

The Influence of Social Media Promotion, Brand Image, and Halal Labels on Purchasing Decisions of KFC in Salatiga City

Hana Melinda^{1*}, Emy Widyastuti¹

¹ Salatiga State Islamic University, Salatiga, Indonesia

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ABSTRACT

The purpose of this study was to determine analysis of consumer decisions in purchasing KFC in Salatiga City. This study uses quantitative research using primary data with a population of KFC consumers in Salatiga. The sampling technique in this study used a non-probability sampling technique; purposive sampling with respondents totaling 100 respondents. The data is processed using SPSS version 22, the technical analysis of the data used is validity test, reliability test, T test, F test, and analysis of the coefficient of determination, classic assumption test, and path analysis. Statistical test results show that social media promotion and brand image have no effect on purchase intention, halal labels have a positive effect on purchase intention. Then social media promotion, brand image, halal label, and purchase intention have a positive effect on purchasing decisions. Purchase intention cannot mediate the influence of social media promotion, brand image, and halal labels on purchasing decisions.

**Corresponding Author:*

hana.melinda21@gmail.com

INTRODUCTION

The culinary business is a promising sector, as it has remained resilient over time. With the advancement of technology, culinary entrepreneurs increasingly compete and innovate their products to attract consumer interest. In the current era, fast-food restaurants are highly favored by people of all ages, from children to the elderly. One of them is the fast-food restaurant Kentucky Fried Chicken (KFC), managed by PT Fastfood Indonesia Tbk, the sole franchise holder for the KFC brand in Indonesia.

In Central Java, there are already numerous KFC outlets in various cities, one of which is in Salatiga. Despite being a small city, Salatiga has two KFC outlets

located in the city center and strategic spots. These locations are near educational centers, shopping hubs, accommodations, and places of worship. Additionally, one KFC branch in Salatiga is situated along the main Solo-Semarang highway.

KFC fast food is of high quality because its taste is consistent throughout Indonesia. KFC's quality is well-assured, as it has received numerous prestigious awards in Indonesia, including the 500 Brand Champions 2019 and Indonesia Top Digital Public Relations Award 2020-2021 (kfcku.com).

Table 1. *Top Brand Restoran Fastfood di Indonesia (2018-2022)*

Keterangan Brand	2018	2019	2020	2021	2022
KFC	42.7%	26.2%	26.4%	27.2%	27.2%
MC Donald's	24.3%	22.4%	22.8%	26.0%	26.2%
Hoka-Hoka Bento	5.8%	5.4%	6.5%	8.5%	9.4%
A & W	6.3%	5.4%	5.9%	7.9%	7.6%

Source : www.topbrand-award.com

As shown in Table 1, KFC fast food restaurants experienced the highest sales growth compared to other fast food restaurants. Competitors such as McDonald's, Hoka-Hoka Bento, and A&W followed behind. In 2018, KFC recorded a sales rate of 42.7%. In 2019, it decreased to 26.2%. However, in 2020, sales rose to 26.4%, and in 2021, they further increased to 27.2%. In 2022, there were no significant changes in sales, maintaining a rate of 27.2%. Nevertheless, KFC remained the top-ranked fast-food restaurant compared to its competitors.

Purchasing decisions refer to the stage where consumers decide to buy a product or service. It involves the methods consumers use to choose a product by considering various factors, which in turn motivate them to make a purchase (Suharsono & Sari, 2019). Purchasing decisions often occur when a product is introduced through social media promotion, enhanced brand image, and halal labels, thereby attracting consumers.

Social media promotion is an efficient business promotional tool as it can be accessed by anyone, allowing for wider promotional outreach. It provides a platform for consumers to share information, texts, images, videos, and audio with one another and with companies, or vice versa (Kloter dan Keller 2012). According to Febrianti et al. (2021) promotion refers to actions undertaken by a company to advertise products to consumers. It encompasses all marketing activities aimed at stimulating demand.

Brand image is the process by which consumers select, categorize, and understand information to form a meaningful image (Kloter and Keller, 2016). Brand image is the combination of a brand that is created and embedded in the consumer's mind (Oscar & Keni, 2019). According to Apriyani & Sunarti (2017) brand image is the perception of a product or company by an individual, where the company continuously communicates its image to consumers, often using available communication channels, with the goal of creating positive consumer value.

The halal label reflects a standard of quality and religious compliance. It is typically displayed as information on product packaging. Halal labels are highly beneficial for consumers, as they facilitate the evaluation of products before purchase. Halal labels are not only applicable to the food sector but are also used in non-food segments, such as cosmetic products, which must align with the halal concept, particularly for Muslim consumers (Genoveva & Utami, 2020).

Purchase intention is the willingness to sacrifice or take action when customers are satisfied with the quality of products offered by a company, leading to a growing desire to buy (Sriyanto & Kuncoro, 2019). Consumer purchase intention is a stage where customers encounter various brands involved in the selection process, after which they make a purchasing decision based on their preferences (Ngadimen & Widyastuti, 2021). After evaluating the available options, consumers develop an intention to buy a particular product being offered.

Based on the theoretical foundation above, the research framework model is as follows:

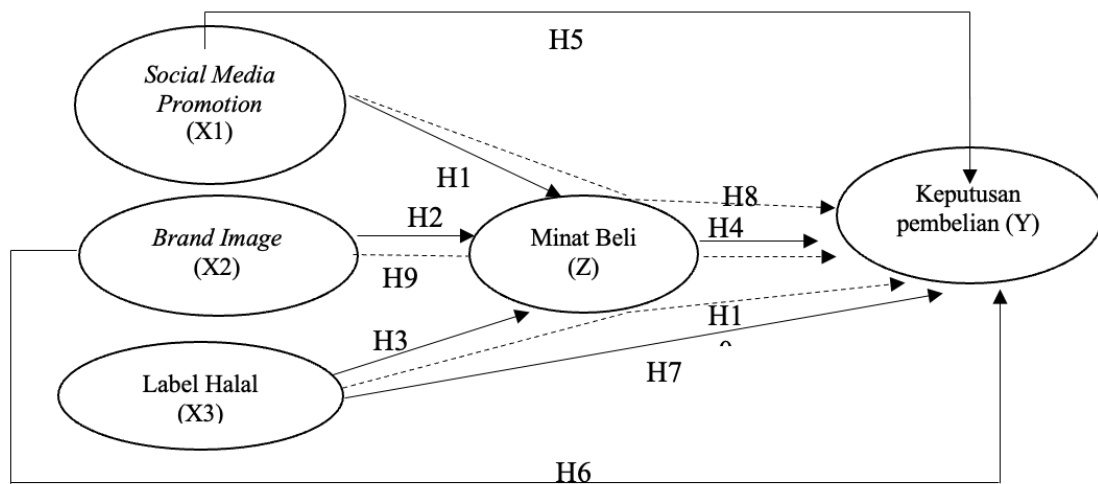


Figure 1. Research Framework

METHOD

This research employs a quantitative data method. Quantitative research fulfills the scientific principles of being empirical, objective, measurable, rational, and systematic (Sugiyono, 2013). To examine the influence of mediating variables, path analysis is used along with regression equations.

The regression model used is as follows :

$$Z = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + e$$

Description :

Y : Purchase Decision

Z : Purchase Intention

X1 : Sosial Media Promotion

X2 : Brand Image

X3 : Halal Label

β_0 : Coefficient Constant

β : Coefficient Variable

e : Error

The Sobel test is a method used to examine the significance of mediating variables. This test is conducted to determine the intensity of the indirect effect of the independent variable on the dependent variable through the mediator variable (Ghozali, 2018). The following formula is used to assess whether the mediating variable can mediate the independent variable's influence on the dependent variable:

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

Description :

a = Coefficient of the independent variable to the mediating variable

b = Coefficient of the mediating variable to the dependent variable

SE_a^2 = Standard error of the independent variable to the mediating variable

SE_b^2 = Standard error of the mediating variable to the dependent variable

RESULT AND DISCUSSION

Uji Koefisien Determinasi (R^2)

Tabel 2. Results of the R^2 persamaan 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.416 ^a	.173	.147	1.869
a.	b. Predictors: (Constant), Halal Label, Social Media Promotion, Brand Image			
	c. Dependent Variabel : Purchase Intention			

Tabel 3. Results of the R^2 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 ^a	.719	.707	1.893
a.	Predictors: (Constant), Purchase Intention, Brand Image, Halal Label, Social Media Promotion			
b.	Dependent Variable: Purchase Decision			

Based on the output above, the correlation coefficients (R) are 0.416 and 0.848, indicating a strong relationship between the independent and dependent variables as they approach 1. The determination coefficients (R^2) are 0.147 or 17.9% and 0.707 or 70.7%, suggesting that 17.9% and 70.7% of purchase intention and purchasing decisions are influenced by social media promotion, brand image, and halal labels. The remaining 82.1% and 29.8% are affected by other variables.

F-Test (Simultan)**Tabel 4.** Results of the F-Test Equation 1

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	70.114	3	23.371	6.693	.000b
Residual	335.196	96	3.492		
Total	405.310	99			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), Halal Label, Social Media Promotion, Brand Image					

Table 5. Result of the F-Test Equation 2

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	871.490	4	217.872	60.792	.000b
Residual	340.470	95	3.584		
Total	1211.960	99			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Purchase Intention, Brand Image, Halal Label, Social Media Promotion					

Based on the output above, the F values are 6.693 and 60.792, with significance values of 0.000, which are less than 0.05. This indicates that social media promotion, brand image, and halal labels simultaneously have a positive and significant influence on purchase intention and purchasing decisions.

T-Test (Parsial)**Table 6.** Result of the T-Test Equation 1

Model B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Std. Error	Beta			
1 (Constant)	13.742	1.421		9.667	.000
Social Media Promotion	.088	.069	.161	1.273	.206
Brand Image	-.012	.066	-.023	-.179	.859
Halal Label	.185	.064	.327	2.896	.005
a. Dependent Variable: Purchasing Intention					

Based on the output above, the following conclusions can be drawn :

- Based on the T-test, the value of social media promotion is 1.273, making the result $1.273 < 1.984$ with a significance value of 0.05, indicating that social media promotion has a positive but insignificant effect on purchase intention, and H1 is rejected.

- b. Based on the T-test, the value of brand image is -0.179, making the result $-0.179 < 1.984$ with a significance value of 0.05, indicating that brand image has a negative effect on purchase intention, and H2 is rejected.
- c. Based on the T-test, the value of halal labels is 2.896, making the result $2.896 > 1.984$ with a significance value of 0.05, indicating that halal labels have a positive and significant effect on purchase intention, and H3 is accepted.

Table 7. Results of the T-Test Equation 2

Model B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Std. Error	Beta			
1 (Constant)	-1.698	2.023		-.839	.403
Social Media Promotion	.295	.071	.311	4.171	.000
Brand Image	.372	.067	.423	5.594	.000
Halal Label	.170	.067	.174	2.526	.013
Purchasing Intention	.269	.103	.155	2.599	.011

a. Dependent Variable: Purchasing Decisions

Based on the output above, the following conclusions can be drawn :

- a. Based on the T-test, the value of purchase intention is 2.599, making the result $2.599 > 1.984$ with a significance value of 0.05, indicating that purchase intention has a positive and significant effect on purchasing decisions, and H4 is accepted.
- b. Based on the T-test, the value of social media promotion is 4.171 with a significance value of 0.05, making the result $4.171 > 1.984$, indicating that social media promotion has a positive and significant effect on purchasing decisions, and H5 is accepted.
- c. Based on the T-test, the value of brand image is 5.594, making the result $5.594 > 1.984$ with a significance value of 0.05, indicating that brand image has a positive and significant effect on purchasing decisions, and H6 is accepted.
- d. Based on the T-test, the value of the halal label is 2.526, making the result $2.526 > 1.984$ with a significance value of 0.05, indicating that the halal label has a positive and significant effect on purchasing decisions, and H7 is accepted.

Mediation Effect Test

- a. The Effect of Social Media Promotion on Purchasing Decisions Through Purchase Intention
From the Sobel test calculation, the z-value is 1.264652, making the result $1.264652 < 1.984$ with a significance value of 0.05, indicating that purchase intention cannot mediate the relationship between social media promotion and purchasing decisions, and H8 is rejected.
- b. The Effect of Brand Image on Purchasing Decisions Through Purchase Intention
From the Sobel test calculation, the z-value is 1.264652, making the result $1.264652 < 1.984$ with a significance value of 0.05, indicating that purchase intention cannot mediate the relationship between social media promotion and

purchasing decisions, and H8 is rejected.

- c. The Effect of Halal Label on Purchasing Decisions Through Purchase Intention
From the Sobel test calculation above, the z-value is 0.0161553, making the result $0.0161553 < 1.984$ with a significance value of 0.05, indicating that purchase intention cannot mediate the relationship between halal labels and purchasing decisions, and H10 is rejected.

DISCUSSION

Social Media Promotion and Purchase Intention

Social media promotion has a positive but insignificant influence on purchasing decisions. This is evident from Table 4.5, showing the t-test value for social media promotion as 1.273, resulting in $1.273 < 1.984$ with a significance level of 0.05. This means social media promotion positively but insignificantly affects purchase intention, and H1 is rejected. Posts shared through social media promotion fail to impact consumers' purchase intentions significantly, as KFC's offerings lack appeal to attract consumers' interest in purchasing directly. Consumers prefer visiting KFC outlets instead. This contradicts research by Susanto, B & Astutik (2020) which states that social media is an effective business promotion tool due to its accessibility, expanding promotional networks. Social media is also considered the most efficient way for businesses to reach their target audience.

Brand Image and Purchase Intention

Brand image does not influence purchase intention. Table 4.5 shows the t-test result for brand image as -0.179, resulting in $-0.179 < 1.984$ with a significance level of 0.05. This indicates that brand image negatively affects purchase intention, and H2 is rejected. Although KFC has a relatively high brand image compared to competitors, it fails to attract purchase intention, as consumers do not prioritize the KFC brand. This aligns with the research of Ardiansyah & Nilowardono (2019) which found that while brand image reflects trust in a brand, it does not necessarily influence purchase intention.

Halal Label and Purchase Intention

The halal label positively and significantly influences purchase intention. Table 4.5 shows the t-test value for the halal label as 2.896, resulting in $2.896 > 1.984$ with a significance level of 0.05. This means the halal label positively and significantly affects purchase intention, and H3 is accepted. The halal label appeals to Muslim consumers, becoming a primary consideration to ensure the halal status of a product. This finding is consistent with research by Muhammad Fahmul Iltiham & Nizar (2020) which highlighted that the term "halal" indicates a product is produced in accordance with Islamic principles, and consumers highly scrutinize halal labels, particularly in the food sector.

Purchase Intention and Purchasing Decisions

Purchase intention positively and significantly influences purchasing decisions. Table 4.6 shows the t-test value for purchase intention as 2.599, resulting in $2.599 > 1.984$ with a significance level of 0.05. This means purchase intention positively and significantly impacts purchasing decisions, and H4 is accepted. If consumers are interested in purchasing KFC products, they are more likely to make purchasing decisions without hesitation. This aligns with research by Meatry Kurniasari (2018) which stated that purchase intention represents the process where consumers select products from various categories and ultimately purchase the product they prefer the most.

Social Media Promotion and Purchasing Decisions

Social media promotion positively and significantly influences purchasing decisions. Table 4.6 shows the t-test value for social media promotion as 4.171, resulting in $4.171 > 1.984$ with a significance level of 0.05. This indicates that social media promotion significantly impacts purchasing decisions, and H5 is accepted. This is consistent with research by Farih et al. (2019) which described marketing as a process that facilitates transactions efficiently through social media, which provides consumers with readily available information.

Brand Image and Purchasing Decisions

Brand image positively and significantly influences purchasing decisions. Table 4.16 shows the t-test value for brand image as 5.594, resulting in $5.594 > 1.984$ with a significance level of 0.05. This means brand image has a significant positive impact on purchasing decisions, and H6 is accepted. Consumers are unlikely to hesitate in making purchasing decisions when a brand like KFC is widely recognized and has top rankings, such as Indonesia's Top Brand. This finding aligns with research by Sianipar & Sinaga (2022) which highlights that brand image is a critical factor that shapes consumer trust and directly influences purchasing decisions.

Halal Label and Purchasing Decisions

The halal label positively and significantly influences purchasing decisions. Table 4.16 shows the t-test value for the halal label as 2.526, resulting in $2.526 > 1.984$ with a significance level of 0.05. This means the halal label has a positive and significant impact on purchasing decisions, and H7 is accepted. The presence of a halal label reassures consumers, ensuring they feel safe consuming KFC products. This is supported by research by Ayu et al. (2022) which emphasized that halal labels simplify product assessment and verify a product's halal status.

Social Media Promotion's Effect on Purchasing Decisions Through Purchase Intention

Purchase intention does not mediate the relationship between social media promotion and purchasing decisions, as shown by a Sobel test z-value of 1.264652, resulting in $1.264652 < 1.984$ with a significance level of 0.05, rejecting H8. Consumers

do not develop purchase intention solely by viewing promotions on social media and proceed directly to make purchases. Instead, they evaluate or select the product they wish to buy. This aligns with the study by Audya Shifa & Nurjanah (2022) which stated that when engaging in social media promotion, business owners must collaborate with employees to complete tasks accurately and on time, ensuring they can effectively reach their customers. The information provided should always be clear and include detailed specifications about each product.

Brand Image's Effect on Purchasing Decisions Through Purchase Intention

Purchase intention does not mediate the relationship between brand image and purchasing decisions, with a Sobel test z-value of -0.00966, making the result $-0.00966 < 1.984$ with a significance level of 0.05, rejecting H9. Consumers neither develop purchase intention nor make purchasing decisions solely because a product has a strong brand image. Instead, they may make a purchase as a form of self-reward or reconsider their decision before making a purchase. This is consistent with the findings of Aqmala (2022), which highlighted that purchase intention does not mediate the relationship between brand image and purchasing decisions. Brand image exerts a direct, long-lasting effect on purchasing decisions as it is already a significant consideration for consumers.

Halal Label's Effect on Purchasing Decisions Through Purchase Intention

Purchase intention does not mediate the relationship between halal labels and purchasing decisions, as evidenced by a Sobel test z-value of 0.0161553, resulting in $0.0161553 < 1.984$ with a significance level of 0.05, rejecting H10. This is consistent with the study by Kamilah (2017), which found that purchase intention does not mediate the relationship between halal labels and purchasing decisions. Given that the majority of Muslim consumers understand the significance of halal labels, they can easily identify halal certification on specific products. As a result, consumers are now more willing to make purchases without first investigating whether the claimed halal label is genuinely accurate.

CONCLUSION

This study analyzed factors influencing KFC purchasing decisions in Salatiga, including social media promotion, brand image, halal labels, and purchase intention. While social media promotion and brand image did not significantly influence purchase intention, they positively and significantly affected purchasing decisions. The halal label emerged as the most significant factor affecting both purchase intention and purchasing decisions, emphasizing its importance for Muslim consumers. The findings underline the role of halal labels as a critical value proposition in marketing strategies, particularly for fast-food products targeting predominantly Muslim markets.

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