



Digital Marketing for Halal Food Product: The Effect of Customer Review, Halal Content, and Use of e-Payment

Rira Arsiati¹, Rosana Eri Puspita²

^{1&2} Universitas Islam Negeri (UIN) Salatiga , Jawa Tengah, Indonesia
Corresponding Author: rosana.eri.p@iainsalatiga.ac.id

Abstract

This research examines the influence of customer reviews, halal content marketing, and the use of e-payment on consumer loyalty with purchasing decisions as an intervening variable at Mie Gacoan. The data used in this research is primary data, using a questionnaire. The questionnaire was distributed to 100 respondents, with the criteria being Muslim generation Z respondents (11-26 years old). The sampling technique used was KMO (Kaiser Mayer Olkin). The analysis techniques used in this research are validity test, reliability test, partial test (t test), simultaneous test (f test), coefficient of determination test, normality test, multicollinearity test, heteroscedasticity test, and Sobel test. The object of this research is Mie Gacoan. The results of this research show that the variables customer reviews, halal content marketing, and the use of e-payment have a positive and significant effect on purchasing decisions. Customer reviews, halal content marketing, and the use of e-payment have a positive and significant effect on consumer loyalty. In the Sobel test, the purchasing decision variable could mediate the influence of customer reviews, halal content marketing, and the use of e-payment on consumer loyalty.

Keywords: Customer Reviews, Halal Content Marketing, Use of E-Payment, Purchasing Decisions, Consumer Loyalty

INTRODUCTION

One of the businesses that is growing rapidly in the current era of globalization is the culinary business. The culinary business is related to basic human needs, namely, meeting their food needs. Fulfilling food needs is an absolute necessity for humans to maintain their survival. Not only that, but current technological developments can also make it easier for consumers to meet their needs. With changes in a person's lifestyle, consumers are more interested in shopping online, which is the cause of technological progress.

One of the famous culinary businesses today is Mie Gacoan. This restaurant does a lot of marketing on its Instagram account. In this account, there is halal marketing content, customer reviews, and other posts to provide information to consumers and attract consumers' interest in buying them. This culinary company was founded in early 2016 in Malang. Mie Gacoan is a subsidiary of PT Pesta Pora Abadi. By opening branches in big cities, this food business can grow quickly and have many customers. Mie Gacoan can be the best noodle restaurant, especially for Generation Z, Generation Z can do their homework, hang out, and chat casually with their friends. Based on data from the Central Statistics Agency (BPS), the generation born between 1997 – 2012 is known as Generation Z.

An interesting phenomenon to pay attention to in this research is content marketing on Mie Gacoan's Instagram social media account, where many people currently interact online about something posted, especially Generation Z. On Mie Gacoan's Instagram social media account, there is a review from customers and many people who like Mie Gacoan's Instagram posts. However, with the existence of halal content marketing and customer reviews, it cannot be ascertained whether it affects consumer loyalty because there are few comments on these Instagram posts. Consumer loyalty occurs after making a purchasing decision. Purchasing decisions are a component of consumer behavior, namely regarding individuals, groups, or organizations in selecting, purchasing, and using useful goods or services to help achieve their goals. Many gacoan noodle competitors sell the same product but with different product names and flavors.

According to Fransiscus et al. (2022), in their research, Purchasing decisions are influenced by customer reviews in a significantly positive way. Putri and Marlien (2022) explained that purchasing decisions are influenced by digital marketing in a significantly positive way. Research results from Aulia and Wahyuningsih (2021) show that consumer experience significantly influences consumer loyalty. According to Astuti & Diansyah (2022), Purchasing decisions are influenced by e-payment positively and significantly.

The novelty of this research is found in the research object. This research uses the research object Gacoan Noodles, where this noodle is famous for being the number 1 spiciest noodle in Indonesia. Apart from that, currently, there are many Gacoan noodle restaurants spread across Indonesia. This research uses an intervening variable for purchasing decisions, where this variable influences the relationship between the independent variable and the dependent variable indirectly. Apart from that, this research focuses on halal content marketing, whereas in previous research, halal content marketing was rarely researched. In previous research, content marketing discussed content globally. However, in this research, the focus is on halal content.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Literature Review

Grand Theory

The theory of planned behavior is planned. Theory of planned behavior This theory explains the circumstances that make someone carry out certain behaviors or actions (Ajzen, 1991). In this research, the aspects that influence human behavior in making

purchasing decisions and consumer loyalty are customer review variables and halal content marketing. The theory of planned behavior explains that desires shape human behavior.

The Technology Acceptance Model is used to describe how technology consumers use existing technology, and this model was compiled by Davis (Davis, 1989). The behavior of using information technology begins with the impression of usefulness (usefulness) and the impression of ease of using information technology (ease of use) (Davis, 1989). The Technology Acceptance Model is the most popular model used to estimate the acceptance of information technology.

Customer Review

Review means reviewing or reviewing. A review is an activity of reviewing something such as a product, service, film, and so on to find out its strengths, weaknesses, and quality. Another goal is to attract readers or listeners through information. Someone who gives their opinion directly or conveys it not because of advertising is also called a reviewer (Subari, 2018). Customer reviews are a medium of information for consumers, which can then be used as a reference for potential buyers to make purchasing decisions.

Halal Content Marketing

Content marketing is used to introduce brands by marketing content that is useful for consumers (Świczak, 2012). Halal content marketing is a product marketing strategy through text, video, or audio content where the product already has halal certification to provide consumers with information that the product is indeed permitted for consumption.

Use of E-Payment

E - Payment (electronic payment) is a payment that uses internet access as an intermediary that can make it easier for people to make payments (Polkowski, 2018). *Electronic payments* are all non-cash payments between sellers and buyers using savings accounts via the Internet network. *E-payment* can be an efficient way to make payments and other transactions (Turban et al., 2015)

Purchasing Decision

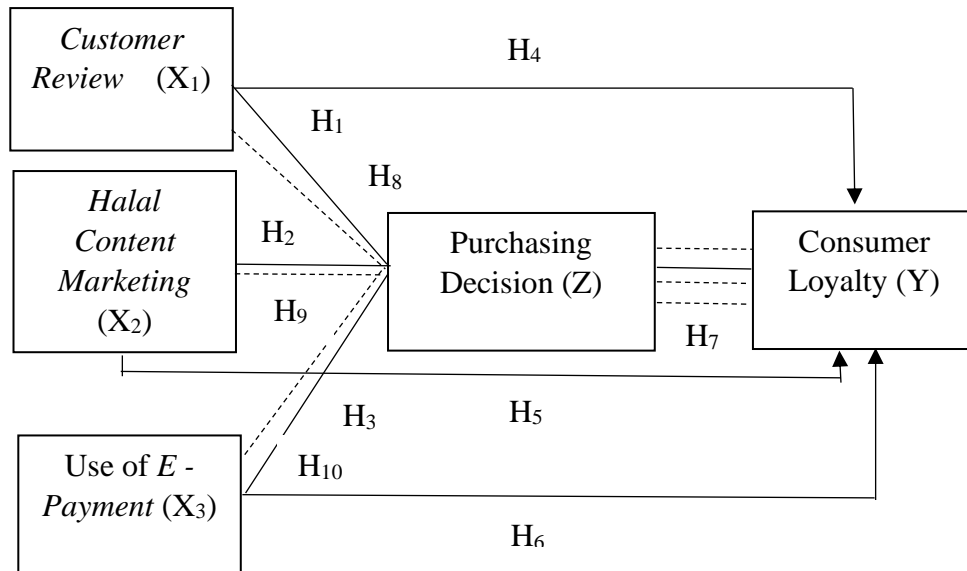
Purchasing decisions are a component of consumer behavior, which refers to how people, groups, or organizations select, acquire, and utilize goods or services that help them achieve their goals. (Kotler & Keller, 1972).

Consumer Loyalty

Linguistically, loyalty is defined as fidelity, namely, someone's loyalty regarding an object. Loyalty is a commitment to buy or prioritize products consistently and causes repeat purchases, according to Olive 2014 (Ettah & Pondaag, 2019).

Research Framework

Picture 1
Research Framework



Hypothesis Development

Research from Fransiscus et al. (2022) stated that customer reviews are influenced by purchasing decisions in a significantly positive way. Ngadimen and Widyastuti (2021) stated that customer reviews are influenced by purchasing decisions in a significantly positive way.

H₁: Customer reviews have a positive influence on purchasing decisions.

In research conducted by Putri and Marlien (2022), it was explained that purchasing decisions were influenced by digital marketing in a significantly positive way. The same results were found in research by Sania and Aulia (2021), where marketing content positively influences purchasing decisions.

H₂: Content marketing has a positive influence on purchasing decisions.

In research conducted by Hutama (2022), they explained that using e-payment positively influences purchasing decisions. Similar results were also carried out by (Astuti and Diansyah, 2022), where purchasing decisions are positively influenced by e-payment.

H₃: The use of e-payment has a positive effect on purchasing decisions.

In research conducted by Silva et al. (2022), It is explained that the customer-perceived value variable significantly influences loyalty. Just like research, Aulia and Wahyuningsih (2021) also explain that student loyalty variables are positively influenced by consumer experience.

H₄: Customer reviews influence consumer loyalty.

In research conducted by Khoirnisia Bestari (2022), it was explained that promotional strategies affect customer loyalty. Results of research carried out by Oktaviani (2020) stated that customer loyalty is influenced by social media positively and significantly.

H₅: Content marketing influences consumer loyalty.

Research conducted by (Yunitasari et al., 2022) explained that e-payment positively affects customer satisfaction. Similar results were found in research conducted by (States et al., 2009), which shows that customer loyalty results are significantly positively influenced by ease of transactions.

H₆: The use of e-payment has a positive effect on customer loyalty.

Research conducted by (Mahindriya et al., 2020) explained that purchasing decisions positively influence customer loyalty. The same results were also found in research conducted by (Ahmadien et al., 2019), which shows that customer loyalty results significantly positively influence purchasing decisions.

H₇: Purchasing decisions influence consumer loyalty.

In research conducted by (2020), It was explained that taste positively influences consumer loyalty through purchasing decisions as a mediating variable. The same results were also found in research by Dodi Faisal (2015), which states that the perceived variable positively affects the consumer loyalty variable through purchasing decisions.

H₈: Customer reviews positively affect consumer loyalty, with purchasing decisions as an intervening variable.

In research conducted by Darmawan et al. (2019), it is explained that the marketing mix positively and significantly affects customer loyalty through decisions. Research conducted by Kadi et al. (2021) also stated that purchasing decisions mediate E-Promotion on consumer satisfaction.

H₉: Content marketing positively affects consumer loyalty through purchasing decisions as an intervening variable.

Research conducted by (Widjieanto, 2020) explains that service usage can positively influence customer loyalty and trust. Research conducted by (Aryatiningrum and Insyirah, 2020) states that e-payment influences consumer loyalty through customer satisfaction.

H₁₀: Using e-payment influences consumer loyalty through purchasing decisions as an intervening variable.

METHOD

In this research, the researcher used a quantitative research method, namely, a method used to research a certain population or sample. The sample criteria in this study include Muslim generation Z (11-26 years), totaling 100 respondents who have ever consumed gacoan noodles, are willing to be a research sample, and fill out a questionnaire. This research uses primary data. Indicators in this study use levels 1-5, namely with weight levels: Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

After the data is collected, the data is then processed using IBM SPSS. First, test the instrument with validity, reliability, and KMO test to determine whether the respondents are sufficient. In general, the α value set for the validity test is 0.05. If the sig value $< \alpha$ 0.05, then the instrument item tested is valid. Reliability test: If the reliability coefficient value is > 0.6 , the tested instrument has good/reliable/trustworthy reliability. The KMO factor test is feasible if the calculated KMO value exceeds 0.5.

Next, a T-test is carried out where if $T_{count} > t_{table}$, H_0 is rejected, or H_a is accepted, and if the significance level is < 0.05 , H_0 is rejected, or H_a is accepted. Meanwhile, if $f_{count} \geq f_{table}$, H_0 is rejected, and H_a is accepted for the F test. Multiple Determinant Coefficient or R-Square (RR2) is used to determine how the value of the independent variable changes (Juliandi Azwar, 2013). A low RR2 value indicates that the ability of the independent variable to explain variations in the dependent variable is very low.

To test the classical assumption, several tests were carried out. Normality test The normality test determines whether the independent and dependent variables in the regression model have a normal distribution. The multicollinearity test is used to determine whether the regression model identifies a significant level of correlation between the independent variables. The heteroscedasticity test is used to test whether, in this regression model, there is an inequality in the variance of the residuals of another observation. When heteroscedasticity does not occur, it can be said to be a good model. And to test mediation, this research uses the Sobel test.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Table 1

Validity and Reliability Test Results

Item	Result
Customer Review (CR = 0,766)**	
Perceived usefulness	0.846*
Volume of views	0.822*
Argument quality	0.815*
Halal Content Marketing (CR = 0.814)**	
Food composition	0.735*
Halal certificate	0.744*
Processing	0.818*

Persuasion	0.680*
Decision Making	0.802*
Use of E-Payment (CR = 0.841)**	
Security in carrying out transactions	0.865*
More effective	0.883*
Ease of transactions	0.887*
Give rise to consumerism	0.702*
Consumer Loyalty (CR = 0.908)**	
Make repeat purchases	0.886*
Get used to consuming that brand	0.915*
Doesn't change even though there are other options	0.893*
Recommend the product to others	0.852*
Purchasing Decision (CR = 0.899)**	
Buy a product after knowing information about the product	0.865*
Make purchasing decisions because the brand is a preferred brand	0.876*
Make purchasing decisions on products based on interests and needs	0.920*
Make purchasing decisions based on suggestions from others	0.852*

$r_{table} = 0.1966$

***Valid (Loading > r_{table})**

****Reliable (Cronbach Alpha > 0,60)**

Table 1 displays the instrument reliability test values by calculating the Cronbach alpha value. From this calculation, it can be seen that the value of Cronbach alpha for the customer review variable is 0.766, the variable halal content marketing presence is 0.814, the variable use of e-payment is 0.841, the variable consumer loyalty is 0.908, and the variable purchasing decision is 0.899. From the value of Cronbach's alpha, which exceeds 0.60, it can be concluded that the research instrument is reliable. The instrument validity test value by showing the Loading > 0.1966 so that it is declared valid.

Test Result KMO

Table 2
Test Result KMO

Testing	Value
Sample Adequacy KMO	0.860
Barlett of Sphericity	0.000*

*signicant at $\alpha > 0,50$

According to the KMO test above, the calculated KMO has a value of 0.860 or greater than 0.05. So that factor analysis can be carried out.

Results of the Determination Test, Partial Test (T-Test), and F Test

Table 3
Results of the Determination Test, Partial Test (T-Test), and F Test

	CR to PC	HCM to PC	EP to PC	CR to CL	HCM to CL	EP to CL	PC to CL
Determinant Coefficient and Adjusted R							
R	0.592	0.521	0.473	0.488	0.422	0.427	0.721
R ²	0.350	0.271	0.224	0.238	0.178	0.182	0.520
Adjusted R Square	0.343	0.264	0.216	0.231	0.170	0.174	0.516
Standardized Coefficient Beta							
T	7.264	6.039	5.318	5.537	4.607	4.675	10.313
Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Mean Square							
F	52.762	36.470	28.277	30.622	21.220	21.855	106.361
Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000

$T_{hitung} > T_{table}$ (1.984)

$F_{hitung} > F_{table}$ (2.70)

$Sig < 0.05$

The determination test has a close relationship between the independent and dependent variables because the value is close to number one. The significance value of customer reviews (X1) is 0.000, which is smaller than 0.05. Meanwhile, the t_{count} value of 7.264 exceeds the t_{table} value of 1.984. Customer reviews (X1) positively and

significantly affect purchasing decisions (Z). The significance value of halal content marketing (X2) is 0.000, which is smaller than 0.05.

Meanwhile, the f_{count} value of 6.039 exceeds the t_{table} value of 1.984. This means halal content marketing (X2) significantly positively affects purchasing decisions (Z). The significance value of e-payment (X3) is 0.000, smaller than 0.05. Meanwhile, the f_{count} value of 5.318 is greater than the t_{table} value 1.984. This means e-payment (X3) significantly positively affects purchasing decisions (Z).

The significance value of customer reviews (X1) is 0.000, which is smaller than 0.05. Meanwhile, the f_{count} value of 5.537 exceeds the t_{table} value of 1.984. This means that customer reviews (X1) have a significant positive effect on consumer loyalty (Y). Halal content marketing (X2) has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the f_{count} value of 4.607 is greater than the t_{table} value of 1.984. This means halal content marketing (X2) significantly positively affects consumer loyalty (Y). The use of e-payment (X3) has a significance value of 0.000, which is smaller than 0.05.

Meanwhile, the f_{count} value of 4.675 exceeds the t_{table} value of 1.984. This means that the use of e-payment has a significant positive effect on consumer loyalty. The significance value of purchasing decisions (Z) is 0.000, which is smaller than 0.05. Meanwhile, the f_{count} value of 10.313 exceeds the t_{table} value of 1.984. This means purchasing decisions (Z) significantly affect consumer loyalty (Y).

The results of the f test can be concluded that the f_{count} value is $> 2.70 t_{table}$, and the significance level is 0.000, which is smaller than 0.05. So, the variables of customer reviews, halal content marketing, use of e-payment, and purchasing decisions have a significant positive effect on consumer loyalty.

Classic Assumption Test Results

Table 4
Normality Test Results

Unstandardized Residual	
N	100
Kolmogorov-Smirnov Z	1,033
Asymp.Sig (2-tailed)	0,236

It can be concluded that the significance value is 0.236, while the significance value of the normality test is greater than 0.05. So, the data distribution occurs normally.

Table 5
Multicollinearity Test Results

No	Variable	Collinearity Statistic	
		Tolerance	VIF
1	Customer Reviews (X1)	0,441	2,266
2	Halal Content Marketing (X2)	0,490	2,039

3	Use of E-Payment (X3)	0,698	1,433
4	Purchase Decision (Z)	0,589	1,697

The tolerance value from customer reviews is 0.441, halal content marketing is 0.490, use of e-payment is 0.698, purchasing decisions are 0.589, and the value is > 0.10. The VIF value of customer reviews was 2.266, halal content marketing was 2.039, use of e-payment was 1.433, and purchasing decisions were 1.697. So, the value is < 10. So, multicollinearity does not occur in the research.

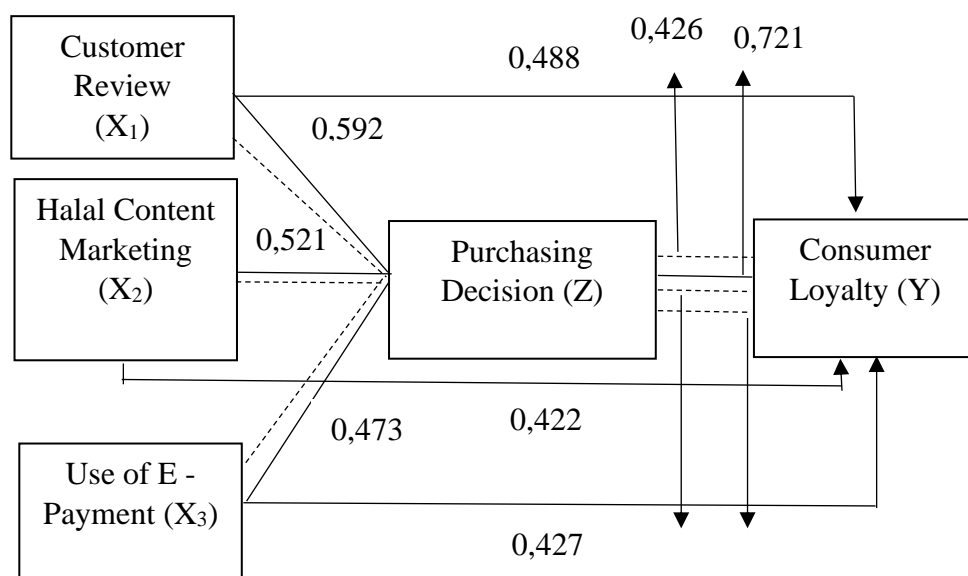
Table 6
Heteroscedasticity Test Results

No	Variable	Significance
1	Customer Reviews (X1)	0,317
2	Halal Content Marketing (X2)	0,560
3	Use of E-Payment (X3)	0,121

It can be seen that the customer review sig value is 0.615 > 0.05. So, in customer reviews, there are no symptoms of heteroscedasticity. The sign value of halal content marketing is 0.209 > 0.05, so halal content marketing does not have symptoms of heteroscedasticity. The sig value of using e-payment is 0.121 > 0.05, so using e-payment, there are no symptoms of heteroscedasticity.

Sobel Test Results

Figure 2 Study Path



The direct influence of customer reviews on consumer loyalty is $P4 = 0.488$. The indirect effect of customer reviews on consumer loyalty through purchasing decisions is $P1 \times P7 = 0.592 \times 0.721 = 0.426$. So, the total direct and indirect influence of customer reviews and consumer loyalty is $0.488 + 0.426 = 0.914$.

The direct effect of halal content marketing on consumer loyalty is $P5 = 0.422$. The indirect effect of halal content marketing on consumer loyalty through purchasing decisions is $P2 \times P7 = 0.521 \times 0.721 = 0.375$. So, the total direct and indirect influence of halal content marketing and consumer loyalty is $0.422 + 0.375 = 0.797$.

The direct effect of using e-payment on consumer loyalty is $P6 = 0.427$. The indirect effect of using e-payment on consumer loyalty through purchasing decisions is $P3 \times P7 = 0.473 \times 0.721 = 0.341$. So, the total direct and indirect influence of e-payment use on consumer loyalty is $0.427 + 0.341 = 0.768$.

To determine the impact of intervening or mediating customer reviews, halal content marketing, and the use of e-payment on consumer loyalty, the standard error of the indirect effect coefficient (sab) will be calculated as follows :

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

The next step is to calculate the t value of the ab coefficient. This step is to determine the significance of the indirect effect :

$$t = \frac{ab}{sorb}$$

The influence of customer reviews (X1) on consumer loyalty (Y) through purchasing decisions (Z)

$$\begin{aligned}
 Sab &= \sqrt{(1,1020 \times 0,132)^2 + (0,959 \times 0,184)^2 + (0,132 \times 0,184)^2} \\
 &= \sqrt{0,0211 + 0,0324 + 0,0005} \\
 &= \sqrt{0,054} \\
 &= 0,2323 \\
 t &= \frac{ab}{sorb} \\
 &= \frac{0,959 \times 1,1020}{0,2323} \\
 &= \frac{1,0056}{0,2323} \\
 &= 4,3288
 \end{aligned}$$

It can be concluded that the t_{count} value is $4.3288 > 1.984 t_{table}$, so there is a mediation effect.

The influence of halal content marketing (X2) on consumer loyalty (Y) through purchasing decisions (Z)

Sab =

$$\begin{aligned} & \sqrt{(0,550 \times 0,087)^2 + (0,526 \times 0,119)^2 + (0,087 \times 0,119)^2} \\ & \sqrt{0,0022 + 0,0039 + 0,001} \\ & \sqrt{0,0062} \\ & 0,0787 \end{aligned}$$

$$\begin{aligned} t &= \frac{ab}{sorb} \\ &= \frac{0,526 \times 0,550}{0,0787} \\ &= \frac{0,2893}{0,0787} \\ &= 3,675 \end{aligned}$$

It can be concluded that the t_{count} value is $3.675 > 1.984 t_{table}$, so there is a mediation effect.

The effect of using e-payment (X3) on consumer loyalty (Y) through purchasing decisions (Z)

Sab =

$$\begin{aligned} & \sqrt{(0,548 \times 0,089)^2 + (0,471 \times 0,117)^2 + (0,089 \times 0,117)^2} \\ & \sqrt{0,0043 + 0,0000 + 0,0012} \\ & \sqrt{0,0055} \\ & 0,0741 \end{aligned}$$

$$\begin{aligned} t &= \frac{ab}{sorb} \\ &= \frac{0,471 \times 0,548}{0,0741} \\ &= \frac{0,2581}{0,0741} \\ &= 3,4831 \end{aligned}$$

It can be concluded that the t_{count} value is $3.4831 > 1.984 t_{table}$, so there is a mediation effect.

CONCLUSSION AND RECOMMENDATION

The results of data analysis show that customer reviews (X₁) have a significance value of 0.000 which is smaller than 0.05. Meanwhile, the calculated t value of 7.264 is greater than the 1.984 t table value. So it can be concluded that customer reviews (X₁) have a significant positive effect on purchasing decisions (Z), so that H₁ is accepted.

The results of the data analysis show that halal content marketing (X₂) has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 6.039 exceeds the 1.984 t_{table} value. So, it can be concluded that halal content marketing (X₂) significantly positively affects purchasing decisions (Z), so H₂ is accepted.

In research conducted by Putri Marlien (2022), it was explained that purchasing decisions are influenced by digital marketing in a significantly positive way. The same results were found in research by Sania and Aulia (2021), where marketing content positively affected purchasing decisions. The information obtained from previous consumers can improve consumers' purchasing decisions for gacoan noodles.

The results of the data analysis show that the use of e-payment (X_3) has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 5.318 exceeds the 1.984 t_{table} value. So, it can be concluded that the use of e-payment (X_3) has a significant positive effect on purchasing decisions (Z), so H_3 is accepted. In research conducted by Hutama (2022), it was explained that e-payment positively influences purchasing decisions. Similar results were also carried out by (Astuti Diansyah, 2022), where purchasing decisions were positively influenced by e-payment. Electronic payments at Mie Gacoan make it easier for consumers to carry out transactions at home without going to a Mie Gacoan restaurant.

The results of the data analysis show that customer reviews (X_1) have a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 5.537 exceeds the 1.984 t_{table} value. So, it can be concluded that customer reviews (X_1) have a significant positive effect on consumer loyalty (Y), so H_4 is accepted. In research conducted by Khoirnisia and Bestari (2022), it was explained that promotional strategies affect customer loyalty. The results of research conducted by Oktaviani (2020) stated that customer loyalty is influenced by social media positively and significantly. With customer reviews, consumers can make repeat purchases of gacoan noodle products because of positive assessments from customers.

The results of the data analysis show that halal content marketing (X_2) has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 4,607 exceeds the 1,984 t_{table} value. So, it is concluded that halal content marketing (X_2) has a positive and significant effect on consumer loyalty (Y) so that H_5 is accepted. In research conducted by (Yunitasari et al., 2022), it was explained that e-payment positively affects customer satisfaction. Similar results were found in research conducted by (States et al., 2009), which showed that customer loyalty results were influenced by ease of transactions in a significantly positive way. Halal content marketing is based on facts, so Muslim consumers will also feel safer and make repeat purchases of gacoan noodles.

The results of the data analysis show that the use of e-payment (X_3) has a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 4.675 exceeds the 1.984 t_{table} value. So, it can be concluded that the use of e-payment (X_3) has a significant positive impact on consumer loyalty (Y), so H_6 is accepted. In research conducted by (Yunitasari et al., 2022), it was explained that e-payment positively affects customer satisfaction. Similar results were found in research conducted by (States et al., 2009), which showed that customer loyalty results were influenced by ease of transactions in a significantly positive way. The e-payment provided by Mie Gacoan influences consumers to continue to buy it because purchases can be made anywhere without going to Mie Gacoan.

The results of data analysis show that purchasing decisions (Z) have a significance value of 0.000, which is smaller than 0.05. Meanwhile, the calculated t value of 10.313 exceeds the 1.984 t_{table} value. So, it can be concluded that purchasing decisions (Z) significantly positively affect consumer loyalty (Y), so H_7 is accepted. In research conducted by (Mahindriya et al., 2020) it was explained that customer loyalty is positively influenced by purchasing decisions. The same results were also found in research conducted by (Ahmadien et al., 2019), which showed that customer loyalty results were influenced by purchasing decisions in a significantly positive way.

Based on testing using the Sobel test, the customer review variable has a direct influence of $P_4 = 0.488$. The indirect effect of customer reviews on consumer loyalty through purchasing decisions is $P_1 \times P_7 = 0.592 \times 0.721 = 0.426$. So, the total direct and indirect influence of customer reviews and consumer loyalty is $0.488 + 0.426 = 0.914$. The t_{count} value was $4.3288 > 1.984 t_{table}$, so there was a mediation effect, and H_8 was accepted. Research conducted by (Azizah and Hadi, 2020) explained that taste positively influences consumer loyalty through purchasing decisions as a mediating variable. The same results were also found in Dodi Faisal's (2015) research, which stated that the perceived variable positively affected consumer loyalty variables through purchasing decisions.

Based on testing using the Sobel test, the halal content marketing variable has a direct influence of $P_5 = 0.422$. The indirect effect of halal content marketing on consumer loyalty through purchasing decisions is $P_2 \times P_7 = 0.521 \times 0.721 = 0.375$. So, the total direct and indirect influence of halal content marketing and consumer loyalty is $0.422 + 0.375 = 0.797$. The t_{count} value was $3.675 > 1.984 t_{table}$, so there was a mediation effect, and H_9 was accepted. Research conducted by Darmawan et al. (2019) explained that the marketing mix positively and significantly affects customer loyalty through decisions. Research conducted by Kadi et al. (2021) also stated that purchasing decisions mediate E-Promotion on consumer satisfaction.

Based on testing using the Sobel test, it can be seen that the e-payment usage variable is $P_6 = 0.427$. The indirect effect of using e-payment on consumer loyalty through purchasing decisions is $P_3 \times P_7 = 0.473 \times 0.721 = 0.341$. So, the total direct and indirect influence of e-payment use on consumer loyalty is $0.427 + 0.341 = 0.768$. The t_{count} value was $3.4831 > 1.984 t_{table}$, so there was a mediation effect, and H_{10} was accepted. In research conducted by (Widjieanto, 2020), it was explained that service usage can positively influence customer loyalty and customer trust. Research conducted by (Aryatiningrum and Insyirah, 2020) states that e-payment affects consumer loyalty through customer satisfaction.

CONCLUSIONS AND SUGGESTIONS

The research that has been carried out can answer the objectives of all the hypotheses proposed. This research concludes that customer review variables, halal content marketing, and the use of e-payment have a positive and significant effect on purchasing decisions and consumer loyalty at Mie Gacoan. The purchasing decision variable can also mediate the three independent variables on the dependent variable, namely, consumer loyalty.

The researcher's suggestion for future researchers is that it would be better to add other variables so that they can provide information and varied research results regarding factors that can influence consumer loyalty. The researcher's advice for companies is that they should continue to maintain the company's good name by continuing to increase creative content, continuing to serve payments via e-payment, and adding menus to Mie Gacoan to attract consumers' interest in making purchases and for consumers who have been consuming it for a long time. Gacoan noodle products remain loyal to Gacoan noodle customers.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Amini, A. (2019). Pengaruh Customer Rating , E-Service Quality Dan Credibility Terhadap Minat Beli Ulang Pada Toko Caculs Di Lazada. *PelitaBangsa*, 10.
- Aryatiningrum, S. W., & Insyirah, A. I. (2020). Pengaruh Price Discount terhadap Loyalitas Konsumen pada Pengguna Online Marketplace. *Jurnal Ilmu Manajemen*, 8(3), 946. <https://doi.org/10.26740/jim.v8n3.p946-953>
- Astuti, W., & Diansyah, D. (2022). The Influence of E-Commerce and E-Payment on Purchasing Decisions: Fashion Model as A Moderating Variable. *Resolusi: Jurnal Sosial Politik*, 5(1), 26–37. <https://doi.org/10.32699/resolusi.v5i1.2275>
- Aulia, M., & Wahyuningsih, W. (2021). Pengaruh Pengalaman Konsumen Terhadap Loyalitas Mahasiswa Universitas Tadulako Menggunakan Kosmetik Bedak Marcks. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 7(1), 012–020. <https://doi.org/10.22487/jimut.v7i1.212>
- Auliya, Z. F., Rifqi, M., Umam, K., & Prastiwi, S. (2017). Online Customer Reviews (OCRs) dan Rating: Kekuatan Baru pada Pemasaran Online Customer Reviews (OCRs) dan Rating: New Era in Indonesia *Ebbank*, 8(1), 89–98.
- Azizah, S. N., & Hadi, S. S. (2020). Pengaruh Cita Rasa dan Harga Terhadap Loyalitas Konsumen dengan Keputusan Pembelian sebagai Intervening Variabel pada Produk KFC Arion Mall. *Jurnal STIE Indonesia*, 1–28.
- Damayanti, S., Chan, A., & Barkah, C. S. (2021). Pengaruh Social Media Marketing terhadap Brand Image My Pangandaran Tour and Travel. *Jurnal Ilmu Manajemen*, 9(3), 852–862. <https://doi.org/10.26740/jim.v9n3.p852-862>
- Darmawan, A., Khasanah, K., & Rejeki, S. (2019). Penerapan Marketing Mix Terhadap Loyalitas Pelanggan Bank Syariah Mandiri Di Purwokerto Dengan Keputusan Menabung Sebagai Variabel Intervening. *Fidusia : Jurnal Keuangan Dan Perbankan*, 2(1), 1–13. <https://doi.org/10.24127/jf.v2i1.358>
- Davis, F. D. (1989). 249008. *Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology*, 13(3), 1–23.
- Dzulqarnain, I. (2019). *Digital Digital Repository Repository Universitas Universitas Jember Jember Pengaruh Fitur Online Customer Review Digital Digital Repository Repository Universitas Universitas Jember Jember*.
- Ettah, N. P., & Pondaag, J. J. (2019). Pengaruh Kepercayaan, Kepuasan Konsumen Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Dalam Pembelian Mobil Pada PT . Hasjrat Abadi Manado. *Jurnal Emba*, 7(3), 3069–3078.
- Fransiscus, C., Wijaya, C., Medeleine, G., Jessica, M., Putri, S. D., & Siagian, D. (2022). Online customer review and product rating influence repurchase intention of Scarlet Whitening. *Jurnal Ekonomi Perusahaan*, 29(2), 51–60.
-

- <https://doi.org/10.46806/jep.v29i2.889>
- Helversena, B. Von, Abramczukb, K., Kopeýc, W., & Nielekc, R. (2018). *Machine Translated by Google Sistem Pendukung Keputusan muda Machine Translated by Google*. 113(November 2017), 1–10.
- Hidayat, A. (2012). *Populasi Adalah Seluruh Subjek Penelitian. Dan Sampel Adalah Sebagian*. <https://www.statistikian.com/2012/10/pengertian-populasi-dan-sampel.html>
- Huda, I. U., Karsudjono, A. J., & Darmawan, R. (2021). Pengaruh Content Marketing Dan Lifestyle Terhadap Keputusan Pembelian Pada Usaha Kecil Menengah Di Media Sosial. *Al-Kalam Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 32. <https://doi.org/10.31602/al-kalam.v8i1.4156>
- Juliandi Azwar. (2013). *Metode Penelitian Kuantitatif untuk Ilmu-Ilmu Bisnis. M2000*.
- Kadi, D. C. A., Purwanto, H., & Ramadani, L. D. (2021). Pengaruh E-Promotion, E-WOM dan lokasi terhadap kepuasan konsumen melalui keputusan pembelian sebagai variabel intervening. *Management and Business Review*, 5(2), 224–238. <https://doi.org/10.21067/mbr.v5i2.5833>
- Karimah, N., & Darwanto, D. (2021). Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food Products. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 3(2), 177–191. <https://doi.org/10.47467/alkharaj.v3i2.319>
- Karr, D. (2016). How to map your content to unpredictable customer journeys. *Meltwater Outside Insight*, 9. <http://learn.meltwater.com/rs/486-VOS-157/images/Mapping Content Marketing eBook.pdf>
- Keputusan, D. A. N., Terhadap, P., Buana, U. S., Ekonomi, F., Pgri, I., & Ekonomi, P. (2019). *AhmadienTidak significant*. 19(1), 40–45.
- Khairul, D. (2021). Pengaruh Social Media Marketing terhadap Loyalitas Konsumen E-Commerce melalui Brand Image dan Relationship Marketing. *Value : Jurnal Manajemen Dan Akuntansi*, 16(1), 125–140. <https://doi.org/10.32534/jv.v16i1.1769>
- Khoirnnisa, N., & Bestari, D. K. P. (2022). Pengaruh Harga dan Strategi Promosi terhadap Keputusan Pembelian Berulang dengan Perilaku Pembelian Impulsif Sebagai Variabel Intervening (Studi pada Pengguna GoFood di Kota Bandung). *JiIP - Jurnal Ilmiah Ilmu Pendidikan*, 5(9), 3667–3675. <https://doi.org/10.54371/jiip.v5i9.848>
- Ma, Q., & Liu, L. (2011). The Technology Acceptance Model. *Advanced Topics in End User Computing, Volume 4, January*. <https://doi.org/10.4018/9781591404743.ch006.ch000>
- Mahdi, M. I. (2022). *Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022*. <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022>
- Mahindriya, P. S., Sitorus, C. I., Aditya, D., Alifah, U., Dewi, A. C., & Zaman, A. N. (2020). Korelasi Keputusan Pembelian dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus: Pelanggan Handphone). *Seminar Nasional Teknik Industri UGM*, 121–126.
- Manggala, H., Adirinekso, G. P., & Si, M. (2022). Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi (Studi Pada Shaburi Kelapa Gading). *Jurnal Manajemen*, 19(1), 39–53.
- Melorse, J., Perroy, R., & Careas, S. (2015). Trust And Tam In Online Shopping: An Integrated Model By: *Statewide Agricultural Land Use Baseline 2015*, 1(1), 51–90. miegacoan.com. (n.d.). *Mie Gacoan*. <https://miegacoan.com/>
- Ngadimen, A. N., & Widyastuti, E. (2021). Pengaruh social media marketing, online customer review, dan religiusitas terhadap keputusan pembelian konsumen shopee di masa pandemi Covid-19 dengan minat beli sebagai variabel intervening. *Journal of Management and Digital Business*, 1(2), 122–134. <https://doi.org/10.53088/jmdb.v1i2.134>
- Oktaviani, W. (2020). Pengaruh Media Sosial dan Harga Terhadap Loyalitas Konsumen Pada

- Woodcraft ♦tanganketiga♦. *Indonesian Journal of Strategic Management*, 3(2).
<https://doi.org/10.25134/ijsm.v3i2.3897>
- Paramita, R. W. D. (2016). *Jurnal Ekonomika 2016.pdf*. 10(2), 490–503.
- Polkowski, Z. (2018). *E-payment Online Payment Systems. December 2013*.
- Putri, P. M., & Marlien, R. . (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36.
<https://doi.org/10.36778/jesya.v5i1.510>
- Researchgate. (2010). *The effects of service quality and lifestyle on consumer choice of channel types: The health food industry as an example*.
https://www.researchgate.net/publication/265451830_The_effects_of_service_quality_and_lifestyle_on_consumer_choice_of_channel_types_The_health_food_industry_as_an_example
- Sania, A. P., & Aulia, P. (2021). Pengaruh Konten Pemasaran Instagram @Tumbas.origine terhadap Keputusan Pembelian pada Tahun 2020. *Jurnal MEBIS (Manajemen Dan Bisnis)*, 6(2), 85–93. <https://doi.org/10.33005/mebis.v6i2.221>
- Sarihim, & Leo Alexander Tambunan. (2022). Pengaruh Paylater Terhadap Keputusan Pembelian Kembali Produk Di E-Commerce Shopee. *Jurnal Ilmiah Manajemen, Ekonomi Dan Bisnis*, 1(2), 17–20. <https://doi.org/10.51903/jimeb.v1i2.343>
- Shilvina Widi. (2022). *Ada 68,66 Juta Generasi Z di Indonesia, Ini Sebarannya*.
<https://dataindonesia.id/ragam/detail/ada-6866-juta-generasi-z-di-indonesia-ini-sebarannya>
- Silva, E. A. D. C. E., Hartanto, J. A., & Iskandar, V. (2022). Pengaruh Customer Perceived Value Terhadap Loyalitas Tamu Pada Hotel Bintang 4 Dan 5 Di Surabaya Dengan Kepuasan Konsumen Sebagai Mediasi. *Jurnal Manajemen Perhotelan*, 8(1), 42–49.
<https://doi.org/10.9744/jmp.8.1.42-49>
- States, U., Pollard, E. L., Lee, P. D., Lippman, L. H., Moore, K. A., McIntosh, H., Australian Institute of Health and Welfare; Australian Research Alliance for Children & Youth, Pogge, T., Harvard, T., Dyk, T. Van, Coetzee, M., Camfield, L., Skevington, S. M., Núñez Domínguez, R., Samuelson, P. A., Nordhaus, W. D., Kula, M. C., Panday, P., Mantia, K., ... (NPC), N. P. C. (2009). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. *Journal of Human Development*, 6(1), 1–22.
http://www.keepeek.com/Digital-Asset-Management/oecd/development/the-world-economy_9789264022621-en#.WQjA_1Xyu70%23page3%0Ahttp://www.sciencemag.org/cgi/doi/10.1126/science.1191273%0Ahttps://greatergood.berkeley.edu/images/application_uploads/Diener-Subje
- Sugiyono, P. D. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R &D*.
- Świeczak, W. (2012). Content marketing is an important element of the marketing strategy of scientific institutions. *Transactions of the Institute of Aviation*, 226(5), 133–150.
<https://doi.org/10.5604/05096669.1077480>
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). *Electronic Commerce A Managerial and Social Networks Perspective Eighth Edition, Revised Edition*.
<http://www.springer.com/series/10099>
- Van Der Merwe, A. (1972). Management marketing. In *Agrekon* (Vol. 11, Issue 1).
<https://doi.org/10.1080/03031853.1972.9523871>
- Widjieanto, G. F. (2020). Analisa Pengaruh User Experienceterhadap Customer Loyaltydengan Trust Sebagai Variabel Intervening Pada Aplikasi Digital Payment Dana. *Jurnal Strategi Pemasaran*, 7(1), 1–9.
<https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/11286/9974>
-

- Wijaya, A. S., Nugroho, R. Y., & Abadi, M. (2023). Penggunaan Metode E-Payment Terhadap Kegiatan Jual Beli Pada Mahasiswa Di Jakarta. *Jurnalku*, 3(2), 151–162. <https://doi.org/10.54957/jurnalku.v3i2.370>
- Yunitasari, E., Maduwinarti, A., & Mulyati, A. (2022). *Pengaruh E-Payment Dan E-Service Quality Terhadap Kepuasan Pelanggan Pengguna Shopee Food Di Kota Surabaya*. 141–145.
- Крыжановский, С. А., Мирошкина, И. А., & Ионова, Е. О. (2021). Роль Сигма-1 Рецепторов В Регуляции Деятельности Сердца. Часть 2. Роль Сигма-1 Рецепторов В Кардиопротекции. *Физиология Человека*, 47(4), 124–134. <https://doi.org/10.31857/s013116462104007x>