



## Factors That Influence Consumers' Purchase Intentions at Halal Restaurants

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### Abstract

The purpose of this study was to determine the factors of consumer purchase intention at a halal restaurant with halal awareness as a moderation (a case study on consumers of Waroeng Steak & Shake Semarang). The population in this study are consumers who have purchased products at Waroeng Steak & Shake Semarang. The number of samples used in the study were 115 people, using the method non-probability sampling. Methods of data collection using a questionnaire method. The results of data analysis using the SPSS version 21 program show that there is a positive and significant effect of halal label and Islamic branding on purchase intention. And the halal awareness variable becomes a moderator between the Islamic branding variable on purchase intention, as well as a moderating predictor on the relationship between halal labels and purchase intentions.

### INTRODUCTION

According to Fauzan, (2017) Purchase intention is a motivational factor that encourages individuals to buy certain products. Therefore, purchase intention is the best method to predict consumer buying behavior. In relation to halal products, halal is the key for Muslims to buy a product, in accordance with QS Al-Baqarah: 168.

The easiest way to judge a halal product or not is by having a halal logo. That the halal label affects consumers' purchase intentions on a product (Slamet, 2016). In line with the data, the Muslim market will grow to US\$ 30 trillion by 2050 (Baker, 2010).

Nasrullah (2015) Producers, both Muslim and non-Muslim, are competing to develop halal products in order to gain the Muslim market. And one of the strategies they implement is Islamic Branding, namely using Islamic identity (with the words Islam, Sharia, Islamic names, halal labels) in marketing their products.

Utami., (2017), stated that Islamic branding has a significant effect on product purchase intention. Islamic branding has a contribution effect on consumer decisions on a product by 9.4%. As much as 90.6% consumer decisions are influenced by other factors. (Nasrallah, 2015).

On the other hand, halal awareness is also a factor that influences halal logo certification (Nofianti & Rofiqoh, 2019). Awareness in the context of halal is defined as an understanding of the halalness of a product from a consumer so that he is careful in consuming a product (Prayoga, 2017). Awareness also means understanding what is good or allowed to be consumed and understanding what is bad or should not be consumed in accordance with the rules in Islam that exist in the Al-Quran and Hadith (Pramintasari & Indah, 2017).

The emergence of many Islamic brands today, indicates a shift in consumer views and behavior. Which is then read by many companies to then make their products according to the

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needs of consumers. It is undeniable that the current halal lifestyle has changed a lot of consumer views. Awareness of a product is not only healthy or clean but has a plus value in the form of halal.

This halal awareness then changes the views of some consumers to then prefer Islamic branded products or have a halal logo. The positive influence of halal awareness on halal logos also supports research (Rahmah et al, 2017).

The increase in halal awareness is in line with data on the increase in certification results for halal products by LPPOM MUI by 300 percent from 2011 to 2018. Not only related to the halal logo, awareness of Muslim consumers about the importance of implementing sharia principles will make Islamic branding more attractive to consumers. Muslim consumers (Ranto, 2013).

Halal certificate is a written fatwa from MUI which states the halalness of a product in accordance with Islamic law. Halal certificate and labeling aims to provide legal certainty and protection for consumers, as well as increase the competitiveness of domestic products in order to increase national income.

Food ingredients that are *thayyib* for Muslims must first meet the halal requirements, because food ingredients which according to science are classified as good, do not necessarily include halal food (Almasitoh: 2016). The easiest way to find out if a product is halal is to check for a halal label. (Slamet & Wahyono, 2016) states that the halal label has a significant effect on consumers' purchase intentions. It can be concluded

H1: Halal label has a positive and significant effect on purchase intention.

Khalek et al, (2014) in their research indicate positive attitudes of Muslim youth towards halal food outlets and JAKIM certification. Also research by Mssitoh et al, (2013) emphasizes the existence of a positive and moderate relationship between respondents' halal awareness and their perception of halal certification. It can be concluded

H2: Halal awareness strengthens the relationship between halal labels and purchase intentions.

Islamic branding is an added value to a product that it is a brand that is in accordance with Islamic law. A Muslim's perception of a brand that is characterized by Islam is very influential on their decision to buy the product (Jumani & Shiddique: 2012). It can be concluded

H3: Islamic branding has a positive and significant effect on purchase intention.

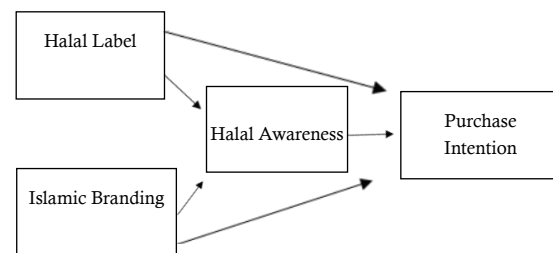
If Muslim consumers who care about and adhere to sharia increase, the choice of an Islamic brand product or service will also increase. So consumers' religious beliefs are appropriate and in line with their consumption choices (Krist, et al: 2009). This is evidenced by the research of Ranto (2013) that the awareness of Muslim consumers about the importance of applying sharia principles will make Islamic branding more attractive to Muslim consumers. It can be concluded

H4: Halal awareness strengthens the relationship between Islamic branding and purchase intention.

The purpose of this study was to determine the factors that influence consumer buying intentions at halal restaurants in the city of Semarang with halal awareness as a moderation (case study on Waroeng Steak and Shake).

Based on this description, the proposed research model is as follows :

**Figure 1. Research Model**



## METHOD

The population of this study were employed. The population in this study are all consumers who buy products at Waroeng Steak & Shake whose number is unknown. Determination of the number of samples using the non-probability sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as sample members. In this study using incidental sampling technique, namely the technique of determining the sample based on chance and to determine the number of samples used iteration formula, which was then found as many as 115 respondents.

The variables in this study are the Halal Label variable (X1) with indicators, namely knowing the halal logo, the existence of MUI certification, the halal production process. Islamic Branding (X2) with indicators of brand understanding, brand familiarity, consumer trust. Halal Awareness (M) with indicators of halal care,

halal composition, commitment to religion. Buying Intention (Y) with indicators of expolative interest, reference interest, interested in trying. The technique of collecting data is a questionnaire/questionnaire through google form. The data analysis method used descriptive analysis, classical assumptions and moderated regression analysis.

## RESULTS AND DISCUSSION

Measurement of validity test can be done by comparing the value of Sig. count with Sig. Alpha 5% table. The validity of the indicator can be seen from the output correlation value of Sig. calculate (2 Tailed) Pearson Correlation on each line the total construct of each statement item. If the value of Sig. count < Sig. table 0.05 then the statement item is said to be valid. Ghozali (2011).

Reliability testing was conducted to assess the consistency of respondents' answers. A variable is said to be reliable if it gives a Cronbach Alpha value > 0.70. Ghozali (2011). Based on the results of the reliability test, the value of the Halal Label variable was 0.760 > 0.70; Islamic branding 0.777 > 0.70; Halal awareness 0.777 > 0.70; Purchase intention 0.762 > 0.70.

Kolmogorov-Smirnov Statistical Analysis Test. A data is said to be normal if the value of KS > = 0.05. Based on the results of the normality test, the KS value was 0.754 and Asymp. Sig of 0.620. Asymp Value. Sig (2-tailed) > 0.05 then the data meets the normal assumption, meaning that the residual data is normally distributed. To detect it, it is done by looking at the tolerance value 0.1 and the VIF value 10, it can be said that the regression model does not have multicollinearity. The results of the multicollinearity test in table 1 are as follows:

**Table 1.** Multicollinearity test

| Model            | Collinearity Statistics |       |
|------------------|-------------------------|-------|
|                  | Tolerance               | VIF   |
| (Constant)       |                         |       |
| Halal Label      | .516                    | 1.937 |
| Islamic Branding | .427                    | 2.342 |
| Halal Awareness  | .337                    | 2.966 |

Table 1 shows that the independent variable showing the Tolerance value < 0.10, as well as the Variance Inflation Factor (VIF) > 10. So it can be concluded that there is no multicollinearity between the independent variables and the dependent variable.

One way to detect the presence or absence of heteroscedasticity is to look at the results of the glejser test.

**Table 2.** Heteroscedasticity Test with Glejser Test

| Unstandardized Coefficients |       |            | Standardized Coefficients |        |      |
|-----------------------------|-------|------------|---------------------------|--------|------|
| Model                       | B     | Std. Error | Beta                      | T      | Sig. |
| (Constant)                  | 5.178 | 1.761      |                           | 2.941  | .004 |
| Halal Label                 | -.070 | .065       | -.141                     | -1.083 | .281 |
| Islamic Branding            | -.024 | .051       | -.068                     | -.476  | .635 |
| Halal Awareness             | .005  | .061       | .014                      | .087   | .931 |

Table 2 shows that all independent variables have a significance level above 0.05, so it can be concluded that the regression model does not have heteroscedasticity.

The partial test uses the t-test, which is to test how far the influence of one explanatory/independent variable individually in explaining the variation of the dependent variable. Decision making is based on the comparison of the t-count value and the critical value according to the significance level used, namely 0.05.

**Table 3.** T test

| Unstandardized Coefficients |       |            | Standardized Coefficients |       |      |
|-----------------------------|-------|------------|---------------------------|-------|------|
| Model                       | B     | Std. Error | Beta                      | T     | Sig. |
| (Constant)                  | 7.274 | 2.858      |                           | 2.546 | .012 |
| Halal Label                 | .235  | .093       | .186                      | 2.525 | .013 |
| Islamic Branding            | .588  | .067       | .648                      | 8.775 | .000 |
| Halal Awareness             | .005  | .061       | .014                      | .087  | .931 |

Based on table 3, the output results for halal labels have a significance level of 0.013 0.05 and Islamic branding has a significance level of 0.000 0.05. So it can be concluded that the halal label variable and Islamic branding have a significant effect on purchase intention, then H1 is supported "halal label has a positive and significant effect on purchase intention". And H3 is also supported by "Islamic branding has a positive and significant effect on purchase intention".

Moderation regression analysis is a regression analysis that involves moderating variables in building a relationship model. The relationship tested in this study is halal label and Islamic branding on purchase intention and whether halal awareness can be a moderating between that relationship.

The results showed that the presence of a halal label on the product, the higher the consumer's purchase intention. results. This is supported by previous research conducted by Slamet (2016) that the halal label has a significant and significant effect on purchase intention. In addition, the results of this study are also supported by the research of Hayat Muhammad, et al (2015) strengthening this research with the results of the halal label having an effect on consumers' purchase intentions. The existence of a halal logo on a product is an important thing for consumers, especially for those who are Muslim. Because, halal food is the main thing that must be fulfilled.

The results show that halal awareness acts as a moderating predictor, namely a moderating variable that only acts as an independent variable in the relationship formed. This supports previous research, conducted by Nofianto & Rofiqoh (2019) that halal awareness has a significant effect on halal logo certificates. And also research by Rahmah et al. (2017) that the increase in halal awareness is in line with data on increasing certification results for halal products by LPPOM MUI by 300 percent from 2011-2018. This means that halal awareness affects the halal label which also affects the higher consumer purchasing intentions.

The results showed that Islamic branding had a positive and significant effect on purchase intention. This means that the better the Islamic branding provided by Waroeng Steak & Shake, the higher the consumer's purchase intention. This is supported by previous research conducted by Jumani & Shiddique (2012) that a Muslim's perception of a brand characterized by Islam is very influential on their decision to buy a product. This is supported by research by Sari Utami (2017) that Islamic branding has a significant influence on consumer buying interest, especially consumers who are Muslim.

The results of the study indicate that halal awareness acts as a pseudo-moderation, namely: Halal awareness acts as a moderating variable between Islamic branding and purchase intention, where the pseudo moderating variable interacts with Islamic branding as well as being an independent variable. This supports previous research, conducted by Krist, et al (2009) that Muslim consumers who care about and adhere to sharia increase, the choice of Islamic brand products or services will increase. This research is reinforced by research by Ranto (2013) that the awareness of Muslim consumers about the importance of applying sharia principles will make Islamic branding more attractive to Muslim consumers.

## CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion, it can be concluded that the halal label has a positive and significant effect on consumers' purchase intentions. This means that the presence of a halal label on the product, the higher the level of consumer purchase intention. Conversely, the absence of a halal label on a product, the lower the level of consumer purchase intention.

Halal awareness acts as a moderating predictor in the relationship between halal labels and purchase intentions. That is, halal awareness is not a moderating variable, but is an independent, intervening, exogenous antecedent, or predictor variable.

Islamic branding positive and significant effect on consumer purchase intention. This means that the better the Islamic branding of Waroeng Steak & Shake, the higher the consumer's purchase intention. On the other hand, the worse the Islamic branding of Waroeng Steak & Shake, the lower the level of consumer purchase intention.

Halal awareness acts as a pseudo-moderation (Quasi Moderator) in the relationship between Islamic branding and purchase intention. That is, halal awareness acts as a moderating variable between Islamic branding and purchase intention, where the pseudo moderating variable interacts with Islamic branding as well as being an independent variable.

Suggestions from this research, there is assurance that every product must be halal and there is a halal label in each product packaging, as a responsibility to consumers. Accompanied by an increase in Islamic branding within the company as well as education for consumers.

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