DETERMINANT FACTORS OF CONSUMERS' INTENTION TO EAT AT HALAL CERTIFIED RESTAURANT

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Abstract - Growing Muslim population indirectly indicates that the demand for Halal foods, products, banking, logistics and others continue to expel thus creating demand for Halal certified restaurant as well. The small numbers of the Halal certified restaurants and misleading sign of "pork free" and "no pork" restaurant asrevealed by JAKIM indirectly indicate that Malaysian consumers have limited choice and insensitive enough to consume atHalal certified restaurant. By adopting Theory of Planned Behavior, this study is trying to identify the consumers' intention to eat at Halal certified restaurant.Identifying the factors of consumers' intention to eat at Halal certified restaurant is important to the restaurant owners to comply Halal certification to fulfill the requirement for Halal certified restaurant. It is also essential to the local government authority and JAKIM to enforce all restaurant operators to apply for Halal certification for their premises to avoid misunderstanding betweenHalalcertified restaurant and pork free restaurant among Muslim consumers. By adopting the non-probability sampling method technique convenience, 113 data was gathered from government servants and industrial players. Partial least squares technique of Structural Equation Method approach is used to test the relationship between the research models construct. The findings show that attitude, subjective norm and awarenesswere significant predictorshowever perceived behavioral control is not a significant predictor to consumers' intention to consume at Halal Certified Restaurant. The findings are also useful information to the local government authority to enforce the compliance of Halal certified restaurant to meet global market demand in future.

Keywords - Theory Planned Behavior, Intention, Perceived Behavioral Control, Subjective Norm, Awareness,Halal food, Halal Certified Restaurant, Partial Least Squares (PLS), Structural Equation Method (SEM)

I. INTRODUCTION

The term 'Halal' is no longer new in global industry sector. Growing Muslim population indirectly indicate that the demand for Halal foods, products, banking and others continue to expel. According Rasid (2016), the findings from the State of the Global Islamic Economy Report 2015/2016, these sectors are expected to grow six per cent by year 2020. It is also expected the growing of 9 percent of total expenditure of Muslim consumers include food. The term Halal is no longer associated with just food, butit has evolved into Halal industry, market, logistics, banking, cosmetics and pharmaceuticals. As a Muslim majority country, Malaysia shares the same increasing trend. The Malaysia External Trade Development Corporation Halal Unit was reported that the increment of total Halal exports from the first half of 2014 to the year 2015 is 3.6 percent(Times, 2015). It is interesting to note that Halal food and products gained a high priority amongst Malaysian but not the premise who serves the meals. It is reported that in 2010, only 187 food premise were officially certified Halal by Department of Islamic Development or JabatanKemajuan Agama Islam (JAKIM), despite the fact that Malaysian restaurant industry was projected to grow at 5% to RM 9 billion and 3% growth in outlet numbers to reach 9,715 outlets (Euroonitor, 2009). According to the director of the Halal Hub Division JAKIM,SalmahMukhtar, the fact that only 187 premises is certified Halalis surely a worrying figure (Kosmo, 2010).

The issue of Halal certified food premise particularly restaurant re-erupted in early 2016 with cases of 'no pork' and 'pork free' restaurants as stated in BeritaHarian(2016), which were claimed to mislead the Muslims consumers. The validity of the Halal status for such restaurants came into question and there was a high concerned over these restaurants. It is interesting to fathom out that not all restaurants run by Muslims (claimed as the Halal restaurants) gain a formal Halal certification by JAKIM and consumption in these restaurants were solely based on the mutual trust that a Muslim would operate a Halal service.

Datuk Seri Jamil KhirBaharom, Minister at Prime Minister's office voiced out that Muslims mentality should transform; even a Muslim entrepreneur should certified the Halal status and Halal certification is also open for non-Muslim entrepreneurs who operates business that follows the Sharia law. The small figures of the HalalCertified Restaurantsrevealedby JAKIM and the issue of food premises and restaurants that use signs "Pork Free" or "No Pork" despite not having Halal certification indirectly tell us that Malaysian consumers are not sensitive enough towards the ownership of Halal certification among restaurant operators(Kosmo, 2010) and (BeritaHarian, 2016). Because of the limited number of HCR and the consumers were claimed to be not sensitive enough about HCR, this study is aimed to answer this question:What factors influence consumers' intention to eat at Halal Certified Restaurant?The study on consumers' intention to eat at HCR in Malaysia is an

interesting subject and this was the ground for this study.

II. RESEARCH CONTEXT AND MODEL

The objective of this study is to investigate the factors that influence the intention of consumer to eat at Halal certified restaurant. Since study about consumers' intention to eat at HCR is relatively new, there is lack of literature review regarding the subject matter. SyedMarzuki et al., (2012) contribute the study about the attitudes of restaurant owners toward Halal certification but still there is no study about the consumers' intention to eat at HCR have ever been conducted in Malaysia. Therefore, the researcher referred to associated articles in order to study the related constructs such as awareness, subjective norm, perceived behavior control and attitude as exogenous constructs and intention to eat at Halal Certified Restaurant as an endogenous construct.

The relationship between intention of customer to eat at HCR with subjective norm, perceived behavioral control and attitude is adopted and adapted from Theory of Planned Behavior (TPB) (Ajzen, 1991). There were a few studies on Halal that use the TPB and theory of reason action (TRA) as their foundation to understand customer behavior (Bonne et al., 2009; Lada et al., 2009) toward Halal perception. It is hoped that the findings derived from the model will serve as the basis for the development of Halal marketing strategies, especially in the context of Halal Certified Restaurant.Whilst Jaafar et al., (2012) found out that the consumers' attitude and perceive value were the most significant factors toward purchase intention. Others study on intention to purchase Halal logo food, product and pharmaceutical by using TPB were proven the factors of attitude, perceived behavioral control and subjective norm are positively contributing to the intention to buy Halal products or services(Alam&Sayuti, 2011; Bonne et al., 2007). Besides TPB, awareness or knowledge is also predicted to be one of the contributing factors to intention to eat atHC and consume Halal products and services at individual and management levels (Hamdanet al., 2013; Teng& Wan Jusoh 2013; Abdul Aziz &Chok, 2015;Ngah etal., 2015; Ambali&Bakar, 2012; Saabar& Ibrahim, 2014).

2.1. Definition of Halal food

In Malaysia, the official Halal food definition is outlined by the act of PerintahPerihalDagangan (PenggunaanPerbahasaan "Halal") 1975 while the Malaysia Halal Standard MS1500:2009: "Halal Food -Production, Preparation, Handling and Storage – General Guidelines (Second Revision)" illustrates a practical guideline towards understanding the Halal standard in Malaysia. It is common in the country that Halal products are corroborated with the Halal stamp, also known as the Halal logo authorized by the JAKIM. Halal stamp or Halal logo only can be used by manufacturers who have been issued with Halal certification. Halal certification is defined as a process by which a government-controlled agency or a credible Islamic organization (board) certifies that a company's products can be lawfully consumed by Muslims ("Malaysia Halal certification", 2016).

In Arabic, Halal means permissible and lawful by the Sharia law (The Administratior, BahagianHab Halal JabatanKemajuan Islam, 2016). The fundamental concept of Islamic dietary rule is that all foods are considered Halal (permissible and lawful by the Sharia law) excluding those which are clearly categorized as haram (impermissible/prohibited and unlawful) in the Quran (Muslim religious text) and in the Sunnah (the sayings and the way of living of the prophet Muhammad p.b.u.h.). Halal food refers to the food/product that are allowed to be consumed by Muslim, which is defined by few characteristics and conditions such as
(1) Halal foods should be free from any haramproducts or derivatives, (2) all lawful land animals must be slaughtered according to Sharia law and in the name of Allah for its meat to be Halal, (3) Halal food should be clean from excrement (najis) and (4) Halal food should fulfill specific conditions when prepared, processed, transported or stored.

2.2. Halal certified restaurant

There is no official definition of Halal Certified Restaurant (HCR). HCR could be interpreted as any restaurants that own Halal certificate upon completing and passing JAKIM Halal certification. Samoria&Sabtu (2012) wrote about Halal Premise which includes restaurants. It is highlighted that Halal certification for premise including restaurants covers the processing area, dining space, clean toilet including the food operators (staffs) involved in food preparation and serving. Halal certified restaurants legally own the right to display Halal Logo and the Halal certificate at their premise. According to Syed Marzukiet al.,(2010), the restaurant managers claimed that Halal certification signified the uniqueness of the premises and conformation the Islamic dietary rules.

2.3. Intention eating at HCR

Intention is the central construct to both TPB and TRA (Armitage & Conner, 2001). TPB outlines that (behavioral) intention is a function of three basic components: attitude, subjective norm and perceived behavioral control. Ajzen proposed that intentions are presumed to capture the motivational factors that is stimulus a behavior and to indicate how hard people are ready to try or how much effort they would exert to perform the behavior (Ajzen, 1991). In this study, intention is referring to indication of individual's readiness to eat at HCR. Thusbehavioral intention in this context is referring to consumers' intention to eat at HCR.

2.4. Consumers' attitude

Attitude is the personal factor which originated from a collective behavioral belief. It is the most relevant component of TPB in influencing one's intention. Ajzen&Fishbein (1980) explained that attitude is defined by the individual's positive or negative evaluation of performing the behavior.A positive belief is an execution of a given behavior will lead to positive resultand will hold a favorable attitude toward performing the behavior. While a negative belief is an execution the behavior that will lead to mostly negative result will hold an unfavorable attitude. According to Bonne et al., (2009), there is a positive personal attitude towards the consumption of Halal meat in their study to predict the intention to eat Halal meat among Muslims. Past studies pertaining to Halal products such as Lada et al. (2009) and Alam&Sayuti (2011) confirmed that attitude is positively related to intention to choose Halal products. The study on young consumers' attitude towards Halal Food Outlets and JAKIM's Halal Certification in Malaysia had revealed young Muslims' attitude is positively related towardsHalal food outlets and JAKIM's certification(Abdul Khalek, 2014). Hence, the study proposed:

H1: Attitude is positively related to consumers' intention to eat at Halal certified restaurant

2.5. Perceived behavioral control

Ajzen (1991) explains perceived behavioral control (PBC)is the degree level of difficulty forindividualperceived to perform the particular behavior. Basically, PBC is the extent to which one confidence and believes that he/she is in control of the outcome of an event (Boyd, N., 2016). This study had defined PBC as perception of individual in performing particular behavior, as pointed out by Venkatesh et al., (2003) and Ajzen (1991). The greater the perceived behavioral control, the stronger should be the person's intention to perform the particular behavior (Value Based Management.net, 2016). According to Alam&Sayuti (2011) who had done the study on Halal food purchasing intentionindicate that PBC has positive and significant impactto the intention to purchase Halal foods. Bonne, etal., (2009) also found out the PBC of Muslims in Franceis significantly related to the consumption of Halal meat.Hence, the study proposed

H2: Perceived behavioral control is positively related to consumers' intention to eat at HCR.

2.6. Subjective Norm

Subjective norm is one of the determinants of intention; the weakest one according to some researchers such as Sheppard et al., (1998) and Van den Putte (1991). Subjective norm is the individual's perception of the perceived social pressure on him/her either to engage or not to engage in that particular behavior(Ajzen&Fishbein, 1980). A person who believes that most referents with whom he is motivated to comply think he should perform the behavior will receive social pressure to do so. According to Alam&Sayuti (2011) who had done the study on Halal food purchasing intentionindicate that subjective norm has positive and significant influence to the intention to purchase Halal foods. Bonne et al., (2009) also found out the subjective norm is positively related for Muslims in France towards the consumption of Halal meat.Hence, the study proposed

H3: Subjective norm is positively related to consumers' intention to eat at Halal certified restaurant

2.7. Consumers' awareness

Randolph (2003) defines awareness as the knowledge or understanding of particular subject or situation. While according to Ambali&Bakar (2014) awareness is the knowledge or well informed about particular subject to reflect human perception and cognitive reaction. Ambali&Bakar (2012) proposed that awareness in the context of Halalliterally means having special interest in or experience of something and/or being well informed of what is happening at the present time on Halalfoods, drinks and products. It is further explained that awareness is a relative concept where a person may be partially aware, subconsciously aware or may be acute aware of an issues relating to Halalaspect of what is permitted by Allah. Therefore, different people have different level of awareness about something. Abdul Aziz &Chok (2012) had reviewed "Halal Awareness" and hypothesized that awareness and purchasing intention of Halal food hold a positive relationship. According to Shaari&MohdArifin (2010), this function of belief has been hypothesized as an important role in determining the intention. Hence, it is proposed:

H4: Awareness is positively related to consumers' intention to eat at HCR.

III. RESEARCH METHODOLOGY

The data analysis of this study was done at the individual'slevelsin which include industrial players atindustrial area and government servants at higher education institutions who came from different states in Malaysia.According to Sidin et al. (2004), the selected area was sufficiently representative of Malaysian population because at the industrial and higher education institute areas are covered by people who come from 13 different states in Malaysia.

3.1. Data collection

A total of 180 self-administered questionnaires were distributed to consumers over three weeks used drop and pick techniques by individuals who are familiar with respondent. Out of 180 questionnaires, only

130were collected, 17 were rejected due to poor data and only 113 were used as data sample.

3.2. Measures and assessment of goodness

The five point Likert scale was used to measure item in independent and dependent variables. All instruments wereadopted from other technology of adoption and modified to suit the current study since the subject matter is relatively new and lacking of literature in HCR. Items for perceived behavioral control, subjective norm, attitude and intention were adapted from Venkatesh et al. (2003) which represented by TPBand awareness was adapted from Ambali and Bakar(2014) which is shown by Table 1.Research model in Fig.1 was tested by using the Partial Least Squares (PLS) technique of structural equation modeling using SmartPLS version 2.2. This data analysis technique is selected owing to the exploratory study and applied two-step approach (Anderson &Gerbing, 1988).First approach is to test the convergent validity and discriminant validity. Second approach is to test the hypothesis.

Construct	Definition	Source	Item
Attitude	Various outcomes and attributes from behavioral performance	Venkatesh et al., (2003) Ajzen (1991)	4
Perceived Behavioral Control	Perception of individual in performing the particular behavior/task	Venkatesh et al. (2003) Azjen (1991)	5
Subjective Norm	Perception which influenced by the judgment of significant relationship	Venkatesh et al., (2003) Ajzjen (1991)	2
Intention	Indication of an individual's readiness to eat at Halal certified restaurant	Venkatesh et al., (2003) Ajzen (1991)	3
Awareness	Knowledge or well informed about particular subject to reflect human perception and cognitive reaction	Ambali and Bakar, (2014)	4

Table 1: Properties of the measurement items

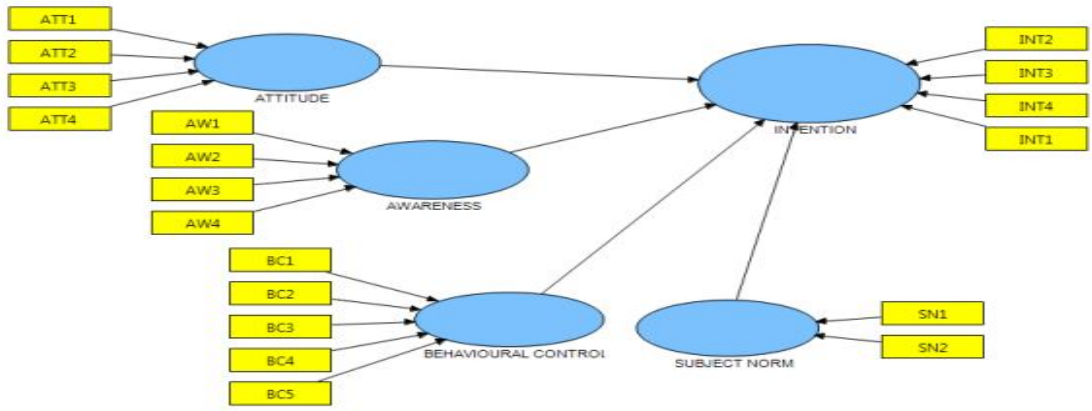


Fig.1. Research Model

3.3 Construct validity

There two-step data approach was being used for testing goodness of measure which isidentifying this relationship after determining validity and reliability of the measure. According to Sekaran&Bougie (2010), validity was a test that is intended to measure on how well the instruments of the particular concept to measure, whereas reliability was intended to test on how consistent the instrument measures any concepts that is used to measure. Testing construct validity can be done by checking the respective loading and cross-loading to evaluate the particular item.According Hair et al. (2010), the cutoff value at minimum 0.5 is considered significant. Table 2 shows that all items measured for a particular construct loaded highly on the particular construct. Thus confirm the construct validity.

Item	Attitude	Awareness	Behavioral Control	Intention	Subjective Norm
ATT1	0.919	0.505	0.716	0.774	0.718
ATT2	0.910	0.502	0.733	0.746	0.764
ATT3	0.907	0.608	0.691	0.747	0.682
ATT4	0.837	0.548	0.548	0.581	0.622
AW1	0.541	0.875	0.506	0.645	0.477

AW2	0.335	0.697	0.424	0.379	0.340
AW3	0.606	0.916	0.608	0.600	0.543
AW4	0.338	0.626	0.417	0.254	0.318
BC1	0.698	0.630	0.875	0.668	0.735
BC2	0.639	0.439	0.853	0.601	0.575
BC3	0.558	0.488	0.776	0.541	0.508
BC4	0.598	0.436	0.729	0.574	0.546
BC5	0.381	0.403	0.613	0.340	0.391
INT1	0.695	0.556	0.626	0.851	0.673
INT2	0.701	0.525	0.548	0.818	0.581
INT3	0.725	0.580	0.689	0.909	0.731
INT4	0.627	0.531	0.599	0.845	0.606
SN1	0.775	0.457	0.691	0.712	0.916
SN2	0.646	0.546	0.631	0.671	0.905

Table 2: Loading and Cross Loading

Note: Bold values are loadings for items which are above recommended value > 0.5

3.4. Convergent validity

Convergent validity was used to test the degree multiple items to measure the same variable. According to Hair et al. (2013), to asses convergent validity the cut off value for loading and composite reliabilityare greater than 0.5 and AVE arealso greater than 0.5 (Barclay et al., 1995). Analysis data on Table 3 is shown the value of loading, composite reliability and AVE are met the requirement value recommended by Hair et al. (2013) and Barclay et al.,(1995). The result is concluded that all constructs are valid measures to their parameter significance and estimation (Chow and Chan 2008).

Model Constructs	Measurement Item	Loading	Composite Reliability	AVE
Attitude	ATT1	0.919	0.941	0.799
	ATT2	0.910		
	ATT3	0.907		
	ATT4	0.837		
	AW1	0.875	0.865	0.621
Awareness	AW2	0.697		
	AW3	0.916		
	AW4	0.626		
Behavioral Control	BC1	0.875	0.881	0.600
	BC2	0.853		
	BC3	0.776		
	BC4	0.729		
	BC5	0.613		
Intention	INT1	0.851	0.917	0.734
	INT2	0.818		
	INT3	0.909		
	INT4	0.845		
Subjective Norm	SN1	0.916	0.907	0.830
	SN2	0.905		

Table 3: Convergence Validity

3.5. Discriminant Validity of Constructs

Variables	Attitude	Awareness	PBC	Intention	Subjective Norm
ATTITUDE	0.894				
AWARENESS	0.602	0.788			
PBC	0.758	0.623	0.775		
INTENTION	0.803	0.640	0.721	0.857	
SUBJECTIVE NORM	0.782	0.549	0.727	0.759	0.911

Table 4: Discriminant Validity

Note: Diagonals (in bold) represent square root of AVE and the off diagonals representedcorrelations

Discriminant validity can be tested by examining the correlations between the measures of interception value of its own construct. The interception value of particular construct should be higher than the value of opposing constructs (Compeau et al., 1999; Hair et al. 2013). As shown in Table 4, the correlations of other constructs are lower than the square root of the AVE (Average Variance Extracted) by indicating measured construct (Fornell& Larker's, 1981). It is indicated the measurement model demonstrated the adequate convergent validity and discriminant validity.

3.6. Hypothesis Testing

	Hypothesis	Beta	SE	T-Value	Decision
H 1	Attitude-> intention	0.376	0.187	2.164*	Supported
H 2	Awareness -> intention	0.212	0.099	1.876*	Supported
H 3	Behavioral control -> intention	0.115	0.102	1.054	Not supported
H 4	Subjective norm -> intention	0.263	0.138	1.921*	Supported

Table 5: Path coefficient and hypothesis testing

Nonparametric bootstrapping was applied to test structural model with 500 replications (Wetzelset al., 2009 and Chin, 1998). Table 5 is shown the result for four hypothesis test generated from structural model in Fig.2. Value for R^2 for the main model is 0.721(Figure 2) which represent 72.1 percent of the variance in the extent of collaboration is described by attitude, perceived behavioral control, subjective norm and awareness. The result in Table 5 indicated the H1, H2 and H4 hypothesis (three out of four) are supported and the beta value is 0.376, 0.212 and 0.263 respectively with significant at $p<0.01$.Even though the Beta value for H3 is 0.115(positive), H3 is not supported the hypothesis since T-value < 1.645 (Hair, 2013).

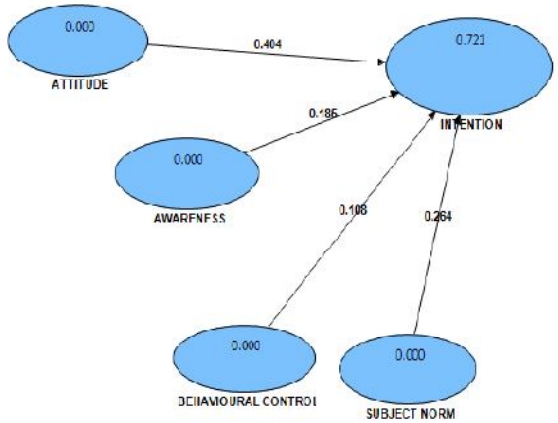


Fig.2. Structural model result

DISCUSSION AND CONCLUSION

The aim of this study is to identify the factors which determineconsumers' intention to eat at Halal Certified Restaurant in Malaysia. The findings show that awareness, attitude and subjective norm were supported in positive relationship. The highervalue of attitude, subjective norm and awareness are indicated to the higher intention of customer to eat at Halal Certified Restaurant. Awareness is found out as one of the determinant factors to consume at HalalCertified Restaurant. Ambali and Bakar (2014) also found out that there is a positive relationship between awareness and also identified other factors of religion, belief, health, exposure and role played by logo Halal among consumers in Shah Alam Malaysia to consume Halal food and product.The increase in awareness has significant effect with the intention to consume food and beverages at Halal Certified Restaurant thus will create greater demand for Halal certified Restaurant.According to Ambali and Bakar (2014), the increasing of awareness among Muslim as their obligation to consume Halal food and productwill create greater demand for the dietary Muslim requirement as well as Halal Certified Restaurant. In context of non-Muslim consumers, the increase of awareness for Halal Certified Restaurant is reflected the increase requirement for hygiene, safety and quality food and beverages served at Halal Certified Restaurant. However the findings showed perceived behavioral control is not a contributing factor to the consumers' intention to eat at Halal Certified Restaurant. The study of environmental psychology in the application of the theory of planned behavior is statedthat actions that are environmentally friendly carry a positive normative belief. According (Koger& Winter, 2010) and (Stern, 2005),sustainable behaviors are widely promoted as positive behaviors,however perceived behavioral control can be hindered by some constraint. In this study, the perceived behavioral control is not significantlyrelated to the consumers' intention to eat at Halal Certified Restaurant because it was hindered by the limited numbers of available Halal Certified Restaurant in Malaysia. Only187Halalpremises compared to thousands of restaurants in Malaysia. So the perceived behavioral controlcarry the negative valueto the research because of the scarcity number

of availableHalal Certified Restaurant to be consumed. The determinant factors of consumers' intention to eat at Halal Certified Restaurant are awareness, attitude and subjective norm. As a Muslim country, this study has proven the consumers' attitudes, subjective norm and awareness have bigger impact on intention to consume at Halal Certified Restaurant. The statements that claim Muslims consumers are not sensitive enough towards Halal logo is proven mislead. Based on the study of consumers' confidence on information about Halal logo, the findings indicate that consumers are sensitive to the subject matter; the false information on Halal logo will lead to the loss of confidence and affect their intention to purchase Halal products (Mohamed et al., 2013). As Halal Certified Restaurantemphasized on Halal ingredient or food and Halal process of preparing food, people would have become more alert about their food consumption as well as they become more alarm about the cleanliness and healthiness which is crucial value in Halal consumption (Kartina, 2015). It is believed the request for Halal Certified Restaurantwould be increased as awareness of halal, hygienic and healthier food among Muslims and non-Muslimconsumers would become more important over time.

The results of this study are also beneficial to the restaurant owners to comply for Halal certification in order to fulfill consumers' demand and to penetrate Halalglobal food market. According to Syed Marzuki et al., (2010), restaurant managers think that Halal certification is only dominant in hospitality industry that promotes the knowledge in Muslims' dietary restriction and sensitivity. Since the growing demand for Halal Certified Restaurant is significantbut relativelyreverse compare to small numbers of Halal Certified Restaurant in Malaysia, JAKIM should take some proactive action to resolve the imbalance demand-supply for Halal Certified Restaurant. Even though JAKIM has introduced new campaign 1Malaysia 1Halal, restaurant owners claimedit is hard to apply Halal certification becausethe difficulty in gettingHalal raw food supply. To ensure this campaign is successful, JAKIM must ensure local government authority should improve and come up with new strategic planning to assist restaurant ownersto comply the Halalcertification requirement. According to BeritaHarian(2016), government must make sure all restaurant owners to display 'Halal' or 'nonHalal' logo at their premises to avoid misinterpretation among Muslims consumers. The current rules and regulations haveprovided some freedom to the restaurant premises but the enforcement should be executed by the KementerianPerdaganganDalamNegeri, KoperasidanKepenggunaan (KPDNKK) and JAKIM seriously and persistently.

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