
**THE INFLUENCE OF ONLINE REVIEWS AND PRICE PERCEPTION ON
ROCKET CHICKEN CONSUMERS' PURCHASE DECISION, WITH THE
PERCEPTION OF *HALALAN THAYYIBAN* AS A MEDIATING VARIABLE**

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Abstract

This study aims to analyze the influence of online reviews and price perception on purchasing decisions, with the perception of *Halalan Thayyiban* as a mediating variable, among Rocket Chicken consumers. The study employs a quantitative approach with a causal (cause-and-effect) design. The study sample consisted of 150 respondents selected using purposive sampling. Data were collected through a questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4. The results indicate that online reviews and price perception have a positive and significant effect on Purchase Decision and the Perception of *Halalan Thayyiban*. This suggests that halal status and product quality may be viewed as basic prerequisites (hygiene factors) by consumers. Furthermore, the Perception of *Halalan Thayyiban* does not mediate the effects of online reviews or price perception on Purchase Decision. These findings suggest that Purchase Decision is more directly influenced by online reviews and price perception, rather than through perceptions of “Halalan Thayyiban.” This study implies that businesses need to focus on managing customer reviews and setting appropriate prices to enhance consumer Purchase Decision.

Keywords: Online Reviews, Price Perception, Perception of “*Halalan Thayyiban*”, Purchase Decision, PLS-SEM, Rocket Chicken

INTRODUCTION

Digital transformation has altered consumer behavior in the fast-food industry. Modern consumers no longer consider only product quality but also evaluate digital information, price perceptions, brand image, and the alignment of products with personal values before making purchasing decisions (Handayani et al., 2024). In Indonesia, the growth of the fast-food industry is driven by changing lifestyles, urbanization, and the public's increasing preference for ready-to-eat meals. One of the key players in this industry is Rocket Chicken, a local fast-food brand established in Yogyakarta in 2010 that continues to expand its business network, including through its Rocket Chicken Tegalrejo branch, which reflects the consumption behavior of the local community (Rocket Chicken, 2024). In the fast-food industry, purchasing decisions are generally made quickly and are influenced by previous consumption experiences. However, the rise of digital platforms has led to the consumer evaluation process being increasingly influenced by online reviews as the primary source of information before a purchase is made (Yunus & Ariawan, 2022). Consumers rely on the experiences of other users shared through digital media to assess product quality, reduce uncertainty, and build trust in the brand (Nur & Octavia, 2022). In the context of Rocket Chicken Tegalrejo, online reviews are crucial because they shape local consumers' perceptions before they make a purchase.

In addition to online reviews, price perception is also a key factor in consumer purchasing decisions. In the local fast-food segment, price plays a strategic role because the majority of consumers are from the working-age population, as well as high school and college students, who tend to be price-sensitive. Consumers are more inclined to purchase a product when the price is perceived as aligned with their financial capacity and the benefits received (Ambalao & Maueke, 2025). Therefore, the perception of price affordability at Rocket Chicken Tegalrejo can influence consumers' assessment of the product's value and simultaneously determine their purchasing decisions (Folia & Octavia, 2024).

On the other hand, for Muslim consumers, purchasing decisions are influenced not only by economic and marketing factors but also by the product's alignment with religious values. The concept of *Halalan Thayyiban* relates not only to a product's halal status according to Islamic law but also encompasses aspects of quality, cleanliness, safety, and the product's benefits to consumers (Lailia & Bawono, 2025). The growing awareness among Muslim consumers regarding the consumption of products that align with the *Halalan Thayyiban* principle indicates that religious values can shape consumers' perceptions when evaluating a product (Damayanti & Iqbal, 2025). Thus, the perception of *Halalan Thayyiban* has the potential to serve as a mediating variable explaining the relationship between marketing factors and consumer purchasing decisions.

Previous research has shown inconsistent results regarding the influence of online reviews and price perceptions on *Purchase Decision*. A study Fauziah et al. (2023) found that online reviews have a positive and significant effect on *Purchase Decision* because consumers use other users' experiences as a basis for product evaluation. However, Rahmawati (2025) showed that the influence of online reviews is not always significant, particularly for fast-moving consumer goods, where purchases tend to be spontaneous. Regarding the price perception variable, Munawaroh et al. (2024) found an influence on purchasing decisions, whereas Amalia & Maskur (2020) indicated that this influence depends on consumer characteristics, income level, and perceived value. The inconsistency in these research findings highlights the need for a more comprehensive study on the

relationship between marketing factors and purchasing decisions. Furthermore, research integrating the concept of *Halalan Thayyiban* as a mediating variable remains relatively limited, particularly in the context of fast-food consumers in Indonesia.

Based on these phenomena and research gaps, this study aims to analyze the influence of online reviews and price perception on consumer purchasing decisions through the perception of *Halalan Thayyiban* as a mediating variable at Rocket Chicken Tegalrejo. This study is expected to expand the understanding of consumer behavior by integrating religious dimensions into the purchase decision model, while also providing practical implications for fast-food business operators in designing marketing strategies that are more adaptive to value-based consumer preferences.

REVIEW OF LITERATURE

Online Review

Online reviews are a form of Electronic Word of Mouth (e-WOM) that contain consumers' experiences and evaluations of a product or service via digital platforms. This information plays a crucial role in reducing consumer uncertainty and aids the evaluation process prior to purchase (Safitri et al., 2026). In marketing research, online reviews are generally measured based on the dimensions of credibility, information quality, and the valence of the reviews received by consumers. The more positive and credible the reviews are, the greater the likelihood that consumers will form a positive perception of the product.

The relationship between online reviews and purchasing decisions can be explained through the Stimulus-Organism-Response (S-O-R) Model, in which online reviews serve as an external stimulus that influences consumers' internal processes (the organism), thereby generating a response in the form of a purchasing decision (Mehrabian & Russell, 1974). Within this framework, credible and high-quality online reviews stimulate consumers' cognitive and affective processes for example, by forming beliefs about product quality or fostering trust in other users' experiences which in turn shape internal states (the organism) in the form of attitudes or beliefs toward the product. It is these internal states that subsequently drive consumers toward a response in the form of a decision to purchase. In other words, the stronger the stimulus provided by the reviews (both in terms of valence and credibility), the greater the change in the consumer's internal state, and thus the higher the likelihood of a purchase decision.

Several studies indicate that online reviews have a significant influence on *Purchase Decision*, particularly among consumers who actively seek out digital information before making a transaction (Yunus & Ariawan, 2022; Rahmawati, 2025).

Price Perception

Price perception represents a consumer's subjective evaluation of the alignment between the price paid and the benefits or value derived from a product. In consumer behavior, price is viewed not only as a financial sacrifice but also as an indicator of perceived product quality and value. The construct of price perception is generally measured through the dimensions of price affordability, the alignment of price with product quality, and the perceived value of the benefits to the consumer (Diska Dian, 2025). In the fast-food industry, price perception is a critical factor because consumers tend to compare prices with the consumption experience they receive. Previous research indicates that a positive price perception can increase consumers' propensity to make

purchases, as they feel the products offered provide value commensurate with the financial sacrifice made (Ambalao & Maueke, 2025; Folia & Octavia, 2024).

Muslim Consumer Behavior

Muslim consumer behavior refers to consumers' purchasing and consumption decisions that consider both functional needs and Islamic principles. In food consumption, Muslim consumers consider not only price and product quality but also halal status, cleanliness, safety, and benefits in accordance with Islamic values (Lailia & Bawono, 2025). Previous research shows that halal awareness, religiosity, and food safety and quality significantly contribute to Muslim consumers' decisions to purchase halal food in Indonesia (Alimusa et al., 2023).

In this study, Muslim consumer behavior is relevant to understanding consumers' perceptions of *Halalan Thayyiban* in fast-food purchasing. These perceptions reflect consumers' evaluation of whether a product meets halal, cleanliness, safety, quality, and benefit considerations. Therefore, online reviews and price perceptions may provide information that shapes consumers' internal evaluation before making a purchase decision within the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974).

Perception of *Halalan Thayyiban*

The concept of *Halalan Thayyiban* is rooted in Islamic teachings, which require Muslims to consume products that are not only lawful but also good, clean, and beneficial. QS. Al-Baqarah (2:168) instructs mankind to consume what is *halal* and *tayyib*, indicating that food consumption involves both legal permissibility and goodness or wholesomeness. This principle is further reinforced by the Prophet Muhammad's teaching that lawful and unlawful matters are clear while doubtful matters should be avoided (Sahih Muslim, 1599a). Therefore, *Halalan Thayyiban* encompasses not only halal status but also considerations of cleanliness, safety, quality, and benefit, which are relevant to Muslim consumers when evaluating food products (Lailia & Bawono, 2025).

Purchase Decision

A purchase decision is the evaluation process consumers undertake to select and decide to buy a product based on their needs, preferences, and previously obtained information. According to Philip Kotler and Kevin Lane Keller, a purchase decision reflects the final stage of the consumer behavior process, which involves recognizing needs, searching for information, evaluating alternatives, and ultimately deciding to make a purchase (Dewi, 2022). In marketing research, this construct is generally measured through purchase confidence, brand preference, repurchase intention, and willingness to recommend the product to other consumers. In the context of fast-food consumption, Purchase Decision is influenced by a combination of functional, emotional, social, and personal value factors perceived by consumers (Faisal, 2023).

Online Reviews and Purchase Decision

From the perspective of Electronic Word of Mouth, online reviews serve as an external source of information that can shape consumers' perceptions of a product. Information deemed credible and relevant can reduce consumer uncertainty and increase confidence in the purchase decision-making process (Abdillah & Pramesti, 2024). Previous research has also shown that online reviews have a positive influence on purchasing decisions, particularly among consumers who actively use digital information before making a transaction (Yunus & Ariawan, 2022).

This relationship can be explained through the Stimulus-Organism-Response (S-O-R) Model, in which online reviews serve as external stimuli that shape consumers' attitudes and beliefs

(the organism), thereby generating a response in the form of a purchase decision (Mehrabian & Russell, 1974). The more credible and positive the reviews received, the stronger the consumers' beliefs become, thereby increasing the likelihood of a purchasing decision. Based on this reasoning, the following hypothesis is formulated:

H1: Online reviews have a significant positive effect on purchasing decisions.

Online Reviews and Perception of *Halalan Thayyiban*

The digital information consumers receive through online reviews not only influences their perceptions of product quality but can also shape their assessment of a product's alignment with their religious values. Consumer reviews regarding product quality, cleanliness, and safety have the potential to reinforce Perception of *Halalan Thayyiban* in the internal evaluation process of Muslim consumers (Gazali et al., 2023).

Within the Stimulus-Organism-Response (S-O-R) Model framework, online reviews serve as an external stimulus that shapes consumers' (organism) beliefs regarding a product's alignment with *Halalan Thayyiban* values (Mehrabian & Russell, 1974). The more reviews highlight a product's quality, cleanliness, and halal status, the stronger the perception of *Halalan Thayyiban* formed in consumers. Therefore, the proposed hypothesis is:

H2: Online reviews have a significant positive effect on the perception of *Halalan Thayyiban*.

Price Perception and Purchase Decision

Price perception reflects consumers' evaluation of the alignment between the costs incurred and the benefits received. In consumer behavior, a positive price perception can enhance the perceived value of a product and strengthen the tendency to purchase (Faisal, 2023). Within the Stimulus-Organism-Response (S-O-R) Model framework, price perception acts as an external stimulus that shapes consumers' internal evaluation (organism) of a product's value, thereby generating a response in the form of a purchase decision (Mehrabian & Russell, 1974). The more positive the price perception formed, the higher the value perceived by consumers, and thus the greater the tendency to purchase. Several empirical studies have also found that price perception significantly influences purchasing decisions, particularly in the food and retail industries (Munawaroh et al., 2024). Based on this, the proposed hypothesis is:

H3: Price perception has a significant positive effect on purchasing decisions.

Price Perception and Perception of *Halalan Thayyiban*

In addition to digital information, price can also shape consumers' perceptions of a product's quality and suitability. Within the Stimulus-Organism-Response (S-O-R) Model framework, a price considered fair and appropriate serves as an external stimulus that reinforces consumers' (organism) beliefs regarding the product's quality and halal status (Mehrabian & Russell, 1974). In the context of Muslim consumers, a price considered appropriate can reinforce the belief that a product not only has economic value but also meets quality and benefit standards consistent with the concept of *Halalan Thayyiban* (Diska Dian, 2025). Based on this argument, the following hypothesis is formulated:

H4: Price perception has a significant positive effect on the perception of *Halalan Thayyiban*.

Perception of *Halalan Thayyiban* and Purchase Decision

Religious values play a significant role in shaping the consumption behavior of Muslim consumers. Positive perceptions of the concept of *Halalan Thayyiban* can enhance consumers' confidence in a product's quality, safety, and compliance with Sharia principles, thereby driving

Purchase Decision (Gazali et al., 2023). Although Perception of *Halalan Thayyiban* are an important factor in consumers' internal processes, several studies indicate that this variable does not always have a significant effect on purchasing decisions, particularly when consumers view halal status as a minimum standard (a hygiene factor). Thus, the proposed hypothesis is:

H5: The perception of *Halalan Thayyiban* has a significant effect on purchasing decisions.

The Mediating Role of Perception of *Halalan Thayyiban* in the Effect of Online Reviews on Purchase Decision

Within the Stimulus-Organism-Response (S-O-R) framework, the organism represents consumers' internal evaluation that links external stimuli to behavioral responses (Mehrabian & Russell, 1974). In this study, online reviews function as an external stimulus that may shape consumers' perception of *Halalan Thayyiban* before influencing their Purchase Decision. Online reviews containing information about product quality, cleanliness, and safety may strengthen consumers' perception of *Halalan Thayyiban*, which may subsequently influence their purchasing decisions (Gazali et al., 2023). This mediating pathway is theoretically plausible because the informational content of online reviews comments on hygiene, preparation, and product condition maps directly onto the core dimensions of the *Halalan Thayyiban* construct itself, giving consumers cognitive cues they can readily translate into a *halal thayyib* evaluation. Based on this reasoning, the following hypothesis is proposed:

H6: The perception of *Halalan Thayyiban* mediates the effect of online reviews on Purchase Decision.

The Mediating Role of the Perception of *Halalan Thayyiban* in the Effect of Price Perception on Purchase Decision

Within the same Stimulus-Organism-Response (S-O-R) framework, price perception may similarly function as an external stimulus that shapes consumers' perception of *Halalan Thayyiban* (Mehrabian & Russell, 1974). A price perceived as appropriate may reinforce consumers' evaluation of product quality and benefits, thereby strengthening their perception of *Halalan Thayyiban* (Diska Dian, 2025). However, the theoretical link between price perception and *Halalan Thayyiban* is comparatively more indirect: price is primarily a value-for-money cue rather than a direct signal of halal status, cleanliness, or safety, so its influence on *Halalan Thayyiban* perception is expected to operate through a weaker, more inferential pathway than that of online reviews. Based on this reasoning, the following hypothesis is proposed:

H7: The perception of *Halalan Thayyiban* mediates the effect of price perception on Purchase Decision.

RESEARCH METHOD

This study employs a quantitative approach with a causal (cause-and-effect) design to analyze the effects of online reviews and price perception on Purchase Decision through the perception of *Halalan Thayyiban* among Rocket Chicken Tegalrejo consumers. The study population consists of all consumers who have ever purchased Rocket Chicken Tegalrejo products. Since the exact population size is unknown, the sampling technique used purposive sampling with the following criteria: respondents must have purchased Rocket Chicken Tegalrejo products, viewed or read online reviews related to those products, and be at least 17 years old. A total of 150 respondents were included in this study. The sample size was determined based on a GPower

analysis with a moderate effect size ($f^2 = 0.15$), $\alpha = 0.05$, power = 0.80, and three predictors, resulting in a minimum requirement of 77–119 respondents. The number 150 was selected to meet the GPower results and the “rule of 10 times PLS-SEM” (Sarstedt et al., 2021).

Primary data were collected through the distribution of a questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The variables measured included online reviews, price perception, perception of *Halalan Thayyiban*, and purchase decision. This scale was chosen because it effectively measures consumer attitudes and perceptions, is easy for respondents to understand, accommodates neutral options, and has been proven to have high reliability and validity in quantitative social research (Sugiyono, 2019).

The measurement instruments were adapted from previous studies and adjusted to the context of Rocket Chicken consumers. Each construct was measured using indicators derived from relevant previous studies, as presented in Tables 1– 4.

Table1.

Online Reviews (X1)

Code	Dimension	Indicator	Source
RO1	Credibility	The review is perceived to come from a trustworthy source or reviewer.	(Safitri et al. 2026)
RO2	Credibility	The reviewer is perceived to have actual experience with the product.	(Safitri et al. 2026)
RO3	Information quality	The content of the review provides clear and complete information.	(Abdillah & Pramesti, 2024)
RO4	Information quality	Information Quality The information in the review is relevant to consumer needs.	(Abdillah & Pramesti, 2024)
RO5	Valence	The positive or negative tone of the review influences consumer evaluations.	(Nur & Octavia, 2022)

Table 2.

Price Perception (X2)

Code	Dimension	Indicator	Source
PH1	Affordability	Product prices are in line with consumers' financial means.	(Diska Dian, 2025)
PH2	Affordability	The price of Rocket Chicken products is affordable for consumers.	(Diska Dian, 2025)
PH3	Price quality alignment	Prices reflect the quality of the product received.	(Ambalao & Maueke, 2025)
PH4	Perceived value	The benefits received are commensurate with the price paid.	(Folia & Octavia, 2024)
PH5	Perceived value	The price is generally considered to offer good value.	(Folia & Octavia, 2024)

Table 3.
Perception of *Halalan Thayyiban* (Z)

Code	Dimension	Indicator	Source
PHT1	Halal Status	Perceived halal status of the product.	(Lailia & Bawono, 2025)
PHT2	Halal Status	Perceived compliance of ingredients and processing with Islamic principles.	(Lailia & Bawono, 2025)
PHT3	Cleanliness	Perceived hygiene of food processing.	(Gazali et al. 2023)
PHT4	Cleanliness	Perceived cleanliness of packaging and serving.	(Gazali et al. 2023)
PHT5	Safety	Perceived safety of the product for consumption.	(Alimusa et al. (2023)
PHT6	Quality	Perceived taste and freshness quality.	(Alimusa et al. 2023)
PHT7	Benefit	Perceived benefits/nutritional value of the product.	(Lailia & Bawono, 2025)
PHT8	Overall Perception	Overall perception that the product fulfills <i>Halalan Thayyiban</i> principles.	(Lailia & Bawono, 2025)

Table 4.
Purchase Decision (Y)

Code	Dimension	Indicator	Source
KP1	Purchase Confidence	Consumer confidence in purchasing the product.	(Dewi, 2022)
KP2	Brand Preference	Preference for the selected product.	(Dewi, 2022)
KP3	Purchase Intention	Consumers intend to repurchase Rocket Chicken products.	(Dewi, 2022)
KP4	Willingness to recommend	Consumers are willing to recommend products to others.	(Faisal, 2023)
KP5	Recommendation Intention	Willingness to recommend the product to others.	(Faisal, 2023)

Data analysis was conducted using SmartPLS 4 with the PLS-SEM approach. This method was chosen because it can analyze relationships among latent variables simultaneously, does not strictly require a normal data distribution, and is suitable for testing models involving mediating variables. Evaluation of the measurement model (outer model) was conducted through tests of convergent validity using outer loadings and Average Variance Extracted (AVE), discriminant validity, and construct reliability using Cronbach's Alpha and Composite Reliability. Furthermore, the structural model (inner model) was evaluated through an analysis of the coefficient of determination (R^2), hypothesis testing using the bootstrapping procedure, and testing of the mediating effect. All respondents participated voluntarily and anonymously in accordance with research ethics principles.

RESULTS AND DISCUSSION

Respondent Profile

The respondent profile shows that the majority of respondents are female (63.4%), while males account for 36.6%. By age, the majority of respondents were in the 21–25 age group (68.8%), followed by those aged 17–20 (17.1%), 26–30 (9.8%), and over 30 (4.3%). This composition indicates that the study is dominated by respondents in early adulthood an age group that is productive and active in accessing digital information making it relevant to the research context regarding online reviews and purchasing decisions.

Results of the Measurement Model Evaluation (Outer Model)

Table 5.

Results of the Convergent Validity Test (Outer Loadings)			
Variable	Indicator	Outer Loading	Notes
Online Review (X1)	RO1	0.759	Valid
	RO2	0.725	Valid
	RO3	0.831	Valid
	RO4	0.829	Valid
	RO5	0.800	Valid
Price Perception (X2)	PH1	0.806	Valid
	PH2	0.799	Valid
	PH3	0.815	Valid
	PH4	0.830	Valid
	PH5	0.770	Valid
Purchase Decision (Y)	KP1	0.705	Valid
	KP2	0.822	Valid
	KP3	0.804	Valid
	KP4	0.770	Valid
	KP5	0.767	Valid
Perception of <i>Halalan Thayyiban</i> (Z)	PHT1	0.832	Valid
	PHT2	0.844	Valid
	PHT3	0.801	Valid
	PHT4	0.836	Valid
	PHT5	0.756	Valid
	PHT6	0.790	Valid
	PHT7	0.760	Valid
	PHT8	0.796	Valid

Source: Authors' calculation using SmartPLS 4.

Based on Table 5, the results of the convergent validity test show that most indicators have outer loadings above 0.70, thus meeting the criteria for convergent validity. According to (Hair et al., 2022), reflective indicators are considered valid if they have an outer loading value of ≥ 0.70 . However, indicators with values between 0.50 and 0.70 may still be retained if they does not lower the Average Variance Extracted (AVE) and Composite Reliability values.

Table 6.
Results of Reliability and Construct Validity Tests

<i>Variable</i>	Cronbach's Alpha	Composite Reliability	AVE	Notes
Online Reviews (X1)	0,890	0,913	0,558	Reliable and Valid
Price Perception (X2)	0,891	0,913	0,571	Reliable and Valid
Perception of <i>Halalan Thayyiban</i> (Z)	0,925	0,937	0,625	Reliable and Valid
Purchase Decision (Y)	0,889	0,910	0,532	Reliable and Valid

Source: Authors' calculation using SmartPLS 4.

Based on Table 6, all research variables had Cronbach's Alpha values above 0.70, ranging from 0.889 to 0.925. The composite reliability values also fell within the range of 0.910–0.937, while the AVE values ranged from 0.532 to 0.625. These results indicate that all constructs met the criteria for reliability and convergent validity. This means that each variable exhibits good internal consistency and is capable of adequately explaining the variance in its indicators, thereby establishing the research instrument as reliable and valid.

Table 7.
Results of the Discriminant Validity Test (Cross-Loading)

Indicator	Online Reviews (X1)	Price Perception (X2)	Perception of <i>Halalan Thayyiban</i> (Z)	Purchase Decision (Y)
RO1	0.759	0.701	0.563	0.696
RO2	0.725	0.687	0.719	0.674
RO3	0.831	0.635	0.818	0.656
RO4	0.829	0.66	0.833	0.686
RO5	0.8	0.599	0.77	0.67
PH1	0.757	0.806	0.750	0.748
PH2	0.666	0.799	0.583	0.7
PH3	0.68	0.815	0.555	0.786
PH4	0.778	0.83	0.765	0.789
PH5	0.55	0.77	0.592	0.615
KP1	0.698	0.702	0.65	0.702
KP2	0.805	0.783	0.814	0.822
KP3	0.705	0.754	0.783	0.804
KP4	0.604	0.7	0.531	0.767
KP5	0.575	0.595	0.415	0.705
PHT1	0.768	0.748	0.832	0.686
PHT2	0.755	0.742	0.844	0.708
PHT3	0.4	0.584	0.801	0.616
PHT4	0.747	0.699	0.836	0.712
PHT5	0.731	0.575	0.756	0.627

PHT6	0.663	0.595	0.79	0.592
PHT7	0.643	0.683	0.76	0.635
PHT8	0.7	0.619	0.796	0.614

Source: Authors' calculation using SmartPLS 4.

Based on Table 7, each indicator has the highest loading value for the construct it measures compared to its loading values for other constructs. These results indicate that each indicator is able to distinguish the measured variables effectively, thereby meeting the criteria for discriminant validity. Thus, all constructs in this study possess an adequate level of discrimination and can be used in structural equation modeling.

Results of Structural Equation Modeling (Inner Model)

After the measurement model (outer model) was found to meet the criteria for validity and reliability, the next step was to evaluate the structural equation model (inner model). The evaluation was conducted using the bootstrapping procedure in SmartPLS 4 to obtain path coefficients that describe the direction and magnitude of the relationships between variables in the research model.

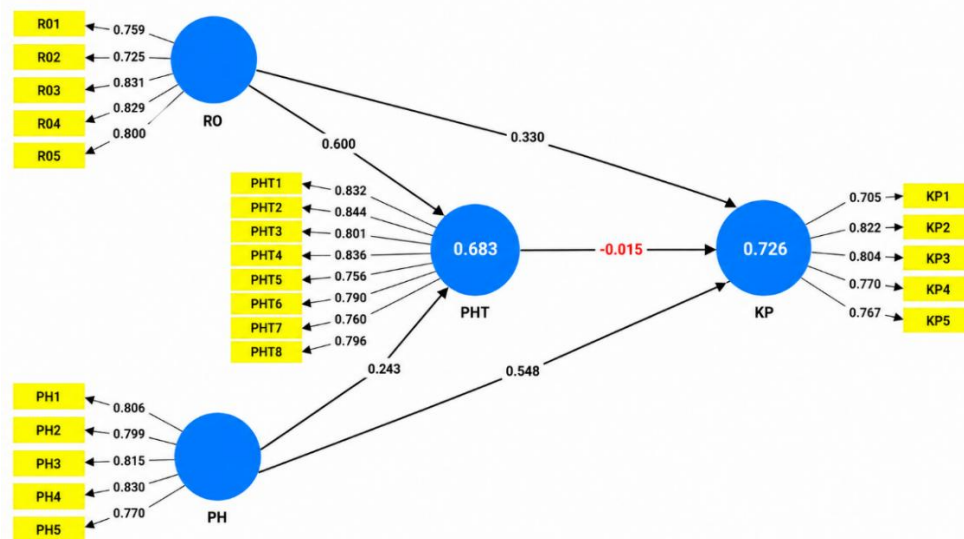


Figure 1.

Results of Structural Model (Inner Model) Bootstrapping)

Source: Authors' calculation using SmartPLS 4.

Based on Figure 1, path coefficients were obtained that indicate the relationships among the study variables. Online Reviews have a positive influence on the Perception of *Halalan Thayyiban* of 0.600 and on the Purchase Decision of 0.330. Price Perception has a positive effect on the Perception of *Halalan Thayyiban* of 0.243 and on Purchase Decision of 0.548. Meanwhile, the relationship between the Perception of *Halalan Thayyiban* and Purchase Decision has a coefficient of -0.015, indicating a negative relationship.

Table 8.

R-Square Values

Variable Endogen	R ²	Category
Perception of <i>Halalan Thayyiban</i>	0.683	Strong

Purchase Decision	0.726	Strong
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Source: Authors' calculation using SmartPLS 4.

Based on Table 8, it is evident that the R^2 value for the *Halalan Thayyiban* perception variable is 0.683. This indicates that 68.3% of the variation in the perception of *Halalan Thayyiban* can be explained by online reviews and price perception, while the remaining 31.7% is influenced by other factors outside the research model. Meanwhile, the purchase decision variable has an R^2 value of 0.726, meaning that 72.6% of the variation in purchase decision can be explained by online reviews, price perception, and the perception of *Halalan Thayyiban*. The remaining 27.4% is explained by other variables outside the research model.

Table 9.
Effect Size Values (f^2)

Relationships Between Variables	f^2	Category
Price Perception → Purchase Decision	0.601	Large
Price Perception → Perception of <i>Halalan Thayyiban</i>	0.103	Small
Online Reviews → Purchase Decision	0.123	Small
Online Reviews → Perception of <i>Halalan Thayyiban</i>	0.630	Large
Perception of <i>Halalan Thayyiban</i> → Purchase Decision	0.000	No Effect

Source: Authors' calculation using SmartPLS 4.

Effect size values indicate the magnitude of the influence of each exogenous variable on the endogenous variable. Based on the guidelines Hair et al. (2021), an f^2 value of 0.02 falls into the small category, 0.15 into the medium category, and 0.35 into the large category.

Based on Table 9, the relationship between price perception and purchase decision has an f^2 value of 0.601 (large category), while the relationship with Perception of *Halalan Thayyiban* is only 0.103 (small category). The relationship between Online Reviews and Purchase Decision has an f^2 value of 0.123 (small category), but the relationship with Perception of *Halalan Thayyiban* shows an f^2 value of 0.630 (large category). Meanwhile, the relationship between the perception of *Halalan Thayyiban* and purchase decision has an f^2 value of 0.000; thus, according to the guidelines of Hair et al. (2021), it is categorized as having no significant influence.

These results indicate that price perception and online reviews play a strong role in influencing the perception of *Halalan Thayyiban* and purchase decision, whereas the Perception of *Halalan Thayyiban* itself does not contribute substantially to purchase decision.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method in SmartPLS 4. A hypothesis was accepted if it had a t-statistic value > 1.96 and a p-value < 0.05 at a 5% significance level.

Table 10.
Hypothesis Testing Results

Hypothesis	Relationships Between Variables	Original Sample (β)	T Statistics	P Values	Decision
H1	Online Reviews → Purchase Decision	0.330	2.247	0.025	Accepted
H2	Online Reviews → Perception of <i>Halalan Thayyiban</i>	0.600	6.960	0.000	Accepted

The Influence of Online Reviews and Price Perception...

H3	Price Perception → Purchase Decision	0.548	4.471	0.000	Accepted
H4	Price Perception → Perception of <i>Halalan Thayyiban</i>	0.243	3.252	0.001	Accepted
H5	Perception of <i>Halalan Thayyiban</i> → Purchase Decision	-0.015	0.173	0.683	Rejected

Source: Authors' calculation using SmartPLS 4.

Based on Table 10, the results of the hypothesis testing show that four of the five hypotheses were accepted. This is indicated by t-statistic values greater than 1.96 and p-values less than 0.05. The accepted hypotheses include the effect of Online Reviews on Purchase Decision, Online Reviews on the Perception of *Halalan Thayyiban*, Price Perception on Purchase Decision, and Price Perception on the Perception of *Halalan Thayyiban*.

Conversely, the hypothesis regarding the effect of the perception of *Halalan Thayyiban* on *Purchase Decision* was rejected because it had a t-statistic value of 0.173 (<1.96) and a p-value of 0.683 (>0.05). These results indicate that the perception of *Halalan Thayyiban* does not have a significant effect on *Purchase Decision* among Rocket Chicken consumers in this study.

Table 11.

Results of the Mediation Effect Test

Hypothesis	Relationships Between Variables	Original Sample (β)	T Statistics	P Values	Decision
H6	Online Reviews → Perception of <i>Halalan Thayyiban</i> → Purchase Decision	-0.011	0.173	0.683	Not Mediating
H7	Price Perception → Perception of <i>Halalan Thayyiban</i> → Purchase Decision	-0.004	0.162	0.651	Not Mediating

Source: Authors' calculation using SmartPLS 4.

Based on Table 11, the results of the mediation effect test indicate that the perception of *Halalan Thayyiban* does not mediate the effects of online reviews or price perception on Purchase Decision. This is indicated by p-values of 0.683 and 0.651, respectively, which are greater than 0.05. Thus, the mediation hypothesis in this study is rejected.

The Effect of Online Reviews on Purchase Decision

The test results show that online reviews have a positive and significant effect on purchase decision; thus, H1 is accepted. This is indicated by a path coefficient of 0.330, a t-statistic of 2.247, and a p-value of 0.025 (<0.05). These results show that the more positive the reviews consumers receive, the more likely they are to purchase Rocket Chicken products.

These results align with the Stimulus-Organism-Response (S-O-R) Theory, which explains that online reviews serve as an external stimulus processed by consumers before generating a response in the form of a purchase decision. Informative, credible, and positive reviews can enhance consumer confidence and reduce uncertainty in product selection, thereby facilitating the formation of a purchase decision.

These findings are consistent with a study Rahmawati (2025) stating that online reviews have a positive influence on purchasing decisions. Research Aprilianti et al. (2024) also shows that consumer reviews can influence purchasing decisions through the information they provide to prospective consumers. Therefore, Rocket Chicken needs to maintain the quality of its products and services so that consumers are encouraged to leave positive reviews that can influence the purchasing decisions of other consumers.

The Effect of Online Reviews on Perception of *Halalan Thayyiban*

The test results show that online reviews have a positive and significant effect on the perception of *Halalan Thayyiban*, thus H2 is accepted. This is evidenced by a path coefficient of 0.600, a t-statistic of 6.960, and a p-value of 0.000 (<0.05). Moreover, this relationship has the largest effect size in the model ($f^2 = 0.630$), indicating that online reviews are the strongest predictor of consumers' perception of *Halalan Thayyiban*. This suggests that online reviews function not merely as informative content but as a substitute for direct sensory inspection: consumers effectively assess a product's cleanliness, preparation, and *halal-thayyib* quality through the experiences shared by prior buyers. These results indicate that the more positive the reviews consumers receive, the more positive their perceptions of the *Halalan Thayyiban* aspects of Rocket Chicken products become.

These findings align with the Stimulus-Organism-Response (S-O-R) Theory, which explains that online reviews function as external stimuli that influence consumers' internal evaluation processes. Information in reviews-such as product cleanliness, raw material quality, taste, and other consumers' experiences-can shape the perception that a product is not only *halal* but also meets the principles of *thayyib*, meaning it is good, safe, and of high quality. These findings support the research by Gazali et al. (2023), which states that information regarding product quality, cleanliness, and safety can strengthen consumers' perception of *Halalan Thayyiban*. Furthermore, Safitri et al. (2026) explain that online reviews are an important source of information influencing consumers' evaluations of products before making a purchase.

The Influence of Price Perception on Purchase Decision

Based on the test results, price perception has a positive and significant influence on Purchase Decision; thus, H3 is accepted. This is indicated by a path coefficient of 0.548, a t-statistic of 4.471, and a p-value of 0.000 (<0.05). With the largest effect size on Purchase Decision of any variable tested ($f^2 = 0.601$), price perception-not online reviews and not the perception of *Halalan Thayyiban* is the single most decisive stimulus for Rocket Chicken's price-sensitive, largely student and young-adult customer base. These results indicate that the more positive consumers' perceptions are of the prices offered by Rocket Chicken, the higher their tendency to make a purchase.

This finding suggests that consumers consider not only the price level but also the alignment between price and the quality and benefits of the product received. From a Stimulus-Organism-Response (S-O-R) perspective, price perception serves as a stimulus that influences the consumer's evaluation process prior to making a purchase decision. These research findings are consistent with those of (Munawaroh et al., 2024) and (Ambalao & Maueke, 2025), who state that price perception has a positive effect on *Purchase Decision*. Therefore, Rocket Chicken needs to maintain competitive prices that are commensurate with product quality to increase consumer *Purchase Decision*.

The Effect of Price Perception on *Halalan Thayyiban* Perception

The test results show that price perception has a positive and significant effect on the perception of *Halalan Thayyiban*; thus, H4 is accepted. This is evidenced by a path coefficient of 0.243, a t-statistic of 3.252, and a p-value of 0.001 ($p < 0.05$). These results indicate that a favorable price perception can enhance consumers' perception of the *Halalan Thayyiban* aspects of Rocket Chicken products.

This suggests that consumers view price not only as a financial sacrifice but also as a reflection of product quality. A price perceived as commensurate with the product's quality and benefits can reinforce consumers' belief that the product adheres to the principles of *Halalan Thayyiban*. This finding is consistent with Diska Dian (2025), who states that price perception can influence consumers' assessment of product quality, and is supported by (Lailia & Bawono, 2025), who explain that the concept of *Halalan Thayyiban* relates to the aspects of product quality, safety, and usefulness.

The Effect of *Halalan Thayyiban* Perception on Purchase Decision

The test results indicate that the perception of *Halalan Thayyiban* does not have a significant effect on Purchase Decision; therefore, H5 is rejected. This is indicated by a coefficient value of -0.015, a t-statistic of 0.173, and a p-value of 0.683 (> 0.05).

This finding is likely due to the fact that Rocket Chicken is widely recognized as a product certified halal by the MUI; thus, its halal status tends to be accepted as a given by consumers. This condition aligns with the concept of the hygiene factor in Herzberg's 1968 two-factor theory, in which attributes that are consistently met no longer function as motivators but rather become basic requirements that must be present before consumers consider other factors (Herzberg, 1968). This is reinforced by the finding that Muslim consumers entrust aspects of product quality, hygiene, and safety to halal certification bodies through the applicable inspection process; thus, once the certification is affixed to the product, consumer attention shifts to other attributes perceived as more immediate, such as price and online reviews, which in this study were found to have a more dominant influence on purchasing decisions.

These results differ from those of a study Gazali et al. (2023), which stated that the perception of *Halalan Thayyiban* influences purchasing decisions. This discrepancy is likely due to differences in respondent characteristics and the research subjects.

The Mediating Role of Perception of *Halalan Thayyiban* in the Effect of Online Reviews on Purchase Decision

Taken together, the rejection of H6 and H7 directly answers this study's core research question: the influence of online reviews and price perception on Purchase Decision occurs directly and without mediation, because Perception of *Halalan Thayyiban* although successfully shaped by both stimuli (H2, H4) functions as a settled precondition rather than an actively evaluated factor at the moment of purchase. The test results show that Perception of *Halalan Thayyiban* does not mediate the effect of online reviews on Purchase Decision; therefore, H6 is rejected. This is indicated by a coefficient value of -0.011, a t-statistic of 0.173, and a p-value of 0.683 ($p > 0.05$).

These results indicate that although online reviews have a positive effect on Perception of *Halalan Thayyiban*, these perceptions do not encourage consumers to make purchasing decisions. This suggests that consumers rely more on online reviews as a direct basis for determining their

purchases rather than considering aspects of *Halalan Thayyiban*. Thus, the perception of *Halalan Thayyiban* has not been able to serve as a mediating variable in this relationship.

The Mediating Role of the Perception of *Halalan Thayyiban* in the Effect of Price Perception on Purchase Decision

The test results show that the perception of *Halalan Thayyiban* does not mediate the effect of price perception on purchasing Decisions; therefore, H7 is rejected. This is evidenced by a coefficient value of -0.004, a t-statistic of 0.162, and a p-value of 0.651 (>0.05).

This finding can be explained through the Stimulus-Organism-Response (S-O-R) framework, in which individual behavior (response) is shaped by external stimuli that are first processed by internal conditions (organism) in the form of cognitive and affective aspects (Mehrabian & Russell, 1974). Within this framework, a variable can only act as a mediator (organism) if it is actually activated both cognitively and affectively by the received stimulus, thereby helping to shape the direction of the resulting response.

In the context of this study, Price Perception as a stimulus appears to directly influence the Purchase Decision without involving the Perception of *Halalan Thayyiban* as an internal condition actively processed by consumers. This is consistent with the findings in H5, which indicate that the Perception of *Halalan Thayyiban* functions as a hygiene factor an attribute already considered a given because Rocket Chicken has long been known to hold MUI halal certification. Within the S-O-R framework, attributes already regarded as such basic prerequisites tend not to be actively processed as part of consumers' internal evaluation of a stimulus; thus, they do not produce a sufficiently strong change in the organism's state to transmit the influence of Price Perception to the Purchase Decision. In other words, because the *Halalan Thayyiban* Perception no longer functions as an actively considered internal condition, it fails to fulfill its role as a bridge (organism) in the relationship between Price Perception and Purchase Decision consequently, this influence occurs directly without mediation.

CONCLUSION

This study shows that online reviews and price perception have a positive and significant effect on Purchase Decision and the perception of *Halalan Thayyiban*. Conversely, the perception of *Halalan Thayyiban* does not have a significant effect on Purchase Decision. Furthermore, the perception of *Halalan Thayyiban* does not mediate the effects of online reviews or price perception on Purchase Decision. Thus, the Purchase Decision of Rocket Chicken Tegalrejo consumers is more directly influenced by online reviews and price perception than by the perception of *Halalan Thayyiban*.

The results of this study indicate that the perception of *Halalan Thayyiban* does not act as a mediating variable in the relationship between online reviews and price perception and Purchase Decision among Rocket Chicken Tegalrejo consumers. This finding indicates that, in the context of fast-food restaurants, Purchase Decision is more influenced by direct marketing factors such as online reviews and price perception than by considerations regarding the perception of *Halalan Thayyiban*. These results enrich the study of consumer behavior by demonstrating that the role of religious variables may vary depending on the characteristics of the object and consumers under study.

This study has several limitations that must be considered when interpreting the results. First, the research sample was limited to a single branch/outlet, namely Rocket Chicken Tegalrejo; therefore, the results cannot yet be generalized to other branches or the broader food service industry. Second, this study employed a cross-sectional design that collected data at a single point in time, making it unable to capture changes in consumer perceptions and behavior over time. Third, the sampling technique used purposive sampling, which, although appropriate for the study's criteria, has the potential to introduce bias when generalizing the results to a broader population.

Based on these findings, Rocket Chicken management is advised to maintain the quality of customer reviews and set prices commensurate with product quality as a strategy to enhance purchasing decisions. For regulatory bodies such as BPJPH (Badan Penyelenggara Jaminan Produk Halal), these findings suggest that halal certification may already function as an accepted baseline expectation among consumers rather than an active purchase driver. Therefore, continued public education on the broader *thayyib* dimensions—cleanliness, safety, and product benefit—may be more impactful in shaping long-term consumer trust than certification enforcement alone. For future research, it is recommended to expand the scope of the study and include additional variables such as trust, product quality, or brand image to provide a more comprehensive explanation of the factors influencing purchasing decisions.

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