

Received: 3 April 2026 | Accepted: 15-Juni- 2026 | Published: 30-Juli- 2026

THE EFFECT OF AFFILIATE MARKETING, MARKETING COMMUNICATION, AND PRICE ON PURCHASING DECISIONS OF DRW SKINCARE PRODUCTS: HALAL CERTIFICATION AS A MODERATING VARIABLE**Dina Arifah¹⁾, Ubaidullah Muayyad²**Email: dinaarifah91@gmail.com¹, ubaid.asthow91@ua.ac.id²^{1,2)} Fakultas Syariah Dan Ekonomi, Universitas Annuqayah Sumenep, Indonesia**ABSTRACT**

This research is grounded in the rapid expansion of the skincare industry, accompanied by the growing utilization of digital marketing strategies, such as affiliate marketing and marketing communication, in shaping consumer purchasing decisions, particularly among adolescents. Additionally, price and halal certification are significant considerations in the consumption patterns of Muslim communities. This study aims to analyze the effects of affiliate marketing, marketing communication, and price on purchasing decisions for DRW Skincare products, with halal certification serving as a moderating variable. A quantitative approach was employed using a survey method, with data collected through questionnaires distributed to 100 adolescent respondents in Payudan Dundang Village. The data were analyzed using the SEM-PLS technique with the assistance of SmartPLS 4 software. The findings reveal that affiliate marketing does not significantly influence purchasing decisions ($\beta = 0.196$; $p > 0.05$), whereas marketing communication has a positive and significant impact ($\beta = 0.199$; $p < 0.05$), and price does not exhibit a significant effect ($\beta = 0.170$; $p > 0.05$). Furthermore, halal certification does not moderate the relationship between affiliate marketing ($p > 0.05$), marketing communication ($\beta = 0.019$; $p = 0.462$), or price and purchasing decisions ($p > 0.05$). These results indicate that purchasing decisions are predominantly influenced by the effectiveness of marketing communication.

Keywords: *Affiliate Marketing, Marketing Communication, Price, Purchase Decision, Halal Certification.*

ABSTRAK

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan industri perawatan kulit yang disertai dengan meningkatnya penggunaan strategi pemasaran digital, seperti affiliate marketing dan komunikasi pemasaran, dalam memengaruhi keputusan pembelian konsumen, khususnya di kalangan remaja. Selain itu, harga dan sertifikasi halal menjadi pertimbangan penting dalam pola konsumsi masyarakat Muslim. Penelitian ini bertujuan untuk menganalisis pengaruh affiliate marketing, komunikasi pemasaran, dan harga terhadap keputusan pembelian produk DRW Skincare, dengan sertifikasi halal sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data dikumpulkan melalui kuesioner yang disebarkan kepada 100 responden remaja di Desa Payudan Dundang. Analisis data dilakukan menggunakan teknik SEM-PLS dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa affiliate marketing tidak berpengaruh signifikan terhadap keputusan pembelian ($\beta = 0,196$; $p > 0,05$), sedangkan komunikasi pemasaran berpengaruh

positif dan signifikan ($\beta = 0,199$; $p < 0,05$), dan harga tidak menunjukkan pengaruh yang signifikan ($\beta = 0,170$; $p > 0,05$). Selain itu, sertifikasi halal tidak memoderasi hubungan antara affiliate marketing ($p > 0,05$), komunikasi pemasaran ($\beta = 0,019$; $p = 0,462$), maupun harga terhadap keputusan pembelian ($p > 0,05$). Temuan ini menunjukkan bahwa keputusan pembelian lebih banyak dipengaruhi oleh efektivitas komunikasi pemasaran.

Kata Kunci: *Affiliate marketing, Komunikasi Pemasaran, Harga, Keputusan pembelian, sertifikasi Halal.*

INTRODUCTION

In the past decade, the beauty and skincare industry in Indonesia has experienced a significant and rapid growth. Public awareness of skincare and personal care has shifted from being a temporary trend into a daily lifestyle, particularly among young people. The advancement of modern technology and the widespread access to the internet, even in rural areas, have made it easier for people to obtain information about skincare products. One of the well known brands in this market is DRW Skincare, which is recognized for offering good quality products at affordable prices. However, the increasing number of emerging brands has intensified market competition, forcing companies to develop more innovative marketing strategies. This situation becomes even more crucial as teenagers, as the main target market, tend to have rapidly changing preferences, are highly adaptive to technology, and exhibit dynamic consumption behavior.

In marketing practice, digital approaches have become the leading strategy, particularly through the concept of affiliate marketing. Affiliate marketing is considered one of the most effective strategies in the digital era because it builds trust through more personalized recommendations compared to conventional advertisements. Social media users tend to trust more the experiences shared by influencers or figures they follow. However, the success of this strategy depends not only on the credibility of affiliates but also on the quality of message delivery and the relevance of the product to the target audience. In practice, affiliate marketing operates as a commission based system involving third parties such as influencers or bloggers who promote products through their digital platforms (Fadhilah, 2022).

Integrated marketing communication strategies are now widely adopted by brands by combining various channels, including social media, digital advertising, and email marketing (Putri, 2018). In addition to communication strategies, price also plays a crucial role in influencing consumer purchasing decisions. Products offered at affordable and competitive prices tend to attract higher purchase intention, as is the case with DRW Skincare (Pitri, 2020). Furthermore, religious factors also shape consumer behavior, especially in societies that strongly uphold

religious values (Prasasti & Ekawaty, 2022). The halal label is not merely a symbol, but also serves as a guarantee of comfort and increases trust among Muslim consumers (Siagian, 2023).

In the context of teenagers in Payudan Dundang Village, it is important to explore how marketing communication, affiliate marketing, and price influence skincare purchasing decisions (Matondang et al., 2023). Teenagers who are active on social media and responsive to promotional content provide valuable insights for companies. The combination of affordable pricing and halal assurance creates stronger consumer confidence in making purchasing decisions. DRW Skincare has implemented various strategies, including digital marketing, affiliate systems, and price adjustments. However, the extent to which these factors influence purchasing decisions still requires further investigation.

Although studies on purchasing decisions have been widely conducted, the findings remain inconsistent. Some studies emphasize price as the most dominant factor, while others highlight different determinants. In addition, research that incorporates halal certification as a moderating variable, particularly in rural community contexts, is still limited. This study is therefore unique in its integration of digital marketing approaches with religious values, providing an overview of how rural teenagers combine modern influences and belief systems in their consumption behavior.

Despite the growing number of studies, previous findings still show inconsistent patterns. Some research emphasizes price as the most decisive factor. Moreover, studies that include halal certification as a moderating variable, especially in rural settings, remain scarce.

Based on these conditions, this study aims to examine the effect of affiliate marketing, marketing communication, and price on purchasing decisions of DRW Skincare products, with halal certification as a moderating variable among teenagers in Payudan Dundang Village. The findings of this study are expected not only to contribute to academic literature but also to provide strategic guidance for companies in designing more relevant marketing approaches aligned with rural consumer characteristics.

RESEARCH METHODOLOGY

This study employs a quantitative approach to test hypotheses and examine causal relationships among variables, including moderating effects. The data are numerical in nature and analyzed using statistical methods to draw generalizable conclusions (Rachman and others., 2024). This approach emphasizes the use of

numerical data as the basis of analysis (Noor, 2011). The research was conducted in Payudan Dundang Village, with adolescents as the research subjects considered relevant to the study variables.

The population of this study consists of 100 adolescents who have used DRW Skincare products (Sugiyono, 2019). The sample was selected using a purposive sampling technique based on specific criteria, namely individuals aged 17-24 years, residing in the research location, and having prior experience using the product. The data used in this study are primary data collected directly from respondents.

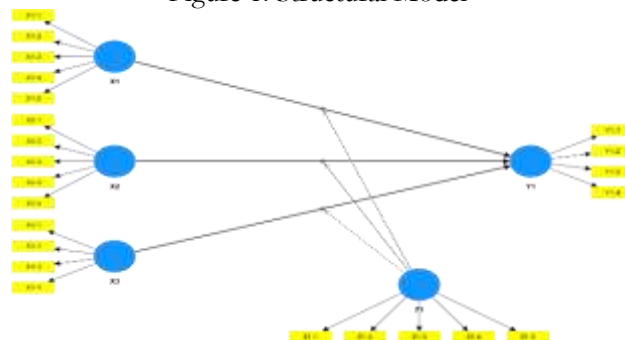
Data collection was carried out using a questionnaire distributed via Google Forms, employing a five point Likert scale to measure respondents' attitudes and perceptions. This method was chosen due to its practicality and its wide application in quantitative research (Sukardi, 2018).

RESULTS AND DISCUSSION

Research Results

Evaluation of the Measurement Model (Outer Model)

Figure 1. Structural Model



Convergent validity

Convergent validity is used to assess the extent to which indicators have a strong correlation with latent constructs through outer loading values. In general, values above 0.70 are expected, although values between 0.50 and 0.60 are still considered acceptable in exploratory research (Ghozali & Hengky., 2012). The results of the SEM-PLS analysis show that all indicators have factor loading values above 0.70, indicating that all indicators are valid and suitable for use in the structural model analysis.

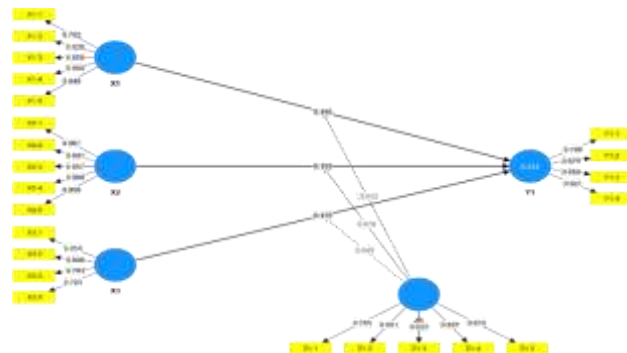


Figure 2. Path Diagram

Factor Loading Values

The results of the convergent validity test based on factor loading values are presented in Table 1.

Table 1. Outer Loadings Results

Variable	Item	Outer Loading	Result
X1	X1.1	0.782	Valid
	X1.2	0.828	Valid
	X1.3	0.856	Valid
	X1.4	0.86	Valid
	X1.5	0.848	Valid
X2	X2.1	0.887	Valid
	X2.2	0.887	Valid
	X2.3	0.857	Valid
	X2.4	0.868	Valid
	X2.5	0.858	Valid
X3	X3.1	0.854	Valid
	X3.2	0.868	Valid
	X3.3	0.763	Valid
	X3.4	0.794	Valid
Y 1	Y1.1	0.798	Valid
	Y1.2	0.879	Valid
	Y1.3	0.858	Valid
	Y1.4	0.821	Valid
Z 1	Z1.1	0.793	Valid
	Z1.2	0.851	Valid
	Z1.3	0.82	Valid
	Z1. 4	0.857	Valid
	Z1. 5	0.815	Valid

Source: SmartPLS 4 output (2026)

Based on the results in Table 1, it can be observed that all items have factor loading values greater than 0.70, indicating that all indicators are valid.

Table 2. Average variance extracted

	Average variance extracted (AVE)
Affiliate Marketing (X1)	0.698
Marketing Communication (X2)	0.759
Price (X3)	0.674
Purchasing Decision (Y)	0.705
Halal Certification (Z)	0.685

Source: SmartPLS 4 output (2026)

The AVE results show that all variables (X1-Z) have AVE values above 0.50, indicating satisfactory convergent validity. The highest AVE value is found in the marketing communication variable (0.759).

Discriminant Validity

Discriminant validity is an evaluation method that focuses on the ability of a construct to distinguish itself from other constructs by comparing the square root of the Average Variance Extracted (AVE) with the correlations among latent variables. A construct is considered to have good discriminant validity when the square root of its AVE is higher than its correlations with other constructs, with a minimum AVE threshold of 0.50. In addition, the cross loading approach is also applied, where each construct is expected to have higher loading values on its own indicators compared to other constructs, thereby confirming its distinct identity within the model.

Table 3. The cross loading results for the discriminant validity

Variable	Indicator	X1	X2	X3	Y	Z	Description
Affiliate marketing	X1.1	0.782	0.560	0.716	0.560	0.678	Valid
	X1.2	0.828	0.566	0.745	0.603	0.720	Valid
	X1.3	0.856	0.523	0.687	0.671	0.697	Valid
	X1.4	0.860	0.640	0.712	0.694	0.700	Valid
	X1.5	0.848	0.521	0.730	0.735	0.691	Valid
Marketing Communication	X2.1	0.632	0.887	0.677	0.623	0.703	Valid
	X2.2	0.586	0.887	0.56	0.597	0.542	Valid
	X2.3	0.575	0.857	0.546	0.573	0.595	Valid
	X2.4	0.573	0.868	0.620	0.655	0.636	Valid
	X2.5	0.554	0.858	0.560	0.591	0.573	Valid
Price	X3.1	0.672	0.605	0.854	0.617	0.719	Valid
	X3.2	0.763	0.573	0.868	0.740	0.740	Valid
	X3.3	0.661	0.537	0.763	0.582	0.668	Valid
	X3.4	0.710	0.527	0.794	0.657	0.712	Valid
Purchasing Decision	Y1.1	0.651	0.559	0.713	0.798	0.742	Valid
	Y1.2	0.687	0.630	0.656	0.879	0.686	Valid
	Y1.3	0.679	0.638	0.643	0.858	0.683	Valid
	Y1.4	0.619	0.513	0.655	0.821	0.638	Valid
Halal Certification	Z1.1	0.683	0.644	0.743	0.614	0.793	Valid
	Z1.2	0.687	0.599	0.680	0.651	0.851	Valid
	Z1.3	0.684	0.583	0.718	0.693	0.820	Valid
	Z1.4	0.676	0.518	0.721	0.654	0.857	Valid

	Z1.5	0.710	0.563	0.717	0.764	0.815	Valid
--	------	-------	-------	-------	-------	-------	-------

Source: SmartPLS 4 output (2026)

The results show that each indicator of affiliate marketing, marketing communication, price, purchasing decision, and halal certification has a stronger relationship with its own construct than with other constructs. Furthermore, the results of both convergent and discriminant validity tests demonstrate consistent and stable patterns, indicating that all indicators are valid. This confirms that the research model has a high level of fit and is capable of clearly distinguishing each construct. Therefore, the research instrument is considered reliable and suitable for further analysis.

The cross loading results further reveal that each indicator attains its highest loading value on its corresponding construct. For example, indicator X1.4 records a value of 0.860 on construct X1, which is higher than its loadings on other constructs. Similarly, indicators X2.1 and X2.2 each show a value of 0.887 on X2, indicator X3.2 shows 0.763 on X3, indicator Y1.2 shows 0.879 on Y, and indicator Z1.4 shows 0.857 on Z. These results confirm that each indicator specifically measures its intended construct, indicating that discriminant validity has been adequately established.

Table 4. Fornell larcker

Variabel	AM	KM	H	KP	SH
Affiliate Marketing	0.836	-	-	-	-
Marketing Communication	0.671	0.871	-	-	-
Price	0.857	0.682	0.821	-	-
Purchasing Decision	0.786	0.699	0.795	0.840	-
Halal Certification	0.833	0.701	0.865	0.821	0.828

Source: SmartPLS 4 output (2026)

The Fornell Larcker criterion further confirms discriminant validity by showing that the square root of AVE for each construct is greater than its correlations with other constructs.

Composite Reliability and Cronbach's Alpha

Composite reliability can be interpreted as a “consistency guardian” that ensures the instrument measures constructs in a stable manner. It reflects the internal consistency of latent variables in maintaining measurement reliability. A value above 0.70 indicates acceptable reliability. This reliability is further supported by Cronbach's Alpha, which also requires values above 0.70 as an indicator of good internal consistency.

Table 5. Results of Composite Reliability and Cronbach's Alpha Test

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
X1	0.892	0.898	0.920	0.698
X2	0.921	0.922	0.940	0.759
X3	0.838	0.846	0.892	0.674
Y	0.860	0.861	0.905	0.705
Z	0.885	0.888	0.916	0.685

Source: SmartPLS 4 output (2026)

The internal consistency results are reflected in composite reliability (rho_c), which ranges from 0.892 to 0.940. These values not only exceed the minimum threshold of 0.70 but also remain below 0.95, indicating optimal consistency without multicollinearity issues.

Cronbach's Alpha values range between 0.885 and 0.921, further strengthening construct reliability. In addition, all AVE values affiliate marketing (0.698), marketing communication (0.759), price (0.674), purchasing decision (0.705), and halal certification (0.685) exceed the 0.50 threshold, confirming that the constructs successfully capture the majority of variance from their indicators.

Structural Model Evaluation (Inner Model)

Structural model evaluation is conducted by examining the R-square value of the dependent latent variable and assessing t-statistics and the significance of path coefficients. In PLS-SEM, R-square indicates the explanatory power of the independent variables in explaining the dependent variable. Changes in this value are used to determine whether the relationships are statistically significant or marginal.

Table 6. R square test

	R-square	R-square Adjusted
Purchasing Decision	0.733	0.713

Source: SmartPLS 4 output (2026)

The bootstrapping results show an R-square value of 0.733 for purchasing decisions, meaning that 73.3% of the variation in purchasing decisions is explained by affiliate marketing, marketing communication, price, and halal certification, while the remaining 26.7% is influenced by other factors.

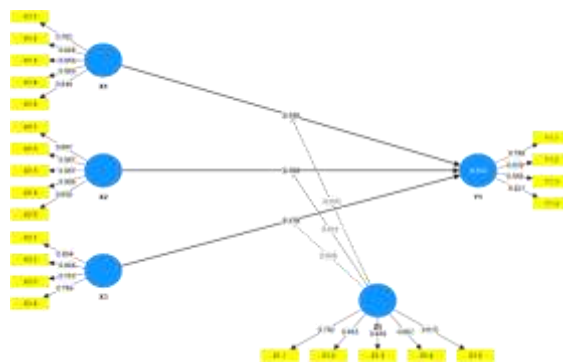


Figure 3. Inner Model

PLS-SEM Algorithm

Output of

Hypothesis Testing Results

Direct Effect Analysis

The t-test can be understood as a “magnifying glass” that highlights the individual contribution of each independent variable to the dependent variable. Through partial regression, this method evaluates whether each predictor has a significant standalone effect while holding other variables constant.

Table 7. Path Coefficient Results of Bootstrapping Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
------------	---------------------	-----------------	----------------------------	--------------------------	----------	----------

AF -> KP	0.196	0.263	0.194	1.013	0.156	Rejected
KM -> KP	0.199	0.161	0.110	1.799	0.036	Accepted
H -> KP	0.170	0.190	0.144	1.184	0.118	Rejected

Note: AF = Affiliate Marketing, KM = Marketing Communication, H = Price, KP = Purchasing Decision

Source: SmartPLS 4 output (2026)

1. The results show a path coefficient of 0.196 with a T-statistic of 1.013 and a P-value of 0.156. Since the P-value is above 0.05, affiliate marketing does not significantly influence purchasing decisions. Therefore, the first hypothesis is rejected.
2. The analysis shows a path coefficient of 0.199 with a T-statistic of 1.799 and a P-value of 0.036. Since the P-value is below 0.05, marketing communication has a significant and positive effect on purchasing decisions. Thus, the second hypothesis is accepted.
3. The results show a path coefficient of 0.170 with a T-statistic of 1.184 and a P-value of 0.118. Since the P-value exceeds 0.05, price does not significantly influence purchasing decisions. Therefore, the third hypothesis is rejected.

Moderated Regression Analysis (MRA)

This study employs a moderating variable to examine changes in the strength of relationships between independent and dependent variables. The test is conducted using Moderated Regression Analysis (MRA) through interaction terms. If the interaction is significant, the variable is considered a moderator.

Table 8. Results of Moderating Effect Test for Research Hypotheses

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
SH x AM -> KP	-0.035	-0.209	0.337	0.104	0.458	Rejected
SH x KP -> KP	0.019	-0.008	0.199	0.095	0.462	Rejected
SH x H -> KP	0.028	0.209	0.271	0.103	0.459	Rejected

Note: SH = Halal Certification, AF = Affiliate Marketing, KM = Marketing Communication, H = Price, KP = Purchasing Decision

Source: SmartPLS 4 output (2026)

1. The results show a coefficient of -0.035 with a T-statistic of 0.104 and a P-value of 0.458. Since the P-value is above 0.05, halal certification does not moderate the relationship between affiliate marketing and purchasing decisions. Therefore, the hypothesis is rejected.
2. The coefficient of 0.019 with a P-value of 0.462 indicates that halal certification does not moderate the effect of marketing communication on purchasing decisions.
3. The coefficient of 0.028 with a T-statistic of 0.103 and a P-value of 0.459 shows that halal certification does not moderate the relationship between price and purchasing decisions. Thus, the hypothesis is rejected.

DISCUSSION

The Effect of Affiliate Marketing on Purchasing Decisions Based on the Research Hypothesis

Referring to the hypothesis testing results in Table 6, affiliate marketing is found to have no significant effect on purchasing decisions. Although the path coefficient of 0.196 indicates a positive relationship, the effect is not statistically significant. This is supported by a T-statistic value of 1.013, which is below the threshold of 1.96, and a P-value of 0.156, which exceeds the significance level of 0.05. Therefore, the first hypothesis is rejected, indicating that affiliate marketing plays a limited role in influencing purchasing decisions.

In the last decade, affiliate marketing has been understood as part of a performance based digital marketing strategy that utilizes third parties to promote products through digital platforms. The effectiveness of digital marketing is strongly influenced by source credibility, message relevance, and audience engagement. In this context, affiliates do not only act as information transmitters but also as builders of consumer trust (Tuten & Solomon., 2020). However, the results of this study indicate that the trust dimension has not been optimally established. This is consistent with the findings of Hajli, who emphasizes that trust in digital environments is a crucial factor influencing purchasing decisions, especially when the information received is commercially driven (Hajli & others, 2017). When information sources are perceived as having economic interests, consumer trust tends to decrease, thereby reducing the effectiveness of marketing messages.

Within the modern customer journey framework, Lemon and Verhoef state that purchasing decisions are the result of complex interactions across various touchpoints, both commercial and non-commercial (Lemon & Verhoef., 2016). The analysis shows that consumers tend to consider personal experience, actual needs, and recommendations from close social environments more than affiliate-based information. This indicates that affiliate marketing in this study mainly plays a role in the initial stage, namely awareness, but has not been able to influence the evaluation and final purchasing decision stages. This finding is reinforced by Dwivedi, who states that digital marketing strategies are more effective in building brand awareness than directly driving purchasing decisions (Dwivedi et al., 2021). Therefore, the low influence of affiliate marketing in this study suggests that consumers are becoming more rational and selective in filtering information, so this strategy needs to be developed in a more educational, transparent, and credibility oriented manner in order to have a stronger impact on purchasing decisions.

The Effect of Marketing Communication on Purchasing Decisions Based on Hypothesis Testing

Referring to the hypothesis testing results in Table 6, marketing communication shows a significant impact on purchasing decisions. The coefficient value of 0.199 indicates a positive relationship, supported by a T-statistic of 1.799 which reflects a meaningful level of influence, and a P-value of 0.036 which is below the significance threshold of 0.05. This confirms that the proposed hypothesis is accepted, meaning that marketing communication plays an important role in influencing purchasing decisions in the research context.

Theoretically, marketing communication is a company's effort to deliver messages to consumers through various channels in order to influence attitudes and purchasing behavior. In modern marketing, this function is not only limited to delivering information, but also to building relationships and creating meaningful consumer experiences (Lemon et al., 2016). Its

effectiveness is determined by message clarity, appropriate media selection, as well as the ability to attract attention and build trust.

The findings show that marketing communication contributes to purchasing decisions, but it is not always the dominant factor. This is consistent with customer engagement theory, which emphasizes that the effectiveness of communication depends on the level of consumer involvement with the message being delivered (Hollebeek et al., 2020). In addition, in digital contexts, the level of trust in information sources also influences consumer responses, meaning that marketing messages do not automatically lead to purchasing decisions without the support of other factors such as experience and product quality (Dwivedi et al., 2021).

These findings indicate that consumers do not rely solely on marketing communication when making purchasing decisions, but also consider personal needs and usage experiences. Therefore, marketing communication mainly plays a role in building awareness and providing initial information. Its influence on purchasing decisions is indirect, through the formation of consumer perceptions, attitudes, and trust (Kannan, 2017). Accordingly, communication strategies should focus on messages that are relevant, credible, and aligned with consumer needs in order to more effectively encourage purchasing decisions.

The Effect of Price on Purchasing Decisions Based on Hypothesis Testing

Based on the test results in Table 6, price is not proven to be a factor that has a significant effect on purchasing decisions. Although the path coefficient value of 0.170 shows a positive relationship, statistically this effect does not meet the significance criteria. This is indicated by a T-statistic value of 1.184, which has not reached the minimum threshold of 1.96, and a P-value of 0.118, which is still above the 0.05 significance level. Therefore, the hypothesis linking price to purchasing decisions cannot be supported, meaning that the role of price in this study does not yet show a meaningful impact.

Theoretically, price is an important element of the marketing mix that serves as an indicator of value and a rational consideration in purchasing decisions. In modern consumer behavior perspectives, price is understood as part of perceived value, namely the comparison between the benefits received and the sacrifices made (Kotler et al., 2019). This indicates that purchasing decisions are more determined by perceived benefits rather than the price level itself (Zeithaml et al., 2018).

The findings show that price dimensions such as affordability, competitiveness, perceived benefit suitability, and fairness have the potential to influence purchasing decisions; however, their effect is not significant. This condition is consistent with the value-based decision making theory, which emphasizes that consumers prioritize product suitability with their needs and the benefits they perceive (Nikolaos Pappas, 2016). In the context of skincare products, factors such as suitability and safety are also more dominant than price, as consumers tend to be more sensitive to quality and risk (Hwang & Chung., 2019).

In addition, consumers perceive the product price as still affordable and competitive, so it does not become a barrier to purchasing. Final decisions are more influenced by perceived benefits, product suitability, and a sense of safety after use. These findings reinforce that in high involvement products, price has a weaker influence compared to product quality, trust, and consumer experience. Therefore, pricing strategies need to be balanced with

improvements in quality and value communication in order to be more effective in encouraging purchasing decisions.

The Effect of Affiliate Marketing on Purchasing Decisions Moderated by Halal Certification Based on Hypothesis Testing

The findings show that Halal Certification does not have the capacity to act as either a strengthening or weakening moderator in the relationship between Affiliate Marketing and consumers' purchasing decisions. This is indicated by the coefficient value of -0.035, a T-statistic of 0.104, and a P-value of 0.458, all of which exceed the 0.05 significance threshold. These values indicate that the tested interaction is not statistically significant, meaning the initial hypothesis cannot be supported. Although the direction of the relationship shows a weakening tendency, it is not strong enough statistically to demonstrate any meaningful role of Halal Certification in this dynamic. In other words, the presence of halal labeling does not significantly increase or decrease the effect of affiliate marketing on purchasing decisions.

In this study, Halal Certification is explained through several indicators, namely the halal logo, ingredient composition, distinguishing function, information transparency, as well as subjective factors such as consumer norms and beliefs (Hasibuan, 2023). Theoretically, halal certification functions as a quality assurance that increases consumer trust and is part of credence attributes that influence perceptions of product safety. From the perspective of signaling theory, the halal label also acts as a signal to reduce consumer uncertainty regarding the product (Rahman et al., 2020).

However, the findings show that halal certification is not able to either strengthen or weaken the effect of affiliate marketing. This is due to changes in consumer behavior, where halal is considered a basic standard rather than a competitive advantage. This condition is consistent with expectation-confirmation theory, which states that attributes that have become expectations no longer have a significant influence on purchasing decisions (Anol Bhattacharjee, 2017). In addition, the effectiveness of affiliate marketing is more influenced by trust in the communicator and message relevance, meaning that both variables tend to operate independently (Dwivedi et al., 2021).

Therefore, consumers perceive halal certification as an important but normative element that does not directly drive purchasing decisions. The halal label primarily functions as a verification tool, while the final decision is still determined by product suitability, perceived benefits, and a sense of safety in use. These findings indicate that the influence of halal tends to be direct and limited as a moderating variable in digital marketing (Aji, et al., 2020). Accordingly, marketing strategies need to emphasize product quality, transparency, and communication relevance in order to more effectively influence purchasing decisions.

Based on the above explanation, the researcher analyzes that the insignificance of the moderating role of halal certification is caused by a shift in consumer perception, where halal is considered a minimum standard rather than a differentiating factor. In addition, the more rational and benefit-oriented characteristics of consumers lead to purchasing decisions that are not influenced by the interaction between affiliate promotion and halal labeling. Therefore, marketing strategies should not only emphasize the halal aspect but also strengthen product quality, information transparency, and communication relevance in order to more effectively influence purchasing decisions.

The Effect of Marketing Communication on Purchasing Decisions Moderated by Halal Certification Based on Hypothesis Testing

The findings show that Halal Certification does not function as either a strengthening or weakening factor in the relationship between Marketing Communication and Purchasing Decisions. This is indicated by a coefficient value of 0.019, a T-statistic of 0.095, and a P-value of 0.462, all of which exceed the significance threshold. This means that the presence of halal labeling does not provide any additional effect in determining the extent to which marketing communication influences consumer purchasing decisions. In other words, marketing communication operates independently without dependence on halal certification.

Marketing communication serves as a strategic tool for delivering messages, building perceptions, and influencing consumer attitudes toward products. In modern marketing, its effectiveness is determined by message quality, media selection, and the level of consumer engagement (Hollebeek et al., 2020). On the other hand, halal certification is viewed as a credence attribute that functions to reduce uncertainty and increase consumer trust in products (Rahman et al., 2020).

However, the findings show that these two variables do not interact significantly. This is due to consumer perceptions that consider halal certification as a basic standard rather than a distinguishing factor. This condition is consistent with expectation confirmation theory, which states that attributes that have become expectations no longer provide additional value in influencing decisions (Bhattacharjee, 2017). Thus, the presence of halal labeling does not strengthen the effectiveness of marketing communication.

Based on the above explanation, the researcher analyzes that the insignificance of the moderating role of halal certification is caused by a shift in consumer mindset, which has become increasingly rational and selective. Consumers no longer consider halal labeling as a differentiating factor in responding to marketing communication, but instead prioritize product safety, legality, and suitability with their needs. Therefore, marketing communication strategies should focus on delivering product value comprehensively, including aspects of quality and safety, in order to more effectively influence purchasing decisions.

The Effect of Price on Purchasing Decisions Moderated by Halal Certification Based on Hypothesis Testing

Referring to the hypothesis testing results in Table 6, it can be seen that halal certification does not play a role as either a strengthening or weakening factor in the relationship between price and purchasing decisions. The coefficient value of 0.028 indicates a positive direction; however, the effect is very weak and not statistically significant. This is supported by a T-statistic value of 0.103, which is far below the 1.96 threshold, and a P-value of 0.459, which exceeds the 0.05 significance level. Therefore, the assumption that halal certification can moderate the effect of price cannot be confirmed.

Price is an important element of the marketing mix that reflects the economic value of a product and is often used as a rational consideration in decision-making (Kotler et al., 2019). However, from a modern consumer behavior perspective, price does not stand alone; instead, it is perceived as part of perceived value, namely the balance between the benefits received and the costs incurred (Zeithaml et al., 2018).

Although, conceptually, price and halal certification have the potential to interact, the findings show that halal certification is not able to either strengthen or weaken the effect of price on purchasing decisions. This is due to a shift in consumer perception, where halal certification is considered a minimum standard rather than an added value that influences price sensitivity. Within the framework of expectation confirmation theory, attributes that have become general expectations no longer have a significant influence on decision making (Bhattacharjee, et al., 2017). In addition, in personal care products, purchasing decisions are more strongly influenced by quality, safety, and product suitability rather than the simultaneous consideration of price and halal labeling (Hwang et al., 2019). Consumers tend to separate price evaluation and halal status, where price is assessed based on affordability and benefits, while halal certification is viewed as a basic product requirement. These findings are consistent with Aji, who states that halal labels directly influence perception but are not always effective as a moderating variable in the relationship between marketing and purchasing decisions (Aji et al., 2020).

Based on the above explanation, the researcher analyzes that the insignificance of the moderating role of halal certification in the relationship between price and purchasing decisions is caused by increasingly rational and value-oriented consumer characteristics. Consumers do not associate price with halal aspects, but instead evaluate both separately. Therefore, marketing strategies are not sufficient if they only rely on the combination of price and halal labeling; they also need to emphasize product quality, safety, and perceived benefits in order to more effectively influence purchasing decisions.

CONCLUSION

The results of this study indicate that not all tested variables have a significant effect on purchasing decisions. Affiliate marketing and marketing communication were found to contribute to purchasing decisions; however, they are not dominant factors in driving them. In contrast, price was also not found to have a significant effect, as consumers tend to prioritize perceived benefits and needs over cost considerations. In addition, halal certification does not function as a moderating variable in either the relationship between affiliate marketing and purchasing decisions or between price and purchasing decisions. These findings show that several research hypotheses are not fully supported, particularly those related to the moderating role of halal certification and the effect of price.

These findings confirm that consumers tend to behave rationally and are value-oriented, considering product quality, safety, and suitability as the main factors in decision-making. Practically, business actors need to focus their marketing strategies on improving product quality, ensuring information transparency, and delivering relevant and credible messages, rather than relying solely on promotion or pricing strategies. Halal certification remains important as a trust guarantee, but it functions more as a basic standard rather than a differentiating tool. In terms of policy, producers and marketers should ensure compliance with product safety and quality standards in order to enhance consumer trust.

This study has limitations in terms of its restricted geographical scope, which is limited to Desa Payudan Dundang, and a relatively small sample size, which limits the generalizability of the findings. In addition, the variables examined do not yet include other factors such as

product quality, brand image, and user experience in greater depth. Therefore, future research is recommended to expand the study area, increase the sample size, and develop a more comprehensive model by incorporating additional variables to provide a broader and deeper understanding of the factors influencing purchasing decisions.

REFERENCES

- Aji, H. M., Berakon, I., & Riza, A. F. (2020). The effects of halal label, halal awareness, and religiosity on purchase intention. *Journal of Islamic Marketing*, 11(3), 817–831. <https://doi.org/10.1108/JIMA-10-2018-0170>
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Kumar, V., et al. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Fadhilah, L. A. (2022). Pengaruh komunikasi pemasaran dan affiliate marketing akun Instagram @nazwaadinda terhadap minat pembelian produk pada followersnya. *NIVEDANA: Jurnal Komunikasi dan Bahasa*, 3.
- Ghozali, I., & Latan, H. (2012). *Partial least squares: Konsep, teknik dan aplikasi menggunakan SmartPLS*. Badan Penerbit Universitas Diponegoro.
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133–141. <https://doi.org/10.1016/j.jbusres.2016.10.004>
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.013>
- Hasibuan, T. U. (2023). *Kewajiban produk bersertifikat halal dalam memperluas pangsa pasar*.
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2020). S-D logic–informed customer engagement: Integrative framework and propositions. *Journal of the Academy of Marketing Science*, 48(1), 161–185. <https://doi.org/10.1007/s11747-016-0494-5>
- Hwang, J., & Chung, J. E. (2019). What drives consumers to certain cosmetic brands? The role of perceived value, satisfaction, and trust. *Sustainability*, 11(3), Article 752. <https://doi.org/10.3390/su11030752>

- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kotler, P., Keller, K. L., & Chernev, A. (2019). *Marketing management* (16th ed.). Pearson.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Matondang, Z., Fadlilah, H., & Saefullah, A. (2023). Pengaruh pengetahuan produk, label halal, dan harga terhadap keputusan pembelian kosmetik. *Jurnal Ilmu Ekonomi dan Bisnis Islam*, 5(1), 18–38
- Noor, J. (2011). Metodologi penelitian. Kencana.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103. <https://doi.org/10.1016/j.jretconser.2015.11.007>
- Pitri, D. (2020). *Pengaruh diskon, tagline gratis ongkir, dan marketing online terhadap keputusan pembelian produk skincare* (Skripsi, IAIN Surakarta).
- Prasasti, C. A., & Ekawaty, M. (2022). Pengaruh label halal, pendapatan, harga produk, dan religiusitas terhadap keputusan pembelian. *Jurnal Syarikah*, 8(1), 140–155.
- Putri, V. K. A. (2018). Media sosial terintegrasi dalam komunikasi pemasaran brand. *Jurnal Komunikasi Indonesia*, 4(2), 4.
- Rachman, A., Yochanan, Samanlangi, A. I., & P., H. (2024). Dan R & D. CV Saba Jaya Publisher.
- Rahman, M. S., Hossain, M. A., & Khan, M. T. (2020). The role of halal certification in influencing consumer purchase intention. *Journal of Islamic Marketing*, 12(4), 659–676. <https://doi.org/10.1108/JIMA-07-2019-0139>
- Siagian, M. S. (2023). *Pemanfaatan media sosial dalam pemasaran UMKM*.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sukardi, M. (2018). *Metodologi penelitian pendidikan*. Bumi Aksara.
- Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing* (3rd ed.). SAGE Publications.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.