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### SUPPORTING INFORMATION

## The influence of halal labels and marketing mix on purchase decisions for Kopi Kenangan online food delivery in Jabodetabek area, Indonesia<sup>†</sup>

Hana Thahira<sup>1</sup> and Laily Dwi Arsyianti<sup>1,2,\*</sup>

<sup>1</sup> Faculty of Economics and Management, IPB University, Jl. Kamper, Dramaga Campus IPB, Bogor, West Java, 16680, Indonesia

<sup>2</sup> Center for Islamic Business and Economic Studies, IPB University, Indonesia

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\*Corresponding author.  
E-mail addresses: [arsyianti@apps.ipb.ac.id](mailto:arsyianti@apps.ipb.ac.id)

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## S1 Operational definitions and variable indicators of purchase decision

Latent	Operational	Indicator	Code
Purchase Decision (Kotler & Armstrong 2012)	The stage of a person's thinking in evaluating various options and deciding to buy a product or service.	I chose the Kopi Kenangan product over other coffee products.	KP1
		I decided to buy at Kopi Kenangan because the brand is famous.	KP2
		I decided to buy at Kopi Kenangan because the time to purchase online via the application is relatively fast.	KP3
		I decided to buy at Kopi Kenangan because of the large amount of purchase history on the food delivery service application.	KP4
Product	Goods or services that are traded to meet the desires and needs of consumers.	I bought Kopi Kenangan products because there is a more diverse choice of drink types.	PR1
		I feel that the coffee memories come from coffee beans and quality ingredients.	PR2
		The design of the coffee product looks elegant and attractive.	PR3
		Kopi Kenangan product brands are quite famous in Indonesia.	PR4
		The packaging of coffee products is made of good materials that it is safe, not easy to spill, and not easy to melt.	PR5
		The service at Kopi Kenangan via online is very satisfying.	PR6
		Kopi Kenangan has its uniqueness and characteristics compared to other coffee products, so it makes me interested in buying this product.	PR7
Price	The value of money that consumers spend to acquire a product.	I am interested in buying Kopi Kenangan products because the price list is clear, complete, and honest.	PC1
		Prices offered by Kopi Kenangan are affordable for me.	PC2
		Often, there are discounts at Kopi Kenangan which make me interested in buying.	PC3
		Kopi Kenangan provides a post-purchase guarantee in case there is a problem with the customer's order.	PC4
		Kopi Kenangan provides time flexibility for buyers when making payments with digital wallets.	PC5
Place	The location of manufacturing and providing the products sold.	The payment system at Kopi Kenangan varies by debit, bank transfer, or digital wallet.	PL1
		Kopi Kenangan uses the Kopi Kenangan application itself and also works with an online driver application, which makes it easier for me to buy this product.	PL2
		The products in Kopi Kenangan are always available, and I rarely run out of these products.	PL3
		Kopi Kenangan has many branches in Indonesia, that it can be bought by anyone / is easy to access.	PL4
Promotion	Efforts to explain the benefits of the product and invite consumers to buy the products offered.	Advertising coffee memories through social media made me interested in making the purchase.	PO1
		Kopi Kenangan provides discount promos on the menu list and shipping costs.	PO2
		I am interested in buying.	PO3
Halal Label (Government Regulation No. 69 of 1999)	The information of a product that is legal meets the requirements and standards in Islam.	The promotion of coffee memories in the form of sponsorship was able to make me interested in buying.	PO3
		With the writing <i>Halal Label</i> is my consideration in buying Kopi Kenangan products.	LH1
		I always pay attention to the halal label image on every Kopi Kenangan product.	LH2
		I believe that the images and writing of the halal label on the packaging of the coffee Kenangan follow the one issued by LPPOM-MUI.	LH3