


The Impact of Awareness, Certification, and Quality of Halal Food on Consumer Purchase Intentions at Asia Kintan Buffet Restaurant

Dampak Kesadaran, Sertifikasi, dan Kualitas Makanan Halal Terhadap Niat Pembelian Konsumen Restoran Asia Kintan Buffet

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ABSTRACT

This study aimed to obtain empirical evidence regarding the effect of halal certification, halal awareness, and food quality on purchase intention. This study used a quantitative approach with a questionnaire. The population of the research was UNAIR students for the 2020 academic year with a sample of 376. This study used a linear regression analysis technique using the SPSS application. The results of this study indicate that all three variables have a positive effect on purchase intention.

Keywords: *Halal Certification, Halal Awareness, Food Quality, Purchase Intention.*

ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti empiris mengenai pengaruh sertifikasi halal, kesadaran halal, dan kualitas makanan terhadap niat pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner. Populasi dari penelitian adalah mahasiswa UNAIR tahun ajar 2020 dengan sampel sebanyak 376. Penelitian ini menggunakan teknik analisis regresi linier dengan menggunakan aplikasi SPSS. Hasil dari penelitian ini menunjukkan bahwa dari tiga variabel semua berpengaruh positif terhadap niat pembelian konsumen.

Kata Kunci: *Sertifikasi Halal, Kesadaran Halal, Kualitas Makanan, Purchase Intention.*

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I. INTRODUCTION

Currently, the world's population is growing rapidly. In 2050 the world population is estimated to reach 9,3 billion people (Pew Research Center, 2011). The development of the world's population is also proportional to the increase in the development of religion throughout the world. Based on global data, the population that embraces Islam in the world has experienced quite rapid growth, namely 73%. This makes the Islamic religion experience higher growth compared to the growth of other religions throughout the world. The Pew Research Center in 2011 projected that the development of Muslims in 2050 will increase by 34,9%. This shows that the development of Islam has outperformed the development of Christians, where in 2010 Christians were 31.4% while Muslims were 23,2%. Currently, the world's Muslim population reaches 2.049 billion with the largest percentage in the Asian continent, which is then in a second position occupied by the African continent (Kettani, 2010).

Indonesia is a country whose population is Muslim on the Asian continent, which is 62%. Followed by Pakistan, India, and Bangladesh. Based on data from the Ministry of Home Affairs (Kemendagri), currently, 86,88% of Indonesia's population embraces Islam, which makes Indonesia a country with a majority Muslim population. This makes Indonesia a tourist destination for Muslims. By making Indonesia a destination for Muslim tourism, many sectors are expected to support safe tourism. One sector that plays an important role in the business is the field of food supply. This is due to a large number of people, both local and international, who need guarantees for the halal food consumed in accordance with Islamic religious law. The Global Islamic Economy Report for 2018-2019 revealed that Indonesia occupies the first position in the world's largest consumption of halal food, amounting to 170 billion US dollars. The territory of Indonesia is divided into 3 parts, namely city, urban, city, and urban areas. The level of consumption among the three parts of the region shows quite significant differences, namely 33.48% for city areas, 27.35% for urban areas, and 34.27% for city and urban areas (BPS, 2021).

One of the cities in Indonesia that has a high level of consumption is the City of Surabaya, with a population reaching 3.052.020 people in 2017. The percentage of Surabaya's population of 85,1% is Muslim, 9.1% Christian, 4,0% adherents of Catholicism, 0,3% adherents of Hinduism, and 1,5% adherents of Buddhism (BPS, 2021). This shows that the need for guaranteed food products that are in accordance with Islamic law is very important for the community, especially in the city of Surabaya.

Basically, all food is halal, unless there are restrictions explained in the Al-Quran and Hadith. For Muslims choosing halal food is an obligation, including food ingredients and how to get them. In HR. Ibn Mas'ud explained as follows “*Demanding what is halal is obligatory upon every Muslim.*”.

Allah SWT also said in QS. Al Baqarah verse 168 is emphasized as follows:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Yā ayyuhan-nāsu kulū mim mā fil-ardī ḥalālan ṭayyibaw wa lā tattabi'ū khuṭuwātisy-syaiṭān, innahu lakum 'aduwwum mubīn.

Translation: “Humanity! Eat from what is lawful and good on the earth and do not follow Satan’s footsteps. He is truly your sworn enemy.” (Kemenag RI, 2023)

Halal food is a profitable business not only among Muslim-majority countries but also in non-Muslim countries (Septiani & Ridlwan, 2020). Therefore, Muslims will look for products to be consumed in accordance with accepted religious teachings. This is indicated by a large number of requests for halal products that already have halal certificates in the world (Aziz & Chok, 2013). The halal food industry is closely related to the business of a place to eat or what is commonly called a restaurant. A restaurant business is a business providing food and beverage services equipped with tools and equipment for the process of making, storing, and serving in a fixed and immovable place with the aim of obtaining profits and or profit (Decree of the Minister of Tourism, Post and Telecommunications No. KN.73/PVVI05/MPPT-85).

The current modern era has led to developments in various industrial sectors, one of which is the food sector. Growth in the food industry can be seen from the development of Asian concept restaurants. Restaurants with an Asian concept in recent times have been increasingly in demand by the public, due to the rapid growth of Asian society (Hassan et al., 2020.; Ha & Jang, 2010). Integration, technological advances, and continuous improvement of activities have changed the food production process a lot. The emergence of new concepts for a global food industry and concepts that did not exist before led to adjustments in regulations. Asian concept restaurants that are currently developing are restaurants with

the all-you-can-eat (AYCE) concept.

All-you-can-eat (AYCE) is starting to be in great demand by customers because the unique concept and experience offered are the main attraction for customers who want to try this restaurant with a distinctive Asian atmosphere. Kintan Buffet is one of the AYCE restaurants that carry this concept. In addition, Kintan Buffet has obtained an MUI halal certificate since 2020 with the certificate number LPPOM-00160096170519. The rise of restaurants with the AYCE concept has made people start to question halalness, considering that the concept offered by this restaurant is a new thing among the public. The guarantee of easy access to identify that the restaurant has sold halal products is the obligation of a state as stated in the 1945 Constitution which reads "The state has guaranteed its residents to be able to embrace the religion they believe in and can worship according to their respective beliefs respectively". Thus the state is obliged to provide protection and guarantees for every citizen to be able to carry out worship according to their teachings, including in this case providing protection and guarantees for the halal products consumed and used in society (Wijaya et al, 2020). Halal products must be recognized as a symbol of cleanliness, safety, and high quality for Muslim consumers (Ardiani Aniqoh and Hanastiana, 2020).

As a guarantee that the food produced by a business is proper food in the sense that it meets hygiene, safety, and good quality standards for public consumption, the government issued regulations related to halal certification, by establishing the Indonesian Ulama Council (MUI) which has the function of guarantee institution that people can consume halal products. The guarantee is carried out by the MUI by issuing a halal certificate (SH) or a halal decree (KH). Halal certificates in the food industry in Indonesia are a requirement for obtaining permits for the inclusion of halal labels on product packaging from the authorized government agency (LPPOM MUI). The halalness of a product in Islamic law is a measure of safety so that it can be consumed by the public, to this day literacy regarding the halalness of a product has been directly supervised by the MUI. Even though they have been directly supervised by the government, people are sometimes still not fully educated regarding this halal awareness (Rajagopal et al., 2011).

Therefore, based on the background, this research had the purpose to prove the impact of halal awareness, halal certification, and quality of halal food on consumer purchase intentions at the Kintan Buffet restaurant. The results of this study can be used by the general public regarding the halal certification provided by the Kintan Buffet restaurant as well as adding more trust to the restaurant itself.

II. LITERATURE REVIEW

Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) put forward by Ajzen (1985) is a refinement of the Theory of Reasoned Action (TRA) put forward by Hill (1977). In influencing human behavior, TPB has three main factors, namely attitudes, subjective norms, and perceived behavioral control. The theory of Planned Behavior examines how to predict human social behavior (Ajzen, 1991). Attitudes are statements about certain behaviors from a positive or negative perspective, while subjective norms are perceptions or opinions about a person's behavior that are formed due to social pressures, whether they cause them to act or not. Perceived behavioral control is an individual's perception of control over certain behaviors (Fishbein and Ajzen, 2005).

The most relevant component of the TPB is the attitude that influences behavior. Attitudes that influence this behavior are a collective collection of behaviors in the form of beliefs such as the belief that a product from a restaurant is halal so it leads to several predictable attitudes such as having the intention to buy the product (Aziz & Chok, 2013). Subjective norms, on the other hand, have functions such as social pressure that are more binding or vice versa for some causes of human behavior (Aziz & Chok, 2013).

Consumer Purchase Intentions

Consumer purchase intention refers to certain exchange behaviors that are made after a consumer's general evaluation of a product (Hsu, 1987). It is a perceptual reaction taken against one's attitude toward an object. Consumer purchase intentions are formed from product evaluations or their attitudes towards brands combined with external factors. Other studies such as Dodds, B.W., Monroe, K.B., and Grewal (1991) stated that consumer purchase intention represents the possibility for consumers to buy

a product. While research by Blackwell, R.D.; Miniard, P.W., & Engel (2001) stated that consumer purchase intention involves a subjective assessment of future behavior. According to research by Shao, Chris Y. & Baker, Julie A., and Wagner (2004), consumer purchase intention stands for what we want to buy in the future, consumer purchase intention refers to efforts to buy products or visit stores that offer services. Based on the explanation above, consumer purchase intention includes several important meanings, namely:

1. The possibility for consumers to be willing to consider buying;
2. Represents something that someone wants to buy in the future;
3. Disclose the consumer's decision to buy the product or service.

Impact of Halal Awareness on Consumer Purchase Intentions

A restaurant is a place or building that is commercially organized and provides good service to all consumers in the form of food and drinks (Marsum, 2005). Purchase intentions from customers are related to certain restaurants, especially those that are unique and have something special (Lee et al, 2012). Previous research stated that there are crucial factors in measuring consumer satisfaction with restaurants, namely food quality (taste, menu variety, or food safety), restaurant service (consistency or service from employees), and atmosphere (cleanliness or design) (Park et al, 2016). From the research of Hassan et al (2020), it was found that there was rapid growth in the modern concept of restaurants. The modern concept in question is the concept of an Asian restaurant. Bitner (1992) showed that the physical environment and tangible evidence that ethnically specific art and culturally reflective décor are especially important in Asian restaurants. Jang et al (2011), found that there is significance in the atmosphere of a Chinese restaurant for consumers in purchasing behavior. The existence of several of these factors believes that the restaurant concept is related to consumer purchase intentions through TPB.

H1: The impact of halal awareness on consumer purchase intentions at Asia Kintan Buffet restaurants

Impact of Halal Certification on Consumer Purchase Intentions

Halal certification is a written guarantee issued by an authorized body or authority based on an MUI fatwa stating that goods, services, processes, systems, or personnel meet the required standards (Wijaya et al, 2020). Meanwhile, consumer purchase intention is the desire and tendency to be able to buy advertised products because there is a possibility that other customers will buy them in the future (Zafar and Rafique, 2012). Research by Aziz and Chok (2013) said that halal certification has a significant effect on consumer purchase intentions, where consumers see that this variable is one of the determinants of their purchasing decisions that has a significant effect. Other research stated that halal certification is a factor that can influence consumer buying interest (Abdul et al, 2010). Therefore, several research instruments in this study refer to this research. With these several factors, halal certification is an interesting factor to study at this time. In this research, the aim was to find out whether, in this modern era, halal certification is one of the factors that significantly influence consumer purchase intentions.

H2: The impact of halal certification on consumer purchase intentions at Asian Kintan Buffet restaurants

Impact of Halal Food Quality on Consumer Purchase Intention

Food quality has parameters if it meets several criteria such as safe for consumption, healthy, and also hygienic (Aziz and Chok, 2013). Whereas in consumer purchase intentions there is a desire and tendency to be able to buy advertised products because there is a possibility that other customers will buy them in the future (Zafar and Rafique, 2012). Newberry et al (2003), said that the quality of food composition is a parameter to be able to predict consumer buying behavior. According to research conducted by Aziz and Chok (2013), knowledge of food products and ingredients has no effect on emotional relationships and customer loyalty. In other words, besides the level of product knowledge and food quality, customers will be loyal to a restaurant if they feel and get positive emotions during their visit. One of the reasons why this can happen is because emotion overpowers the influence of knowledge. When customers experience positive emotions during their visit to a restaurant, they will become loyal. Product knowledge does not have a stimulus effect on customer emotions, on the other hand, if the customer has higher knowledge about restaurants and luxuries, food quality, service quality, and restaurant atmosphere, then this can have an effect (Aziz and Chok, 2013).

H3: The impact of halal food quality on consumer purchase intentions at the Asia Kintan Buffet

restaurant

III. RESEARCH METHODS

This study used a quantitative approach. The purpose of this research was to test or verify theory, put the theory deductively to then become the basis for finding and solving problems (Supomo, 2002: 70). The primary data used as a source in this study came from questionnaires that had been categorized and given to several respondents which were distributed online via social media. The type of questionnaire that was given to prospective respondents used the Five Point-Likert Type Scale method which includes strongly agree, agree, undecided, disagree, and strongly disagree.

A population is a group of elements that will later be used to determine to sample (Leavy, 2017). The population in this study were all students of Universitas Airlangga Surabaya for the 2020 academic year, totaling 6167 who have the intention to buy products from restaurants with the Asian Japanese all-you-can-eat (AYCE) concept. The sample is the number of individual cases that are ultimately used and from whom or from whom to generate data (Leavy, 2017). The sampling technique in this study used convenience sampling by setting UNAIR undergraduate students for the 2020 academic year as the population. Determining the number of samples in this study used the Slovin formula (Priyono, 2008) and obtained a minimum of 376 samples.

Multiple linear regression analysis was performed to determine the magnitude of influence or linear relationship between the independent variables and the dependent variable. The independent variables used in this research were halal awareness, halal certification, and food quality. The dependent variable used was consumer purchase intention. The relationship between these variables can be formulated by the following regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Description:

Y = Consumer Purchase Intentions; α = Constant; β = Regression Coefficient; X1 = Halal Certification; X2 = Halal Awareness; X3 = Halal Food Quality; ε = error

Variable Operational Definitions

Halal awareness is known based on whether or not a Muslim understands what halal is, knows the correct manufacturing process, and prioritizes halal food for them to consume. Awareness is the ability to understand, feel, and be aware of an event or object, awareness is a concept that implies understanding and perception of events or subjects (Aziz and Vui, 2013). Indicators of halal awareness are, (1) Halal awareness is known based on whether or not a Muslim understands what halal is, knows the correct manufacturing process, and prioritizes halal food for them to consume; (2) Consumers consider that consuming halal food is important for them.

Halal Certification is a written guarantee issued by an authorized agency or authority based on an MUI fatwa stating that goods, services, processes, systems, or personnel have met the required standards for the quality of food products through inspection to find out whether the manufacturing process and materials used have met standard criteria from Islam (Aziz & Chok, 2013). Indicators of halal certification, namely, (1) Halal certification refers to official recognition of the process of regular preparation, slaughter, cleaning, handling, and other related management practices by an established body; (2) Producers must obtain a halal symbol or halal qualification as proof that the product is religiously valid according to the Qur'an; (3) The manufacturing process and the materials used have met the standard criteria of Islam.

In the context of halal food safety, food is said to be of good quality and quality if it meets several criteria such as being safe for consumption, healthy and hygienic (Aziz & Chok, 2013). Indicators of food quality, namely, (1) Food is considered quality if it meets the criteria of hygiene, safe for consumption, and healthy; (2) Food products are considered to meet the criteria of the local food safety agency.

IV. RESULTS AND DISCUSSION

Research subject

The subjects in this study were Airlangga University Surabaya students who are familiar with the Kintan Buffet restaurant in Surabaya. Kintan Buffet itself is an all-you-can-eat (AYCE) restaurant that serves Japanese-style grill and shabu-shabu menus. Kintan Buffet is a restaurant owned by the Boga Group where this company also operates several other restaurants under its auspices, the Kintan Buffet

restaurant which has been established in 2014 is also one of the restaurants with the concept of all you can eat Japan which has halal certification in Indonesia with a certificate number LPPOM-00160096170519.

Descriptive statistics

Descriptive statistics in this study contain descriptions of the characteristics of the respondents and descriptions of the answers from the respondents. The description of the characteristics of the respondents consists of the characteristics of the sex and age of the respondents. The description of the answers consists of the average answers from each item of the questionnaire questions for each variable.

The description of the characteristics of the respondents in this study is used to describe the condition of the respondents with an explanation in the form of percentage figures. Data descriptions of the characteristics of the respondents in this study were classified based on gender and age. The descriptive data will later be used as additional data in the process of understanding the research results. 1. The majority of respondents who contributed to filling out the questionnaire were female, with a total of 204 people or 54,3%, while the rest were male respondents, totaling 172 people or 45,7% of the total respondents, namely 376 people.

Table 1. Distribution of Questionnaire Filling Based on Gender

Sex	Number	Percentage
Male	172	45,7%
Female	204	54,3%
Total	376	100%

2. Respondents aged 17 to 20 years amounted to 136 people with a percentage of 36.2%, and respondents who were more than 20 years old numbered 240 people with a percentage of 63.8%. Based on these results, it is known that the majority of respondents are more than 20 years old.

Table 2. Distribution of Questionnaire Filling based on Age

Age	Number	Percentage
17-20	136	36,2%
>20	240	63,8%
Total	376	100%

Multiple Linear Regression Test

This study used multiple linear regression analysis to test the relationship and influence that occurs between the independent variables and the dependent variable. In this study, there are three independent variables, namely Halal Awareness (X1), Halal Certification (X2), and Food Quality (X3). Based on the tests carried out using the SPSS application, the results of the regression coefficient test were obtained in table 3 as follows:

Table 3. Summary of Multiple Linear Regression Test Results

Variable	B
(Constant)	0,872
Halal Awareness	0,178
Halal Certification	0,499
Food Quality	0,133

Based on Table 3 it can be formulated the linear regression model in the study as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = 0,872 + 0,178 X_1 + 0,499 X_2 + 0,133 X_3 + 4,199$$

Consumer purchase intention (Y) will also increase by one unit when halal awareness (X1) increases by one unit, while other variables are fixed or constant. If the halal certification variable (X2) increases by one unit while the other variables are fixed or constant, then the consumer's purchase intention (Y) will also increase by one unit. The food quality variable (X3) has increased by one unit while the other variables are fixed or constant, so consumer purchase intentions (Y) will also increase by one unit.

Determination Coefficient Test (R²)

The coefficient of determination (R²) shows how much the independent variable can explain the dependent variable. R² values are in the range of 0 to 1. R² values that are close to one have the implication that the independent variable provides all the information needed by the dependent variable.

Table 4. Summary of Determination Coefficient Test Results

R	R square	Adjusted R square	Std. An error of the Estimate
0,871	0,759	0,757	0,26055

Table 4 shows that the adjusted R2 value obtained was 0,757, which means that the diversity of consumer purchase intention values (Y) can be explained by the variables of halal awareness (X1), halal certification (X2), and food quality (X3) was 75,7% and the remaining 24,3% was explained by other variables that are not explained or not discussed in the regression model of this study.

F Statistical Test

The F statistic test aims to determine the effect simultaneously or simultaneously of the independent variables on the dependent variable with a significance level of 5%. If the significance value obtained is $<0,05$ ($\alpha = 5\%$) then the independent variables namely halal awareness (X1), halal certification (X2), and food quality (X3) simultaneously affect the dependent variable, namely consumer purchase intentions.

Table 5. Summary of F Statistical Test Results

Significance	F
0,000	389,976

Table 5 shows that the significant value that has been generated from the F test was $0,000 < 0,05$ ($\alpha = 5\%$). Therefore, it can be concluded that the independent variables namely halal awareness (X1), halal certification (X2), and food quality (X3) simultaneously affect the dependent variable, namely consumer purchase intentions.

Hypothesis testing

The hypothesis testing in this study aims to ensure that the theoretical answers to the formulated hypotheses are supported by data that has been tested through a testing process. The hypothesis test can be seen based on the t-test statistic. This study uses a significance level of 5%. If the t value $> 1,96$ then the hypothesis can be accepted, besides using the t value one can also use the sigma value (p-value). If the value of $\alpha > 0,05$ then the hypothesis can be accepted in the sense that there is an influence between the independent variables on the dependent variable.

Table 6. Summary of T-Statistics Test Results

Variable	B	Std.Error	t Hitung	sigma	Keterangan
Halal Awareness (X1)	0,178	0,031	5,661	0,000	Berpengaruh
Halal Certification (X2)	0,499	0,037	13,541	0,000	Berpengaruh
Food Quality (X3)	0,133	0,028	4,779	0,000	Berpengaruh

1. Halal Awareness Variable (X1)

Based on table 6, a significance value of $0,000 < 0,05$ ($\alpha = 5\%$) was obtained, so H1 is accepted. So it can be concluded that the halal awareness variable influences consumer purchase intentions. The regression coefficient value of the halal awareness variable was 0,178 which indicated that halal awareness had a positive effect on consumer purchase intentions. This statement can be interpreted that awareness to consume halal food affects the level of consumer purchase intention.

H1: Halal awareness has a significant effect on consumer purchase intentions

2. Halal Certification Variable (X2)

Based on table 6, a significance value of $0,000 < 0,05$ ($\alpha = 5\%$) was obtained, so H2 is accepted. So it can be concluded that the variable halal certification has a positive effect on consumer purchase intentions. The variable halal certification had a variable regression coefficient value of 0,499 which indicated that halal certification has a positive effect on consumer purchase intentions. This proves that the second hypothesis stated that if a food has halal certification, it will increase the consumer's purchase intention.

H2: Halal certification has a significant effect on consumer purchase intentions.

3. Food Quality Variables (X3)

Based on table 6, a significance value of $0,000 < 0,05$ ($\alpha = 5\%$) was obtained, so H3 is accepted. So it can be concluded that the food quality variable has a positive effect on consumer purchase intentions. The food quality variable had a variable regression coefficient value of 0,133 which indicates that halal certification has a positive effect on consumer purchase intentions. This statement can be interpreted that the quality of food will affect consumer purchase intentions, if the quality of food is high then consumer purchase intentions will be high as well, and vice versa.

H3: Food quality has a significant effect on consumer purchase intentions.

Interpretation of Results

Impact of Halal Awareness on Consumer Purchase Intentions

Based on the results of the H1 hypothesis test, stated that the halal awareness variable has a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya. This statement was proven through the results of the linear regression test with a significance value on the t-test which was equal to 0,000 with a positive coefficient direction because when X1 increases, Y will also increase. The country of Indonesia has a Muslim majority population, this can be seen from data from the Ministry of the Interior in June 2021 as many as 86,88% of the population in Indonesia are Muslims, indirectly causing halal food to become an important factor in the life of Indonesian people. The existence of these results indicates that people currently have awareness of halal food, which indicates the level of purchase intention of the person for food, this research is in line with the findings of Aziz and Chok (2013) who stated that people have a level of awareness to consume halal food. This is also in line with the research of Aziz and Chok (2013) which stated that the attitude of the public towards the intention to buy is determined by their level of awareness of the concept of halal products.

This is in accordance with the TPB theory (Ajzen, 1991), when a person already has an awareness of the importance of halal it will provide an increase in the intention to consume halal food which automatically increases consumer purchase intentions toward a restaurant that has halal certification or guaranteed halal and other empirical studies on buying halal food (Shah Alam & Mohamed Sayuti, 2011). It is clear that high awareness about halal and halal product ingredients will significantly influence them to buy these food products. This is because statistical results showed that food product ingredients influence people's purchase intentions for food products at the Kintan Buffet Surabaya restaurant which reflects product safety and overall high product quality and these results are in accordance with research conducted by Yunus et al (2014).

Impact of Halal Certification on Consumer Purchase Intentions

Based on the results of the H2 hypothesis test, stated that the halal certification variable has a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya. This statement is proven through the results of the linear regression test with a significance value on the t-test which was equal to 0,000 with a positive coefficient direction because when X2 increases, Y will also increase. These results indicate that people consider restaurants or food that have halal certification, such as Kintan Buffet Surabaya, as a factor in the high or low purchasing intention of the public. In line with research by Aziz and Chok research (2013) which stated that halal certification has a positive effect on consumer purchase intentions. This is because consumers see that the existence of a halal certification issued by the MUI institution is one of the determinants of decisions to make purchases, especially for buyers who have an Islamic background.

The halal certificate itself in Indonesia is a standard given by the government that a restaurant or food product has passed a standard test and inspection which indicates that the restaurant and food product is safe for consumption both in terms of quality and religion as stated by Noordin et al (2014) if the halal certificate examines the food ingredients and the production process with several conditions if the results meet the standards, a halal logo stamp will be stamped on the product or producer. Halal certificates are useful as a guide for Muslim consumers that the products they consume have gone through a halal production process and have been guaranteed halal. These findings are in accordance with the TPB theory, which suggested that attitudes toward the assessment of halal certification have succeeded in encouraging behavior as a feature that influences purchase intention. This finding is also in line with research from Hassan et al (2020), products with halal certification are considered appropriate for Muslim consumers because they meet the requirements of Sharia law and are a symbol of quality. When someone is aware that the food has halal certification, then he will be more confident about the food so as to increase consumer purchase intentions for restaurants that have halal certification. Halal certification is a process in which the quality of food products goes through inspection to find out whether the manufacturing process and materials used meet Islamic standards (Ab Talib et al, 2017).

This research had implications for business actors, in this case, Kintan Buffet Surabaya, to build awareness of halal in the restaurant industry, and improve training for management and employees to maintain standards according to halal certification. This is because halal certification has an influence

on consumer purchase intentions where if a restaurant has halal certification, the consumer's purchase intention will increase. In line with the findings from Septiani and Ridlwan (2020) and the theory of TPB Ajzen (1991) which stated that halal awareness is important in influencing Muslim purchasing decisions to choose halal-certified products and how to recognize the characteristics of certified products.

Impact of Halal Food Quality on Consumer Purchase Intentions

Based on the results of the H3 hypothesis test, the food quality variable has a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya. This statement is proven through the results of the linear regression test with a significance value on the t-test which was equal to 0,000 with a positive coefficient direction because when X3 increases, Y will also increase. The existence of these results indicates that people consider restaurants or food that has good food quality as one of the factors for high or low consumer purchase intentions. Aziz and Chok (2013) explained that in the context of halal food safety, food is said to be of good quality if it meets several criteria such as being safe for consumption, healthy, and also hygienic.

Compatibility with the TPB theory used in this study which suggested that attitudes toward food quality evaluation have succeeded in encouraging behavior as a feature that influences purchase intention. Knowing the level of good food quality will cause people to choose a restaurant that has been verified or passed the due diligence test for food quality. People will be more inclined to choose restaurants that have halal certification because there is quality assurance and checking, especially for Muslims in Indonesia. This relates to research on halal certification considered appropriate for Muslim consumers because it meets the requirements of Sharia law and is a symbol of quality. The results of this study are in line with research from Abd Latif et al (2013) which revealed that it supports the hypothesis of a positive relationship between food quality, satisfaction, and behavioral intentions. The study states that food quality and satisfaction play an important role in determining customer behavioral intentions toward restaurants. Therefore, managers and restaurant owners of Kintan Buffet Surabaya must understand the importance of quality improvement and maintaining standardization of the quality of ingredients, which directly leads to profitable results through increased return visits to restaurants.

Research from Aziz and Chok (2013) as a reference journal has different results where they find that food quality has no effect on consumer purchase intentions. One of the reasons why this could happen according to them because emotion overpowers the influence of knowledge. When customers experience positive emotions during their visit to a restaurant, they will become loyal. Product knowledge does not have a stimulus effect on customer emotions, on the other hand, if the customer has higher knowledge about restaurants and luxuries, food quality, service quality, and restaurant atmosphere, then this can affect.

V. CONCLUSION

The purpose of this study is to examine the effect of halal awareness, halal certification, and food quality on purchase intention. This study used a sample of 376 from a total population of 6167 students at Airlangga University Surabaya 2020. The results showed that halal awareness has a positive effect on consumer purchase intentions at the Kintan Buffet restaurant in Surabaya. Based on this statement, it can be interpreted that people's halal awareness has a big impact in order to increase consumer purchase intentions at the all-you-can-eat Kintan Buffet Surabaya restaurant. Consistently halal awareness is educated to the public that the importance of being aware of halal in consuming food will impact increasing consumer purchase intentions for halal food products.

The results showed that halal certification has a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya. Proving that all-you-can-eat restaurants that have halal certification are more in demand by the public. Restaurants or food products that have halal certification will increase consumer purchase intentions for these restaurants and food products. The results showed that food quality had a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya. Good food quality is one of the factors that can increase consumer purchase intentions from the public in choosing a restaurant. The better the level of food quality, the higher the consumer purchase intention. The results of the study show that halal awareness, halal certification, and food quality simultaneously have a positive effect on consumer purchase intentions at the all-you-can-eat restaurant Kintan Buffet Surabaya.

Based on the results of the research that has been done, suggestions that can be used to support

future research are as follows, first, business actors to be more disciplined in implementing food standardization including safety, cleanliness, and halalness of food ingredients, and for business actors who have to have halal certification such as Kintan Buffet so you want to maintain its credibility in order to increase people's purchase intention; second, future research should add intervening variables, moderating variables, mediating variables, or control variables; Last, expanding the scope of respondents in research because currently there are more and more restaurants with an all you can eat nuance.

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