When faith meets choice: Brand awareness, trust, and consumer preferences toward Muhammadiyah products

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Article Info	Abstract
Paper type: *Research Paper* **Keywords:** *Brand awareness; Consumer preference; Trust; Purchase decision; SEM-PLS* **Article history:** *Received: 03 February 2025* *Revised: 30 April 2025* *Accepted: 07 May 2025* *Available online: 20 May 2025*	*Muhammadiyah, one of Indonesia's largest Islamic organizations, is recognized for its religious, social, educational, healthcare, and economic contributions. Through its business charities, Muhammadiyah offers products and services based on Islamic values, serving both its members and the wider public. In an increasingly competitive market, particularly in East Java, understanding the factors that influence consumer trust in Muhammadiyah's products is essential. This study investigates the effects of brand awareness, service quality, promotions, location, satisfaction, and pricing on consumer trust, and how that trust affects purchasing decisions. Using Structural Equation Modeling-Partial Least Squares (SEM-PLS), the analysis reveals that service quality, brand awareness, and location significantly affect trust, with service quality being the strongest factor. Interestingly, location has a negative influence, indicating specific local perceptions. Consumer trust also significantly influences purchasing decisions, confirming its role as a key mediator. The model demonstrates good explanatory power with R² values of 0.543 for trust and 0.293 for purchasing decisions, and a Goodness of Fit (GoF) of 0.562. These findings suggest Muhammadiyah should focus on improving service quality, strengthening brand recognition, and reevaluating location strategies to remain competitive and enhance consumer relationships.*

Introduction

Muhammadiyah is the second largest Islamic organization in Indonesia, with significant asset value and wide reach (Mas'udi, 2023). Muhammadiyah known for their work in the social, educational and religious fields, Muhammadiyah has various business charities in various sectors including education, health, economics and social (Qodir et al., 2023).

In the education sector, Muhammadiyah manages thousands of schools from elementary to tertiary level, including Muhammadiyah Universities spread across various regions in Indonesia and even internationally (Hamami & Nuryana, 2022) (Adi Nugroho, 2023). In the health sector, Muhammadiyah operates a network of hospitals and clinics that serve the community with humanitarian principles and quality services (Qodir et al., 2022). Muhammadiyah is actively engaged in various social initiatives through its philanthropic institutions, such as LazisMu. This zakat organization plays a significant role in mobilizing and distributing social funds, while also contributing to community economic empowerment through the management of zakat, infaq, and sadaqah resources (Meidina & Mokan, 2023).

In the economic sector, Muhammadiyah has various businesses, such as companies engaged in product distribution, as well as community organizations that strengthen the people's economy through cooperatives and small and medium enterprises (SME), which is known as Baitut Tamwil Muhammadiyah (BTM) (Wulan Tri Hutami et al., 2024). Through this charity business, Muhammadiyah not only focuses on empowering the people's economy but also on character building and improving the quality of life of the community in general. As the organization develops, Muhammadiyah continues to expand its contribution in providing a positive impact on the Indonesian nation, by integrating Islamic values in every aspect of life (Prihanta et al., 2024).

Muhammadiyah offers a wide range of products and services managed by its charitable enterprises (Amal Usaha Muhammadiyah/AUM) as well as by the Muhammadiyah organization itself. These products and services cover various sectors to meet community needs. Among them are retail products marketed through Suryamart, a modern store providing daily necessities at affordable prices; MieMu instant noodles, produced with high-quality and halal-certified standards; and Muhammadiyah-branded bottled drinking water (AMDK) with assured quality. Additionally, Muhammadiyah operates businesses in hospitality, fuel stations, and ACMu, an air conditioning technology product featuring Al-Qur'an recitations (murottal). In the healthcare sector, Muhammadiyah runs hospitals and clinics in various regions to serve public health needs based on humanitarian and Islamic values. Other service products include an online motorcycle taxi application called Zendo, a multipurpose digital platform currently being developed into a national business venture. These products and services are designed not only to enhance the economic welfare of the Muslim community but also to contribute positively to society by upholding sharia-based principles in every business unit it operates.

Consumers of the products and services offered by Muhammadiyah do not only come from within Muhammadiyah members, but also include the general public, including those who are non-Muslims. Consumer purchasing decisions in choosing a product are often influenced by various factors, including brand awareness and trust in the brand. Brand awareness reflects the extent to which consumers know and remember a brand, while consumer trust is the belief that the products offered by a brand can meet their expectations. These two factors play an important role in modern industry, especially in highly competitive markets.

In the context of Muhammadiyah products, which are produced by one of the largest Islamic organizations in Indonesia, brand awareness and consumer preference factors become more relevant. Muhammadiyah has long been known as an organization that has a strong reputation in the social, educational and religious fields (Nurazila et al., 2025). Many

consumers consider that Muhammadiyah products are not only of high quality, but also in line with the Islamic values they adhere to. This provides a distinct advantage for Muhammadiyah in marketing its products, because consumers who already have awareness and trust in this brand tend to show a stronger preference for these products.

However, despite having a solid reputation, market competition in East Java is increasingly fierce. Various other brands that offer products with competitive quality and prices also exacerbate competition. Therefore, Muhammadiyah is required to be more effective in strengthening brand awareness and maintaining consumer trust so that it remains relevant and competitive. One step that can be taken is to continue to educate consumers about the superiority and uniqueness of Muhammadiyah products, both in terms of quality, price and the sustainability of the values promoted by this organization.

Further studies need to be carried out to measure the extent to which brand awareness and consumer preferences influence consumer trust and purchasing decisions regarding Muhammadiyah products. The variables that will be examined in this research include Brand Awareness, consumer preferences (Service Quality, Product Quality, Promotion, Location, Consumer Satisfaction, Price), Consumer Confidence, and Purchasing Decisions (Fathiya et al., 2024) (Rabiatul Adawiyah & Talenta Priska Andini, 2023) (Ugalde et al., 2024) (Gusniawan et al., 2023). Some research has been conducted on brand awareness and consumer preferences in consumer decision making, especially in the context of the consumer goods industry (Khairunnisa Rahmah & Luh Made Wisnu Satyaninggrat, 2023) (Naini et al., 2022) (Hajijah & Retnaningsih, 2024). However, research that examine these factors in the context of religious organizations such as Muhammadiyah, which not only operate as commercial entities but also have social and religious missions, is still very limited.

This research is expected to provide deeper insight into the factors that influence consumer purchasing decisions. Apart from that, this research also aims to provide strategic recommendations for Muhammadiyah product and service managers in maintaining and increasing consumer loyalty, so that this organization can maintain a competitive market position in East Java. By understanding the relationship between existing variables, Muhammadiyah can formulate marketing policies that are more effective and in line with consumer needs and expectations.

Literature Review
Brand awarness
Brand awareness plays an important role in consumer decision making, especially among young consumers. Research shows that slogans can increase brand differentiation and recall, which in turn influences purchasing behavior (Rybaczewska et al., 2020). To increase brand awareness, it is important for brands to move from a self-referential approach to a more interactive approach, encouraging dialogue and co-creation with consumers. This helps brands understand consumer needs, increases loyalty and facilitates more informed decisions (Gambetti et al., 2016).

In addition, understanding consumer decision-making styles is crucial for marketers, because these styles influence brand preferences, including brand awareness. A study in the Czech Republic, for example, identified seven decision-making styles directly related to brand awareness, which is important for marketing strategy, especially for local brands (Wanninayake, 2014).

Brand recognition also plays a big role in consumer decisions. Consumers tend to prefer familiar brands, even if given negative ratings, because brand recognition serves as an early signal in the decision-making process (Thoma & Williams, 2013). Some International studies examining the influence of brand popularity in Korea, China, and Russia show significant

differences in the way this influence is perceived, highlighting the importance of marketing strategies tailored to cultural differences and market preferences (Whang et al., 2015).

H_1 : Brand awareness doesn't have significant influence on purchasing decisions.
H_{1a} : Brand awareness has significant influence on purchasing decisions.

Service quality
This research highlights the significant influence of service quality on consumer decision making. Service quality, which includes aspects such as assurance, responsiveness, empathy, and data privacy, has been proven to be directly related to customer satisfaction and loyalty. This satisfaction plays an important role in influencing consumer loyalty and purchasing decisions (Saflor et al., 2024).

Research also finds that additional services, such as maintenance and warranties, play a role in market segmentation and consumer choice. Companies that are able to optimize service duration, price and product quality can increase profitability and competitiveness in a competitive market (R. Wang et al., 2022).

Additionally, high service quality, together with a commitment to corporate social responsibility (CSR), increases customer satisfaction and purchase intentions. These findings emphasize the importance of service quality in increasing loyalty and influencing repurchase decisions (Irshad et al., 2024). Service quality has a significant positive direct impact on consumer's repurchase intentions, indicating that it plays an important role in consumer's decision making (Tsai et al., 2025).

Some factor such as customer orientation and service reliability were found to be the main aspects influencing purchasing decisions and customer complaints, especially in the banking and internet service provider sectors. Overall, better service quality contributes to more profitable consumer behavior for the company (Choudhury, 2015).

H_2 : Service quality doesn't have significant influence on purchasing decisions.
H_{2a} : Service quality has significant influence on purchasing decisions.

Promotion
Creativity in mobile short video ads (MSA) significantly influences consumer decision making, especially in increasing purchase and sharing intent. This effect was mediated by perceived surprise and mental simulation, with optimal stimulus level acting as a moderator. Focus on relevance and novelty of advertising content allows brands to capture consumer attention and drive stronger purchasing decisions, underscoring the importance of creative advertising strategies in digital marketing (Fan et al., 2025).

Other researchers explain that mobile promotions utilize real-time and historical factors to influence consumer decisions. Consumers who engage in digital shopping or who have recently made small purchases are more likely to respond positively to these promotions. Consumers who are familiar with e-commerce or have a low purchase history also show a higher response to mobile promotions (Yoon et al., 2024).

Variations in sales promotions significantly influence online purchasing decisions. These changes may or may not be recognized by consumers, which in turn influences the product's appeal. These findings emphasize the importance of adapting advertising strategies to improve promotional effectiveness and consumer decision making (Hu et al., 2024).

H_4 : Promotion doesn't have significant influence on purchasing decisions.
H_{4a} : Promotion has significant influence on purchasing decisions.

Location
Consumer's spatial location has a significant influence on their decision making. Consumers on the edges of the space tend to seek out riskier options, while those in the middle are more

likely to avoid them (Esteky, 2022). Transportation costs also play an important role, with consumers tending to prefer companies located closer to reduce these costs (Pires et al., 2024). Additionally, specific location preferences can influence consumer decisions, as seen in the increased sales of vegetarian options in hospital canteens in Denmark, where diners with limited location preferences were more responsive to promotional pushes (Venema & Jensen, 2024).

H_5 : Location doesn't have significant influence on purchasing decisions.

H_{5a} : Location has significant influence on purchasing decisions.

Customer satisfaction

Customer satisfaction has a significant influence on consumer decision making, both through purchasing experience and product use (Ramasamy et al., 2024). Online reviews play an important role in this, with positive feedback improving a company's reputation and encouraging purchases, while negative reviews can deter consumers (Ruytenbeek & Decock, 2024). Customer satisfaction is also related to future loyalty intentions, such as plans to repurchase and recommend the product (Arens & Rust, 2012). In addition, higher satisfaction influences consumers' confidence in their choices and reduces evaluation costs, thereby increasing satisfaction and strengthening loyalty behavior (Q. Wang & Shukla, 2013).

H_6 : Customer satisfaction doesn't have significant influence on purchasing decisions.

H_{6a} : Customer satisfaction has significant influence on purchasing decisions

Price

Price has a significant influence on consumer decision making, serving as a quality cue or reference point in product evaluation. Research shows that price influences consumer's evaluation of a product's appearance and taste (Yu et al., 2025). For price-conscious consumers, although price influences their decisions, paying less attention to price information can actually reduce the likelihood of purchase (Rihn et al., 2018). Additionally, Research indicates that independent pricing has a significant impact on consumers' decision-making processes, by influencing their expectations of products. In this case, consumers tend to treat their intention to pay as an indicator of quality, similar to how they assess prices set by the market (Mukherjee & Pandelaere, 2023)

H_7 : Price doesn't have significant influence on purchasing decisions.

H_{7a} : Price has significant influence on purchasing decisions

Customer trust

Trust has a significant influence on consumer decision making, especially in the context of purchasing household durable goods. In the context of e-commerce, trust also plays a very important role in purchasing decisions, as reflected in a meta-analysis showing that perceived risk serves as a significant moderating factor in the relationship between trust and purchasing decisions (Handoyo, 2024). In addition, in purchasing green products, user trust significantly influences consumer decision making. Research finds that trust in innovative website design can be a strong predictor of website conversion, accounting for approximately 57.1% of consumer response variability (Srisathan et al., 2024). In the fashion industry, trust also influences consumer decisions significantly, with research showing that trust is a strong predictor of purchase intention (Rastogi et al., 2025).

Based on the explanations from previous studies, the framework of this research can be seen in the following figure 1.
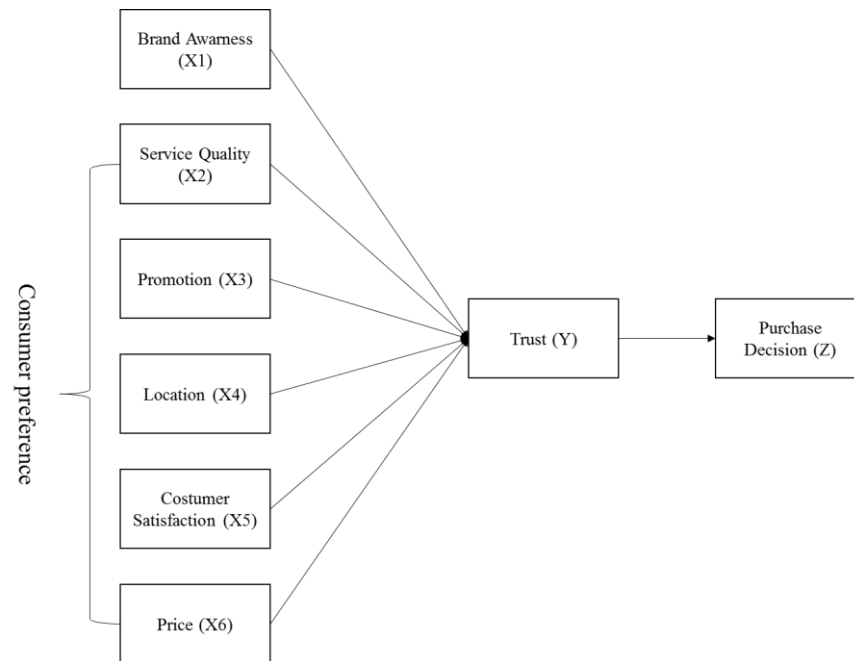
Figure 1: Research Framework

Methodology

Data sources and sampling

This research uses quantitative methods with a Structural Equation Modeling (SEM) approach. Data collection was carried out using a purposive sampling technique, with respondents selected based on the criteria of being members/sympathizers of Muhammadiyah. The number of respondents was 210 people in East Java. Distribution is carried out using social media and WhatsApp.

Next, the construct variable is measured using a 6-point Likert scale, ranging from 1 (strongly disagree) to 6 (strongly agree). This research adopts a PLS-SEM approach and develops a conceptual framework (Figure 1) which includes exogenous variables such as brand awareness, consumer preference (Service quality, promotion, location, customer satisfaction, price) and as a bridge to trust factors.

Meanwhile, the endogenous variable is the purchasing decision. The analysis was carried out in two stages, namely: first, testing the validity and reliability of the construct to evaluate the measurement model; and second, assessing the suitability of the model to determine the causal relationship between latent variables.

Result and Discussion

Characteristics of the respondents

The demographic distribution of the 210 respondents in this study reveals several noteworthy patterns across gender, age, education level, and profession. The sample was predominantly male, with 137 male respondents (65%) compared to 73 female respondents (35%). This gender imbalance suggests that male perspectives may be more heavily represented in the findings, potentially influencing the generalizability of the results to a broader population.

The majority of participants were aged over 45 years (62%), indicating a mature respondent group with presumably extensive life and professional experiences. The second most represented age groups were those aged 36–45 years (17%) and 26–35 years (15%), while younger age groups, specifically 18–25 years, accounted for only 6% of the sample. There were no respondents under the age of 18, aligning with ethical standards for research

involving adult participants.

Educational attainment among respondents was relatively high. A significant portion held a Bachelor's degree (54%), while 34% had obtained a Master's or doctoral degree. Only 2% and 0% of respondents had completed Junior High School and Elementary School, respectively. This indicates that the sample is highly educated, which may influence their perspectives on the studied subject matter and suggests a potential for critical and informed responses.

Table 1. Respondent's Characteristics

Characteristic	Criteria	Frequency (N=210)	Percentage (%)
Gender	Male	137	65%
	Female	73	35%
Age	<18	0	0%
	18-25	12	6%
	26-35	32	15%
	36-45	36	17%
	>45	130	62%
Education level	Elementary School	1	0%
	Junior High School	4	2%
	Senior High School	20	10%
	Bachelor's Degree	114	54%
	Master's & doctoral	71	34%
Profession	Teacher	79	38%
	Lecture	21	10%
	Entrepreneur	36	17%
	Homemaker	14	7%
	University Student	11	5%
	Retired	19	9%
	Private Sector Employee	4	2%
	other	26	12%

In terms of occupation, the largest professional group among respondents were teachers, representing 38% of the sample. Entrepreneurs (17%) and individuals in the "other" category (12%) followed. Lecturers (10%), retired individuals (9%), homemakers (7%), university students (5%), and private sector employees (2%) made up the remaining professional categories. The predominance of educators (teachers and lecturers combined totaling 48%) may suggest a strong representation from the education sector, which could shape attitudes or knowledge relevant to the research focus.

Overall, the demographic profile of the respondents suggests a sample that is predominantly male, older, well-educated, and largely affiliated with the education sector. These characteristics are important to consider in interpreting the study's findings, particularly with respect to their applicability to other populations or sectors.
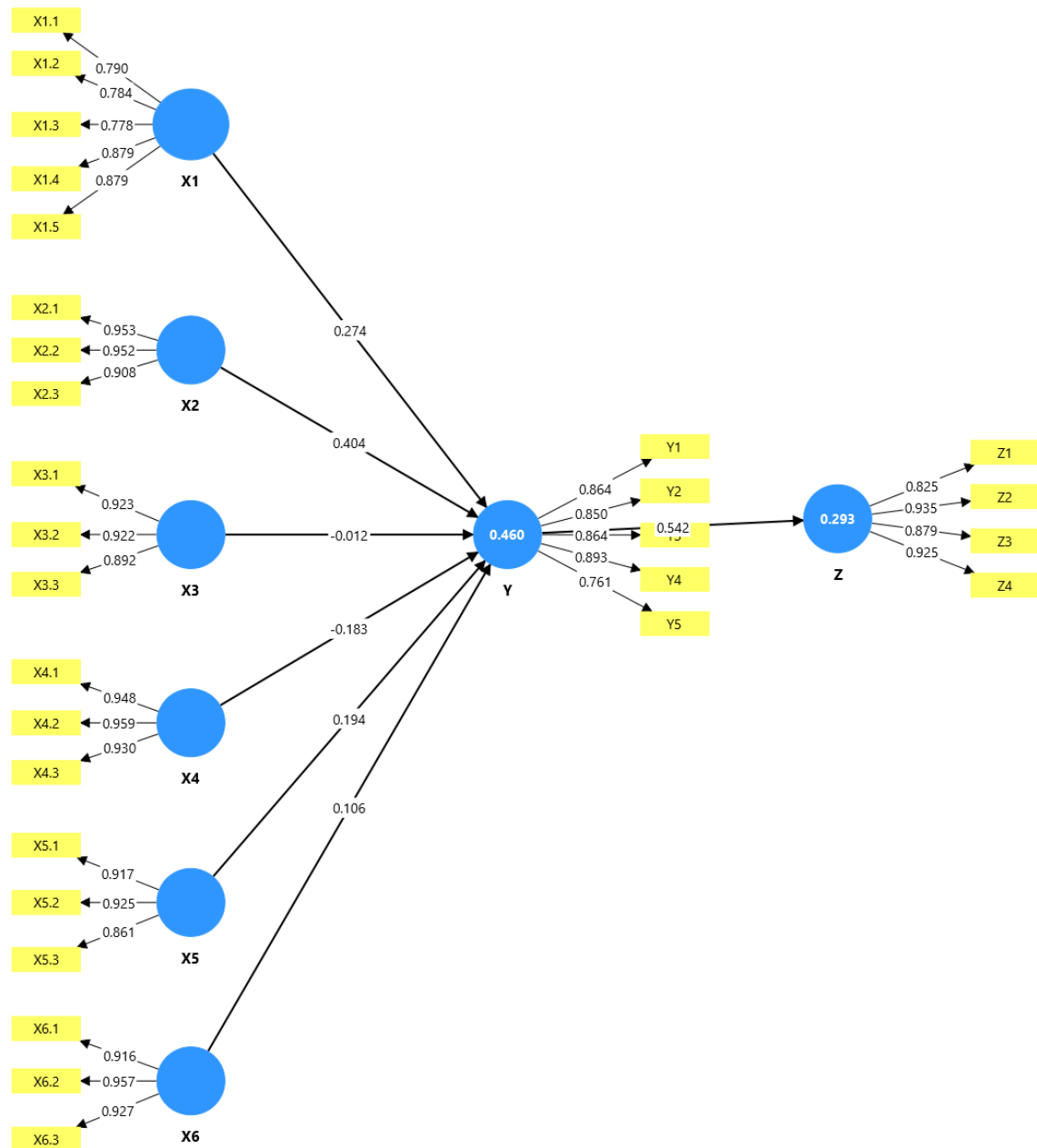
Figure 2. Result of SEM-PLS

Analysis of the Measurement Model or Outer Model

The outer model aims to test the validity and reliability of indicators in measuring their respective constructs. The value used is Outer Loading, where the indicator is said to be valid if it has a loading value above 0.70.

The results of the outer model test show that all indicators for each construct have a loading value above 0.70, which ranges from 0.761 to 0.959. This shows that the indicators used in this research are valid and suitable for measuring the constructs studied.

As an example:

- The X1 indicator has a loading between 0.784 to 0.879
- The X2 indicator ranges from 0.908 to 0.953
- Indicators X3, X4, X5, and X6 also have high loading values above 0.861
- Indicators in constructs Y and Z have loading values between 0.761–0.893 and 0.825–0.935 respectively

Thus, it can be concluded that all indicators meet the convergent validity requirements and can be continued to the inner model testing stage.

Structural model analysis or inner model
The structural model (inner model) is a model that describes the relationship between latent variables which are evaluated using path coefficients, R^2, f^2, Q^2 and GoF. Inner models are used to test the relationships between latent constructs in this research model. Assessment is carried out through R-Square values and path coefficients.
The R-Square value shows the magnitude of the influence of the exogenous construct on the endogenous construct:
- Construct Y has an R-Square value of 0.460, meaning that 46% of the variation in construct Y can be explained by variables X_1, X_2, X_3, X_4, X_5, and X_6.
- Construct Z has an R-Square value of 0.293, meaning that 29.3% of the variation in construct Z can be explained by construct Y.

Path coefficients show the strength and direction of influence between constructs. Test results show that:
- X_2 has the greatest influence on Y with a value of 0.404
- Followed by X_1 (0.274), X5 (0.194), and X_6 (0.106)
- Meanwhile, X_3 and X_4 have a negative influence on Y of -0.012 and -0.183 respectively
- The influence of Y on Z is quite strong with a value of 0.542

These results indicate that of the six exogenous constructs studied, X_2 is the dominant factor that influences Y, while Y has a significant influence on Z.

The results of the path coefficients and t-statistic values obtained through the bootstrapping process with the number of samples for resampling that many times and repeating that many times are shown in the tables below:

Path coefficient estimation
The path coefficient value between constructs or latent variables must have a significant value. This significance was obtained using a bootstrapping procedure. The resulting value is a calculated t-value compared with the t-table. The t-count value > t-table (1.96) at a significance level of 5%, then the estimated value of the path is declared significant. Result of Inner Model test shown in table 2.

Table 2. Result of Path Coefficient Estimation

Path	t-statistics	p-values	Information
X1 -> Y	3.710	0.000	Significant
X2 -> Y	3.366	0.001	Significant
X3 -> Y	0.113	0.910	Not Significant
X4 -> Y	2.101	0.036	Significant
X5 -> Y	1.497	0.135	Not Significant
X6 -> Y	0.939	0.348	Not Significant
Y -> Z	8.520	0.000	Significant

Based on the results of the bootstrapping test shown in the figure, the t-count value is obtained as follows:
- The path $X_1 \rightarrow Y$ has a t-value of 3.623 and a p-value of 0.000. Because t-count > 1.96 and p-value < 0.05, this path is significant. This means that X1 has a real effect on Y.

- Path $X_2 \rightarrow Y$ obtained a t-count of 3.286 with a p-value of 0.001. Likewise, this path is significant, so that X2 has a real influence on Y.
- The path $X_3 \rightarrow Y$ has a t-value of only 0.113 and a p-value of 0.910. Because t-count < 1.96 and p-value > 0.05, this path is not significant. This means that X3 does not have a significant influence on Y.
- Path $X_4 \rightarrow Y$ obtained a t-count of 2.107 and a p-value of 0.036. Because t-count > 1.96, this path is significant, indicating that X4 has a real influence on Y.
- The path $X_5 \rightarrow Y$ has a t-value of 1.497 and a p-value of 0.135. The t-value is <1.96, so it is not significant.
- The path $X_6 \rightarrow Y$ has a t-value of 0.939 with a p-value of 0.348, which means it is not significant.
- Meanwhile, the $Y \rightarrow Z$ path has a calculated t-value of 5.370 and a p-value of 0.000, so this path is significant, indicating that there is a real influence of Y on Z.

These results indicate that of the six exogenous constructs (X_1 to X_6) tested on construct Y, only three constructs, namely X1, Meanwhile, constructs X_3, X_5, and X_6 don't have a significant influence on Y.
On the other hand, construct Y has a significant effect on Z, with a very high t-value (5.370), which shows that variable Y is an important factor that mediates or bridges the influence of exogenous factors on the final results measured in construct Z.

R-Square (R^2)
This test is to explain the ability of exogenous constructs to explain variations in endogenous constructs. There are 3 criteria for the R^2 value according to namely.

Table 3. Criterion of R^2

Value	Information
≤ 0,19	Weak
≤ 0,33	Moderate
≤ 0,67	Substantial
≤ 0,7	Strong

Source: (Narimawati et al., 2020)

Based on the research results, the R^2 value is shown as in table 4.

Table 4. R-Square Value

	R-square
Y	0.543
Z	0.293

The R-Square value is used to determine how much the exogenous construct is able to explain variations in the endogenous construct. Based on the test results, the R-Square value of construct Y was obtained at 0.543. This value shows that constructs X_1, X_2, X_4, dan X_6 can explain 54,3% variations that occur in construct Y. Based on the criteria put forward by (Narimawati et al., 2020) & (Subhaktiyasa, 2024) this value is included in the substantial category, namely in the range of 0.33 to 0.67.

These results show that the model has quite good predictive ability for construct Y. This proves that the exogenous factors in this research model have an important role in explaining Y variable.

Furthermore, the R-Square value for construct Z of 0.293 is in the moderate category, meaning that 29.3% of the variation in construct Z can be explained by construct Y. The remaining 70.7% is influenced by other variables outside this research model. This shows that the role of mediating variables in the final outcome is not always large, depending on the characteristics of the subject and the research context.

Thus, these results indicate that although construct Y plays a role in influencing Z, there are other factors that also influence construct Z which are not included in this research model. Therefore, further research is recommended to add other constructs or variables that have the potential to influence Z, in order to increase the R-Square value and the overall predictive ability of the model.

Model Fit (Goodnes of Fit)

As an effort to validate the structural model as a whole, namely to validate the combined performance of the measurement model or outer model with the structural model or inner model. The GoF value is obtained from the root mean AVE multiplied by the average R^2. The GoF value ranges from 0-1 with limits: < 0.1 is small, 0.1 - 0.25 is moderate and > 0.36 is large or strong.

Table 5. R^2 dan AVE Values

Exogenous & Endogenous Constructs	R^2	AVE
Y	0.543	0,719
Z	0.293	0,796

Source: Processing Results on Smart PLS 4

$$\text{GoF Formula} = \sqrt{\text{AVE} \times R^2}$$
$$= \sqrt{0,757 \times 0,418}$$
$$= 0,562$$

With a GoF value above 0.562, this research model can be declared strong and very suitable for use, because it shows a strong combined capability between the measurement model and the structural model. Thus, the model in this research has met the feasibility criteria for both the measurement model and the structural model, and can be trusted for further interpretation regarding the relationship between the constructs studied.

The results of this study indicate that brand awareness plays an important role in influencing consumer decisions in choosing Muhammadiyah products in East Java. This finding confirms that in the context of religious value-based products, consumers tend to pay greater attention to brand identity or the institution's reputation. Brand awareness forms the foundation for consumer perceptions of product quality and trust.

In this study, consumer preference did not emerge as a fully dominant factor influencing purchasing decisions. Consumer preference has often been identified as the strongest factor in the purchasing decision process. However, this study demonstrates that in the context of Muhammadiyah products, consumers prioritize brand identity associated with religious and social values over mere product characteristics.

The novelty of this research lies in the fact that, to date, very few studies have specifically explored businesses, both products and services, produced and marketed by religious organizations, particularly in Indonesia. Most existing consumer behavior studies have predominantly focused on commercial, non-religious products. Thus, this study provides an important contribution by broadening the scope of consumer behavior research in Indonesia, especially within markets driven by religious values.

Furthermore, the use of the SEM-PLS method in this study also distinguishes it from similar studies. Most previous research has employed simple regression or correlation analysis. By applying SEM-PLS, the relationships between variables can be visualized more comprehensively, enabling a better explanation of the simultaneous roles of brand awareness and consumer preferences in purchasing decisions of religious value-based organizational products.

This study also reinforces the theory that purchasing decisions for socially-based products are not solely determined by rational factors such as price and product quality, but are significantly influenced by emotional attachment to the institution that produces the product. Emotional values and group identity are essential determinants in the consumer behavior of value-based communities.

Looking ahead, this study can be further expanded with a broader scope covering Indonesia as a whole, not limited to East Java. Moreover, similar research approaches can be applied to other religious organizations beyond Muhammadiyah, such as Nahdlatul Ulama, Persis, or other socially and religiously affiliated institutions, to examine whether similar consumer behavior patterns exist in those settings. The findings of this study can serve as a strategic reference for religious organizations in designing and developing business ventures and economic units that are grounded in religious and social values, thereby enabling them to compete in broader markets without losing their organizational identity.

Conclusion
This study confirms that brand awareness has a significant influence on consumer decision-making in choosing Muhammadiyah products in East Java. These findings emphasize that in the context of religious value-based products, consumers tend to prioritize brand identity attached to the institution over mere product preferences.

Moreover, the results of this study indicate that consumer preference is not entirely the dominant factor in the purchasing decision process for products affiliated with religious values. This suggests that emotional values, identity affiliation, and institutional reputation play crucial roles in shaping consumer behavior.

The novelty of this study lies in its object and context, namely analyzing the business of religious organization products using the SEM-PLS approach, which has rarely been conducted in Indonesia. The results of this research are expected to serve as a reference for religious organizations in designing business strategies and developing economic and social value-based business units.

For future research, it is recommended that the scope be expanded beyond East Java to cover Indonesia as a whole. Additionally, a similar model could be applied to other religious organizations to explore whether the same patterns of consumer behavior occur within those communities.

Author Contribution
Dian Berkah: creating and performing analysis; writing paper, literature review, data collection.
M. Hanifuddin Hakim: review of the draft, literature review, and result discussion.
Andre Ridho Saputro: creating, writing, and paper translation.

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Declaration of Competing Interest
We declare that we have no conflict of interest.

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