

The Effect Of *Islamic Marketing Mix Strategy* On Purchase Decisions Through Buying Interest As An Intervening Variable (Case Study: HNI-HPAI Products in The City of Pekanbaru)

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ABSTRACT

This research was motivated by the limited availability of HNI HPAI products in Pekanbaru. It aims to examine and analyze the effect of the Islamic marketing mix—consisting of product, price, place, promotion, people, process, physical evidence, promise, and patience—on purchasing decisions, both directly and indirectly through purchasing interest as an intervening variable. This study employed field research using a descriptive quantitative approach. The population and sample consisted of 100 consumers of HNI HPAI products in Pekanbaru. Data were collected through observation, interviews, and documentation, and then analyzed using path analysis supported by SPSS version 24. The findings show that, in terms of direct effects on purchasing interest, only price and physical evidence had positive, significant effects. Meanwhile, product, place, promotion, people, process, promise, and patience did not significantly affect purchasing interest. Regarding purchasing decisions, price and patience were found to have a positive, significant effect, whereas product, place, promotion, people, process, physical evidence, and promise did not show significant effects. In addition, purchasing interest itself had a positive and significant influence on purchasing decisions. The mediating test revealed that purchasing interest mediated the effects of product, price, physical evidence, and patience on purchasing decisions. However, it did not mediate the effect of place, promotion, people, process, and promise. These results suggest that marketers and HPAI agents should pay closer attention to factors influencing purchasing interest and decisions in order to improve sales. Future researchers are encouraged to include additional variables and larger samples.

Keywords: *Islamic Marketing Mix, Buying Interest, and Purchase Decision*

Introduction

The growth and improvement of increasingly global technology require every company to compete by improving product quality and service to consumers. One of these advances is in the field of herbal products. Behind the rapid development of medical technology today, many people are actually interested in returning to herbal products, such as traditional medicines or what is often called herbal medicine made from various kinds of plants. Likewise, the world of medicine is starting to return to nature with the use of herbal medicines.

Given how important it is to maintain health, people are increasingly recognizing that herbal medicine is one way to do so. The consumption of herbal medicines in the community continues to increase from year to year, so that many companies are engaged in the field of herbal medicine. Herbal health products are one alternative for the community in overcoming various health problems, both as a means to prevent disease and increase immunity, and as a healing drug when consumed according to the recommended dosage.

One of the companies engaged in herbal products is PT HNI HPAI (*Halal Network International Herba Penawar Alwahida Indonesia*). The establishment of PT HNI HPAI aims to build the ummah's economy by producing Muslim entrepreneurs, both as marketers and as producers. In addition, it aims to invite the ummah to adopt a healthy lifestyle by launching *Thayyiban halal* products. PT HNI HPAI offers a wide range of herbal products, including herbal medicines, daily-use home products, cosmetics, supplements, and more. Based on the researcher's interview with the leadership of BC II PT. HNI HPAI in the city of Pekanbaru, sales of HPAI products tend to increase. This can be seen through the following table:

Table 1. BC (Business Center) II Sales Data Report of PT. HNI HPAI Pekanbaru Branch

Months	Year 2017	Year 2018
January	644.657.000	1.197.956.500
February	552.310.500	1.220.291.000
March	644.592.000	1.357.370.750
April	681.728.750	1.437.540.250
May	558.818.500	1.447.393.000
June	425.334.000	1.136.940.000
July	568.952.000	1.511.504.750
August	632.863.000	1.690.471.500
September	681.858.000	1.873.923.250
October	866.176.750	2.042.124.250
November	956.835.750	2.105.746.500
December	1.089.021.250	2.271.457.000

From the above, it can be seen that there was an increase in sales (fluctuations) from January 2017 to December 2018. However, sales of HPAI products tend to increase. The largest increase occurred in the month of 2,271,457,000 products sold. Although sales of HPAI products over the past two years tend to increase, based on pre-research observations conducted by researchers, the *marketing mix* strategy implemented by PT HNI HPAI has not been fully able to attract consumer interest to buy HPAI products, because there are still many people who are not familiar with HPAI products, as not all people use social media. In addition, the implementation of marketing strategies in terms of prices that have not reached all levels of society, especially the lower middle class, and the proliferation of other herbal products at varying prices are also factors that reduce consumer interest in HPAI products, as people tend to prefer cheaper products. In addition, the availability of HPAI products that only exist in certain agents and stockists, and the frequent stock shortages of several types of HPAI products, make it difficult for consumers to get these products, causing consumers switch to other products.

The problem formulation of this study focuses on examining the influence of the Islamic marketing mix strategy on consumer behavior toward HNI HPAI products in the city of Pekanbaru. Specifically, the study seeks to determine how far the Islamic marketing mix strategy affects consumers' buying interest, how far it influences purchase decisions, and how far buying interest itself affects purchase decisions. In addition, the study aims to investigate whether the Islamic marketing mix strategy influences purchase decisions directly and indirectly, through consumer buying interest as an intervening variable.

The research objectives are aligned with these problem formulations. This study aims to analyze the extent to which the Islamic marketing mix strategy influences buying interest in HNI HPAI products in the city of Pekanbaru, to analyze its influence on consumers' purchase decisions, and to examine the effect of buying interest on purchase decisions. Furthermore, the study aims to analyze the direct and indirect effects of the Islamic marketing mix strategy on purchase decisions, using buying interest as an intermediary variable. Purchase Decision

According to [1], a purchase decision is a consumer decision influenced by *the Islamic marketing mix*, namely product, price, place, and promotion, that shapes consumer behavior to seek a variety of information and then decide which product to use. A purchase decision is an individual considering options, then deciding to buy to get satisfaction from the goods they purchase. Meanwhile, according to [2], the purchase decision is a stage in which consumers identify a need, then learn about specific products or brands that meet those needs, and assess how well each alternative can provide a solution. At the next stage, decide to make a purchase.

According to [3], there are 5 stages in the decision-making process: recognition of needs, information search, choice assessment, purchase decision-making, and post-purchase consumer behavior.

Islamic Sharia provides clear guidance on human consumption so that individuals do not exceed proper limits and remain directed toward lawful and beneficial behavior. Consumption that aligns with sharia principles contributes not only to fairness and prosperity in worldly life but also to success in the hereafter [4]. In this context, a purchase decision is understood as a process of integrating knowledge and evaluation, in which an individual considers two or more alternatives before choosing one. Before making a purchase, consumers first identify the product they need, then assess whether the product is suitable and beneficial. Islam does not prohibit humans from fulfilling their needs and desires, because everything on earth has been created for human benefit. However, consumption must be limited to goods and services that are *halalan thayyiban* (lawful and good), carried out reasonably and without excess.

Thus, fulfilling needs is permissible as long as it avoids harm (*mudharat*) and promotes benefit (*maslahah*) [5].

According to [6], interest refers to a liking, preference, or inclination of the heart toward something. Meanwhile, buying means obtaining something by paying money or making another form of sacrifice. Therefore, buying interest can be understood as a tendency to like and desire that creates a strong impulse toward an object, encouraging individuals to obtain it either through payment or other sacrifices. [7], state that buying interest can be identified through several indicators, namely interest, desire, and conviction. In the Islamic perspective, buying interest reflects a consumer's desire to possess something, which then motivates efforts to obtain it. Buying and selling are viewed as voluntary exchanges of goods between two parties, in which one party receives the goods, and the other receives compensation according to mutual agreement. Consumer attitudes in Islam are guided by *maslahah*, which seeks to attain and preserve welfare. Islam also emphasizes the distinction between needs and desires. Imam Al-Ghazali differentiates between desire and necessity, explaining that necessity is the human wish to obtain something essential for sustaining life. He further stresses that consumption activities should be accompanied by the intention to worship Allah. This differs from the conventional view of consumption, which tends to focus only on satisfying desire without considering the spiritual dimension [8].

The Islamic marketing mix is an extension of the traditional 4P marketing mix introduced by Jerome McCarthy, which consists of product, price, place, and promotion [9]. Later, [10] expanded the concept by adding three more elements—people, physical evidence, and process—forming the 7P model. In the Islamic context, Samir Abuznaid added two additional elements, namely promise and patience, creating a 9P Islamic marketing mix consisting of product, price, place, promotion, people, process, physical evidence, promise, and patience [11].

A product, according to [12], includes all visible and invisible attributes that buyers receive to satisfy their needs and desires, such as color, price, brand reputation, store image, factory service, and retailer service. [13] explain that several factors influence consumers in choosing products, including appearance, product quality, brand, and warranty. In Islamic marketing, products must be halal and beneficial. They should not produce harmful effects on the mind, should avoid *riba* and *maysir*, and must be legally owned, clearly transferable, and specified in terms of quantity and quality [14]. The Qur'an refers to products through the concepts of *at-tayyibat* (that which is good) and *ar-rizq* (God-given sustenance). Unlike conventional economics, which tends to define products simply as exchangeable goods, Islamic economics considers products to be goods or services that provide material, moral, and spiritual benefit. Goods that are prohibited or harmful are not regarded as valid products in Islam because Islamic products must possess moral utility.

Price is defined by [15] as the amount of money, possibly combined with other goods, required to obtain a product or service. [16] Further explains price as the monetary payment consumers make in exchange for products or services, based on a comparison between the cost and the benefits received. According to [17], factors influencing demand and price include differences in people's desires, the number of buyers, the degree of need for the item, the quality of buyers, and the form of payment used. In addition, [18] note that economic conditions, demand and supply, competition, costs, business objectives, government supervision, and public image influence pricing. In Islam, pricing must be carried out fairly and ethically. It is prohibited to set prices unjustly below market rates, practice *maysir*, gain profit without legitimate effort, manipulate prices without changes in product quality or quantity, deceive customers, discriminate unfairly among buyers, conduct false propaganda, gamble, or hoard goods to create scarcity. Islamic principles encourage healthy pricing practices that follow natural market mechanisms based on supply and demand [19].

[20] defines place as the location where a company carries out activities to produce goods or services for economic purposes. Place is important because it influences consumers' purchasing decisions through factors such as transportation cost savings, ease of access, and convenience. [21] states that determining a strategic location requires consideration of access, visibility, traffic, parking availability, expansion opportunities, environment, competition, and government regulations. In Islamic marketing, place relates to both business location and distribution channels, and it must reflect ethical values. Distribution should involve safe packaging, proper alignment between shipping costs and services, avoidance of transportation methods that may damage goods, and a clear return mechanism [22]. Islamic principles also emphasize that companies must not manipulate product availability for exploitative purposes, must not use coercion in determining marketing channels, and must not abuse their influence over resellers or distributors in ways that restrict the fair circulation of products.

Promotion refers to the delivery of persuasive information intended to encourage consumers to engage in buying and selling transactions [23]. It is used to introduce products to the public and stimulate interest in purchasing. According to [24], promotional activities are influenced by factors such as market nature, including geographic conditions, customer types, market concentration, product characteristics,

product life cycle, and available funds. Islam permits promotional activities as long as they are conducted ethically and in accordance with sharia. Promotion should be carried out politely, without insulting ethnicity, religion, or race, without using excessive fantasy or deception, and without exploiting women merely as promotional objects. It is also forbidden to deceive consumers or to swear in the name of Allah to persuade customers [25]. In Islamic marketing, promotional activities should be intended not merely for personal profit but also as a means of worship and a way to achieve mutual benefit and social welfare.

People, or employees, are an essential part of the service process and play a significant role in marketing activities. [26] explains that employees should demonstrate patience, fairness, honesty, and responsibility. This element includes company staff, marketers, and agents, all of whom influence the success of product and service delivery. Therefore, people in the marketing mix refer to human resources who provide ethical and professional service, thereby affecting consumer decisions. In Islamic marketing practice, people are important as both producers and consumers. Marketers are required to be honest and responsible for the products they offer. Muslim marketers should maintain good relationships with suppliers, employees, business partners, consumers, and society. They must also avoid selling prohibited products, doubtful (syubhat) matters, lying, and speculative or gharar-based transactions [27].

Process refers to the combination of activities, procedures, work schedules, mechanisms, and service flows through which products or services are delivered. This element is highly important because it shapes customer experience, including waiting time, information clarity, and service interactions. A good process can increase customer satisfaction and encourage interest in the offered products or services [28]. In the Islamic perspective, process is a crucial part of the marketing mix. It includes the procedures, mechanisms, and flow of service delivery, as well as how the product or service is ultimately presented to consumers. Marketers are expected to demonstrate intellectual integrity, high consumer awareness, honesty, responsibility, fairness, respect, openness, and concern for the community. These ethical qualities help build trust and strengthen relationships with consumers [29].

Physical evidence refers to tangible attributes that support a product's appearance and directly reflect its quality, as well as the service consumers receive [30]. In today's digital era, physical evidence may include materials, packaging, and visual presentation through social media or other online platforms. In Islamic marketing, physical evidence includes exterior facilities such as building design, signage, parking, scenery, and the surrounding environment; interior facilities such as layout and service equipment; and other tangible elements such as business cards, stationery, bills, reports, employee appearance, uniforms, and brochures [31]. A simple, clean, and well-equipped sales environment can encourage customer loyalty. However, it is not permissible to design a place of business in ways associated with gambling, immoral entertainment, or inappropriate displays. On the contrary, an environment decorated with Islamic values, such as Qur'anic calligraphy or hadith, may create comfort and satisfaction for customers [32].

Promise is closely related to trust and reflects a person's ability and awareness to fulfill commitments. The Prophet Muhammad (PBUH) consistently upheld his promises in both major and minor matters, including trade [33]. In Islam, breaking a promise without a valid sharia-based reason is considered sinful. Such an act harms the person to whom the promise was made and also violates the covenant witnessed by Allah. Therefore, marketers can strengthen relationships with consumers by keeping their promises.

Patience is an important element in providing service to consumers. Good communication begins with patience, and effective communication is a fundamental key to success in marketing activities [34]. In addition to speech, patience is reflected through attitudes that make consumers feel respected and comfortable. Humility, politeness, friendliness, punctuality, accuracy, reliability in fulfilling promises, good service, transparent reporting, and honesty in admitting weaknesses are all manifestations of patience in Islamic marketing. Such qualities help maintain strong and ethical relationships while avoiding fraudulent practices [35].

The marketing mix is a strategic effort by companies to inform consumers, generate interest in their products, and encourage purchases [36]. Previous research by [37] found that promotion and location significantly affect buying interest, whereas price and promotion may not always exert a significant influence. This indicates that certain dimensions of the marketing mix can play a stronger role than others in shaping consumer interest.

Previous research by [38] shows that product, price, promotion, and location simultaneously influence purchase decisions. This suggests that the more effectively a company applies its marketing mix strategy, the greater the likelihood that consumers will choose to buy the product.

Buying interest is directly associated with purchase decisions. Once consumers become interested in the products or services offered, they are more likely to proceed with a purchase. Research conducted by [39] found that buying interest has a direct and significant effect on purchase decisions. This means that the higher the consumer's interest in a product, the greater the probability of an actual purchase.

The hypotheses of this study are formulated as follows: H1: The Islamic marketing mix strategy has a significant effect on buying interest in HNI HPAI products in the city of Pekanbaru. H2: The Islamic marketing mix strategy has a significant effect on purchasing decisions for HNI HPAI products in the city of Pekanbaru. H3: Buying interest has a significant effect on purchasing decisions for HNI HPAI products in the city of Pekanbaru. H4: The Islamic marketing mix strategy has a significant effect on purchasing decisions, both directly and indirectly, through buying interest as an intervening variable in HNI HPAI products in the city of Pekanbaru.

Research Method

Research Object

The researcher conducted a study on the influence of *Islamic marketing mix* on purchase decisions through buying interest as an intervening variable in HNI HPAI products in Pekanbaru City.

Population and Sample

The population in this study is the people of the city of Pekanbaru aged 15 years and above. The number of residents of the city of Pekanbaru aged 15 years and above is 821,648 people. Meanwhile, the sample in this study amounted to 100 people who were obtained based on the Slovin formula.

Data Collection Techniques

The data collection techniques in this study are observation, unstructured interviews, and Likert-scale questionnaires. A *Likert Scale* is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena [40].

Uji Sobel Test

The Sobel test is used to assess whether a relationship that goes through a mediating variable is significantly mediated in that variable. Where the sobel test uses the Z test with the following formula:

$$Z - Value = \frac{ab}{\sqrt{b^2SEa^2 + a^2SEb^2}}$$

a= the regression coefficient of the independent variable on the mediating variable

b= the regression coefficient of the mediating variable against the dependent variable

SEa= *Standard Error of Estimation* of independent influence on the mediating variable

SEb = *Standard Error of Estimation* of the effect of mediation on dependent variables

Results and Discussions

Compute t test

Table 2. Sobel Test Results

No	Variable	Mediation Coefficient	Z Value/ (t calculated)	t table
1	Product	0,017	0,317	1,66
2	Price	0,234	3,760	1,66
3	Place	0,082	1,833	1,66
4	Promotion	0,046	1,364	1,66
5	People	0,024	-0,245	1,66
6	Process	-0,088	-0,814	1,66
7	Physical evidence	0,201	2,193	1,66
8	Promise	0, 021	0,245	1,66
9	Patience	0,223	1,907	1,66

The Influence of Islamic Marketing Mix on Buying Interest

The direct influence of products on buying interest, the results of the study showed that the value of the t-value of the product variable t calculated < t table (0.311 < 1.984), with a sig value of 0.756 (0.756 > 0.05), it was stated that the product variable did not have a significant effect but had a positive direction on buying interest in HNI HPAI products in the city of Pekanbaru. This research, supported by [41], shows that the product does not influence buying interest in *Crispy Rice products*. HNI HPAI products are halal-guaranteed herbal products consisting of various types and variants. The application

of a good product will increase consumer interest in buying, especially if it offers advantages over similar products. However, in this study, the influence of product variables in increasing buying interest was only small, namely 2%. Based on respondents' answers, even though HNI HPAI products consist of various types and variants, consumers do not necessarily consume or use all products with the HNI HPAI brand; consumers only use one or several specific types of products according to what is needed by consumers, while other needs are still equipped with other similar competitor products.

The direct influence of price on buying interest, the results of the study show that the value of t calculates the variable t calculated $> t$ table ($4.104 > 1.984$), with a sig value of 0.000 ($0.000 < 0.05$) it is stated that the price variable has a positive and significant effect on buying interest in HNI HPAI products in the city of Pekanbaru. This result is supported by [42], which shows that prices have a positive and significant effect on consumer interest in processed food products in Bogor City. Based on the results of the study, in pricing, HNI HPAI products always consider the suitability of prices to consumers' purchasing power, price products according in the quality consumers obtain, and compare product prices with competitors' products.

The direct influence of place on buying interest, the results of the study showed that the t -value of the table $< t$ ($1.881 < 1.984$), with a sig value of 0.063 ($0.063 > 0.05$), it was stated that the place variable did not have a significant effect but had a positive direction on buying interest in HNI HPAI products in Pekanbaru City. This research is supported by Silaningsih and Utami (2018), which shows that places do not have a positive and significant effect on consumer interest in snack MSMEs in Bogor City. Based on the results of the study, although the influence of place variables in increasing buying interest is only small, namely 9.6%, this means that the existence of the place factor has a positive effect in influencing buying interest in HNI HPAI products in the city of Pekanbaru. Based on respondents' responses to the research questionnaire, it was noted that the presence of widespread HNI HPAI agents makes it easier for consumers to obtain HNI HPAI products. However, some respondents stated that securing HNI HPAI posts is difficult due to the agent's remote location. In addition, respondents stated that there are often product vacancies at HNI HPAI agents, so when products are unavailable, they are more interested in buying from similar competitors rather than HNI HPAI products.

The direct effect of promotion on buying interest, the results showed that the t -value of the table $< t$ ($1.383 < 1.984$), with a sig value of 0.170 ($0.170 > 0.05$) stated that the promotion variable did not have a significant effect but had a positive direction on buying interest in HNI HPAI products in Pekanbaru City. These results are supported by research conducted by [43], which shows that promotions do not significantly influence the buying interest of Muslim consumers at Chaca Collection Tulungagung Boutique. Based on the respondent's statement, there are still people who do not know HNI HPAI products or have only heard of the HNI HPAI brand, but do not know the product's types and benefits in detail, so they are less interested in purchasing it.

The direct influence of people on buying interest, the results of the study showed that the value of t calculated the variable of people (*people*) t calculated $< t$ table ($-2.246 < 1.984$), with a sig value of 0.027 ($0.027 > 0.05$), it was stated that the variable people did not have a significant effect and had a negative direction on buying interest in HNI HPAI products in the city of Pekanbaru. The research was supported by [44] which showed that people (*people*) has no significant effect on the buying interest of sharia hotel guests. People refer to employees or marketers who provide services. The interaction between employees and customers is important because it will affect customer perception. In other words, the actions of everyone (employees) in communicating usually affect the success of the action in attracting consumer interest. They will achieve skills and abilities in communication to display the optimal value of products and companies [45]. People or agents at PT HNI HPAI are always described as polite in their service to customers, friendly, and always dressed in sharia clothes. However, in this study, the presence of people has a negative, insignificant effect on buying interest. This could be because some services will be of high value to consumers, but not to others; it could also be because consumers do not place much emphasis on how the HNI HPAI agent looks or on the services, but rather focus on the quality of the product adjusted to the price offered.

The direct influence of the process on buying interest, the results of the study show that the value of t calculates the process variable (*process*) t calculates $< t$ table ($-0.820 < 1.984$), with a sig value of 0.414 ($0.414 > 0.05$), it can be stated that the process variable does not have a significant effect and has a negative direction on buying interest in HNI HPAI products in Pekanbaru City. [46] showed that the process negatively affects the interest of Sharia hotel guests in buying. Process elements include the procedures, mechanisms, and flow of activities in which the service is provided. This marketing mix is very important for customers in terms of satisfaction, such as waiting time, information provided to customers, and also marketer interactions that make customers happy [47]. Although most respondents in this study stated that HPAI agents always greet before communicating, do not force them to buy, and provide correct information regarding the production process. However, after testing, the process factor

has a negative, statistically insignificant effect on buying interest, indicating that process variables are not a major concern in attracting buying interest for HNI HPAI products in the city of Pekanbaru.

The direct influence of physical evidence on buying interest, the results of the study showed that the value of t calculated the variable of physical evidence (*physical evidence*) was t calculated $>$ t table ($2.283 < 1.984$), with a sig value of 0.025 ($0.025 < 0.05$), it was stated that the physical evidence variable had a positive and significant effect on buying interest in HNI HPAI products in the city of Pekanbaru. These results are supported by research conducted by [48] showing that there is a significant effect of physical evidence in attracting the interest of insurance customers. HNI HPAI implements a physical evidence strategy well; it will increase buying interest in HNI HPAI products. Physical evidence is an important element of service that enables consumers to make judgments on the company [49]. Based on the results of the study, interest in buying HNI HPAI products can be generated through a strategy in the form of physical evidence strategy. Because with a good physical evidence component, such as a comfortable room, the availability of complete products, and the existence of a prayer room, it will make consumers more confident and interested in buying HNI HPAI products.

The direct effect of promise on buying interest, the results showed that the value of t calculated the promise variable (*promise*) t calculated $<$ t table ($0.248 < 1.984$), with a sig value of 0.805 ($0.805 > 0.05$), it was stated that the promise variable did not have a significant effect but had a positive direction on buying interest in HNI HPAI products in Pekanbaru City. Promises are something absolute that must be fulfilled; it is forbidden to overpromise to consumers. As with HNI HPAI products, agents or marketers are prohibited from making false or excessive promises about the product and must also respect and build good relationships with customers. Although the effect of *the promise is only 2.5%, this means the promise factor increases* buying interest in HNI HPAI products in the city of Pekanbaru.

The direct effect of patience on buying interest, the results showed that the value of t calculating the process variable (*process*) t calculated $<$ t table ($1.967 < 1.984$), with a sig value of 0.052 ($0.052 > 0.05$), it was stated that the patience variable did not have a significant effect but had a positive direction on buying interest in HNI HPAI products in Pekanbaru City. Islam tells us to be patient in dealing with customers. Patience is a key characteristic of good communication. Based on the results, the influence of the patience variable on buying interest is 26.3% among employees or agents of HNI HPAI products. Treating consumers patiently, communicating well, and listening patiently to customer complaints will increase buying interest in HNI HPAI products. The more patient the agent is in serving consumers, the more interested consumers will be in making purchases.

The Direct Influence of Islamic Marketing Mix on Purchase Decisions

The direct influence of the product on the purchase decision, the results of the study showed that the value of t calculated the variable (*product*) t calculated $<$ t table ($0.424 < 1.984$), with a sig value of 0.673 ($0.673 > 0.05$) it was stated that the product variable did not have a significant effect but had a positive direction on the purchase decision on HNI HPAI products in Pekanbaru City. These results are supported by research conducted by Sudirman, Syamsul Bachri, and Elimawaty Rombe (2015), which shows that the product has no significant effect on the City Car Kiapicanto purchase decision variables at PT. Kars Inti Amanah, (Kalla Kia) Palu. Consumer assessment of quality products will make a good impression on consumers, even though product quality is not the only factor influencing purchases. Because in this study, the direct influence of products on purchase decisions was only 2.7%. Based on research, the direct influence of product variables is only 2% on purchase decisions, this could be because there are still respondents who state that they are not suitable for HNI HPAI products, less suitable for HNI HPAI products does not mean that the quality of the product is not good, because it could be that the assumption of incompatibility is due to only a few uses or uses, Even though the results or benefits of herbal products are usually not instantaneous, but take time.

The direct influence of price on purchase decisions, the results of the study showed that the value t of the price variable (*price*) t calculated $>$ t table ($3.347 < 1.984$), with a sig value of 0.001 ($0.001 < 0.05$) it was stated that the price variable had a positive and significant effect on the purchase decision on HNI HPAI products in the city of Pekanbaru. This result is supported by research conducted by [50], which shows that competitive price variables significantly influence the purchase decision for Yamaha Mio motorcycles. Based on the respondent's responses, the price of HNI HPAI products is proportional to product quality. The price of HNI HPAI products is also not much different from that of other herbal products, and consumers can buy them based on the prices offered.

The effect of place on the purchase decision, the results of the study showed that the value of t calculated the variable (*place*) t calculated $<$ t table ($-1.090 < 1.984$), with a sig value of 0.279 ($0.279 > 0.05$), that the place variable had no significant effect and had a negative direction on the purchase decision on HNI HPAI products in Pekanbaru City. These results are supported by research conducted by [51], which shows that the location variable has a negative and insignificant influence on the purchase

decision for the KIA Picanto city car at PT. Kars Inti Amanah (KALLA KIA) Palu. According to the respondents, the location of HNI HPAI agents remains difficult to reach from where they live. In contrast, other respondents stated that the availability of HPAI products at only certain agents makes it difficult to obtain HNI HPAI products, so they choose similar products. In addition, consumers have benefited from technological advancements. Consumers can make purchases online using a transfer payment system and have products sent without going to the store. Even if the distance between agents and consumers remains manageable, some HNI HPAI agents want to deliver consumer orders directly, without having consumers come to the HNI HPAI agent. Consumers only need to contact HNI HAI agents via phone, and then HNI HPAI agents will deliver the consumer's order to their home address. In addition, based on respondents' accounts, some prefer to buy other products available at the stall rather than HNI HPAI products because the place is easier to reach and more practical.

The direct influence of promotion on purchase decisions, the results of the study showed that the value of t calculated the promotion variable $t < t$ table ($1.302 < 1.984$), with a sig value of 0.279 ($0.279 > 0.05$) it was stated that the promotion variable did not have a significant effect but had a positive direction on the purchase decision on HNI HPAI products in Pekanbaru City. Nandiroh et al. (2013) showed that partially promotional variables did not significantly affect consumer purchase decisions. Promotional strategies have been carried out by HNI HPAI agents in Pekanbaru, both directly and through social media and banners. Based on the respondents' responses, the majority said consumers were satisfied because the HPAI agent explained the product well, in accordance with Islamic values, and the publication of HPAI products made it easier for consumers to learn about HNI HPAI products. However, in this study, the strategy did not have a significant influence on the purchase decision but had a positive effect of 5.2%, because some respondents stated that they only knew HNI HPAI products and did not know in detail what they were.

The direct influence of people on purchase decisions, the results of the study showed that the value of t calculated the variable of people (*people*) t calculated $< t$ table ($0.733 < 1.984$), with a sig value of 0.465 ($0.465 > 0.05$), that the variable people did not have a significant effect but had a positive direction on the purchase decision on HNI HPAI products in Pekanbaru City. These results are supported by research conducted by Nur Ainun et al. (2019), which shows that people do not have a significant influence on, but do have a positive direction in, purchasing financing product decisions. In *Islamic marketing*, people are defined as maintaining friendships and prioritizing consumer satisfaction. People or agents at PT HNI HPAI are always described as polite in their service to customers, friendly, and always dressed in sharia clothes. However, in this study, the presence of people hurt purchasing decisions, but the effect was positive, at 8.3%. This could be because some services will be highly valuable to consumers but not to others.

The direct influence of the process on the purchase decision, the results of the study showed that the value of t calculated the process variable (*process*) t calculated $< t$ table ($0.567 < 1.984$), with a sig value of 0.572 ($0.572 > 0.05$), it was stated that the process variable did not have a significant effect but had a positive direction on the purchase decision on HNI HPAI products in Pekanbaru City. These results are supported by research conducted by Nur Ainun et al. (2019), which shows that the process does not significantly influence the purchase decision for financing products. The process in *Islamic marketing* means helping fellow Muslims by providing convenience so that their needs are met. The majority of respondents in this study stated that HPAI agents always greet before communicating, do not force a purchase, provide correct information related to the production process, including transaction process services, and do so quickly. However, in this study, the process factor did not significantly influence buying interest, which was only 7.2%. This could be because some consumers consider service an important factor in their purchase decisions. In contrast, others do not make service, in the form of a process, an important factor in their purchase decisions.

The direct influence of physical evidence on the purchase decision, the value of t calculated the variable of physical evidence t calculated $< t$ table ($-2.853 < 1.984$), with a sig value of 0.005 ($0.005 < 0.05$), it was stated that the physical evidence variable had no significant effect and had a negative direction on the purchase decision on HNI HPAI products in Pekanbaru City. These results are supported by research conducted by Nur Ainun et al. (2019), which shows that physical evidence does not have a positive, significant influence on purchase decisions for financing products. The presence of good physical evidence components, such as a comfortable room, the availability of complete products, prayer rooms, and halal labels on each HNI HPAI product, does not affect purchase decisions. This means consumers do not pay special attention to the physical evidence available. This could be because some consumers choose to buy *online and are not affected by* the physical evidence at the HNI HPAI branch office in Pekanbaru.

The direct effect of promise on purchase decisions, the results of the study showed that the value of t calculated the promise variable (*promise*) t calculated $< t$ table ($-1.286 < 1.984$), with a sig value of

0.202 ($0.202 > 0.05$), it was stated that the promise variable had no significant effect and had a negative direction on the purchase decision on HNI HPAI products in Pekanbaru City. This is contrary to research conducted by Dasy Kanavillah and Ahmad Ajib Ridwan (2018), which shows that promises influence the decision to stay at the Anindita Syariah Hotel. Promises in Islamic views are related to the Sharia compliance of a service company, promises to respect, respect time, management has a good commitment to its consumers, can communicate well, does not fake promises, and has a wide marketing network. In this study, the promise factor did not affect the purchase decision. This means that there is no special attention from consumers to the service of the promise.

The direct effect of patience on the purchase decision, the results of the study showed that the value of t calculated for the patience variable (patience), t calculated $< t$ table ($2.753 > 1.984$), with a sig value of 0.007 ($0.007 < 0.05$) it was stated that the patience variable had a positive and significant effect on the purchase decision. The *patience* variable has a positive and statistically significant influence on the purchase decision for HNI HPAI products in the city of Pekanbaru. This shows that HNI HPAI marketers and agents are friendly in their service to hotel guests and can assist with consumer complaints.

The effect of buying interest on purchase decisions, the results of the study showed that the value of t calculated the variable t calculated $< t$ table ($8.072 > 1.984$), with a sig value of 0.000 ($0.000 < 0.05$), it was stated that the variable of buying interest had a positive and significant effect on the purchase decision on HNI HPAI products in the city of Pekanbaru. This result is in line with research conducted by [52], which shows a positive and significant influence of buying interest on purchase decisions. Interest in the perspective of Islamic consumer behavior must be based on two elements, namely interest in things that contain masalah and in accordance with consumer needs. HNI HPAI products, which are Muslim products, are guaranteed halal and are safe to consume because of their herbal ingredients. In addition, products consisting of various types will make it easier for consumers to choose according to their needs. This means that as interest in buying HNI HPAI products increases, the number of purchasing decisions for these products in Pekanbaru will rise.

The Influence of Islamic Marketing Mix on Purchase Decisions Through Buying Interest as an Intervening Variable

The effect of the t -value mediation was 0.3172, which is < 1.66 . These results show that product variables have no influence on purchase decisions after buying interest is introduced as an intervening variable. PT HNI HPAI to pay attention to and maintain product quality, add types and variants to products according to consumer needs, so that the existence of HNI HPAI products is still popular with consumers despite the many other rival products because based on respondents' answers to the question the reason they did not buy HNI HPAI products again because they did not match HNI HPAI products, did not like the aroma of certain types of products in HNI HPAI products, family members who do not like HNI HPAI products, try to use it once, and some respondents stated that they do not feel the benefits of HNI HPAI products.

The effect of the mediation of t -value was $3.760 > 1.66$. These results show that there is an influence of price variables on purchase decisions after buying interest, serving as an intervening variable. PT HNI HPAI to continue to provide good price offers to consumers, because the better the price offered, the more interested consumers are in making purchasing decisions on HNI HPAI products. A good price if the price offered is in accordance with the quality of the product, not much different from the price of other herbal products, and the provision of discounts that have been applied to HNI HPAI products is that there is a special price for consumers who have registered as members of HNI HPAI, namely in the form of discounts.

The effect of the t -value's mediation was calculated as $1.833 > 1.66$, indicating mediation. These results show that there is an influence of place variables on purchase decisions after buying interest, serving as an intervening variable. Affordable and easy-to-find places, strategic HNI HPAI agents that have been widely spread, and the availability of products will make it easier for consumers to get HNI HPAI products, so that they will increase interest in making purchases on HNI HPAI products. Technological advances will also make it easier for consumers to purchase HNI HPAI products, as purchases can be made via transfers and goods are shipped *online*.

The effect of the t -value's mediation was calculated as $1.364 < 1.66$. These results show that promotional variables have no influence on purchase decisions after accounting for buying interest as an intervening variable. It is hoped that HNI HPAI agents will increase promotion and introduce HNI HPAI products to the public, as respondents' statements indicate that there are still consumers who do not know HNI HPAI products in detail.

The effect of the t -value mediation was $-0.245 < 1.66$. These results show that the people variable has no influence on the purchase decision after controlling for buying interest as an intervening variable.

It is hoped that HNI HPAI employees and agents pay attention to the quality of service and are able to communicate well with consumers to attract consumers to buy HNI HPAI products.

The effect of the t-value mediation was $-0.814 < 1.66$. These results show that the process variable does not influence the purchase decision after accounting for buying interest as an intervening variable. It is hoped that HNI HPAI employees and agents pay attention to service in the form of processes, such as being agile and fast when serving consumers, including speeding up delivery for online buyers. *There* is no element of coercion in attracting consumers to buy, so that the relationship between agents and consumers remains well established.

The effect of the t-value mediation was calculated as $2.193 > 1.66$. These results show that there is an influence of physical evidence variables on purchase decisions after going through buying interest, serving as an intervening variable. The existence of physical evidence visible such as the cleanliness of the room, rooms with Islamic architecture will depict Islamic nuances, as well as product packaging labeled halal will convince consumers so that they are interested and interested in deciding to purchase HNI HPAI products.

The effect of the t-value mediation was $0.245 < 1.66$. These results show that the promise variable does not affect the purchase decision after controlling for buying interest as an intervening variable. The good relationship between employees or agents of HNI HPAI and consumers must be well maintained, such as not giving promises of pleading, giving excessive promises about product advantages, because such a thing will disappoint consumers if it turns out that the existence of the product is not in accordance with consumer expectations.

The effect of mediation t was calculated as $1.907 > 1.66$. These results show that there is an influence of the patience variable influences the purchase decision after going through buying interest, serving as an intervening variable. The service by HNI HPAI employees or agents who are good, friendly, and patient in dealing with all consumers will make consumers feel happy and interested in shopping again and buying HNI HPAI products. Being kind and patient in serving consumers will maintain good relationships between sellers and buyers, thereby creating consumer satisfaction.

Conclusion

To some extent, price variables and physical evidence have a positive and significant effect on buying interest. Meanwhile, the variables of product, place, promotion, promise, *and patience had no significant effect. Still, they showed a positive effect* on buying interest, and the variables of *people* and process harmed it. To some extent, price and patience have a positive, significant effect on purchasing decisions. Meanwhile, the variables of product, promotion, *people*, and process have no significant effect but show a positive direction on purchase decision, and the variables of place, physical evidence, and promise have no significant effect and show a negative direction on buying interest.

The purchase interest variable has a positive and significant effect on the purchase decision. This can be seen from the t-value calculated $< t$ table ($8.072 > 1.984$), with a sig value of 0.000 ($0.000 < 0.05$) and a coefficient value of 61.4%. The influence of *Islamic marketing mix* on purchase decisions through buying interest as an intervening variable shows that there is an influence between the variables of price, place, *physical evidence*, and patience on purchase decisions after buying interest as an intervening variable. Meanwhile, in the variables of product, promotion, people, process, and promise, there was no effect on the purchase decision after going through buying interest as an intervening variable.

For HNI HPAI agent marketers, pay attention to factors affecting buying interest and purchase decisions to increase sales of HNI HPAI products. Providing service, be it in the form of process, honesty, promises, and patience, must be further improved to make consumers more interested in purchasing HNI HPAI products. To carry out marketing activities in accordance with the demands of Islamic economics to achieve an increase in buying interest and purchase decisions that will also develop the economy.

For the next researcher, in this study, only eleven variables were used; it is expected that in the next study, there will be additional variables related to buying interest and purchase decisions. In this study, only 100 people were included in the sample. It is hoped that in the next study, the number of samples will be increased to provide an overview of the research results that more closely reflect the actual situation. The researcher then used different types of locations and added indicators in Islam from various sources.

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