The Antecedents of Muslim Consumers Restaurant Choice: A Study Through the Lenses of SOR and Theory of Planned Behavior

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Abstract

This study explores the impact of customer perceptions of value and quality on subjective norms, attitudes, satisfaction, revisit intentions, and loyalty at the "No Pork, No Lard" restaurant using the Stimulus-Organism-Response (SOR) theoretical framework. Data were collected through a survey of 600 consumers across six major cities in Indonesia and analyzed using Structural Equation Modeling (SEM). The results indicate that perceived value significantly influences subjective norm and attitude; however, it has no significant effect on satisfaction, intention to revisit, or loyalty. Meanwhile, perceived quality significantly affects subjective norm, attitude, and satisfaction, but does not have a direct influence on intention to revisit and loyalty. In addition, subjective norms drive loyalty, attitudes shape both revisit intention and loyalty, while satisfaction influences the two response variables. Overall, perceived quality emerges as the key factor in consumer perception and evaluation, while perceived value has a more limited impact. The results also emphasize the importance of attitude and satisfaction as direct drivers of consumer revisit intention and loyalty. This research provides significant insights into consumer behavior in halal-labeled food establishments and highlights the need to focus on improving service quality and strengthening positive consumer attitudes.

Latar Belakang Pilihan Restoran Konsumen Muslim: Sebuah Studi Melalui Lensa SOR dan Teori Perilaku Terencana

Abstrak

Penelitian ini menganalisis pengaruh langsung perceived value dan perceived quality terhadap subjective norm, attitude, satisfaction, intention to revisit, dan loyalty pada tempat makan berlabel "No Pork, No Lard" dengan menggunakan kerangka teoritis Stimulus-Organism-Response (S-O-R). Data dikumpulkan melalui survei terhadap 600 konsumen di enam kota besar Indonesia dan dianalisis menggunakan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa perceived value berpengaruh signifikan terhadap subjective norm dan attitude, namun tidak terhadap satisfaction, intention to revisit, maupun loyalty. Sementara itu, perceived quality terbukti secara signifikan memengaruhi subjective norm, attitude, dan satisfaction, tetapi tidak memiliki pengaruh langsung terhadap intention to revisit dan loyalty. Di sisi lain, subjective norm berpengaruh signifikan terhadap loyalty, attitude berdampak langsung pada intention to revisit dan loyalty, dan satisfaction terbukti memengaruhi kedua variabel respons tersebut. Temuan ini mengungkapkan bahwa perceived quality memainkan peran yang lebih sentral dalam membentuk persepsi dan evaluasi konsumen, sementara perceived value memiliki dampak yang lebih terbatas. Hasil penelitian juga menegaskan pentingnya attitude dan satisfaction sebagai pendorong langsung niat kunjungan ulang dan loyalitas konsumen. Studi ini memberikan kontribusi penting bagi pemahaman perilaku konsumen di tempat makan berlabel halal dan menyoroti kebutuhan untuk fokus pada peningkatan kualitas layanan serta penguatan sikap positif konsumen.

INTRODUCTION

The 2023 Muslim 500 report by the Royal Islamic Strategic Studies Center (RISSC) noted that Indonesia's Muslim population reached 237.55 million in the prior year. Indonesia is among the countries with the largest Muslim populations in the ASEAN region, and even globally. Of the total population, approximately 86.7% are Muslim (Annur, 2023). Based on this, consumers are increasingly paying attention to the halal and hygiene aspects of food, especially for the Muslim community. Based on KNEKS's 2021 findings, halal attributes are seen as a key consideration for the majority of Muslim consumers in Indonesia, where some of the most considered aspects include halal certification, "No Pork, No Lard", nutritional value, and product authenticity (Karyani et al., 2024). Furthermore, restaurants with "No Pork, No Lard" labels have become controversial because they lack halal certification, relying solely on the "No Pork, No Lard" label, which signifies the absence of pork or lard. Consumers' decisions to revisit such restaurants are not solely based on halal certification but are also influenced by various psychological and social factors. However, for some Muslim consumers, the "No Pork, No Lard" label is often perceived as a baseline indicator of acceptable minimum food safety requirements, particularly in restaurants that do not yet have official halal certification. They tend to rely on this label, coupled with personal experience, social recommendations, and visual assessments of the cleanliness of the premises, as practical considerations when making dining choices.

Attitude plays a key role in shaping consumer intention and loyalty (Chuenban et al., 2021; Foroudi et al., 2021), where attitudes indicate consumers' positive or negative evaluations of restaurants labeled "No Pork, No Lard". One factor that can influence attitudes is perceived value and perceived quality (Roh et al., 2022; Firdausa Nuzula & Syarip Hidayat, 2023). Perceived Value is the primary stimulus influencing consumers' perceptions or attitudes toward the benefits they receive versus the costs incurred at the "No Pork No Lard" restaurant. Furthermore, Perceived Quality acts as another stimulus that determines how much consumers perceive the quality of the food, service, and dining environment.

Previous research shows that quality is a key predictor in influencing consumer satisfaction through the services, systems and information provided (Riady et al., 2023). Other findings found that quality has no effect on consumer satisfaction (Aliedan et al., 2021). Furthermore, consumer satisfaction can increase consumers' intention to continue returning, one of which is through communication with consumers who have difficulty making decisions (Aydın & Temizkan, 2024). Different results in other studies which found that consumer satisfaction cannot influence consumer intention to return (Çiki et al., 2025). Satisfaction also influences consumer loyalty, where satisfied consumers tend to have a positive attitude toward a brand, intend to repurchase similar products, and reduce search costs and perceived risk through built brand loyalty (Uzir et al., 2025). Other research shows that even when satisfaction has been established, inconsistencies in quality can erode the level of loyalty that exists (Solekhah & Marsasi, 2025). The findings differ from previous research, revealing that there is still a gap between the hypothetical relationships, This study is carried out to address the identified gap.

This research applies the SOR (Stimulus-Organism-Response) model in combination with the Theory of Planned Behavior (TPB) as a novel approach to analyzing the dynamics of consumer behavior in restaurants labeled "No Pork, No Lard". The combined contribution is synergistic and complementary, where

the S-O-R framework provides a structure for understanding internal psychological processes (from external stimuli to behavioral responses), while the TPB enriches understanding at the "Organism" stage by incorporating powerful social-cognitive constructs such as subjective norms, attitudes, and perceived behavioral control (which are integrated into satisfaction and intention variables). Specifically, this study not only looks at external factors (such as perceived value and quality) as direct triggers, but also maps how these stimuli shape consumer beliefs, social norms, and attitudes, which then become the main drivers of intention and loyalty. This hybrid approach is still relatively rarely applied, especially in the context of restaurant choices based on the principle of partial halal, thus providing a more comprehensive and multidimensional perspective in unraveling the complexity of contemporary Muslim consumer decision-making. The main objective is to assess the direct effects of perceived value and quality on these psychological factors and consumer responses.

Hypothesis Development
The Stimulus–Organism–Response (SOR) framework

The SOR model is designed to reinforce the concept that stimuli from the external environment (S) function as catalysts that activate internal processes within the consumer (O), which ultimately result in certain behavioral responses (R) (Dhiman & Bhati, 2025). This model shows that external factors do not directly shape behavior, but rather influence it indirectly by changing internal psychological conditions first, which then determine the consumer's final actions (Dhiman & Bhati, 2025). Another study also explains that the SOR framework maps various factors, both internal and external, that influence consumer decisions as part of the stimulus (S), where these various stimuli then modify the psychological condition and

internal state of the organism (O), in this case the consumer, which ultimately gives rise to behavioral reactions (R) as a form of observable output (Chakraborty et al., 2023).

Based on the SOR (Stimulus-Organism-Response) theoretical framework in Figure 1, this study analyzes the dynamics of consumer behavior in restaurants labeled "No Pork, No Lard" by examining how external stimuli in the form of perceived value and perceived quality influence consumers' internal organisms consisting of subjective norms, attitudes, and satisfaction. This internal process then produces behavioral responses in the form of intention to revisit and loyalty. This model reveals that external factors do not directly shape consumer behavior, but rather through prior modification of psychological states, which ultimately determine their actual actions.

The novelty and main contribution of this research lies in the synergistic integration between the S-O-R (Stimulus-Organism-Response) framework and the Theory of Planned Behavior (TPB) in one empirical model, where S-O-R complements TPB by explicitly outlining the causal mechanisms and psychological stages from external factors to the formation of behavioral intentions. The S-O-R framework provides a clear structure by placing concrete external variables (perceived value and perceived quality) as the initial Stimulus that triggers the internal process, while TPB enriches the "Organism" stage by providing mature cognitive-social constructs (such as subjective norm, attitude, and satisfaction as manifestations of perceived behavioral control) as mediators. Thus, this integration not only predicts intention (intention to revisit) and loyalty as Response, but also explains the origins of the formation of these attitudes and norms, namely through psychological processing of specific stimuli from the environment. This complete Stimulus → Organism (enriched with TPB) → Response

flow provides a more holistic and in-depth understanding of how Muslim consumers process the restaurant's "No Pork, No Lard" attributes to ultimately make a decision to return.

Theory of Planned Behavior (TPB)

The TPB framework is widely used to study individual behavior. This theory allows researchers to identify antecedents that influence environmentally based behavior, allowing appropriate interventions to be designed to modify these key elements (Liu et al., 2023). Subjective norms are the social pressures a person feels from others, combined with how easy or difficult they believe a behavior will be to perform (Ajzen, 1991). Furthermore, the more positive the subjective norms and attitudes held by consumers, the higher the tendency of the individual to carry out the behavior (Ajzen, 2020). The Theory of Planned Behavior (TPB) model developed describes a causal flow: attitudes, subjective norms, and perceived behavioral control shape Behavioral Intentions, which ultimately determine actual behavior. In this TPB model, attitudes are an individual's assessment of a behavior, subjective norms represent existing social pressures, and perceived behavioral control is related to beliefs about one's abilities and resources (Yu & Zhang, 2026).

Perceived Value

Perceived value is the evaluation process carried out by consumers regarding the exchange value of a product with the benefits they anticipate (Zeithaml, 1988). Perceived value is not only influenced by price and quality, but is also a major consideration for consumers in devoting time and energy during their search (Acar & Taşkın, 2025). Furthermore, in the theoretical framework that has been constructed, perceived values are strongly suspected of playing a role as antecedents or precursor factors that form the main constructs in

the TPB, especially attitudes and subjective norms (Wang et al., 2020). This means that consumers' perceptions of the value they receive from a "No Pork No Lard" restaurant, such as whether the benefits are worth the price paid, can shape their positive or negative evaluations (attitudes) and influence their beliefs about social pressure from those around them (subjective norms). Prior studies found a favorable association between perceived value and subjective norms (Wang et al., 2020; Izquierdo-Yusta et al., 2022). In this regard, previous studies identified that the most influential types of values in shaping subjective norms in the context of this type of dining establishment are values related to nutrition (health and safety of food), tradition (conformity with cultural and religious values), and fairness (the feeling of receiving fair treatment and prices) (Izquierdo-Yusta et al., 2022). Perceived value is not only personal but also has a strong social dimension in influencing consumer intentions and behavior.

At the "No Pork No Lard" restaurant, customers' feelings, such as satisfaction and attitudes, are most strongly shaped by their values, with the enjoyment they derive from the experience having the strongest influence on their overall attitudes (Pang, 2021). The perception of high value, particularly in terms of both utility and enjoyment, is a key driver of positive user attitudes and satisfaction (Pang, 2021). Previous studies have confirmed that perceived value can influence consumer attitudes (Roh et al., 2022; Wang et al., 2020). Furthermore, perceived value is also an important construct in influencing satisfaction (Caber et al., 2020; Kusumawati & Sri Rahayu, 2020; Tuncer et al., 2021). It is explained that consumer satisfaction is formed from the value of the benefits received after using the product or service providez (Kusumawati & Sri Rahayu, 2020).

H1: Perceived Value positively and signi-

ficantly affects Subjective Norm.

H2: Perceived Value positively and significantly affect Attitude.

H3: Perceived Value positively and significantly affect Satisfaction.

Perceived Quality

Perceived quality refers to the overall judgment of service and performance, etc., based on past personal experience with other services or from detailed information provided by other consumers who have experienced them (Le et al., 2026). Previous research revealed that perceived service quality can influence subjective norms (Grimes & Marquardson, 2019), where subjective norms captures the influence of social pressure on behavior, which is determined by a person's beliefs about the opinions and expectations of individuals important to them, and motivation to comply with those expectations.

Other research also shows that perceived quality plays a role in attitudes (Hasan et al., 2020; Almaiah et al., 2022). It is explained that, if consumers feel the quality of service positively, it can increase the consumer's attitude towards their intention to visit again (Hasan et al., 2020). Furthermore, other studies claim that perceived quality can influence consumer satisfaction (Abror et al., 2020; González-Rodríguez et al., 2020; Suhartanto et al., 2020). It is explained that consumers will feel satisfied when they experience good service quality, where managers or owners must pay attention to service quality, such as the ability of a restaurant to help consumers in transactions, so it is necessary to provide reliable service (for example, there are no long queues in the transaction process) and create warm relationships with customers (Abror et al., 2020).

H4: Perceived Quality positively and significantly affect Subjective Norm.

H5: Perceived Quality positively and significantly affect Attitude.

H6: Perceived Quality positively and significantly affect Satisfaction.

Subjective Norm

Subjective norms represent an individual's perception of social expectations that guide behavior (Ajzen, 1991; Fauziah & Marsasi, 2024). They capture the degree to which important others, such as family, peers, mentors, or institutions, approve or disapprove of one's actions (Santos & Liguori, 2020). Prior studies show that subjective norms significantly shape consumer revisit intentions, especially in service industries like restaurants, where standardized service by trained staff strengthens customers' decisions to return (Soliman, 2021; Tajeddini et al., 2021; Wu et al., 2024). This indicates that social influence not only affects initial choices but also reinforces long-term behavioral patterns in consumer contexts; thus, in most situations, creating a positive consumer experience, which in turn will encourage positive customer ratings and reviews, which can impact their intention to revisit (Tajeddini et al., 2021). Subjective norms can not only influence revisit intentions, but also influence consumer loyalty, which has been proven by previous studies (Izquierdo-Yusta et al., 2022; Lee et al., 2022). Based on the reasoning that subjective norms formed by general beliefs, greatly influence the behavior of individuals or groups in certain circumstances, so that consumers can be encouraged to be loyal to a service when the community shows a positive attitude or assessment of the service (Lee et al., 2022).

H7: Subjective Norms positively and significantly affect Intention to Revisit.

H8: Subjective Norms positively and significantly affect Loyalty.

Attitude

According to Ajzen (1991), attitude can be described as either a positive or negative judgment of a person's actions. From a psychological standpoint, consumer attitude is a multifaceted construct expressed through three interrelated dimensions. The cognitive dimension illustrates

the perceptions and rational thoughts directed toward an object, whereas the affective dimension highlights the emotional reactions and sentiments linked to that assessment. The conative component embodies behavioral tendencies and intentions to act in accordance with the beliefs and feelings that have been formed (Barretta et al., 2025). Based on this explanation, consumer attitudes are not merely isolated opinions or feelings, but rather a holistic integration of what is thought (cognition), felt (affection), and planned (conation) towards an entity, which collectively forms a consistent evaluative predisposition and influences consumer decision-making behavior.

Earlier studies indicated that an individual's attitude affects their intention to return (Jung et al., 2014; Soliman, 2021; Gong et al., 2025). This is due to the positive attitude of consumers which ultimately has an impact on the intention to visit again (Soliman, 2021). Attitude can also influence the level of consumer loyalty (Wu et al., 2020; Tajeddini et al., 2021). It is explained that consumer attitudes in creating loyalty can vary across different types of products or services (Tajeddini et al., 2021).

H9: Attitude positively and significantly affect revisit intention.

H10: Attitude positively and significantly affect loyalty.

Satisfaction

In consumer behavior studies, customer satisfaction has become a key variable studied through the perspective of company characteristics and market dynamics (Murdock et al., 2025). Fundamentally, customer satisfaction is measured by comparing the consumer's initial expectations with their actual experience after using a product or service, where if the actual performance exceeds or matches expectations, the consumer will feel satisfied; conversely, dissatisfaction will arise when the reality of the experience is unable to meet the established standards of expectations (Yang et al., 2025).

Previous studies have proven that satisfaction can influence consumers' intention to revisit (Abbasi et al., 2021; Aydın & Temizkan, 2024; Do et al., 2025). The findings of previous studies suggest that if consumers feel satisfied upon their first visit to a restaurant labeled "No Pork, No Lard," The possibility of them revisiting later is greater (Abbasi et al., 2021). Furthermore, it was also found that there is a relationship between satisfaction and loyalty (Camilleri & Filieri, 2023; Arancibia et al., 2025). It is explained that consumer satisfaction is influenced by universal attributes (reliability, convenience, value for money) and specific attributes (perceptions related to the "No Pork, No Lard" label), which if fulfilled, can increase consumer loyalty (Arancibia et al., 2025).

Intention to Revisit

Intention to revisit is commonly described as the probability that a person will engage in a certain action (Nguyen Thi Huyen et al., 2025). This concept emerges in contexts where individuals are faced with a number of alternative choices, resulting in revisit intentions being formed under specific conditions. Research has explored the factors shaping revisit intentions, including destination qualities, traveler profiles, external conditions, and event-specific features (Whitehead & Wicker, 2025). In this context, consumers' intention to return to restaurants labeled "No Pork, No Lard" is a concrete manifestation of this behavioral intention.

Intention to revisit a restaurant labeled "No Pork, No Lard" refers to consumers' conscious desire and plan to return to that restaurant in the future. This intention is not merely a fleeting desire, but rather a psychological commitment influenced by various factors, such as perceived value and quality, subjective norms, attitudes, and satisfaction.

Loyalty

Consumer loyalty is a customer's dedicated intention to consistently choose a specific brand over its competitors. This commitment leads to consistent brand choice, even when situational factors or competitors' marketing strategies could potentially sway the consumer's choice (Le et al., 2025). Previous studies have shown that consumer loyalty can be categorized into four actionable levels: cognitive, affective, conative, and action.

Cognitive loyalty arises when consumers perceive a business or product as superior to competitors. Affective loyalty develops when consumers are satisfied with the purchasing decision-making process. Conative loyalty is a continuation of affective loyalty, characterized by a strong intention to repurchase. Action loyalty, on the other hand, reflects a concrete commitment to repurchase and resilience to external influences such as competitor strategies or situational factors, allowing consumers to actively isolate themselves from the impact of other brands (Arslan, 2020). Based on the previous explanation, consumer loyalty to a restaurant labeled "No Pork, No Lard" is a strong commitment to continue choosing and visiting the restaurant in the future, which is driven by the perception of superiority (cognitive), emotional satisfaction (affective), repeat intention (conative), and resistance to external influences (action), even though there are alternatives or promotions from competitors. The conceptual model can be seen in Figure 1.
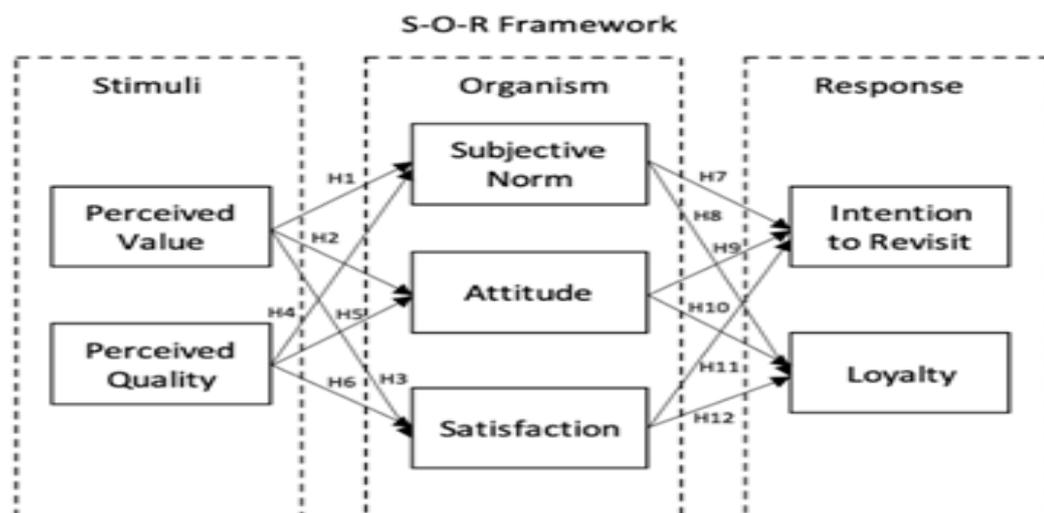

Figure 1. Conceptual Model

METHOD

This research employed quantitative methods, relying on numerical data collected through surveys. The data analysis process involved measurement, testing, and interpretation to identify significant relationships between variables. In selecting the sample, theresearcher employed a purposive sampling technique, considering specific criteria aligned with the research objectives.

The choice of purposive sampling in this study was a sound methodological decision, justified by the specific nature of the target population and the research objective of testing a theoretical model on a relevant group. The main implication is that the generalizability of the findings is statistically limited but potentially analytically robust. This study provides a valuable contribution to building a deeper understanding of psychological-behavioral mechanisms in a specific context, where

broad statistical generalization is not the primary goal, but rather the depth and precision of the model's explanation within the context studied. To broaden generalizability in the future, the study could be replicated with random samples from various locations and more diverse consumer segments.

The data obtained from the Likert-scale survey were then analyzed using Structural Data were processed through Structural Equation Modeling using IBM SPSS v25 and AMOS v24. The analysis included validity and reliability tests, goodness of fit tests, and hypothesis testing. The respondents of this study consisted of Generation Y and Z consumers aged 15-50 years from restaurants labeled "No Pork, No Lard" located in six Indonesian cities, namely Jakarta, Surabaya, Yogyakarta, Makassar, Jayapura, and Merauke.

RESULT AND DISCUSSION

Table 1. presents the demographic characteristics of the 600 participants. Their ages ranged from 15 to 50 years, and they were residents of Surabaya's regencies and municipalities, Jakarta, Makassar, Yogyakarta, Merauka, and Jayapura.

During the measurement test, the system reports the factor loadings, average variance extracted (AVE), and the critical ratio (CR). Indicators with a factor loading value ≥0.5 are regarded as valid, which means that the AVE value also has criteria ≥0.5 to be said to be valid, however, if there is a variable that has an AVE value below 0.5, it is still considered valid if the variable has a standardized loading or loading factor value ≥ 0.5. This is because to achieve an AVE of 0.5, a loading factor of at least 0.7 is required. Furthermore, a CR value is considered reliable if the variable has a value above 0.7, but 0.6 is still acceptable. Table 2 shows that all indicators and variables have met the criteria, so they can be considered valid and reliable.

The subsequent phase of this study involves performing a goodness-of-fit analysis to assess how well the proposed theoretical framework aligns with the observed data. This process applies core statistical criteria such as GFI, TLI, and CFI, where scores between 0.8 and 0.9 indicate an acceptable to strong fit. Additionally, a CMIN/DF below 3 and an RMSEA under 0.08 are also considered indicators of adequate model fit. Overall, the combination of these indicators provides a comprehensive picture of the quality of the model's fit to the observed data.

Table 3 proves that all suitability test indicators have been achieved, including CMIN/DF, RMSEA, GFI, CFI, and TLI, have met all required criteria. The developed model has been proven valid based on empirical data, so it is worthy to proceed to the next stage of the analysis process. After confirmation of model fit is obtained, the next stage is hypothesis testing through structural model analysis. In this test, a hypothesis is declared proven if it meets two main requirements: the Critical Ratio (CR) The statistic is greater than 1.96 and its p-value falls below the 0.05 threshold.

According to the findings from data analysis used for hypothesis testing described, it can be concluded that of the 12 hypotheses, 10 hypotheses are supported, and 2 hypotheses are rejected (Figure 2). The supported hypotheses consist of perceived value that can influence subjective norm and attitude (H1, H2), then is perceived quality that can influence all three, namely subjective norm, attitude, and satisfaction (H4, H5, H6), then subjective norm that can influence loyalty (H8), Attitude plays a role in shaping revisit intention and loyalty (H9, H10), while satisfaction also contributes to both revisit intention and loyalty (H11, H12). However, the hypotheses not supported are the effect of perceived value on satisfaction (H3) and the effect of subjective norm on revisit intention (H7).

Table 1. Respondent Characteristics

Demographic Types	Distribution	n	percent
Gender	Man	195	32.5
	Woman	405	67.5
Age	15-20	83	13.8
	21-25	280	46.7
	26-30	172	28.7
	31-40	51	8.5
	41-50	14	2.3
Education	Diploma	58	9.7
	Bachelor	286	47.7
	Postgraduate	14	2.3
	High School/Vocational School	234	39.0
	Junior High School	8	1.3
Work	Not yet working	1	0.2
	State-Owned Enterprises/Civil Servants	70	11.8
	Freelance	1	0.2
	Housewife	3	0.6
	Private Employee/Self-Employed	329	54.8
	Students	194	32.3
	Health Workers	2	0.4
Monthly Income (IDR)	Less than Rp 1.000.000	65	10.8
	More than Rp 20.000.000	3	0.5
	Rp 1.000.000-Rp 5.000.000	314	52.3
	Rp 5.000.000-Rp 10.000.000	192	32.0
	Rp 10.000.000-Rp 20.000.000	26	4.3
Frequency of visiting restaurants labeled "No Pork, No Lard"	1 time	178	29.7
	2-3 times	308	51.3
	4-5 times	104	17.3
	Almost every day	10	1.7

Source: Processed Data (2025)

Table 2. Measurement Model Assessment

Variable	Item	Loading	AVE	CR
Perceived Value	PV1 - I feel that the food at this eatery labeled "No Pork No Lard", It's worth the price	0.557	0.333	0.667
	PV2 - This "No Pork No Lard" restaurant seems to serve high-quality food.	0.586		
	PV3 - I trust that the "No Pork No Lard" restaurant's commitment to quality is genuine.	0.569		
	PV4 - The "No Pork No Lard" restaurant's prices are great, especially with all the discounts.	0.597		

Perceived Quality (QL)	QL1 - I had a great experience at this "No Pork No Lard" labeled eatery in terms of well-maintained cleanliness.	0.789	0.631	0.872
	QL2 - The "No Pork No Lard" restaurant provides service of a high standard, characterized by its politeness, friendliness, and speed.	0.819		
	QL3 – The staff at this "No Pork No Lard" restaurant are very knowledgeable about the menu.	0.762		
	QL4 - This "No Pork No Lard" restaurant offers the fastest delivery with the best quality.	0.806		
Subjective Norm (SN)	SN1 - Based on promotional material that my acquaintances also received, I feel compelled to sample the cuisine at the 'No Pork No Lard' eatery.	0.605	0.463	0.811
	SN2 - My visit to the "No Pork No Lard" eatery was driven by its popularity on social media among my circle of friends.	0.644		
	SN3 - I'm open to trying this 'No Pork No Lard' eatery if my friends and family think it's a viable choice.	0.718		
	SN4 - My preference for shopping at the "No Pork No Lard" eatery stems from the influence of the surrounding community.	0.708		
	SN5 - I value recommendations for 'No Pork No Lard' restaurants when searching for Halal food..	0.720		
Attitude (ATT)	ATT1 - I believe that these "No Pork No Lard" labeled restaurants are very useful when looking for Halal food.	0.740	0.540	0.854
	ATT2 - I find this "No Pork No Lard" labeled eatery useful because the location is easy to find.	0.690		
	ATT3 - In my opinion, the "No Pork No Lard" restaurant demonstrates its adaptability to changing consumer needs through its diverse range of payment methods.	0.740		
	ATT4 - I enjoy visiting this restaurant labeled "No Pork No Lard" because it has adequate facilities.	0.770		
	ATT5 - I believe visiting this eatery labeled "No Pork No Lard" is beneficial.	0.731		

Satisfaction	ST1 - I am happy to choose this restaurant labelled "No Pork No Lard", because it avoids food containing pork.	0.675	0.534	0.820
	ST2 - I was impressed with this eatery labeled "No Pork No Lard" because of its comfortable interior design.	0.748		
	ST3 - I am satisfied with my decision to choose this restaurant labeled "No Pork No Lard" because the density of visitors is measurable.	0.774		
	ST4 - I feel that this eatery labeled "No Pork No Lard" lives up to expectations, especially since many celebrities also visit the outlet.	0.721		
Intention to Revisit	ITR1 - My continued patronage of this "No Pork No Lard" restaurant is contingent on its accessibility in other locations.	0.788	0.582	0.874
	ITR2 - The availability of complimentary wifi is a significant factor that will encourage my frequent return to this "No Pork No Lard" eatery.	0.705		
	ITR3 - A primary condition for my return to this "No Pork No Lard" restaurant is the provision of a spacious and secure parking facility.	0.761		
	ITR4 - This "No Pork No Lard" establishment will be my preferred choice whenever I have a requirement for Halal food.	0.778		
	ITR5 - The diverse range of promotional discounts and special offers is a strong incentive for me to choose this "No Pork No Lard" restaurant on my next visit.	0.779		
Loyalty	LYL1 - I am loyal to this restaurant labeled "No Pork No Lard" because it avoids pork.	0.701	0.504	0.835
	LYL2 - I am happy to give positive comments about this eating place labeled "No Pork No Lard".	0.746		
	LYL3 - I will continue to choose this restaurant labeled "No Pork No Lard" over other competitors because they are both Halal.	0.726		
	LYL4 - I encourage people close to me to order from restaurants labeled "No Pork No Lard"	0.771		
	LYL5 - I will go back to the restaurant labeled "No Pork No Lard" because I can avoid food containing pork.	0.594		

Source: Processed Data (2025)

Table 3. Fit Model for the Structural Model

	χ²/df	RMSEA	GFI	TLI	CFI
	(<3.0)	(<0.08)	(>0.8)	(>0.8)	(>0.8)
Structural Model	1,996	0.041	0.912	0.956	0.960

Source: Processed Data (2025)

Table 4. Structural Test

Hypothesis	Path	CR	P-Value
H1 (+)	Perceived Value→Subjective Norm	3,879	***
H2 (+)	Perceived Value→Attitude	3,213	0.001
H3 (-)	Perceived Value→Satisfaction	-0.645	0.519 (ns)
H4 (+)	Perceived Quality→Subjective Norm	2.111	0.035
H5 (+)	Perceived Quality→Attitude	6,370	***
H6 (+)	Perceived Quality→Satisfaction	7,090	***
H7 (+)	Subjective Norm→Intention to Revisit	0.645	0.519 (ns)
H8 (+)	Subjective Norm→Loyalty	1,982	0.047
H9 (+)	Attitude→Intention to Revisit	5,783	***
H10 (+)	Attitude→Loyalty	2,277	0.023
H11 (+)	Satisfaction→Intention to Revisit	3,998	***
H12 (+)	Satisfaction→Loyalty	6,628	***

Notes: Triple asterisk (***) represents $p<0.001$; Double asterisk (**) represents 0.01; Single asterisk (*) represents $p<0.05$; ns means not supported.

Source: Processed Data (2025)
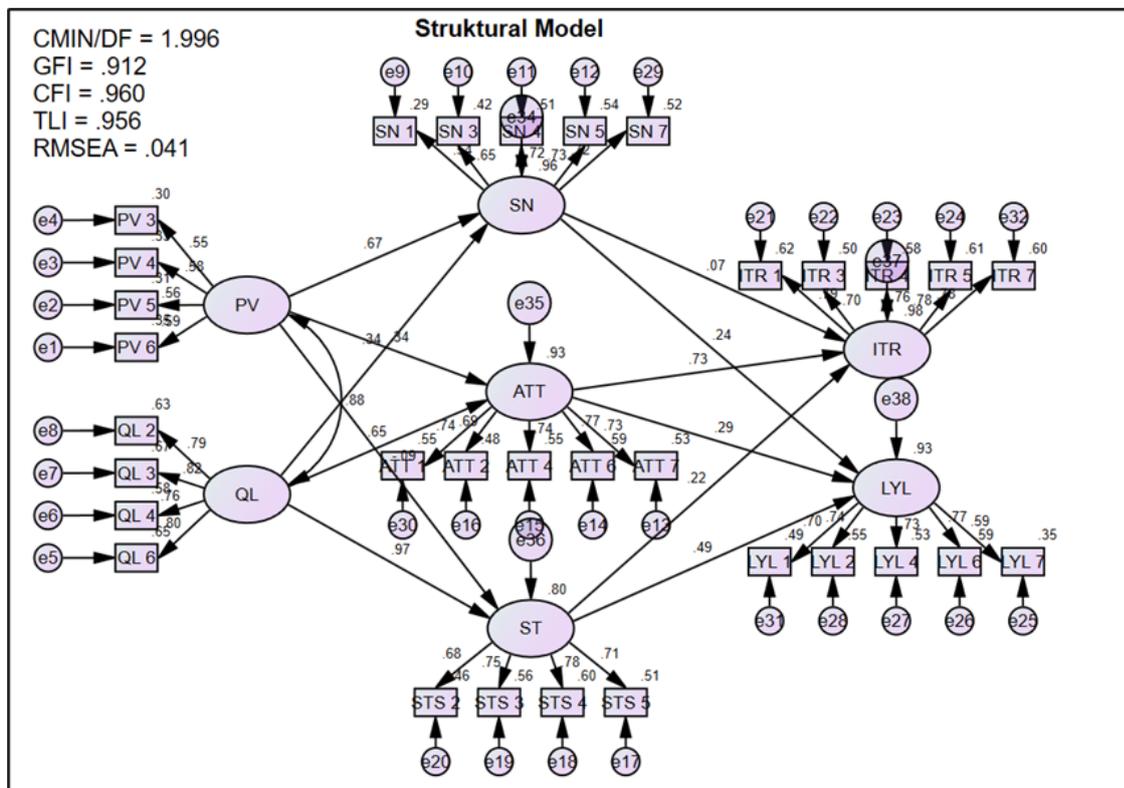
Figure 2. The Results of Full Model Analysis

This research makes practical contributions and significant theoretical contributions to understanding the mechanisms of consumer behavior in the culinary industry labeled "No Pork, No Lard". Specifically, this study successfully developed and tested a comprehensive model that integrates the SOR Framework and the TPB to analyze the factors influencing revisit intention and consumer loyalty. This model not only identifies the role of external stimuli (such as perceived value and perceived quality) but also explains the internal processes of consumers (organisms) such as subjective norms, attitudes, and satisfaction that ultimately shape behavioral responses. The findings show that the suggested model demonstrates an acceptable fit with the observed data, where most hypotheses proved significant. However, two hypotheses were not supported, which opens up opportunities for further in-depth study of the complexity of consumer dynamics in this context. These findings not only enrich the academic literature but also provide strategic implications for businesses in developing marketing strategies based on a deep understanding of Muslim consumer psychology.

Results showed that perceived value plays a crucial role as a predictor of attitudes and subjective norms. This finding indicates that when consumers perceive that they receive high value, whether in terms of financial benefits, quality, or emotional experience from the "No Pork No Lard" restaurant, this perception is not only individual but also influences their beliefs about social expectations (subjective norms) and fosters a positive view of the restaurant. The relationship between perceived value and subjective norms supports prior studies (Wang et al., 2020; Izquierdo-Yusta et al., 2022). This strengthens the validity of the findings and demonstrates consistency with existing literature. Relatedly, previous studies identified that the most influential values in shaping subjective norms in this type of

dining context are those related to nutrition (health and safety of food), tradition (conformity with cultural and religious values), and fairness (feelings of being treated fairly and affordably) (Izquierdo-Yusta et al., 2022). Thus, perceived value in the context of a restaurant labeled "No Pork, No Lard" encompasses not only functional aspects (such as price and quality) but also profound symbolic and religious aspects. Perceived value is not only personal but also has a strong social dimension in influencing consumer intentions and behavior. This means that the value perceived by consumers can strengthen their perception of social support or pressure to choose that restaurant, which ultimately influences consumer behavioral decisions.

Consumers' emotional reactions, such as satisfaction and attitude toward "No Pork No Lard" restaurants, are mainly shaped by perceived value. Among its dimensions, hedonic value has the strongest role in forming attitudes (Pang, 2021). Higher perceived hedonic and utilitarian values lead consumers to develop more positive attitudes and satisfaction (Pang, 2021). Prior studies also confirm that perceived value significantly affects both attitudes and satisfaction (Caber et al., 2020; Kusumawati & Sri Rahayu, 2020; Wang et al., 2020; Tuncer et al., 2021; Roh et al., 2022).

The link between perceived value and satisfaction is found to be non-significant, which is confirmed by previous research (Sihombing et al., 2023; Nurfaizi & Marsasi, 2025). Customers' perceived value does indeed show a positive relationship with satisfaction levels, but the magnitude of this influence is manageable and not absolute. Real changes do not necessarily result in immediate increases in satisfaction; often, these changes only impact consumers' subjective perceptions of their satisfaction levels (Nurfaizi & Marsasi, 2025).

Empirical studies consistently reveal that perceived quality functions as a key

antecedent affecting attitude, subjective norm, and satisfaction. Evidence also supports the link between perceived quality and subjective norm, where the latter reflects the external social influence experienced by individuals in performing a given action, which is driven by the belief that there are expectations from influential people in their life, and the motivation to comply with those expectations (Grimes & Marquardson, 2019). In this context, when consumers perceive high quality, for example, in terms of halal assurance, cleanliness, or service, this belief can strengthen their perception that their social environment (family or religious community) also supports the choice to visit that restaurant. Furthermore, Prior research has confirmed the link between perceived quality and attitude (Hasan et al., 2020; Almaiah et al., 2022), which states that positive service quality perceptions significantly improve consumer attitudes, which in turn encourages revisit intentions (Hasan et al., 2020). The finding that perceived high service quality significantly shapes positive attitudes among Muslim consumers at the "No Pork, No Lard" restaurant can be interpreted as a unique socio-cultural compensation and legitimation mechanism. In the Indonesian context, where dining decisions are often communal and socially responsible, service quality (such as friendliness, cleanliness, and efficiency) serves as a credible substitute guarantee when formal halal certification is absent. Good quality is perceived as reflecting the management's commitment to the principles of thayyib (good and clean), which reduces consumer anxiety and strengthens the restaurant's legitimacy as a "safe enough" choice to enjoy with family or community. Thus, quality not only satisfies functional needs but also fulfills religio-social needs for a sense of security and moral accountability.

Furthermore, perceived quality also directly influences satisfaction, similar has been proven in previous research (Abror

et al., 2020; González-Rodríguez et al., 2020; Suhartanto et al., 2020). Consumers tend to be satisfied when they experience superior service quality, which includes aspects such as transaction efficiency (e.g., no long lines) and warm interactions with staff. For restaurant managers or owners, these findings emphasize the importance of maintaining reliable service and building emotional connections with customers to increase satisfaction (Abror et al., 2020). In the context of "No Pork, No Lard" restaurants, these findings are particularly relevant because perceived quality, particularly regarding halal certification, cleanliness, and service, not only influences individual satisfaction but also reinforces subjective norms among Muslim consumers who are highly concerned with social and religious recommendations. Therefore, maintaining consistent quality not only improves attitudes and satisfaction but also strengthens social support, which encourages repeat visits.

As highlighted in earlier findings, subjective norms did not significantly affect intentions to return (Kumar et al., 2020; Farid et al., 2023). It is explained that social pressure from the surrounding environment, such as the expectations of family, friends, or community, does not automatically drive consumer intentions to revisit a place, but rather these intentions are more determined by the individual's internal desires based on personal evaluations of the consumer's direct experiences (Farid et al., 2023). In the context of restaurants labeled "No Pork, No Lard," these findings suggest that although these restaurants carry strong religious and social values, such as halal assurance and compliance with Muslim norms, consumers' decisions to return are more influenced by personal factors such as immediate satisfaction, food quality, or their subjective service experience.

Research findings indicate that although subjective norm does not directly influence intention to revisit, this variable

still plays a critical role in shaping consumer loyalty. This is in line with previous research. (Izquierdo-Yusta et al., 2022; Lee et al., 2022), which confirms that the social pressure felt by consumers, in the form of expectations or backing from trusted individuals like kin and friends, or the community, can create long-term commitment to a brand or service (Lee et al., 2022). This mechanism works through the belief that the behavior has gained social legitimacy, so that consumers not only return to the establishment but also develop deeper loyalty, such as a willingness to recommend to others or resistance to competing alternatives. In the context of "No Pork, No Lard" restaurants, subjective norms become particularly relevant because Muslim consumers are often highly concerned with the views of their religious and social communities regarding halal culinary choices.

Consistent with previous studies, our results show that a person's attitude strongly affects their likelihood of revisiting. (Jung et al., 2014; Soliman, 2021; Gong et al., 2025). This indicates that when customers hold favorable perceptions (attitudes) toward a brand or service, most of them show willingness to return. Positive attitudes, shaped through supportive beliefs and emotions, directly affect the intention to repurchase or revisit (Soliman, 2021). Moreover, the findings further reveal that attitudes not only shape intentions but also contribute substantially to the development of consumer loyalty (Wu et al., 2020; Tajeddini et al., 2021). Loyalty generated by positive attitudes may differ depending on the context of the product or service in question (Tajeddini et al., 2021), highlighting that the intensity of the relationship between attitude and loyalty is influenced by the specific features of an industry or consumer group. In the context of a "No Pork, No Lard" restaurant, these findings confirm that positive consumer attitudes, which may be shaped by perceptions of halal status, cleanliness, food quality, or

service experience not only drive revisit intentions but also create long-term loyalty.

The research results confirm that customer satisfaction is closely related to their desire to revisit and their loyalty. The analysis shows that consumer satisfaction significantly influences intention to revisit, consistent with previous findings (Abbasi et al., 2021; Aydın & Temizkan, 2024; Do et al., 2025). The studies suggest that satisfaction experienced during a first visit to a restaurant labeled "No Pork, No Lard" tends to encourage consideration of repeat visits in the future (Abbasi et al., 2021). Moreover, the findings indicated a significant positive link between customer satisfaction and loyalty (Camilleri & Filieri, 2023; Arancibia et al., 2025). Consumer satisfaction is influenced by universal attributes such as reliability, convenience, and economic value, as well as specific attributes such as halal assurance through the "No Pork, No Lard" label. If fulfilled, this will increase the level of consumer loyalty (Arancibia et al., 2025).

The integration of S-O-R and TPB proved to provide a more comprehensive explanation. S-O-R successfully mapped how external stimuli (especially quality) trigger internal processes, while TPB helped sort and identify the relative strength of each organismal construct (attitude, norm, satisfaction) in predicting responses. The non-significant findings (H3, H7) are nevertheless important contributions, as they reveal specific limitations and nuances in applying the general theory (TPB) to the unique context of Muslim consumer behavior, where religious considerations and direct experience may mitigate the role of monetary value and social pressure in short-term decision-making.

CONCLUSION AND RECOMMENDATION

This study successfully confirmed that the SOR framework and TPB model are effective in analyzing Muslim consu-

mer behavior at restaurants labeled "No Pork, No Lard". The main findings indicate that perceived quality plays a central role in influencing subjective norms, attitudes, and satisfaction, while perceived value only significantly impacts subjective norms and attitudes, but not satisfaction. This indicates that consumers are more responsive to service quality and tangible halal assurance than simply economic value.

Furthermore, attitude and satisfaction proved to be strong predictors that directly influenced intention to revisit and loyalty. Although subjective norm did not directly influence intention to revisit, this variable was significant in building loyalty, underscoring the importance of social support and community legitimacy in the context of halal consumption.

Restaurant managers need to prioritize service quality, halal transparency, and a memorable customer experience, as well as develop marketing strategies that emphasize religious and social values. Research limitations, such as geographic coverage and the measurement of perceived value that does not include the spiritual dimension, open up opportunities for future research to deepen the analysis with more complex mediating and moderating variables. This study enriches the holistic perspective of the dynamics of Muslim consumer behavior in the halal culinary industry.

Interpretation of these findings must take into account a number of limitations. First, the study was limited to six major cities in Indonesia (Surabaya, Jakarta, Makassar, Yogyakarta, Merauka, and Jayapura), so the findings may not fully represent consumer dynamics in rural areas or small towns with different socio-demographic characteristics. Second, the use of purposive sampling, although appropriate for the specific target respondents, may limit the generalizability of the results. Third, the perceived value variable was measured with a focus on functional and economic

dimensions, while the religious dimension (spiritual value) was not fully integrated into the research instrument, which may explain the insignificant effect of perceived value on satisfaction.

Based on these limitations, future research could develop several aspects. First, expand the geographic scope and sample size to include rural areas and small towns to increase the generalizability of the findings. Second, adopt random sampling techniques or a combination of qualitative methods (e.g., in-depth interviews) to explore more holistic consumer perspectives. Third, integrate religious dimensions explicitly into the perceived value construct (e.g., halal value, spiritual value) and add mediating variables such as trust or religious commitment to explain the more complex mechanisms between perceived value and satisfaction.

ACKNOWLEDGEMENT

The respondents' characteristics, predominantly Generation Y and Z, female, educated, and experienced in tourism, provide a solid socio-demographic foundation for understanding the research findings. Findings highlighting the central role of quality, personal attitudes, and immediate satisfaction align closely with the critical, experienced, and largely independent nature of the study sample. Meanwhile, social norms play a significant role in building long-term loyalty bonds, which is consistent with a context where halal considerations and social recommendations are highly valued, particularly in collective or family decision-making.

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