ASEAN Journal of
HALAL STUDY

The Influence Of Halal Products, Word Of Mouth, and Price on Japanese Restaurant Food Purchasing Decisions

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Abstract*: The purpose of this study was determine the effect of Halal Word of Mouth Products and Price on Japanese Restaurant Food Purchasing Decisions. The problem in the study is that there are various Japanese restaurant food products that are still not halal certified, while Japanese restaurants can currently be found easily in the Surabaya area. The purpose of the study was to determine the effect of the influence of Halal Products, Word of Mouth and price on purchasing decisions. The research method used is quantitative with an associative approach. The sample in this study amounted to 121 respondents. Data were collected using a questionnaire and processed using SPSS. The results showed that Halal Products had no effect with a result of 1,199, Word of Mouth of 4,166, and Price of 4,924.*
Keywords: *Price, Purchase Decision, Halal products, Word of Mouth*

1. Introduction

Based on data from the Ministry of Home Affairs (Kemendagri), Indonesia's population will reach 277.75 million by the end of 2022. Based on religion, 241.7 million Indonesians will convert to Islam by the end of the year, equivalent to 87.02% of Indonesia's million population. The population density in the capital city of East Java province is 8,867 people per square kilometer, according to data from the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs.

In the current era of globalization, the influx of foreign cultures has changed the lifestyle or trends, diet, and culture of the Indonesian people themselves. This quickly has an impact on changes in people's dietary habits (Novianti et al., 2021). One of the impacts of lifestyle changes is the emergence of Japanese restaurants which are used as consumption options for the community (Akhyar & Pramesti, 2019). Although not all choose to eat Japanese food, it can provide opportunities for consumers who are interested in Japanese food to try (Novianti et al., 2021). The growth of Japanese restaurants in the Surabaya area shows that Japanese cuisine can be an option for consumers can be easily found (Suhardini, 2020). The existence of consumption activities provides opportunities for the food and beverage industry by providing protection against halal products for consumers (Putri, 2023).

There are problems experienced by the community, especially Muslims, who doubt the Japanese restaurant food served because it is not clear about the halal certification owned by Japanese restaurants. (Akhyar & Pramesti, 2019). There are several studies that discuss halal products, namely (Susanti et al., 2018), the results of the study concluded that the presence of a halal label on packaged food products provides added value in influencing consumer purchasing decisions. (Yunitasari & Anwar, 2019), where the halal label has an effect on purchasing decisions (Putri et al., 2023).

In addition, with word of mouth communication, someone can exchange information about everything that happens, such as in deciding to buy Japanese Restaurant food (J. Supranto and Nanda L, 2011). Word of Mouth (WOM) has a considerable influence as a promotional medium that allows consumers to convey impressions and experiences about the products used (Qomariyah, 2020). There are several previous studies that discuss Word of mouth, namely (Qomariyah, 2020) word of mouth has no significant effect, while according to (Rafliansyah et al., 2023) word of mouth has an influence on food purchasing decisions on banjarmasin culinary tourists.

In addition to word of mouth, price is one of the factors that influence purchasing decisions (Ismaulina, 2020). There are several previous studies that discuss prices, namely (Ismaulina, 2020) the existence of prices that are affordable by the lower classes of society greatly influences purchasing decisions, so that there are opportunities for the middle and upper classes. Meanwhile, based on research (Dewi et al., 2021) stated that the price has an influence on deciding a purchase. According to (Mulyadi, 2022) based on the data studied, it is concluded that price cannot influence a purchasing decision.

Surabaya City is the most populous city in East Java, where the majority of the people of Surabaya city are various Muslims (Ministry of Religion), thus providing opportunities for consumption activities related to halal food, one of which is Japanese restaurants, because Japanese restaurant food and desserts have a different taste from other foods (Nuraini, Henny, 2022). In addition, Japanese food is localized, and restaurant operations are run by Indonesians themselves (Amalijah & Fredy, 2023), making local people interested in trying Japanese food, because it has been processed according to local tastes, thus providing opportunities for Japanese food to expand the Japanese food restaurant business in Surabaya. Based on data on the growth of Japanese restaurants in Surabaya in 2023 amounted to 126 restaurants that have increased from previous years (tripadvisor, 2023), it proves the development of Japanese restaurants. From the data on the number of restaurants in the Surabaya area, as many as 98 restaurants have halal certification (LPPOM MUI, 2023). Where Japanese restaurant food in circulation is still prone to non-halal ingredients. In Japanese food dishes some contain forbidden ingredients such as mirin, sake and the like. So that there are people who question the halalness of Japanese restaurant food products. Therefore, researchers are interested in researching Japanese restaurants in Surabaya City. Where the results of the research conducted can be something new in further research for the field of consumption behavior.

2. Materials and Methods

The type of research used is using quantitative research with an associative approach which is used to determine the effect of halal products, word of mouth and price on Japanese Restaurant food purchasing decisions. Data was obtained through a questionnaire designed by researchers to be filled in by respondents.

The population in this study included all people in Surabaya City. The sampling method in the study used non-probability sampling techniques with purposive sampling type, by making a grid or boundary based on certain criteria. The determination of the number of samples used in the study was determined using the Slovin Formula with an error rate of 10%. So that based on the calculation of the sample who became respondents in the study, namely at least 100 respondents from the Surabaya domicile community. The data analysis technique in this study is multiple linear regression analysis using the IBM SPSS 24.0 application.

3. Results and Discussion

Respondent data is obtained through answers submitted to respondents via google form. This research data was obtained from 121 questionnaires used for data processing in the study. Based on the number of samples required by researchers, at least 100 respondents, so the questionnaire totaling 121 has met the requirements and can be processed.

Table 1. Characteristics of Respondents

Respondents' Characteristics		Total
Type of Gender	Male	64
	Female	57
Age	19-25 th	109
	26-30 th	7
Status	College Students	66
	Worker	59
	Housewife	1
	Others	1
Domicile	North Surabaya	16
	East Surabaya	29
	Central Surabaya	15

South Surabaya	34
West Surabaya	27

Source: SPSS 24 Output, 2024

3.1 Data Analysis Result
Validity Test

The validity test is carried out to determine the extent to which a measurement instrument or measuring instrument for research variables can be considered precise or accurate.

Table 2. Validity Test

Variabel	Statements	Pearson Correlation	Sig(2-tailed)	Description
Halal Products	X1.1	1		Valid
	X1.2	0,575	0,001	Valid
	X1.3	0,480	0,007	Valid
	X1.4	0,423	0,020	Valid
	X1.5	0,466	0,009	Valid
Word of Mouth	X2.1	0,438	0,015	Valid
	X2.2	0,556	0,001	Valid
	X2.3	0,367	0,046	Valid
	X2.4	0,423	0,020	Valid
	X2.5	0,434	0,017	Valid
	X2.6	0,441	0,015	Valid
Price	X3.1	0,691	0,000	Valid
	X3.2	0,669	0,000	Valid
	X3.3	0,458	0,011	Valid
	X3.4	0,459	0,011	Valid
	X3.5	0,520	0,003	Valid
	X3.6	0,559	0,001	Valid
Purchase Decision	Y1	0,362	0,049	Valid
	Y2	0,441	0,015	Valid
	Y3	0,374	0,042	Valid
	Y4	0,438	0,015	Valid
	Y5	0,395	0,031	Valid
	Y6	0,570	0,001	Valid
	Y7	0,634	0,000	Valid
	Y8	0,400	0,029	Valid

Source: SPSS 24 Output, 2024

Based on table 2, the validity test explains that each statement is valid. Because the significant value of r count > r table value, and sig. (2-tailed) <0.05.
Reliability Test

Table 3. Reliability Test

Variable	Crobach Alpha	Nilai Kritis	Description
Halal Products	0,791	0,60	Reliabel
Word of Mouth	0,739	0,60	Reliabel
Price	0,865	0,60	Reliabel
Purchase Decision	0,906	0,60	Reliabel

Based on table 3, the results show that the variables in the study are reliable. The variable is said to be good if it has a Cronbach's Alpha value> from 0.6. Based on the reliability test results, it shows that the Croncbach's alpha value is greater than 0.60. This shows that overall the statement items are reliable because the Croncbach's alpha value is> 0.60.

Normality Test

Table 4. Normality Test

Coefficients*

		Unstandardized Residual
N		121
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.77011438
Most Extreme Differences	Absolute	.077
	Positive	.069
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.074[c]

Based on table 4, the results of the normality test in the study found that the significant value was 0.074. It is stated that the residual value in the study is normally distributed, where the asymp.Sig (2-tailed) value is> 0.05.

Multicollinearity Test

Table 5. Multicollinearity test

	Coefficients*	
Variabel Independen	**Colinearity Statistics**	
	Tolerance	**VIF**
(Constant)		
Halal Products	0,479	2.086
Word of Mouth	0,439	2.277
Price	0,438	2.285

Based on table 5, the VIF value is <10 or the Tolerance value> 0.01. Which means that there is no multicollinearity in the study.

Heteroscedasticity Test

Table 6. Heteroscedasticity test

Coefficients*

Variabel Independen	
	Sig
(Constant)	
Halal Products	,344
Word Of Mouth	,642
price	,708

Based on table 6, the value of X1 is 0.344, X2 is 0.642 and X3 is 0.708 so it can be concluded that the research has no symptoms of heteroscedasticity because the Sig value> 0.05.

Multiple Linier Regression Analysis

Table 7. Multiple Linier Regression Analysis

Coefficients*

Variabel	*Unstandardized*	*Standardized cooficients*	
	B	**Std.eror**	**Beta**
(Constant)	3.844	2.177	
Halal products	0,163	0,136	0,098
Word Of Mouth	0,478	0,115	0,356
price	0,569	0,116	0,421

Source: SPSS 24 Output, 2024

Based on table 7, From the regression test, the following equationis obtained:

$Y = a + b1X1 + b2X2 + b3X3$

$= 3.844+0,163+0,478+ 0,569$

a. Constant value = A constant of 3,844 indicates that if the value of the independent variables is considered zero or the state when the variable has not been influenced by other variables.

b. The value of X1 (Halal Products) = 0.163, where the variable has an influence on variable Y (Purchase decision). Where each unit increase in the halal product variable will affect the purchasing decision by 0.163.

c. The value of X2 (Word of Mouth) = 0.478, where the variable has an influence on variable Y (Purchase decision). Where each unit increase in the Word of Mouth variable will affect the purchasing decision by 0.478.

d. The value of X3 (Price) = 0.569, where the variable has an influence on variable Y (Purchase decision). Where each unit increase in the purchasing decision variable will affect the halal product by 0.569.

Partial Effect Significance Test (t test)

Table 8. T test

ANOVA*

Variabel Independen	Nilai t	Sig
(Constant)	0,565	0,573
Halal Products	1.199	0,233
Word Of Mouth	4.166	0,000
price	4.924	0,000

Source: SPSS 24 Output, 2024

The results of this study found that:

a. Halal Products

Based on table 4.15, it is known that t count is 1.199 and t table is 1.980. So that t count < t table, where the halal product variable has no effect on purchasing decisions.

b. Word of Mouth

Based on table 4.15, it is known that t count is 4.166 and t table is 1.980. So that t count> t table, where the Word of Mouth variable has an effect on purchasing decisions.

c. Price

Based on table 4.15, it is known that t count is 4.924 and t table is 1.980. So that t count> t table, where the price variable has an effect on purchasing decisions.

Simultaneous Significance Test (F test)

ANOVAª					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1535.176	3	511.725	65.020	.000ᵇ
Residual	920.824	117	7.870		
Total	2456.000	120			

Tabel 9. F test
Source: SPSS 24 Output, 2024

Based on table 9, it can be seen that the significance value is 0.000 and the F table value with the number of respondents 121 is 2.68. So that F count> F table. It can be concluded that the variables of halal products, word of mouth, and price together have an effect on purchasing decisions for Japanese restaurant food.

Determination Coefficient Test (R2)

Table 10. Determination Coefficient Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791ª	.625	.615	2.80540

Source: SPSS 24 Output, 2024

Based on table 10, it is known that the R Square value is 0.625 or 62.5%, which indicates that there is an influence of the dependent variable influenced by the independent variable of 62.5% while the remaining 37.5% is influenced by other variables.

3.2.Discussion

The Effect of Halal Products on Japanese Restaurant Food Purchasing Decisions

From the research results, it shows that the halal product variable has no effect on the Japanese restaurant food purchase decision variable in the Surabaya area. Where t count < t table, namely 1.199 < 1. The results that have no effect explain that the halal product factor is still not a determining factor in making purchasing decisions for Japanese restaurant meals, because the lack of influence of the halal product variable means that consumers do not take halal products into consideration. For people, the most important thing is that food products are clearly not made from prohibited elements such as sake and mirin. So that the halal product factor is still not a factor in making decisions, but other factors such as Word of Mouth and price. The results of this study are in line with research conducted by Supraptio and Azizi, (2020) that products with halal labeling and ownership of P-IRT permits do not actually influence buyers in purchasing food products. Meanwhile, research conducted by Budiman, (2020) the existence of halal certification has no effect on purchasing decisions. Based on research conducted by Suhardini, (2020) there is a halal logo on Japanese food and the role of the MUI institution to control Japanese restaurants so that the food sold can be consumed safely by the public.

The Effect of Word of Mouth on Japanese Restaurant Food Purchasing Decisions

From the research results, it shows that there is an influence of the word of mouth variable on the Japanese restaurant food purchasing decision variable. Proven by the test results t count> t table, namely 4.166> 1.980. This shows that the people of Surabaya decided to buy Japanese restaurant food because of recommendations or information from other people or suggestions to try Japanese restaurant food. Islam has taught its people to provide information to others should be correct and clear where the command is explained in the Qur'an surah Al-Ahzab: 70

يَٰٓأَيُّهَا ٱلَّذِينَ ءَامَنُوا۟ ٱتَّقُوا۟ ٱللَّهَ وَقُولُوا۟ قَوْلًا سَدِيدًا ﴿٧﴾

Meaning: "O you who believe, fear Allah and speak the truth". (Q.S Al-Ahzab: 70)
This research is in line with the existing theory regarding the factors of word of mouth according to Sutisna, (2012) someone may talk about something with other people, someone knows the product and provides information to others, someone may start a discussion by talking about something that comes out of the main attention of the discussion.

The Effect of Price on Purchasing Decisions for Japanese Restaurant Food

From the research results, it shows that there is an effect of the price variable on the purchasing decision variable for Japanese restaurant food in the Surabaya area. Evidenced by the test results t count> t table, namely 4.924> 1.980. This shows that the variable purchasing decision for Japanese restaurant food is determined by the price factor. The existence of a price that is in accordance with the product presented has an influence on purchasing decisions for Japanese restaurant food. This research is in line with existing theories regarding fair prices, in general a fair price is the price paid for similar objects. According to Amalijah & Fredy's research, (2023) choosing a restaurant and liking Japanese food is due to prices that suit students' pockets and keep up with the development of people's lifestyles.

4. Conclusion

Based on the results of research that has been conducted on the effect of Halal Products, word of mouth, and price on Japanese restaurant food purchasing decisions, it can be concluded that there is no effect of halal products on Japanese restaurant food purchasing decisions in Surabaya. While word of mouth and price have an influence on Japanese restaurant food purchasing decisions in the Surabaya community.

From the research results, it is recommended that Japanese restaurants can maintain and improve the quality of their products and services, so that consumers can spread positive word of mouth. Because word of mouth and price variables have an influence in influencing purchasing decisions. In addition, it is hoped that Japanese restaurants pay attention to the ingredients in the production process and the existence of a halal label to give confidence to consumers. For the community, people should maintain and pay attention to food consumption in accordance with Islamic rules. For further researchers, it is hoped that other variables that can influence purchasing decisions will be examined, in order to complement the research that has been done because there are still many other independent variables that also influence purchasing decisions.

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