

THE EFFECT OF PRICE DISCOUNTS AND HALAL AWARENESS ON GRABFOOD PURCHASE DECISIONS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE

Doni Yusuf¹, Fernaldhi Anggadha Ratno²

Universitas Islam Negeri Salatiga¹

doniyusuf70@gmail.com¹, Anggadharatno@gmail.com²

Abstract

This research aims to determine the Influence of Price Discount and Halal Awareness on Purchase Decision with Purchase Interest as the Intervening Variable among boarding house residents in the Salatiga area. This study adopts a quantitative research approach utilizing primary data. Sample selection was carried out using Random Sampling, specifically employing random sampling where each respondent had an equal chance of being selected as a sample member, resulting in a total of 97 respondents. The research findings indicate that the Price Discount variable significantly influences Purchase Decision positively. On the other hand, the Halal Awareness variable has a non-significant negative impact on Purchase Decision. Furthermore, Price Discount, Halal Awareness, and Purchase Interest significantly and positively affect Purchase Decision. Purchase Interest significantly influences Purchase Decision positively. Following path analysis testing, it was found that the Purchase Interest variable effectively mediates between Price Discount and Halal Awareness concerning Purchase Decision.

Keywords: *Price Discount, Halal Awareness, Purchase Decision, Purchase Interest.*

INTRODUCTION

In this modern era, various community activities are increasingly facilitated by online applications, including food buying and selling transactions. The application provides convenience to users, making it a practical choice for the public (Vania & Simbolon, 2021). The function of this service is to facilitate food buying and selling transactions between producers and consumers (Hidayatullah et al., 2018). Gofood, Grabfood, and ShopeeFood not only provide convenience in transactions, but also provide additional benefits in the form of time and energy efficiency for users in purchasing food and drinks. (Irawati, 2022). When ordering food online, users need to ensure the halalness of the products they order and believe that their choices have an impact on themselves (Prasetyawan & Nurhidayah, 2020).

The study conducted by Southeast Strategics reveals that GoFood stands out as the leading online food delivery service in Indonesia, boasting the highest transaction value and making it the most sought-after food delivery service. Based on Southeast Strategics' estimation, GoFood's transaction value reached Rp 30.65 trillion, surpassing ShopeeFood and GrabFood. Although relatively new in the market since 2021, ShopeeFood managed to exceed GrabFood's transaction value by reaching Rp 26.49 trillion. Meanwhile, GrabFood secured the third position with a transaction value of Rp 20.93 trillion. This research involved private and closed interviews with 1,200 respondents in six urban areas, conducted from January 10th to 14th,

2022. The margin of error in this study was approximately 2.8%, with a confidence level of 95%. (katadata.co.id)

One of the factors influencing consumers' decisions in choosing online food ordering services is the quality of service. Service quality can be measured through several dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles. Reliability refers to the provider's ability to deliver services as promised to the consumers. Responsiveness is the willingness of the service provider to assist consumers and provide prompt service (Parasuraman et al., 1985).

This research aims to measure and compare the service quality of three most popular online food ordering applications in Indonesia: GoFood, GrabFood, and ShopeeFood. The study intends to provide insights for online food ordering service providers to enhance their service quality and retain their customer base. Additionally, this research aims to furnish consumers with information regarding the service quality of each online food ordering application. This information can serve as a consideration for consumers in selecting a service that aligns with their needs and preferences.

METHODOLOGY

This study employs a quantitative research approach using a survey method to gather numerical data and conduct descriptive analysis. The research focuses on examining the influence of price discounts and halal awareness on purchase decisions, with purchase interest as an intervening variable. Conducted in the boarding house area of Salatiga City, chosen for its relevance and diversity, the study began in August 2023 and aims to comprehensively observe purchasing decision dynamics among student boarders. The population studied consists of consumers residing in Salatiga boarding houses who conducted online food purchases through Grab. Sample selection, employing the Lemeshow formula, resulted in a rounded number of 97 respondents. The research employs probability sampling, ensuring equal respondent selection chances. Data collection relies on primary data from surveys conducted through Google Forms, complemented by secondary data from various sources, including literature, libraries, and online materials related to the research phenomena and issues.

In research, hypotheses serve as tools to explain and understand the relationship between independent and dependent variables, both separately and collectively. Hypotheses are initial answers or conclusions that are speculative and need to be verified with data through the research process. In this study, seven hypotheses have been formulated and organized.

H1. Positive price discounts have a significant impact on purchase decisions.

One of the factors that can influence consumer purchase decisions is price discounting. Price discounting is a marketing strategy offering products or services at a lower price than the normal rate to attract consumers' attention and boost sales. Price discounts can affect consumers' perceived value of the offered products or services, thus motivating them to make purchases. This aligns with the Resource-Based Theory (RBT), which states that resources possessed by a company, such as price discounts, can provide competitive advantages and improved performance if these resources have the characteristics of being valuable, rare, inimitable, and non-substitutable (Barney, 1991).

This hypothesis is supported by several previous studies indicating that price discounts have a significant and positive impact on purchase decisions. For instance, research conducted

by Dirgantara (2019) in Indonesia found that price discounts had a positive and significant influence on purchase decisions for online fashion products.

H2. Positive Halal Awareness Significantly Influences Purchase Decisions.

One of the theories that can be used to explain the relationship between halal awareness and purchase decisions is the Resource-Based View (RBV) theory. This theory asserts that resources possessed by a company can be a source of competitive advantage and improved performance. Halal awareness can be considered as one of these valuable, rare, inimitable, and non-substitutable resources among competitors. Thus, halal awareness can aid companies in gaining a competitive edge in the market and enhancing customer loyalty. The hypothesis proposed in this study is as follows:"

H3. Positive Purchase Intention Significantly Influences Purchase Decisions.

One of the hypotheses proposed in this study is that purchase intention significantly influences purchase decisions. This hypothesis is based on the Resource-Based View (RBV) theory, which posits that resources owned by a company can provide competitive advantages and enhance market performance (Barney, 1991). To test this hypothesis, the researcher utilized data from respondents who have made specific product purchases. The analysis results indicate that purchase intention has a positive and significant coefficient on purchase decisions. This finding is consistent with several prior studies that also found a positive and significant relationship between purchase intention and purchase decisions (Paramita et al., 2022; S. P. Sari, 2020; Sriyanto & Kuncoro, 2019; Tari & Hartini, 2021). Therefore, this hypothesis is accepted and lends support to the RBV theory within the context of consumer behavior.

H4. Positive Price Discounts Have a Significant Influence on Purchase Intentions.

In this study, the hypothesis is that price discounts have a significant and positive impact on purchase intentions. This hypothesis is based on the resource-based view (RBV) theory, which suggests that resources owned by a company can provide competitive advantages and enhance market performance (Barney, 1991). Price discounts are considered one of the resources that companies can utilize to attract consumers' attention and influence their purchase decisions. Several previous studies have demonstrated a positive relationship between price discounts and purchase intentions, as evidenced by research conducted by (Johannes & Siagian, 2021). Therefore, this hypothesis is worthy of examination within the context of this research.

H5. Halal awareness has a positive and significant impact on purchase intention.

"According to the Resource-Based View theory, resources owned by a company can provide a competitive advantage if these resources are valuable, rare, difficult to imitate, and non-substitutable (Barney, 1991). One resource that can serve as a competitive advantage for a company is halal awareness. Halal awareness represents consumers' level of knowledge and understanding about products or services that comply with Islamic Shariah (Sara et al., 2022). Halal awareness can influence consumers' purchase intentions toward products or services offered by the company. Therefore, the hypothesis proposed in this study is:

"This hypothesis is supported by several previous studies indicating that halal awareness has a significant and positive impact on purchase intention. For instance, Sara et al. (2022) found that halal awareness significantly and positively influences the purchase intention of halal food products in Indonesia. Therefore, this hypothesis is consistent with the Resource-Based View theory and previous research studies.

H6. Positive price discounts significantly influence purchase decisions through purchase intention.

According to the Resource-Based View theory, price discounts are one of the resources that can provide a competitive advantage for a company. Price discounts can enhance customer value and attract their interest in purchasing the offered products or services. Therefore, price discounts can positively influence purchase decisions through purchase intention. This hypothesis aligns with the findings of research conducted by (Dirgantaran, 2019) and (Yanti & Budiatmo, 2020), which demonstrated that price discounts have a significant and positive impact on purchase decisions through purchase intention.

H7. Positive Halal Awareness Significantly Influences Purchase Decisions Through Purchase Intention.

One theory that can be utilized to explain this phenomenon is the Resource-Based Theory (RBT), which suggests that resources owned by a company can provide competitive advantages and better performance if these resources are rare, valuable, difficult to imitate, and non-substitutable (Barney, 1991). In this context, halal awareness can be considered as one of the resources possessed by Muslim consumers, influencing their preferences and behaviors in selecting products or services. The following hypothesis examines the relationship between halal awareness and purchase decisions through purchase intention.

Halal awareness has a positive and significant impact on purchase decisions through purchase intention, supported by the findings of Pratiwi et al. (2022). Their research indicated that Muslim consumers with a higher level of halal awareness tend to exhibit greater purchase intentions toward products or services certified as halal, eventually leading to their decision to purchase.

RESULT AND DISCUSSION

A. RESULT

1. Research Instrument Test

a) Validitas Test

To test the items in the questionnaire, you can use the validity test to assess the validity of a questionnaire. For the validity test, it can be seen by comparing the calculated r value with the r table value, if the calculated r value $>$ r table and the result is significant 5%, the data can be declared valid. Search for the value of r table with a significant level of 5%. the value of r table used in this study is:

Tabel 1. Validity Test Result

Variable	Question Item	R Count	Decision
Price Discount (X1)	X1.1a	0,788	Valid
	X1.1b	0,815	Valid
	X1.2a	0,886	Valid
	X1.2b	0,820	Valid
	X1.3a	0,851	Valid
	X1.3b	0,884	Valid
	X1.4a	0,893	Valid
	X1.4b	0,896	Valid
Halal Awareness (X2)	X2.1a	0,801	Valid
	X2.1b	0,291	Valid
	X2.2a	0,826	Valid
	X2.2b	0,795	Valid

	X2.3a	0,870	Valid
	X2.3b	0,858	Valid
Purchase Decision (Y)	Y1.1a	0,845	Valid
	Y1.1b	0,850	Valid
	Y1.2a	0,873	Valid
	Y1.2b	0,930	Valid
	Y1.3a	0,949	Valid
	Y1.3b	0,870	Valid
	Y1.4a	0,828	Valid
	Y1.4b	0,850	Valid
	Y1.5a	0,922	Valid
	Y1.5b	0,945	Valid
Purchase Intension (Z)	Z1.1a	0,929	Valid
	Z1.1b	0,906	Valid
	Z1.2a	0,926	Valid
	Z1.2b	0,914	Valid
	Z1.3a	0,914	Valid
	Z1.3b	0,874	Valid
	Z1.4a	0,826	Valid
	Z1.4b	0,915	Valid

Source: Processed primary data (2023)

Based on Table 1. shows that all statements used in this questionnaire that have been tested with the results of r count greater than r table so it can be concluded that all statement items in the questionnaire are valid.

b) Reability Test

Table 2. Reability Tes Result

Variabel	Cronbach's Alpha	Keterangan
Price Discount (X1)	0,962	Reliabel
Halal Awareness (X2)	0,887	Reliabel
Purchase Decision (Y)	0,976	Reliabel
Purchase Interest (Z)	0,975	Reliabel

Source: Processed primary data (2023)

The method used is Cronbach's alpha with a significance level of 10%. If $> 0.60n$, it can be said that the data in this study are reliable because each variable has a Cronbach's alpha greater than 0.60.

2. Classical Assumption Testing

1) Normality Test

In the Normal Probability Plot graph, it can be observed that the scattered points roughly follow the direction around the diagonal line, indicating that the research data is normally distributed. Furthermore, in Table 4.10, using the One-Sample Kolmogorov-Smirnov test, it is noted that the test value is 0.074, and the Asymp. Sig (2-tailed) value is 0.200, which is greater than 0.10. Hence, it can be concluded that the data is normally distributed

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		97
Normal Parameter ^{a,b}	Mean	0,0000000
	Std. Deviation	8,15434429
Most Extreme Differences	Absolute	0,074
	Positive	0,074
	Negative	-0,061
Test Statistic		0,074
Asymp. Sig. (2-tailed)		0,200

Source: Processed primary data (2023)

2) Multicollinearity Test

Table 4. Multicollinearity Test

Model	Unstandar dized B	Coefficie nts Std. Error	Standard ized Coefficie nts Beta	t	Sig.	Collineari ty Tolleranc e	Statist ics VIF
1 (Constant)	2,466	3,3633		0,679	0,499		
Price	0,199	0,093	0,131	2,138	0,035	0,504	1,985
Discount							
Halal	0,076	0,057	0,073	1,315	0,192	0,612	1,633
Awareness							
Purchase	0,990	0,086	0,764	11,576	0,000	0,435	2,299
Interest							

a. dependent Variabel : Purchase Decision

Source: Processed primary data (2023)

Based on Table 4, the Variance Inflation Factor (VIF) values for the Price Discount variable (X1) is 1.985, for Halal Awareness (X2) it is 1.633, and for the Purchase Interest variable (Z) it is 2.299. These test results indicate that none of the VIF values exceed 10. Therefore, it can be concluded that there is no multicollinearity issue.

3) Heteroskedasticity Test

Table 5. Heteroskedasticity Test

Model	Sig.
1 (Constant)	
Price Discount	0,814
Halal Awareness	0,730
Purchase Interest	0,267

Source: Processed primary data (2023)

Based on Table 5, the results obtained from the Park-Gleyser test exhibit significance levels greater than 0.10. Therefore, it can be concluded that there is no evidence of heteroskedasticity within the independent variables.

3. Statistic Test

1) R-squared Test (Coefficient of Determination)

Table 6. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,752	0,565	0,556	8,241

Source: Processed primary data (2023)

The test results in table 6 show an R value of 0.752, indicating a relationship between the independent variables, namely purchase decisions, and the dependent variables, namely Price Discount and Halal Awareness. Meanwhile, the Adjusted R-Squared value of 0.565 suggests that the independent variables influence the dependent variable by 56%, while the remaining 44% is influenced by other variables outside the model.

2) Uji T test

Table 7. t test result 1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std Error	Beta	
1	(constant)	19,887	3.874		5.134
	Price Discount	0,606	0,093	0,518	6,504
	Halal Awareness	0,271	0,064	0,339	4,260

a. Dependent Variable : Purchase Interest

Source: Processed primary data (2023)

Based on the tests conducted, it can be stated that:

- The Price Discount variable has a value of 6.504, proving a positive relationship with a significance value of 0.000 at a significance level of 0.10. The Price Discount variable has a significance value < 0.10 ; thus, it can be said that the Price Discount variable has a positive and significant effect on Purchase Interest.
- The Halal Awareness variable has a value of 4.260, indicating a positive relationship. With a significance value of 0.000 at a significance level of 0.10, the Halal Awareness variable has a significance value < 0.10 , indicating that the Halal Awareness variable has a positive and significant effect on Purchase Interest.

Table 8. t test result 2

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std Error	Beta		
1 (constant)	2,466	3,633		0,679	0,499
Price Discount	0,199	0,093	0,131	2,138	0,035
Halal Awareness	0,076	0,057	0,073	1,315	0,192
Purchase Interest	0,990	0,086	0,764	11,576	0,000

a. Dependent Variable : Purchase Decision

Source: Processed primary data (2023)

Based on the tests conducted, it can be stated that:

- a. The Price Discount variable has a value of 2.138, indicating a positive relationship with a significance value of 0.035 at a significance level of 0.10. The Price Discount variable has a significance value <0.10 ; thus, it can be said that the Price Discount variable has a positive and significant effect on Purchase Decision.
- b. The Halal Awareness variable has a value of 1.315, indicating a positive relationship. With a significance value of 0.192 at a significance level of 0.10, the Halal Awareness variable has a significance value >0.10 , indicating that the Halal Awareness variable has a positive and significant effect on Purchase Decision.
- c. The Purchase Interest variable has a value of 11.576, proving a positive relationship with a significance value of 0.000 at a significance level of 0.10. The Purchase Interest variable has a significance value <0.10 , indicating that the Purchase Interest variable has a positive and significant effect on Purchase Decision.

3) Uji F test

Table 9. F test result

ANOVA^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	20270,272	3	6756,757	144,791
	Residual	4339,914	93	46,666	
	Total	24610,186	96		

a. Dependent Variable : Purchase Decision

b. Predictors : (Constant), Purchase Interest, Price Promotion, Halal Awareness

Source: Processed primary data (2023)

Based on table 9, the F test results show a coefficient value of 144.791, indicating a positive and significant influence at $0.000 < 0.10$ significance level. It is concluded that the independent variables, namely Price Discount, Halal Awareness, and Purchase Interest, collectively have a positive and significant impact on purchasing decisions.

4. Uji Path Analysis

Based on the coefficients table in Equation 1, it is known that the significance value of (X1) is $0.000 < 0.10$, thus it can be concluded that in model 1, there is a significant direct influence

of (X1) on (z). Furthermore, it's known that the significance value of (X2) is $0.000 < 0.10$, indicating a significant direct influence of (X2) on (z) in model 1. Referring to the model summary table in Equation 1, the value of R square (R^2) = 0.565. This indicates that the contribution of (X1) and (X2) to (z) is 56.5%, while 43.5% is the contribution from other variables not examined in this study. Meanwhile, the obtained value of $f = \sqrt{(1-R^2)}$ is $= \sqrt{(1-0.565)} = 0.659$.

Table 10. Path Analysis 1

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate		
1	0,752	0,565	0,556	8,24064		
a.Predictor: (Constant), Halal Awareness, Price Discount						
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std Error	Beta		
1	(constant)	19,887	3.874		5.134	0,000
	Price Discount	0,606	0,093	0,518	6,504	0,000
	Halal Awareness	0,271	0,064	0,339	4,260	0,000
a. Dependent Variable : Purchase Interest						
Source: Processed primary data (2023)						

Source: Processed primary data (2023)

Table 11. Path Analysis 2

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate		
1	0,908	0,824	0,818	6,83123		
a. Predictor: (Constant), Purchase Interest, Halal Awareness, Price Discount						
b. Dependent Variable; Purchase Decision						
Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std Error	Beta		
1	(constant)	2,466	3,633		0,679	0,499
	Price Discount	0,199	0,093	0,131	2,138	0,035
	Halal Awareness	0,076	0,057	0,073	1,315	0,192
	Minat Beli	0,990	0,086	0,764	11,576	0,000
a. Dependent Variable : Purchase Decision						

Source: Processed primary data (2023)

Based on the coefficient table 11, it is known that the significance value of (X1) is $0.035 < 0.10$, hence it can be concluded that in equation model 2, there is a significant direct influence of (X1) on (Y). Furthermore, the significance value of (X2) is known to be $0.192 > 0.10$, leading to the conclusion that in equation model 2, there is no significant direct influence of (X2) on (Y). Additionally, the significance value of (Z) is $0.000 < 0.10$, indicating that in equation model 2, there exists a significant direct influence of (Z) on (Y).

According to the equation model 2 in the model summary table, it is noted that the value of R square (R^2) = 0.824. This indicates that the contribution of (X1), (X2), and (Z) to (Y) is 82.4%, while 17.6% is attributed to other variables not examined in this research. Furthermore, the obtained value of $f = \sqrt{(1-R^2)}$ which is $= \sqrt{(1-0.824)} = 0.419$.

To determine the mediating effect in this study, the Sobel test was used. Here are the results of the Sobel test calculations:

Table 12. Coefficients and Std. Error Regresi Y and Z

Variabel	α (Coefficient x ke z)	b (Coefficient z ke y)	s α (Std.Error x ke z)	sb (Std. Error z ke y)	$\alpha * b$
(X1)	0,271	0,990	0,064	0,086	0,268
(X2)	0,606	0,990	0,093	0,086	0,599

Source: Processed primary data (2023)

1. The influence of the Price Discount variable (X1) on the Purchase Interest variable (Z).

$$\begin{aligned}
 S_{\alpha b} &= \sqrt{(b^2 \cdot [s_{\alpha}]^2 + \alpha^2 \cdot [s_b]^2 + [s_{\alpha}]^2 \cdot [s_b]^2)} \\
 &= \sqrt{(0,990^2 \cdot 0,064^2 + 0,271^2 \cdot 0,086^2 + 0,064^2 \cdot 0,086^2)} \\
 &= \sqrt{(0,980 \cdot 0,004 + 0,073 \cdot 0,007 + 0,004 \cdot 0,007)} \\
 &= \sqrt{(0,00392 + 0,000511 + 0,000028)} \\
 &= 0,066 \\
 t &= (\alpha \cdot b) / S_{\alpha b} = 0,271 \cdot 0,990 / 0,066 = 4,065
 \end{aligned}$$

2. The influence of the Halal Awareness variable (X2) on the Purchase Interest variable (Z).

$$\begin{aligned}
 S_{\alpha b} &= \sqrt{(b^2 \cdot [s_{\alpha}]^2 + \alpha^2 \cdot [s_b]^2 + [s_{\alpha}]^2 \cdot [s_b]^2)} \\
 &= \sqrt{(0,990^2 \cdot 0,093^2 + 0,606^2 \cdot 0,086^2 + 0,093^2 \cdot 0,086^2)} \\
 &= \sqrt{(0,980 \cdot 0,008 + 0,367 \cdot 0,007 + 0,008 \cdot 0,007)} \\
 &= \sqrt{(0,00784 + 0,002569 + 0,000056)} \\
 &= 0,102 \\
 t &= (\alpha \cdot b) / S_{\alpha b} = 0,606 \cdot 0,990 / 0,102 = 5,881
 \end{aligned}$$

To determine whether the results of the above calculations are significant or not, they can be compared using the t-table value. With 97 observations (n) and 4 variables (k), the degrees of freedom (df) = $97 - 4 = 93$. Given a significance value of 0.10, the t-table value is 1.66140. Summarizing the analysis test results, it can be described as follows:

1. The influence of Price Discount on Purchase Decision with Purchase Interest as the intervening variable.

According to Table 13, it is evident that the Purchase Interest variable acts as an intervening variable between the influence of Price Discount on Purchase Decision. Based on these results, the obtained t-value is 4.065 with a significance of 0.000. Therefore, the Sig value < 0.10 , and as $4.065 >$ the critical t-value of 1.6614, it can be concluded that there is an influence of Price Discount (X1) on Purchase Decision (Y) mediated by Purchase Interest (Z).

Table 13. The Path Analysis Result of X1 towards Z

Model	Variable	Coefficient (beta)		t_{hitung}	t_{tabel}	Sig	Result
		Z	Y				
1	X1	0,271	0,076	4,065	1,6614	0,000	Accepted
2	Z		0,990				

Source: Processed primary data (2023)

- The influence of Halal Awareness on Purchase Decision with Purchase Interest as the intervening variable.

Table 14. The Path Analysis Result of X2 towards Z

Model	Variable	Coefficient (beta)		t_{hitung}	t_{tabel}	Sig	Result
		Z	Y				
1	X2	0.606	0,199	5,881	1.6614	0.000	Accepted
2	Z		0,990				

Source: Processed primary data (2023)

It is evident that the Purchase Interest variable acts as an intervening variable between the influence of Halal Awareness on Purchase Decision. Based on these results, the obtained t-value is 5.881 with a significance of 0.000. Therefore, the Sig value < 0.10 , and as $5.881 >$ the critical t-value of 1.6614, it can be concluded that there is an influence of Halal Awareness (X2) on Purchase Decision (Y) mediated by Purchase Interest (Z).

B. DISCUSSION

Here is the discussion summary based on the analysis of the influence of Price Discount and Halal Awareness on purchase decisions with Purchase Interest as an intervening variable:

1. Impact of Price Discount on Purchase Decision:

Statistical analysis reveals that the Price Discount variable has a coefficient value of 2.138, indicating a significant positive influence on Purchase Decision. The probability value (0.035) is less than 0.10, confirming that the Price Discount variable significantly and positively affects the purchase decision. Therefore, H1 is accepted.

2. Impact of Halal Awareness on Purchase Decision:

The statistical analysis indicates that the Halal Awareness variable has a coefficient value of 1.315, suggesting a positive impact on Purchase Decision. However, the probability value

(0.192) is greater than 0.10, indicating that the Halal Awareness variable has a non-significant and negative influence on purchase decisions. Thus, H2 is rejected.

3. Impact of Purchase Interest on Purchase Decision:

The Purchase Interest variable has a coefficient of 11.578, signifying a significant positive effect on Purchase Decision. The probability value (0.000) is less than 0.10, confirming that Purchase Interest significantly and positively influences purchase decisions. Hence, H3 is accepted.

4. Impact of Price Discount on Purchase Interest:

The statistical test results demonstrate that the Price Discount variable has a coefficient of 4.134, suggesting a significant positive impact on Purchase Interest. The probability value (0.000) is less than 0.10, indicating that the Price Discount variable significantly influences Purchase Interest. Therefore, H4 is accepted.

5. Impact of Halal Awareness on Purchase Interest:

The analysis reveals that the Halal Awareness variable has a coefficient of 6.504, indicating a significant positive effect on Purchase Interest. The probability value (0.000) is less than 0.10, confirming that Halal Awareness significantly and positively affects Purchase Interest. Thus, H5 is accepted.

6. Impact of Price Discount on Purchase Decision through Purchase Interest Mediation:

The Sobel Test result shows a t-value of 4.065, higher than the critical t-value of 1.6614. This demonstrates that Purchase Interest effectively mediates the influence of Price Discount on Purchase Decision. Moreover, with a significance level of 0.000 (Sig < 0.10), it is concluded that Price Discount, mediated by Purchase Interest, significantly and positively influences Purchase Decision. Therefore, H6 is accepted.

7. Impact of Halal Awareness on Purchase Decision through Purchase Interest Mediation:

The Sobel Test result exhibits a t-value of 5.881, greater than the critical t-value of 1.6614. This indicates that Purchase Interest effectively mediates the influence of Halal Awareness on Purchase Decision. With a significance level of 0.000 (Sig < 0.10), it is concluded that Halal Awareness, mediated by Purchase Interest, significantly and positively affects Purchase Decision. Thus, H7 is accepted.

CONCLUSION

The purpose of this study was to determine the influence of Price Discount and Halal Awareness on Purchase Decision with Purchase Interest as an intervening variable. Referring to the data analysis results, the following conclusions can be drawn:

1. Price Discount has a positive and significant influence on Purchase Decision.
2. Halal Awareness has a negative and insignificant impact on Purchase Decision.
3. Purchase Interest significantly and positively affects purchase decisions.
4. Price Discount significantly and positively influences Purchase Interest.
5. Halal Awareness significantly and positively affects Purchase Interest.
6. Price Discount significantly and positively impacts Purchase Decision through Purchase Interest mediation.
7. Halal Awareness significantly and positively affects Purchase Decision through Purchase Interest mediation

REFERENCES

- Dirgantaran, M. (2019). Pengaruh Diskon Harga Terhadap Keputusan Pembelian Pada Konsumen Matahari Departemen Store Mall Panakukang Dengan Minat Beli Sebagai Variabel Intervening Di Kota Makassar. *Doctoral Dissertation, Universitas Islam Negeri Alauddin Makassar*, 7–105.
- Hidayatullah, S., Waris, A., & Devianti, R. C. (2018). Perilaku Generasi Milenial dalam Menggunakan Aplikasi Go-Food. *Jurnal Manajemen Dan Kewirausahaan*, 6(2), 240–249. <https://doi.org/10.26905/jmdk.v6i2.2560>
- Irawati, R. (2022). Pengaruh E-Marketing Mix UMKM Kuliner Malang terhadap Minat Beli Generasi Millenial pada Start-Up Food Delivery Online di Masa Pandemi. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 7(1), 50–66.
- Johannes, C. S., & Siagian, V. (2021). Pengaruh Brand Ambassador, Kepercayaan, dan Price Discount Terhadap Minat Beli di Aplikasi Tokopedia. *Jurnal Penelitian Ilmu Manajemen (JPIM)*, 6(2), 98–112.
- Paramita, A., Ali, H., & Dwikoco, F. (2022). Pengaruh Labelisasi Halal, Kualitas Produk, dan Minat Beli Terhadap Keputusan Pembelian (Literatute Review Manajemen Pemasaran). *JMPIS Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2), 660–669.
- Prasetyawan, A. A., & Nurhidayah, S. M. (2020). Analisis Faktor-Faktor Keputusan Pembelian Makanan Online Muslim Millenial. *Academica Journal of Multidisciplinary Studies*, 4(December), 225–244.
- Pratiwi, A. E., Purwanto, H., & Sidanti, H. (2022). *SIMBA SEMINAR INOVASI MANAJEMEN BISNIS DAN AKUNTANSI 4 Seminar Inovasi Manajemen Bisnis dan Akuntansi (SIMBA) 4 Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun* PENGARUH

HALAL AWARENESS DAN RELIGIUSITAS TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI S. September.

- Sara, S. K., Ahmad, R. M., & Arkiang, F. (2022). Pengaruh Kesadaran Halal Terhadap Minat Beli Kosmetik Halal. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, 4(1), 21–37. <https://doi.org/10.47435/asy-syarikah.v4i1.820>
- Vania, I., & Simbolon, R. (2021). Pengaruh Promo ShopeeFood Terhadap Minat Beli Pengguna Shopee (Di Daerah Tangerang Selatan). *Fakultas Ekonomi Universitas Advent Indonesia*, 46–58.
- Yanti, M. M., & Budiatmo, A. (2020). Pengaruh Store Atmosphere dan Harga terhadap Keputusan Pembelian melalui Minat Beli sebagai Variabel Intervening (Studi pada Konsumen Gelael Ciputra Mall Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(4), 582–589. <https://doi.org/10.14710/jiab.2020.28850>.