The Influence of Brand Image, Service Quality, and Halal Awareness on Purchase Decisions in Ponorogo's Bakery MSMEs

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ARTICLE INFO	ABSTRACT
	In today's highly competitive business environment, especially among bakery MSMEs in Ponorogo, maintaining a strong brand image, delivering quality service, and promoting halal awareness have become essential strategies to influence consumer purchasing decisions. This study aims to examine the effects of brand image, service quality, and halal awareness on purchase decisions in the context of local bakery MSMEs. Employing a quantitative method with accidental sampling, the data were analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, hypothesis testing, multiple regression, and coefficient of determination (R^2) analysis. The findings reveal that brand image has no significant effect on purchase decisions (sig. > 0.05), indicating varying consumer perceptions. Conversely, service quality and halal awareness both have a positive and significant influence (sig. < 0.05), emphasizing their roles in shaping consumer choices. The model accounts for 60.4% of the variance in purchase decisions ($R^2 = 0.604$), and the F-test confirms that all three variables jointly affect consumer purchasing behavior.

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1. INTRODUCTION

In the increasingly competitive conditions in the business world, both at the micro and macro levels, business actors are required to continue to maintain their existence in order to avoid losses or bankruptcy due to fierce competition. This happens because more and more people are driving the economy by establishing businesses, especially in the form of small businesses such as MSMEs. MSMEs themselves are trading businesses that follow the criteria of small and micro businesses, and are run by individuals or business organizations. In the business industry, both large and small scale, including MSMEs, the right strategy and approach are needed to support business success in order to be able to compete amid market dynamics (Wijoyo 2021). In Ponorogo itself, there are many MSMEs operating, one of which is the bakery MSMEs. This bakery MSMEs is one of the businesses industries engaged in the food sector. In order to introduce this bakery business to the public, they use direct promotions to support producers in

an effort to increase the number of consumer purchasing decisions. There are a number of factors that influence Ponorogo consumers' decisions to buy bakery products, one of which is the presence of a brand image on a product that generally gets positive reviews from customers. The perception that each customer has about a particular product, as depicted in their mind about the brand, is known as brand image. Customers' tastes for a product develop along with their lives. One of the most important aspects in starting a business, especially in the culinary industry, is having a strong brand image because consumers will prefer products that make a good impression (Kotler 2008).

This needs to be upheld in the culinary industry, where it is necessary to create a favorable perception of the brand image in the eyes of customers, encouraging them to continue choosing their products over products from other bakeries and to continue buying them. An industry does not need to worry about marketing competition from other products or other bakery businesses if it has a strong brand image and can maintain it. Consumers already have a certain perception of their bakery products. Because the existence of a brand image will cause a positive or negative response in consumers, this feeling will depend on how the brand is viewed by the individual (Sangdji 2013).

In the Ponorogo area itself, many MSMEs are innovative in opening their businesses but are unable to maximize the branding potential of their products. Product branding is one of the most important points so that the name or product of MSMEs is remembered for a long time by the public or consumers. Therefore, it is necessary to strengthen the branding of MSMEs' products, especially for bakery MSMEs in Ponorogo, so that the products are widely known. The obstacles that MSMEs usually face are that even though they have been established for a long time, they have not reached a wide market, and the use of the brand has not been maximized. In addition to brand image, for MSMEs in the culinary industry, service quality is very significant in increasing consumer purchasing decisions. Service quality refers to a company's ability to meet what consumers need and want, in line with their expectations. High-quality service will attract customers and encourage them to make repeat purchases, which will ultimately increase the overall purchase volume. Therefore, the quality of service provided by the company has a significant influence on the level of customer satisfaction (Shapira 2020).

MSMEs must act quickly to meet the needs that do not meet consumer expectations, especially by creating products that meet those expectations. One factor in developing and evaluating MSMEs' strategies is service quality. If an MSMEs produces high-quality service, consumers will be very interested when deciding to buy it. On the other hand, if the quality of service offered does not meet the established standards or fails to accommodate consumer expectations, then it is likely that they will seek and choose alternative products from competitors that are considered more satisfying. This condition shows how important it is to maintain service quality in order to remain competitive and maintain customer loyalty (Kurnialis 2023).

The actions or behavior of a person or organization to satisfy consumers or co-workers are known as service. Customers include consumers who buy goods from a business and customers who work for the company (employees and leaders), especially serving co-workers or leaders who help each other. On the other hand, service quality is the capacity to design, produce, and deliver goods that are very useful to consumers. The quality of service demonstrated by employees is a guarantee of product availability, high levels of responsiveness, efficiency of administrative costs, timeliness in service delivery, and minimal waiting times. This quality includes perfection in providing services and the ability to create a pleasant experience and provide a sense of comfort for consumers. These aspects overall contribute to customer satisfaction and a positive company image (Ilfina 2019). Currently, many bakery MSMEs are competing to provide quality service that is liked by their consumers; therefore, quality service is a must that must be owned by bakery MSMEs in Ponorogo to be able to maintain consumers who continue to grow in the future. With so many Ponorogo people who like bakery, various bakery businesses have also developed. This makes the pattern of competition between bakery MSMEs owners increasingly narrow down to a strategic war to become the main choice for consumers. What bakery MSMEs owners can do is provide the best quality of service to every customer (Hanayati 2021).

In addition to brand image, service quality, and halal awareness, an important component that can also increase purchases of MSMEs. Halal awareness is always associated with consumer understanding of the halalness of a product. Halal awareness in Muslim individuals is influenced by three main factors, namely a deep understanding of the concept of halal itself, good knowledge of the procedures for slaughtering animals by Islamic law, and a personal commitment to consistently consuming food that is guaranteed to be halal. The knowledge and understanding of Muslims about the idea of halal is known as halal awareness. Products to be consumed, products that are permitted to be consumed, and how the production process is carried out (Pambudi 2018).

Every Muslim who has a strong understanding of the idea of halal will undoubtedly consume whatever is permitted by Islam. Because halal and good are the two things that Muslims value most in their food (halalan Thayyiban). Every Muslim consumer's understanding of the halal concept greatly influences their halal consumption habits (Baharuddin 2015). The development of the halal concept from food to non-food sectors has also triggered the development of the halal industry. The basis for this definition is based on Law 33 Article 1, which reads: Products include various types of goods and services that are consumed or utilized by the community in everyday life. This variety includes food and beverage products, pharmaceutical and cosmetic preparations, chemical products, biological products, genetically engineered products, as well as various household goods and other goods. The relationship between the halal industry and this article is in accordance with the definition of industry as a business, process, or activity of processing raw materials, both raw materials and semi-finished materials, to become goods of higher economic value and beneficial to the community.

Previous studies have highlighted the relevance of these variables in influencing purchasing decisions. For instance, Bintang (2024) found that brand image significantly affects consumer purchasing decisions in the context of Lestari Bakery Cake & Shop. Khairullah (2024) demonstrated that service quality is positively related to consumer purchasing behavior, while Ma'ruf (2022) showed that halal awareness also significantly contributes to consumer decision-making. However, most of these studies were conducted in different regions or focused on single variables. There remains a research gap in understanding how these three factors simultaneously influence consumer purchasing decisions, particularly within the local context of Ponorogo's bakery MSMEs.

This study attempts to address that gap by integrating brand image, service quality, and halal awareness into one comprehensive model to evaluate their collective and individual impacts on purchasing decisions. The choice of bakery MSMEs in Ponorogo as the research setting is based on three main reasons. First, Ponorogo has a rapidly growing number of bakery MSMEs, reflecting both market potential and competitive pressures. Second, consumer behavior in smaller regions may differ from that in urban centers, with a stronger emphasis on trust, service personalization, and halal sensitivity. Third, there is limited academic research focusing on purchasing decisions in regional MSMEs food sectors, especially in the context of the halal economy.

Based on the results of the explanation contained in the background, the purpose of this study is to test and analyze "The Effect of Brand Image, Service Quality and Halal Awareness on Purchasing Decisions at Bakery MSMEs in Ponorogo". The results of the study are expected to be able to show whether brand image, service quality, and halal awareness influence purchasing decisions at bakery MSMEs in Ponorogo.

2. METHODS

This study uses a quantitative method with a survey design, namely a data collection method by compiling a list of structured statements submitted to respondents to obtain information. The independent variables in this study are Brand Image, Service Quality, and Halal Awareness, and the dependent variable is Purchasing Decisions, with the object of research on MSMEs bakery consumers in Ponorogo. In this study, researchers conducted research in the city of Ponorogo in March 2025. The population in this study was all MSMEs bakery consumers in Ponorogo. The sampling technique used in this study was the accidental non-probability technique, where questionnaires were distributed to

MSMEs bakery consumers in Ponorogo who were accidentally met by researchers and were considered as the data source.

The samples determined in this study were consumers who had made purchases at MSMEs' bakeries in Ponorogo and consumers who were domiciled or lived in Ponorogo. The number of samples taken was determined based on the Lemeshow Formula, considering that the population size was not known with certainty. Based on the calculation of the relevant formula, the minimum number of samples needed in this study was 96 respondents. Primary data in this study such as questionnaire results and observations on consumers of UMKM bakery in Ponorogo. In measuring the views, attitudes, or opinions of individuals or groups towards the questionnaire statements, a measurement scale is used in the form of a four-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree). This scale was intentionally selected to avoid neutral responses and encourage more decisive answers. The questionnaire consisted of 34 statement items, categorized into four variables with corresponding indicators, as shown in Table 1. The data analysis technique in this study is using the Statistical Package for the Social Sciences (SPSS).

Table 1. Research Instruments Design.

No.	Varible	Indicator	Statement Items
1	Brand Image (X1)	1) Recognition 2) Reputation 3) Affinity 4) Loyalty	1-8
2	Service Quality (X2)	1) Tangibles 2) Reliability 3) Responsiveness 4) Assurance 5) Empathy	9-18
3	Halal Awareness (X3)	1) Halal raw materials 2) Religious obligations 3) Production process 4) Product cleanliness	19-26
4	Purchase Decision (Y)	1) Consistency in a product 2) Habits in buying products 3) Giving recommendations to others 4) Making repeat purchases	27-34

Source: Processed data (2025)

3. FINDINGS AND DISCUSSION

This study aims to examine how brand image, service quality, and halal awareness influence purchasing decisions in bakery UMKM in Ponorogo. The following are the characteristics of respondents based on gender, age, frequency of purchase, and place of purchase.

Table 2. Respondent Characteristics

Description	Respondents	Number of Respondents	Percentage
Gender	Male	26	27,1%
	Female	70	72,9%
Age	20-28 Years	91	94,8%

	29-36 Years	3	3,1%
	37-45 Years	2	2,1%
	Every Day	7	7,3%
Purchase	Once a Week	23	24%
Frequency	Rarely	66	68,8%
	First Time	0	0%
	Physical Store	66	68,8%
Place of	Online (Social	8	8,3%
Purchase	Media/Marketplace)		
	Traditional Market	22	22,9%

Source: Processed data (2025)

Based on the data in Table 2 above, from a total of 96 respondents, there are 26 male respondents with a percentage of 27.1% and 70 female respondents with a percentage of 72.9% of the total respondents. From a total of 96 respondents, there are 91 respondents aged 20-28 years with a percentage of 94.8%, 3 respondents aged 29-36 years with a percentage of 3.1% and 2 respondents aged 37-45 years with a percentage of 2.1%. From a total of 96 respondents, 7 respondents buy bakery every day with a percentage of 7.3%, 23 respondents buy bakery once a week with a percentage of 24%, 66 respondents rarely buy bakery with a percentage of 68.8% and 0 respondents buy bakery for the first time with a percentage of 0%. Of the total 96 respondents, 66 bought directly at bakery stores with a percentage of 68.8%, 8 respondents bought online with a percentage of 8.3%, and 22 respondents bought at traditional markets with a percentage of 22.9%.

Validity Test

In this study, the criteria used to measure the level of validity of the statement items are by comparing the calculated r and the table r with a significance level of 5% (Sanaky 2021). In this study, the table r used is 0.2006, which is contained in the value (R Product Moment). The statement in the questionnaire can be said to be valid if the calculated r> table r. It can be concluded that all statement items in the questionnaire on the variables of brand image, service quality, halal awareness, and purchasing decisions are declared valid. This is because the correlation coefficient value of the calculated r is greater than the table r (0.2006). Therefore, in this study, all statement items in the questionnaire are still used without any changes or deletions.

Reliability Test

In this study, a reliability test was carried out based on the Cronbach's alpha value. The expected value of Cronbach's alpha in this study is> 0.60 to meet the criteria so that it can be said to be reliable (Anggraini 2022). The test results are as follows:

Table 3. Reliability Test Results.

Variable	Cronbach's Alpha	Description
Brand Image	0,780	reliable
Service Quality	0,824	reliable
Halal Awareness	0,765	reliable
Purchase Decision	0,732	reliable

Source: Processed data (2025)

Based on Table 3, the Cronbach's alpha test value shows a number higher than 0.60. Therefore, the statement items in this study are proven to be reliable and can be used in subsequent studies.

Normality Test

This study uses the one-sample Kolmogorov-Smirnov test. The residual is said to be normally distributed if the significance value is more than 0.05; conversely, if it is less than 0.05, then the variable is not normally distributed (Purba 2021). The results of the normality test are shown as follows:

Table 4. Normality Test Results.

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.00365516
Most Extreme Differences	Absolute	.076
	Positive	.049
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed data (2025)

Based on the table above, the significant value of the Kolmogorov-Smirnov test is greater than 0.05, which is 0.200. So it can be concluded that the residual regression model is normally distributed.

Heteroscedasticity Test

The method in this test uses Spearman's rho, namely with a significance level of 0.05 with a 2-sided test. The correlation between independent variables can be said to be significant, and there is no heteroscedasticity if the residual value is more than 0.05, and vice versa. If the level below the significant residual is less than 0.05, then it can be said that heteroscedasticity occurs (Purnomo 2016). The results of the heteroscedasticity test are shown as follows:

Table 5. Heteroscedasticity Test Results.

	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	-2.146E-15	2.141		.000	1.000
	Brand Image	.000	.082	.000	.000	1.000
	Service Quality	.000	.079	.000	.000	1.000
	Halal Awareness	.000	.083	.000	.000	1.000

Source: Processed data (2025).

Based on Table 5, the level of significance or probability for each variable is 1,000, so that it can be ascertained that there is no heteroscedasticity symptom, or in other words, the correlation of each variable with its residual value produces a value greater than its alpha.

Multicollinearity Test

The presence or absence of multicollinearity can be determined through the variance inflation factor (VIF) and tolerance values. If the VIF value is less than 10 and the tolerance is more than 0.1, then it is said that there is no multicollinearity. The results of the multicollinearity test are shown as follows:

Table 6. Multicollinearity Test Results.

Independent Variable	Tolerance	VIF	Results
Brand Image	0,624	1.603	There is no multicollinearity

Service Quality	0,556	1.799	There is no multicollinearity
Halal Awareness	0,585	1.710	There is no multicollinearity

Source: Processed data (2025).

Based on the table above, the tolerance value for the three variables is greater than 0.1 and the VIF value for the three 6 variables is less than 10, so H0 is accepted. This means that the multiple regression model is free from multicollinearity; thus, the assumption of non-multicollinearity has been met.

Linearity Test

Decision making if the sig value, deviation from linearity> 0.05, then there is a linear relationship between variable X and variable Y. Conversely, if the sig value, deviation from linearity <0.05, then there is no linear relationship (Setiawan 2020). The results of the multicollinearity test are shown as follows:

Table 7. Linearity Test Results, Brand Image Variables on Purchasing Decisions.

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * X1	Between Groups	(Combined)	319.749	14	22.839	3.777	.000
		Linearity	242.724	1	242.724	40.145	.000
		Deviation from Linearity	77.025	13	5.925	.980	.478
	Within Groups		489.741	81	6.046		
	Total		809.490	95			

Source: Processed data (2025).

Based on Table 7, it can be said to be linear because the significance value obtained in the deviation from linearity is 0.478 or more than 0.05, so it can be concluded that there is a significant linear relationship between the brand image variable and purchasing decisions.

Table 8. Linearity Test Results, Service Quality Variables on Purchasing Decisions.

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * X2	Between Groups	(Combined)	439.263	14	31.376	6.865	.000
		Linearity	384.319	1	384.319	84.083	.000
		Deviation from Linearity	54.945	13	4.227	.925	.532
	Within Groups		370.226	81	4.571		
	Total		809.490	95			

Source: Processed data (2025).

Based on Table 8, it can be said to be linear because the significance value obtained in the deviation from linearity is 0.532 or more than 0.05, so it can be concluded that there is a significant linear relationship between the service quality variable and purchasing decisions.

Table 9. Linearity Test Results, Halal Awareness Variables on Purchasing Decisions.

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * X3	Between Groups	(Combined)	351.478	14	25.106	4.440	.000
		Linearity	262.131	1	262.131	46.358	.000
		Deviation from Linearity	89.347	13	6.873	1.215	.284
	Within Groups		458.012	81	5.654		
	Total		809.490	95			

Source: Processed data (2025).

Based on Table 9, it can be said to be linear, because the significance value obtained in the deviation from linearity is 0.284 or more than 0.05, so it can be concluded that there is a significant linear relationship between the halal awareness variable and purchasing decisions.

Multiple Regression Analysis

The next analysis is multiple linear regression analysis to test the influence of independent variables on dependent variables.

Table 10. Multiple Regression Analysis.

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.949	2.152		2.299	.024
	Brand Image	.149	.087	.159	1.708	.091
	Service Quality	.393	.079	.480	4.945	.000
	Halal Awareness	.171	.083	.193	2.045	.044

Source: Processed data (2025).

Based on Table 10, the constant value (a) of 4.949 indicates that, if the independent variables X1, X2, and X3 are zero or nonexistent, then the purchasing decision is 4.949 units. The regression coefficient for brand image (b1) is 0.149, indicating a positive or unidirectional relationship between the brand image variable (X1) and the purchasing decision (Y). Similarly, the coefficient for service quality (b2) is 0.393, which reflects a direct and positive relationship between service quality (X2) and purchasing decisions. The regression coefficient for halal awareness (b3) is 0.171, also showing a positive association between halal awareness (X3) and the dependent variable. These values imply that improvements in each of the independent variables tend to lead to an increase in purchasing decisions.

Individual Parameter Significance Test (t-Test)

It can be seen that there is an influence if the value in the calculated t is greater than the value of the t table and the P-value (observation significance level) of the probability of the variables being compared in the sample differing significantly at the specified level of confidence (Murniati 2013). The results of the t-test are shown as follows:

Table 11. t-Test Results.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.949	2.152		2.299	.024
	Brand Image	.149	.087	.159	1.708	.091
	Service Quality	.393	.079	.480	4.945	.000
	Halal Awareness	.171	.083	.193	2.045	.044

Source: Processed data (2025).

Based on the table 11, testing the effect of X1 on Y produces a t-test value of 1.708 smaller than the t table (1.98609) so it fails to reject H0, so it can be concluded that there is no effect of X1 on Y and the significance value of the t test of 0.091 is greater than 0.05. Testing the effect of X2 on Y produces a t-test value of 4.945 greater than the t table (1.98609) so it rejects H0, so it can be concluded that there is a significant effect of X2 on Y. Testing the effect of X3 on Y produces a t-test value of 2.045 greater than the t table (1.98609) so it rejects H0, so it can be concluded that there is a significant effect of X3 on Y.

Simultaneous Significance Test (F Test)

It can be seen that there is an influence if the calculated F value is greater than the F table value and the P-value (observation significance level), the probability that the variables being compared in the sample differ significantly at the specified level of confidence (Amelia 2021). The results of the F test are shown as follows:

Table 12. F-Test Results.

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	426.952	3	142.317	34.227	.000[b]
	Residual	382.538	92	4.158		
	Total	809.490	95			

Source: Processed data (2025).

Based on Table 12, the significance value is 0.000 while the calculated f value in the table above is 34.227, while the f table value is 2.70. Because the calculated f value> f table = 34, 227> 2.70 or sig = 0.000 is less than 0.05, then H0 is rejected, so it can be concluded that variables X1, X2, and X3 have a simultaneous effect on Y.

Coefficient of Determination (R2)

The function of the coefficient of determination is to calculate the level of role or influence of the independent variable on the dependent variable. The coefficient of determination is calculated by multiplying r2 by 100% (r2 x 100) (Narlan 2018). The results of the coefficient of determination are shown as follows:

Table 13. Determination Coefficient Results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726[a]	.527	.512	2.03912

Source: Processed data (2025).

Based on Table 13, the correlation determination coefficient (R) value is 0.726, which indicates that there is a very strong relationship between the purchasing decision variables with brand image, service quality, and halal awareness. While the R-squared value of 0.527 indicates that the influence of X1, X2,

and X3 on Y is 0.527 = 52% and the remaining 48% is influenced by factors other than brand image, service quality, and halal awareness that are not included in the model.

The Influence of Brand Image on Purchasing Decisions in Bakery UMKM in Ponorogo

The findings of this study indicate that brand image (X1) does not have a significant influence on purchasing decisions (Y), as evidenced by a significance value greater than 0.05. This suggests that, in the context of bakery MSMEs in Ponorogo, consumers' decisions to purchase products are not strongly driven by brand perception. This result aligns with the study, which examined the influence of brand image and brand trust on the purchase intention of iPhone products and found that brand image did not significantly affect purchase decisions (Nurkhalisha, 2024). Similar to that context, the present study reveals that while brand image is theoretically considered a key factor in consumer behavior, its impact may vary depending on product type, consumer characteristics, and market context.

One possible explanation for the insignificant effect is that in local or small-scale businesses, such as bakery MSMEs, branding efforts may not be well-developed or consistently communicated. Many of these MSMEs lack distinctive logos, packaging, or promotional activities that would reinforce brand recognition and loyalty. As a result, consumers may not perceive a strong or differentiated brand image, leading them to rely on other more tangible factors—such as product taste, freshness, service experience, or price—when making purchasing decisions. Furthermore, consumer priorities in the food sector, particularly for daily or low-involvement products like bread and pastries, tend to center more on immediate satisfaction and functional attributes rather than long-term brand attachment. Unlike high-involvement products such as electronics or fashion, bakery products are often purchased based on habit, proximity, or taste preference, rather than on brand associations.

From a theoretical perspective, this finding challenges assumptions from branding theory, which highlight brand image as a crucial determinant of consumer choice (Aaker, 1996). It demonstrates that the relevance of brand image is context-dependent, and its influence may be less pronounced in small-scale, less-promoted business environments. In contrast, studies that found a significant effect of brand image often examined larger, more established brands with strong promotional visibility and consumer trust. In Ponorogo's bakery MSMEs sector, however, the limited market reach and relatively homogeneous product offerings may diminish the strategic value of branding in the eyes of consumers. Therefore, the insignificant effect of brand image found in this study may serve as a critical insight for local business owners, suggesting that before investing heavily in branding, MSMEs should first focus on enhancing product quality, customer experience, and service reliability, which may hold greater value for their target market.

The Influence of Service Quality on Purchasing Decisions at Bakery MSMEs in Ponorogo

The study revealed that service quality (X2) has a positive and significant effect on purchasing decisions (Y), as indicated by a significance value below 0.05. This suggests that consumers are more likely to make purchases when they perceive the quality of service to be high. This finding is consistent with the results of a previous study, which found that service quality significantly influences purchasing decisions, particularly when evaluated alongside other factors such as price and product quality (Khairullah, 2024). Service quality in this study was assessed through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, by the SERVQUAL model (Parasuraman, Zeithaml, and Berry, 1988). Each of these dimensions contributes to how consumers evaluate their experience with a business. In the context of bakery MSMEs in Ponorogo, the tangibles may refer to the cleanliness of the store, packaging of the products, or staff appearance; reliability reflects the ability to consistently deliver products as promised; responsiveness indicates prompt service and willingness to assist customers; assurance is related to staff competence and courtesy; and empathy involves personalized attention and understanding of customer needs.

The positive influence of service quality highlights that in small-scale businesses such as bakery MSMEs, interpersonal service and customer interaction play a crucial role in shaping consumer

satisfaction and loyalty. Unlike in large retail settings where brand prestige may carry more weight, MSMEs often rely on direct contact and trust-building with their consumers. Therefore, positive service experiences can compensate for less developed branding, influencing consumers to return and even recommend the business to others. From a theoretical standpoint, the findings support the expectancy-disconfirmation theory, which posits that customer satisfaction—and thus purchase behavior—is determined by the gap between expectations and actual service performance. When bakery MSMEs exceed customer expectations in terms of responsiveness, reliability, and attention, consumers are likely to experience positive disconfirmation, leading to repeated purchases and stronger purchase intentions.

In contrast to the non-significant effect of brand image discussed previously, the significance of service quality in this study may reflect the consumer priorities in local food-based businesses, where personal experience often outweighs symbolic attributes such as brand perception. In other words, while a strong brand image may be important in large-scale or national bakery chains, consumers in Ponorogo are more influenced by how they are treated and how reliably the products meet their expectations. This also aligns with relationship marketing theory, which emphasizes the importance of customer satisfaction, trust, and long-term engagement. When MSMEs consistently offer friendly, prompt, and reliable service, they establish a relational bond that fosters repeat purchases and positive word-of-mouth. In sum, this study underscores that service quality is a strategic factor for bakery MSMEs to differentiate themselves in a competitive local market. Business owners should prioritize training employees, maintaining hygiene and responsiveness, and creating a welcoming environment to enhance customer satisfaction and drive purchasing behavior.

The Influence of Halal Awareness on Purchasing Decisions at Bakery MSMEs in Ponorogo

The results of this study indicate that halal awareness (X3) has a positive and significant influence on purchasing decisions (Y), as shown by a significance value below 0.05. This finding is consistent with the previous research, which demonstrated that halal awareness significantly affects purchasing decisions, particularly among Muslim consumers who are highly attentive to Islamic principles in consumption (Ma'ruf, 2022). In the context of this study, respondents from the Ponorogo community expressed increasing awareness of the importance of consuming halal-certified bakery products, reflecting both religious conviction and health-related concerns. Halal awareness, as defined in consumer behavior literature, is the extent to which individuals recognize, understand, and prioritize the halal status of products in their decision-making processes. Muslim consumers are more likely to favor products that are certified halal because these products are associated not only with religious compliance but also with safety, cleanliness, and ethical production processes (Bonne and Verbeke, 2008). This aligns with the responses obtained in the study, where participants believed that halal bakery products are made from good, safe, and permissible ingredients, and consuming them is part of their religious obligation.

From a theoretical perspective, the findings support the Theory of Planned Behavior, which suggests that attitudes, subjective norms, and perceived behavioral control influence consumer intentions and actions (Ajzen, 1991). In this case, the positive attitude toward halal consumption, reinforced by religious norms and community influence, contributes significantly to the decision to purchase halal-certified bakery products. The moral obligation felt by Muslim consumers in Ponorogo may also amplify the influence of halal awareness beyond a rational choice, making it a value-driven behavior rather than merely a preference. The significant impact of halal awareness found in this study also offers an interesting contrast to the insignificant role of brand image. While branding tends to shape consumer perception through symbolic associations and market positioning, halal awareness appeals to deeply held beliefs and ethical standards. In religious communities like Ponorogo, such intrinsic values may outweigh external brand attributes, especially when the halal status serves as a key trust signal for product safety and religious conformity.

Moreover, as the global halal market continues to grow, especially in Muslim-majority regions, halal awareness has become a strategic advantage for businesses seeking to build consumer trust and

loyalty. For bakery MSMEs in Ponorogo, highlighting halal certification or ensuring transparency in production processes can serve as a competitive differentiator, especially when targeting segments that prioritize religious and ethical consumption. In essence, this study affirms that halal awareness is not only a compliance issue but also a powerful determinant of consumer behavior. MSMEs that recognize and respond to this awareness by emphasizing halal integrity, both in ingredients and processes, can better connect with their target markets and strengthen their consumer base.

4.   CONCLUSION

This study investigated the influence of brand image, service quality, and halal awareness on purchasing decisions among bakery MSMEs consumers in Ponorogo. The results show that brand image does not have a significant effect on purchasing decisions, indicating that individual perceptions of branding vary and are not a consistent determinant of consumer choice. Conversely, service quality has a positive and significant impact on purchasing decisions, emphasizing that consumer satisfaction is closely linked to how services are delivered, including responsiveness, reliability, and personal attention. Likewise, halal awareness also significantly influences purchasing decisions, reflecting the growing importance of religious and ethical considerations among Muslim consumers in Ponorogo. Overall, the findings demonstrate that while brand image alone may not strongly drive purchases, the combination of service quality and halal awareness plays a crucial role in shaping consumer behavior in the local bakery MSMEs sector. This research contributes to the understanding of how practical service delivery and religious compliance can be strategic factors for small businesses in predominantly Muslim markets.

In light of these findings, bakery MSMEs actors in Ponorogo are encouraged to prioritize the improvement of service quality by enhancing staff professionalism, ensuring consistent customer experiences, and fostering trust. Additionally, greater emphasis should be placed on halal assurance, not only by complying with Islamic guidelines but also by communicating these practices transparently to customers. While brand image was not found to be a strong determinant, efforts to gradually build and promote brand identity—especially through digital marketing and packaging innovation—can still support long-term consumer engagement. For future researchers, it is suggested to expand the scope of variables, such as pricing strategies, digital influence, or consumer loyalty, and to conduct comparative studies across regions to deepen insights into consumer decision-making in the MSMEs sector.

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