



What is affecting Muslim to Subscribing Halal Restaurant?

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ABSTRAK

The purpose of this study is to investigate the perception of Muslim costumers who always subscribing Halal restaurant without any doubt whenever they find Halal logo in restaurant or without it. This research is already finished with supported of SPSS ver.23. 200 respondents were giving the contribution to make this research. The sample section of the research was took by convenience sample as located in Bogor, as well as Muslim Bogor which they already understand about role of Halal in their life. Independent variables have been designed using Halal logo and Advertising. The result shows that despite all the hypothesis testing were investigate significantly, the mediation of consumer's attitude was significantly mediate them to subscribe Halal restaurant. Which is the Muslim of Bogor were keep the Islam rule as an obligation to always consume permissible food and beverage in guarantee Halal in restaurant.

1. INTRODUCTION

Certification of halal consumer goods served halal Muslim food and complying with Sharia law, as agreed the food served is halal and health and hygiene and sanitation procedures to stay in Indonesia the best results. Now consumers are also non-Muslims Requires halal goods, halal certificates will attract all halal consumers whether they are Muslim or not Muslim. The halal certification system is very important for customers who prefer to consume halal products (Khan & Haleem. 2016). Halal certification guarantees all Muslims consumers that the product is in accordance with Sharia law, and for non-Muslim halal's products are quality products based on Halalan the concept of toyyiban (Halal and healthy) like that integrating Good Manufacturing Practices (GMP) and HACCP.

Food and beverage manufacturers are legally bound to ensure the quality of the final product by identifying potential hazards and controlling them, typically by using a HACCP approach (Khan & Haleem. 2016) Basically, all food products are permitted, unless explicitly prohibited in the Al-Quran (Chapter II, Paragraph 168) such as alcohol, pork, blood, meat from carcasses, and meat from animals that have not been slaughtered according to Islamic rules (Bonne & Verbeke, 2008)



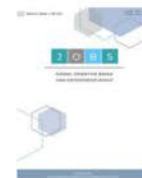
Indonesia's experience has been shown in the form of constraints on changes in food consumption for consumers, changes in food consumption so that changes in the lifestyle of consumers from time to time to change the food consumed will be more different (Kearney, 2010). As a developing country, people now face the challenge of maintaining security, affordability, comfort, and delicious food in an environment that changes over time.

1.1 Indonesia's Halal Bodies

The Indonesian Ulama Council (MUI), the nation's highest authority on Islamic affairs, is responsible for issuing the "Halal" certification, which is valid for two years. Halal certification proves that the exported foods have been produced, processed and distributed according to the Islamic sharia law, and are safe to be consumed by Muslims (European Union, 2016).

Indonesian Ulema Council (Majelis Ulama Indonesia - MUI) is Indonesia's top Muslim clerical body. The support of some Muslim scholars and academician MUI established the Assessment Institute for Food, Drugs, and Cosmetics (AIFDC) (*Lembaga Pengkajian Pangan, Obat-obatan dan Kosmetika, LPPOM*) on January 6, 1989 in Jakarta. LPPOM is an institution that assists MUI as an authoritative Halal certifying body in Indonesia. The LPPOM members are competent scientists with various disciplines including chemistry, biochemistry, food science & technology, veterinary, agro-industry and so on. In 1995, MUI issued decree on the permission of Provincial MUIs in Indonesia to establish a Provincial LPPOM (Khan & Haleem, 2016).

The food and beverage industry in Indonesia has grown in recent years, aided by the middle class and the state of their purchasing power. The government has targeted an increase in the industry to continue to grow by 8.15% in 2013, while the Association of Indonesian Food and Beverage Producers (GAPMMI) estimates that sales of food and beverages at the national level as a whole rose 10% to US \$ 77.39 billion in 2013. Indonesia is the main imported food market. A large and developing middle class country, raising awareness of healthy lifestyles in the modern retail sector has contributed to an increase in demand for imported food products. The consumer trends in Indonesia that they like are international brands and products from abroad, especially in the age of children and adolescents (UKTI Digital, 2013).



1.2 Indonesia's Halal Issue

In October 11th, 2017, News from Indonesian Ulema Council, The Indonesian Council of Ulema (MUI) had delegated its authority to issue the halal certification to a newly established institution. The inauguration of the body of Halal Product Assurance Organizing Agency (BPJPH) happened on October 11th, 2017. It's been three years after the law 33/2014 had been issued and its role had been mandated. Before the government authorized the law no. 33 of 2014, only the Indonesia Council of Ulama (MUI) had the power to administrate a halal certificate. However, MUI was not well enough to manage the Indonesia halal certification. The newly inaugurated body of the BPJPH is expected to improve transparency and accountability of the procedure as well as to prevent illegal practices including bribery (Cekindo.com). The impact is there are many restaurants and hotel did not put the Halal certification in their business place. The reason is all the Halal certification process from MUI was taking so much times and monies.

Hayati & Khairul (2009) research has stated that the existence of things that have not been recognized by society has become a reality. Khairul, et. al. (2018) states that one of the developments that need to be considered is the food, medicine and cosmetics business. Several years ago the three sectors were not seen as a problem by Muslims. But Muslims now seem hesitant about using the product. This phenomenon can raise some doubts; whether the product may be consumed or not. Such hesitation is not too much, especially for Muslims because halal issues and sanctity must be highly considered on the things they consume and use for the benefit of their religion.

Based on the background above, the author identified a problem, namely, a Muslim has realized the importance of subscribing to halal restaurants, but they are bound by another tendency to consume food and drinks in restaurants without hesitation even the restaurant does not have a halal logo. Subscribing to a halal restaurant has become a lifestyle, but one of the attributes of a restaurant, the halal logo is the reason for subscribing.

2. LITERATURE REVIEW

Indonesia is not only a multi-race country; it is also a multi-religious country consisting of Islam, Christianity, Buddhism, Hinduism and others. The current trend is about consumer focus on purchasing halal products and services, not only among Muslims but also other religions as well.



This study discusses the factors that encourage consumer intention to subscribe to halal restaurants where the restaurant has halal certification which is displayed in one part of the restaurant layout.

2.1 Halal Certification

Halal certification is the process of certifying a product or service as stated by sharia law. Halal certification is a symbol that can be guaranteed security for consumption. In providing guarantees to Muslim consumers on Halal quality, halal and certification systems verification is considered a key element.

For Muslims, knowing the halal status of food products is important. This is to ensure that food consumed does not contain illicit goods. This is one of the reasons for the need for halal certification. However, the idea of the guarantee of halal new food products emerged in the 80-90s era. The trigger was the result of a study by a professor at the UB Faculty of Animal Husbandry, Tri Sutarto which was published in 1988. Tri got findings in food products consumed by the people when it turned out it was indicated to contain lard. In fact, a number of biscuit producers try hard to convince the public that their products do not contain illicit ingredients. They even spent hundreds of millions in advertising costs, a number that was not small at that time. This condition sparked the awareness of Muslims about the need to guarantee halal food products. In fact, the need is considered very urgent. From the historical case above, people in Indonesia think that all the product and service must to put Halal logo on it.

This logo communicates with the Muslim consumer products are certified Halal according to Halal standards of each product. Imposing religious requirements of halal products and services for Muslim consumption and is now regarded as a standard certification for quality. The halal quality standards applied to the supply of products and manufacturing include processed food, cosmetics, pharmaceutical and medical products and have been extended to services involved in logistics of halal products. The Muslim population accounts for 25% of the world population (Khan & Haleem, 2016)

2.2 Advertising

The literature also shows a distinction between advertising / advertisements and media. Some of studies used the interchangeable distinction. Fernandes and Rosen (2000), and Lohse and Rosen



(2001) use the terms "directional media" and "directional advertising" to refer to yellow page advertisements. Brackett and Carr (2001), however, distinguish advertising from the media that carries it. Ducoffe (1996) argues that the context of the media is considered to have an important influence on the value of advertising. Previous studies have also confirmed that the ads are placed in a more credible media such as newspapers considered to be more informative, reliable, and trustworthy while the ads are placed in the media are less credible such as TV is considered less informative (Bauer and Greyser, 1968; Becker, Martino, and Towners, 1976; Larkin, 1979). Media directional primarily designed to carry advertising. Hence, previous study of Yoo & Naeyon (2014) studied the relationship of consumer's attitude toward advertising on Internet-based advertising and measuring the influence of advertising towards consumer's attitude. Their objective was to examine consumer's perceptions of different types of ads. The aim was to understand perceive deference between internet-based and traditional advertising. Their idea was one of backbone to concrete this research statement.

2.3 Consumer's Attitude

Although intuitively plausible, assuming that consumer attitudes can predict behavior should be considered with caution given the extensive research on the relationship attitude has been done over the last 40 years (Ajzen & Fishbein, 2005; Eagly & Chaiken, 1993). 'Consider, for example, efforts to understand the behavior of consumers who are environmentally responsible.' The construct of the dominant explanation in this domain is indicative of environmental concern. Unfortunately, the size of environmental awareness is usually a poor predictor of consumer behavior that is responsible for the environment such as buying less product packaging, using less detergent, and use containers that can be recovered (Balderjahn, 1988; see Gill, Crosby, & Taylor, 1986; Hines, Hungerford, & Tomera, 1987)

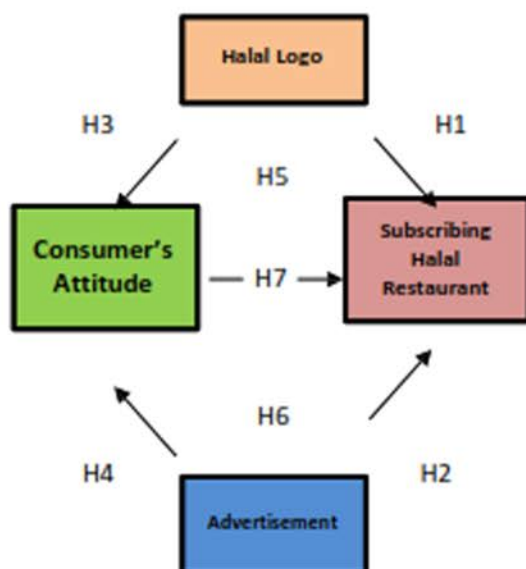
Previous studies Ibrahim & Vignali (2005) investigated consumer attitudes toward intention to subscribe to fast food restaurants, thus the results of the study showed that the results of regression analysis in classical models showed that this attitude influenced the intention to subscribe to consumers to international fast food restaurants. Also, Smith (2015) aims to investigate the impact of environmentally friendly packaging on consumer attitudes and intention to protect clothing retail brands. The results showed that consumer attitudes have a significant relationship with the

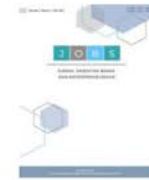
intention of protecting environmentally friendly packages in retail stores. Also, the study of Yoo & Naeyon (2014), found that consumer attitudes toward fast-fashion retailers partly mediate the effect of the relationship of emotional value on subscription intention. From the results above, consumer attitudes have a significant influence on subscription intention, then consumer attitudes are part of the variables in this study. Hence, it is interesting to investigate the mediation of consumer attitudes towards protected halal restaurants.

3. METHODOLOGY

This research is based on the TRA (Theory Reasoned Action) of Fishbein and Ajzen (1975) as a theoretical foundation that investigates consumer perceptions based on the Halal Logo on consumers, and also investigates relationships that are available in Halal restaurants (Direct Relations and Indirect Relations). TRA has been made based on actual reasons from consumers after carrying out activities that have been supported by influence variables (Independent Variables). This framework makes the attitude of consumers as mediators of Independent Variable that will affect Dependent Variable. Conversely, this study believes there is a stimulant from consumer attitudes to improve halal restaurants that compare without mediating influence of consumer's attitudes.

Figure 1. Framework





Based on Figure 1 above, it can be seen that there are 5 hypotheses carried out in this study. Direct and indirect relationships are the results for this study. Hypothesis 1 (H1) is believed that there is significant relationship between Halal logo and subscribing Halal Restaurant. Hypothesis 2 (H2) is believed that there is significant relationship between Advertisement and Subscribing Halal restaurant. Hypothesis 3 (H3) is believed that there is significant relationship between Halal logo and consumer's attitude. Further, Hypothesis 4 (H4) is believed that there is significant relationship between Advertisement and consumer's attitude. Hypothesis 5 (H5) is believed that consumer's attitude is mediating Halal logo towards subscribing Halal restaurant. Further, Hypothesis 6 (H6) is believed that consumer's attitude is mediating advertisement towards subscribing Halal restaurant. Finally, Hypothesis 7 (H7) is believed that consumer's attitude is mediating Halal logo and advertisement on subscribing Halal restaurant.

The Theory of Krejcie and Morgan (1970) was invented the due of increasing demand for research has created a need for an efficient method of determining the sample size needed to be representative of a given population. In the article "Small Sample Techniques," the research division of the National Education Association has published a formula for determining sample size.

The location of this study is based on Halal Issues that occur in Indonesia, Bogor. Respondents who were sampled in this study were Muslims who had dared to visit a restaurant that has a Halal Logo with a frequency of as much as 3 times the return of minimal. This makes these consumers become loyal customers and at least they have the ability to answer confidently when asked for the contents of this research questionnaire. According to Salamadian (2017) states Sample is part of the study population used to estimate the result of a study. For sampling sample this study has taken respondents in the form of Muslim consumers who always subscribing Halal restaurant. With the intent of reasoning that Muslim consumers should understand Islamic law and abide by the rules to consume Halal food and beverages available in shops and restaurants.

4. FINDINGS

4.1 Descriptive Analysis

Questionnaire questions have been adapted as questions that focus on all the variables in this study. Starting from service quality perceptual instruments that have been adapted from the research of Dali, et al. (2007), next the consumer attitude question instrument referenced from the



Firman (2010), and the Halal restaurant subscription question instrument referenced from the Prasad (2012). The following are the results of a descriptive analysis of the study.

From the results of Table 1 above shows the results of descriptive analysts of all variables (Halal Logo, advertisement, Consumer Attitude, and Subscription to Halal Restaurants). Descriptive results for the perception of the majority of service quality lead to positive (agreed) answers to the quality of services provided by the restaurant. Meanwhile, advertisement was not quite as expected, the respondents were answered slightly disagree on their result. Consumer attitudes have shown the effect of a positive attitude towards Halal restaurants. Also the results of Halal restaurant subscription get positive answers from the respondents of this study.

4.2 Reliability Analysis

Reliability tests were carried out in this study with significant results. Previous research Nunnally & Bernstein (1994) which made their research as principle to benchmark the minimum limit of validity test in this study. They stated that the minimum point for testing reliability was significant with Cronbach Alpha exceeding 0.50, it would be better if more than 0.70. Therefore Cronbach Alpha in this study has used a 0.70 cut point with the results in the table below.

Table 2. Reliability

No.	Variable	Cronbach Alpha
1	Halal Logo	0.754
2	Consumer's Attitude	0.894
3	Advertisement	0.753
3	Subscribing Halal Restaurant	0.862

The Cronbach's alpha from variable of Halal logo Bogor is 0.754, then this Cronbach's alpha is higher than acceptance level 0.700 this means all of questionnaire Halal logo of Halal restaurant in Bogor is reliable and consistence. Further, advertisement is 0.753, then this Cronbach's alpha higher than acceptance level of 0.700 this mean all of questionnaire advertisement is expectantly

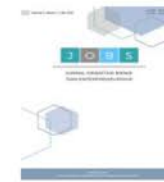


reliable and consistence. Meanwhile, consumer's attitude Bogor is 0.894, then this Cronbach's alpha is higher than acceptance level 0.700 this means all of questionnaire consumer's attitude towards Halal restaurant in Bogor is reliable and consistence.

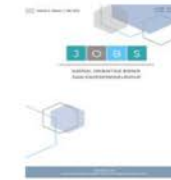
4.3 Regression Analysis

Testing all hypotheses has been done by linear regression analysis with a partial T test that has tested each hypothesis between independent variables with dependent variables. Hypothesis testing in research is based on the results of data acquisition through a questionnaire. It has been found by using T table = 1,980, the results of the T Test through linear regression analysis by looking for a significant relationship of the Halal logo to the Consumer Attitude and Subscribing to Halal Restaurants.

Testing Hypothesis 1 has found answers to the results of multiple regression analysis. The results have shown a significant relationship from the Halal logo to Halal restaurant subscription. The hypothesis 1 was to test how far Halal logo can influence Muslim's attitude. The result is the Muslim in Bogor's consumer's attitude has a positive respond towards Halal logo. According to the Hypothesis testing result was analyze by T test, the result shows that T value of Halal logo. Means there is a significant relationship between Halal logo and consumer's attitude.



No.	Variable Names	Questions (Adopted)	Mean	Std. Deviation
1.	Halal Logo	<ul style="list-style-type: none"> I will be happy to find a Halal Logo at Halal Restaurants before I enter and sit in it. All food and products for other consumers from Halal restaurants need official approval from the MUI. The Halal Restaurant method is also important in determining halal status The Halal logo can convince Muslims to visit non-Muslim restaurants 	3.32	0.714
2.	Consumer's Attitude	<ul style="list-style-type: none"> Halal restaurant is something good Halal restaurants can be trusted. Halal restaurants are very useful for me. Halal restaurant has information about Halal. Overall I like the Halal Restaurant In general, I accept Halal Restaurants 	3.44	0.553
3.	Advertisement	<ul style="list-style-type: none"> I think advertisement is important when I buy Halal restaurant's food. My decision to patronage Halal restaurant by advertisement 	2.89	0.690

**Table 1.**
List of

	<ul style="list-style-type: none"> • The message on advertisement attempts to persuade me to buy Halal restaurant's food. • I trust on the message of Halal restaurant given by the advertisement • Overall, I do like advertisement of Halal restaurant 			
4.	Subscribing Halal Restaurant	<ul style="list-style-type: none"> • Overall, I think the Halal Restaurant subscription is the right thing to do. • I desire to subscribe to Halal restaurants in the future • I desire to subscribe to Halal restaurants regularly • I would suggest this Halal restaurant with my friend and my brother. 	3.46	1.73

Research Questionnaire Questions



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Hence, testing hypothesis 2 was investigated the relationship advertisement and subscribing Halal restaurant. The result of the analysis were shows that T value 2.135 significant .001 which is explained the Muslim of Bogor were interested to subscribing Halal restaurant by influence of advertisement. This mean the advertisement was effectively makes the Muslim in Bogor interested to subscribing Halal restaurant.

The relationship of Halal logo and consumer's attitude was investigated on Hypothesis. This relationship was explained that Muslim in Bogor has a good respond and their attitude was influenced by Halal logo. Despite law of Islam, Muslim in Bogor always has attitude as natural attitude of Muslim. According to the analysis result was found that 5.475 in regression with .000 was incredibly significant positive relationship.

Lastly, the relationship between Advertisement and consumers attitude of Muslim in Bogor was found that Muslim of Bogor has significant attitude by advertisement of Halal restaurant. The promotion by Halal restaurant in Bogor is significantly high intended to give information to consumer's attitude. The analysis result shows from T test is 3.068 (.000), means that, there is a significant relationship between advertisement and consumer's attitude.



Follow by the result of relationship between consumer's attitudes and subscribing Halal restaurant was significantly positive result by Muslim in Bogor. This result has indicated that Muslim of Bogor, their attitude has moved by their intuition of Muslim supposed to be subscribing Halal restaurant as well.

4.5 Mediation Analysis

The Mediation of consumer's attitude was perfectly mediating Halal logo and advertisement to subscribing Halal restaurant. This because of consumer's attitude of Muslim has been supported by all the independent variables. Which means their attitude always significantly move as a Muslim who have to subscribing Halal restaurant. Firstly, we have tried to investigate the mediation of consumers' attitude towards Halal logo and subscribing Halal restaurant. From the result of regression we found that direct mediation of Halal logo and consumers' attitude was $\beta_a = .451$ ($p < 0.05$). Also the relationship of Halal logo and subscribing Halal restaurant was $\beta_c = .55$ ($p > 0.05$). Lastly, the relationship of Halal logo and consumers' attitude toward Subscribing Halal restaurant was $\beta_b = .661$ ($p < 0.05$). Thus consumers' attitude significantly affects subscribing Halal restaurants (or $a \neq 0$) and Halal logo do not affect subscribing Halal restaurants (or $c = 0$).

Hence, the median of consumers' attitude towards advertisement and subscribing Halal restaurant were tested. The result of regression shows the relationship of advertisement and consumers' attitude was $\beta_a = 0.363$ ($p < 0.05$). Also the direct mediation of advertisement to subscribing Halal restaurant was $\beta_c = 0.028$ ($p > 0.05$) and that's indicated the direct mediation was not significantly improved positive. Thus lastly, the indirect mediation of consumers' attitude towards advertisement and subscribing Halal restaurant was $\beta_b = 0.676$ ($p < 0.05$). Finally from the mediation analysis, the indirect mediation was indicating significantly positive. Thus, the hypothesis 7 were significantly proved has a significant relationship to mediating Halal logo and advertisement on subscribing Halal restaurant.



5. Conclusion and Suggestion

The results of this study were proved that the way of Bogor Muslim has a positive relationship to subscribing Halal restaurant. By the influences of Halal logo and advertisement are indicated as influences to their attitude as Muslim. Even the Halal logo does not have to be in every restaurant, this because the process to making it is complicated, and the owner of restaurant complained because the high cost to process Halal logo, that does not mean that Muslim will not subscribing that. Once again, their attitude was incredibly affected and their reason was they believes that restaurant which coverable place, they thought that is absolutely grantee of Halalness.

Firstly, the explanation of the relationship of this research. The relationship of each variable was significantly positive. Though, from the results were showed in different approaching. The relationship of Halal logo was significantly positive towards consumers' attitude and subscribing Halal restaurant. This because Bogor's Muslims are have believes of Halal logo had strong factor that they chose to subscribe. The Halal logo itself had issues that owners of Halal restaurant were complained about. That because mostly of even the food stalls do not have Halal logo, but the problem is the consumers even customers do not have an issue of it. Back to the result, once again, this is the reason of Muslim in Bogor subscribing Halal restaurant, one of the influencer is causing by Halal restaurant.

Secondly, the advertisement, according to the result shows that the Bogor's Muslims are thought the advertisement is one of the important variables that could influence Muslim in Bogor to subscribed Halal restaurant. Because, the advertisement of Halal restaurant is strongly informative to consumers. The advertisement of Halal restaurant is covering consumers' information. The Halal logo from MUI is also shows on the advertisement so the consumers could be safe to consume it. This because to avoid the hesitation of Muslim Bogor to consume foods and beverages from Halal restaurant.

The mediation of consumers' attitude has mediated through the independent variables toward dependent variable. Both of Independent variables are supported by consumers' attitude and influencing subscribing Halal restaurant. This means, Muslim in Bogor always



wanted top subscribing by the influence of Halal logo and advertisement. It is interesting because the information such as attributes of Halal restaurant is positively interest them, despite on that, their attitude was simply moved them as a Muslim who naturally move and their intuition of Muslim who supposed to visit and subscribing Halal restaurant.

At last, the Halal restaurant should be aware of the important of Muslim who always subscribing Halal restaurant, despite on Islam rule, which is it has to be obey the rule also the one of the obligation for Muslim. Also the owner of Halal restaurant should be guarantee the Halalness in Bogor, according to the issues, the Halal issues are spread uncomfortably negative, hence, the owner must keep it safely so consumers Muslim have no doubted on it.

The advertisement of Halal restaurant is significantly high, because the Muslim of Bogor, Indonesia was looking for a exacted information. Hence, the utilization of Halal logo is going so well positively.

Lastly, the recommendation of future research was it is highly recommendation for further investigation for the next research. The due of the lack of information cannot reach, it is because the limitation of this research for analyze data is limited. Also research is highly recommended if done in a different location.

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