



## The Influence of Price and Promotion on MSME Product Sales with Halal Certification as a Moderating Variable

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### Article Info

#### Article history:

Received April 02, 2026

Revised April 16, 2026

Accepted April 22, 2026

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#### Keywords:

Price, Promotion, Halal Certification, MSMEs

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### ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's Gross Domestic Product (GDP) and employment absorption. However, MSMEs often encounter difficulties in boosting sales amid intense competition, particularly when it comes to effective marketing strategies such as pricing and promotional efforts. Additionally, the increasing awareness among Muslim consumers regarding halal products has made halal certification a critical factor influencing purchasing decisions. This study aims to examine the impact of price and promotion on MSME product sales, with halal certification serving as a moderating variable. This quantitative research employed a Likert scale questionnaire for data collection and Partial Least Squares (PLS) for data analysis. The findings reveal that price does not significantly affect product sales, with a P-value of  $0.312 > 0.05$ , indicating that price fluctuations are not the primary determinant of sales. On the other hand, promotion has a significant impact on product sales, with a P-value of  $0.000 < 0.05$ , demonstrating that promotional activities can directly lead to an increase in sales. However, halal certification does not moderate the relationship between price and sales, with a P-value of  $0.202 > 0.05$ , nor does it moderate the relationship between promotion and product sales, with a P-value of  $0.469 > 0.05$ .

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## INTRODUCTION

In the context of Indonesia's economy, Micro, Small, and Medium Enterprises (MSMEs) play a significant role in driving economic growth and providing employment. MSMEs contribute significantly to the Gross Domestic Product (GDP) and employment absorption, making their sustainability and growth a primary focus in national economic policies. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), MSMEs contribute approximately 60% to Indonesia's GDP and absorb over 97% of the total workforce in the country. MSMEs play a crucial role in employment absorption in Indonesia, increasing from 96.99% to 97.22% in recent years. Apart from their national significance, MSMEs also hold an essential role in regional economies. Thus, the development of the small and medium business sector can boost



national economic growth and reduce poverty rates. The growth and development of the MSME sector are often seen as indicators of successful development, especially for countries with low per capita income. However, amidst increasing competition, MSMEs face challenges in increasing product sales, particularly in terms of effective marketing strategies.

One of the key factors influencing MSME product sales is pricing. According to Philip Kotler, price is one of the elements of marketing that generates revenue, while other elements contribute to costs. Among all marketing components, price is the most flexible and can be adjusted more quickly compared to product characteristics, distribution channels, and promotions, which require more time for adjustment. In marketing, price plays a crucial role in conveying the product value and brand identity to the market. In addition to price, another critical element in marketing strategy is promotion. When done effectively, promotion can increase consumer awareness of a product and motivate them to make a purchase. In general, promotion involves any activity conducted by a company (seller) to encourage consumers to buy the offered product. Previous studies have shown that product sales can increase significantly through promotion, particularly for MSMEs with limited resources. Promotions can include advertisements, discounts, and social media campaigns. Another important factor to consider in MSME product sales is halal certification. This is particularly relevant in Indonesia, where the majority of the population adheres to Islam and requires assurance regarding the halal status of the products they purchase. The government, through Law No. 33 of 2014 concerning Halal Product Guarantee, has sought to address these concerns by providing regulations regarding the issuance of halal certificates. Halal certification is an official recognition of a product's halal status issued by BPJPH based on a written halal fatwa issued by MUI. The halal label serves as an indication of the product's halal status.

According to data from the Halal Product Guarantee Agency (BPJPH), as of November 2024, 1,547,271 businesses have obtained halal certification, with a total of 5,575,021 certified products nationwide. BPJPH also reported that by July 2024, approximately 1,830,445 halal certificates had been issued, covering a total of 4.5 million halal-certified products in Indonesia. To ensure that the halal message is conveyed, business owners who have obtained halal certification are required to include the halal label on their products in accordance with national regulations. Halal certification provides value-added benefits for products and helps businesses compete in the marketplace. Consumer trust is more easily gained when products have halal certification because these products are deemed safe and guaranteed by the government and the law.

Based on field observations, the majority of MSMEs in the village of Kotaraja are involved in the culinary business, including snacks, dry foods, traditional market snacks, heavy meals, and various beverages. The same observation revealed that some MSMEs experienced an increase in sales despite being relatively new compared to more established MSMEs that saw stagnant sales or even went out of business. Additionally, several new MSMEs actively promoted their products via social media with strategies that involved lower prices and promotions than other MSMEs but did not experience an increase in sales. This situation contradicts the theory that promotion and low prices will lead to increased product sales. On the other hand, there are factors like the halal guarantee for some MSMEs. This assurance is often spontaneously considered by consumers when they see the products of



these MSMEs. While the effect of this guarantee on increasing consumer demand is not significant, it does have an influence.

With the growing awareness of halal products among consumers, halal certification is also becoming an important factor in purchasing decisions. This research aims to explore how halal certification affects the relationship between price, promotion, and sales, providing a better understanding for MSME owners. This research is crucial because MSMEs in Kotaraja play a pivotal role in the local economy, and understanding the factors affecting product sales is essential to improving competitiveness. Price and promotion are two significant marketing elements that can influence consumer purchasing decisions. By adding halal certification as a moderating variable, this study aims to explore how halal certification affects the relationship between price, promotion, and sales. This is particularly relevant given the growing awareness of halal products, especially in areas with a predominantly Muslim population. The results of this study may offer practical recommendations for MSMEs in Kotaraja in formulating more effective marketing strategies, particularly in setting prices and designing promotions that align with their target market.

Based on the issues and phenomena described, we are interested in conducting further studies on the topic of sales improvement, with the title "The Influence of Price and Promotion on MSME Product Sales with Halal Certification as a Moderating Variable."

## **METHOD**

This study employs a quantitative approach with an associative causal research design, aiming to identify and measure the cause-and-effect relationships between independent variables, namely price and promotion, and the dependent variable, MSME product sales, while also testing the role of halal certification as a moderating variable. The study is conducted on MSMEs in Kotaraja Village, East Lombok Regency, and the research period is from May 1 to May 31, 2025. The population of the study consists of all MSME actors in Kotaraja Village, totaling 100 business units based on official data from the village government. To determine the sample size, the Slovin formula is used with a 5% margin of error, resulting in a sample size of 80 respondents. Sampling is conducted using a probability sampling method, where every member of the population has an equal chance of being selected as a research respondent. This study involves three types of variables: independent, dependent, and moderating variables. The independent variables include price ( $X_1$ ) and promotion ( $X_2$ ), while the dependent variable is MSME product sales ( $Y$ ), and the moderating variable is halal certification ( $Z$ ). These variables are defined operationally based on relevant indicators. The price variable is measured through indicators such as pricing based on cost, market competitiveness, product benefits, and product quality, referring to Kotler & Armstrong (2018). The promotion variable is measured based on dimensions such as direct marketing, sales promotion, public relations, personal selling, and advertising, as proposed by Kotler & Keller (2016). The sales variable is measured through indicators like sales volume, profit, and business growth (Swastha, 2020). The halal certification variable is measured by the level of knowledge of business actors about halal certification, product selection according to legal institutions, the ability to distinguish between genuine and fake halal logos, and the



use of halal certification in marketing strategies (Triana, 2021).

The research instrument used is a questionnaire with a Likert scale of 1-5, ranging from "Strongly Disagree" to "Strongly Agree." The questionnaire is designed based on the indicators of each variable and distributed directly to respondents who meet the research criteria. The data used in this study includes both primary and secondary data. Primary data is obtained through the distribution of questionnaires to MSME actors in Kotaraja Village, while secondary data comes from literature studies, government documents, and previous research relevant to the research topic. Data collection techniques in this study include field observations, questionnaire distribution, and documentation, which involve gathering business profile data and evidence of halal certification ownership. The data analysis technique used in this study is Partial Least Square-Structural Equation Modeling (PLS-SEM) through the SmartPLS application.

Data analysis is conducted in two main stages: outer model evaluation and inner model evaluation. The outer model evaluation is performed to assess the validity and reliability of the indicators, including convergent validity testing with loading factor values greater than 0.7, discriminant validity testing through cross-loading values and AVE above 0.5, and composite reliability testing with values above 0.7. Meanwhile, the inner model evaluation is conducted to assess the strength of the relationships between latent variables by examining R<sup>2</sup> values, path coefficients, t-statistics, and p-values. Hypothesis testing is conducted with the criterion that an effect is considered significant if the t-statistic is greater than 1.96 and the p-value is less than 0.05.

## RESULT AND DISCUSSION

### Result

To test convergent validity, the outer loading or loading factor value is used. It can be stated that an indicator meets convergent validity if the outer loading value is > 0.7. However, in preliminary research, an outer loading value between 0.5 and 0.6 can be considered sufficient. Below are the outer loading values for each indicator in the research variables.

**Table 1.** Outer Loading

	X1	X1Z	X2	X2Z	Y	Z
<b>X1 * Z</b>		1.122				
<b>X1.1</b>	0.701					
<b>X1.2</b>	0.734					
<b>X1.3</b>	0.679					
<b>X1.4</b>	0.885					
<b>X1.5</b>	0.799					
<b>X2 * Z</b>				1.434		
<b>X2.1</b>			0.811			
<b>X2.2</b>			0.771			
<b>X2.3</b>			0.853			
<b>X2.4</b>			0.842			



	X1	X1Z	X2	X2Z	Y	Z
<b>X2.5</b>			0.824			
<b>Y1</b>					0.860	
<b>Y2</b>					0.861	
<b>Y3</b>					0.910	
<b>Y4</b>					0.683	
<b>Y5</b>					0.786	
<b>Z1</b>						0.546
<b>Z2</b>						0.831
<b>Z3</b>						0.919
<b>Z4</b>						0.863
<b>Z5</b>						0.895

Based on Table 1 above, it can be seen that each indicator for the variables in this study has an outer loading > 0.7. However, there are some indicators with outer loading values > 0.6 and > 0.5, which are considered sufficient. Therefore, it can be concluded that the reflections with correlations between variables are considered to be either high or sufficient.

Discriminant validity testing uses the cross loading values. An indicator is considered to meet discriminant validity if the cross loading value of the indicator between variables is greater than the cross loading values of other variables. Below are the cross loading values for each indicator.

**Table 2. Cross Loading**

	X1	X1Z	X2	X2Z	Y	Z
<b>X1 * Z</b>	-0.348	1.000	-0.528	0.742	-0.328	-0.351
<b>X1.1</b>	0.701	-0.041	0.293	-0.146	0.322	0.097
<b>X1.2</b>	0.734	-0.180	0.292	-0.289	0.260	0.209
<b>X1.3</b>	0.679	-0.228	0.378	-0.271	0.274	0.038
<b>X1.4</b>	0.885	-0.276	0.548	-0.388	0.419	0.314
<b>X1.5</b>	0.799	-0.468	0.467	-0.400	0.377	0.441
<b>X2 * Z</b>	-0.413	0.742	-0.705	1.000	-0.509	-0.402
<b>X2.1</b>	0.380	-0.388	0.811	-0.607	0.578	0.448
<b>X2.2</b>	0.435	-0.355	0.771	-0.579	0.604	0.386
<b>X2.3</b>	0.411	-0.468	0.853	-0.596	0.541	0.322
<b>X2.4</b>	0.636	-0.483	0.842	-0.583	0.622	0.400
<b>X2.5</b>	0.330	-0.472	0.824	-0.523	0.555	0.377
<b>Y1</b>	0.379	-0.228	0.567	-0.352	0.860	0.154
<b>Y2</b>	0.383	-0.401	0.649	-0.521	0.861	0.308
<b>Y3</b>	0.477	-0.261	0.649	-0.426	0.910	0.334
<b>Y4</b>	0.218	-0.166	0.431	-0.393	0.683	0.395
<b>Y5</b>	0.337	-0.265	0.594	-0.397	0.786	0.427
<b>Z1</b>	0.037	-0.240	0.140	-0.205	0.268	0.546
<b>Z2</b>	0.078	-0.103	0.278	-0.205	0.216	0.831
<b>Z3</b>	0.377	-0.379	0.508	-0.458	0.357	0.919



<b>Z4</b>	0.299	-0.237	0.316	-0.241	0.287	0.863
<b>Z5</b>	0.395	-0.379	0.523	-0.417	0.410	0.895

Based on the table above, it can be concluded that the cross loading values of the indicators in these variables are the largest compared to other variables. This indicates that the indicators used in this study have good discriminant validity in forming their respective variables.

Composite reliability is a component used to test the reliability value of the indicators within a variable. Composite reliability measures the internal consistency of the indicators that form a construct, ensuring that the indicators are reliable and consistently represent the underlying latent variable.

**Table 3. Composite Reliability**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
X1	0.825	0.878	0.874	0.583
X1Z	1.000	1.000	1.000	1.000
X2	0.879	0.879	0.912	0.674
X2Z	1.000	1.000	1.000	1.000
Y	0.879	0.894	0.913	0.679
Z	0.877	0.953	0.910	0.676

Based on Table 3 above, it can be concluded that the composite reliability values for all variables in this study are > 0.6. This indicates that each variable meets the composite reliability criterion, meaning all variables have high reliability.

A construct is considered to have high reliability if the Average Variance Extracted (AVE) is above 0.50. Below is the AVE table for all variables.

**Table 4. Average Variance Extracted (AVE)**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
X1	0.825	0.878	0.874	0.583
X1Z	1.000	1.000	1.000	1.000
X2	0.879	0.879	0.912	0.674
X2Z	1.000	1.000	1.000	1.000
Y	0.879	0.894	0.913	0.679
Z	0.877	0.953	0.910	0.676

Based on Table 4 above, it can be concluded that the AVE values for all variables are > 0.50. This indicates that all variables are considered reliable.

The collinearity test is conducted to determine the relationship between indicators and whether the indicators experience multicollinearity by examining the VIF (Variance Inflation Factor) values. If the VIF value is < 5, it indicates that there is no collinearity. If the VIF value is > 5, it indicates the presence of collinearity. Based on Table 5 below, it can be concluded that all the indicator variables in this study have VIF values < 5. This indicates that there is no multicollinearity among the indicators.



**Table 5.** Collinearity Test

	VIF		VIF		VIF		VIF
X1 * Z	1.000	X2 * Z	1.000	Y1	3.019	Z1	1.372
X1.1	2.434	X2.1	2.025	Y2	2.714	Z2	2.502
X1.2	2.006	X2.2	1.954	Y3	3.479	Z3	4.126
X1.3	1.815	X2.3	3.246	Y4	1.545	Z4	2.944
X1.4	3.261	X2.4	2.205	Y5	1.809	Z5	2.695
X1.5	1.829	X2.5	3.063				

The path coefficient test is used to show the effect of independent variables on the dependent variable. Meanwhile, the coefficient of determination ( $R^2$ ) is used to measure how much of the variation in the dependent variable is explained by the independent variables. Changes in the  $R^2$  value can be used to assess whether the latent independent and dependent variables have a substantial influence. An  $R^2$  value of 0.67 indicates a good model, 0.33 indicates a moderate model, and 0.19 indicates a weak model.

The largest path coefficient value is shown by the effect of Promotion (X2) on Sales (Z), with a value of 4.293. Meanwhile, the smallest path coefficient value is shown by the effect of Promotion with the moderation of Halal Certification (X2Z) on Sales (Y), with a value of 0.723. From the figure, it can be concluded that all variables in this model have positive path coefficient values. This indicates that the larger the path coefficient value for an independent variable's effect on the dependent variable, the stronger the influence of the independent variable on the dependent variable.

The change in the R square value is used to explain the influence of independent latent variables on dependent latent variables and whether the influence is substantial. An R square value of 0.75 is concluded to indicate a strong influence, 0.50 indicates a moderate influence, and 0.20 indicates a weak influence. Based on the data analysis conducted using SmartPLS 3.0, the following R square values were obtained.

**Table 6.** R Square Test

	R Square	R Square Adjusted
Y	0.520	0.487
Z	0.235	0.215

Based on Table 6 above, the R square value for the saving interest variable (Y) is 0.487. This value indicates that 48.7% of the variance in the Sales variable is explained, meaning the R square value falls under the moderate category. For the Halal Certification variable (Z), the R square value is 0.215, meaning that 21.5% of the variance in the lifestyle variable is explained, and thus the R square for lifestyle is also considered moderate.

The goodness of fit is assessed based on the Q square value, which has the same meaning as the coefficient of determination (R square) in regression analysis. The higher the Q square value, the better or more "fit" the model is with the data.

The calculation for the Q square value is as follows:

$$Q \text{ square} = [1 - (1 - R^2_1) \times (1 - R^2_2)]$$

$$Q \text{ square} = [1 - (1 - 0.487) \times (1 - 0.215)]$$



$$Q \text{ square} = [1 - (0.513) \times (0.785)]$$

$$Q \text{ square} = 0.597$$

Therefore, the Q square value is 0.597, indicating that the model fits well with the data.

Based on the calculation above, the obtained Q square value is 0.547. This indicates that 54.7% of the variance in the research data can be explained by the research model. The remaining 45.3% is explained by other factors outside of this research model. Therefore, based on these results, it can be concluded that the research model has a moderate R square. Based on the data that has been analyzed, the results can be used to test the hypothesis in this study. The hypothesis testing in this study is conducted by examining the t-statistic values and p-values. A hypothesis can be accepted if the p-value is < 0.05. Below are the results of the hypothesis testing obtained in the inner model of the study.

**Table 7. Path Coefficient**

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
X1 → Y	0.087	0.092	0.086	1.012	0.312
X2 → Y	0.632	0.628	0.147	4.293	0.000
X1Z → Y	0.117	0.110	0.092	1.276	0.202
X2Z → Y	-0.068	-0.068	0.094	0.723	0.469

The results of the hypothesis testing show that the path from X2 to Y has a significant effect with a T-statistic of 4.293 and a P-value of 0.000 ( $p < 0.05$ ), indicating that promotion (X2) has a strong impact on sales (Y). However, the path from X1 to Y (price to sales) has a T-statistic of 1.012 and a P-value of 0.312, which is not significant, suggesting that price does not significantly affect sales. Additionally, the paths X1Z to Y (price with halal certification) and X2Z to Y (promotion with halal certification) have T-statistics of 1.276 and 0.723 with P-values of 0.202 and 0.469, respectively, both of which are not significant, implying that halal certification does not moderate the relationship between price, promotion, and sales.

**Discussion**

Based on the analysis results, it is evident that the price variable has a P-value of 0.312, which is greater than the threshold of 0.05. This indicates that, statistically, price does not significantly affect sales in this study. Therefore, the null hypothesis (H0) stating that price does not influence sales cannot be rejected, while the alternative hypothesis (H1) suggesting that price affects sales is rejected. This suggests that price changes, whether increases or decreases, do not directly influence product sales. It is possible that consumers in the MSME market segment in Kotaraja Village are less sensitive to price fluctuations, or other factors such as brand, service quality, and customer loyalty play a more dominant role in influencing sales. This phenomenon can be explained by the market characteristics of Kotaraja, where factors like product quality, comfort, and social relationships between sellers and consumers are emphasized. Many consumers in this area purchase products not solely based on price, but due to social proximity or trust in the business owner. Consequently, price



flexibility may not always be a major determinant in increasing sales volume, especially when the products sold already have a loyal market segment. This finding is consistent with the research by Rahul Anwar, which found that price did not significantly affect the sales of Axioo laptops, as consumers in certain product categories prioritized product quality and trends over price. Similarly, Novia Susanti and Dita Rohima's research also supports that price does not impact purchasing decisions, emphasizing that price is not the primary factor in decision-making. Additionally, this result can be explained by the value-based pricing theory, where consumers assess products based on the benefits or value they perceive, rather than just the price. In this context, even if the price increases, as long as consumers feel the product still provides value, sales are unlikely to be drastically impacted. It is important to note that the influence of price on sales is highly contextual, depending on the type of product, market conditions, market segmentation, and the marketing strategy employed. Therefore, although price did not show a significant effect in this study, this result should not be generalized to all industries or specific product types.

The analysis also shows that the promotion variable has a P-value of 0.000, which is less than 0.05. This indicates that the promotion carried out by the company has a significant impact on sales. These findings support the hypothesis that appropriate promotions can increase consumer awareness, attract purchase interest, and accelerate decision-making. Theoretically, this aligns with the concept of promotion mix in marketing, where promotional elements such as advertising, personal selling, sales promotion, and digital marketing play a vital role in creating demand. The finding that promotion significantly affects sales reinforces the importance of visual appeal, communication messages, and promotional consistency for MSMEs. The researcher argues that effective promotions not only boost short-term sales but also shape long-term brand image. This indicates that MSMEs' ability to adapt to modern communication technologies is a key factor in increasing sales. This research aligns with Muchlis Abbas's study in *Ilmiah Metansi*, which states that promotion positively and significantly affects sales, emphasizing the importance of intensity and creativity in promotion, especially through digital media, which has become the primary medium to reach consumers. In this study's context, promotions successfully expanded consumer reach, built a positive image, and created perceived added value for the products offered. This is consistent with the AIDA theory (Attention, Interest, Desire, Action), explaining how promotions influence consumers from product awareness to purchase. However, despite the positive effect on sales, businesses or MSMEs must still consider the cost-effectiveness of their promotional activities. Improperly targeted promotions or overly frequent promotions without a measurable strategy can lead to long-term effects, such as diminishing perceived product quality or causing consumers to only be attracted to promotions. Therefore, while promotion proves to be an effective tool for increasing sales, it must be executed strategically, consistently, and in line with the target market.

The statistical test results indicate that the price variable with halal certification moderation on sales has a P-value of 0.202, which is greater than 0.05. Thus, it can be concluded that halal certification does not significantly moderate the relationship between price and sales. This means that, although a product may have halal certification, the presence of this certification does not strengthen or weaken the influence of price on sales. The results



suggest that, in the context of the market and product, halal certification is not a determining factor when consumers consider product prices. While halal certification can add value to a product, it is not always enough to make consumers more tolerant of price fluctuations. In other words, consumer perceptions of price remain independent of the presence of the halal label. The researcher believes that the insignificance of halal certification as a moderator in the price-sales relationship indicates that consumers do not always associate the halal label with price perceptions. In the predominantly Muslim community, halal certification is seen as a standard rather than a unique added value that can increase price tolerance. Therefore, halal certification tends to be viewed as a basic requirement and not a major driver in enhancing the product's price appeal. This aligns with research by Alfiyatul Fitriyah, which found that halal certification does not significantly moderate the relationship between price and purchasing decisions. While consumers do consider the halal status of a product, when price is the primary factor, the influence of halal certification becomes relatively neutral. Although most consumers recognize the importance of the halal label, their purchasing decisions are still more influenced by other factors such as quality, competitive pricing, and customer reviews rather than the mere presence of halal certification.

Thus, while halal certification remains important for ethical and legal reasons, particularly in majority-Muslim markets, in the context of price and sales relationships, the presence of the halal label does not always increase price tolerance or strengthen purchase interest. This finding suggests that businesses should not rely solely on halal certification as a marketing strategy but must also consider other factors such as product quality, service, and competitive pricing to significantly influence sales. The moderation test results also show that the P-value for the promotion with halal certification moderation on sales is 0.469, which is greater than the significance level of 0.05. This means that halal certification does not significantly moderate the effect of promotion on sales. In other words, the presence of halal certification does not strengthen or weaken the relationship between promotional activities and sales results. These findings indicate that, while promotional strategies may drive sales increases, halal certification does not significantly enhance the effectiveness of those promotions. In this context, promotions conducted through social media, discounts, or endorsements are likely accepted by consumers regardless of whether the product carries a halal label, particularly if consumers already assume the product is halal by default or if it is widely available in Muslim markets. When promotion remains significant without being enhanced by halal certification, the researcher believes this is because consumers respond more to promotional communication strategies and creativity than to the presence of the halal label itself. In many cases, consumers in predominantly Muslim areas assume MSME products are halal by default. Thus, although halal certification remains ethically and legally important, in terms of promotional effectiveness, the halal label does not enhance the appeal of marketing messages. This suggests that MSMEs should position halal certification as a baseline guarantee of quality, while focusing promotions on creating value propositions and differentiating products in the market. This research is consistent with that of Muhammad Rizki Hidayat, who states that halal certification does not significantly moderate the relationship between promotion and purchase decisions. In this case, halal certification is seen as a basic factor assumed to exist on certain products, and therefore does not determine



promotional effectiveness. From a marketing communication theory perspective, this result can be explained through the message receiver fit approach, where the effectiveness of promotional messages depends on how well the message content aligns with the audience's needs or attention. If the audience does not actively seek information about halal status in promotional contexts, the promotional message emphasizing halal aspects will not significantly impact sales. Thus, while promotion remains an important tool in marketing strategies, halal certification does not enhance its impact on sales. This indicates that businesses or MSMEs should separate promotional strategies from different contexts, depending on market characteristics, consumer awareness levels, and product categories.

## CONCLUSION

Based on the research findings regarding the impact of price, promotion, and its moderation with halal certification on sales, we found that price does not significantly affect sales, as indicated by a P-value of 0.312, which is greater than the 0.05 threshold. This suggests that fluctuations in price are not the primary determinant of sales. The findings imply that, in the context of this study, other factors such as product quality, brand reputation, or customer service may play a more dominant role in influencing sales rather than price alone. In addition, promotion significantly affects sales, with a P-value of 0.000, which is less than 0.05. This confirms that promotional activities, such as digital marketing, discounts, and other promotional strategies, can directly drive an increase in sales. The results support the notion that effective promotion can create awareness, attract customers, and ultimately boost purchasing decisions.

Another finding, we found that price with the moderation of halal certification does not significantly affect sales, as shown by a P-value of 0.202, which is greater than 0.05. This finding suggests that the presence of halal certification does not strengthen the effect of price on sales. In other words, consumers do not appear to consider the halal certification as an important factor in their purchasing decision when evaluating the price of a product. We also found that promotion with the moderation of halal certification also does not significantly affect sales, with a P-value of 0.469, which is greater than 0.05. This indicates that, while promotion remains effective in increasing sales, the presence of halal certification does not enhance the effectiveness of promotional activities. This suggests that consumers are likely to respond to promotional strategies independently of whether the product carries a halal certification.

In general, these findings indicate that promotion is the dominant factor influencing sales in this study, while price and halal certification, either directly or as moderators, do not significantly impact sales. This highlights the importance of focusing on promotional strategies to drive sales growth, while also considering that factors such as price and certification may not play as crucial a role in the purchasing decisions of consumers in this specific context.



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