The Effect of Halal Assurance, Product Quality and Social Media Reviews on Attitudes and Interest in Buying Food for Muslim Consumers in Yogyakarta Restaurants

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Abstract

This study aims to analyze and explain the influence of halal guarantees, product quality, and social media reviews on attitudes and food purchase intention for Muslim consumers at restaurants in the Yogyakarta area. This study uses primary data using convenience sampling techniques with samples obtained from 200 Muslim consumer respondents. This study uses the Structural Equation Modeling (SEM) analysis method with data processing using the SmartPLS version 3.0 program. The results of this study show that halal guarantees, product quality, and social media reviews have a positive and significant effect on Muslim consumers' purchase intention. The consumer attitudes that are influenced by halal guarantees, product quality, and social media reviews show positive and significant results. Furthermore, consumer attitudes also show a positive and significant influence on purchase intention.

***Keywords:** Halal guarantee, Product Quality, Social Media Reviews, Purchase Intention*

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1. Introduction

Indonesia is a well-known country with a majority Muslim population. Based on the dukcapil.kemendagri.go.id website (2022), the total population of Indonesia as of December 2021 reached 273,879,750 people and the Muslim population in Indonesia in 2021 reached 86.93% of the total population (databoks.katadata.co.id). If we look at the data specifically in Yogyakarta Province based on Yogyakarta.bps.go.id (2023), from 2017-2022 there was an increase in population every year and the number of Yogyakarta residents who were Muslim reached more than 80% (Bappeda.jogjaprov.go.id, 2023). In addition, the number of restaurants and eateries in Yogyakarta has also increased due to recovery after the Covid-19 pandemic (Bappeda.jogjaprov.go.id, 2023).

With the large number of Muslim population, there are several regulations made to accommodate the needs and comfort of the population. One of them is the obligation to have a Halal certificate for culinary business owners. Halal certificates issued by the Indonesian Ulema Council (MUI) are used as a benchmark for Muslim residents to make purchases, especially those related to consumer products such as staple foods. Halal certification is a symbol of assurance for consumers around the world who follow Islam because with this certification, consumers can ensure that all raw materials and food processing processes meet Sharia requirements (Jaiyeoba *et al*., 2019).

Products that are guaranteed halal are an important requirement for the product to be well accepted by Muslim consumers (Riaz and Chaudry, 2004). In addition, it is important for Muslims to consume products that are in accordance with the laws and rules of their religion (Rajagopal *et al*., 2011). Therefore, Halal certification is a special identity to distinguish Halal products from products that do not meet Halal certification.

Consumers will also consider various things when buying a product (Maison *et al*., 2018). These things can be related to the product intrinsically or extrinsically. One example of intrinsic attributes that consumers pay attention to is the quality and taste of the food, as well as the aroma of the food that can arouse their appetite. Meanwhile, extrinsic attributes that consumers pay attention to are brand, price, product origin, and packaging characteristics such as Halal certification. When viewed from extrinsic attributes, Halal certification has more influence on Muslim consumers who prioritize food products that are processed based on Islamic law. Halal certification also has the potential to help businesses succeed in the market because it can signal the values espoused by the business owner (Borzooei and Asgari, 2016).

Product quality is an intrinsic element as a form of guarantee of consumer confidence, meaning whether the product obtained will match consumer expectations or not so that this product quality can affect consumer buying interest (Batey, 2008). Products that have good quality can make a business compete in the global market and get more profits (Ali *et al*., 2018). Quality is one of the determinants of consumers to buy a product (Pappu *et al*., 2005) so that the quality of the products offered allows consumers to determine whether they will continue to buy the product or switch to buying other similar products. With the quality offered from a product or service,

consumers will make a decision whether they are interested in spending some money to get the product or service (Pappu and Quester, 2008).

Several previous researchers revealed that product quality affects purchase intention (Boulding *et al*., 1999; Chaudhuri, 2002; Tsiotsou, 2006; and Parasuraman, 1996). They revealed that consumers who pay attention to product quality tend to have higher purchase intention.

One of the reasons for the decline in consumer buying interest in culinary products, especially traditional food, is in terms of quality (Haryanto *et al*., 2019). They assume that the processing of traditional dishes sometimes does not pay attention to hygiene and health factors so that it does not have clear quality standards. Therefore, many consumers prefer to consume non-traditional food.

Social media is a computer technology that can facilitate the dissemination of information through virtual networks (Cui and Jiang *et al*., 2019). Social media is a means for users to create content as they wish (Kaplan and Haenlin, 2010). Social media also facilitates users to connect with other users who have similar interests by combining them in an *online* community. Through social media, all information about various culinary products can spread quickly (Veil *et al*., 2011). Users will spread their information and experiences to their social media accounts in enjoying various culinary offerings either through comments, videos or short messages written on their posts so that they can influence other consumers' buying interest. Especially if the owner of the social media account is someone who is influential and has many followers.

Social media is currently one of the most effective marketing media for marketing a product compared to conventional marketing (Cui and Jiang *et al*., 2019). In fact, currently negative comments about a restaurant spread on social media can have a bad impact on the company (Sumadi, 2022). Consumers are more likely to look at various comments and *reviews* on social media before buying a product (Park and Kim, 2008). Social media is used as a consumer evaluation tool for a brand to be purchased (Kang *et al*., 2016); Phua *et al.,* 2017).

The current development of the internet makes consumers tend to express their opinions on social media, and these opinions are then used as consideration for other consumers to buy a product. In fact, most consumers trust *online* sources on social media more than conventional sources (Fang *et al*., 2016). Consumer views on reviews on social media can build perceptions of a product which will further influence consumer attitudes and purchase intention (Chakraborty, 2019).

The existence of a high Muslim population and the growing culinary industry in Yogyakarta, it is important to see what factors can influence consumer buying interest, especially culinary consumers in Yogyakarta. In addition, it is important for a Muslim to pay attention to food that is guaranteed halal and the quality of its products, especially staple foods. This is because basic food is a daily necessity that must be consumed by everyone. Food that is consumed continuously must be guaranteed to be safe for the body both in terms of raw materials or content that is in it and has good nutritional value. Likewise, it is important for Muslim consumers to know clearly about the food to be consumed, especially staple foods, so that the content that contributes to the body remains in accordance with Islamic law.

Previous research revealed that product quality does not have a significant effect on purchase intention because not all consumers consider product quality in making purchases (Muljani & Koesworo, 2019). However, it is suspected that there are still many Muslim consumers who do not hesitate to eat at restaurants that do not provide halal guarantees for the products sold. Based on this explanation, this study aims to analyze and explain the effect of halal assurance, product quality, and social media reviews on attitudes and interest in buying food for Muslim consumers at restaurants in the Yogyakarta area.

2. Empirical Literature Review

2.1.1 *Theory of Reasoned Action* (TRA)

This research, which discusses food purchase intention for Muslim consumers in Yogyakarta restaurants, uses Fishbein and Ajzen's *Theory of Reasoned Action* (TRA) as a theoretical basis. The theory explains how the relationship between attitudes and individual behavior in action. Based on the theory put forward by Fishbein and Ajzen (1975), it reveals purchase intention as a person's desire to own a product, which can also be an important predictor of a person's habits. The *Theory of Reasoned Action* (TRA) explains how a person's interest in participating in a behavior (Han, H., and Kim, Y., 2010; MS, M., 2020). The components contained in the *Theory of Reasoned Action* (TRA) are behavior such as how individual intentions act to perform certain behaviors, attitudes such as how individuals think about making decisions in choosing whether or not to engage in certain behaviors, and subjective norms related to one's beliefs that shape the perception of individual intentions to do or not do these behaviors.

2.1.2 Purchase Interest

Fishbein and Ajzen (1977) in Lee *et al*., (2019) express purchase intention as a person's desire to own a product as a predictor of that person's habits. Dods *et al*., (1991) and Schiffman (2001) suggest that purchase intention can be used to calculate consumers' desire to buy a product. The higher the consumer's purchase interest in a product, the higher the consumer's desire for the product. Engel *et al*., (1995) in Lee *et al*., (2019) reveal three

types of buying interest, namely: (a.) unplanned purchases, this buying interest is included in impulse purchases, where consumers can make purchases in the store directly without prior planning. (b.) Partially planned purchases, where consumers have previously planned to buy certain products, but the execution of brand selection is only done when they get to the store. (c.) Fully planned purchases, buying interest that occurs because consumers have planned what products and brands they will buy, even when they have not yet arrived at the store. Kotler (2003) in Lee *et al.*, (2019) revealed that buying interest can be influenced by a person's feelings that arise suddenly in certain situations where these feelings involve a person's personal preferences. Meanwhile, impulsive buying interest represents a condition that raises a person's buying interest. Zeitahml (1988) in Lee *et al.*, (2019) expresses consumer buying interest as the possibility to buy, the desire to buy, and the consideration to buy a product.

Ajzen (1991) suggests that interest is a factor that motivates consumers, which in turn can affect their habits. Purchase interest is the desire of consumers to buy the same product after they have experienced using the product. Awan *et al.*, (2015) in Nurhayati and Hendar (2019) reveal that consumer buying interest in Halal products can be used to predict the level of consumer religiosity. Where Halal products are available in the market can cause consumers to make purchasing decisions based on their habits.

2.1.3 Consumer Attitudes

Ajzen and Fishbein (1981) reveal that psychological phenomena are shown by certain actions, or a person's attitude to take certain actions. Fishbein and Ajzen (1975) in Jhamb *et al.*, (2020) define attitude as a response to certain goods or services. Delafrooz and Pain (2011) reveal that consumer attitudes and purchase intention are variables that can be used to predict actual purchases.

Marmaya *et al.*, (2019) revealed that when viewed from *theory planned behavior* (TPB) interest in doing a habit is influenced by several things, namely attitudes, habits, and norms. Consumer attitudes can have a positive or negative effect on consumer buying interest. Attitudes can also be based on a person's habits that arise from their belief in something. Borne (2006) in revealing that if consumers' beliefs about the consumption of Halal food will affect their attitudes. Consumer attitudes have a positive influence on consumer buying interest (Mitchel and Olson, 1981). The more positive consumer attitudes towards a product, the higher consumer buying interest in the product. Engel *et al.* (1996) reveal that if consumers have a positive attitude towards a product, it will make the product attractive to consumers. However, if the consumer's attitude towards a product is negative, then consumers are less likely to be interested in the product. Keller (1991) reveals that consumer attitudes are determined by the relevance and importance of product attributes, which can then affect consumer purchasing habits.

2.1.4 Halal Guarantee

Halal and haram are principles found in Islam. Where this principle reveals what Muslims can and cannot do (Nurhayati and Hendar, 2019). Halal products are products that can be consumed by Muslims and these products will not make a person violate religious law. The existence of the halal principle affects the processed food industry. Where at this time, many producers began to pay attention to the importance of halal guarantees in the products they offer so that Muslim consumers are calmer when consuming the food offered.

In Indonesia, halal product assurance in Indonesia is guaranteed by the Indonesian Ulema Council (MUI) by issuing halal certification which must be displayed on every product that has passed the certification test. With this halal product guarantee, consumers will know if the product is safe for consumption such as products that do not contain alcohol, free of fat or pork, and when cutting meat to be processed, the meat cutter must mention the name of Allah.

Kurniawati and Savitri (2019) suggest that halal certification can be used as a guarantee for consumers. Where products that have halal certification will result in consumers feeling safe to consume these products. Jamal and Sharifuddin (2015) reveal that when selling and marketing halal products, the halal logo should not be missed by producers, because the halal logo is an indicator that can guarantee that the products consumed are halal products. Ali (2014) suggests that the location of the origin of the ingredients used by the producer to produce a product is also one of the guarantees for consumers to believe whether the product consumed is halal or not.

Bakar et al., (2013) revealed that the installation of a halal logo on consumed products makes consumers feel calm when consuming these products and will ultimately lead to a positive attitude towards these products. Khan and Khan (2019) also revealed that if products clearly disclose halal guarantees, it will cause consumers to have a high purchase interest in these products. Khan and Khan (2019) further revealed that halal certification is an accurate guarantee that producers can use to guarantee that the products they offer are in accordance with the rules that apply in Islam related to food processing.

2.1.5 Product Quality

Product quality is the relative value of a product related to consumer expectations of the product (Wheelock, 1992). This reveals that when consumers make a purchase of a product, consumers also buy expectations about the quality of the product. Haryanto et al., (2019) revealed that the quality of food includes taste, appearance, smell, color, temperature, and packaging of the food itself. Espejel et al. (2007) reveal product quality as a unity of product advantages, intrinsic value which includes attributes inherent in the product, and extrinsic value which includes attributes that exist outside the product. In relation to food, intrinsic attributes

include taste, smell, appearance, color, and temperature of the food itself. While extrinsic variables include packaging, service, and other factors that provide added value. Haryanto et al., (2019) also revealed that the higher the quality of the products offered, the more consumer buying interest in these products will increase.

Product quality is one of the determining factors for consumer satisfaction (Dean and Suhartanto, 2019). This is because when consumers consume a product and feel that the product is of high quality, consumers will feel satisfied and tend to make repurchases in the future. Therefore, it is important for companies to maintain product quality so that consumers want to buy the same product in the future. Suhartanto (2019) revealed that the quality of halal cuisine only affects consumers psychologically. Therefore, quality halal food refers to the ability of food to meet consumers' psiological needs such as freshness, appearance, diversity, taste, and health based on Muslim principles.

2.1.6 Reviews on Social Media

Nowadays, the reputation of a business can be formed with references from social media. Fischer (2014) reveals that currently many companies are starting to pay attention to social media to control people's perceptions of the products they offer and the image of the company itself. Alkazemi et al., (2019) revealed that currently many companies pay attention to reviews on social media because they feel that consumers today will check social media first before making a purchase of a product. If there are many positive reviews, the greater the consumer's buying interest in the product. But if there are more negative reviews of a product, consumer buying interest will decrease.

Lang and Lawson (2013) suggest that freedom of speech on social media has become part of today's society. There are some people who get incentives because they upload positive reviews of a product. Social media currently plays an important role as a means of communication for businesses and consumers (Singh, 2018). The benefit of social media from the producer side is to find out what consumers want and need so that they can create products that can answer consumer needs (Carr.et.al., 2015). Kaura et al., (2015) in Naeem (2019) suggest the importance of control from companies over reviews submitted by consumers on social media. Because the reviews submitted by consumers can be used as a basis for companies to continue to make improvements.

Cheung and Tadhani (2012) reveal that consumer *online* reviews can be used as a reference by other consumers before making a product purchase decision. Therefore, Naeem (2019) argues that consumers should look at sites or social media that can be trusted before making a purchase decision. This is done so that the information obtained by consumers to be taken into consideration is information that can be accounted for.

Hypothesis

2.2.1. The relationship between halal assurance on attitudes and purchase intention of Muslim consumers in Yogyakarta restaurants

In previous research on halal assurance and consumer attitudes from Abdalla, M. B. (2019) entitled "*Effect of Halal Logo and Attitude on Foreign Consumer' Purchase Intention*" with the results of research that the halal logo which is used as a guarantee of halal has a positive effect on consumer buying interest and further affects the positive attitude of consumers. Another study from Sumadi (2016) states that there is a positive influence between the halal label as a guarantee of halal products with consumer attitudes. Therefore, based on the above, the following hypothesis is put forward:

H1: Halal assurance has a positive effect on Muslim consumer attitudes

H2: Halal assurance has a positive effect on Muslim consumer buying interest

2.2.2. The relationship between product quality on attitudes and buying interest of Muslim consumers in Yoyakarta restaurants

Previous research from Budhi, H., Djoko, P., Amina, S. D., and Edi, C. (2019) entitled "How Does the Type of Product Moderate Consumers' Buying Intentions Toward Traditional Food?" with the result that there is a positive influence of product quality on consumer attitudes and purchase intention. Therefore, the hypothesis is put forward:

H3: Product quality has a positive effect on Muslim consumer attitudes

H4: Product quality has a positive effect on the purchase intention of Muslim consumers

2.2.3. The relationship between social media reviews on attitudes and purchase intention of Muslim consumers in Yogyakarta restaurants

Previous research "Do Social Networking Platforms Promote Service Quality and Purchase Intention of Customers of Service-Providing Organizations?" from Muhammad Naeem (2019) resulted in research that there is a positive influence of social media reviews on consumer buying interest. Another study from Alkazemi (2019) states that reviews on social media sites have a positive effect on consumer attitudes. based on this, the next hypothesis is as follows:

H5: Reviews on social media have a positive effect on Muslim consumer attitudes.

H6: Reviews on social media have a positive effect on the purchase intention of Muslim consumers.

2.2.4.   The relationship between consumer attitudes and consumer buying interest

The findings of several previous studies explain the effect of attitudes on consumer buying interest. According to Haryanto *et al*., (2019) revealed that consumer attitudes have a positive influence on consumer buying interest. The more positive consumer attitudes towards a product, the higher consumer buying interest in the product. Haryanto *et al*., (2019) revealed that consumer buying interest in traditional food is influenced by consumers' positive attitudes towards traditional food itself. Where the positive attitude of consumers is a positive driving variable. This positive attitude of consumers is influenced by stimuli related to their need to consume a product. Studies from Iwan, V., Jan, M. S., Anny, M., and Berto, M. W. (2019) suggest a positive influence between consumer attitudes on purchase intention and purchasing habits. therefore, this study formulates the following hypothesis:

H7: Consumer attitudes have a positive effect on the purchase intention of Muslim consumers.

2.3 Research Framework

This study consists of 3 independent variables, namely halal assurance, product quality, and social media reviews with an intermediate variable, namely consumer attitudes and 1 dependent variable, namely consumer purchase intention. therefore, the research model is described as follows.
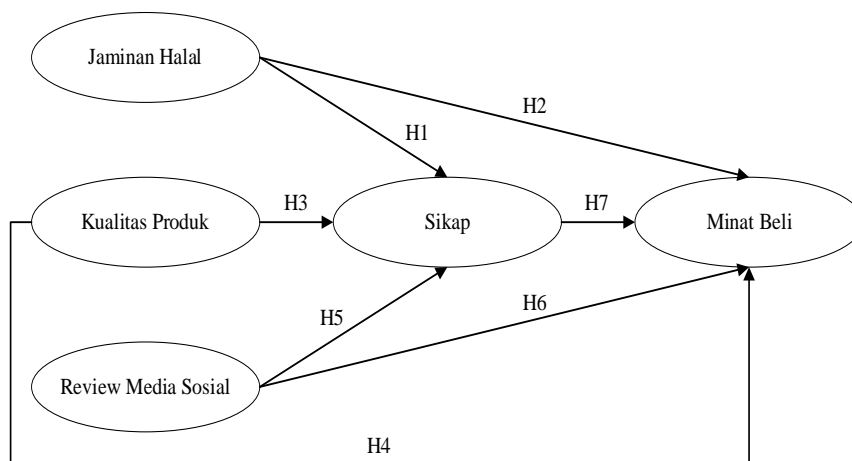

Image 1 Research Framework
Source: Garg, P., and Joshi, R. (2018); Bashir, A. M. (2019); Abdul Aziz, Y., Ali et al. (2018) and Chok, N. V. (2013).

3. Method, Data, and Analysis

This research was conducted in the city of Yogyakarta, with a focus on restaurants as the object of research. The research subjects are Muslim consumers who often buy food at restaurants in the region. The research method used is quantitative analysis with data collection through online questionnaire distribution using Google Form and distribution through social media such as Instagram, WhatsApp, and Line.

This study examines five variables: halal assurance, product quality, and social media reviews as independent variables, consumer attitudes as mediating variables, and purchase intention as the dependent variable.

Halal assurance is defined as consumer perceptions of products that do not violate religious law, with indicators such as halal certification, halal standards, and hygiene aspects (Kotler, 2018). Product quality refers to the ability of the product to meet consumer needs, with indicators including food taste, appropriate price, and cleanliness of presentation (Tjiptono, 2016). Social media reviews focus on consumer reviews on social media and indicators include complete information, online interaction, benefits from social media content (Matute et al., 2016), and trust in online reviews. Consumer attitudes are responses, feelings, and action tendencies towards Yogyakarta restaurants, with indicators including satisfaction and belief in halal assurance (Kotler & Armstrong, 2018). Purchase intention refers to the desire and consideration to buy a product, with indicators involving purchase habits and repurchase intentions (Schiffman and Kanuk, 2010).

The study population is Muslim consumers who enjoy culinary in restaurants in the region. To get a sample that represents the population, the convenience sampling method is used. The inclusion criteria for the sample are Muslim consumers aged 18-30 years, have social media accounts, and are both male and female.

Data collection was conducted through an online questionnaire with questions related to halal assurance, product quality, social media reviews, consumer attitudes, and purchase intention. Before the main research, a pilot test was conducted with 30 respondents to ensure the validity and reliability of the instrument. The validity test was carried out with item analysis to check the correlation between items and the total score. The reliability test uses the Cronbach's Alpha formula, with a reliability value above 0.7 considered good.

The pilot test results showed good validity and reliability of the instrument, so it was used for the main research. The main sample consisted of 200 respondents, exceeding the calculated minimum sample size.

Data analysis was conducted using the Structural Equation Model (SEM) with the help of Smart PLS software. The study included evaluation of the outer model and inner model. Convergent and discriminant validity were tested to measure the validity of the instrument. Convergent validity is declared good if the loading factor value ≥ 0.7 and Average Variance Extracted (AVE) ≥ 0.5. Discriminant validity is declared good if the square root value of the AVE is greater than the correlation between constructs.

Then, the reliability test was conducted with Cronbach's Alpha, with a minimum value of 0.7 as a good standard of reliability criteria.

Inner model evaluation is carried out to test the significance of the influence between constructs. The results of path coefficient analysis and t-statistics are used to test the hypotheses that have been proposed in this study.

In addition, Goodness of Fit (Q^2) is used to measure the clarity and fit of the model. The R-squared (R^2) value measures the extent to which the dependent variable is influenced by the independent variable.

4. Result and Discussion

The results of this study discuss the effect of Halal Guarantee, Product Quality and Social Media Reviews on attitudes and their impact on buying interest of Yogyakarta Muslim Restaurant consumers. The research data comes from the results of collection through *online surveys* or questionnaires distributed to 200 respondents of Muslim culinary lovers in Yogyakarta restaurants with an age range between 18 years and 30 years and have active social media accounts. Respondent criteria are adjusted to the research needs to answer the problem formulation in accordance with the research objectives. The results will be presented through descriptive analysis of respondent characteristics, descriptive variables and *Structural Equation Modeling* (SEM) analysis.

In accordance with the problems and model formulation that have been stated, as well as the interests of hypothesis testing, the analytical technique used in this research is *Structural Equation Modeling* (SEM) using the SmartPLS version 3.0 program. The use of the *Structural Equation Modeling* (SEM) method is used to analyze the influence between variables with general modeling which can be seen as a combination of factor analysis and regression analysis. The analysis in question includes: characteristics of respondents, descriptive statistics of variables, testing *Structural Eqution Modeling* (SEM) with SmartPLS and discussion.

4.1 Respondent Characteristics

Table 1 Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
Gender	Male	98	49%
	Female	102	51%
	Total	200	100%
Age	18 - 20 years	39	19,5%
	21 - 25 years	97	48,5%
	26 - 30 years	64	32%
	Total	200	100%
Jobs	Student	92	46%
	Employee (private/public)	52	26%
	Self-employed	36	18%
	More	20	10%
	Total	200	100%
Income per month	≤ Rp 2,000,000	89	44,5%
	> Rp. 2,000,000 - Rp. 5,000,000	95	47,5%
	> Rp. 5,000,000	16	8%
	Total	200	100%
Frequency of buying at a restuarant in a month	≤ 2 times	95	47,5%
	> 2 times	105	52,5%
	Total	200	100%

(Source: data processed 2023)

Based on a survey of 200 Muslim consumers in Yogyakarta restaurants, the majority of diners are female (51%) with the age of 21-25 years old (48.5%). 46% are students, 47.5% have a monthly income of IDR 2-5 million,

and 52.5% buy food at restaurants more than 2 times a month. This data reflects consumer diversity in age, gender, occupation, and income level, providing important insights for restaurant marketing strategies.

4.2 Respondents' Assessment of Research Variables

Descriptive static analysis of variables is used to show the assessment of questions given to respondents which are used in representing research variables, namely Halal Guarantee, Product Quality, Social Media Review, Attitude and Purchase Intention. The assessment of research variables is measured using a Likert scale with the lowest *score* worth 1 (strongly disagree) to the highest *score* worth 5 (strongly agree). Furthermore, the assessment of respondents' answers used the following intervals:

$$Interval = \frac{nilai\ maksimum - nilai\ minimum}{kelas\ interval}$$

$$Interval = \frac{5 - 1}{5} = 0,80$$

Based on these intervals, then in the interpretation of the value of the interval classes for the answers obtained from the respondents:

Table 2 Interval Class Interpretation

Interval	Interpretation
1,00 - 1,80	Very Low
1,81 - 2,50	Low
2,61 - 3,40	Simply
3,41 - 4,20	High
4,21 - 5,00	Very High

The results of descriptive statistics on research variables to determine the average of each indicator tested in the study, these results can be seen from the following table:

Table 3 Descriptive Table of Halal Guarantee Variables

Indicator	Mean	Category
Availability of halal certification / halal assurance.	3,90	High
Food and beverages meet halal standards.	3,86	High
Diversity of food menu offered	3,91	High
Freshness of the food ingredients used.	3,85	High
Cleanliness of the food served.	3,92	High
Assurance of food ingredients used	3,88	High
Total average assessment	3,88	High

(Source: data processed 2023)

Table 4 Product Quality Variable Descriptive Table

Indicator	Mean	Category
Food and beverage flavors are delicious.	3,84	High
Price compatibility with food quality.	3,85	High
Food and beverages are served with great attention to hygiene.	3,81	High
Food and drinks are kept hygienic when served.	3,80	High
Food and beverage flavors do not change.	3,88	High
In general, the food and drinks are of good quality.	3,79	High
Total average assessment	3,82	High

(Source: data processed 2023)

Table 4.5 Descriptive Table of Social Media Review Variables

Indicator	Mean	Category
Get complete information about Yogyakarta restaurant products including advantages, prices, detailed product information, and post-purchase of other parties from social media.	3,90	High
Can interact to inquire about products directly *online.*	3,90	High
Feeling the benefits of social media content regarding the product to be purchased.	3,78	High
Feeling that many *online* customer reviews indicate that Yogyakarta restaurants are trusted	3,95	High
Total average assessment	3,88	High

(Source: data processed 2023)

Table 4.6 Descriptive Table of Attitude Variables

Indicator	Mean	Category
Happy to consume food and drinks at Yogyakarta Restaurant.	4,17	High
Continue to consume food and drinks at Yogyakarta restaurants.	4,18	High
Yogyakarta Restaurant provides halal assurance on the taste of food and beverages.	4,22	Very High
Yogyakarta Restaurant provides halal food and beverages for consumption.	4,23	Very High
Total average assessment	4,19	High

(Source: data processed 2023)

**Table 4.7 Descriptive Table of Purchase Interest Variables**

Indicator	Mean	Category
I'm used to buying food and drinks at Yogyakarta restaurants.	4,19	High
Get pleasure when buying food and drinks at Yogyakarta restaurants.	4,19	High
Will recommend food and drinks in Yogyakarta restaurants.	4,15	Very High
Will repurchase food and beverages at Yogyakarta restaurants.	4,23	Very High
Total average assessment	4,19	High

(Source: data processed 2023)

The results of respondents' assessment of the research variables show that Muslim consumers in Yogyakarta are very positive about the restaurants studied. They gave high ratings to Halal Assurance, Product Quality, Social Media Review, Attitude, and Purchase Intention. Consumers believe that these restaurants maintain product quality, provide halal food, and communicate effectively through social media. Consumer attitudes are very positive, with high interest to continue buying and recommending the restaurant. These results provide a strong foundation for the restaurant to retain customers and attract more Muslim consumers with halal and quality food and beverage offerings.

Causality Analysis with Structural Equation Modeling (SEM) has been conducted in this study to test the cause-and-effect relationship between the research variables. This SEM model converts theory into hypotheses that are tested through data collection and analysis. In this study, the model was analyzed in two stages: measurement model analysis (outer model) and structural model analysis (inner model).

Testing the Measurement Model (Outer Model)
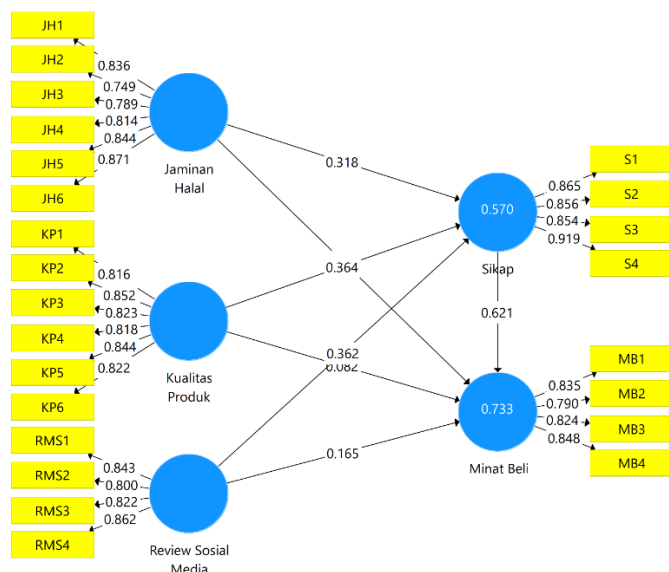
Figure 2. Measurement Model Testing

At this stage, testing the validity and reliability of the instrument is carried out through outer model measurements. In the convergent validity test, parameters such as factor loading and Average Variance Extracted (AVE) are used to assess the extent to which indicators have a positive correlation with the same construct. The results show that all indicators meet the convergent validity criteria, with factor loading values > 0.7 and AVE values > 0.5.

Furthermore, discriminant validity analysis was used to ensure that the constructs are truly distinct from each other. The results show that the root AVE is greater than the correlation between constructs, indicating that the model has sufficient discriminant validity.

Composite reliability testing was carried out using Cronbach's Alpha and Composite Reliability. The results show that all variables in this study have reliability values above 0.7, indicating that the instruments used are reliable.
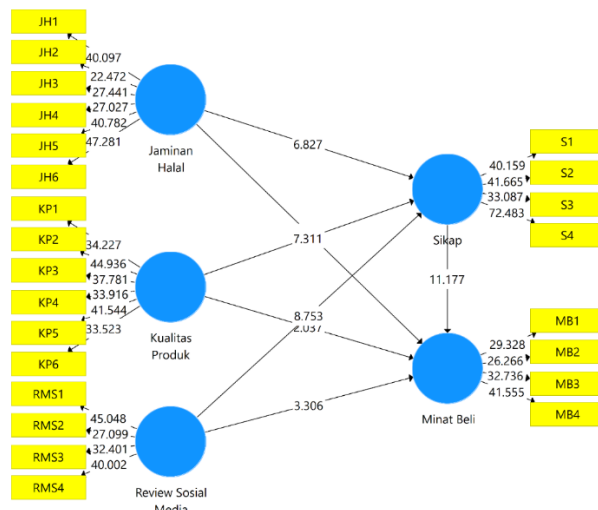
Structural Model Analysis (Inner Model)

Figure 3. Structural Model Testing

The structural model was evaluated to determine its accuracy. R-Square (R²) analysis was used to measure the extent to which the exogenous variables (influencing variables) explain the endogenous variables (influenced variables). The results showed that the model was able to explain most of the variation in the endogenous variables Attitude and Purchase Intention, with R² of approximately 57% and 73% respectively.

Q-Square (Predictive Relevance) analysis is used to assess the goodness of fit of the model. A Q-Square value greater than 0 indicates that the model has predictive relevance. The results indicate that the model has sufficient predictive relevance.

The results of hypothesis testing through regression coefficients and significance show that all hypotheses in this study are accepted. In other words, halal assurance, product quality, social media reviews, and attitude have a significant positive influence on Muslim consumers' purchase intention. In addition, attitude also has a significant positive influence on purchase intention.

4.3 Discussion

1.   The Effect of Halal Guarantee on Consumer Attitudes

The results of testing hypothesis 1 state that halal assurance has a positive and significant effect on consumer attitudes towards halal food at Yogyakarta Restaurant. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.318 which means that the better the restaurant's ability to provide halal food assurance, the better the attitude of consumers. Significance testing shows a t-statistic value of 6,827 with a p-value of 0.000 <0.05, which means significant. Thus it can be concluded that hypothesis 1 which states that halal assurance has a positive effect on Muslim consumer attitudes, is proven.

The results of this study are in line with previous research by Sumadi (2016) which states that there is a positive influence between the halal label as a guarantee of halal products with consumer attitudes. Halal guarantees on food offered to consumers through the 'Halal' logo are able to provide a sense of security to consumers that the food offered does not contain ingredients prohibited by religion. The guarantee of halal food will be able to have an impact on the positive attitude that consumers have towards food. According to Khan and Khan (2019), if the installation of a halal logo on the product consumed makes consumers feel calm when consuming the product and will subsequently lead to a positive attitude towards the product. The halal logo listed on the restaurant is understood by consumers not only as a visual necessity, but as a guarantee that the food does not

contain ingredients prohibited by religion from the authorized agency. Thus, the halal guarantee from the restaurant is able to increase the positive attitude of consumers towards food in the restaurant.

2. The Effect of Halal Guarantee on Consumer Purchase Interest

The results of testing hypothesis 2 state that halal assurance has a positive and significant effect on consumer buying interest in halal food at Yogyakarta Restaurant. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.143, which means that the better the restaurant's ability to provide halal food assurance, it will increase consumer buying interest. Significance testing shows a t-statistic value of 3.486 with a p-value of 0.001 <0.05, which means significant. Thus it can be concluded that hypothesis 2, which states that halal assurance has a positive effect on Muslim consumer buying interest, is proven.

The results of this study are in line with previous research by Abdalla (2019) which proves that the halal logo which is used as a halal guarantee has a positive effect on consumer buying interest. The use of the halal logo by the restaurant is guaranteed by the authorized agency that the food and drinks served have met proper standards and do not contain ingredients prohibited by religion. Halal certification can be used as a guarantee for consumers because products that have halal certification will result in consumers feeling safe to consume these products (Kurniawati and Savitri (2019). The guarantee of halal food and drinks from restaurants through embedding the halal logo is able to provide a sense of security and calmness for consumers to make purchases and consume these foods. This is because consuming halal food is something that is regulated by Islam so as not to interfere with worship and religious beliefs.

3. The Effect of Product Quality on Consumer Attitudes

The results of testing hypothesis 3 state that product quality has a positive and significant effect on consumer attitudes towards halal food at Yogyakarta Restaurant. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.364 which means that the better the product quality of the food offered by the restaurant, it will increase consumer attitudes. Significance testing shows a t-statistic value of 7.311 with a p-value of 0.000 <0.05 which means significant. Thus it can be concluded that hypothesis 3, which states that product quality has a positive effect on Muslim consumer attitudes, is proven.

The results of this study are in line with previous research by Budhi, et. al. (2019) proving that there is a positive influence of product quality on consumer attitudes and purchase intention. Product quality describes the entire product including features, capabilities and performance on a product that can be felt directly by consumers. Good product quality will have the ability to increase consumer confidence, reduce the risk of disappointment and create a positive attitude in consumers. When consumers feel that a product is of high quality, they tend to have a more positive attitude towards the brand. Consumers who think that a product has good quality and is suitable for consumption will increase their attitude to accept the product. Conversely, poor product quality or not in accordance with expectations can result in a consumer attitude that rejects or is less interested.

4. The Effect of Product Quality on Consumer Purchase Interest

The results of testing hypothesis 4 state that product quality has a positive and significant effect on consumer buying interest in halal food at Restaurant Yogyakarta. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.082 which means that the better the product quality of the food offered by the restaurant, it will increase consumer buying interest. Significance testing shows a t-statistic value of 2.037 with a p-value of 0.042 <0.05, which means significant. Thus it can be concluded that hypothesis 4 which states that product quality has a positive effect on the purchase intention of Muslim consumers, is proven.

The results of this study are in line with previous research by Haryanto *et al*., (2019) which revealed that product quality has a positive and significant effect on consumer purchase interest. Product quality comes from the overall evaluation made by consumers of the products offered with the performance and benefits of these products. Product quality is an important factor that influences consumer interest in making purchases. High product quality is able to give consumers confidence that the product is what they need. Consumers who think that a product has high quality will be more likely to be interested in making a purchase. Compared to products that have poor quality or do not meet consumer expectations, it will lead to low purchase interest.

5. The Effect of Social Media Reviews on Consumer Attitudes

The results of testing hypothesis 5 state that social media reviews have a positive and significant effect on consumer attitudes towards halal food at Yogyakarta Restaurant. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.362 which means that the better the reviews on social media about the food offered by the restaurant, it will increase consumer attitudes. Significance testing shows a t-statistic value of 8,753 with a p-value of 0.000 <0.05, which means significant. Thus it can be concluded that hypothesis 5 which states that social media reviews have a positive effect on Muslim consumer attitudes, is proven.

The results of this study are in line with previous research by Alkazemi (2019) which states that reviews on social media sites have a positive effect on consumer attitudes. Social media is a platform that provides space for consumers to share their experiences directly with others at large. Reviews through social media can be used by consumers as a reference to determine their attitude towards a product or brand. When a product or brand has many positive reviews from its consumers, it will be able to increase the attitude of potential buyers.

Likewise, if the review contains negative comments that consumers feel about their experience with the product, it will be able to reduce the interest of potential consumers. Companies must effectively communicate with consumers through this platform to build and maintain positive relationships and influence consumer attitudes properly.

6. The Effect of Social Media Reviews on Consumer Purchase Interest

The results of testing hypothesis 6 state that social media reviews have a positive and significant effect on consumer buying interest in halal food at Restaurant Yogyakarta. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.165, which means that the better the reviews on social media about the food offered by the restaurant, it will increase consumer buying interest. Significance testing shows a t-statistic value of 8.753 with a p-value of 0.001 <0.05, which means significant. Thus it can be concluded that hypothesis 6 which states that social media reviews have a positive effect on the purchase intention of Muslim consumers, is proven.

The results of this study are in line with previous research by Naeem (2019) which found that there is a positive influence of social media reviews on consumer buying interest. Social media provides a forum for consumers to openly share their experiences of a company's products or services that they feel firsthand. Positive reviews on social media can affect consumer perceptions of a product for the quality offered, due to direct experience from others. Reviews on social media can also provide valuable insight into consumers' real experiences with products or services. This is very helpful for potential consumers to determine their next steps through information on considering the pros and cons of the product, and adjusting their expectations of the product. Consumers often look for product reviews before making a purchase, and positive reviews can be a driving factor in encouraging consumer interest in making a purchase.

7. The Effect of Attitude on Consumer Purchase Interest

The results of testing hypothesis 7 state that attitude has a positive and significant effect on consumer buying interest in halal food at Restaurant Yogyakarta. This is evidenced by the acquisition of a positive path coefficient (*original sample*) of 0.621 which means that the better the attitude perceived in restaurant food, it will increase consumer buying interest. Significance testing shows a t-statistic value of 11,177 with a p-value of 0.000 <0.05 which means significant. Thus it can be concluded that hypothesis 7 which states that consumer attitudes have a positive effect on the purchase intention of Muslim consumers, is proven.

The results of this study are in line with previous research by Haryanto *et al*., (2019) which reveals that consumer attitudes have a positive influence on consumer buying interest. Consumer attitudes towards a product based on the information they get will be able to influence their further behavior. Consumer attitudes arise based on their reaction to the information they get on a product or service. The attitude that consumers have will be able to influence their purchase interest in a product. When consumers have a positive attitude towards a product or brand, they tend to feel interested in buying or using that product. Conversely, if consumers have a negative or hesitant attitude towards a product or brand, their purchase interest tends to be low. This negative attitude can arise due to consumers' previous bad experiences, negative reviews, or their perception of quality is considered less than expected. Companies need to maintain a positive attitude towards consumers, because through a positive attitude from consumers to the company, it will be able to drive strong buying interest and strengthen long-term positive relationships with consumers.

5. Conclusion

Based on the results of the discussion in the previous chapter, it can be concluded as follows.

1. There is a positive and significant influence between halal assurance on the attitude of Muslim consumers in restaurants in Yogyakarta. This means that the better the guarantee provided by the restaurant for the halal status of the food and drinks offered will be able to increase the positive attitude of Muslim consumers.

2. There is a positive and significant influence between halal assurance on Muslim consumer buying interest in restaurants in Yogyakarta. This means that the better the guarantee provided by the restaurant for the halal status of the food and drinks offered will be able to increase buying interest in Muslim consumers.

3. There is a positive and significant influence between product quality on the attitude of Muslim consumers at restaurants in Yogyakarta. This means that the better the quality of food and beverage products offered by restaurants will be able to increase positive attitudes in Muslim consumers.

4. There is a positive and significant influence between product quality on the purchase intention of Muslim consumers at restaurants in Yogyakarta. This means that the better the quality of food and beverage products offered by the restaurant will be able to increase buying interest in Muslim consumers.

5. There is a positive and significant influence between social media reviews on the attitude of Muslim consumers at restaurants in Yogyakarta. This means that the better the positive reviews from previous consumers at the restaurant, the better the attitude felt by Muslim consumers.

6. There is a positive and significant influence between social media reviews on Muslim consumers' buying interest in restaurants in Yogyakarta. This means that the better the positive reviews from previous consumers at the restaurant, it will be able to increase the buying interest generated in Muslim consumers.

7. There is a positive and significant influence between consumer attitudes on the purchase intention of Muslim consumers at restaurants in Yogyakarta. This means that the better the attitude that consumers have towards food and drinks from restaurants, it will be able to increase the buying interest generated in Muslim consumers.

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