



The Analysis of Religiosity, Halal Brand Personality, Subjective Norms towards Purchasing Decisions Mediated by Consumer Satisfaction Study at Domino's Pizza Purwokerto

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ABSTRACT

This study aims to analyze and test the influence of religiosity, Halal Brand Personality, and subjective norms in purchasing decision making mediated by consumer satisfaction. The population in this study were Domino's Pizza consumers in Purwokerto. The sample was selected using a purposive sampling method totaling 200. Data were distributed online via Google Form to Domino's Pizza consumers in Purwokerto. The analysis tested the hypothesis using SEM-PLS. The results showed that Halal Brand Personality and subjective norms have a positive effect on purchasing decisions and consumer satisfaction, while religiosity has a negative effect on consumer satisfaction, religiosity has a negative effect on purchasing decisions, and consumer satisfaction has a negative effect. Consumer satisfaction, as a mediating variable, also does not play a significant role. The implication for Domino's Pizza consumers in Purwokerto is that purchasing decisions should be aligned with Islamic values that are believed in and supported by a positive social environment.

INTRODUCTION

The halal industry has attracted the attention of many countries, both those with Muslim and non-Muslim majorities, because it is considered an economically potential sector (Ula'm et al., 2022). Indonesia itself ranks among the top five in the world for halal industry development, with halal food exports reaching US\$10.36 billion in the second quarter of 2021, representing a 46 percent growth (Nababan, 2021; Ministry of Industry of the Republic of Indonesia, 2021). However, amid this growth, the Muslim community faces a dilemma in choosing fast food products particularly those from Western countries especially when those products originate from countries involved in geopolitical conflicts, such as the US in the Israel-Palestine conflict. One form of protest by the Muslim community is to boycott products associated with these countries (Sudarsono Heri, 2008).

Domino's Pizza is an American fast-food restaurant that has obtained halal certification and has opened more than 200 outlets in Indonesia (Pressrelease.id, 2022). The presence of its new outlet in Purwokerto is a crucial moment to observe how Muslim consumers respond to this brand amidst growing religious awareness and social sentiment. Furthermore, in 2023, Domino's Pizza posted something that angered the Muslim community. In 2023, Domino's Pizza uploaded a flyer to account X, which included maps of Palestine and Israel, but the Palestine map included black mushrooms, which angered the Muslim community. This creates a unique context to examine consumer purchasing decisions regarding halal products from global brands associated with specific countries.

Religious beliefs (for example, regarding halal food) are the best guiding principle for identifying food consumption choices for Muslims who actively follow religious guidelines because these rules align with Islamic teachings on food consumption. Therefore, religious values are the Muslim belief that purchases should not be made based solely on desire, but rather on the value of the benefits contained therein. Religiosity is the level of understanding and how deeply a person believes, practices, and feels the teachings of their religion (Susrianto et al., 2021). The stronger the belief in Islam, the greater the desire to consume halal food, which is considered to be in accordance with religious teachings (Imamuddin, 2018). Besides religiosity, Halal Brand Personality is also becoming an increasingly important element in attracting Muslim consumers. If a brand can show an image that is in line with halal values, it can attract buyers' attention, increase customer satisfaction, and ultimately influence their purchasing choices.

Besides religiosity and halal image, which can influence purchasing decisions, there is another factor: subjective norms. These norms refer to how a person feels influenced by the opinions of others (family, friends, or community members) who support or expect certain behaviors. In the context of purchasing decisions, subjective norms reflect the social influences that influence consumers to make or avoid a purchase.

Muslim consumers' purchasing decisions are not only influenced by the functional aspects of the product, but also by factors such as religiosity, halal brand personality, and subjective norms (Miftahuddin & Wibowo, 2020). On the other hand, consumer satisfaction plays a crucial role as a bridge between these perceptions and the final purchasing decision. Consumers who are satisfied with the halal products they consume tend to be more loyal and make repeat purchases (Kotler & Keller, 2016). Therefore, it is important to understand how these variables influence each other in shaping Muslim consumers' purchasing decisions.

This study contributes to the literature in several ways. First, it utilizes a unique sample of Domino's Pizza consumers in Purwokerto, a non-metropolitan city recently targeted by global halal brand expansion. Second, it presents itself within a contemporary phenomenological context: the growing awareness of Islamic values

among Muslim consumers amidst global conflict. Third, it develops a theoretical model by incorporating consumer satisfaction as a mediating variable in the relationship between religiosity, halal brand personality, subjective norms, and purchase decisions.

LITERATURE REVIEW

Attribution Theory

Attribution theory, proposed by Weiner (1985), explains how consumers assess the causes of an experience or outcome they experience, particularly related to a product or service. Consumers' assessments of internal factors (e.g., product quality or company attitude) and external factors (e.g., market conditions or socio-political issues) influence their perceptions of a brand. In the context of this study, religiosity, halal brand personality, and subjective norms are factors that shape consumers' attributional framework toward Domino's Pizza amidst the Israeli-Palestinian genocide phenomenon. Consumers who attribute positive values to the brand will tend to feel satisfied, while negative attributions, such as the perception that the brand is inconsistent with religious values or social norms, can decrease consumer satisfaction. The satisfaction formed from this attribution process then acts as a mediator that influences consumer purchasing decisions. Thus, attribution theory provides an important foundation for understanding how consumer perceptions of the causes of a brand's condition can determine satisfaction and ultimately influence purchasing decisions.

The Influence of Religiosity on Purchasing Decisions

Religiosity is essentially the embodiment of supernatural values (Nora & Minarti, 2016) and cannot be separated from the attitude of obedience to the religion that a person adheres to (Najmudin & Syihabudin, 2021). This obedience encourages consumers to avoid products that conflict with religious teachings. That is the reason why a person's strong belief in God's command to live healthily drives them to make purchasing decisions. Previous research conducted by (Isa et al., 2020) And (Setyo Iriani, 2019) shows that religiosity has a positive influence on purchasing decisions. H1: Religiosity has a positive influence on purchasing decisions.

The Influence of Halal Brand Personality on Purchasing Decisions

Halal Brand Personality reflect Islamic values such as honesty, trustworthiness, and halal business ethics, thereby shaping positive consumer perceptions and influencing purchasing decisions. Based on Trust Theory and Theory of Planned Behavior (Ajzen, 1991), trust in halal brands drives consumer purchasing intentions. Research by (Nurfadila et al., 2022) And (Miftahuddin & Wibowo, 2020) show that Halal Brand Personality positive influence on purchasing decisions.

H2: Halal Brand Personality Positive influence on purchasing decisions

The Influence of Subjective Norms on Purchasing Decisions

Subjective norms are individual beliefs about social pressure to perform or not perform a behavior (Lada & Amin, 2009), which can originate from the expectations of friends, family, or the social environment (Lutz, 1991). These norms influence consumer behavior in making purchasing decisions. Previous research by (Miftahuddin & Wibowo, 2020), (Rizke Putri et al., 2018), And (Fitri et al., 2024) shows that subjective norms have a positive influence on purchasing decisions.

H3: Subjective norms have a positive influence on purchasing decisions.

The Influence of Religiosity on Consumer Satisfaction

Religiosity in Islam includes belief (aqidah), obedience (sharia), appreciation (knowledge), and implementation of religious teachings in social life (muamalah) (Rusnendar & Pasaribu, nd). Consumers with high levels of religiosity will be more satisfied with products that align with their religious values. Congruent products provide not only functional satisfaction but also emotional satisfaction. Research (Wahyoedi et al., 2021), (Radianti et al., 2023), And (Putro Pangarso & Sumadi, 2018) shows that religiosity has a positive influence on consumer satisfaction.

H4: Religiosity has a positive effect on consumer satisfaction.

The Influence of Halal Brand Personality on Consumer Satisfaction

Halal Brand Personality reflects Islamic values such as honesty, trustworthiness, and purity, and is reflected in communication, production, and business ethics. Consumers who perceive a brand as having a halal personality tend to be more satisfied. Research (Salsabila, 2024) show positive influence Halal Brand Personality satisfaction. (Ayuningtyas et al., 2020) also found that halal image influences consumer attitudes towards the product, indicating a link with satisfaction.

H5: Halal Brand Personality Positive Influence on Consumer Satisfaction.

The Influence of Subjective Norms on Consumer Satisfaction

Subjective norms influence halal product purchasing behavior through social influence from family, friends, and the community. Consumers who perceive their purchases as compliant with social norms tend to be more satisfied due to the social support they receive (Aisha, 2023; Aminudin et al., 2022; Wulandari et al., 2024) shows that subjective norms influence consumer satisfaction.

H6: Subjective Norms Have a Positive Influence on Consumer Satisfaction.

The Influence of Consumer Satisfaction on Purchasing Decisions

According to (Kotler & Keller, 2016), consumer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance of a product with their expectations. Research (Oktaviani & Hernawan, 2022; Simanjuntak et al., 2020) shows that consumer satisfaction has a positive influence on purchasing decisions.

H7: Consumer Satisfaction Has a Positive Influence on Purchasing Decisions.

Consumer Satisfaction as a Mediator of the Relationship Between Religiosity and Purchasing Decisions

Religiosity not only directly influences purchasing decisions but can also create inner satisfaction with products that align with religious values. This satisfaction then drives individuals to make purchasing decisions (Abelmar et al., 2024) shows that consumer satisfaction mediates the influence of religiosity on purchasing decisions.

H8: Consumer satisfaction mediates the relationship between religiosity and purchasing decisions.

Consumer Satisfaction as a Mediator of the Relationship between Halal Brand Personality and Purchasing Decisions

Brands with a halal personality create a sense of trust and satisfaction among consumers. This satisfaction can increase their confidence in making a purchase. Research (Kholil & Kuncoro, 2023) shows that consumer satisfaction mediates the influence halal brand personality on purchasing decisions.

H9: Consumer Satisfaction Mediates the Relationship *Halal Brand Personality* On Purchasing Decisions.

Consumer Satisfaction as a Mediator of the Relationship between Subjective Norms and Purchasing Decisions

Subjective norms derived from the social environment can create feelings of satisfaction when a purchasing decision is perceived as conforming to social expectations. This sense of satisfaction reinforces the decision to purchase a product. (Slamet, 2023) shows that consumer satisfaction mediates the influence of subjective norms on purchasing decisions.

H10: Consumer Satisfaction Mediates the Relationship between Subjective Norms and Purchasing Decisions.

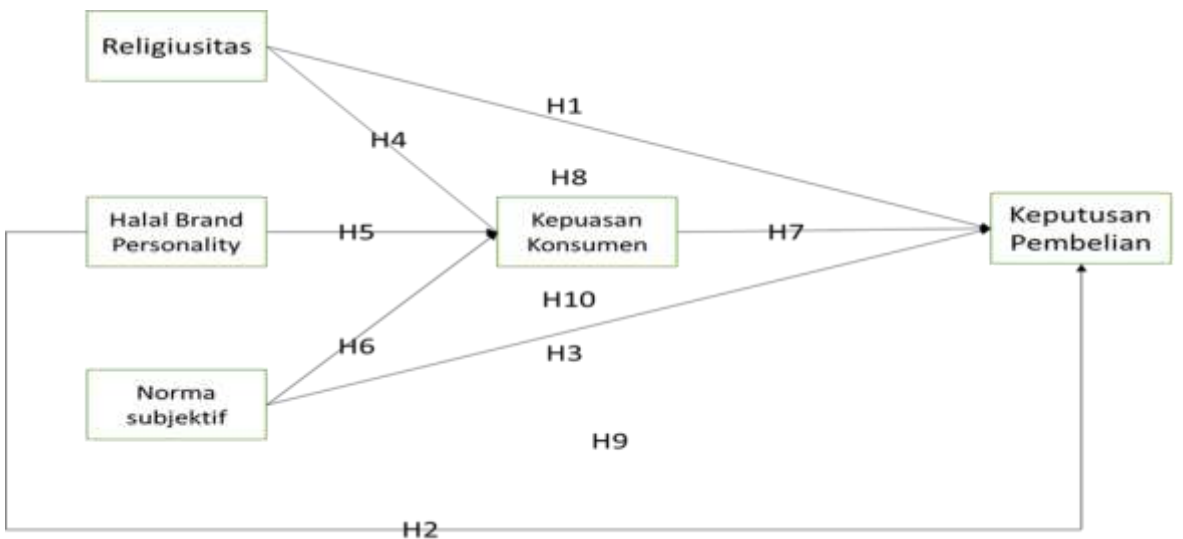


Figure 1. Framework of Thought.

METHODOLOGY

This study uses a quantitative approach with a causal comparative approach to determine the influence of religiosity, halal brand personality, and subjective norms on purchasing decisions, with consumer satisfaction as a mediating variable. The population in this study was the Purwokerto community, and the sample was Domino's Pizza customers who had made purchases and were aware of the boycott of products affiliated with the Palestinian conflict. The sampling technique used purposive sampling with a total of 200 respondents.

The number of samples in this study uses the guidelines put forward by (Sarstedt et al., 2017), recommends a minimum sample size based on the number of indicators in the model. For research using multivariate analysis such as Structural Equation Modeling (SEM), the recommended sample size is 100 to 200. It also provides guidelines that the sample size should be 5-10 times the number of indicators of the latent variable with the most indicators. In this study, there are 40 statement items, so the minimum sample size required is $40 \times 5 = 200$ respondents. Therefore, the sample size used in this study was set at 200 respondents because it has met the minimum requirements for SEM-PLS analysis.

The data used are primary data obtained through a closed-ended questionnaire with a five-point Likert scale. The research variables consist of independent variables (religiosity, halal brand personality, subjective norms), mediating variables (consumer satisfaction), and dependent variables (purchase decisions). Variable measurement refers to relevant theories, such as Glock (1962 in (Amir, 2021)), (Ahmad, 2015)), (Ajzen, 1991), and Tjiptono (2014 in (Novad & Hendrawan, 2024)).

Data analysis was performed using descriptive statistics and inferential analysis using Structural Equation Modeling (SEM) based on Partial Least Squares (SmartPLS). Outer model testing included validity and reliability tests, while the inner model measured the relationship between variables using R-square, F-square, and SRMR. Hypothesis testing was performed using bootstrapping to examine direct and indirect influences, including testing for mediation effects.

RESEARCH RESULT

Data analysis was performed using SEM PLS using SmartPLS 3.0. Data were collected through questionnaires, then checked and tabulated. An outer model test was conducted to measure construct validity and reliability. Indicators with outer loading values below 0.60 were removed as they were deemed invalid. After the model met the criteria, an inner model test was conducted to examine the relationships between latent variables using bootstrapping. The analysis results are presented in tables and discussed.

Respondent characteristics

This study begins with a description of the characteristics of the respondents to provide a general overview of the demographic profile of the participants who have completed the questionnaire.

Table 1. Respondent Characteristics			
Characteristics	Category	Frequency	Presentation
Gender	Man	123	57.2%
	Woman	92	42.8%
Age	18-22 years old	48	22.3%
	23-27 years old	136	63.3%
	28-32 years old	26	12.1%
	33-35 years old	5	2.3%
Work	Students	31	14.4%
	Student	93	43.3%
	Employee	88	40.9%
	civil servant	1	0.5%
	Teacher	1	0.5%
	Freelance	1	0.5%
last education	Junior High School/Equivalent	6	2.8%
	High School/Equivalent	82	38.1%2
	D3	22	10.2%
	S1	100	46.5%
	Masters/Doctoral Degree	5	2.3%
Religion	Islam	211	98.1%
	Christian	4	1.9%
Domicile	West Purwokerto	52	24.2%
	East Purwokerto	65	30.2%
	North Purwokerto	54	25.1%
	South Purwokerto	36	16.7%
	other	8	3.8%

The 215 respondents, 200 data points were analyzed. Most of the respondents were male, aged 23–27, students and employees, and had a bachelor's degree. The majority of respondents were Muslim and resided in the Purwokerto area.

Outer Model Test

The outer model test is conducted to evaluate the validity and reliability of the constructs in the measurement model. According to (Sarstedt et al., 2017b) assessment of outer loading, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) values. An indicator is considered valid if it has an outer loading > 0.6, and a construct is said to be reliable if the Cronbach's Alpha and CR values are > 0.7 and AVE > 0.5. The results of the outer model testing are presented in Tables 2 to 3.

a. Table Outer Loading + CR + AVE

Table 2. Outer Loading Test Results					
Construct	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Religiosity	RG 1	0.826	0.794	0.879	0.709
	RG 5	0.875			
	RG 10	0.824			
Halal Brand Personality	HBP 7	0.858	0.796	0.880	0.710
	HBP 8	0.867			
	HBP 9	0.801			
Subjective Norms	NS 1	0.783	0.805	0.881	0.712
	NS 3	0.863			
	NS 4	0.833			
Customer Satisfaction	KK 1	0.779	0.681	0.823	0.609
	KK 2	0.756			
	KK 3	0.805			
Buying decision	KP 1	0.865	0.815	0.889	0.727
	KP 2	0.854			
	KP 10	0.839			

In the initial stage, an evaluation of the outer loading values was conducted, and several indicators with values below 0.6 were removed because they did not meet the requirements for convergent validity. In this study, the Cronbach's Alpha value was above 0.70, indicating a high level of internal consistency. However, there was one construct with a Cronbach's Alpha value of 0.681, which is generally acceptable in the context of social research with constructs that do not have many indicators (Hair et al., 2017; Nunnally & Bernstein, 1994). Composite Reliability was above 0.70, and the Average Variance Extracted (AVE) value exceeded 0.50. Thus, all constructs namely Religiosity, Halal Brand Personality, Subjective Norms, Consumer Satisfaction, and Purchase Decisions meet the validity and reliability criteria, and can be used in further structural model analysis.

b. Discriminant Validity

To ensure that each construct has a clear difference from other constructs (discriminant validity), testing was conducted using the Fornell-Larcker Criterion and cross-loading. The results are presented in Tables 1.3 and 1.4 below.

Table 3. Results of the Fornell-Larcker Criterion Test.

Construct	HBP	KK	KP	NS	RG
HBP	0.843				
KK	0.669	0.780			
KP	0.666	0.521	0.744		
NS	0.771	0.656	0.681	0.844	
RG	0.800	0.618	0.551	0.761	0.842

The results of the discriminant validity test using the Fornell-Larcker method showed that the AVE root value for each construct was higher than the correlation between the other constructs, indicating that each construct is unique. These results indicate that the model has adequately met the criteria for discriminant validity.

Inner Model

The inner model test was conducted to assess the strength of the relationships between variables in the structural model. The evaluation included the R² value to assess the predictive power of the independent variables, the f² value to measure the effect of each variable, and the Q² value to assess the model's predictive relevance. The test results are presented in the following table.

Table 4. Results of R-Square, F-Square, and SRMR Tests.

Dependent Variable	R2	Adj. R2	f2: HBP	f2: NS	f2: RG	f2: KK
Customer Satisfaction	0.500	0.492	0.071	0.066	0.007	-
Buying decision	0.519	0.509	0.093	0.136	0.012	0.002
SRMR = 0.070 (Model Fit)						

The results of the inner model test show that the independent variables are able to explain 49.2% of the variation in Consumer Satisfaction and 50.9% of the variation in Purchasing Decisions (Adj. R Square), which is included in the moderate category. The f-square value indicates that Halal Brand Personality has a small influence on Consumer Satisfaction (0.071) and an influence on Purchasing Decisions (0.093). Meanwhile, Subjective Norms have a moderate influence on Purchasing Decisions (0.136), but have a small influence on consumer satisfaction (0.066) and Religiosity has a small influence on both dependent variables, and the influence of Consumer Satisfaction on Purchasing Decisions is also relatively small (0.002). The SRMR value of 0.070 indicates that the overall model has a good level of fit and can be used for further analysis.

Hypothesis Testing

Hypothesis testing was conducted to determine the direct influence between variables in the structural model. Based on bootstrapping results, several relationships between variables were found to be significant. The following are the results of the hypothesis testing.

Table 5. Path Coefficient Test Results

No	Hypothesis	Original Sample (O)	T-Statistic	P-Value	Information
H1	RG → KP	-0.138	1,223	0.222	Rejected
H2	HBP → KP	0.402	3,488	0.001	Accepted
H3	NS → KP	0.488	3,704	0.000	Accepted
H4	RG → KK	0.106	1,198	0.231	Rejected
H5	HBP → Kk	0.346	3,270	0.001	Accepted
H6	NS → KK	0.309	2,888	0.000	Accepted
H7	KK→ KP	0.043	0.402	0.688	Rejected

Subjective norms have a significant positive effect on consumer satisfaction (O = 0.309; T = 2.888; P = 0.000), as well as Halal Brand Personality on Consumer Satisfaction (O = 0.346; T = 3.270; P = 0.001). Halal Brand Personality also has a significant effect on Purchasing Decisions (O = 0.402; T = 3.488; P = 0.001), and Subjective Norms on Purchasing Decisions (O = 0.488; T = 3.704; P = 0.000).

However, the relationship between Religiosity and Consumer Satisfaction (O = 0.106; T = 1.198; P = 0.231), Consumer Satisfaction with Purchasing Decisions (O = 0.043; T = 0.402; P = 0.688), and Religiosity with Purchasing Decisions (O = -0.138; T = 1.233; P = 0.222) is not significant because the T-statistic value is > 1.96 and the P-value is < 0.05.

Mediation Test

The mediation test was conducted to determine whether the consumer satisfaction variable mediates the relationship between religiosity, halal brand personality, and subjective norms on purchasing decisions. The mediation test results table is as follows:

Table 6. Indirect Specific Test Results.

No	Mediation Path	Original Sample (O)	T-Statistic	P-Value	Information
1	RG→KK→KP	0.005	0.301	0.763	Not Significant
2	HBP→KK→KP	0.015	0.352	0.725	Not Significant
3	NS→KK→KP	0.013	0.412	0.763	Not Significant

Based on the results of specific indirect effects, the mediation path involving the three independent variables shows a p-value greater than 0.05, namely religiosity → consumer satisfaction → purchasing decisions (p = 0.763), halal brand personality→ consumer satisfaction → purchasing decision (p = 0.725), and subjective norms → consumer satisfaction → purchasing decision (p = 0.763). This indicates that the indirect effect of these three variables through consumer satisfaction is not significant. Thus, it can be concluded that consumer satisfaction does not mediate the relationship between religiosity, halal brand personality, as well as subjective norms on purchasing decisions in this study.

DISCUSSION

The results of the study showed that religiosity had no significant effect on purchasing decisions and no significant effect on consumer satisfaction. This indicates that an individual's level of adherence to religious teachings is not

necessarily a primary determinant of purchasing decisions and consumer satisfaction. This finding aligns with (Djaafar et al., 2024; Sarah & Artanti, 2020), which shows that religiosity does not necessarily drive purchasing actions directly, and in (Rusnendar & Pasaribu, 2021; Sutono et al., 2024) which shows that religiosity does not necessarily make consumers satisfied. In the context of Attribution Theory (Heider, 1958; Weiner, 1985), which states that individuals tend to attribute the causes of decisions or satisfaction to factors they consider most relevant. In this context, consumers are more likely to judge consumption experiences based on factors such as taste, price, service, or social situation, rather than religious values.

Conversely, Halal Brand Personality positively influences purchasing decisions. Consumers tend to respond positively to brands that reflect Islamic values, as they create perceptions of trust and credibility. These results support research (Nurfadila et al., 2022) And (Miftahuddin & Wibowo, 2020). Based on satisfaction theory, consumers who have had positive experiences with halal brands in the past tend to form high expectations that, if met, will encourage repeat purchases. This is also in line with Attribution Theory (Heider, 1958; Weiner, 1985), which states that individuals will attribute the reasons behind a decision based on the factors they consider most relevant. In this context, when a brand clearly displays halal imagery such as trustworthiness, purity, or adherence to sharia both religious and non-religious consumers will attribute the brand as trustworthy and in line with values that are important to them.

Halal Brand Personality was also found to have a positive effect on consumer satisfaction. Consumers feel calmer and more satisfied when products align with Islamic religious and ethical values. These results align with the findings of (Salsabila, 2024) And (Ayuningtyas et al., 2020). This is in accordance with Equity Theory (Adams, 1965), which explains that satisfaction arises when consumers feel that what they sacrifice (time, money, and faith) is repaid with an experience that is spiritually and ethically equivalent. In Attribution Theory (Heider, 1958; Weiner, 1985), consumers will assess the causes behind a positive or negative experience based on what they consider most relevant. In this case, when the consumption experience is pleasant and consumers perceive that this occurs because the brand has a strong halal personality, then they will attribute their satisfaction to the positive values of the brand.

Subjective norms have also been shown to have a positive influence on purchasing decisions. Social support from the surrounding environment is an important influence in shaping purchasing decisions. This finding is consistent with studies (Miftahuddin & Wibowo, 2020), (Rizke Putri et al., 2018), And (Fitri et al., 2024). Based on Attribution Theory (Heider, 1958; Weiner, 1985), individuals will attribute the reasons behind their decisions to factors they deem most relevant. In this context, consumers may attribute their purchasing decisions to external factors, such as social expectations or pressures. When the surrounding environment supports or encourages a product, consumers perceive the purchase as socially justified, thus strengthening their purchasing intentions and actions.

Furthermore, subjective norms have also been shown to have a significant influence on consumer satisfaction. The results of the study indicate that subjective norms have a positive and significant effect on consumer satisfaction. This finding reinforces the understanding that social pressure, perceptions of the expectations of those closest to them, and the social environment can encourage individuals to feel satisfied when their actions align with those social values and norms. This finding aligns with (Aisha, 2023; Wulandari et al., 2024). This finding can be explained by Attribution Theory (Heider, 1958; Weiner, 1985), which states that individuals tend to attribute their satisfaction or dissatisfaction to specific causal factors. In this case, consumers can attribute satisfaction not only to the products and services received,

but also to the conformity of their decisions to social expectations. When a purchase is supported or approved by the social environment, it strengthens consumers' belief that their decision was correct, thus increasing satisfaction.

Consumer satisfaction also had no significant effect on purchasing decisions. These results suggest that positive experiences do not always trigger repurchase intentions or actions. This finding supports the study (Rahmawati et al., 2022). These findings support the view that positive past experiences do not necessarily drive future purchasing behavior. Based on Attribution Theory (Heider, 1958; Weiner, 1985), consumers tend to search for causes for their behavior or decisions by attributing them to factors they deem most relevant. In this context, even if consumers are satisfied, the attribution of purchasing decisions may be more biased toward other factors such as price, ease of access, social influence, or practical needs, rather than solely based on previous satisfaction.

The results of the mediation test indicate that consumer satisfaction does not mediate the influence of religiosity, Halal Brand Personality, and subjective norms on purchasing decisions. This finding is in line with the study (Surya, 2023) And (Asgari & Borzooei, 2013) which states that these variables have a greater direct influence on purchasing decisions. This finding can be explained through Attribution Theory (Heider, 1958; Weiner, 1985), which states that individuals will assess the causes of decisions or behavior based on factors they perceive as most relevant. In this context, consumers may attribute purchasing decisions directly to factors such as halal image, social values, or personal beliefs, without going through the evaluative process of satisfaction. This means that attribution to purchasing decisions is more direct, rather than intermediary satisfaction.

CONCLUSION AND RECOMMENDATIONS

This study found that Halal Brand Personality, subjective norms, and religiosity had a positive influence on certain variables in the model, while variables such as consumer satisfaction did not act as significant mediators. This confirms the importance of halal image and social support in influencing Muslim consumers' purchasing decisions. However, not all dimensions, such as religiosity and satisfaction, had a direct influence on purchasing decisions, indicating the need for a broader strategic approach beyond just religious values.

The implication for Domino's Pizza consumers in Purwokerto is that they need to ensure that their purchasing decisions are not solely based on the brand's halal image but also on their Islamic values. Furthermore, social support from the surrounding community can be a positive motivator for more conscious and responsible halal product choices.

ADVANCED RESEARCH

This study is limited by its location, which only covered Domino's Pizza consumers in Purwokerto and did not explore other external factors such as promotions or pricing. Therefore, further research is recommended to expand the research object and location, and consider other variables that may play a role in shaping consumer purchasing decisions, such as perceived behavioral control or previous consumption experience.

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