

Determinant Factors that Influence Muslim Consumers in Choosing Restaurants: The Role of *Halal*, Expectation, and Attributes

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Abstract

Research related to *halal* food is dominated by *halal* manufactured products compared to *halal* restaurant products. *Halal* concerns every aspect of Muslim life including food. It is important to know the factors that affect the purchase of restaurant products, in this case, *halal* restaurant products. This research tries to find the determinants of purchasing restaurant food in Indonesia. The model is based on the time dimension. Data collection was carried out through 438 questionnaires for Indonesian Muslim respondents, but only 420 questionnaires could be analyzed. This research found that the *halal* label is not a direct variable that can influence restaurant food purchases. Men and women have different preferences in buying restaurant food. The results of this study are expected to encourage restaurant owners to adopt *halal* certification to increase sales. This research focuses on looking for determinants of restaurant food purchases with time dimension-based modeling.

Keywords: Restaurant, *Halal*, Expectation, Attributes, Indonesia

INTRODUCTION

In 2019, Muslim consumption in the *halal* food sector amounted to \$1.17 trillion, an increase of 3.1% from that in the previous year with a projection of reaching \$1.38 trillion in 2024. This figure has adapted the Covid-19 variable into the estimates made, assuming a decrease of 0.2%. If we use data that is more specific to Indonesia, spending on *halal* food reaches \$144 billion, ranking 4th (fourth) after Malaysia, Singapore, and the UAE (GIE, 2020/21).

In Indonesia, *halal* products are regulated in Law Number 33 of 2014 about Guarantee of *Halal* Products, of which some provisions have been



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adjusted through Law Number 11 of 2020 about Job Creation. The law regulates parties as well as mechanisms related to *halal* products. Clause 4 of Law 33/2014 regulates that products that enter, circulate, and are traded in the territory of Indonesia must be *halal*-certified with easier terms and conditions for micro and small industry players as stated by business actors based on the standards set by the *Halal Product Guarantee Agency* (BPJPH). This law implies that the Indonesian government is fully committed to the development of the *halal* industry and allows micro and small business actors to adapt to applicable regulations.

Halal is a term used to refer to something that is permissible and covers all human actions and deeds (Alzeer *et al.*, 2017). In the context of food, Muslims are only allowed to consume *halal* food, which is a religious command. Meanwhile, *toyyib* is a term used in relation to the safety of food, in terms of cleanliness, nutrition, production chain that must be ensured (Kamaruddin and Jusoff, 2009). *Halal* and *toyyib* complement each other to ensure that everything consumed by Muslims is healthy and permissible by the religion.

The *halal* restaurant is one of the choices among Muslim restaurant consumers. Whether a restaurant's *halal* certification is the reason for a Muslim to choose a restaurant remains a question. *Halal* certification of a restaurant is an important attribute, which ensures that the ingredients and processes applied have met *halal* standards. The issue of safety and the *halalness* of food is getting more complex amid technological developments complexity (Marzuki *et al.*, 2011). Offerings of food without certification and/or using illegal *halal* labels have become part of the current *halal* food discourse. Whether a restaurant has an official *halal* label from the relevant authorities and whether it can influence the choice of Muslim consumers in choosing a restaurant remains a question and a challenge for restaurant industry players.

There are few literatures discusses *halal* food, specifically *halal* restaurants (Marzuki *et al.*, 2012). In Indonesia, a country with a Muslim majority, research related to *halal* restaurants is very important for policymakers and restaurant industry players. Based on the limited study of *halal* restaurants, this study focuses on finding the determining variables for Indonesian Muslims to choose or purchase restaurant products.

LITERATURE REVIEW
Islamic Law on Dietary
Halal and To (a)yyib

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Influence

Islam is the second-largest religion in the world after Christian with very rapid growth (Berry, 2008; Kocturk, 2002). Islam encourages its followers to obey the sharia (Islamic rules) in a *kaffah* (comprehensive) manner without exception (al-Mahally and Jallaludin, 1990). Islam regulates food that is allowed and not for consumption by its followers through the concept of *halal* (permissible) and *haram* (prohibited). *Halal* means lawful, permitted, pure, wholesome, and recommended by the Islamic Law (Dahalan, 2008; Kocturk, 2002; Mohamed Nasir and Pereira, 2008; Riaz and Chaudry, 2004; Shafie and Othman, 2006), so every Muslim is only allowed to consume something *halal* and not allowed to consume something that is *haram*. The *halal-toyyiba* concept is a comprehensive concept that something consumed by Muslims does not contain elements that are *haram* and is also good for health (Omar *et al.*, 2012). *Toyyib* can be defined as something clean and pure, so Islam only allows Muslims to consume food that is not against Islamic rules and is also safe for the body. The antonym of *tayyib* is *khabilityh* which connotes to everything impure (Alzeer *et al.*, 2017).

Something *halal* can be *haram* due to contamination in the supply chain or the production process that is not *toyyib*. Food can be a place of transmission of viruses that are harmful to the body, which can threaten public health (Alzeer *et al.*, 2017). Safe handling starting from preparation, storage, production, and serving is a preventive step to avoid unwanted things (Chaves *et al.*, 2017). Thus, certification is very important to ensure that the production chain is *halal* and *toyyib*. Referring to Alzeer *et al.* (2017), the *halal* materials that are not necessarily meet the *halal* certification standards are as follows:

Table 1
Potentially *halal* material but not necessarily *halal* certified

<i>Halal</i> Material	Non- <i>Toyyib</i> Process
Chicken, sheep, fish, and cow meat	Intentionally fed with animal bones, or warms; produced on lines used for pork
Flavor	Processed with fermented ethanol
Water	Passed through filters derived from Pork fat

Fruits and Vegetables	Intentionally cultivated with fertilizer derived from pork, genetically modified or injected with oxytocin hormones
Caviar	Fish fed with pork hemoglobin
Cheese	The enzyme used in the products derived from non- <i>Halal</i> animals or microbes grown on non- <i>Halal</i> media

Source: Alzeer *et al.*, 2017

Referring to the importance of ensuring the *halalness* of food for Muslims, the following hypothesis was formulated:

H1. *The halal label has a positive and significant effect on the purchase of halal restaurant products.*

Syubha

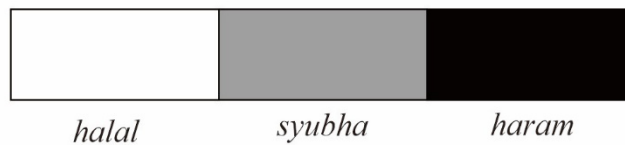


Figure 1. *Syubha*

Syubha (doubt) is a gray area between the two extreme sides of *halal* and *haram*. Islam encourages Muslims to avoid anything that is *syubha*, having no legal clarity (Riaz and Choudury, 2004). Referring to the concept of *syubha*, Muslims are obliged to ensure that something that is consumed is in the *halal* area, not *syubha* nor *haram*. The complexity of food processing technology makes it difficult for Muslims to ensure the law against something. Materially *halal* food can turn into *haram* food because the production is not *toyyib* (see Table 1). Thus, *halal* certification becomes a bridge to meet *halala-toyyiba* standards for everything consumed, including food served in any restaurants for Muslims.

Consumer Expectation

Consumer expectations are defined by Olson and Dover (1979) as “pretrial beliefs about a product or service”. Expectations will be influenced by

the availability of information (Almsalam, 2014). Because the expectation is a pretrial belief, it will also be influenced by a variable called “pre-dimension”. Pre-dimension is the time when someone has not done something but already has expectations. This depends on what information he receives. We use 2 pre-dimension variables, namely advertisements and *halal* labels, as the sources of information that can form the expectations of prospective consumers of *halal* restaurants. Meanwhile, “post-dimension” is a roar of time after someone does something like visiting and/or purchasing a *halal* food restaurant. According to research conducted by Clow *et al.* (2006), there is a relationship between advertisement and consumer expectations. They found a relationship between visual elements and service quality expectations. Based on this research, we assume that there is a relationship between advertisements and consumer expectations of *halal* restaurants, so we compile the following hypothesis:

H2. *Advertisement has a positive and significant effect on halal restaurant consumer expectations.*

Halal as part of attributes possessed by *halal* restaurants has an important role in shaping the brand image of a restaurant. Brand image is defined by Low and Lamb (2000) as the reasoned or emotional perceptions of consumers associated with specific brands. Furthermore, Ali *et al.* (2018) define the *halal* brand image as a set of brand perceptions in the mind of a customer that is linked to Muslims, faith, *halal* concerns, and *halal* commitments. Based on these assumptions, *halal* certification can affect the expectations of potential consumers of a restaurant even though they have never been there (pre-dimension). A Muslim will have a better perception of a restaurant that has a *halal* label, in line with his various beliefs and commitments, compared to a restaurant that does not have a *halal* label. These perceptions will be shaped so that we formulated the following hypothesis:

H3. *The halal label has a positive and significant effect on halal restaurant consumer expectations.*

Previous research on the relationship between expectations and purchase intentions was carried out by Mauri and Minazzi (2013) regarding the purchase intentions of hotel visitors. In their research, they used online non-transactional website reviews from visitors who had visited a hotel to determine their expectations and their relationship with the intention of visiting a hotel. They found that there was a valence relationship (positive and negative) from the reviews given by the visitors to the level of visits to a

hotel. This shows that the formation of positive or negative expectations of a hotel will affect the level of hotel visits.

We assume that restaurants and hotels have a similarity in terms of hospitality. We assume that the formation of expectations in the hotel industry has similar characteristics to the formation of expectations in the restaurant industry so that it affects purchases. In contrast to the research conducted by Mauri and Minazzi, this study uses *halal* advertising and labels of a restaurant in forming expectations. Thus, expectations become an intervening variable between *halal* and advertising on the purchase of *halal* food in restaurants. Thus, we formulated the following hypothesis:

H4. *Expectations have a positive effect on the purchase of halal restaurant products.*

Restaurant Attributes

Restaurant has various attributes to attract consumers to come and consume the dishes they offer. In general, the attributes of a restaurant include food quality, service, price, and atmosphere (Liu and Tse, 2018). Food quality and service are the variables that most significantly affect customer satisfaction with a restaurant (Qu, 1997). Food quality includes taste, menu variation, health, food texture, etc. (Namkung and Jang, 2007). Another study conducted by Almanza *et al.* (1994) found that the variable that mostly influences restaurant customer satisfaction is service quality. Based on previous research, the following hypotheses were formulated:

H5. *Services have a positive and significant effect on the purchase of halal restaurant products.*

H6. *Food quality has a positive and significant effect on the purchase of halal restaurant products.*

Other variables that also affect restaurant customer satisfaction are price and ease of access (Klassen *et al.*, 2005). Although price is a very relative variable, consumers will be willing to pay in a larger nominal depending on the quality of food and services provided according to the value given from the restaurant (Liu and Tse, 2018). Other studies measure food prices based on the authenticity of the food and the environment of a restaurant (Stevens *et al.*, 1995; George, 2001). Thus, the following hypotheses were compiled:

H7. Access has a positive and significant effect on the purchase of halal restaurant products.

H8. Price has a positive and significant effect on the purchase of halal restaurant products.

RESEARCH METHOD

Model Development

As we explained above, we divided the variables in this study into two dimensions, namely preodimension and post-dimension. The distribution is based on whether a person has or has not made a purchase at a *halal* restaurant. To further clarify, the following is the research model that we built in this study.

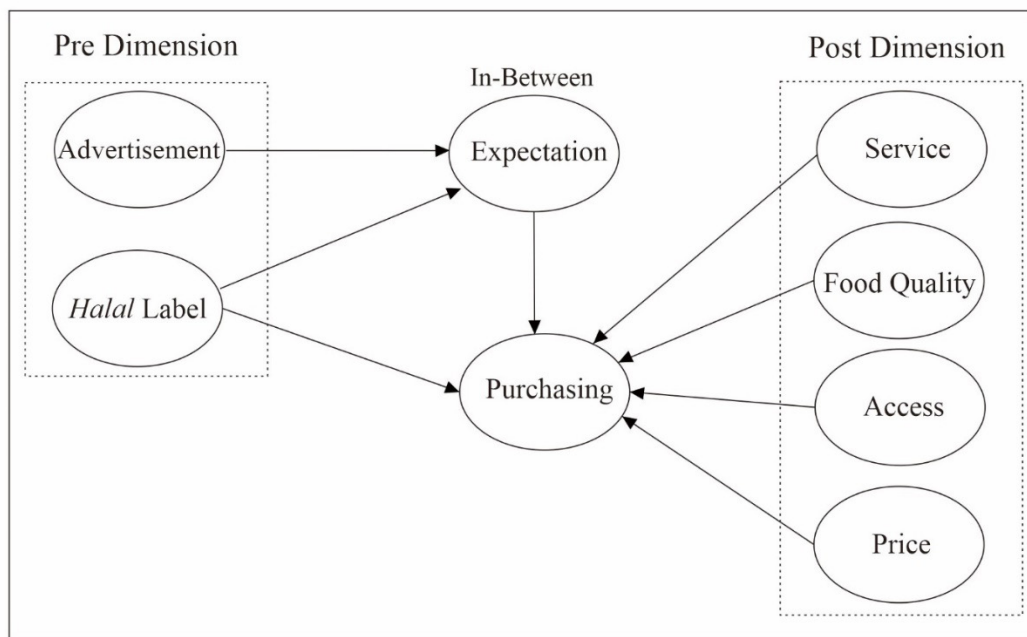


Figure 2. Model Development

Source: Developed by author

Data Collection and Analysis

This research is a quantitative study using primary data sources derived from questionnaires. The questionnaire uses a 10 point scale, for increasing reliability (Lissitz & Green, 1975). We distributed questionnaires both online and offline. Before distributing large amounts of data, we carried out a small amount of distribution as a pilot study to observe the level of readability and possible technical errors. We distributed 438 questionnaires considering

the demographic diversity of the respondents. Of the 438 questionnaires, only 420 could be continued to the data analysis stage. The following are the demographics of the respondents used in this study:

Table 2
Respondent Demographics

Variable	Description	Frequency	%
Gender	Male	213	50.71
	Female	207	49.28
Age	17-25	107	25.47
	26-35	148	35.23
	36-45	80	19.04
	46-55	73	17.38
	>55	12	2.85
	Occupation	Student	86
Private employee		98	23.33
Entrepreneur		35	8.33
Civil Servant		182	43.33
Others		19	4.52
Income/ month	< 1 million	58	13.80
	1 - 2 million	69	16.42
	2 - 3 million	65	15.47
	3 -4 million	57	13.57
	> 4 million	171	40.71
Education	Senior High School	27	6.42
	Diploma	1	0.23
	Bachelor	127	30.23
	Master	191	45.47
	Doctoral	74	17.61

RESULT

Validity and Reliability

In the data analysis process, to meet the reliability and validity of the data, indicators that have a factor loading ≤ 0.7 must be eliminated from the model. Calculation and non-parametric testing were done for all indicators that have a factor loading ≥ 0.7 . The Cronbach's α was ≥ 0.7 , the composite reliability value was 0.7, and the AVE value was ≥ 0.5 for assessing convergent validity (Hair *et al.*, 2019). The validity and reality tables are as follows:

Table 3
Validity and Reliability

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Variables (code)	Indicator	Outer Loading	Cronbach's α	CR	AVE
Price (P)			0.869	0.910	0.717
P1	The price offered is affordable.	0.793			
P2	The price of the product is in accordance with the quality.	0.886			
P3	The price offered is very competitive.	0.833			
P4	The price offered is proportional to the value received.	0.872			
Access (Acc)			0.795	0.878	0.707
A1	The location is easy to access.	0.832			
A2	Road conditions to the location, good and smooth.	0.880			
A3	The location is close to the residence.	0.809			
Expectation (Exp)			0.918	0.942	0.803
E1	Promises in advertising match reality.	0.889			
E2	The price paid is as expected.	0.900			
E3	Consumers want to feel the service satisfaction that has been obtained/previously expected.	0.901			
E4	Consumers want to feel the same service satisfaction as other consumers.	0.896			
Advertisement (Adv)			0.896	0.928	0.764
Adv1	The message in the advertisement can stimulate my curiosity to find out more about the products offered.	0.833			
Adv2	Advertising is easy to remember and attract attention.	0.864			

Adv3	Advertising can influence me to see advantages with other products.	0.917		
Adv4	Advertising can influence my decisions in determining the products I will use.	0.879		
<i>Halal</i> Label (HL)		0.913	0.939	0.794
H1	With the existence of a <i>halal</i> label, I am sure that the process/processing of products is guaranteed <i>halal</i> .	0.905		
H2	With the <i>halal</i> label, I am sure the materials used are guaranteed <i>halal</i> .	0.910		
H3	The <i>halal</i> label is my concern when choosing a restaurant.	0.845		
H4	With the existence of a <i>halal</i> label, I am sure the storage facilities are guaranteed <i>halal</i> .	0.902		
Services (Serv)		0.903	0.932	0.775
S1	Employees are fast and prompt in providing services.	0.895		
S2	Employees immediately serve when customers arrive.	0.885		
S3	There is a guarantee regarding the product offered.	0.866		
S4	Employees are very empathetic when consumers are confused about what products to offer.	0.875		
Purchase (Pur)		0.830	0.897	0.745
Pur1	I regularly make purchases.	0.831		
Pur2	I feel the benefits of the products I buy.	0.894		

Pur3	I am committed to not switching to another restaurant.	0.862							Determinant Factors that Influence
Food Quality (FQ)			0.861	0.905	0.706				
F1	The product offered makes a good impression.	0.820							171
F3	Product durability is very good.	0.855							
F4	There are many menu variants offered.	0.820							
F5	The product has an attractive appearance.	0.865							

Discriminant Validity

When convergent validity is used, discriminant validity must also be used to confirm that all constructs in the model have significant concept differences. We used the Fornell-Larcker test to see any issues related to the validity of the model used.

Table 4
Discriminant Validity

	Acc	Adv	Exp	FQ	HL	P	Pur	Serv
Acc	0.841							
Adv	0.495	0.847						
Exp	0.676	0.669	0.896					
FQ	0.659	0.729	0.827	0.840				
HL	0.618	0.529	0.678	0.642	0.891			
P	0.628	0.573	0.735	0.703	0.571	0.847		
Pur	0.607	0.442	0.560	0.594	0.509	0.564	0.863	
Serv	0.767	0.550	0.751	0.697	0.651	0.602	0.652	0.880

Predictive Accuracy and Relevancy

We used predictive accuracy and relevancy to see how independent variables influence dependent variables. To determine the predicted level of the variable, the R² and Q² values must be measured. In order to find the Q² value on Smart PLS, it is necessary to take additional steps by using

Blindfolding calculations ($Q^2 = 1 - SSE / SSO$). Variables that have R^2 0.75, 0.50, and 0.25 have substantial, moderate, and weak degrees of analysis (Hair *et al.*, 2019).

Table 5
Predictive and Accuracy

Variables (code)	R^2	R^2 Adjusted	Q^2	Effect Size
Expectation (Exp)	0.594	0.592	0.471	Moderate
Purchase (Pur)	0.496	0.489	0.350	Weak

Surprisingly, the independent variable of expectation (Exp) has a value of $R^2 > 0.50$, which shows that advertisement (Adv) and *halal* label are strong enough predictors to determine the expectations of the consumers. The independent variable of purchase (Pur) also has an R^2 value that is almost 0.5 but slightly smaller, which indicates that services (Serv), food quality (FQ), expectation (Exp), access (Acc), and price (P) are fairly good predictors even though they are categorized as weak but very close to moderate.

Hypothesis Testing

We conducted hypothesis testing on a wide range of respondents and separate tests between males and females to see if gender preference was possible. The following is a table of hypothesis testing results:

Table 6
Hypothesis Testing

Hypothesis	Relations	B	t-value	Hypothesis
All respondent:				
H1	HL – Pur	0.041	0.676	Rejected
H2	Adv – Exp	0.432	9.953**	Accepted
H3	HL – Exp	0.449	10.452**	Accepted
H4	Exp – Pur	-0.167	2.092*	Accepted
H5	Serv – Pur	0.372	4.190**	Accepted
H6	FQ – Pur	0.211	2.436*	Accepted
H7	Acc – Pur	0.145	2.252*	Accepted
H8	P – Pur	0.200	2.990**	Accepted
Male:				
H1	HL – Pur	-0.003	0.037	Rejected
H2	Adv – Exp	0.423	7.871**	Accepted

H3	HL – Exp	0.475	10.329**	Accepted
H4	Exp – Pur	-0.075	0.704	Rejected
H5	Serv – Pur	0.343	3.347**	Accepted
H6	FQ – Pur	0.228	2.494*	Accepted
H7	Acc – Pur	0.154	1.600	Rejected
H8	P – Pur	0.167	1.943	Rejected
Female:				
H1	HL – Pur	0.080	0.822	Rejected
H2	Adv – Exp	0.410	6.025**	Accepted
H3	HL – Exp	0.479	8.233**	Accepted
H4	Exp – Pur	-0.183	1.593	Rejected
H5	Serv – Pur	0.380	2.645**	Accepted
H6	FQ – Pur	0.148	1.091	Rejected
H7	Acc – Pur	0.103	1.278	Rejected
H8	P – Pur	0.264	2.505*	Accepted

Note(s): * $p < 0.05$; ** $p < 0.01$

In all respondents from 8 hypotheses proposed in the study, 7 hypotheses were accepted, and 1 hypothesis was rejected. The modeling carried out has a fairly good level of significance with a P-value of < 0.01 on 4 variable relationships and < 0.05 on 2 variables. For women and men, each of them has 4 accepted hypotheses.

DISCUSSION

This study aims to find the factors that influence the purchase of *halal* restaurant products in Indonesia. Broadly speaking, the variables used can be divided into 3 classifications namely: *halal*, expectation, and attributes. The model we use provides three dimensions of time, namely pre (advertisement & *halal* label), post (price, services, access, and food quality), and the intermediate dimension (expectation). The classification of these dimensions uses the assumption that not all respondents have made purchases at *halal* restaurants. If the respondent has not visited, then what might be formed from a *halal* restaurant is the expectations, obtained from advertisements or other sources of information from potential customers. For respondents who have purchased at a *halal* restaurant, they belong to the post-dimension, meaning that they will begin to feel the food quality, access, price, and services from a *halal* restaurant. For consumers who have made a purchase, the consumer will reassess the expectations (pre) and reality (post), Thus, expectations are

in the intermediate dimension because consumers have expectations both before and after the purchase.

The *halal* label variable has a coefficient of β 0.449 which is greater than the advertisement on consumer expectations. This indicates that consumer expectations of a *halal* restaurant are more strongly influenced by *halal* labels than the advertisement. Meanwhile, Service is the variable that has the biggest influence among the independent variables that affect purchasing with a coefficient of β 0.372. This indicates that, in terms of restaurant attributes, it is the service factor that most determines consumer purchases compared to other factors.

Halal label attracted our attention because it did not prove significant to purchasing but proved significant to expectations. Technically, a *halal* label is not appropriate as a direct variable to purchase but requires an intervening variable, namely expectation. This indicates that the *halal* label can form expectations of *halal* restaurants. After forming an expectation, it influences the purchase. The *halal* label does not necessarily affect purchases at *halal* restaurants.

When a separate test is carried out between men and women, the service attributes of the restaurant are consistently the variable that has the greatest influence on the purchase of *halal* restaurant products with β of 0.343 and 0.380, respectively. The results of this study corroborate the findings of Almanza *et al.* (1994) who also found that service had the greatest influence. Men and women have different preferences in terms of food quality and price. Price is proven to not affect purchases for men, but it does for women. On the other hand, the quality of food has been shown to affect men, not women. This proves that men and women have different preferences in purchasing restaurant food.

CONCLUSION

This research developed a model that considers the time dimension of the variables used. The time dimension is an important part, considering the lack of *halal* restaurants in Indonesia, so there are not many consumers who have visited *halal* restaurants. For those who have not visited, the formation of expectations is important to attract consumers while for those who have visited, the restaurant attributes (service, food quality, access, and price) are important variables to attract consumers to make a repeat purchase.

Based on the SEM-PLS analysis, it can be seen that the *halal* label is proven to be inappropriate when used as a direct variable for purchasing *halal* restaurant products but requires an intermediate variable to form expectations. The expectation is proven to be an intervening variable between *halal* label, advertising, and restaurant food purchasing. Restaurants in Indonesia need to consider the *halal* label as part of forming the expectations of potential customers to increase sales. Restaurant attributes are also quite important variables in influencing purchases at *halal* restaurants. With the model that we offer, the position of each variable becomes more relevant because it considers the time dimension without paying attention to the time dimension. There might be a bias for respondents who have and have never made direct purchases at a restaurant, especially a *halal* restaurant.

RECOMMENDATION AND LIMITATION

The *halal* label is proven to be able to form expectations of a restaurant, which is an added value for restaurant owners. Even though it is not a direct variable to purchases, forming good expectations for *halal* restaurants will attract consumers to make purchases, and it will depend on what attributes the restaurant has. In terms of restaurant attributes, based on our findings, service has the greatest influence on purchases so that *halal* restaurants must be able to provide the best service to consumers even though they have been *halal* certified. Restaurants also need to consider the gender preferences of their consumers because women and men have different determinants in purchasing restaurant products.

This study only uses 2 predimension variables (*halal* label and advertisement) as variables that predict the formation of expectations and 4 postodimension variables (service, food quality, access, and price), so it does not consider a person's religiosity. Religiosity may have an influence on both expectations and purchases at *halal* restaurants. Because this study is related to *halal*, it will not be separated from one's religious orientation. Further research can add religiosity variables in the research model, thereby strengthening the research model that has been developed in this research.

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