(1), 29–34. <https://doi.org/10.51747/ecobuss.v10i1.935>
- Ismaya, P. L., Faturachman, H. Y., & ... (2023). Penyuluhan Terkait Label Halal Kepada Masyarakat dan UMKM di Kelurahan Argasari Kota Tasikmalaya. *Jurnal Pengabdian ...*, 3(2), 382–388.
- Malahayatie, M., & Maryamah, M. (2019). Etika Marketing Dalam Perspektif Ekonomi Islam. *Jurnal Ekonomi Syariah, Akuntansi Dan Perbankan (JESKaPe)*, 3(1), 75–93. <https://doi.org/10.52490/jeskape.v3i1.441>
- Nasution, A. E., & Lesmana, M. T. (2018). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pelanggan (Studi Kasus Alfamart di Kota Malang). *Prosiding Seminar Nasional Vokasi Indonesia*, 1(2654–6493).
- Nugraha, R., Mawardi, M. kholid, & Bafadhal, A. S. (2017). Pengaruh Labelisasi Halal Terhadap Minat Beli Konsumen (Survei Pada Mahasiswa Muslim Konsumen Mie Samyang Berlogo Halal Korean Muslim Federation Di Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 51(2), 113–120.
- Ridwan, M. (2018). Keputusan Pembelian Melalui Situs Belanja Online Terhadap Perilaku Konsumtif Masyarakat Dalam Perspektif Ekonomi Islam (Studi Kasus Pada Pengguna Aplikasi Lazada di Medan). *Skripsi, Universitas Islam Negeri Sumatera Utara*, 1–202.
- Silaban, S. E., Elisabeth, E., & Sagala, R. (2019). Pengaruh Promosi, Harga Dan Inovasi Produk Terhadap Keputusan Pembelian Pada Kentucky Fried Chicken (Kfc) Simpang Mataram Medan. *Jurnal Riset Akuntansi & Keuangan*, 5(2), 209–228. <https://doi.org/10.54367/jrak.v5i2.534>
- Siregar, S. (2013). *Metode Penelitian Kuantitatif*. Kencana.



Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Syaifudin, M. R., & Fahma, F. (2022). Analisis Kepemilikan Sertifikat Halal Terhadap Pendapatan Usaha UMKM Mendoan Ngapak. *Performa: Media Ilmiah Teknik Industri*, 21(1), 40. <https://doi.org/10.20961/performa.21.1.52537>