Antecedents of Intention to Buy Non-Muslim Halal Fast Foods: Evidence from the Biggest Muslim Population Country

Istyakara Muslichah*1, Krishnamurti Akbar Ibrahim 2
* Correspondence Author: istyakara@uii.ac.id
1,2 Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia

INTRODUCTION

Halal lifestyle has recently spread throughout the world (Wilson, 2014), not only in Islamic countries but also in other countries such as America, Australia, Japan, China, India, and Latin American countries (Hidayat and Siradj, 2015). Halal lifestyle refers to trend in...
daily activities that are in accordance to sharia (Sukardani et al., 2018). To comply with the halal lifestyle, various companies provide halal products ranging from foods, beverages, finance, banking, pharmacy, and cosmetics (Muhamed et al., 2014). Consumption of halal products is also supported by the growing number of Muslim population in the world which is about 23 percent of the total population (Ireland and Rajabzadeh, 2011). Halal consumption trend is predicted to continue in the future (Kettani, 2010) since Muslims are obliged to consume halal products as cited in The Quran QS 1: 168.

According to data from the State of The Global Islamic Economy (2020), the indicators of halal business trends are distributed in six industrial sectors, including Islamic financial services, halal food, fashion, travel, media, recreation, pharmaceutical, and cosmetic. Based on those sectors, the halal foods industry has become one of the growing markets which contributes around 12% to agri-based food products (Temporal, 2011) and expected to have a compound annual growth rate (CAGR) of 3.5% between 2019-2024 (State of the Global Islamic Economy, 2020). The data also reported that Indonesia, as the biggest Muslim population country, currently is in the fourth rank on the overall Global Islamic Economy Indicator score in 2020 compared to other countries. Indonesia is also included in the top five of some specific business sectors, such as halal food, modest fashion, and media/recreation. The fact that the first rank always goes to other countries which have a much smaller Muslim population is mystifying, especially in the halal food sector which has the biggest portion of investment (51.86%) compared to other sectors.

Having a promising future of the halal food industry, some global fast-food companies, such as McDonald’s and KFC, have exploited such opportunity by launching products with halal certification in some countries (Awan et al., 2014), including Indonesia (McDonald’s Indonesia, 2020). A survey conducted by Statista (2019) reports that fast-food restaurants dominate the top ten most favorite restaurants in Indonesia, such as KFC, McDonald’s, Pizza Hut, Texas Fried Chicken, and A&W. However, there was inequality of each restaurant’s score between the giant players, such as KFC and McDonalds, and the other fast-food companies. If we look country of origin of these companies, all of them originally come from Western countries, and not all of their products registered as halal-certified in all the countries they serve (Salama, 2018).

To date, McDonald’s, KFC, Domino’s Pizza, Pizza Hut, Texas Chicken, and Burger King are some examples of global fast-food restaurants with halal certification in Indonesia (MUI, 2021). Although in the beginning, they started their business in Indonesia without halal certification, they then realized that it is necessary to register their halal certification to LPPOM MUI, an Indonesian halal assurance institution. Aisyah et al. (2019) found that nowadays, Indonesian consumers shifted to be more conscious about halal-certified foods. It is aligned with previous studies mentioning that halal certification is one of the antecedents of consumers’ intention to buy halal food (Awan et al., 2014), halal fast food (Fitria et al., 2019), even for non-Muslim consumers (Aziz and Chok, 2013). This finding is also supported Fitria et al., (2019); Awan et al., (2014); Aziz and Chok (2012) who consistently found that halal certification and marketing significantly influence consumer’s intention to purchase halal foods in Indonesia, Pakistan, and Malaysia.

Another factor i.e., religiosity was also found to be the important factor for consumers to purchase halal foods (Awan et al., 2014; Asnawi et al., 2018). By contrast, other studies found that halal awareness (Bashir, 2019; Fitria et al., 2019; Awan et al., 2014; Yunus et al., 2014; Aziz and Chok, 2012), food quality (Aziz and Chok, 2012; Maichum et al., 2017;
Ali et al., 2018), and brand (Aziz and Chok, 2012; Azam, 2016; Yunus et al., 2014; Ali et al., 2020) were inconsistent with each other in predicting consumers’ intention to purchase halal foods. Such inconsistency interesting to be studied. Therefore, this study intends to close such research gap.

Based on the aforementioned inconsistency, it may be concluded that determinants of consumers’ intention on non-Muslim (Western) halal food, in the context of fast food, is still questionable. Understanding the motivation behind consumers’ behavior toward halal foods is necessary for their marketers (Wilson and Liu, 2010). A research question that is addressed in this study is as follow: To what extent halal awareness, halal certification, halal marketing, religiosity, brand, and food quality positively affect consumers’ intention to purchase non-Muslim (Western) halal fast food?

LITERATURE REVIEW

The Concept of Halal Food

Based on Aji (2019), Islamic-related terms are the derivation of Islam as a religion. As a religion, Islam is all about creed, faith, and monotheism. Islam has its own rules and regulations based on the Quran and Sunnah (QS 4:59). Generally, these rules are well-known as sharia. Sharia becomes the primary source for Muslims in their daily lives, including how to pray, eat, manage the relation with others, even how to preserve the environment (Baharuddin et al., 2015). To make it more operational, sharia is defined more specifically into the guidelines on which one is halal and haram (Aji et al., 2020).

In Islam, halal is the exclusive term to mention something that is allowed to be used or consumed in the context of foods, while haram is to explain something that is forbidden to be used or consumed (Razimi et al., 2017). Regarding what to consume that is allowed by sharia are all foods that are clean and well processed and free from contamination by any of these ingredients: dead animals, blood, pork, alcohol, carnivores, and amphibians. Besides that, to obtain halal foods from animals, the animals should be slaughtered by uttering the name of Allah (Indonesian Ministry of Religion/Kemenag, 2014).

Although at the beginning the concept of halal foods is originally from Islam communities, nowadays this concept is being discussed worldwide because of its recognition as an alternative benchmark for the safety, hygiene, and quality assurance of what to consume every day. Therefore, this concept is universally applicable, especially for Muslim consumers (Abdullah et al., 2014).

Previous Research on Halal Foods

Past studies revealed the antecedents of consumers’ intention in halal foods, specifically in some biggest and emerging Muslim population countries such as Indonesia (Fitria et al., 2019; Asnawi et al., 2018), Pakistan (Awan et al., 2014; Ali et al., 2018), Saudi Arabia (Azam, 2016), Malaysia (Yunus et al., 2014; Aziz and Chok, 2012), Thailand (Maichum et al., 2017), South Africa (Bashir, 2019), and China (Ali et al., 2020). Some of them have similarities in focusing on six variables such as halal certification, halal marketing, halal awareness, religiosity, brand, and quality. In general, the majority of the studies use general halal food, restaurants or food manufacturers as the studies’ objective. To the best of our knowledge, only few existing studies employ halal fast food companies (Asnawi et al., 2018), such as KFC and McDonalds, or non-Muslim products (Yunus et al., 2014; Azam, 2016) as the research object.
Asnawi et al. (2018) studied global Muslim intention on global foods like McDonald’s, KFC, Pizza Hut, Dunkin’ Donuts, A&W, and CFC in Indonesia, Europe, and Middle Eastern countries. They found that religiosity can predict consumers’ intention to buy the foods. Meanwhile, the other research on non-Muslim food manufacturers in Saudi Arabia (Azam, 2016) and Malaysia (Yunus et al., 2014), proved that besides religiosity, halal awareness and ingredient/quality have direct effect on consumer’s purchase intention. Azam (2016) also found that purchase intention is indirectly influenced by halal certification and religiosity. Those studies also analyzed the impact of brand on purchase intention, but it turned out no significant impact.

Additionally, past studies on halal foods which are not explicitly mentioning either fast food or non-Muslim food companies, found that purchase intention is affected by halal awareness, halal certification, halal marketing, brand, religiosity, and/or quality (Fitria et al., 2019; Awan et al., 2014; Bashir, 2019; Aziz and Chok, 2012; Maichum et al., 2017; Ali et al., 2018; Ali et al., 2020).

**Halal Awareness and Purchase Intention**

Awareness is defined as a concept about implying an understanding and perception towards events or subjects. It has been hypothesized to an important role in determining an individual’s intention (Aziz and Chok, 2013). In the context of halal, awareness can be conceptualized as a process of information to increase the level of individual’s awareness of what is permissible to eat, drink and use (Abdullah et al., 2014).

According to Awan et al., (2014), brands that invest in creating customer awareness of halal food will increase the company's marketing program and will also affect customer confidence in consuming halal food. Azam (2016) and Yunus et al., (2014) also supported that halal awareness has a direct effect on consumer’s intention to purchase halal food, even halal food produced by non-Muslim manufacturers. Given that previous study on halal foods in several settings, this study, then, intends to test the effect of halal awareness on intention to purchase non-Muslim halal fast food in the Indonesian market and hypothesizes the following:

*Hypothesis 1: Halal awareness positively influences consumers’ intention to buy non-Muslim (Western) halal fast food.*

**Halal Certification and Purchase Intention**

Halal certification in food is a recognized standardization concept in the food production process starting from preparation, slaughter, cleaning, handling, and other relevant matters by an official institution (Aziz and Chok, 2013). Examples of such institutions are the Indonesian Ulema Council (Indonesia), the Department of Islamic Development Malaysia/JAKIM (Malaysia), and The Majlis Ugama Islam/MUIS (Singapore) which are officially established by the government. Meanwhile, some countries such as Japan and Australia provide halal certification by non-governmental organizations (NGOs), associations, or consultant companies that have concerns about halal assurance (Aji et al., 2020). Practically, those institutions provide guideline for companies to produce products that align with sharia. The company, then, submit their application to get permission to attach the halal label from the institution on their packaging or product attributes.

Halal certification is important to give assurance, especially for Muslims’ consumption. However, it does not mean it is not applicable for non-Muslim consumers because nowadays
society refers the halal certification as assurance for a high-quality product that is consistent with good manufacturing practices (GMP) (Rosnan et al., 2015). In a Muslim-majority country like Indonesia, halal certification is an absolute key in offering food products. Muslim consumers today are faced with various product choices that are sometimes doubtful of halalness, so marketers indirectly use halal certification on their products as a way to convince target consumers that their products are sharia-compliant (Abdullah et al., 2014).

The aforementioned practice is empirically supported by previous studies on halal food. Halal label or certification is proven effectively attracting consumers’ intention to buy halal food (Awan et al., 2014), halal fast food (Fitria et al., 2019), not only for Muslims but also for non-Muslim consumers (Aziz and Chok, 2013). Furthermore, residents in the density Muslim country tend to be more conscious about halal-certified foods (Aisyah et al., 2019).

Hypothesis 2: Halal certification positively influence consumers’ intention to buy non-Muslim (Western) halal fast food.

Halal Marketing and Purchase Intention

As discussed in the halal certification part, halal foods have specific standards that distinguish their production from non-halal foods. However, Wilson and Liu (2010) found that in the context of marketing, halal foods usually apply general standards of marketing which leads to some implications. To some extent, Muslims are similar to other consumers regarding their demand for nutritious foods. What makes them different is the Sharia requirement in the products they are consumed. Najmaei et al., (2017) stated that sharia-conformed marketing defines as a marketing strategy that aligns with Islamic values. It is a relatively new topic in the marketing research area although many companies have applied it unwittingly. Furthermore, many multinational companies are aware of the opportunities and the need to explore the growing Muslim markets (Islam and Chandrasekaran, 2013). Hence, Carla Power (2009) suggests that halal product marketers need to review their marketing mix to satisfy their markets and to align with company objectives.

Past studies in halal foods proved that halal marketing has significant effect on its purchase intention (Awan et al., 2014; Fitria et al., 2019). Moreover, Aziz and Chok (2013) found this fact is also applicable for non-Muslim consumers in Malaysia. Therefore, based on this explanation, the formulated hypothesis is as follows:

Hypothesis 3: Halal marketing positively influence consumers’ intention to buy non-Muslim (Western) halal fast food.

Religiosity and Purchase Intention

Religiosity is defined as the degree of an individual’s belief in God (McDaniel and Burnett, 1990) that can be referred to the principles or set of values from the religion (Mathras et al., 2016). Therefore, the religiosity of a person reflects from his or her obedience in following the do’s and don’ts in the religion (Mansour and Diab, 2016). That can be found in many aspects, not only from ritual activities but also other activities that are driven from individuals’ soul (Ancok and Suroso, 2011).

A study by Rochmanto and Widiyanto (2015) stated that all Muslims who study the Qur’an always refrain from consuming alcohol. This shows that religion has a very big influence that encourages a consumer to do or avoid certain behaviors. A Muslim is equipped with knowledge of religion from an early age. So that by the time he is an adult, a Muslim
consumer has a basic knowledge of what consumer behavior is permissible or halal and which is forbidden.

Faith in religion has an important role such as in the consumption of food for Muslims. Several studies have shown that religiosity has not only an indirect effect but also a direct effect on the intention to purchase halal products such as halal cosmetics (Abd Rahman et al., 2015; Divianjella et al., 2020), Islamic financial products (Muslichah and Sanusi, 2019), and halal food (Ahmad et al., 2013; Aji, 2017; Khibran, 2019; Awan et al., 2014 and Asnawi et al., 2018). Given that evidence of the impact of religiosity on purchase intention to halal products, hence, this study hypothesizes the following:

**Hypothesis 4:** Religiosity positively influence intention to buy non-Muslim (Western) halal fast food.

**Brand and Purchase Intention**

Brand is a label or name that is suitable and feasible to describe the product specially to indicate its quality (Dodds and Monroe, 1985; Han, 1989). Brands also have an important strategic role to be the main differentiator among the products in the markets (Hasibuan et al., 2017). The more well-known the brand, the stronger the brand attracts the market.

According to Nurhasah et al. (2018), halal food brand which has been widely recognized and rated good for its post-purchase evaluation influences the image of the brand. The better the image of a halal food brand, the more positive consumer's perception of the food. Moreover, when the consumer's perception is good, the brand will have a positive effect on consumer buying interest. Generally, when the consumer's perception is good, the brand will have a positive effect on consumer buying interest. Generally, the purchase intention of a consumer can be influenced by the brand of the product (Laroche and Brisoux, 1989). It is also proven by Aziz and Chok (2013) that brand has an impact on intention to buy halal food. Hence, this study suggests a hypothesis as follows:

**Hypothesis 5:** Brand positively influence consumers’ intention to buy non-Muslim (Western) halal fast food.

**Quality and Purchase Intention**

Quality is a measure of the level of compliance with the standards and specifications described in the principle (Kamyar et al., 2013). The goal of quality improvement for companies is to eliminate defects, rework for conflicts and ultimately reduce production costs. From the consumer's point of view, a high-quality product can satisfy them which includes their previous and future expectations of the product (Awan et al., 2014). In halal products, quality is a comprehensive standard, including the handling, processing, equipment, processing aids, packaging, storing, transportation, distribution, and sales (Aziz and Chok, 2013).

Understanding the relationship between food quality and consumer behavior is important for producers to remain competitive in the market. One important area that needs to be further investigated is the impact of food quality on consumer intention to purchase because purchase intention is usually used as a basis for forecasting the actual behavior. This investigation provides the companies the basic information on how to meet customer demands so that they can be satisfied (Aziz and Chok, 2013).

Prior studies have proven the relation between quality and intention to buy halal products. The findings of Aziz and Chok (2013) on research conducted in Malaysia states that food quality has a positive effect on the consumer buying interest in halal food.
Additionally, the other researchers also found the same effect on the intention to purchase halal milk brands in Pakistan (Ali et al., 2018) and halal foods in Thailand (Maichum et al., 2017).

**Hypothesis 6:** Quality positively influence consumers’ intention to buy non-Muslim (Western) halal fast food. In brief, Figure 1 presents the proposed research model.

![Figure 1. Research Model](image)

**RESEARCH METHOD**

Online self-administered questionnaires were used to collect data across Indonesian consumers. The questionnaires were distributed using several social media platforms such as WhatsApp, Line, and emails. A non-probability convenience sampling was used with the following criteria such as Muslims, age between 17-50 years old, had experiences in buying and consuming halal fast food such as KFC, McDonald’s, and Pizza Hut. Following Roscoe’s (1975) study, the minimum sample size in this study is calculated 10 times number of variables. This study has seven variables, therefore, the minimum sample size is 70 respondents. In total, there were 159 respondents participated in the online survey. Prior distributing the questionnaires, a pre-test was conducted to 50 respondents to test the validity and reliability of indicators (see Table 1). All the questions were prepared using five-point likert scale, ranging from strongly disagree (1 point) to strongly agree (5 point).

| Variables               | Indicators                                                                 | Factor Loading | Cronbach's Alpha |
|-------------------------|-----------------------------------------------------------------------------|----------------|------------------|
| Halal Awareness (X1)    | I will make sure the halal product has gone through the manufacturing process such as cutting, cooking, utensils, etc. before buying it | 0.600          | 0.874            |
|                         | I will only buy halal food if I know the process of making it                 | 0.503          |                  |
|                         | I will only consume food if the process of making it follows the Islamic religion | 0.652          |                  |
|                         | Make sure                                                                   |                |                  |
|                         | I am sure that the food is Halal                                            | 0.717          |                  |
|                         | I am sure that the ingredients of the food are Halal                          | 0.741          |                  |
|                         | I am sure the food contains halal ingredients                                | 0.755          |                  |
|                         | I have enough knowledge to make a decision                                  | 0.781          |                  |
### Variables

| Variables | Indicators                                                                 | Factor Loading | Cronbach's Alpha |
|-----------|----------------------------------------------------------------------------|----------------|------------------|
|            | The government is responsible for the availability of Halal products      | 0.712          |                  |
|            | The Halal Authority (MUI) is responsible for the availability of Halal products | 0.643          |                  |
|            | The company is responsible for the availability of Halal products        | 0.657          |                  |
|            | Restaurant is responsible for the availability of Halal products        | 0.641          |                  |
| Halal Certification (X2) | Halal logo is important in choosing a product | 0.753          | 0.810            |
|            | I will choose the product based on the halal logo                        | 0.747          |                  |
|            | I will always be careful in choosing foods that have a halal logo        | 0.617          |                  |
|            | The use of Halal Certification and logos ensures that the food is Halal  | 0.578          |                  |
|            | When I buy a product, I want the food to be halal certified             | 0.762          |                  |
|            | Halal certification increases the market capacity of the product         | 0.699          |                  |
|            | The Halal logo has a higher appeal than products that do not have a halal logo | 0.717          |                  |
|            | It is easy to know that a food has a halal logo that is not authentic   | 0.486          |                  |
| Halal Marketing (X3) | Brand is very important in purchasing halal food | 0.742          | 0.868            |
|            | Celebrity endorsements are important in purchasing halal food            | 0.826          |                  |
|            | Purchasing halal food refers to a familiar brand                        | 0.782          |                  |
|            | Price affects the purchase of halal food                                | 0.818          |                  |
|            | I buy expensive halal food                                              | 0.706          |                  |
|            | Sales promotions influence me in purchasing halal food                  | 0.794          |                  |
| Religiosity (X4) | I consume halal food because of my religious beliefs | 0.641          | 0.788            |
|            | I consume halal food because it gets more social and family acceptance  | 0.761          |                  |
|            | I eat halal food because it's a healthier option                        | 0.786          |                  |
|            | I follow religious opinions that suggest consuming halal food           | 0.725          |                  |
|            | I avoid buying food that is considered makruh                          | 0.770          |                  |
| Brand (X5) | Halal brand has high quality                                             | 0.888          | 0.835            |
|            | Halal Brand is a popular brand                                           | 0.845          |                  |
|            | Halal Brand is reliable food                                             | 0.873          |                  |
| Quality (X6) | Halal food offers benefits that other foods don’t offer                 | 0.911          | 0.791            |
|            | Halal food is superior to other foods                                   | 0.909          |                  |
| Intention (Y) | Choosing halal products is a good idea                                  | 0.808          | 0.891            |
|            | My friends also think that I should choose halal food                   | 0.811          |                  |
|            | Most people who are important to me choose halal food                   | 0.810          |                  |
|            | My family members prefer halal food                                     | 0.786          |                  |
|            | I like to choose halal food                                             | 0.806          |                  |
|            | I will recommend to my friends to buy halal food                        | 0.808          |                  |

**Source:** Processed data, 2021

### RESULT AND DISCUSSION

#### Demographic Characteristics

Table 2 explains that the majority of respondent is male (56.6%) and is dominated by those aged between 17–25 years old (84.9%). In terms of occupation, most respondents are university students (60.4%).
Table 2. Demographic Profile

| Criteria         | Freq | (%)  |
|------------------|------|------|
| Gender           |      |      |
| Male             | 90   | 56.6 |
| Female           | 69   | 43.4 |
| Age              |      |      |
| 17 - 25          | 135  | 84.9 |
| 26 - 34          | 22   | 13.8 |
| 35 - 43          | 1    | 0.6  |
| 44 - 50          | 1    | 0.6  |
| Occupation       |      |      |
| Teacher/Lecturer | 1    | 0.6  |
| Private Employee | 17   | 10.7 |
| Others           | 10   | 6.3  |
| University student | 96 | 60.4 |
| High school Student | 25 | 15.7 |
| Entrepreneur     | 10   | 6.3  |

Source: Processed data, 2021

Determinants of Purchase Intention – Hypothesis Testing

In this study, multiple regression analysis was used to evaluate the hypothesis testing. The six proposed relationships were tested, and the results are presented in Table 3. In this study, six hypotheses were formulated to assess the strength of the relationship between intention to purchase non-Muslim (Western) halal fast food and six independent variables (halal awareness, halal certification, halal marketing, religiosity, brand, food quality). No single variable was removed after testing reliability, and the hypotheses were tested using a multiple regression model. For the total sample, all the independent variables were significant predictors of intention.

Table 3. Multiple Regression Results

| Criteria                  | β    | t-Value | p-value |
|---------------------------|------|---------|---------|
| Constant                  | 0.947| 8.888   | 0.000***|
| Halal awareness           | 0.096| 2.281   | 0.024** |
| Halal certification       | 0.309| 7.0004  | 0.000***|
| Halal marketing           | -0.112| -5.205 | 0.000***|
| Religiosity               | 0.358| 32.092  | 0.000***|
| Brand                     | 0.099| 2.825   | 0.005***|
| Food quality              | 0.067| 2.028   | 0.046** |

Note: SD: Standard Deviation; R²: 0.636; Adjusted R²: 0.622; dependent variable: intention to purchase halal fast food; Significance at: **p < 0.05, ***p < 0.00

Source: Processed data, 2021

The regression result reveals that five hypotheses are accepted and positively significant. Halal awareness as the first variable was able to explain around 10% of the variance in the intention to purchase the halal fast food (β = 0.096 and p = 0.024). Halal certification was able to explain nearly 31% of the variance in the intention to purchase the halal fast food (β = 0.309 and p = 0.000). Religiosity was able to explain nearly 36% of the variance in the intention to purchase the halal fast food (β = 0.358 and p = 0.000). Brand was able to explain around 10% of the variance in the intention to purchase the halal fast food (β = 0.099 and p = 0.005). Lastly, food quality was able to explain nearly 7% of the variance in the intention to purchase the halal fast food (β = 0.067 and p = 0.046). Only one predictor
i.e., halal marketing shows significant impact with negative direction on non-Muslim (Western) halal fast food purchase intention ($\beta = -0.112$ and $p = 0.000$).

**Result and Discussion**

| No | Hipotesis | Path | Conclusion |
|----|-----------|------|------------|
| 1  | H1        | Halal awareness $\rightarrow$ Intention to buy | Supported |
| 2  | H2        | Halal certification $\rightarrow$ Intention to buy | Supported |
| 3  | H3        | Halal marketing $\rightarrow$ Intention to buy | Not Supported |
| 4  | H4        | Religiosity $\rightarrow$ Intention to buy | Supported |
| 5  | H5        | Brand $\rightarrow$ Intention to buy | Supported |
| 6  | H6        | Food quality $\rightarrow$ Intention to buy | Supported |

After being analyzed using regression, as presented in Table 4, this research reveals that there are only five variables: halal awareness, halal certification, religiosity, brand, and food quality, which positively influence the intention to buy halal fast food. By contrast, this study also found an interesting finding where halal marketing does not positively influence the intention. This result does not align with Awan *et al.* (2014); Fitria *et al.* (2019), who found that halal marketing positively affects purchase intention on halal food. However, a previous study by Wilson and Liu (2010) has discussed that halal foods usually apply the general standard in their marketing activities because of their similar nutrition demand compared to other foods. The only difference is the sharia application in the food production process. Besides that, this study focused on halal fast foods which originally from Western countries. Therefore, halal marketing is not the core background why Muslims want to buy their products.

Between the five significant factors, halal certification and religiosity are the two most substantial factors influencing consumers’ intention in this study. This result is predictable because it has been consistently proven in the past research (Awan *et al*., 2014; Fitria *et al*., 2019; Aziz and Chok, 2013; Ahmad *et al*., 2013; Aji, 2017; Khibran, 2019; Asnawi *et al*., 2018). Regarding halal awareness and brand, this study is aligned with Aziz and Chok (2013), who found that these two factors attract people to buy halal products. Lastly, although Aziz and Chok (2013) stated that food quality does not positively affect intention to buy halal products in Malaysia, the result of this study supports other previous studies on halal products. Ali *et al.* (2018) found that quality influences Pakistani people, who majority are Muslims, to buy halal food. As a comparison, Maichum *et al.* (2017) also found the same result in Thailand, although this country has fewer Muslim population than the other countries object of prior research.

**CONCLUSION AND RECOMMENDATION**

The focus of this study was investigating consumer behavior on the purchase intention toward halal fast food originally from Western countries. In general, intention to purchase halal fast food could be determined by halal awareness, halal certification, religiosity, brand, and food quality. There is one factor, halal marketing, which does not positively affect the relationship. As there are still some inconsistencies in the results discussed in the previous part, future studies are suggested to elaborate more variables that can affect consumers’ intention to use halal fast food. On the other hand, practitioners in this field can take
religiosity, halal awareness, and halal marketing into the non-Muslim halal fast food marketing strategy.

As young consumers dominate the respondents of this research, there is a caveat in generalizing the finding that does not represent diverse consumer segments. Future studies should address this limitation by employing a diverse of respondents from different segments since they may have different behavior in relation to halal fast food.

REFERENCES

Abd Rahman, A., Asraraghighi, E., and Ab Rahman, S. (2015). Consumers and Halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing, 6*(1), 148–163. https://doi.org/10.1108/JIMA-09-2013-0068.

Abdullah, H. R., Abdul Razak, A. L., and Darussalam, N. B. (2014). The Effect of Religiosity on Purchase Decision towards Halal Foods with Awareness as Intervening Variable. *MIICEMA 2014 ORGANISING COMMITTEE*, 99.

Ahmad, N. A., Abaidah, T. N., and Yahya, M. H. A. (2013). A study on Halal food awareness among Muslim customers in Klang Valley. In *The 4th International Conference on Business and Economic Research (4th icber 2013) Proceeding*, 1073-1087.

Aisyah, M., Suzanawaty, L., and Said, M. (2019). The demand for halal certified restaurants in Indonesia. *Int. J Sup. Chain. Mgt, 8*(5), 86.

Aji, H. M. (2017). Examining the moderating role of high-versus-low scepticism toward Halal labels: findings from Indonesia. *International Journal of Islamic Marketing and Branding, 2*(4), 278-303.

Aji, H. M. (2019). Halal tourism is not Islamic tourism. *The Jakarta Post*, available at: [www.thejakartapost.com/news/2019/07/05/halal-tourism-not-islamic-tourism.html](http://www.thejakartapost.com/news/2019/07/05/halal-tourism-not-islamic-tourism.html) [Accessed: 28 Mei 2021].

Aji, H. M., Muslichah, I., and Seftyono, C. (2020). The determinants of Muslim travellers’ intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing*, ahead-of-print.

Ali, A., Sherwani, M., Ali, A., Ali, Z. and Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, ahead-of-print. [https://doi.org/10.1108/JIMA-03-2019-0063](https://doi.org/10.1108/JIMA-03-2019-0063)

Ali, A., Xiaoling, G., Sherwani, M. and Ali, A. (2018). Antecedents of consumers’ Halal brand purchase intention: an integrated approach. *Management Decision, 56*(4), 715-735. [https://doi.org/10.1108/MD-11-2016-0785](https://doi.org/10.1108/MD-11-2016-0785)

Ancok, D., and Suroso, F. N. (2011). *Psikologi islami: Solusi Islam atas problem-problem psikologi*. Yogyakarta: Pustaka Pelajar.

Asnawi, N., Sukoco, B.M. and Fanani, M.A. (2018). Halal products consumption in international chain restaurants among global Moslem consumers. *International Journal of Emerging Markets, 13*(5), 1273-1290. [https://doi.org/10.1108/IJoEM-11-2017-0495](https://doi.org/10.1108/IJoEM-11-2017-0495)
Awan, H. M., Siddiquei, A. N., and Haider, Z. (2014). Factors affecting Halal purchase intention—evidence from Pakistan’s Halal food sector. *Management Research Review*, 38(6), 640-660.

Azam, A. (2016). An empirical study on non-Muslim’s packaged halal food manufacturers. *Journal of Islamic Marketing*, 7(4), 441-460.

Aziz, Y. A., and Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food and Agribusiness Marketing*, 25(1), 1-23.

Baharuddin, K., Ahmad Kassim, N., Nordin, S. K., and Buyong, S. Z. (2015). Understanding the halal concept and the importance of information on halal food business needed by potential Malaysian entrepreneurs. *International Journal of Academic Research in Business and Social Sciences*, 5(2), 170-180.

Bashir, A.M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers’ purchase intention. *British Food Journal*, 121(9), 1998-2015. https://doi.org/10.1108/BFJ-01-2019-0011

Carla Power (2009). Faith in the Market. *Foreign Policy*, 170, 70.

Divianjella, M., Muslichah, I., and Ariff, Z. H. A. (2020). Do religiosity and knowledge affect the attitude and intention to use halal cosmetic products? evidence from Indonesia. *Asian Journal of Islamic Management*, 2(2), 71-81.

Dodds, W. B., and Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluations. *ACR North American Advances*.

Fitria, M. R., Aji, H., and Heryawan, A. Y. (2019). The effect of halal awareness, halal certification and halal marketing toward halal purchase intention of fast food among Muslim millenials generation. *Russian Journal of Agricultural and Socio-Economic Sciences*, 90(6).

Han, C. M. (1989). Country image: Halo or summary construct? *Journal of Marketing Research*, 26(2), 222–229.

Hasibuan, H. A., Nasution, M. D. P. T., Anggraini, F. (2017). The Effect of Halal Label, Halal Awareness and Merek Image on Consumer Intention to Buy. *International Journal for Innovative Research in Multidisciplinary Field*, 3(11), 2455-0620.

Hidayat, A. S., and Siradj, M. (2015). Sertifikasi halal dan sertifikasi non halal pada produk pangan industri. *Akhak: Jurnal Ilmu Syariah*, 15(2), 199–210.

Ireland, J., and Rajabzadeh, S. A. (2011). UAE consumer concerns about halal products. *Journal of Islamic Marketing*, 2(3), 274–283.

Islam, T., and Chandrasekaran, U. (2013). Halal marketing: Growing the pie. *International Journal of Management Research and Reviews*, 3(12), 3938.

Kamyar, A., Ong, K. S., and Saidur, R. (2013). Effects of nanofluids on heat transfer characteristics of a two-phase closed thermosyphon. *International Journal of Heat and Mass Transfer*, 65, 610-618.
Kemenag (2014). Undang-undang republik Indonesia nomor 33, tentang jaminan produk halal. Kementrian Agama. available at: http://simbi.kemenag.go.id/halal/assets/collections/newsletter/files/55642ca917160.pdf. [Accessed: 28-Mei-2021].

Kettani, H. (2010). 2010 world muslim population. Proceedings of the 8th Hawaii International Conference on Arts and Humanifies, 12-16.

Khibran, M. (2019). An investigation toward purchase intention of Halal beef from traditional market: A TPB perspective. Asian Journal of Islamic Management, 1(1), 1-12. http://dx.doi.org/10.20885/ajim.voll.iss1.art1

Laroche, M., and Brisoux, J. E. (1989). Incorporating competition into consumer behaviour models: The case of attitude intention relationship. Journal of Economic Psychology, 10, 343-362.

Maichum, K., Parichatnon, S., and Peng, K. C. (2017). The influence of attitude, knowledge and quality on purchase intention towards Halal food: a case study of young non-Muslim consumers in Thailand. IRA-International Journal of Management and Social Sciences, 6(3), 354-364.

Mansour, I. H. F., and Diab, D. M. E. (2016). The relationship between celebrities’ credibility and advertising effectiveness: The mediation role of religiosity. Journal of Islamic Marketing, 7(2), 148-166.

Mathras, D., Cohen, A. B., Mandel, N., and Mick, D. G. (2016). The effects of religion on consumer behavior: A conceptual framework and research agenda. Journal of Consumer Psychology, 26(2), 298-311.

McDaniel, S. W., and Burnett, J. J. (1990). Consumer religiosity and retail store evaluative criteria. Journal of the Academy of marketing Science, 18(2), 101-112.

McDonald’s Indonesia (2020). available at: https://mcdonalds.co.id/food-safety/halal [Accessed: 28-Mei-2021].

Muhamed, N. A., Ramli, N. M., Abd Aziz, S., and Yaakub, N. A. (2014). Integrating Islamic financing and Halal industry: A survey on current practices of the selected Malaysian authority bodies. Asian social science, 10(17), 120-126.

MUI (2021). available at: www.halalmui.org [Accessed: 28-Mei-2021].

Najmaei, M., Mansori, S., Zakaria, Z., and Raueiser, M. (2017). Marketing from Islamic perspective, tapping into the Halal market. Journal of Marketing Management and Consumer Behavior, 1(5).

Nurhasah, S., Munandar, J. M., and Syamsun, M. (2018). Faktor-Faktor yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal pada Konsumen. Jurnal Manajemen dan Organisasi, 8(3), 250-260.

Razimi, A., Shahril, M., Romle, A. R., and Mohd Rashid, N. A. (2017). The halal concept on logistic Islamic practices in Malaysia. European Journal of Applied Sciences, 9(1), 11-15.
Rochmanto, B. A., and Widiyanto, I. (2015). Pengaruh pengetahuan produk dan norma religius terhadap sikap konsumen dalam niat mengkonsumsi produk makanan dan minuman Halal (Studi kasus di Kota Semarang). Diponegoro Journal of Management, 4(1), 1–12.

Roscoe, J. T. (1975). *Fundamental Research Statistics for the Behavioural Sciences*, 2nd edition. New York: Holt Rinehart & Winston.

Rosnan, H., Osman, I., Nor, N. M., and Aminuddin, A. (2015). Halal certification: an exploratory study on non-certified restaurants. *Advanced Science Letters*, 21(6), 1854-1857.

Salama, S. (2018). *USA: KFC Franchise Loses Fight to Market Chicken as Muslim-Friendly*. Available at: https://halalfocus.net/usa-kfc-franchisee-loses-fight-to-market-chicken-as-muslim-friendly/ [Accessed: 28 Mei 2021].

Sukardani, P. S., Setianingrum, V. M., and Wibisono, A. B. (2018). Halal lifestyle: current trends in Indonesian Market. *1st International Conference on Social Sciences (ICSS 2018)*, 334-339.

State of the Global Islamic Economy (2020) *Thriving In Uncertainty*. Dinar Standard.

Statista (2019). *Top 10 restaurants in Indonesia 2018 by number of guests*. Available at: https://www.statista.com/statistics/869044/indonesia-top-10-restaurants/ [Accessed: 20 Mei 2021].

Temporal, P. (2011). *Islamic branding and marketing: Creating a global Islamic business*. John Wiley and Sons.

Wilson, J. A. (2014). The Halal phenomenon: An extension or a new paradigm?. *Social Business*, 4(3), 255-271. https://doi.org/10.1362/204440814X14103454934294

Wilson, J. A., and Liu, J. (2010). Shaping the Halal into a brand? *Journal of Islamic Marketing*, 1(2), 107-123. https://doi.org/10.1108/17590831011055851

Yunus, N. S. N. M., Rashid, W. E. W., Ariffin, N. M., and Rashid, N. M. (2014). Muslim's purchase intention towards non-Muslim's Halal packaged food manufacturer. *Procedia-Social and Behavioral Sciences*, 130, 145-154.