



## Antecedents of Customer Satisfaction in Increasing Muslim Customer Loyalty in Halal Restaurants

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### Abstract

*This research integrates product quality and perceived price with halal labeling to increase insight into purchasing behavior in consuming halal products. This study aims to explore the role of Muslim consumer satisfaction as well as its antecedents and consequences. The sample in this study was 100 Muslim respondents who visited fast food restaurants at least twice in the last month and were 18-25 years old. Data collection was carried out using a questionnaire survey around the city of Manado. The analysis technique used is the Structural Equation Model with Partial Least Square. The results showed that halal labeling, perceived price, product quality, and satisfaction had a significant effect on loyalty directly. In contrast, the indirect effect shows that perceived price does not significantly influence loyalty through satisfaction. The results of this study prove that the relationship between young Muslim consumers' satisfaction with the halal label and product quality can strengthen their loyalty. Therefore, companies must continue to maintain customer satisfaction. This research has certain limitations, namely that it focuses only on fast-food restaurants in Manado City and has only explored the mediating role of customer satisfaction. Practitioners and academics need to do further research in the future, especially in the context of halal products.*

**Keywords:** Halal Labeling; Perceived Price; Product Quality; Customer Satisfaction; Customer Loyalty.

### INTRODUCTION

The expansion of the franchise business in Indonesia, both domestically and abroad, is very fast, especially in the food industry, especially fast-food

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restaurants, which are currently rife in Indonesia. This can lead to intense competition among these businesses in attracting customers. Fast food restaurant brands can be recognized as TOP Brands based on a national survey conducted by Frontier Consulting Group. The phase 2 survey of the TOP Brand Index in 2018 showed that KFC was the most popular fast-food restaurant with 42.7% of the vote, followed by McDonald's 24.3%, A&W 6.3%, Hoka-Hoka Bento 5.8% and Richeese Factory 2.7%. In 2019, KFC remained the most popular with 26.2% of the vote, followed by McDonald's at 22.4%, A&W at 5.4%, Hoka-Hoka Bento at 5.4%, and Richeese Factory at 4.3%. In 2020, KFC is still the most popular, with 26.4% vote, followed by McDonald's at 22.8%, A&W at 6.5%, Hoka-Hoka Bento at 5.9%, and Richeese Factory at 4.9%. In 2021, KFC received 27.2% of the vote, followed by McDonald's 26.0%, Hoka-Hoka Bento 8.5%, A&W 7.9%, and Richeese Factory 5.9%. Finally, in 2022, KFC continues to lead with 27.2% of the vote, followed by McDonald's at 26.2%, Hoka-Hoka Bento at 9.4%, A&W at 7.6%, and Richeese Factory at 4.7%.

KFC, McDonald's, A&W, Hoka-Hoka Bento, and Richeese Factory produce fast food, a type of food that is easy to serve, pack, process, and prepare. These foods are usually produced by the food processing industry using advanced technology and various additional ingredients to maintain freshness and enhance taste. In Indonesia, these fast-food restaurants have been labeled halal. Law Number 33 of 2014 concerning Guarantees for Halal products and the Law Number 31 of 2019 concerning Regulations for Implementing Law Number 33 of 2014 concerning Guarantees for Halal Products regulates as follows: a halal label is a sign of the halalness of a product; the halal label referred to in Law 33/2014 is the halal logo whose shape will be stipulated by the Minister of Religion; Halal Product Assurance Organizing Agency (BPJPH, *Badan Penanggulangan Jaminan Produk Halal*) issues and revokes Halal Certificates and Halal Labels on Products; Business actors who have obtained Halal Certificates are required to include Halal Labels on Products that have received Halal Certificates.

Realizing satisfaction and loyalty is the company's goal in providing products and services to the general public. Consumers who are satisfied with the performance of the product/service will become loyal and will not turn to competitors' products/services. For consumers, the desire to bind themselves to the company's products will be higher if their needs and desires are satisfied.



In the context of halal products, consumer satisfaction will arise if they feel safe consuming because it does not conflict with religion (halal), has a commensurate value in terms of price (perceived price), and the products consumed are high quality.

Although research regarding halal labels in the food and beverage sector has been conducted before, the gap in these findings shows the need for research in the food and beverage sector to continue, especially in research that discusses the consumption patterns of Muslim youth, which still requires in-depth study, so that it can be valuable information for the industry in increasing consumer confidence, especially in the food sector. The novelty of this research study is finding the consumption patterns of Muslim youth in the city of Manado, including the antecedents of satisfaction and loyalty, as well as the specific role of satisfaction that can encourage the creation of loyalty. This research integrates product quality and perceived price with halal labeling to increase insight and knowledge about the marketing and purchasing behavior of young Muslims in consuming halal products. Research focuses on young consumers in the context of halal ready-to-eat food products because they like challenges and new things. This will also answer the extent to which question of whether young consumers choose halal products because of their beliefs.

Research by Mursid and Wu (2021) shows that the antecedent of satisfaction comes from halal identity and prestige. Although then satisfaction predicts loyalty significantly, the object of research conducted by both of them is already a halal restaurant. This contrasts with current research in international franchise restaurants that need to clarify themselves as restaurants with halal menus.

The objectives of this study are to find out the antecedents of satisfaction and loyalty and whether there is a specific role of satisfaction that can encourage the creation of loyalty. In the context of ready-to-eat halal food products, research focuses on young consumers because they like challenges and new things. This will also answer the extent to which young consumers choose halal products based on their beliefs.

## LITERATURE REVIEW

### Halal labeling

The purpose of the halal label is to safeguard Muslim customers when they purchase products in accordance with Islamic law or sharia. Furthermore, the rights and obligations are upheld by the consumer protection regulation. Because halal products have an impact on both a Muslim's everyday life and their afterlife, they provide the Muslim community with comfort when praying. Article 4 of Constitution No. 33 of 2014, which deals with halal certification (JPH, *Jaminan Produk Halal*), stipulates those products entering, circulating, and trading within Indonesian territory must bear a halal certification (Constitutions, 2014). The Indonesian Ulema Council (MUI, *Majelis Ulama Indonesia*) has validated the halal label, a mark placed inside product packaging. The mindset of the business actors, who frequently lack awareness and prioritize profit, indicates the issue with the halal product label. Furthermore, the problems with halal products are also a result of the government's indifference and the lack of customer reaction to them (Warto & Arif, 2020). Consumers' decisions to buy products, particularly those related to food and drink, cosmetics, medications, and therapies, are influenced by the existence of the halal label (Kusumastuti, 2020). All products intended for public consumption, including those that are ready to eat, are required to bear the halal label (Siaw & Rani, 2012).

### Perceived Price

Price refers to the amount of money that customers spend on a product or service. Price is the value customers give up in exchange for the benefits of using a product or service (Kotler & Armstrong, 2018). Price plays an important role in generating consumer satisfaction, as customers always evaluate the value of a service by its price (Al-Msallam, 2015). Rothenberger (2015) suggested that customers' negative perception of unfair prices can cause dissatisfaction, decreased repurchasing behavior, negative word of mouth, and complaints. Customers are affected not only by the actual price of a product or service stated on the price tag but also by their own perceptions, which are shaped comparatively and subjectively (Jani & Han, 2011).



### **Product Quality**

Product quality, in this case, food quality, is essential in determining customer satisfaction and loyalty. In general, food quality refers to several aspects, including food presentation, taste, menu diversity, health, and freshness (Hanaysha, 2016b). A high level of product quality is a key marketing strategy that can satisfy and retain customers and provide them with a pleasant purchasing experience. Product quality can have a major influence on customer satisfaction and behavioral intentions (Gagic et al., 2013).

### **Customer Satisfaction**

Customer satisfaction is one of the main objectives that service providers must achieve. Oliver (1997) defines satisfaction as a customer response in the form of an assessment that the product or service feature or product or service itself is a fulfilling need. Zeithaml and Bitner (2003) translate the definition of Oliver's satisfaction as a customer evaluation of a product or service in assessing whether the product or service has met their needs and expectations. The literature on customer satisfaction shows that expectations are the most direct determinant of satisfaction, followed by perceived performance. Swan and Combs (1976) are the first to show that satisfaction is related to performance that meets expectations, while dissatisfaction occurs when performance is below expectations.

### **Customer Loyalty**

Griffin (2005), as cited by Utami (2015), argues that customer loyalty is a strong commitment to repurchase or re-subscribe to consistently selected products/services in the future. However, the influence of marketing situations and efforts can potentially lead to behavior changes. Customer loyalty can be described as customer behavior to repurchase product lines and other services from the same company or brand, recommend a product/service to others (referral/positive word of mouth), and have immunity against competitors. Furthermore, according to research by Kumar et al. (2006), the two dimensions of attitudinal loyalty and behavioral loyalty are considered equally important for a firm's profitability. Attitudinal loyalty explains the consumer's positive perception of a particular product/service and preference for a product or service compared to other available alternatives. Someone with a loyal attitude is



also willing to recommend a product or service to others. Meanwhile, loyalty in behavior reflects someone who is shopping in the same place on a regular basis.

## RESEARCH METHOD

This research uses a quantitative approach where the parameters and presentation of research results are presented in the form of numbers and then interpreted.

The population in this study is customers of ready-to-eat food products located in the city of Manado. According to Hair et al. (2017), the minimum sample size should be ten times the maximum number of arrows pointing to the latent variable anywhere in the PLS path model. Based on this rule, the minimum sample size is  $7 \times 10 = 70$ . In this study, the sample size was 100, which exceeds the minimum size. Using purposive sampling techniques, samples were drawn using criteria: adherents of Islam, regular customers with a minimum of more than two visits, and aged 18-25 years because it targets young people who have the initiative to act hedonically without leaving religious attributes.

Data sources were obtained by distributing questionnaires to prospective respondents according to predetermined criteria. The questionnaire is divided into six sections. The first part contains the demographic parameters of the respondents, namely age, gender, shopping location, and purchase frequency. The second part contains parameters for measuring halal labels adopted from the Sobari et al. (2022) study. The third part is a parameter for measuring perceived price adapted from the studies of Han and Kim (2009) and Hanaysha (2016b, 2016a). The fourth section concerns product quality measurement parameters adopted from the studies of Hanaysha (2016a) and Ryu et al. (2012). The fifth section contains parameters for measuring satisfaction adopted from the studies of Hanaysha (2016a, Qin and Prybutok (2009), and Ryu et al. (2012). Finally, the sixth section is a parameter for measuring loyalty adopted from the studies of Al-Ansi and Han (2019), Gong and Yi (2018), and Ryu et al. (2012). All parameters use a 5-point Likert-Scale, and testing uses the Smart-PLS program, where the outer and inner models are used to answer the research objectives.





## RESULTS AND DISCUSSION

### Results

Regarding the respondents selected for this study, a total of 100 individuals were deemed suitable and involved. Descriptive data shows that 47% of respondents are from the age group of 23–25 years, followed by 33% aged 20–22 years, and 20% of respondents aged 20 and under. 42% of the participants were male and 58% were female. 41% of respondents have visited KFC, 33% McDonalds, 11% A&W, 9% Richeese Factory, and only 6% of respondents have visited Burger King. Out of the participants, 35% of them visited fast food places 5 times a month, 44% visited 6–10 times a month, and 21% visited more than 10 times in a month.

### Measurement Model (Outer Model)

The results of the outer analysis of this research model are summarized in Table 2, where the outer model has been proven to have excellent reliability and validity.

**Table 1** Construct validity and reliability

Constructs/Item	Loading Factor	$\alpha$	CR	AVE
Halal Labeling		0.811	0.875	0.636
X1.1	0.774			
X1.2	0.814			
X1.3	0.811			
X1.4	0.790			
Perceived price		0.813	0.877	0.644
X2.1	0.625			
X2.2	0.880			
X2.3	0.795			
X2.4	0.882			
Product quality		0.837	0.890	0.671



X3.1	0.840			
X3.2	0.759			
X3.2	0.837			
X3.4	0.838			
Satisfaction		0.885	0.920	0.742
Y1.1	0.895			
Y1.2	0.823			
Y1.3	0.873			
Y1.4	0.854			
Loyalty		0.818	0.880	0.671
Y2.1	0.762			
Y2.2	0.812			
Y2.3	0.823			
Y2.4	0.818			

Source: Processed data by the authors (2023)

Table 1 shows that all construct measurement parameters have a loading factor greater than 0.6. Cronbach’s Alpha value is above 0.8, where the halal label has the smallest value (0.811), and satisfaction has the largest value (0.885). Meanwhile, all constructs have AVE values above 0.6. Thus, the outer testing of the model has qualified for advanced testing. Furthermore, discriminant validity testing can be seen in Table 2.

**Table 2** Discriminant validity of variables (Fornell & Larcker criterion)

	Halal labeling	Loyalty	Perceived price	Product quality	Satisfaction
Halal labeling	<b>0.797</b>				
Loyalty	0.598	<b>0.804</b>			
Perceived price	0.419	0.555	<b>0.802</b>		
Product Quality	0.539	0.654	0.466	<b>0.810</b>	
Satisfaction	0.514	0.668	0.500	0.577	<b>0.862</b>

Source: Processed data by the authors (2023)





Based on construct validity and reliability results, it can be stated that all loading scores are above 0.5. So, there are no indicators to be eliminated from the research model. Discriminant validity can be evaluated by looking at AVE scores which must be above 0.5. Table 2 shows that all AVE scores have acceptable values. It can be said that discriminant validity is good.

### Structure Model (Inner Model)

After testing the outer model, the next step is to test the direct effect between variables and the indirect effects shown in Table 3.

**Table 3** Hypothesis testing

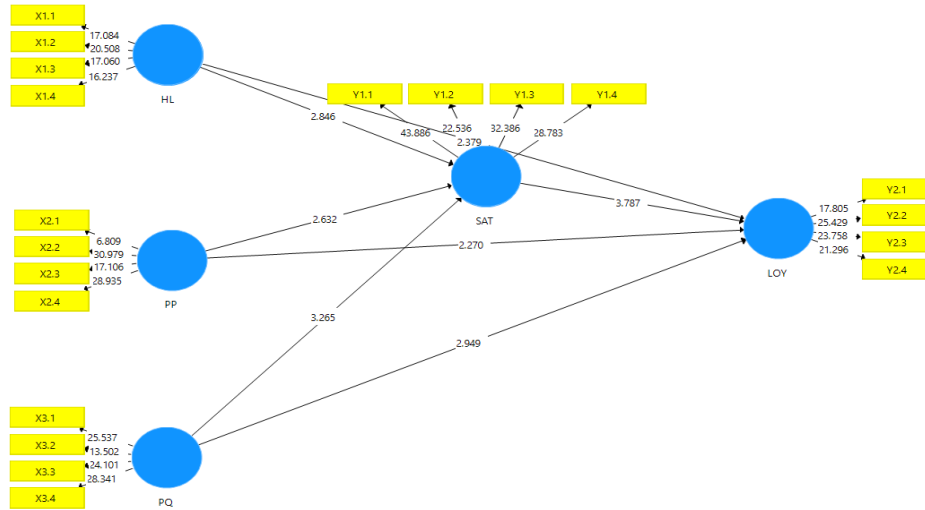
Variable	Direct Path Coefficient	t Statistic	Indirect Path Coefficient	t Statistic	Total Path Coefficient	t Statistic
H1: HL - LOY	0.216	2.379*	0.070	2.368*	0.286	3.400*
H2: HL - SAT	0.228	2.846*			0.228	2.846*
H3: PP - LOY	0.182	2.270*	0.076	1.906	0.258	3.814*
H4: PP - SAT	0.246	2.632*			0.246	2.632*
H5: PQ - LOY	0.275	2.949*	0.105	2.093*		0.379
H6: PQ - SAT	0.340	3.265*			0.340	3.265*
H7: SAT - LOY	0.308	3.787*			0.308	3.787*

Note. HL: halal labeling, PP: perceived price, PQ: product quality, SAT: Satisfaction, LOY: loyalty; Significance \*0.05

Source: Processed data by the authors (2023)

Based on the results of testing, the direct effect on Hypothesis 1 and Hypothesis 2 shows that halal labeling has a significant effect on loyalty (0.216) and satisfaction (0.228). The results of Hypothesis 3 and Hypothesis 4 show that perceived price has a significant effect on loyalty (0.182) and satisfaction (0.246). The results of Hypothesis 5 and Hypothesis 6 show that product quality has a significant effect on loyalty (0.275) and satisfaction (0.340). Then, the results of testing hypothesis 7 show that satisfaction has a significant effect on loyalty (0.308). The results of the direct effect show that almost all variables have significant

effects. Meanwhile, the results of the indirect effect show that perceived price has no significant effect on loyalty through satisfaction.



**Figure 1** Structural model testing of the conceptual model

Note. HL: halal labeling, PP: perceived price, PQ: product quality, SAT: satisfaction, LOY: loyalty

## Discussion

The results showed that all antecedents of halal labels, product quality, and price perception could predict satisfaction. On the halal label, consumers are satisfied because they are given a guarantee of safety for hygiene and spiritual comfort. By consuming halal products, consumers are not only safe because of health insurance but also comfortable because they do not violate the faith that has been firmly held by their religious values. This finding is in line with the study from Lidiawati and Suryani (2020). Meanwhile, the influence of halal labels on loyalty is shown by considering religiosity, where consumers who feel safe over the dish will return because they feel hygienically safe and do not conflict with religious values. Confidence in halal products for consumption encourages consumers not to move to other products that are not necessarily guaranteed halal. Therefore, there is a tendency to be loyal following the findings from Lidiawati and Suryani (2020).



Meanwhile, the perceived price also affects consumer satisfaction. This is because, in halal products, the value and benefits provided are not just nominal but spiritual value and prestige value. Spiritual value is obtained from obedience to living faith-based rules, while prestige value is obtained from the consumption of franchise restaurant products that are generally reserved for social classes with incomes above average. In general, the findings in this study support what was presented by previous studies (Lalla et al., 2015; Paul et al., 2016). On the other hand, price perception also affects loyalty, where consumers feel the price offered is commensurate, so they do not intend to look for other alternatives and bind themselves to revisit the same place. This is evidenced by the frequency of purchases of respondents who have at least purchased with a minimum purchase of at least two times. Thus, the findings in this study support the findings by Cakici et al. (2019), who found a positive response from consumers.

The results showed that high-quality products were able to predict consumer satisfaction. In this study, products guaranteed halal will certainly provide satisfaction for users because they have reliability, performance, and conformation based on consumer expectations. This follows the prior findings (Iberahim et al., 2016), where product quality that meets consumer expectations encourages the creation of satisfaction. The superiority of a product is reflected in the inherent quality of it. For consumers, there is no strong reason to change brands if the required product has shown performance exceeding their expectations. High-quality products will strengthen consumer emotions and help them bind themselves to the product. This is what encourages consumers to be loyal and avoid switching behavior and is in line with the prior investigation by Čater and Čater (2009) in their research in the manufacturing industry sector.

As satisfied consumers, they tend to respond to satisfaction by making recommendations to others, making repeat purchases, and becoming loyal consumers. Emotionally, satisfied consumers will bind themselves, especially because their belief in halal products guarantees their health and spiritual value. These findings are in line with Cuesta-Valiño et al. (2022), which demonstrates the effect of satisfaction on loyalty significantly.

Another finding that cannot be ruled out is the possible mediating effect played out by satisfaction. In this study, satisfaction was able to mediate the relationship between halal labels on loyalty and product quality on loyalty.



Meanwhile, satisfaction does not play the same role in the relationship between price perception and loyalty. Thus, satisfaction plays the role of spatial mediation. This finding explains the ability of satisfaction as a construct that can strengthen the creation of loyalty to consumers of halal products sourced from halal labels and product quality.

## CONCLUSION

The results showed all hypotheses where satisfaction could be positively predicted by halal labels, price perceptions, and product quality. The same applies to loyalty, which is significantly influenced by the halal label construct, perception, price, product quality, and satisfaction. Additional findings on the role of satisfaction were also found in strengthening loyalty relationships derived from halal labels and product quality but failed to mediate perceived price and loyalty.

This study suggests that companies should continue to strengthen consumer satisfaction because it is proven that the relationship between halal labeling, and product quality strengthens loyalty. Loyal consumers will benefit business entities because they will always return to make repeat purchases to increase profitability, provide recommendations to others so that they are profitable from the marketing side, and refuse to move on to competing products.

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