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Analysis The Influence Of Outlet Location And Halal Certification On Ice Cream Product

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh lokasi gerai dan sertifikasi halal terhadap kesadaran merek dan keputusan pembelian produk es krim. Latar belakang masalah penelitian ini bermula dari meningkatnya persaingan bisnis kuliner es krim yang diimbangi dengan tingginya minat masyarakat terhadap produk es krim. Dengan adanya permasalahan tersebut tentunya menuntut perusahaan X sebagai perusahaan es krim yang baru memulai usahanya di Indonesia beberapa tahun terakhir untuk lebih memperkuat strategi pemasaran produknya yang mencakup faktor kesadaran merek dan keputusan pembelian. Penggunaan teori sikap dan teori persuasif akan membantu peneliti dalam menyelidiki permasalahan yang ada. Jumlah responden yang terlibat dalam penelitian ini adalah 400 orang yang merupakan konsumen Mixue dan pernah membeli produk tersebut minimal satu kali. Teknik pengambilan sampelnya adalah purposive sampling. Dengan menggunakan teknik analisis Partial Least Squares Structural Equation Modeling (SEM-PLS). Berdasarkan hasil perhitungan menggunakan software PLS-SEM versi 3.0 diperoleh bahwa variabel Lokasi (X1), Sertifikasi Halal (X2) mempunyai pengaruh positif signifikan terhadap kesadaran merek dan keputusan pembelian pada produk es krim dan Kesadaran Merek (Z) mempunyai pengaruh positif signifikan terhadap keputusan pembelian produk es krim.

Kata Kunci : *Merek, Halal, Outlet*

Abstract

The purpose of this research study is to investigate the effect of outlet location and halal certification on brand awareness and purchase decisions of ice cream products. The problem background of this study begins with an increase in competition in the ice cream culinary business which is offset by high public interest in ice cream products. Given these problems, it certainly requires X company as an ice cream company that has just started its business in Indonesia in the past few years to further strengthen their product marketing strategy which includes brand awareness and purchase decision factors. The use of attitude theory and persuasive theory will assist researchers in investigating existing problems. The number of respondents involved in this research was 400 people who were Mixue consumers and had purchased the product at least once. The sampling technique is purposive sampling. By using the partial least squares structural equation modeling (SEM-PLS) analysis technique. Based on the results of calculations using PLS-SEM version 3.0 software, it was found that the variables Location (X1), Halal Certification (X2) had a significant positive influence on brand awareness and purchase decisions on ice cream products and Brand Awareness (Z) had a significant positive influence on purchase decision on ice cream products.

Keywords: *Brand, Halal, Outlet*

INTRODUCTION

The high interest of the Indonesian people in culinary ice cream is a promising business opportunity for businesspeople. It can be seen from the ice cream culinary outlets which are currently being found more and more in shopping centers. This proves that the development of the ice cream culinary business is increasing rapidly from time to time. With so many ice cream culinary outlets, of course, this business competition in the culinary field is getting stronger. Competition in running a business must be faced properly to survive. To be able to lead the market, companies must use effective and appropriate marketing strategies to attract consumers to be interested and buy the products being sold.

One of the many business marketing strategies is to strengthen brand awareness. Increasing the sensitivity of product brands to the public is very important to increase the popularity and purchasing power of products. A brand is an identity that is owned by each company so that it becomes a differentiator for a company's products with its competitors which can be seen from the logo, symbol, name, packaging, outlets, and others.

Selection of the right brand by the company can be seen from the brand name that is easily remembered by consumers. The ability of consumers as product buyers to recognize and remember a product brand is referred to as brand awareness. Aspects of brand awareness is an important aspect that must be considered by the company, if the brand

awareness owned by the company is strong then the opportunity for consumer decisions to buy products will be even greater.

In recent years, Indonesia has been shocked by the X brand and has hundreds of branches spread across Indonesia. The taste of the X products really suits the tongue of Indonesians who love sweet food and are cheap on the pocket. Quality flavors at relatively low prices make X more visited by customers than its competitors. Besides having many outlets, X also has many flavors at affordable prices. So that consumers come many times just to buy X ice cream products.

Attitude is referred to as a concept that is quite difficult to define, because not only has it been defined by many people but also because of the use and connotation of the word that is different for everyone. Baron and Byrne (1997) define attitude as one of a person's subjective assessment of an object. Attitude is a form of individual tendency towards an object, situation, or even another person. Attitude is also a form of individual readiness in acting and forming perceptions in dealing with objects, situations, or values to determine whether to agree or disagree with something.

Communication is referred to as a process in which messages or information are exchanged between one individual and another. Meanwhile, persuasion is an act of creating and strengthening beliefs, behaviors, and attitudes that underlie communication between individuals. Aristotle as a figure of the greatest historical influence argued that rhetoric is a faculty in finding all ways of persuasion. Persuasion is not just an attempt to persuade, but also how a business or company has a strategy for influencing and utilizing data and facts in various aspects.

According to Little John and Jabusch (Devito. 2010), to achieve success in persuasion activities, there are several principles that must be achieved, that can be concluded that persuasion is a process that aims to change or influence one's opinions, behavior, attitudes, values, and behavior. In the success of persuasion activities, there are several supporting factors such as listening, statements, openness, sensitivity, and feedback.

This has resulted in many consumers recommending X products as an ice cream dish to buy every day, resulting in a surge in interest in X ice cream and tea. Based on the statement above, it can be concluded that the authors are interested in conducting this research with the intent and purpose to find out and analyze the significant effect of outlet location and halal certification on brand awareness and purchasing decision of X ice cream.

RESEARCH METHOD

This research can be categorized into the type of explanatory research which aims to analyze the relationship between one variable and another. In this study the variables used were location (X1), and halal certification (X2) for brand awareness (Z) and purchasing decisions (Y). Therefore, this study uses samples and hypotheses as well as certain data to test hypotheses using statistical data to draw conclusions from the research conducted. The population in this study are all consumers who have followed X Ice Cream's official Instagram account in the last three months with 230.000 followers and also made purchases of other products. X Ice Cream. In determining the sample, this study uses the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{230.000}{1 + 230.000 (0,05)^2} = \frac{230.000}{576} = 399,3 \text{ will be rounded off } 400$$

Information:

n = sample size

N = Population Size

e = Margin of Error Maximum (Maximum error rate that is tolerated is 10%)

Based on the calculation results using the Slovin formula above, the number of samples used in this study were 400 X's ice cream consumers located in Tangerang City. The respondent data collection technique that will be used in this study is by purposive sampling in which the researcher will first determine the boundaries based on the characteristics of the research sample subjects. The instrument used in this study was a questionnaire in the form of a Google Form which was distributed online via Instagram with a Likert scale.

This research uses Descriptive Statistics and Structural Equation Modeling - Partial Least Square (SEM-PLS) data analysis to obtain a complete and precise picture of the research objectives assisted by using SmartPLS 3.0 software. Structural model analysis consists of several stages, formulating a structural model, outer model analysis, inner model analysis, and hypothesis testing.

Outer Model Analysis

Validity test

Testing will be carried out on each question item indicator through several stages, namely testing Convergent Validity, Discriminant Validity, and Average Variance Extracted (AVE).

a. Convergent Validity

Convergent validity has the aim of finding out every relationship or measuring the correlation between the question item indicators and the construct score. The loading factor limit that will be used in this research is > 0.70 (Chin & Todd, 1995).

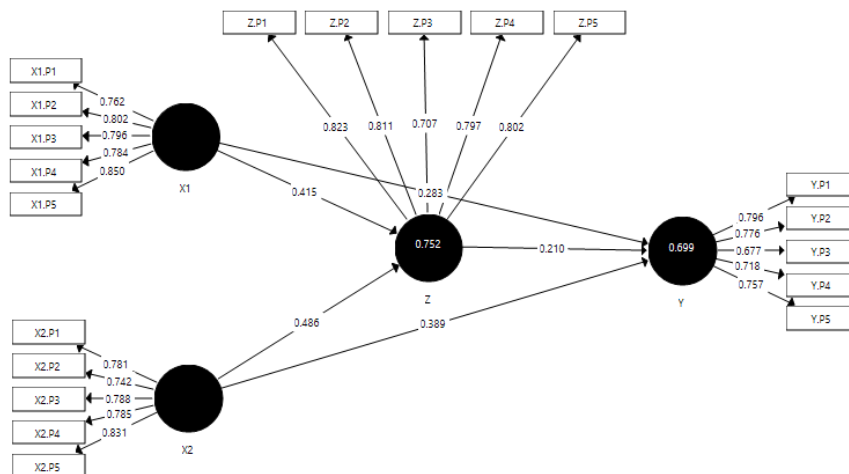


Figure 3.1 Smart PLS Model

Table 3.1 Loading Factor

	INDICATOR	X1	X2	Y	Z
Location	X1.P1	0.762			
	X1.P2	0.802			
	X1.P3	0.796			
	X1.P4	0.784			
	X1.P5	0.850			
Halal Certification	X2.P1		0.781		
	X2.P2		0.742		
	X2.P3		0.788		
	X2.P4		0.785		
	X2.P5		0.831		
Purchase Decision	Y.P1			0.796	
	Y.P2			0.776	
	Y.P3			0.677	
	Y.P4			0.718	
	Y.P5			0.757	
Brand Awareness	Z.P1				0.823
	Z.P2				0.811
	Z.P3				0.707
	Z.P4				0.797

	Z.P5				0.802
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Source: Primary Data, 2023

Table 3.1 shows that there is one variable loading factor values do not meet the convergent validity test criteria in confirmatory research, still below 0.70. This value is found in the Purchase Decision variable 0.677. However, these value are not too far from the convergent validity requirements, so that the data does not need to be eliminated and can be continued at the next research data processing stage.

b. Discriminant Validity

The discriminant validity test aims to ensure that each concept of each latent variable is different from other variables. In another sense, at this test stage, data can be said to be valid if the value in cross loading has the largest value when compared with other variables (N. Kock, 2012). The following is a table showing the results of the discriminant validity test of the research model based on the cross-loading value.

Table 3.2 Cross Loading

Variable	Indicator	X1	X2	Y	Z
Location	X1.P1	0.762	0.666	0.601	0.619
	X1.P2	0.802	0.705	0.620	0.673
	X1.P3	0.796	0.692	0.639	0.702
	X1.P4	0.784	0.629	0.615	0.633
	X1.P5	0.850	0.709	0.674	0.683
Halal Certification	X2.P1	0.660	0.781	0.631	0.652
	X2.P2	0.623	0.742	0.591	0.606
	X2.P3	0.657	0.788	0.597	0.680
	X2.P4	0.691	0.785	0.655	0.673
	X2.P5	0.711	0.831	0.689	0.684
Purchase Decision	Y.P1	0.673	0.667	0.796	0.644
	Y.P2	0.656	0.693	0.776	0.673
	Y.P3	0.507	0.516	0.677	0.496
	Y.P4	0.530	0.516	0.718	0.472
	Y.P5	0.547	0.583	0.757	0.555
Brand Awareness	Z.P1	0.716	0.705	0.687	0.823
	Z.P2	0.677	0.677	0.614	0.811
	Z.P3	0.563	0.588	0.528	0.707
	Z.P4	0.648	0.675	0.598	0.797

	Z.P5	0.654	0.659	0.602	0.802
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Source: Primary Data, 2023

The results in table 3.2 show that the cross loading results for each indicator of each latent variable are greater than the values of the other latent variables. These results ensure that each indicator used in this research has good discriminant validity, where there are variables that have measurements that are highly correlated with other construct values.

c. Average Variance Extracted (AVE)

In the Average Variance Extracted test, a good model is required if the AVE of each construct has a value > 0.50 . The following is a table of results of the AVE values in this research.

Table 3.2 AVE Test

Variable	Indicator	Average Variance Extracted (AVE)	Result
Location	X1	0.639	Valid
Halal Certification	X2	0.617	Valid
Purchase Decision	Y	0.556	Valid
Brand Awareness	Z	0.622	Valid

Source: Primary Data, 2023

Based on table 3.2, the results show that all variables have values > 0.50 . AVE values for the variables Location (0.639), Halal Certification (0.617), Purchase Decision (0.556), and Brand Awareness (0.622). This ensures that each variable used in this research has good discriminant validity.

Reability Test

When measuring a construct in a reliability test, you can use the Composite Reliability and Cronbach Alpha indicators. The Reliability Test aims to show a level of accuracy in the instrument in measuring the construct.

a. Composite Reliability

A variable in confirmatory research can be declared reliable if the Composite Reliability value is > 0.70 (Hair et al., 2014).

Table 3.3 Composite Reliability

Variable	Indicator	Composite Reliability	Result
Location	X1	0.898	Reliable
Halal Certification	X2	0.890	Reliable
Purchase Decision	Y	0.862	Reliable
Brand Awareness	Z	0.892	Reliable

Source: Primary Data, 2023

Based on table 3.3, it can be concluded that the Composite Reliability value of each research variable has a value above 0.70. These results ensure that each variable used in this research has a good level of reliability.

b. Cronbach Alpha

The Cronbach Alpha test is used to test the lowest value of the reliability of a research variable with a value criterion of > 0.70 for confirmatory research.

Table 3.4 Cronbach Alpha

Variable	Indicator	Cronbach Alpha
Location	X1	0.858
Halal Certification	X2	0.845
Purchase Decision	Y	0.801
Brand Awareness	Z	0.848

Source: Primary Data, 2023

Table 3.4 shows that the results of the Cronbach Alpha value for each variable are greater than the criteria, namely > 0.70 . Thus, all variables can be stated to have a good level of reliability.

Inner Model Analysis

R-square

The R-square (R^2) value aims to find out the size of the proportion or how much influence the independent latent variable has on the dependent latent variable. In the R-Square test, there are several classifications of value limits, namely if a value of 0.67 indicates a strong model, a value of 0.33 indicates a moderate model, and 0.19 indicates a weak model (Chin, 1998). In the context of this test, the research used falls into the category of using adjusted R-Square because it has independent and intervening variables.

Table 3.5 R-Square Values dan R-Square Adjusted

	R Square	R Square Adjusted
Y	0.699	0.696
Z	0.752	0.751

Source: Primary Data, 2023

In table 3.5 it can be explained that the adjusted R2 value of the independent variables "Location", "Halal Certification", and "Brand Awareness" on the dependent variable "Purchase Decision" shows an influence that can be categorized as a strong level. Likewise, the adjusted R2 value of the independent variables "Location", "Halal Certification" for the intervening variable "Brand Awareness" is also categorized as a strong level.

Hypothesis Testing

The final stage in the SmartPLS testing process is hypothesis testing which is carried out using the Bootstrapping method. This method is used in research in an effort to minimize abnormal problems in research data. The following is data from hypothesis testing using the Bootstrapping method.

In this research, there are 5 hypotheses that will be developed using conditions, a hypothesis can be accepted if P-Values < 0.05 and T-Statistic > 1.96. The following are the results of hypothesis testing based on the Path Coefficient table.

Table 3.6 Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
X1 -> Y	0.283	0.287	0.064	4.420	0.000
X1 -> Z	0.415	0.413	0.057	7.254	0.000
X2 -> Y	0.389	0.385	0.071	5.496	0.000
X2 -> Z	0.486	0.487	0.060	8.097	0.000
Z -> Y	0.210	0.213	0.065	3.234	0.001

Source: Primary Data, 2023

RESULT AND DISCUSSION

Hypothesis 1 Analysis Result

The test results on the Location variable show that there is a significant influence on the Purchase Decision variable with a P-Values value of 0.000 < 0.005 and T-Statistics 4.420 > 1.96. From these results it can be concluded that hypothesis 1 in this study can be accepted. This is in line with the statement according to Kotler and Armstrong (2019:63) that location

is very important for a company in establishing a business because it will have a positive influence on consumer decisions in making purchases.

Hypothesis 2 Analysis Result

The test results on the Location variable show that there is a significant influence on the Brand Awareness variable with a P-Values value of $0.000 < 0.005$ and T-Statistics $7.254 > 1.96$. From these results it can be concluded that hypothesis 2 in this study can be accepted. Choosing the right location is one of the main efforts for a business brand to increase awareness in the society. This can be seen from the brand X which has succeeded in carrying out their marketing strategy by placing strategic and easily accessible outlet locations, so that the company can easily increase consumer awareness of the presence and existence of brand X as a brand that sells ice cream and tea products.

Hypothesis 3 Analysis Result

The test results on the Halal Certification variable show that there is a significant influence on the Purchase Decision variable with a P-Values value of $0.000 < 0.005$ and T-Statistics $5.496 > 1.96$. From these results it can be concluded that hypothesis 3 in this study can be accepted. The Halal Certification variable has quite a big impact on consumers, especially in Indonesia which is dominated by a Muslim population, where people will certainly tend to choose products that have Halal Certification issued by the Indonesian Ulema Council. In this context, the X Ice Cream & Tea brand, which has obtained halal status from related institutions, shows that consumers are more interested in making purchasing decisions after the statement that brand X is guaranteed halal.

Hypothesis 4 Analysis Result

The test results on the Halal Certification variable show that there is a significant influence on the Brand Awareness variable with a P-Values value of $0.000 < 0.005$ and T-Statistics $8.097 > 1.96$. From these results it can be concluded that hypothesis 4 in this study can be accepted. This can be seen that the majority of consumers in the research succeeded in having awareness of the existence and recognizing the X Ice Cream & Tea brand as a culinary dessert brand that has guaranteed halal consistency in each product, so consumers tend to choose the brand X compared to other brands when they want to buy ice cream dishes.

Hypothesis 5 Analysis Result

The test results on the Brand Awareness variable show that there is a significant influence on the Purchase Decision variable with a P-Values value of $0.001 < 0.005$ and T-Statistics $3.234 > 1.96$. From these results it can be concluded that hypothesis 4 in this study can be accepted. This is in line with the concept expressed by Kotler and Keller that brand awareness is the ability of a company to increase efforts for potential consumers to think about a product from a related brand. This context has been proven by brand X that have been successfully recognized and remembered by consumers, brands that sell ice cream products, which are of course supported by other variables in the previous hypothesis, choosing the right location and ensuring halalness in each product they sell.

CONCLUSION

Based on the results of the research and analysis results in the previous chapter, the conclusions that can be given to the research "Analysis of the Influence of Outlet Location and Halal Certification on Brand Awareness and Purchase Decisions of Ice Cream Product" are as follows:

- A. The influence of location on purchasing decisions for ice cream products
Based on the results of research analysis, location has a significant and positive influence on purchasing decisions for ice cream products. This can be proven by the high and positive significance value in the results of the hypothesis tests that have been carried out. H1: Location influences the decision to purchase ice cream products.
- B. The influence of location on brand awareness of ice cream products
Based on the results of research analysis, location has a significant and positive influence on brand awareness of ice cream products. This can be proven by the high and positive significance value in the results of the hypothesis tests that have been carried out. H2: Location influences Brand Awareness of Ice Cream Products.
- C. The Effect of Halal Certification on Purchase Decisions for Ice Cream Products
Based on the results of research analysis, location has a significant and positive influence on purchasing decisions for ice cream products. This can be proven by the high and positive significance value in the results of the hypothesis tests that have been carried out. H3: Halal Certification influences the decision to purchase ice cream products.
- D. The Effect of Halal Certification on Brand Awareness of Ice Cream Products
Based on the results of research analysis, location has a significant and positive influence on brand awareness of ice cream products. This can be proven by the high and positive significance value in the results of the hypothesis tests that have been carried out. H4: Halal Certification influences Brand Awareness of Ice Cream Products.

E. The influence of Brand Awareness on Purchasing Decisions of Ice Cream Products

Based on the results of research analysis, location has a significant and positive influence on purchasing decisions for ice cream products. This can be proven by the high and positive significance value in the results of the hypothesis tests that have been carried out. H5: Brand Awareness influences the decision to purchase ice cream products.

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