

The Influence of Halal Certification, Influencer Marketing, and Price Discounts on Purchasing Decisions for Point Coffee in Jabodetabek

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ABSTRACT

The coffee industry in Indonesia is one of the sectors that continues to grow. This industry faces the challenge of increasing Muslim consumers' awareness of the importance of halal certification, amidst the growing trend of influencer marketing used by various brands to attract attention, especially among the younger generation who are active on social media, as well as discount strategies often used to drive purchase interest. However, there is still a lack of understanding regarding halal certification for coffee products, as well as strategies in the influencer marketing sector that are not yet optimal, coupled with discounts that only apply on certain platforms with confusing terms, which may reduce consumer interest in purchasing decisions. This study aims to analyze the impact of halal certification, influencer marketing, and price discounts on purchasing decisions for Point Coffee products. The population of this study is Muslim consumers in Jabodetabek who have purchased Point Coffee products. This research uses a quantitative method with probability sampling through simple random sampling, involving 100 respondents. Data analysis is conducted using SmartPLS 4.0. The results of the study show that halal certification, influencer marketing, and price discounts each have a significant impact on purchasing decisions for Point Coffee products. This study is expected to provide insights for businesses in designing more effective marketing strategies, particularly by optimizing halal certification, influencer marketing, and price discounts that are simpler and more attractive to Muslim consumers.

Keywords: *Consumer, Halal certification, Industry, Influencer marketing, Price discounts*

**Pengaruh Sertifikasi Halal, *Influencer Marketing*, dan Diskon Harga,
Terhadap Keputusan Pembelian Point Coffee di Jabodetabek**

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ABSTRAK

Industri kopi di Indonesia merupakan salah satu sektor yang terus berkembang. Industri ini menghadapi tantangan meningkatkan kesadaran konsumen muslim akan pentingnya sertifikasi halal, di tengah maraknya tren *influencer marketing* yang digunakan oleh berbagai merek untuk menarik perhatian, khususnya generasi muda yang aktif di media sosial, serta strategi diskon yang kerap digunakan untuk mendorong minat beli. Namun, masih ditemukan kurangnya pemahaman akan sertifikasi halal terhadap produk kopi, serta strategi di sektor *influencer marketing* yang belum optimal, ditambah dengan diskon harga pada produk hanya berlaku di *platform* tertentu dengan syarat membingungkan, yang dapat mengurangi minat konsumen terhadap keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh sertifikasi halal, *influencer marketing*, dan diskon harga terhadap keputusan pembelian produk Point Coffee. Populasi penelitian adalah masyarakat muslim di Jabodetabek yang pernah membeli produk Point Coffee. Penelitian menggunakan metode kuantitatif dengan teknik *probability sampling* melalui *simple random sampling*, melibatkan 100 responden. Analisis data dilakukan menggunakan aplikasi *SmartPLS 4.0*. Hasil penelitian menunjukkan sertifikasi halal, *influencer marketing*, dan diskon harga masing-masing berpengaruh signifikan terhadap keputusan pembelian produk Point Coffee. Penelitian ini diharapkan memberikan wawasan bagi pelaku usaha dalam merancang strategi pemasaran yang lebih efektif, khususnya dengan mengoptimalkan sertifikasi halal, *influencer marketing*, dan diskon harga yang dapat menarik konsumen muslim.

Kata Kunci: Diskon harga, Industri, *Influencer marketing*, Konsumen, Sertifikasi halal