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

Anton Bawono
Salatiga State Institute for Islamic Studies
antonbawono@iainsalatiga.ac.id.

Yudi Saputra
Salatiga State Institute for Islamic Studies
saputraayudi@gmail.com

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
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 *halal*ness 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.
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 khabith 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>
<thead>
<tr>
<th>Halal Material</th>
<th>Non-Toyyib Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken, sheep, fish, and cow meat</td>
<td>Intentionally fed with animal bones, or warms; produced on lines used for pork</td>
</tr>
<tr>
<td>Flavor</td>
<td>Processed with fermented ethanol</td>
</tr>
<tr>
<td>Water</td>
<td>Passed through filters derived from Pork fat</td>
</tr>
</tbody>
</table>
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-Halal animals or microbes grown on non-Halal 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**

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 pre-dimension 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>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>213</td>
<td>50.71</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>207</td>
<td>49.28</td>
</tr>
<tr>
<td>Age</td>
<td>17-25</td>
<td>107</td>
<td>25.47</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>148</td>
<td>35.23</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>80</td>
<td>19.04</td>
</tr>
<tr>
<td></td>
<td>46-55</td>
<td>73</td>
<td>17.38</td>
</tr>
<tr>
<td></td>
<td>&gt;55</td>
<td>12</td>
<td>2.85</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>86</td>
<td>20.47</td>
</tr>
<tr>
<td></td>
<td>Private employee</td>
<td>98</td>
<td>23.33</td>
</tr>
<tr>
<td></td>
<td>Entrepreneur</td>
<td>35</td>
<td>8.33</td>
</tr>
<tr>
<td></td>
<td>Civil Servant</td>
<td>182</td>
<td>43.33</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>19</td>
<td>4.52</td>
</tr>
<tr>
<td>Income/month</td>
<td>&lt; 1 million</td>
<td>58</td>
<td>13.80</td>
</tr>
<tr>
<td></td>
<td>1 - 2 million</td>
<td>69</td>
<td>16.42</td>
</tr>
<tr>
<td></td>
<td>2 - 3 million</td>
<td>65</td>
<td>15.47</td>
</tr>
<tr>
<td></td>
<td>3 - 4 million</td>
<td>57</td>
<td>13.57</td>
</tr>
<tr>
<td></td>
<td>&gt; 4 million</td>
<td>171</td>
<td>40.71</td>
</tr>
<tr>
<td>Education</td>
<td>Senior High School</td>
<td>27</td>
<td>6.42</td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>1</td>
<td>0.23</td>
</tr>
<tr>
<td></td>
<td>Bachelor</td>
<td>127</td>
<td>30.23</td>
</tr>
<tr>
<td></td>
<td>Master</td>
<td>191</td>
<td>45.47</td>
</tr>
<tr>
<td></td>
<td>Doctoral</td>
<td>74</td>
<td>17.61</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Variables (code)</th>
<th>Indicator</th>
<th>Outer Loading</th>
<th>Cronbach's α</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (P)</td>
<td></td>
<td></td>
<td>0.869</td>
<td>0.910</td>
<td>0.717</td>
</tr>
<tr>
<td>P1</td>
<td>The price offered is affordable.</td>
<td>0.793</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P2</td>
<td>The price of the product is in accordance with the quality.</td>
<td>0.886</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P3</td>
<td>The price offered is very competitive.</td>
<td>0.833</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>The price offered is proportional to the value received.</td>
<td>0.872</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access (Acc)</td>
<td></td>
<td>0.795</td>
<td>0.878</td>
<td>0.707</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>The location is easy to access.</td>
<td>0.832</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A2</td>
<td>Road conditions to the location, good and smooth.</td>
<td>0.880</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td>The location is close to the residence.</td>
<td>0.809</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expectation (Exp)</td>
<td></td>
<td>0.918</td>
<td>0.942</td>
<td>0.803</td>
<td></td>
</tr>
<tr>
<td>E1</td>
<td>Promises in advertising match reality.</td>
<td>0.889</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E2</td>
<td>The price paid is as expected.</td>
<td>0.900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E3</td>
<td>Consumers want to feel the service satisfaction that has been obtained/expected.</td>
<td>0.901</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E4</td>
<td>Consumers want to feel the same service satisfaction as other consumers.</td>
<td>0.896</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement (Adv)</td>
<td></td>
<td>0.896</td>
<td>0.928</td>
<td>0.764</td>
<td></td>
</tr>
<tr>
<td>Adv1</td>
<td>The message in the advertisement can stimulate my curiosity to find out more about the products offered.</td>
<td>0.833</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adv2</td>
<td>Advertising is easy to remember and attract attention.</td>
<td>0.864</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advertising can influence me to see advantages with other products.</td>
<td>0.917</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adv4</td>
<td></td>
<td>Advertising can influence my decisions in determining the products I will use.</td>
<td>0.879</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Halal Label</em> (HL)</td>
<td></td>
<td>0.913 0.939 0.794</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H1</td>
<td></td>
<td>With the existence of a <em>halal</em> label, I am sure that the process/processing of products is guaranteed <em>halal</em>.</td>
<td>0.905</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H2</td>
<td></td>
<td>With the <em>halal</em> label, I am sure the materials used are guaranteed <em>halal</em>.</td>
<td>0.910</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H3</td>
<td></td>
<td>The <em>halal</em> label is my concern when choosing a restaurant.</td>
<td>0.845</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H4</td>
<td></td>
<td>With the existence of a <em>halal</em> label, I am sure the storage facilities are guaranteed <em>halal</em>.</td>
<td>0.902</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Services (Serv)</em></td>
<td></td>
<td>0.903 0.932 0.775</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S1</td>
<td></td>
<td>Employees are fast and prompt in providing services.</td>
<td>0.895</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S2</td>
<td></td>
<td>Employees immediately serve when customers arrive.</td>
<td>0.885</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S3</td>
<td></td>
<td>There is a guarantee regarding the product offered.</td>
<td>0.866</td>
<td></td>
<td></td>
</tr>
<tr>
<td>S4</td>
<td></td>
<td>Employees are very empathetic when consumers are confused about what products to offer.</td>
<td>0.875</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Purchase (Pur)</em></td>
<td></td>
<td>0.830 0.897 0.745</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pur1</td>
<td></td>
<td>I regularly make purchases.</td>
<td>0.831</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pur2</td>
<td></td>
<td>I feel the benefits of the products I buy.</td>
<td>0.894</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Determinant Factors that Influence

<table>
<thead>
<tr>
<th>Pur3</th>
<th>I am committed to not switching to another restaurant.</th>
<th>0.862</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Food Quality (FQ)</th>
<th>0.861</th>
<th>0.905</th>
<th>0.706</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td>The product offered makes a good impression.</td>
<td>0.820</td>
<td></td>
</tr>
<tr>
<td>F3</td>
<td>Product durability is very good.</td>
<td>0.855</td>
<td></td>
</tr>
<tr>
<td>F4</td>
<td>There are many menu variants offered.</td>
<td>0.820</td>
<td></td>
</tr>
<tr>
<td>F5</td>
<td>The product has an attractive appearance.</td>
<td>0.865</td>
<td></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Discriminant Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Acc</strong></td>
</tr>
<tr>
<td>0.841</td>
</tr>
<tr>
<td><strong>Adv</strong></td>
</tr>
<tr>
<td>0.495</td>
</tr>
<tr>
<td>0.847</td>
</tr>
<tr>
<td><strong>Exp</strong></td>
</tr>
<tr>
<td>0.676</td>
</tr>
<tr>
<td>0.669</td>
</tr>
<tr>
<td>0.896</td>
</tr>
<tr>
<td><strong>FQ</strong></td>
</tr>
<tr>
<td>0.659</td>
</tr>
<tr>
<td>0.729</td>
</tr>
<tr>
<td>0.827</td>
</tr>
<tr>
<td>0.840</td>
</tr>
<tr>
<td><strong>HL</strong></td>
</tr>
<tr>
<td>0.618</td>
</tr>
<tr>
<td>0.529</td>
</tr>
<tr>
<td>0.678</td>
</tr>
<tr>
<td>0.642</td>
</tr>
<tr>
<td>0.891</td>
</tr>
<tr>
<td><strong>P</strong></td>
</tr>
<tr>
<td>0.628</td>
</tr>
<tr>
<td>0.573</td>
</tr>
<tr>
<td>0.735</td>
</tr>
<tr>
<td>0.703</td>
</tr>
<tr>
<td>0.571</td>
</tr>
<tr>
<td>0.847</td>
</tr>
<tr>
<td><strong>Pur</strong></td>
</tr>
<tr>
<td>0.607</td>
</tr>
<tr>
<td>0.442</td>
</tr>
<tr>
<td>0.560</td>
</tr>
<tr>
<td>0.594</td>
</tr>
<tr>
<td>0.509</td>
</tr>
<tr>
<td>0.564</td>
</tr>
<tr>
<td>0.863</td>
</tr>
<tr>
<td><strong>Serv</strong></td>
</tr>
<tr>
<td>0.767</td>
</tr>
<tr>
<td>0.550</td>
</tr>
<tr>
<td>0.751</td>
</tr>
<tr>
<td>0.697</td>
</tr>
<tr>
<td>0.651</td>
</tr>
<tr>
<td>0.602</td>
</tr>
<tr>
<td>0.652</td>
</tr>
<tr>
<td>0.880</td>
</tr>
</tbody>
</table>

**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 ($Q^2 = 1 - \text{SSE} / \text{SSO}$). 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**

<table>
<thead>
<tr>
<th>Variables (code)</th>
<th>$R^2$</th>
<th>$R^2_{\text{Adjusted}}$</th>
<th>$Q^2$</th>
<th>Effect Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation (Exp)</td>
<td>0.594</td>
<td>0.592</td>
<td>0.471</td>
<td>Moderate</td>
</tr>
<tr>
<td>Purchase (Pur)</td>
<td>0.496</td>
<td>0.489</td>
<td>0.350</td>
<td>Weak</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relations</th>
<th>$B$</th>
<th>$t$-value</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondent:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$H_1$</td>
<td>HL – Pur</td>
<td>0.041</td>
<td>0.676</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_2$</td>
<td>Adv – Exp</td>
<td>0.432</td>
<td>9.953**</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_3$</td>
<td>HL – Exp</td>
<td>0.449</td>
<td>10.452**</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_4$</td>
<td>Exp – Pur</td>
<td>-0.167</td>
<td>2.092*</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_5$</td>
<td>Serv – Pur</td>
<td>0.372</td>
<td>4.190**</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_6$</td>
<td>FQ – Pur</td>
<td>0.211</td>
<td>2.436*</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_7$</td>
<td>Acc – Pur</td>
<td>0.145</td>
<td>2.252*</td>
<td>Accepted</td>
</tr>
<tr>
<td>$H_8$</td>
<td>P – Pur</td>
<td>0.200</td>
<td>2.990**</td>
<td>Accepted</td>
</tr>
<tr>
<td>Male:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$H_1$</td>
<td>HL – Pur</td>
<td>-0.003</td>
<td>0.037</td>
<td>Rejected</td>
</tr>
<tr>
<td>$H_2$</td>
<td>Adv – Exp</td>
<td>0.423</td>
<td>7.871**</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
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 $\beta$ 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 $\beta$ 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 $\beta$ 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 postdimension 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.
References


