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Factors Related to Consumer Preferences of Halal Certified Restaurants (Case Study in Fast Food Restaurant X)

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Abstract: Currently, many consumers choose restaurants only because it is a trend in the community without seeing the restaurant is halal certified or not. In this case, it makes the emergence of preferences with different factors. The purpose of this study was to analyze factors related to consumer preferences of halal certified restaurants. The type of research used is observational with cross sectional design. The total sample in the study as many as 138 respondents. The sampling method in this study is Non-probability sampling with accidental sampling that has met the inclusion criteria. The research instrument used halal knowledge questionnaire and consumer preference questionnaire with statistical test using Chi Square correlation test. The results showed that the factors related to consumer preferences halal certified restaurants are factors completeness of restaurant facilities and restaurant menu factors. There is no relationship between gender, education, knowledge of halal products and consumer preferences of halal-certified restaurants. Further research is needed with other variables such as income, ease of access to information, restaurant food prices, and restaurant services that can determine factors related to consumer preferences of halal certified restaurants.

Keywords: Halal Certification, Preference Factors, Restaurant Consumers.

INTRODUCTION

Culinary business is currently widely used by the people of the region. One of the culinary business in the cafe, restaurant, shop, and so forth. The increasing number of residents makes businesses in the culinary field increasingly provide benefits for their owners and provide job opportunities for job seekers. The emergence of restaurants or places to eat around it makes it easier for people to meet food needs with many restaurants around the place of residence and can provide food needs easily, quickly, and practically (Dewi, 2015). In addition, the government also provides regulations on food that must be consumed regarding halal food in Government Regulation Number 69 of 1999 (Prianto, 2020). Currently many consumers who choose to visit the restaurant because the restaurant is visited, the restaurant is trending in the community, or because of the invitation and just want to try. Muslim consumer preferences in choosing a restaurant one of them is to choose a restaurant that has been certified halal. However, it can also be influenced by other things such as the menu at the restaurant, food prices, food quality, food service, and others (Damayanti, 2018). In this case makes the emergence of different consumer preferences in choosing and

buying food at the restaurant.

Based on this background, it is necessary to research on factors related to consumer preferences in halal-certified restaurants as an effort to determine the factors that affect other consumer preferences. This study was conducted to analyze the factors related to consumer preferences of halal certified restaurants, including gender, education level, knowledge of halal products, completeness of restaurant facilities, and restaurant menus. The purpose of this study was to analyze factors related to consumer preferences of halal certified restaurants.

CONCEPTUAL FRAMEWORK

The increasing number of residents makes businesses in the culinary field increasingly provide benefits for their owners and provide job opportunities for job seekers. More and more people and the majority of Muslims cause many businesses in the culinary field, especially restaurants that have been certified halal. Halal certification in restaurants is needed to convince consumers, especially Muslim consumers in choosing food products that are safe and certainly halal for



consumption. Consumers need to ensure the halal products in the restaurant by ensuring the halal logo on the restaurant products.

Consumers in choosing restaurants also have their own preferences that are different from one consumer to another consumer. Factors affecting consumer preferences are also very many kinds. Internal factors influenced by consumers themselves and external factors influenced from the outside. Factors that influence consumer preferences in purchasing decisions, be it cultural, social, personal, or psychological factors. Many factors can influence consumer preferences of halal certified restaurants, such as the internal factors there are gender, religion, age, education level, trust in food, consumer knowledge both the level of knowledge about the restaurant and about the product, there is also just want to know that makes consumer preferences in choosing a restaurant. While there are external factors restaurant menu, type of restaurant, menu price, a preference for solicitation of others, because it is a trend in the community, halal label, restaurant services, as well as facilities provided by the restaurant.

METHODOLOGY

Type of observational study with cross sectional design. The population in this study is consumers who visit halal certified restaurants. Sampling was done by chance by giving questionnaires to consumers found in halal-certified restaurants. Respondents were taken that is 138 respondents from all consumers who visit the restaurant. Samples were taken using accidental sampling. The subjects used are Muslims, aged 18-30 years, are consumers who visit halal certified restaurants (dine in).

Independent variables in this study are gender, education level, knowledge of halal products, completeness of restaurant facilities, and restaurant menus. Knowledge of halal products in question is the ability to answer questions about halal products, understanding halal products, characteristics of halal products, and how to choose halal products. Completeness of restaurant facilities is the satisfaction of respondents in assessing the

facilities provided at the restaurant. Restaurant menu is the satisfaction of respondents in assessing the menu provided at the restaurant. Data obtained by interview using halal product knowledge questionnaire with 10 Questions and completeness data of restaurant facilities and restaurant menu using characteristic questionnaire with 4 questions each. Dependent variable in this study, the consumer preferences of halal certified restaurants. How to retrieve data through interviews with consumer preference questionnaire as many as 5 questions about consumer preferences using likert scale.

Data collection was done after obtaining a letter of ethical clearance from the Research Ethics Committee of UNUSA with No. 035/EC/KEPK/ UNUSA / 2022 and obtain the consent of the respondent. Bivariate analysis in this study is to use The Chi Square test with $\alpha = 0.05$. Data were analyzed using software in the form of SPSS version 26.0.

RESULTS AND DISCUSSION

Univariate Analysis Results

Respondents are consumers in restaurants aged 18-30 years. The selection of respondents with this age because of adulthood will be more aware in choosing a restaurant for the safety of food to be consumed. There were 51 (37%) male respondents and 87 (63%) female respondents. At the last level of Education, 68 (49.3%) respondents were last educated in high school and 70 (50.7%) respondents were last educated in college (Table 1).

Knowledge of halal products derived from the ability of respondents in answering questions on the questionnaire halal product knowledge get the results that 41 (29.7%) respondents have less knowledge, 64 (46.4%) respondents have sufficient knowledge, and 33 (23.9%) respondents have good knowledge. Description of respondents based on satisfaction in assessing the completeness of restaurant facilities, namely 66 (47.8%) respondents found that restaurant facilities are not good, 38 (27.5%) respondents thought restaurant facilities were good, and 34 (24.6%) respondents thought the respondents' facilities



were good. In the restaurant menu, respondents thought that 76 (55.1%) respondents chose the restaurant menu is still not good, 39 (28.3%) respondents thought the restaurant menu is good enough, and 23 (16.7%) respondents thought that the restaurant menu is good. While the consumer preferences of halal-certified restaurants based on interviews through consumer preference questionnaires obtained results that 43 (31.2%) respondents chose not like, 47 (34.1%) respondents chose not like, and 48 (34.8%) respondents chose to like halal-certified restaurants (Table 1).

Table 1. Frequency Distribution Based On Respondent Characteristics

Variable	Amount	Percentage (%)
Gender		
- Male	51	37
- Female	87	63
Last Level of Education		
- High School	68	49,3
- Collage	70	50,7
Halal Product Knowledge		
- Less knowledge (score with quartile value 1 < 40%)	41	29,7
- Sufficient knowledge (score with quartile value 2 < 40% -70%)	64	46,4
- Good knowledge (score with quartile value 3 > 70%)	33	23,9
Restaurant Facilities		
- Less good (score with quartile value 1 ≤ 12)	66	47,8
- Good enough (score with quartile value 2 13-13. 25)	38	27,5
- Good (score with quartile value 3 > 13.25)	34	24,6
Restaurant Menu		
- Less good (score with quartile value 1 ≤ 12)	76	55,1
- Good enough (score with quartile value 2 13-14)	39	28,3

- Good (score with quartile value 3 > 14) 23 16,7

Consumer Preferences

- Dislikes (score with quartile value 1 ≤ 12) 43 31,2
 - Less likes (score with quartile value 2 13-14) 47 34,1
 - Likes (score with quartile value 3 > 14) 48 34,8

Based on Table 1, the results show that the gender of respondents is more female, as many as 87 respondents from 138 respondents (63%) than male respondents (37%). The results showed that the gender dominated by female respondents likely obtained more data than male respondents. The main factors that influence men and women in choosing a restaurant are taste, food prices, atmosphere, cleanliness, and variety of food. Women have more sensitive sensing skills in noticing things. Then, women are more choosy in deciding which restaurant to choose for food. While men are different from women that choose a restaurant based on desire. In accordance with Huda's research (2021), women are said to be more picky in deciding where to eat. Awareness and perception of halal certified restaurants are related to several factors including identity, lifestyle, beliefs, and social influence around it. On Aulia's research (2013), based on the opinion of women in her research, eating activities today are not just a matter of quantity and satiety, but eating activities have turned into a place to socialize.

In Table 1 of 138 respondents showed that most of the respondents were educated at universities as many as 70 respondents (50.7%). In this study most have their last Education in college. This shows that the higher the level of education of a person, the knowledge of a person is good and the wider the information and insight. Most of the respondents were educated at the last college because of the knowledge that respondents have enough high



on the concept of halal certified restaurants. In accordance with Damayanti's research (2018), the respondent's Education Level is classified as high-level education which makes it easier for respondents to understand the intent of the respondents' desired perceptions. The level of education of respondents can affect the outcome of the respondents' perception of the desired restaurant selection preferences.

In Table 1 the results showed that of the 138 respondents, most of them had higher knowledge, namely as many as 64 respondents (46.4%) with the average respondent having sufficient knowledge. The better the level of knowledge a person has about the Halal of a product, the greater the influence in increasing one's preference in choosing a halal food product to be consumed. In accordance with Putri's research (2018), stating that when the better knowledge of the halal product who has the experience and information that occurs at this time it will also affect the intention of

consumers to make a preference in choosing the product.

5.1.3 Bivariate Analysis Results

Based on the results of the analysis in Table 2 on the gender factor shows that there is no relationship between gender and consumer preferences (P value = 0,225 > $\alpha = 0,05$). There is no correlation between the level of education and consumer preferences (P value = 0,407 > $\alpha = 0,05$). there is no relationship between the level of knowledge of halal products and consumer preferences of halal certified restaurants (P value = 0,539 > $\alpha = 0,05$). On the completeness factor of restaurant facilities there is a relationship between the completeness of restaurant facilities with consumer preferences halal certified restaurant (P value = 0,028 < $\alpha = 0,05$), and while the restaurant menu factor there is a relationship between the restaurant menu with consumer preferences halal certified restaurant (P value = 0,022 < $\alpha = 0,05$).

Table 2. Factors related to consumer preferences of Halal certified restaurants

	Gender 13 P Value	Last Level Of Education P Value	Halal Product Knowledge P Value	Restaurant Facilities P Value	Restaurant Menu 18 P Value
Consumer Preferences Of Halal-Certified Restaurants	0,225	0,407	0,539	0,028*	0,022*

* Signifikan (P Value < 0,05)

Table 2 shows that based on the results of statistical analysis using the test Chi Square shows that the value P Value = 0.225 this means that there is no relationship between gender and consumer preferences of halal certified restaurants. Consumers need to make sure the restaurant visited is halal certified or not, especially for muslim consumers to ensure the products or food consumed at the restaurant are halal status according to Islamic Shari'ah or not. Gender there is no difference between men and women in determining the choice of halal – certified restaurants.

A significant difference also affects the interest of men and women in spending time. This form of spending time on women is more

used to gather with groups and go to restaurants. In line with Cahyani's research (2018), the difference between the number of male and female respondents in choosing restaurants that have been certified halal is because women generally prefer restaurants to buy products that are clearly halal rather than men who do not want to be picky in determining restaurants certified halal or not.

In Table 2 shows that based on the results of statistical analysis using test Chi Square shows that the value P Value = 0.407 this means that there is no relationship between the latest education and consumer preferences of halal certified restaurants. A person's level of education is also affected by a person's income.



Based on this, one's income reflects consumer preferences, the higher one's income, the stronger one's preference in choosing foods to be consumed. In accordance with the research Khossario (2016), the results is that there is a relationship between the influence of income on the consumption of halal food products with the results P Value = 0,037. The level of one's education will affect one's way of thinking, one's perspective, one's knowledge, and one's perception in choosing and sorting out the food that will be consumed. A person with a high income will find it easier to get the food he wants.

This is in line with Husaini's research (2016) that the level of Education owned by a person does not affect the level of one's preference in choosing a halal certified restaurant, because generally a highly educated person does not always choose a halal certified restaurant and vice versa, someone with low education is not always the origin in choosing a restaurant or place to eat. However, the level of education of respondents can determine the way of thinking, perspective, and perception of a person in decision - making on something. Consumers who have a good level of Education will be more responsive to information and influence consumers in choosing a product (Damayanti, 2014).

In Table 2 show that the results of statistical analysis using Chi Square test shows that the value of P Value = 0.539 this means there is no relationship between knowledge of halal products with consumer preferences halal certified restaurants. In contrast to the research of Rochmanto (2015), it was found that there is a relationship between halal product knowledge and consumer selection of halal certified restaurants with the result of P Value = 0.002.

Knowledge of halal products with consumer preferences halal certified restaurants influence each other. As in Mardhotillah (2022) research, Someone will choose a cool product to meet their needs so that they can provide the highest satisfaction for themselves. The highest satisfaction can be felt mentally up to a calm mind. There are several ways to choose a

product that suits your needs. One of them is by looking for information contained in a product. A person with high knowledge tends to have easier access to information compared to someone with less knowledge. Easier access to information is supported by the high income of a person with a better job. A person with a high income tends to read more, access information more easily, and have high curiosity. A person with high knowledge of halal products will determine one's preference in choosing foods that have been declared halal. As in this study, most of the respondents have good knowledge but there is still no relationship with consumer preferences. It can also be caused by other factors such as income and education that can affect the respondent's knowledge. As in the research of Sholikah (2015) argues that if the income received by a person increases, then the access to information will increase and the knowledge of a person will increase.

In Table 2 shows the results of statistical analysis using test Chi Square shows that the value P Value = 0.028 this means that there is a relationship between the completeness of restaurant facilities and consumer preferences of halal certified restaurants. In research conducted by Kumiasari (2013), it was found that there is a relationship between restaurant facilities with consumer satisfaction in choosing a restaurant with the result of P Value = 0.005. This is different from Fernando's research (2019), saying that there is no relationship between halal certified restaurant facilities and the selection of halal certified restaurants with results P Value = 4,098. Completeness of the restaurant facilities in question in this study include the availability of adequate places to eat, a large parking area, a toilet that is suitable for use, as well as other facilities that make restaurant consumers feel comfortable when visiting the restaurant. Cleanliness of the room can also attract the appeal of consumers make consumers always want to visit the restaurant, so that consumers make a preference in choosing a restaurant to be visited.



In this study, some respondents argue that the facilities provided by the restaurant have shown good quality facilities that cause the restaurant to be a consumer preference when choosing a restaurant. In contrast to Wibawa research (2021), one of the variables in the research is the indicator of the halal facility in question, namely the place of worship. The facilities offered are still difficult to reach when in public places and still inadequate. Facilities can also be something that can facilitate consumers in obtaining satisfaction. The availability of equipment to provide convenience to consumers in carrying out their activities so that their needs will be met. Good restaurant facilities must also be supported by the quality of service provided by the restaurant well. The quality of service can attract consumers and will be used by consumers as a preference when visiting restaurants. If the service received is in accordance with the wishes of the customer, the service is considered quality and satisfactory

In Table 2 shows the results of statistical analysis using test Chi Square shows that the value P Value = 0.022 this means that there is a relationship between restaurant menus and consumer preferences of halal certified restaurants. An important factor in the consideration of consumers in choosing a restaurant is the complete variety of restaurant menus offered. Varied menu choices will meet the wishes of consumers who each have differences in terms of tastes and preferences. One that affects the selection of the menu at the restaurant is the price of the menu. Most respondents in this study argue the menu presented to consumers is still not good. This is likely to be influenced by less menu variations and menu changes that cause consumers to get bored. Restaurant menu selection is influenced by the price of the food menu. Food prices are related to consumer preferences. When deciding to buy something, consumers will find out about the price and will buy it according to the ability of consumers.

This study is in accordance with

Khoiriyah (2018) research, restaurants that provide a diverse menu, it will be easier for restaurants to attract consumers to visit and consume the products offered. Consumer preferences in choosing a restaurant other than the menu offered but based on the price of the menu offered. If the restaurant offers a menu with a relatively cheap price, consumers will be interested in visiting the restaurant, and vice versa. In line with Saville research (2021), the better the restaurant menu will increase consumer satisfaction and be used as a preference in choosing a restaurant.

CONCLUSION

There is a relationship between factors completeness of restaurant facilities with consumer preferences halal certified restaurants. There is a relationship between the factors of the restaurant menu with consumer preferences halal certified restaurants. Further research is needed with other variables such as income, ease of access to information, restaurant food prices, and restaurant services that can determine factors related to consumer preferences of halal certified restaurants. It is necessary to increase the completeness of restaurant facilities and halal certified restaurant menus that are more varied to increase consumer preferences in halal certified restaurants.

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