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## Determinants of Intention to Choose Halal Certified Restaurant in West Java

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### ABSTRACT

The establishment of halal-labeled restaurants that offer a diverse range of food and beverages is in line with the growing awareness of halal certification. However, the importance of halal certification was not fully known by the public. This study aimed to investigate the potential influence of knowledge, attitude, and religiosity on consumers' purchase interest in halal restaurants in West Java. In addition, certain eateries emphasize the natural and cultural aspects of the region. The varied traditional cuisine, business centers, and the presence of Muslim communities make West Java an attractive destination for those seeking a religiously oriented and convenient dining experience. This study used primary data collected from 100 respondents through a questionnaire distributed via Google Forms. The study utilized purposive sampling, a type of non-probability sampling, and employed multiple linear regression analysis using SPSS version 29 for data analysis, the study was conducted in 3 stages, namely t-test, f-test, and coefficient of determination test. The findings indicate that attitude and religiosity factors influence consumer purchase intention at the halal restaurant. Conversely, knowledge was not proven to significantly affect public purchase intention at the halal restaurant in this study. This research has significant implications for halal restaurant owners. Halal restaurant owners in West Java can better understand the needs and preferences of Muslim consumers, strengthen their market position, and promote the growth of the halal industry in the region.

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## Introduction

Halal lifestyles are becoming more and more popular worldwide, influencing not only countries with a majority of Muslims but also areas where the majority population is made up of non-Muslim communities. This is a modern phenomenon. In this context, Indonesia, which is characterized by a predominantly Muslim population, can leverage and drive its national halal economy (Tumiwa et al., 2023). A key aspect of this economic development is the burgeoning halal sector in the Indonesian landscape. In 2023, the halal industry experienced a significant upswing, as evidenced by the increase in certified businesses (Ryandono, Mawardi, et al., 2022). Indonesia, endowed with one of the largest Muslim populations globally, emerges as a prospective hub for halal products. According to projections by the Royal Islamic Strategic Studies Centre (RISSC), the Muslim population in Indonesia is expected to reach 240.62 million in 2023, accounting for 86.7% of the country's total population of 277.53 million. The statistical tapestry of 2023 also reveals that about 97.29% of the total population of West Java, or about 67.59 million people, are of the Islamic faith. These figures, which come from the Central Statistics Agency (BPS) of West Java province, emphasize the predominant religious inclination in Sunda land, with a clear majority adhering to Islamic teachings (Yudha et al., 2024).

In conjunction with the need to adhere to halal consumption practices, there is an increased impetus in the Muslim community to purchase halal-certified products. The evolution of time and technological advancements have created a range of processed foods that bring uncertainty regarding their halal status. Numerous questionable ingredients used as raw materials, additives, or aids in the production of processed goods are driven by economic considerations. While this practice is economically motivated, it leads to complications in determining the halal and haram categorization of a product due to the mixing of dubious ingredients. As a result, a large number of processed products are given a dubious status that disguises their halal certification (Derasit et al., 2020).

Therefore, the Muslim community needs to exercise caution when choosing halal-certified foods, especially when eating out. Today's preference for eating out in restaurants, which is particularly evident in West Java and surrounding areas, is due to factors such as culinary convenience and personal preference. This phenomenon is particularly evident among people with busy schedules, such as workers and students, who choose the nearest restaurants to their workplace or campus due to time constraints (Amrullah, 2023). The increasing number of restaurant patrons goes hand in hand with increased awareness among consumers and producers of the importance of halal certification. Every Muslim has to ensure that the food in a restaurant is halal-compliant (Mafruchati, Ismail, et al., 2023).

The provision of food and beverages to turn a profit is the definition of a restaurant business, as stated in the Regulation of The Minister of Tourism and Creative Economy of The Republic of Indonesia Number 11 of 2014 on the Standards for Restaurant Businesses. Restaurants are categorized into star (Bintang) and non-star categories, which are further separated into 3-star, 2-star, and 1-star businesses according to the range of factors such as goods, services, and management (Shilviani & Riyanto, 2022). Each restaurant must have a Restaurant Business Certificate that complies with the prescribed rules and regulations. Getting a halal certificate is seen as an added benefit that can boost a restaurant's income and market share, indicating the growing interest of the Muslim community in halal food (Zakik et al., 2022).

West Java is predicted by The Halal Product Assurance Organizing Body (BPJPH) to have 694,684 certified items by the end of 2023, making it the province with the most number of certified products in Indonesia. Especially prominent restaurants and franchises with multiple outlets like *Mie Gacoan*, *Hoka-Hoka Bento*, *Solaria*, *Golden Lamian*, *Richeese Factory*, and *Waroeng Steak*. While some restaurants claim

that their offerings do not contain pork or pork fat, these declarations are not always sufficient to guarantee compliance with halal criteria (Wardhana & Ratnasari, 2022). It is therefore up to us as discerning consumers to check carefully whether the restaurants we visit have received halal certification (Zaki et al., 2024).

An individual's consumption habits can be significantly influenced by religious factors that delineate what is permitted from what is not. Religiosity influences a person's actions in terms of their desire to purchase something, and people who are believers are more likely to emphasize this desire in the choices they make. Consumption, defined as the use of goods and services to satisfy human needs and desires, is closely linked to the rules governing the consumption of certain products. Religiosity factors, which denote the intensity or depth of a person's religious experience, further shape these consumption-related rules (Randeree, 2019). This includes rules related to the consumption of specific products. Religiosity factors can also be explained as the intensity or depth of an individual's religious experience (Desmayonda & Trenggana, 2019). Individuals who have a positive attitude tend to have an increased propensity to purchase halal products (Ryandono et al., 2019), which is consistent with the assertion that individuals with a positive attitude tend to engage in positive actions. A study by Elseidi (2018) shows that Muslim consumers who have a positive attitude are more likely to have the intention to buy halal food, with this attitude depending on the perception of product safety and health effects. Knowledge about halal products plays a central role in understanding consumer behavior, similar to seeking accurate information to avoid succumbing to misinformation.

The studies reviewed offer insights into how consumers behave in various settings. Investigated if the frequent display of the halal logo in halal restaurants increases Muslim customers' sense of safety. Their quantitative study using multiple linear regression found a positive connection between the presence of the halal logo and Muslim customers' attitudes in Bogor City, leading to a higher likelihood of visiting halal restaurants. The study also revealed that consumer attitude mediates the relationship between the halal logo and the decision to visit these eateries. Similarly, a study conducted by (Sudarsono et al., 2024) demonstrated that halal certification significantly influences purchasing decisions for both Muslims and non-Muslims, acting as an effective marketing tool despite its limited geographic reach. . analyzed the impact of knowledge, perception, and attitude on the interest in buying houses with an urban farming concept, using quantitative methods with SPSS and SEM analysis techniques. The study found that while knowledge doesn't directly affect purchase interest, it does so indirectly through attitudes and perceptions, with consumer attitudes, perceptions, and pricing factors significantly influencing purchase interest. This suggests that property developers can adjust their marketing strategies to attract buyers to homes featuring urban farming concepts. Finally, a study conducted by (Handriana et al., 2020) discovered that attitude, halal certification, and brand significantly influence purchase intention in halal-certified restaurants, while advertising does not. These findings highlight the diverse factors that shape consumer choices in different markets.

The strategic selection of West Java as the center of this research is due to its prominence as a tourist destination. West Java attracts visitors seeking intense experiences with halal cuisine and unique culinary offerings. Its diverse natural beauty, including mountains and beaches, and the cool climate of places like Bandung and Lembang contribute to its popularity (Zulaikha et al., n.d.). The province is rich in religious and cultural sites, with numerous mosques, Islamic boarding schools, and traditional arts like angklung and jaipong dance. West Java boasts a rich traditional culinary heritage, with iconic dishes like *satay*, *nasi timbel*, and *batagor* being particularly renowned. The region offers a diverse cultural tapestry, with captivating traditions, dances, music, and artistry. Urban centers such as Bandung, Bogor, and Depok

have evolved into attractive hubs that draw both business and leisure travelers. It's important to note that West Java has the highest number of halal-certified products in Indonesia.

## Literature Review

### Halal Label and Halal Restaurant

The term "halal" comes from the Arabic language (halāl, halaal) and refers to permission or permissibility in the Islamic faith. Halal derives its name from the Arabic word for permissible actions that are free from prohibitions or restrictions. The word "halal" is frequently used in daily speech, particularly when referring to food or drink that complies with Islamic law and is acceptable for eating. Within the Islamic context, the term "halal" encompasses a wider range of acts, behaviors, clothing regulations, and other items that are permitted or approved by Islamic law (Ghifara et al., 2022). Products that have been certified as halal following Islamic law are referred to as halal products, according to Law Number 33 of 2014 on Guarantees for Halal Products (Solehudin et al., 2024).

A halal restaurant is a catering company that offers food following Islamic and Sharia law, meaning it serves halal cuisine. Islamic teachings instruct followers to consume food that is halal, lawful, and healthy. Halal food is obtained and consumed according to Shariah laws approved by Allah. Foods that promote physical well-being are those that are healthy or rich in nutrients. Businesses adhering to Sharia law are required to provide food that meets both halal and high-quality standards. For a dish to be considered halal, it must meet three criteria: the food ingredients must be certified halal, the procurement method for the ingredients must comply with Sharia law, and the food processing must follow halal regulations (Loestefani et al., 2022).

A Muslim must follow the commandment to eat only halal food since it is an expression of faith and loyalty to Allah, the Exalted. Allah says in Surah Al-Baqarah: 168, "O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan." He is, in fact, your blatant opponent." From the verse, we can see that there is a command to "eat", which means that this is a necessity (Qadri, 2024). So Allah commands us to consume lawful and good food from the earth. Furthermore, Allah forbids us from following in the footsteps of Satan, who is indeed a clear enemy of mankind. Sometimes people are unaware that they can be influenced by the whispers of Satan that tempt them to commit acts forbidden by Allah without feeling guilty and even trivializing sins.

The issue of halal and haram is also explained in hadith collections such as al-Tirmidzi, Ibn Majah, and al-Thabarani by Salman al-Farisi. Salman al-Farisi reported: *"I asked the Messenger of Allah (peace be upon him) about clarified butter, cheese, and the woolen garments of the dead animal. He replied: 'What is lawful is what Allah has permitted in His Book, and what is unlawful is what He has forbidden in His Book. That which He is silent about is a grace, so accept His grace.'"* (Reported by al-Tirmidzi, Ibn Majah, and al-Thabarani). Therefore, awareness of the halal and haram aspects of a product is obligatory for the Muslim community.

### Halal Knowledge

Knowledge in the context of product purchasing is viewed as an important factor that must be considered before making a buying decision (Qosim et al., 2023). The facts, emotions, or experiences that a person or group of people is aware of are referred to as knowledge. One can become aware of or familiar with something by learning about it or via experience. Before making a purchase, consumers should be informed about a product, particularly if it is halal (Santoso & Kusuma, 2023). When consumers know about halal products, they usually choose to buy them. The growing understanding and awareness of halal

products are driving the market for halal cosmetics (Shafii & Shahwan, 2015). Product knowledge plays a crucial role in purchase decisions. It encompasses consumers' understanding of a product's characteristics, its potential impact, and the value or satisfaction it can provide (Yudha et al., 2024). Consumers with a deeper understanding of a product are generally better equipped to evaluate product information in advertisements compared to those with limited or no knowledge.

H1. Knowledge has a positive influence on purchase intention

### **Attitude**

Attitude is the consistent judgment and tendency of an individual in responding to an object or situation. The formation of attitudes is influenced by two main factors, namely behavioral belief and evaluation of behavioral belief. Attitudes include positive or negative evaluations of the behavior to be performed. In the context of halal restaurants, a positive perception of integrity, cleanliness, and food quality will increase purchase intention. Factors such as religious considerations, health, and food safety can also create a positive impression of the restaurant (Peristiwo, 2019). The attitude is also influenced by their perceptions of the implications of product safety and health (Mendo et al., 2023). If consumer behavior results in positive outcomes, they will exhibit a positive attitude or find it beneficial. Conversely, behavior shapes the consumers' responses and attitudes. However, it is assumed that individuals hold various beliefs related to behaviors aimed at achieving specific outcomes (Ryandono et al., 2020)

H2. Attitude has a positive influence on purchase intention

### **Religiosity**

In a study by (Wijayanti et al., 2021), it is stated that consumption in Islam presupposes cultural values that shape other values and form attitudes, intentions, and behavior of individuals, especially about strong beliefs and religion. Religiosity is a part of the psychological concept that encompasses the path to the One Almighty God, the ability to follow religious principles, and the courage to express religious identity in life and to others in general. Therefore, adhering to all His commands and prohibitions, including consuming the right food, is a sign of a true Muslim (Vanany et al., 2019). According to (Tajudeen & Abdul-Rahman, 2019), they state in their research that the influence of religiosity on consumer behavior is significant, and religious values are one of the crucial aspects in determining consumer behavior, especially among Muslims. Previous research shows that religiosity is one of the variables that influence consumers' alternative consumption choices. Some results of previous studies suggest that religion is a variable that influences consumers' alternative consumption choices.

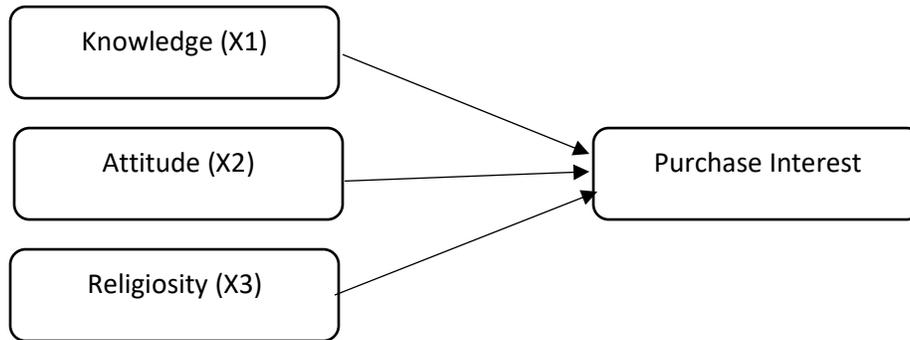
H3. Religiosity has a positive influence on purchase intention

### **Purchase Interest**

Purchase interest is the consumer's willingness to buy something or engage in purchase-related activities, and it is measured by the level of risk the consumer is willing to take in making a purchase. A person's desire to purchase is driven by consumer preferences, and a consumer's desire for taste, along with recommendations from those close to them, influences their purchasing intentions (Mafruchati, Othman, et al., 2023). In general, consumer purchasing decisions are related to choosing the brand they prefer the most. However, two important factors influence the gap between purchase intentions and actual purchase decisions. People make purchases to fulfill their needs and desires (Wardhana, 2022). This process includes recognizing needs and desires, gathering information, weighing various options, making the purchase, and following up on the purchase (Yudha et al., 2024). Statements that express a desire to buy or not buy, a

likelihood to buy or not buy, and a possibility of making a repeat purchase or not can all be used to gauge purchase interest (Ryandono, Kusuma, et al., 2022).

Based on the development of variables within the framework of the above theory, the concepts to be outlined can be detailed as follows:



**Figure 1. Model of variables**

Source: Arranged by authors

H1. Knowledge has a positive influence on purchase intention

H2. Attitude has a positive influence on purchase intention

H3. Religiosity has a positive influence on purchase intention

## **Methodology**

The community in and around West Java that has either visited or is considering visiting restaurants with halal certification serves as the research object. This study used an online questionnaire, distributed through Google Forms, to gather data over three months. The Likert scale was used to measure respondents' opinions or perceptions of a specific social phenomenon. This scale consists of a series of statements from respondents to indicate the level of agreement or disagreement with these statements. Likert scales typically have five or seven response options, ranging from "strongly disagree" to "strongly agree." They are commonly used in social and psychological research to measure participants' attitudes, beliefs, and perceptions on modern social issues (Nugraha et al., 2022).

This study used a quantitative approach to analyze the data. The primary data collected from respondents through Google Forms questionnaires was used for the analysis. Multiple regression analysis was employed to determine how independent variables influence the dependent variable. Several hypothesis tests were conducted, including the Coefficient of Determination Test ( $R^2$  Test). This test measures the extent to which independent variables can explain the variation in the dependent variable. The  $R^2$  value ranges from zero to one ( $0 < R^2 < 1$ ). A low  $R^2$  value indicates that the independent variables have a limited ability to explain the changes in the dependent variable. Conversely, an  $R^2$  value close to one means that the independent variables provide almost all the information needed to predict changes in the dependent variable (Pratiwi et al., 2022).

The F-test is used to evaluate the accuracy of the regression function in estimating accrual values. It determines if the model used is appropriate or inappropriate (Fauziana et al., 2022). The t-test indicates how much one independent variable explains the variation in the dependent variable. It measures the

significance of the influence, and decisions are made by comparing the calculated t-value of each regression coefficient with the critical t-value (from the t-table) based on the chosen significance level. The significance level for the t-test hypothesis is set at 5%, with degrees of freedom  $df = n-1$  (Muflih & Juliana, 2020).

## Results and Discussion

Based on the number of respondents which includes a total of 100 respondents who fulfil the criteria and qualify for the analysis. These criteria are differentiated by age, gender, occupation and place of residence. Based on gender criteria, women make up a greater percentage of respondents than men who completed the questionnaire. The age range of the bulk of responders is between 21 and 30. When it comes to occupation, most of the responders are students. The bulk of respondents who filled out the questionnaire are from Bogor, where they currently reside.

**Table 1 F Test**

ANNOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1238.123	3	412.708	179.059	<,001 <sup>b</sup>
	Residual	221.267	96	2.305		
	Total	1459.390	99			

a. Dependent Variable: Y

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

Source: Data processed by SPSS

From Table 2, the F-test shows that the significant value is  $0.000 < 0.005$ , with the calculated  $F_{\text{value}}$  and  $F_{\text{table}}$  being ( $179.059 > 3.699$ ). This indicates that each independent variable (X1, X2, X3) collectively has a significant influence on the dependent variable (Y). In this context, it means that knowledge, attitude, and religiosity significantly affect the purchase intention of consumers at halal restaurants.

**Table 2 T Test**

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.933	.893		1.044	.299
	Knowledge (X1)	.097	.073	.100	1.331	.186
	Attitude (X2)	.433	.054	.554	7.953	<,001
	Religiosity (X3)	.443	.106	.325	4.186	<,001

a. Dependent Variable: Y

Source: Data processed by SPSS

### The Influence of Knowledge on Purchase Intention of Food at Halal Restaurants in West Java

Based on the t-test, it is found that the calculated  $T_{\text{value}} < T_{\text{table}}$  ( $1.331 < 1.984$ ) and the p-value is  $0.186 > 0.05$ . These results indicate that the knowledge variable does not influence the purchase intention of food at halal restaurants in West Java, and H1 is not supported with a significance value of 0.186.

### **The Influence of Attitude on Purchase Intention of Food at Halal Restaurants in West Java.**

Based on the t-test, it is found that the calculated  $T_{\text{value}} > T_{\text{table}}$  ( $7.953 > 1.984$ ) and the p-value is  $0.001 < 0.05$ . These results indicate that the attitude variable influences the purchase intention of food at halal restaurants in West Java, and H2 is supported with a significance value of 0.001.

### **The Influence of Religiosity on Purchase Intention of Food at Halal Restaurants in West Java**

Based on the t-test, it is found that the calculated  $T_{\text{value}} > T_{\text{table}}$  ( $4.186 > 1.984$ ) and the p-value is  $0.001 < 0.05$ . These results indicate that the religiosity variable influences the purchase intention of food at halal restaurants in West Java, and H3 is supported with a significance value of 0.001. Therefore, it can be concluded that the knowledge variable does not influence the purchase intention variable, whereas the attitude and religiosity variables do affect the purchase intention variable.

**Table 3 Results of the Determination Coefficient Test**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 <sup>a</sup>	.848	.844	1.51818

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

b. Dependent Variable: Y

Source: Data processed by SPSS

Based on the results shown in the table above, it can be seen that the obtained r value of 0.921 indicates that the relationship between variables X and Y is classified as high because the r value is close to 1. The R square value obtained is 0.848, which means that the influence of the independent variables knowledge (X1), attitude (X2), and religiosity (X3) is 0.84, indicating an 84% effect on the purchase intention variable (Y). The remaining 16% is influenced by other factors outside of variable X that are not included in the model.

### **The Influence of Knowledge on Purchase Interest**

Based on the test results, it is evident that a consumer's knowledge does not influence the decision of the people in West Java when purchasing food at halal restaurants. This is proven by the significance value of  $0.186 > 0.05$  and the calculated  $T_{\text{value}} < T_{\text{table}}$  ( $1.331 < 1.984$ ), indicating that a consumer's knowledge does not have a positive effect on the purchase intention of the people in West Java towards food sold at halal restaurants. In other words, knowledge cannot be considered one of the main factors influencing the purchasing decision. This is confirmed by a previous study by (Royden et al., 2021), which states that knowledge does not directly influence consumer interest. However, knowledge indirectly affects interest by shaping attitudes and perceptions. Purchasing intention is directly and significantly influenced by consumer attitudes, perceptions, and price factors. Because customer decisions are more influenced by factors like trust, social influence, and general perception, their knowledge of halal restaurants does not always impact their desire to eat there (Zulaikha et al., n.d.). Consumers may prioritize aspects such as price, taste, location, or prior experiences over knowing whether the product is halal. Moreover, in environments where Muslims are the majority, customers often assume that the food in certain restaurants is halal, which lessens their need to investigate further (Wijayanti, n.d.). Therefore, H1 Knowledge has no significant effect on the purchase intention of people towards food at halal restaurants.

## **The Influence of Attitude on Purchase Interest**

Based on the test results, it is evident that a consumer's attitude significantly influenced on the decision of people in West Java to purchase food at halal restaurants. This is demonstrated by the significance value of  $0.001 < 0.05$  and the calculated  $T_{\text{value}} > T_{\text{table}}$  ( $7.953 > 1.984$ ), indicating that a consumer's attitude positively affects the purchase intention of people in West Java towards food sold in halal restaurants. An individual's attitude can be a key factor influencing their decision-making behavior when buying food at halal restaurants in West Java. This suggests that consumers' purchase interest in restaurants with halal logos influenced by their attitudes. In other words, a person's attitude determines their choice of a halal-certified restaurant. Previous research by (Handriana et al., 2020) showed that attitude, halal certification, and brand significantly positively influence purchase intention at halal-certified restaurants. Moreover, a positive consumer attitude toward a product can increase their purchase intention. A positive attitude toward a brand considering its attributes and specific benefits, can also lead to higher purchase intention (Sudarsono et al., 2024). Therefore, H2 attitude has a significant effect on the purchase intention of people towards food at halal restaurants.

## **The Influence of Religiosity on Purchase Interest**

Customers who purchase food at halal restaurants have a positive purchasing intention because of the considerable influence of the religiosity variable. This can be explained by the fact that these religious variable influences consumer purchase behavior in West Java towards eateries bearing a halal emblem. In West Java, people are more careful to choose certified eateries. A previous study by (Ryandono, Mawardi, et al., 2022) reveals that halal certification has a considerable impact on purchase decisions through religiosity, both directly and indirectly which explains that halal certification has a significant influence on purchasing decisions, both directly and indirectly through religiosity.

According to the study (Katuk et al., 2021), customers view halal certification as an indication of quality and safety, and religiosity serves to support this view. Because their religious views provide them answers to basic concerns about the meaning and purpose of life, consumers with strong religious motivations will view their religious beliefs as an important component of existence. Religious consumers incorporate their religious beliefs into their everyday lives and assess the outside world via this lens. Their shopping decisions, such as selecting food from halal restaurants, are influenced by their religious beliefs, which also affect their attitudes and behaviors (Yudha et al., 2024). Therefore, H3 religiosity has a significant effect on the purchase intention of people towards food at halal restaurants.

## **Conclusion**

After data processing and analysis, the research findings indicate that customers' purchase intentions for halal-labeled restaurants in West Java are not significantly influenced by the knowledge variable. Having a lot of knowledge does not ensure that a person will go to a restaurant with a halal label. This implies that people are free to enter such a restaurant even if they are not well-versed in the differences between halal and haram cuisine. In contrast, customers' buying interest in halal restaurants in West Java is significantly influenced by the variables of religiosity and attitude. This suggests that people in the West Java community are more careful when selecting a restaurant with a halal emblem the more devout they are about what is considered halal and haram.

This research shows that religiosity plays a crucial role in consumers' interest in purchasing halal-labeled restaurants in West Java. Therefore, programs are needed to support the community in West Java, especially in terms of religious values, so that they can have more confidence in halal and haram products.

Religiosity also plays an important role in the halal industry. The dissemination of knowledge about halal and haram from a religious perspective can be a benchmark to increase public awareness for the development of the halal industry in Indonesia.

### **Author's Contribution**

All authors have contributed to the final manuscript. The contributions of each author are as follows, Nur is responsible for collecting data, drafting manuscripts, and drafting drawings, drafting key conceptual ideas. Anita provided excellent guidance and provided critical revisions of articles, third author as a proofreader is Nurhanani. All authors discussed the results and contributed to the final manuscript.

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### **Declaration of Competing Interest**

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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