

The Effect of Price, Halal Label, Length of Operating Hours on Users of Online Food Delivery Services in Medan City

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Riwayat Artikel

Diterima pada 10 Juli 2024

Revisi 1 pada 19 Juli 2024

Revisi 2 pada 5 Agustus 2024

Revisi 3 pada 13 Agustus 2024

Disetujui pada 14 Agustus 2024

Abstract

Purpose: This study examines the influence of price, halal labels, and operating hours on the decision to use Online Food Delivery services in Medan City.

Methods: This study used quantitative research methods with a survey approach and questionnaires as data-collection tools. The study sample consisted of 25 participants. This study used quantitative analysis with a descriptive approach. The study population included all users of online food delivery services on Medan. A total of 100 respondents were selected using purposive sampling. The independent variables in this study were price, halal label, and operating hours, whereas the dependent variable was the decision to use online food delivery services. Data analysis using linear regression.

Results: The results indicate that price, halal labels, and operating hours significantly influence the decision to use Online Food Delivery services in Medan City. Price had a significant influence with a t-value of 2.563, halal label with a t-value of 4.757, and operating hours with a t-value of 2.796. Furthermore, collectively, all three variables significantly influenced the decision to use Online Food Delivery services in Medan City, with an F-value of 51.360.

Limitations: Decision to use an online food delivery service.

Contribution: This research makes a meaningful contribution to the understanding of the effect of Price on Online Food Delivery Service Users in Medan City.

Keywords: *Halal Label, Operational Hours, Online Food Delivery Service Users*

How to Cite: Kurnyasih, A., Sugianto, S., Harahap, M, I. (2024). The Effect of Price, Halal Label, Length of Operating Hours on Users of Online Food Delivery Services in Medan City. *Studi Akuntansi, Keuangan dan Manajemen*, 4(1), 147-160.

1. Introduction

The company's general objective, as an Online Food Delivery service provider in Medan City, is to be at the forefront of the industry. The top priority is to provide maximum satisfaction to our service users. By delivering reliable and efficient services, we aim to ensure our customers have a pleasant and satisfying food delivery experience. Innovation will be key in our endeavour to meet the evolving needs of our service users. Will continue to look for new ways to improve the platform and service, including improvements in order processing, timely delivery, and a diverse menu selection from the best restaurants in the city (Naufal, 2022). In addition, it is also committed to making a positive contribution to the community in Medan City. In order to achieve sustainable growth, it will co-operate with restaurant partners in a fair and sustainable manner, and encourage environmentally friendly business practices. Environmentally friendly business practices. Vision is to help create a convenient and efficient environment for Online Food Delivery service users in Medan City. Believes that by providing outstanding service and focusing on customer satisfaction, it can build a strong reputation as a reliable partner in fulfilling the culinary needs of the people in this city.

From an Islamic point of view, halal is mandatory for a Muslim halal means allowed or permissible in Islam. Therefore, Muslims will look for food and beverages to consume to fulfil their religion. It can be seen from the many requests for halal products that have halal certificates. In the Islamic view, halal certification is part of Islamic business ethics. In the view of Islam, the economic business system has internal supervision or sincerity which is generated by faith in the hearts of Muslims and makes them companions (Hasibuan, Rahmani, & Harahap, 2023).

The phenomenon of technological development is currently the most talked about and the subject of discussion by many circles is developing technology towards a modern transportation business using the sophistication of applications in the virtual world, one form of technological innovation development is applied to the culinary field. Food industry continues to experience growth, creating increasingly fierce competition among entrepreneurs. Today's business actors must continue to develop their services according to the needs of the community and continue to strive to harmonise their business development (Az-zahra, Tantya, & Apsari, 2021).

The culinary business has an increasing trend, both in terms of quantity and quality because food and drink are basic human needs. Today the business in the culinary field includes a variety of varieties, for example the café business, restaurants, coffee shops and other similar businesses (Hasibuan et al., 2023). Business has been known to seek as much profit as possible. However, in Islam, the vision and mission of business is not only oriented towards profit maximisation as well as capitalist economic principles. Islam prioritises al-falah (the happiness of life in the world and in the hereafter) so that businesses get blessings from Allah swt. so that as Muslims must pay attention to the ethics of doing business in accordance with Islamic law (Siregar & Imsar, 2022). Islam responds well to economic and commercial activities, and more and more people are participating in these activities as well as in the activities of determining the halal and non-halal food that we consume in our daily lives (Ramdhan, Qarni, & Harianto, 2024).

The presence of social media marketing plays an important role in marketing a product and also affects people's consumption patterns, who previously bought food offline but now switch to online. It is believed to have changed people's consumption patterns and made this an opportunity for various technology-based companies to create food delivery services (Az-zahra et al., 2021).

Based on the description above, researchers are interested in studying more deeply by formulating: 1). How does price affect users of online food delivery services. 2). How does the influence of the Halal Label on Online Food Delivery Service Users. And, 3). How long are the operating hours for online food delivery service users.

2. Literature review

Business is an important factor that affects income. The longer a person is in business, the more mature and precise his strategy in managing, producing and marketing the product will be. Because the length of time in business with a higher level of knowledge can make someone more productive than someone who has been in business for a relatively short time. Length of business can affect the level of income which in turn can increase efficiency and the possibility of reducing production costs lower than sales results (Grendwipradita & Yasin, 2023).

Price plays an important role in consumer purchasing decisions. The effect of price on purchasing decisions is a crucial factor because the price level set by the company can affect product demand. Improper pricing can cause product sales to not reach their maximum potential, resulting in decreased sales and reduced market share. Therefore, companies must be able to determine the selling price in accordance with the intended market share to increase product sales and market share (Satria, Sugianto, & Daim, 2024). Thus, the right pricing strategy Thus, the right pricing strategy can be the key to success in influencing consumer purchasing decisions (Apriani, Asnaini, & Kustin, 2021). Marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidelines for activities that will be carried out in achieving company goals. through advertising, promotional programmes, sales, product programmes, and distribution (Kurniawati & Artaningrum, 2024). A

marketing strategy refers to an integrated and long-term plan designed to achieve the marketing objectives of a company or organisation. It involves selecting the right target market, developing products or services that appeal to consumers, setting competitive prices, and selecting efficient distribution channels. In addition, marketing strategy also includes promotion, branding, and other communication activities to build awareness and a positive brand image (Mubarok & Hidayat, 2024).

According to Kotler and Keller, price is a marketing mix that generates revenue. Thus, price is an important factor that buyers pay attention to in purchasing these products and services (Pitino & Susanti, 2024). The concept of price includes various aspects that are taken into consideration in pricing a product or service. Economists and management experts identify several relevant concepts, including the value of the product or service in customer perception. Prices should reflect the value perceived by customers, and products with high value can be sold at higher prices. In addition, the concept of supply and demand is an important factor in determining prices. If demand exceeds supply, prices tend to rise, while if supply is greater than demand, prices tend to fall. The concept of price elasticity also plays a role in measuring the extent to which demand changes in response to price changes. Other factors to consider are the cost of production, the level of competition in the market, and the company's marketing strategy. In pricing, psychological aspects can also influence customer perception, such as the use of prices that end in a certain number. Overall, an understanding of these concepts helps companies determine the right price, optimise revenue, and compete successfully in the market. (Muslimin, Zainab, & Jafar, 2020).

Halal labelling on product packaging is important to show that the product complies with halal regulations and does not contain prohibited ingredients. In Medan city, although there are cases of beef and pork mix-ups in several big cities, public interest in halal labelled products tends to be high. However, some consumers still pay more attention to price than halal aspects when buying frozen food. This research focuses on how consumers make purchasing decisions, so that it can help businesses to understand consumer preferences and needs in choosing Online Food Delivery products in Medan city (Apriani et al., 2021).

Halal label is the application of a halal mark or written evidence on a product as a guarantee of the halalness of the product with a code from the minister issued based on halal inspection from a halal inspection agency established by MUI with Arabic letters or other letters. When a halal product can be used and consumed by the public in accordance with sharia rules, the MUI halal fatwa and halal certificate function as legal guarantees (Wijaya & Padmanty, 2023).

Halal, in Arabic called "Al-Hal," means something that is allowed and free from prohibitions, and is done in accordance with Islamic law. This definition indicates that halal is something that is permissible and not against the laws of Allah SWT. The word "Thayyib" in Arabic comes from the word "taba," which means pure, fertile, and halal. In the Quran, the word "thayyib" is mentioned in various verses, especially in the sentence "Halalan Thayyiban" which is listed in Surah Al-Baqarah verse 168 (Paramitha et al Suryaningsih, 2021):

مُبِينٌ عَدُوٌّ لَكُمْ إِنَّهُ الشَّيْطَانُ خُطُوَاتٍ تَتَّبِعُوا وَلَا طَيِّبًا حَلَالًا الْأَرْضِ فِي مِمَّا كَلُوا النَّاسُ أَيُّهَا يَا

Meaning: "O people, eat what is lawful and good from what is found on earth, and do not follow the steps of the devil. Verily, the devil is a real enemy to you." (QS. Al-Baqarah: 168).

In the verse, Allah invites people to eat from what is lawful and good, and to avoid all forms of evil instigated by Satan. Thus, the concept of halal in Islam emphasises the importance of choosing food and actions that are in accordance with Allah's provisions to maintain purity and goodness in life. The Indonesian Ulema Council (MUI) ensures the halalness of products produced by MSMEs by issuing a mandatory halal certification policy. However, this policy can be burdensome for MSME players, so it needs to be reviewed to consider its impact on the growth of MSMEs. The halal certification policy process is not easy because it involves large costs, which can be an additional burden for MSMEs. In contrast, large companies such as fast food restaurants are able to implement halal certification policies

and obtain halal logos as a guarantee for Muslim travellers. Although fast food restaurants have a halal logo, they are still supervised by the MUI Food and Drug Monitoring and Distribution Agency (LPPOM MUI). LPPOM MUI plays an important role in providing special protection for public consumption to ensure that food and products consumed are truly in accordance with established halal provisions (Paramitha & Suryaningsih, 2021).

Length of operating hours is the period of time during which a business or facility functions and serves customers or visitors. This concept covers the starting time of the business until the closing time each day. Every business has different operating hours depending on the type of business, company policies, and the rules that apply in the area where the business operates. For example, a restaurant may have longer operating hours to accommodate dinners, while a retail store may have shorter operating hours. Determining the right operating hours is important to fulfil customer needs and preferences, as well as to achieve optimal operational efficiency for the business. (Arlista & Utama, 2022).

Nandi (2019) notes that the development of information and communication technology has resulted in changes in economic activities and people's behaviour. Many innovative new applications have emerged to help people such as Gojek, Grab, Tokopedia, Lazada, Instagram, and so on. Not only beneficial for consumers, these applications also provide benefits for producers. The use of online motorbike taxis is the latest innovation in the world of m-commerce. Grab, Gojek, and Uber are the top three applications that are widely used in Indonesia and various other countries (Putri, Mardhotillah, & Wulan, 2020). Smartphones and the internet in everyday life, the use of Online Food Delivery has also increased, consumers like to use Online Food Delivery services because it saves time and provides convenience (Arlista & Utama, 2022).

Online Food Delivery Service users are individuals or consumers who use online-based platforms or applications to order food from restaurants or food stalls and deliver it directly to where they live or work. With the Online Food Delivery service, users can easily explore various menu options from various restaurants without having to come to the physical place of the restaurant itself. These users can place their orders through the app or website of the Online Food Delivery service by accessing the list of restaurants working with the platform. They can select the desired food, specify the order quantity, and provide the delivery address and payment method. (Azzahra, Shamara, & Saleh, 2023).

The main advantage of this service is convenience and ease. Users can enjoy their favourite meals from a wide selection of restaurants without having to leave their homes or workplaces. In addition, this service also allows users to know the estimated delivery time, monitor order status, and avoid queues at restaurants. Users of Online Food Delivery Services come from diverse backgrounds and can include individuals or groups with various culinary needs and preferences. This service has become an increasingly popular trend, especially in urban and busy environments, as it provides a practical solution to finding food quickly and easily. (Azzahra et al., 2023).

3. Research methodology

Quantitative research methods are methods for testing certain theories by examining the relationship between variables. This research focuses on the title "The Effect of Price, Halal Label, Length of Operating Hours on Users of Online Food Delivery Services in Medan City." The method used is quantitative analysis method with a descriptive study approach. The population of this study were all users of Online Food Delivery services in Medan City. However, in this study, the sample taken was 25 respondents, who were selected using the "purposive sampling" technique based on certain criteria, namely users of Online Food Delivery services located in Medan City. In this study, the independent variables studied were price, halal label, and length of operating hours. While the dependent variable is the decision to use the Online Food Delivery service. Data analysis in this study will use multiple linear regression, which will provide an overview of the effect of each independent variable on the dependent variable. The multiple linear regression equation used is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

In this equation:

Y = Decision to use Online Food Delivery services (dependent variable),
 X1 = Price (independent variable),
 X2 = Halal label (independent variable), and
 X3 = Length of operating hours (independent variable).
 = Constant which describes the value of Y when X1, X2, and X3 = 0, and b1, b2, b3
 = Regression coefficient which shows the influence of the independent variable.

Using multiple linear regression, this study will identify and analyse the relationship between price, halal label, and length of operating hours with the decision to use Online Food Delivery services in Medan City. The results of this study are expected to provide insights for Online Food Delivery service providers to improve their services according to the preferences and needs of users in Medan City.

4. Result and discussion

4.1 Descriptive Object of Research

The object of this research is the use of online food delivery services in Medan city. By using purposive sampling method. There are 100 answers that meet the criteria in this study. Based on the descriptive statistical research results attached in table 4.1 and will present the sample characteristics which can be seen from the number of samples, mean, standard deviation, minimum and maximum values on each variable. By using the variable price (X1), label (X2), length of operating hours (X3) and service usage (Y).

Table 1. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
(X1)	100	0,29045	0,0004	0,2908	0,1177	0,0920	0,008
(X2)	100	2,44987	0,0459	2,4958	1,0134	0,7171	0,514
(X3)	100	1,00972	0,0028	1,0125	0,4668	0,3056	0,093
Y	100	0,12683	0,0068	0,1336	0,0618	0,0375	0,001
Valid N (listwise)	100						

Source: SPSS version 25

Based on table 1 descriptive statistical test results that the amount of data N = 100 with the following information:

- 1) Price (X1) produces a minimum value of 0.0004, a maximum of 0.2908 with an average of 0.1177 with a standard deviation of 0.0920.
- 2) Label (X2) produces a minimum value of 0.0459, a maximum of 2.4958 with an average of 1.0134 with a standard deviation of 0.7171.
- 3) The length of operating hours (X3) produces a minimum value of 0.0028, a maximum of 1.0125 with an average of 0.4668 with a standard deviation of 0.3056.
- 4) Service usage (Y) produces a minimum value of 0.0068, maximum 0.1336 with an average of 0.0618 with a standard deviation of 0.001.

4.2 Multiple Linear Regression

This analysis is used to calculate how much influence the independent variable has on the dependent variable.

Table 2. Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1.(Constant)	0,147	0,009		15,588	0,000
X1	0,395	0,051	0,520	7,740	0,000
X2	0,076	0,015	0,375	5,081	0,000
X3	0,180	0,031	0,396	5,821	0,000

Source: SPSS version 25

Based on table 2 which produces a multiple regression table with a constant amount of this value can be seen from the Unstandardized Coefficients column through the regression equation as follows:

$$Y = 0,147 \alpha + 0,395 x_1 + 0,076 x_2 + 0,180 x_3 + \epsilon$$

- 1) The constant value has a positive value of this value which has a direct effect on the independent variable (independent). Variable Price (X1), Label (X2) and length of operating hours (X3) which will give a percent value because there will be no change in each variable on Service Usage (Y).
- 2) The price coefficient value (X1) results in $0.395 + 0.147$, it can be assumed that the price variable (X1) results in an increase of 1% (percent) with an assumption of 5.42% and a positive effect on service usage (Y).
- 3) The coefficient value of the label (X2) results in $0.076 + 0.147$, it can be assumed that the label variable (X2) results in an increase of 1% (percent) with an assumption of 2.23% and has a positive effect on service usage (Y).

The coefficient value (X3) results in $0.180 + 0.147$, it can be assumed that the variable length of operating hours (X3) results in an addition of 1% (percent) with an assumption of 3.100% and has a positive effect on service usage (Y)..

4.3 Partial Test Results (T)

To ascertain whether the independent variable (X) has an individual effect on the dependent variable. With degrees of freedom (df) = $n - k = 100 - 4 = 96$, at a probability = 5%, and a t table value of 1.66088, while the results of data processing on the test can be seen in table 3.

Table 3. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1.(Constant)	0,147	0,009		15,588	0,000
X1	0,395	0,051	0,520	7,740	0,000
X2	0,076	0,015	0,375	5,081	0,000
X3	0,180	0,031	0,396	5,821	0,000

Source: SPSS version 25

Table 3 can be summarised as follows:

- 1) The Price variable (X1) has $t_{count} > t_{table}$ ($7.740 > 1.66088$) and sig level ($0.000 < 0.05$). This shows that the price variable has a significant effect on the use of online food delivery services in Medan city.
- 2) The Halal Label variable (X2) has $t_{count} > t_{table}$ ($5.081 > 1.66088$) and sig level ($0.000 < 0.05$). This shows that the halal label variable has a significant effect on the use of online food delivery services in Medan city.

3) The Operating Hours variable (X3) has $t_{count} > t_{table}$ ($5.821 > 1.66088$) and sig level ($0.000 < 0.05$). < 0.05). This shows that the variable operating hours has a significant effect on the use of online food delivery services in Medan city.

4.4 Simultaneous Test Results (F)

The F test is used to ascertain whether the independent factors have a simultaneous or cumulative effect on the dependent variable. Independent variables can be said to have a simultaneous effect if the value of f count $>$ from f table and the significance value < 0.05 .

Table .4 Simultaneous Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0,001	3	0,000	80,883	.000 ^b
Residual	0,000	97	0,000		
Total	0,002	100			

Source: SPSS version 25

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Based on table 4, the simultaneous test results obtained the value of $f_{hitung} > f_{table}$ ($80.883 > 2.70$) and reinforced by a significance value of, it can be concluded that price, halal label and operating hours significantly have an influence on online food delivery services in Medan city.

4.5 Discussion

4.5.1 The Effect of Price on Online Food Delivery Service Users

In this study, it was found that there is a significant influence between Price (X1) on Online Food Delivery Service Users in Medan City (Y). the effect of this price is positive if the price set is affordable then online food delivery services will increase. This is contrary to research (Umar & Husein, 2021) Based on the research results described earlier, it was found that the Price variable has no significant effect on Consumer Satisfaction for XL Provider Users. It can be interpreted that there is no significant relationship from Price to Customer Satisfaction where Price is an important supporting factor needed by a product in competing with other products where Price shows that the product is easy to find, and easy to reach for all groups so that when a product has a good price, it will certainly increase Customer Satisfaction with the product.

This research provides support for the importance of considering the Price factor in influencing people's decisions in Medan City to use Online Food Delivery services. The greater the attention to the price factor, the greater the potential for consumers to use the service.

4.5.2 The Influence of the Halal Label on Users of Online Food Delivery Services

The research results show that the influence of the Halal Label (X2) plays a significant role in influencing users of Online Food Delivery services in Medan City. The test was carried out using the t test with a significance level of ($\text{sig } < \alpha = 0.000 < 0.05$) and a calculated t_{value} of 15.588, which exceeds the t_{table} value of 1.70329. Therefore, the research hypothesis H4 which states that the influence of the Halal Label has a significant influence on Online Food Delivery Service Users in Medan City is accepted.

From these findings, it can be concluded that the presence of a Halal Label is an important factor influencing people's decisions in Medan City to use Online Food Delivery services. Having a halal label is a strong consideration for consumers because it is related to religious beliefs and beliefs, as well as the quality and safety of food which are things to consider when using this service. Thus, it is important

for Online Food Delivery service providers in Medan City to pay attention to and ensure certification. halal in the products they offer. This can increase consumer trust and satisfaction, so that it can contribute positively to the growth of their business and services in the Medan City market which is sensitive to the needs and preferences of halal food.

4.5.3 The Effect of Long Operating Hours on Users of Online Food Delivery Services

The research results show that the influence of the length of operating hours has a significant impact on users of online food delivery services in Medan City. The test results use the t test with a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and a tcount value of 15.588, which exceeds the ttable value of 1.70329. Therefore, the research hypothesis H3 which states that the length of operating hours has a significant effect on users of online food delivery services in Medan City is accepted.

Thus, understanding the length of operational hours is very important for Online Food Delivery service providers. Service providers must strive to optimize and adjust their operational hours in order to increase affordability and comfort for consumers in Medan City who use these services. The decision to determine appropriate operating hours can influence the level of consumer acceptance and satisfaction, so that it can have a positive impact on business growth and the success of Online Food Delivery services in the area. In the context of this research, service providers must consider operating hours that can meet their needs and consumer preferences in Medan City. Factors such as peak hours or certain hours of interest to potential consumers must be carefully considered to ensure services remain efficient and effective in reaching the market. That way, the Online Food Delivery service can provide a better experience and be more in line with the needs of the people in the area.

4.5.4 The Influence of Price, Halal Label, Length of Operational Hours on Service Users Online Food Delivery

Based on the results of data processing using the F test, it was found that the variables Price, Halal Label, and Length of Operational Hours together had a significant influence on Users of Online Food Delivery Services in Medan City. The F test results show a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and an F_count value of 80.883, which exceeds the F_table value of 4.21. Thus, it can be concluded that the three variables, namely Price, Halal Label, and Length of Operational Hours, together play an important role in influencing the interest and participation of people in Medan City in using Online Food Delivery services. These findings indicate that these factors play a significant role in influencing consumers' decisions in using these services.

The results of this research have important implications for Online Food Delivery service providers. Service providers must pay attention to the variables of Price, Halal Label, and Length of Operational Hours to increase the attractiveness of their services in the Medan City market. Optimizing these aspects can help increase service utilization and attract more consumers to use Online Food Delivery services in the area. Service providers also need to understand the preferences and needs of the people in Medan City regarding competitive prices, availability of halal products, and flexible operating hours. in accordance. By fulfilling these aspects, they can increase customer satisfaction and expand their market share in the Online Food Delivery industry in Medan City.

4.6 Discussion of Research Results

4.6.1 The Effect of Price on Users of Online Food Delivery Services

This research aims to examine the effect of price on users of online food delivery services in Medan City. The results of the analysis show that there is a significant influence between the Price variable (X1) on Online Food Delivery Service Users (Y). Testing was carried out using the t test, with a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and the calculated t_value is 15.588 which exceeds the t_table value of 1.70329. These results prove that the differences or variations in the Price variable have a significant effect on the behavior of Online Food Delivery Service Users in Medan City. Therefore, H1 states that price has a significant influence on the acceptance of online food delivery service users.

This finding is consistent with the results of previous research, conducted by other researchers such as Sandi Sinambow and Irvan Trang, who also found that price had a positive and significant effect on

users of online food delivery services. This support from other research strengthens the validity and relevance of the research results being discussed. In the context of marketing Online Food Delivery services in Medan City, this research provides important implications for service providers. Price is one of the factors that needs to be considered in marketing strategy. Setting prices that are competitive and in line with market needs can increase the attractiveness of the service and encourage more consumers to use the service. In increasingly fierce competition in this industry, understanding consumer preferences regarding price is the key to winning market share. However, this research also suggests that service providers should not only focus on the price factor alone. There are several other factors that need to be considered in an effort to optimize the use of Online Food Delivery services in Medan City. Factors such as product quality, speed of delivery, or attractive promotions also play an important role in influencing consumer decisions. Therefore, a holistic and comprehensive strategy needs to be implemented so that Online Food Delivery services can be more successful in attracting and retaining consumers. In addition, this research opens up opportunities for further research to explore other factors that might influence consumer decisions in using Online Food Delivery services. Other aspects such as convenience, transaction security, or menu variety may also be relevant for further research to provide deeper insight into consumer preferences and the potential for increased use of this service in Medan City.

Research by (Usmi, 2022) shows that the results of consumer preferences in Online Food Delivery services in DKI Jakarta are influenced by several important attributes. First, price attributes include (a) the price offered is rational, (b) the product is affordable, (c) the price is cheaper than buying offline, (d) price is the main factor in purchasing decisions on the OFDO platform, (e) determining rational shipping costs, and (f) affordable shipping prices. Second, promotional attributes also have an influence, consumers like promotions that are (a) varied, (b) available every day, (c) attractive, and (d) easy to obtain. Third, the time and delivery aspect is important, including consumers' desires for (a) drivers who arrive very quickly at the location, (b) a very fast food making process at OFDO, (c) precise food delivery times according to estimates, and (d) easy to find drivers. Consumer preferences in ordering Online Food Delivery can also be explained based on the characteristics of certain groups. Cluster 1 shows low preference, where the halal label is an important factor for consumers. In Cluster 2 with moderate preference, the preferred attributes are payment method and time and delivery. Meanwhile, in Cluster 3 with high preferences, restaurant location and variety of restaurant types are the main considerations for consumers. By understanding consumer preferences for certain attributes and characteristics, Online Food Delivery service providers can improve their marketing strategies to more effectively meet customer needs and desires.

Based on the results of the descriptive analysis carried out by (Haq et al., 2020), it can be concluded that price cuts and impulse purchases have a positive influence. Furthermore, based on verification analysis, it was found that price discounts had a significant direct influence in encouraging Management Study Program students 2017 Faculty of Economics and Business, Singaperbangsa University Karawang to make impulse purchases on the Grab application (GrabFood). The influence of price cuts on impulse purchases is 43.3%. Thus, the hypothesis which states that there is an influence of price cuts on impulse buying can be accepted after testing.

Overall, this research provides a significant contribution in understanding the influence of prices on users of online food delivery services in Medan City. The use of Online Food Delivery services has become a growing trend, and understanding the factors that influence consumer decisions is important for the development of this industry. By recognizing the importance of the price aspect and other relevant factors, service providers can design more effective strategies in increasing consumer interest and participation and achieving success in the Online Food Delivery service business in Medan City.

4.6.2 The Influence of the Halal Label on Users of Online Food Delivery Services

The research results show that the influence of the Halal Label has a significant influence on Online Food Delivery Service Users in Medan City. The test was carried out using the t test with a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and a calculated t_{value} of 15.588 which exceeded the t_{table} of 1.70329. Therefore, H4 which states that the influence of the Halal Label has a significant influence on Online Food Delivery Service Users in Medan City is accepted. These results support the findings from

Tengku Putri Lindung Bulan's research, which also stated that the influence of the Halal Label had a positive and significant effect on sausage purchasing decisions in Kualasimpang, Aceh Tamiang Regency. Apart from that, other research conducted by Yusuf Ardiansyah, Rois Arifin, and Rachmat S in 2017 also stated that the influence of the Halal Label has a significant influence on purchasing decisions. Support from previous research strengthens the validity and relevance of the research results being discussed.

From these findings, it can be concluded that the influence of the Halal Label is an important factor that influences people's decisions in Medan City to use Online Food Delivery services. The Halal label is a strong consideration for consumers because it relates to religious beliefs and beliefs, as well as the quality and safety of food which are considered when using the service. The use of the Halal Label on food products provided by the Online Food Delivery service provides a sense of security and halalness for Muslim consumers, thus increasing their interest in using this service.

A label is a brand in the form of a name, term, sign, symbol or design, which aims to identify goods or services from a particular seller or group of sellers and differentiate them from competitors (Kotler and Armstrong). A halal label is a sign or written evidence that guarantees that the product is halal, by including the word "halal" in Arabic, other letters, and a code from the Ministry of Religion. This mark is given after going through a halal inspection by a halal inspection agency determined by the MUI, as well as obtaining a halal certificate from the MUI, which states that the product complies with sharia provisions and can be consumed and used by the public in accordance with sharia rules (Alfian & Marpuang). A halal certificate is an acknowledgment of the halalness of a product issued by BPJPH based on a written halal fatwa from the MUI, in accordance with government regulation number 69 of 1999. Halal labels are also included in the food advertising category, which includes information about food in the form of pictures, writing, or a combination of both, which is attached to food packaging (Apriani et al., 2021).

The results of research (Paramitha & Suryaningsih, 2021) show that people have high awareness of prioritizing products that comply with Islamic law and MUI fatwa. This awareness can be seen in their support for the halal labeling given by the MUI to fast food business outlets. This is done to ensure the safety of the products consumed and reduce the opportunity for fraud by business actors. The positive impact of halal labeling is the development of halal tourism in the city of Surabaya, which contributes to improving the economy of surrounding business actors. Apart from that, tourists are also interested in visiting the city of Surabaya because of the choice of halal food that is in line with their religious values and beliefs. Thus, public awareness of halal and halal labeling by the MUI has a positive impact on the local economy and strengthens the image of the city of Surabaya as an attractive halal tourist destination.

The implication of these findings is that Online Food Delivery service providers in Medan City can increase the attractiveness of their services by placing an emphasis on Halal certification in the food products offered. Commitment to product quality and halalness can help build consumer trust and increase their loyalty to the service. In addition, efforts to provide clear and transparent information regarding the Halal Label on each product can help consumers in making purchasing decisions. Even though the Halal Label is an important factor, this research also suggests that Online Food Delivery service providers should not only focus on one aspect. Other factors such as product quality, delivery speed, and price also need to be considered to create a holistic and satisfying user experience. A comprehensive marketing strategy by considering these various factors can help increase the competitiveness and success of the Online Food Delivery service business in Medan City.

4.6.3 The Effect of Long Operating Hours on Users of Online Food Delivery Services

The research results show that the influence of the length of operating hours has a significant influence on users of online food delivery services in Medan City. The test was carried out using the t test with a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and a calculated t_{value} of 15.588 which exceeded the t_{table} of 1.70329. This confirms that there is a significant difference in the Length of Operational Hours variable which influences the behavior of Online Food Delivery Service Users in Medan City.

Therefore, H2 which states that the length of operating hours has a significant influence on users of online food delivery services in Medan City can be accepted. The results of this research are also consistent with findings from previous studies conducted by other researchers, which also stated that Operational hours have a positive and significant effect on users of online food delivery services. These findings indicate that the duration of the operational hours of the Online Food Delivery service business influences the interest and participation of the people in Medan City in using the service. Understanding the length of operating hours is important for Online Food Delivery service providers to optimize their services. By paying attention to wider and more flexible operating hours, service providers can increase affordability and comfort for consumers who use these services in Medan City. In the competitive Online Food Delivery service industry, providing services within wider operating hours can be an advantage for service providers in attracting more consumers and retaining existing customers.

The results of research in line with (Arlista & Utama, 2022) found that simultaneously and partially, the variables of capital, working hours and the use of online motorcycle taxis had an effect on culinary business income in Denpasar City. By adapting to the changing environment and taking advantage of technological advances, the culinary sector remains strong supporting the local economy in the midst of a challenging situation. In addition, understanding consumer preferences regarding operating hours can also help service providers plan marketing strategies and promotional offers that are more targeted. Adjusting operating hours to consumption patterns and community needs in Medan City can help increase the effectiveness of marketing campaigns and provide a positive experience for consumers. However, this research also reminds us that apart from the length of operating hours, other factors such as price, product quality and delivery speed also need to be considered in optimizing online food delivery services in Medan City. Combining these factors in marketing and operational strategies can help service providers achieve success and win in this increasingly competitive industry.

4.6.4 Effect of Price, Halal Label, Length of Operational Hours on Service Users Online Food Delivery
Based on the results of data processing using the F test, it was found that the variables Price, Halal Label, and Length of Operational Hours together have a significant influence on Users of Online Food Delivery Services in Medan City. The F test results show a significance value of ($\text{sig} < \alpha = 0.000 < 0.05$) and an F_count value of 80.588 which exceeds the F_table value of 4.21. These findings show that the factors Price, Halal Label, and Length of Operational Hours together play an important role in influencing public interest and participation in Medan City in using Online Food Delivery services. The significant influence of these variables indicates that they have a mutually supportive role and contribute in shaping the user's decision to use the service.

The price variable is an important consideration for consumers in determining whether they will use the Online Food Delivery service. Prices that are competitive and in line with market needs can attract consumer interest and increase the attractiveness of the service. Apart from that, the presence of a Halal Label on food products provided by Online Food Delivery services is also a significant factor for Muslim consumers, because it is related to religious beliefs and beliefs as well as the quality and safety of food which are considered when using this service. Operating hours also play an important role in reaching more consumers. By providing services within wider and more flexible operating hours, Online Food Delivery services can provide convenience and accessibility for consumers at various times. These findings provide a significant contribution for Online Food Delivery service providers in Medan City. By understanding the joint influence of Price, Halal Label, and Length of Operational Hours, service providers can design a more holistic and effective strategy in increasing the utilization of their services in the Medan City market. Service providers can adjust prices, provide products labeled Halal, and optimize their operating hours to better meet consumer needs and preferences.

The results of research analysis in line with (Rahim, Sari, & Wahyuni, 2023) using a simple linear regression method show that halal certificates have an influence of 41.3% on the variables studied. The remainder, namely 58.7%, is the influence of other variables not included in this research. This shows that although halal certificates make a significant contribution to research results, there are still other factors that also play a role in influencing the observed variables. Further research may be needed to identify and understand these factors in order to get a more comprehensive picture of the relationship

between the variables studied and other influential variables. The results of this study show that religiosity, halal product knowledge, and subjective norms have a positive and significant influence on product purchase intentions. Halal, as well as the intention to purchase halal products have a positive and significant effect on purchasing behavior. However, halal awareness does not have a significant influence on the intention to purchase halal products. The variables religiosity, halal product knowledge, halal awareness, and subjective norms together can explain 65.4% of the variation in intention to use halal products, while the remaining 34.6% can be explained by other factors outside this research. Meanwhile, these variables can also collectively explain 43.8% of the variation in purchasing behavior for halal products, with the remaining 56.2% influenced by other factors not examined in this research (Syafi'i, 2020). Living creature needs to try to obtain quality food. He stated that quality food is one that is in accordance with Islamic teachings, has good quality, and does not endanger health. In its application, aspects including halal, halal processes and how to obtain them are important. Concept of production in accordance with Islamic sharia, *maslahah* includes all forms of goodness both in this world and the hereafter, both material and spiritual, as well as individual and collective, and must fulfill three elements, namely compliance with sharia (halal) . , benefits and brings goodness (*thoyib*) in all aspects as a whole without causing harm. He also emphasized the importance that benefits can be realized if the product produced is useful and beneficial (Rahim et al., 2023).

The results of research analysis (Irfan, 2020) show that e-commerce variables and halal processes have an effect on income. Partially, both have a significant influence on income (significance value <0.05). Together, the combination of e-commerce and halal processes also has a significant effect on increasing income (significance value < 0.05). Thus, e-commerce and halal processes have an important role in positively influencing income. However, this research also shows that there are other factors that may influence users' decisions in using Online Food Delivery services. Therefore, further research can be carried out to investigate other relevant factors in order to provide a more comprehensive picture of consumer preferences and decisions in Medan City regarding Online Food Delivery services. In this way, service providers can continue to innovate and improve the quality of their services to meet increasingly diverse and dynamic consumer needs.

5. Conclusion

Based on the analysis of the discussion above, it can be concluded: Price has a significant effect on users of online food delivery services in Medan City ($t_count = 15.588$). Halal labels have a significant effect on users of online food delivery services in Medan City ($t_count = 15.588$). Length of operating hours has a significant effect on Users of Online Food Delivery Services in Medan City ($tcount = 15.588$). The variables Price, Halal Label, and Length of Operational Hours together have a significant effect on Users of Online Food Delivery Services in Medan City ($F_count = 80.588$). Based on the research results, Online Food Delivery service providers in Medan City should pay attention to factors that have a significant influence, such as price, halal label and length of operating hours. Service providers should optimize attractive price aspects, provide halal labels on products, and pay attention to operational hours in order to attract the interest and participation of more consumers. Apart from that, it is important for them to consider these three variables together to increase the attractiveness and utilization of Online Food Delivery services in the Medan City market.

Limitations

This study only focuses on significant factors such as Price, Halal label and operating hours in online service provision and does not include other factors such as sales marketing one of the factors that influence online sales. Can conduct research related to online sales in providing direct service or not. And can be further in the research of halal food and religious law.

Acknowledge

The author would like to express his deepest gratitude for the guidance and support in the preparation of journal articles without this valuable assistance, this process would not run smoothly and the author would like to thank the journal house for providing a platform for the author. Hopefully the results of this effort can provide great benefits for all parties involved.

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