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## Capturing Millennials' Attention: Investigating Influential Factors on Purchase Intention at Halal Restaurants in Bogor, Indonesia

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### ABSTRACT

This research aims to explore the factors influencing consumers' purchasing intentions at halal-labeled restaurants, especially among Millennials in Bogor. By adopting the Theory of Planned Behavior (TPB) as a conceptual framework, this study is limited to a sample scope involving 222 respondents aged 20-39 who practice Islam, including both students and private sector individuals residing in Bogor City. This study used the SEM-PLS method in analyzing the data. It is conducted in two stages, the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The Path Coefficients method has been employed to assess the direct effects of an exogenous latent construct or variable on an endogenous latent variable. The research results show that attitude variables and halal labels have a significant influence on consumer buying interest in halal restaurants, while knowledge and price variables do not have a significant influence on buying interest. The implications of this research are highly relevant for halal restaurant industry owners and practitioners. Strategic recommendations include enhancing information about the halalness of products and services and strengthening halal certification and labels. Restaurant owners are encouraged to seek a balance between competitive pricing and high-quality service. Focus on improving consumer knowledge about the halal status of products, enhancing brand image, and emphasizing the halal label as a positive differentiator.

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## Introduction

Indonesia, with nearly 86.7% of its population being Muslim, demonstrates significant potential as the world's largest halal market. In this context, the global growth of the Muslim population has increased the demand for halal products (Rohman & Fadzillah, 2018; Izza, 2022), with projections estimating global Muslim spending in 2023 to be \$359 billion or if converted (Dinar Standard, 2023). Concurrently, consumer awareness of halal aspects is on the rise, driving the growth of the halal industry (Ryandono et al., 2022). Future projections indicate that the halal industry in Indonesia will continue to thrive alongside increasing consumer awareness and government support (Azam & Abdullah, 2020). This creates abundant opportunities for companies committed to halal standards and encourages innovation in developing products that meet the rapidly evolving market demands. As one of the countries that has a high Muslim population, Indonesia can become one of the countries that pioneers the halal lifestyle, so that the halal lifestyle can become a special trend in Indonesia. (Ma'azzah & Prasetyo, 2023)

Bogor Regency, located in West Java Province, is one of the areas with the highest Muslim population in the province, as noted by the Central Statistics Agency (BPS) of West Java Province. Furthermore, there was a plan from the Mayor of Bogor, Bima Arya, to provide a halal food court (<https://www.kotabogor.go.id>). This was revealed during the inauguration of the Bogor Halal Fair at Botani Square. This plan is a form of consistency from the Bogor City Government to realize Bogor as a halal city. It is also aimed at empowering the potential of halal food and developing it into typical souvenirs of Bogor, thus supporting the growth of Bogor City as one of the favorite culinary tourism destinations (<https://www.kotabogor.go.id>). This provides a strong foundation for researchers to make Bogor a relevant background for this study. Therefore, it is expected that this research will provide valuable insights into the dynamics of the halal market in Bogor and contribute to a deeper understanding of the food and beverage industry in the region.

Aikat (2019) notes that the millennial generation comprises individuals born between 1981 and 2000. Millennials play a significant role in consumer spending in Indonesia (Bucuta, 2015). It is estimated that there are around 105 million millennials in Indonesia out of a total population of approximately 265 million, nearly half of the total population (Aikat, 2019). This generation, currently aged between 20 and 40 years old, possesses diverse characteristics, including a liking for challenges and a tendency to try new things. The presence of various types of restaurants poses a challenge for them, pushing them to explore and try new things. Therefore, in this study, the millennial generation is chosen as the focus (Zakik et al., 2022).

Understanding consumer behavior, particularly in Muslim-majority countries like Indonesia, is crucial for the halal restaurant industry (Pratiwi et al., 2022). This understanding informs policy formulation, menu design, and service enhancement to effectively meet the expectations and preferences of consumers with specific sensitivity to halal and Sharia compliance. By meticulously analyzing consumption patterns, habits, and values highly esteemed by the Muslim community, halal restaurants can optimize their culinary offerings, foster strong customer relationships, and drive business growth and success (Ryandono et al., 2019).

Previous research has explored factors influencing consumers' intentions to choose halal restaurants. For instance, Aziz et al. (2019) examined variables like attitude, religion, and halal certification. Their findings revealed that both Muslim and non-Muslim respondents in Subang Jaya are influenced by attitude and religion, with halal certification exerting the least influence. Similarly, Derahman et al. (2018) investigated attitude, subjective norms, and awareness, finding them to be significant predictors, while perceived behavioral control did not significantly influence consumers' intentions to dine at certified halal restaurants. Another study by Xiuting (2018) considered attitude, belief, and self-control, demonstrating

that positive personal attitudes towards consuming halal meat, along with personal beliefs and self-control, predict intentions to consume halal meat among Muslims. The food and beverage industry (Kemenperin) is one sector that plays an important role in economic growth. Using certification, it has been prioritized by the government as a key industry for broad economic growth. (Amrullah, 2023) Awareness of the use of halal products in Indonesia is mainly shown in the level of consumption of food and beverage products that have been halal-certified. (Mutmainah & Romadhon, 2023) This study contributes to the existing literature by focusing on Bogor, incorporating price variables seldom utilized in prior research, and targeting millennials as subjects. Addressing this research gap is crucial to enrich the understanding of halal restaurants, which are experiencing growth and diversity. Hence, this study aims to provide novel insights for stakeholders in the halal restaurant industry to better understand how consumers select establishments adhering to Islamic standards.

Given this context, the objective of this paper is to investigate the factors influencing consumption in halal restaurants within the Muslim community in Bogor, utilizing the Theory of Planned Behavior (TPB) as the underlying conceptual framework. TPB plays a crucial role in forming the theoretical framework. Factors such as knowledge about halal food, attitude towards consuming it, perceptions of halal labels, and price sensitivity directly influence consumers' purchase intention. Integrating these concepts within the TPB framework allows for an analysis of how attitude, subjective norm, and perceived behavioral control affect purchase intention. Thus, TPB aids in understanding consumer behavior in the halal restaurant industry and developing strategies to enhance customer satisfaction and business growth. This research is expected to provide in-depth insights into the factors influencing consumer behavior in the halal restaurant industry and contribute to the overall development of the halal industry.

## **Literature Review**

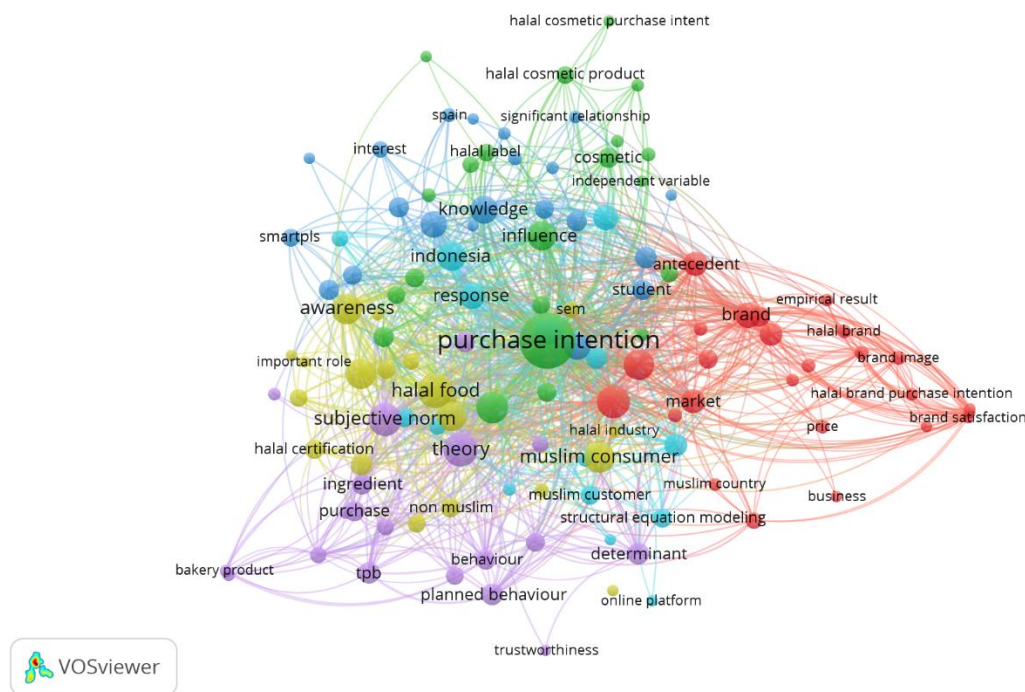
### **Halal Market Share**

In the struggle to capture market share, a profound understanding of consumer behavior related to halal products is the key to success for business operators (Ahmed & Rahman, 2015; Kasdi et al., 2019). Halal products not only encompass food and beverage categories but also include halal restaurants (Hidayat & Siradj, 2015; Fahham, 2017). This understanding is crucial because consumer behavior towards halal restaurants has its dynamics (Asnawi & Fanani, 2018). Consumers not only consider the halal status of the products but also the ambiance, comfort, and overall culinary experience (Sulfiana, 2017). Therefore, business operators need to detail marketing strategies and the presentation of halal products, including in the context of restaurants, to meet the expectations of consumers who are increasingly conscious of halal values and quality (Katuk et al., 2021; Aisyah et al., 2019). Thus, efforts to understand consumer behavior towards halal products, including in the context of restaurants, can be a significant differentiator in the increasingly competitive market (Akhtar et al., 2020). Aligned with the concept of halal, the BPJPH (Badan Penjaminan Produk Halal/Halal Product Assurance Agency) of the Ministry of Religious Affairs has gradually implemented the mandatory halal certification process, with a primary focus on the food and beverage category (Aprilia & Priantina, 2022).

One of the consumer factors towards halal restaurants is purchase intention (Usman et al., 2022; Vizano et al., 2021). Consumer purchase intention toward halal restaurants reflects the interest and desire of consumers to make purchases at places that adhere to halal principles throughout the food preparation and presentation processes (Purwanto, et al., 2021). This purchase intention can develop from various factors involving consumers' understanding of the halal status of products, a positive attitude towards the restaurant, trust in reliable halal labels, and considerations of reasonable prices (Halimi, et al., 2022).

Additionally, the comfort of the place and a friendly atmosphere can also influence purchase intention, creating extra appeal for consumers seeking a culinary experience aligned with religious values and halal principles (Albattat et al., 2018; Marmaya et al., 2019; Al-Ansi & Han, 2019). Purchase intention towards halal restaurants provides an opportunity for consumers to appreciate a variety of cuisines while maintaining compliance with halal principles, making the restaurant their top choice for fulfilling food and beverage needs (Sthapit, Björk & Piramanayagam, 2023; Elasmag, 2016).

Before delving into a more in-depth discussion, it is important to conduct a comprehensive review of the context of halal purchase intention in existing literature. Using a search in the Scopus database with the keyword "halal purchase intention," researchers can evaluate the extent to which aspects of halal restaurant purchase intention have been studied, utilizing clustering techniques to analyze keywords.



**Figure 1. Mapping of "Halal Purchase Intention" in scientific literature**

Source: Processed using VoSViewer with the Scopus database for the period 2011-2023

The mapping and clustering of keywords identified five main clusters, primarily focused on "purchase intention," providing a holistic overview of variables influencing consumer preferences for halal products. The visualization aims to pinpoint research gaps in halal purchase intention. Numerous studies have applied the Theory of Planned Behavior (TPB) (Ajzen, 1991) as a theoretical foundation in various contexts, such as halal food, bakery, meat, and cosmetics (Shah & Mohamed, 2011; Soon & Wallace, 2017; Elseidi, 2018; Aditami, 2016; Nurzulain et al., 2019; Sari et al., 2022; Zulkfli et al., 2023; Ali et al., 2018; Khibran, 2019; Hashim & Musa, 2013; Ariffin et al., 2019; Khan et al., 2021; Ngah et al., 2021; Bhutto, 2023). TPB posits that behavioral intention, influencing behavior, is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Despite its application in developing purchasing behavior variables, no specific study has linked TPB to knowledge, attitudes, halal labels, and price variables in the context of halal-labeled restaurants. Therefore, the identified research gap suggests the need for more in-depth studies to integrate variables such as knowledge, attitudes, halal labels, and price within the TPB framework. This

research is expected to explain how consumers' knowledge and attitudes towards halal products, halal labels, and prices influence their purchase intentions, considering factors like planned behavior and subjective norms theorized by TPB. The research aims to offer a more in-depth understanding of consumer buying patterns in restaurants with halal labels, particularly in Bogor, and contribute to the creation of more impactful marketing strategies.

### **Theory of Planned Behavior (TPB) and Hypothesis Development**

In this research, to explore the factors influencing consumer behavior related to purchase intention in halal restaurants, the Theory of Planned Behavior (TPB) is employed as the conceptual framework. TPB is a psychological framework used to understand and explain individual behavior, including purchase intention in halal restaurants (Soon & Wallace, 2017). This theory emphasizes the role of three key variables that can predict an individual's behavior: attitude, subjective norm, and perceived behavioral control (Rachbini, 2018; Hagger et al., 2022). Subsequently, hypothesis development is conducted concerning the Theory of Planned Behavior. The Theory of Planned Behavior (TPB) consists of three main components: attitude, subjective norm, and perceived behavioral control. Attitude refers to how individuals evaluate the behavior they plan to engage in, subjective norm reflects their perception of how important others consider that behavior and perceived behavioral control is their belief in their ability to control the behavior. In analyzing the impact of knowledge, attitude, halal labels, and price factors on consumers' purchase intention at halal restaurants.

### **Knowledge and Purchase Intention**

In line with Ajzen's 1985 Theory of Planned Behavior (TPB), individual behavior is explained by attitude, subjective norm, and perceived behavioral control (Hasyim & Purnasari, 2021). Recent studies, including Ali et al. (2018), Pratiwi (2018), and Wibowo (2020), utilized TPB to examine the relationship between halal knowledge variables and interest in purchasing halal products. Halal knowledge encompasses understanding concepts like certification and production methods adhering to halal standards (Vizano et al., 2021), and influencing attitudes and subjective norms toward purchasing halal products (Mardoni et al., 2020).

TPB provides insight into how halal knowledge factors interact with its constructs, shaping positive or negative purchasing intentions. This understanding aids in developing targeted marketing and education strategies for the dynamic halal product market, enhancing consumer awareness and positive perceptions (Aziz, 2013). Knowledge about halal practices in restaurants, including food preparation processes and adherence to standards, significantly influences attitudes and purchase intentions (Aziz, 2013). Better-informed individuals are more likely to choose halal restaurants, supporting the hypothesis:

H1: Knowledge positively influences purchase intention in halal restaurants

### **Attitude and Purchase Intention**

Several studies have focused on investigating the connection between attitude and the inclination to make purchases in halal restaurants within the Theory of Planned Behavior (TPB) framework, as highlighted by Shah Alam and Mohamed Sayuti in 2011. The exploration of the correlation between attitude and Purchase Intention in halal restaurants within the TPB framework has garnered significant attention in various research studies (Rachbini, 2018). The diversity of findings in this context highlights the complexity of the dynamics between attitude as a driving factor and purchasing interest in halal restaurants (Haro, 2016). Although TPB generally asserts that attitude plays a significant role in shaping behavioral intentions, research results indicate the existence of variations that need careful consideration (Shah Alam & Mohamed Sayuti, 2011). For example, the study by Alam and Sayuti (2011) suggests that, in the context of halal food purchasing, attitude is not always the primary predictor of purchasing intention. Instead, factors such as

subjective norms and perceived behavioral control emerge as crucial points to be noted (Shah Alam & Mohamed Sayuti, 2011; Rachbini, 2018; Ali et al., 2018). Therefore, a detailed understanding of how attitude and purchasing intention interact in the context of halal restaurants is essential, and further research is needed to investigate these variabilities more deeply.

According to Hasyim & Purnasari (2021), attitude reflects an individual's evaluation of behavior, subjective norms relate to an individual's perception of normative views from their social environment, while perceived behavioral control includes the extent to which an individual feels capable of controlling that behavior. Attitude encompasses positive or negative evaluations of the behavior to be performed. In the context of halal restaurants, a positive attitude towards halal food, cleanliness, and quality can enhance purchase intention (citation). Factors such as concern for religious aspects, health, and food safety can also shape a positive attitude toward halal restaurants. Thus, the proposed hypothesis is:

H2: Attitude has a positive impact on Purchase Intention in halal restaurants

### **Halal Labels and Purchase Intention**

Several studies, including Haro (2016), have focused on exploring the relationship between labels and halal interest within the Theory of Planned Behavior (TPB). These studies reveal the complexity of how halal labels can impact consumer intentions and behavior, highlighting their significant role alongside interest and attitudes as established by TPB. For example, research by Mohamed (2013) and Santoso (2017) emphasizes that halal labels serve as crucial sources of information, shaping consumer attitudes. Further research is needed to investigate contextual factors moderating the effects of halal labels within the TPB framework, providing a comprehensive understanding for developing marketing strategies and regulations.

In the TPB theory, subjective norms include the influence of individuals close to the decision-maker (Latimer & Martin, 2005). Assessments of halal labels by religious authorities or certification bodies (Santoso, 2017) often serve as subjective norms, reflecting not only technical aspects but also religious values and beliefs (Rizkitysha & Hananto, 2022). Halal labels are subjective norms influenced by diverse interpretative factors and individual belief perspectives, as religious authorities may have varying interpretations of a product's halal status, inseparable from cultural and religious contexts.

H3: Halal labels have a positive impact on Purchase Intention in halal restaurants.

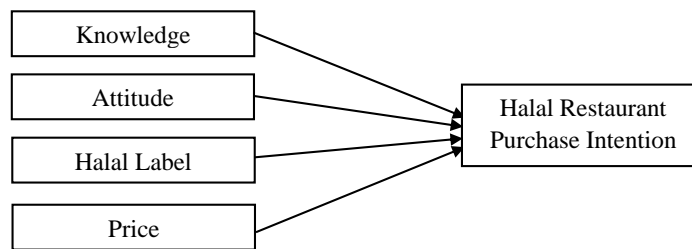
### **Price and Purchase Intention**

Studies conducted by Rachbini (2018), Memon et al. (2020), and Hasyim & Purnasari (2021) have revealed that the TPB model is capable of elucidating a substantial proportion of the variability in the intention to buy halal products. This underscores its significance in comprehending consumer behavior concerning the purchase of halal food products. Specifically, perceived behavioral control, which includes factors such as price and availability, has proven to have a significant influence on the intention to purchase halal products (Rachbini, 2018). This suggests that price is one of the factors that can affect the intention to purchase halal food, as the price is a component of the perceived behavioral control construct within the TPB framework (Aditami, 2016). Perceived behavioral control encompasses an individual's confidence in their capability to execute a particular behavior. In the context of the intention to purchase in halal restaurants, food prices can be a behavioral control factor. If the price is perceived as affordable or in line with the values provided (such as the halal aspect), then the purchase intention can be enhanced.

H4: Price has a positive impact on Purchase Intention in halal restaurants

Based on the variable development within the framework of the Theory of Planned Behavior (TPB), the proposed concepts can be detailed as follows:

**Figure 2. Research Model**



## Methodology

This research employs a quantitative approach with an explanatory or causal design, aiming to explain the relationships between variables and their impacts on changes in other variables (Remler & Van Ryzin, 2021). This approach also implements a cross-sectional method, where data is collected at a specific point in time from a sample of respondents. Surveys are conducted using a questionnaire instrument to obtain information from the research subjects in a relatively short time, following survey principles that involve the questionnaire as the primary instrument (Aithal & Aithal, 2020).

Furthermore, quantitative data collection is carried out through the distribution of online questionnaires via Google Forms. In the process of developing questionnaires for research, the first step is to determine the variables to be measured and formulate appropriate questions. After the questionnaire is created, a pilot test is conducted with a small number of representative respondents to identify potential issues and improve the clarity and understanding of the questions. Subsequently, the questionnaire is validated using statistical techniques to ensure its validity and reliability, such as factor analysis and reliability testing.

The data collection process is conducted carefully to ensure the validity and reliability of the research results. The sampling method used is purposive sampling, where respondents are intentionally selected based on specific criteria, namely the millennial generations in the city of Bogor who adhere to Islam, with an age range of 20-40 years. According to Aikat's statement (2019), millennials are those born between 1981 and 2000. Therefore, the chosen age range aligns with the research goal, which aims to explore how factors in research influence the purchase intention in halal restaurants among millennials.

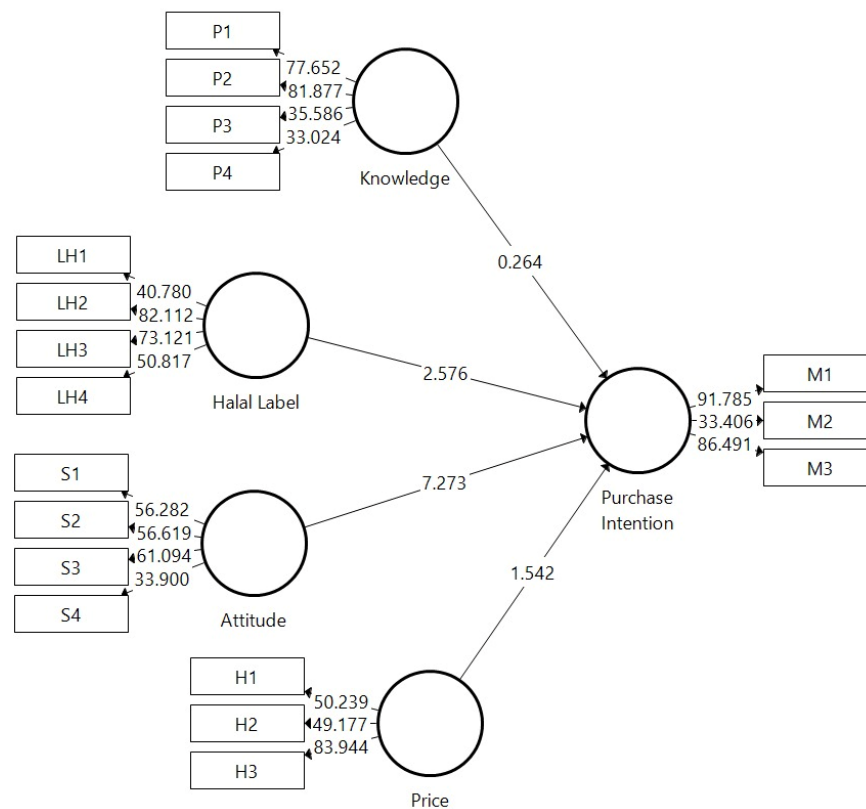
Subsequently, the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method is applied to 222 respondents to maximize the R square value and predict the relationships between variables such as halal knowledge, attitudes, halal labels, prices, and Purchase Intention in halal restaurants. Model evaluation involves assessing the measurement model and structural model evaluation (Ali et al., 2018). Model validation becomes crucial to ensure empirical performance standards in both models. The selection of PLS-SEM is based on the goal of predicting key target constructs and identifying key driving constructs (Russo & Stol, 2021). Overall, the SEM approach is used to model the complex relationships between variables influencing Purchase Intention in halal restaurants and validate these factor constructs.

## Results and Discussion

The analysis of the SEM-PLS model is conducted in two stages. The first step is the determination of the model, which includes the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). As explained by Hussein (2015), the evaluation of the outer model, also known as the outer measurement model, is performed to ensure the fit and reliability of the measurements in this study. This evaluation also involves the analysis of the relationships between each indicator (manifest

variable) and the related latent variable. The first convergence validity test is considered satisfactory if the outer loadings are above 0.7, but a value of 0.5 is acceptable if there are other factors within the same construct (Chin, 1998; Hair et al., 2014; Keil et al., 2000; Vinzi et al., 2010). The path model output along with the factor values can be seen in the figure below, generated using SmartPLS 3.29. From the analysis results, it is evident that there are a total of 15 indicators for all variables, with loading factor values for each indicator being greater than 0.7.

### Convergence Validity Test



**Figure 4. Convergence Validity Test**

Subsequently, to test the instrument's reliability, an evaluation was conducted using the Composite Reliability (CR) and Cronbach's alpha (CA) values. In the CFA approach, latent variables are considered reliable if the CR (Composite Reliability) and CA (Cronbach's Alpha) values are greater than 0.70. Meanwhile, convergent validity is measured by the Average Variance Extracted (AVE) value, which should exceed 0.50.

### Discriminant Validity Test and Composite Reliability

**Table 1. Discriminant Validity Test and Composite Reliability**

Variable	Code	Loadings	Cronbach's Alpha	CR	AVE	Valid/Invalid
Knowledge	P1	0.896	0.857	0.903	0.702	Valid
	P2	0.896				
	P3	0.813				



	P4	0.736				
	S1	0.809				
Attitude	S2	0.815	0.822	0.883	0.653	Valid
	S3	0.865				
	S4	0.739				
	LH1	0.791				
Halal Label	LH2	0.871	0.864	0.908	0.711	Valid
	LH3	0.882				
	LH4	0.826				
	H1	0.957				
Price	H2	0.954	0.794	0.879	0.708	Valid
	H3	0.956				
	MB1	0.890				
Purchase Intention	MB2	0.781	0.807	0.886	0.723	Valid
	MB3	0.875				

The table also illustrates that every indicator item in this research exhibits loading factor values exceeding 0.70, affirming the precise representation of all the indicators for the constructs. Furthermore, the table shows that all CR and CA values for each latent variable in this study are greater than 0.70. The AVE values for each latent variable in this study are also greater than 0.50. These ratios indicate that the instruments formed from these latent variables and indicators are reliable and valid.

The evaluation of the inner model in this study, in the next stage, aims to demonstrate the specifications of the causal relationships between latent variables (Ghozali, 2006). Two parameters to be tested in the inner model are R-Square, which aims to determine the percentage contribution of the influence or changes in the dependent (endogenous) variable to the independent (exogenous) variable, as well as to predict the goodness-of-fit of a model (Lin et al., 2020).

### Test of R-Square Values

**Table 2.** Test of R-Square Values

	<b>R-square</b>	<b>R-square adjusted</b>
Purchase Intention (Minat Beli)	0.576	0.568

Table 2 shows the R-Square test result of 0.576. It means that the exogenous variables contribute 57.6% to the influence of the endogenous variable. The remaining percentage is influenced by other variables that have not been tested. An R-Square value greater than 0.67 indicates a strong influence, a value greater than 0.33 is considered moderate, and a value greater than 0.19 but less than 0.33 indicates a weak influence (Febriyanti et al., 2022). Additionally, we can observe that the adjusted R<sup>2</sup> value is the R<sup>2</sup> value corrected based on the standard error. This value provides a stronger depiction than the R<sup>2</sup> value in assessing the ability of exogenous constructs to explain endogenous constructs, which is 0.568. Therefore, this value can be categorized as moderate.

Next, the analysis continued with a bootstrapping analysis using path coefficients and p-values. The path coefficient is a value that explains the direction of the relationship between variables in addressing the research hypotheses by testing T-statistics and P-values. Based on the path coefficient criteria, a hypothesis can be accepted if T-statistics are greater than 1.96 as an additional indicator of significance, and p-values are less than 0.05. (Vinzi et al., 2010). The results of the path coefficient test are presented in the following table.

### Path Coefficient Validation Test

**Table 3.** Path Coefficients

Model	Original Sample	T-Statistics	P-Values	Decision
Knowledge -> Purchase Intention	0.006	0.080	0.936	Not Supported
Attitude -> Purchase Intention	0.520	5.792	0.000	Supported
Label Halal -> Purchase Intention	0.189	2.102	0.036	Supported
Price -> Purchase Intention	0.122	1.668	0.096	Not Supported

According to the study by Sarstedt et al. (2020), the observation of positive path coefficients in the original sample (O) reflects the impact of one variable on another in one direction. An increase in the value of the exogenous variable also increases the response value of the endogenous variable (Vinzi et al., 2010). Conversely, if the path coefficient is negative, it indicates an influence in the opposite direction. An increase in the value of the exogenous variable leads to a decrease in the value of the endogenous variable. The results of the test of relationships between constructs indicate that H2 and H3 have a significant positive relationship, while H1 and H4 have a positive relationship but not significant.

#### Direct Effect of Knowledge Variable on Purchase Intention

The first hypothesis indicates that based on the data processing, the original sample value is 0.006 (positive), meaning that the knowledge variable has a positive direction toward purchase intention. The t-statistic value is  $0.080 < 1.96$ , and the p-value is  $0.936 > 0.05$ . Thus, H1 in this study is accepted, meaning that the knowledge variable does not significantly influence purchase intention. This finding is consistent with the research conducted by Mohd Yunus et al. (2019), which showed that halal knowledge is not significantly related to purchase intention. Furthermore, the lack of knowledge does not hinder consumer purchasing interest in halal restaurants as long as the restaurant has a halal label. Another supporting research was conducted by Al-Banna (2019), indicating that even though respondents have limited knowledge of the halal concept, the presence of a halal label in the restaurant can still be a motivating factor for them to dine there.

#### Direct Effect of Attitude on Purchase Intention

The second hypothesis shows that based on the data processing, the original sample value is 0.520 (positive), indicating that the attitude variable has a positive direction towards purchase intention. The t-statistic value is  $5.792 > 1.96$ , and the p-value is  $0.000 > 0.05$ . Thus, H2 in this study is rejected, meaning

that the attitude variable significantly influences purchase intention. This finding is reinforced by the research conducted by Ningtyas et al. (2021), which showed that the attitude variable has a positive and significant impact on purchase intention. Additionally, Bashir (2019) revealed in his research that attitude has a high level of influence on the purchase intention of halal products among non-Muslims.

### **Direct Effect of Halal Label on Purchase Intention**

The third hypothesis shows that based on the data processing, the original sample value is 0.189 (positive), indicating that the halal label variable has a positive direction toward purchase intention. The t-statistic value is  $1.668 < 1.96$ , and the p-value is  $0.095 < 0.05$ . Thus, H3 in this study is accepted, meaning that the halal label variable does not significantly influence purchase intention. This result is consistent with the research conducted by Izza & Akbar (2023), stating that the halal label provides a sense of security for consumers when enjoying food products with a halal label.

### **Direct Effect of Price on Purchase Intention**

The fourth hypothesis shows that based on the data processing, the original sample value is 0.122 (positive), indicating that the price variable has a positive direction toward purchase intention. The t-statistic value is  $< 1.96$ , and the p-value is  $0.036 > 0.05$ . Thus, H4 in this study is rejected, meaning that the price variable significantly influences purchase intention. This finding is consistent with the research conducted by Aspan et al. (2017), which revealed that the price variable has a positive but not significant influence. In contrast to previous research by Aspan et al. (2017), Rahmawati & Fitriani (2021), and Simbolon (2019), which found that price has a significant impact on purchase intention. Therefore, the findings in this study can be explained and associated with the elasticity theory, referring to the proportional change comparison of one variable to the change in another variable. In other words, elasticity measures how much consumers respond or are sensitive to changes in the price of a product.

The high price of certified halal products can stimulate consumer purchase intention. One factor that can be used to connect this phenomenon with the religiosity factor in consumers, especially Muslim individuals. In religious views, the consumption of products with halal labels is considered an obligation, and this becomes a primary consideration in consumer decision-making. Therefore, even though the price of halal products tends to be higher than similar products without a halal label, consumers are inclined to choose halal products as a manifestation of their religious values and obligations.

In the context of the Theory of Planned Behavior (TPB), individual behavior can be explained through three main constructs: attitude, subjective norm, and perceived behavioral control. For the first construct, which is attitude, in this case, we can associate individual attitudes represented by the "halal label" variable. The halal label can influence an individual's attitude towards a product. In the TPB, attitude is the general positive or negative evaluation of a specific behavior, and in this case, the halal label can be a factor shaping the attitude toward the product. The second construct is the subjective norm, which can be influenced by the "knowledge" variable.

An individual's knowledge about a product can be influenced by the views and opinions of those around them. In the TPB, subjective norm reflects the extent to which individuals feel social pressure for or against engaging in a particular behavior. Thus, knowledge about the product can reflect subjective norms if perceived as the opinions of others. Lastly, behavioral control influences the extent to which individuals have control over purchasing decisions. In the TPB, behavioral control reflects an individual's perception of their ability to control or carry out a behavior. The high or low price can influence the extent to which someone feels in control of purchasing the product.

## Conclusion

According to the results above, it can be concluded that the knowledge and price variables have a nonsignificant influence on the purchase intention of halal restaurants, while the attitude and halal label variables have a significant impact on the purchase intention of halal restaurants. Moreover, halal restaurant owners are advised to enhance information about the halal status of products and services and strengthen certification and halal labels to build consumer trust. Attention should also be given to aspects influencing consumer attitudes, such as service quality, brand image, and user experience. Restaurant owners need to strike a balance between competitive pricing and high-quality services. Focus on improving consumer knowledge about the halal status of products, enhancing brand image, and emphasizing the halal label as a positive differentiator. Further research needs to explore how these factors can interact or be influenced by other factors. Furthermore, a comparison with non-halal restaurants might provide additional insights into consumer preferences.

## Author's Contribution

All authors have contributed to the preparation of this final manuscript. Sulis was responsible for data collection, drafting the manuscript, creating illustrations, and developing key conceptual ideas. Anita provided excellent guidance and direction, as well as critically revising the article. All authors discussed the results and contributed to the final manuscript.

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## Declaration of Competing Interest

The researcher states that in conducting this research, there is no involvement with commercial or financial entities that could potentially lead to conflicts of interest.

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