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## **THE ROLE OF HALAL LABEL TOWARD CONSUMER LOYALTY THROUGH SATISFACTION AND TRUST AS MEDIATING VARIABLE IN FAST FOOD RESTAURANT IN INDONESIA**

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**Abstract:** Food is one of the basic needs for human beings, so that the provision of proper food is one that should be available to the tourism industry. In connection with this case study, this research has the objective to determine whether there is a role for the halal label toward consumer loyalty through satisfaction mediation and trust in fast-food restaurant. The population was a student at the Universitas Islam Indonesia, Universitas Gajah Mada and Universitas Negeri Yogyakarta, who often buy at fast food restaurants. Samples were collected by non probability sampling technique with marriage by purposive and convenience sampling method. The number of samples used as many as 263 respondents, as the object is a fast-food restaurant in Yogyakarta. Data analyzed using Structural Equation Modeling AMOS program. The results showed that there is a positive and significant influence between the halal label on customer satisfaction and trust. Furthermore, satisfaction and trust positively and significantly toward loyalty. Halal label directly has positive and significant effect toward loyalty. Satisfaction and trust factors can increase consumer loyalty. Thus the factor of satisfaction and trust consumers have a role to label halal food products in fast food restaurants increasing customer loyalty.

**Keywords:** Halal Label, Trust, Satisfaction, Loyalty, Fast-food restaurant.

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### **Introduction**

The population of Moslems in Indonesia as recorded is 255,5 million (Anonym, 2015) and, of the number, 87,18% is the Moslem or Islamic believers. (BPS, 2014). This relatively large Moslem population becomes the large market potential for the products with Halal requirement. Therefore, the creation and the supply of products with Halal category are supposed to be a consideration and strategies for the producers or the sellers that mostly are the Moslems. Indonesia has the Regulation of Halal Product Guarantee started since 2014 but many food products provided in market have no halal certification (Mustofa, 2012; Cheppy 2010 ). Many food products in Indonesia today are not guaranteed for Halal (Apriyantono, 2012 ). Thus, a moslem in Indonesia still needs an effort accurately and cautiously to have the halal food in accordance with the Islamic law (syariah).

A product with halal guarantee is the first requirement to be accepted well by the Moslem consumers (Riaz,1994; Riaz and Chaudry, 2004). Halal comes from the Arabic language meaning being suitable with Islamic law or being allowed in line with the command of Allah SWT (Bonne, *et al.*, 2007). Halal is not regarding legal or illegal as suitable with the positive law of a nation. It is a *way of life* for Moslem (Hanef, 2017). An obedient Moslem will do all commands of Allah and His Prophet to seek His blessing and to prevent him/herself from any sin and all things forbidden.

Purchase conducted repetitively towards a product and brand is called repurchasing or loyalty towards a product or brand. The customer loyalty is due to certain initial factors such as satisfaction

(Oliver, 1999), trust (Harris dan Goode, 2004; William *et al.*, 009), brand image (Martinez, 2015; Han *et al.*, 2009; Martenson, 2007), and Halal (Ishak, *et al.*, 2016; Jonathan, 2010 )

In Indonesia, particularly in Yogyakarta, there are many businesses of *fast food restaurant* either in international network such as McDonald, Kentucky Fried Chicken (KFC), Pizza Hutt, Hoka-hoka Bento or in local network such as Padang restaurant, Warmindo, and other providing various food and beverages. Some of these businesses have the halal certificate and put the halal label but some have no halal certificate without any halal label put on their business places.

This paper discusses about the role of halal label towards the loyalty of customers through the mediating variable in the business of fast food in Yogyakarta, Indonesia. The concept used in this research, to best of the researcher's knowledge, has never been analysed in a study; thus, it can be as the novelty or state of the art from this research. Such research has never been done in Yogyakarta as well and this research conducted in 2016 with the population of Moslem customers in Yogyakarta has an originality. Based on the background presented above, then a research on the Role of halal label towards the consumer loyalty through the mediating variable of satisfaction and trust of the customers of fast food restaurants in Indonesia was conducted.

### Conceptual Framework

Conceptual framework for this research used the concept of loyalty and satisfaction from Oliver (1999), explaining that the loyalty is caused by some antecedent factors. The result of this research and other researches has provided the information that the loyalty is built due to satisfaction (Oliver, 1999; Martenson, 2007), trust (Harris and Goode, 2004; Sirdeshmukh, *et al.*, 2002). Satisfaction and trust of customers towards a product does not occur naturally but there are some factors or stimuli. This research used the conceptual framework consisting of four latent variables: halal label, satisfaction, trust and loyalty of customers as described as follows.

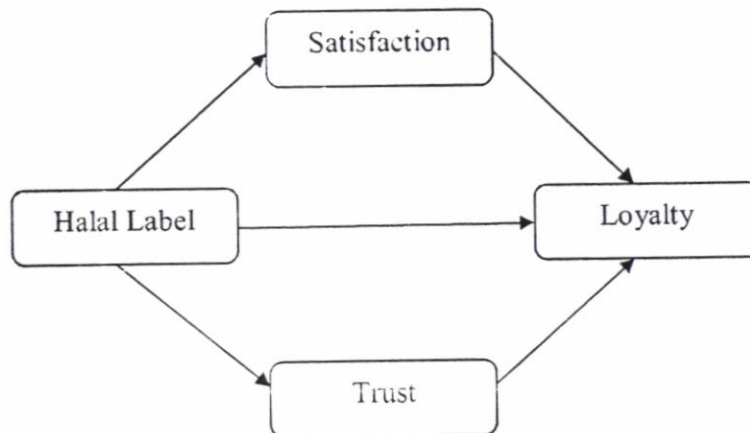


Figure 1 : Teoritical Framework

### Consumer Loyalty

Oliver (1999) stated that the customer loyalty refers to the commitment of the customers in maintaining deeply to repurchase the products or service selected consistently for future though the influence of situation and attempts of marketing have potential to cause the change of behaviour. Loyalty can be reached through two phases: first, a company must have a competence in giving satisfaction to its customers to have a positive experience. It means that the repurchase is prioritized

to the previous buyers. Second, the company must use the strategy of *forced loyalty* to make the customers to repurchase (Kotler and Keller, 2012).

The customer loyalty can be differentiated into 4 (four) categories with some levels: *cognitive loyalty*, *affective loyalty*, *conative loyalty* and *action loyalty* (Oliver, 1999). *Cognitive loyalty* is formed merely based upon the information and more based upon the functional characteristics particularly cost, benefit and quality. If those three factors are not good, the customers then will be easily to move to other products. The customers with the loyalty level on *cognitive loyalty* are vulnerable for moving to other products or brands due to the marketing stimuli. *Affective loyalty* is the loyalty occurred due to the factors of *like* or *dislike* and the customer behaviour towards the products or brands. Such loyalty is a cause of satisfaction or dissatisfaction of customers at the cognitive loyalty. *Conative loyalty* meanwhile is related to the interest and commitment to behave. It is tightly related to behaviour of repurchasing. Meanwhile, *action loyalty* is a condition of loyalty to behave and act. The interest of behavior is followed by the motivation to act and willingness to cope with any hindrance in doing such action. The customers at this level have the low level of vulnerability to move to other products or brands. The customer loyalty to the products or brands occurs due to the antecedent factors (Oliver, 1999; Harris and Goode, 2004; Sirdeshmukh, *et al.*, 2002 ).

### Consumer Satisfaction

Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectation ( Kotler and Keller 2012). If the performance falls short of expectations, the customer is dissatisfied. If it matches the expectations, the customer is satisfied. If it exceeds the expectations, the customer is highly satisfied or delighted (Kopalle and Lehmann, 2006). Customer satisfaction indicates how well the product use experience compared to the buyer's value expectation (Cravens and Piercy, 2013). Value is a comparison between the benefits and sacrifice. Benefit can be related to the functional, psychological or emotional state of product use and sacrifice can be in the form of money, stamina, risk or time.

Halal food has an emotional and psychological value for Moslem customers. An obedient Moslem customer will feel uncomfortable and guilty if consuming food that is not halal (haram). A valued product can create the satisfaction and trust of customers. The halal guarantee of product can be a value of valued product and can make the customers satisfied. The customer satisfaction is a factor influencing the customer loyalty meaning that the higher the satisfaction of customers, then the higher the level of the loyalty of customers to use the product (Dick and Basu, 1994).

A number of research results proved that there is a positive and significant impact between customer satisfaction and loyalty (Keisidou, *et al.*, 2013; Abrudan, *et al.*, 2015; Faillant *et al.*, 2008; Reddy *et al.*, 2011). The hypotheses in this research are presented as follows:

H1: Satisfaction has a positive impact on the customer loyalty in fast food restaurant.

### Consumer Trust

Trust is a want to depend on something based on the belief and expectation for credibility, use and competence (Chauduri and Holbrook, 2010). Customer trust is a transfer and risk elimination to the product and the excellence of service offered by the organization (Garbarino & Johnson, 1999)

Two approaches for trust include: first, trust as the conviction in which there is a hope of the reliable partner having skill, excellences and integrity. Second, trust is viewed as an intentional behavior or a behavior reflecting the trust of partner and involves the element of uncertainty and

vulnerability of the party believing in (Barbalet, 1996). Trust is a base of the long-term relation and improve the loyalty (Wilkin, *et al.*, 2009).

The result of the study and the previous researches stated that trust has an impact on the customer loyalty (Barra and Eduardo, 2011; Chauduri and Holbrook, 2001; Harris and Goode, 2004; Sirdeshmukh, *et al.*, 2002; Alhaddad, 2015). Related to this matter, then a hypothesis is presented as follows.

H2: trust has a positive impact on the loyalty of customers of fast food restaurant

### Halal Label

Halal is an Arabic term meaning to be allowed (Lada *et al.*, 2009). Halal product is a product that has been stated halal in accordance with the Islamic law (Law No. 33 of 2014). The product that has a halal certificate means that it has a halal guarantee to be consumed and has a right to attach the halal label on the product package or business place for the business actor.

Label refers to remark of product in the form of image, text or combination of both or other form presenting the information about the product and remark of the business actor and other information in accordance with the valid law and regulation given on the product, put inside, stuck on or as a part of package. Meanwhile, the halal labelling is the graft of text or halal statement on the product package to show that the product is in the status of halal product (LPPOM MUI 2015).

Label is categorized into three (Kotler and Armstrong, 2016): *brand label*, a brand given the product or written on the package; *descriptive label*, a label giving an objective information about the use, construction/making, concern/treatment, and product work, and other characteristics related to the product. *Grade label*, label identifying the *product's judged quality* with one letter, number or word.

Halal is from the Arabic language meaning suitable with Islamic law or being allowed in accordance with the command of Allah SWT (Riaz and Chaudry, 2004, Bonne, *et al.*, 2007). All types of food and beverage are Halal except particularly stated as Haram in Al Qur'an and Hadith of Prophet of Muhammad SAW (Hussein, 2006). In Al Qur'an as the main legal source in Islam, food and beverage forbidden are stated in letter Al Baqoroh [2]: 173:

"He has only forbidden you what dies of itself (carrion) and blood and the flesh of swine, and that which is slaughtered as a sacrifice for others than Allah. But if one is forced by necessity without willful disobedience nor transgressing due limits, then there is no sin on them. Truly, Allah is Oft-Forgiving, Most Merciful". The halal product refers to the product fulfilling the halal requirement in accordance with Islamic Law (LPPOM MUI, 2014).

The status of food and beverage to be halal cannot be caused by 3 things: first, the characteristic of substance and the type of food and beverage themselves whether there is a provision forbidding it, such as to be forbidden for all substances coming from pig, dead animals, blood, and alcohol. The second one is due to its *process* namely the process of production and distribution. A product that initially is halal can be haram due to something such as it contains and is contaminated with the haram substance in production, storage and distribution contaminated with haram substance, and the slaughter of halal animal not in the name (mentioning) of Allah SWT. Those three ways are to obtain or deliver such as whether the way to obtain the product is by stealing, robbing, corrupting, buying with the *riba*. The food that is not halal is called haram, commonly meaning to be forbidden. A product that will be halal and has a halal certificate has a right to attach the halal label (Department of Religion, Indonesia Republic, 2015).

Some results of study and researches stated that information of halal in a product has an impact on satisfaction (Abdullah, *et al.*, 2012), trust (Ahmed, 2008), and loyalty of purchasing (Ishak, *et al.*, 2016; Jonathan, 2010). This research proposed the hypotheses as follows:

- H3: Halal label has an impact on the customer satisfaction in fast food restaurant  
H4: Halal label has an impact on the customer trust in fast food restaurant  
H5: Halal label has an impact on the customer loyalty in fast food restaurant

### Population and sampling

This research was conducted in Yogyakarta City, Indonesia in second semester in 2016. The population of this research was the university students from three universities in that city including Universitas Gadjah Mada (UGM), Universitas Negeri Yogyakarta (UNY) and Universitas Islam Indonesia (UII) Yogyakarta. There were 300 pages of questionnaires, 100 of which were distributed for each university. The sampling technique used the non probability sampling, and followed with judgment sample, quota and convenience sampling. Of the number of questionnaires distributed, 263 pages were returned and fulfilled the requirement to conduct the data processing.

### Research Variable and Measurement

Data was analysed using the Structural Equation Modelling (SEM) approach. Here, halal label acts as the exogen variable and endogen variable consisted of three things: trust, satisfaction and loyalty. Four variables acted as the latent variables as the measurer of latent variables as stated in the question items. The answer of the respondents was measured in the scale of Likert 5 at the level of 1 to 5. This tool was to collect the data in the form of questionnaires. Prior to be used to collect the data, the questionnaires were tested for their validity and reliability. The test on the questionnaires was conducted using *tryout* towards 30 respondents. The test on the validity of the question items was conducted using *Pearson Correlation*, with the criteria if the number *sig.* was less than 0,05 it was stated valid and used. While, the test on the variable of realibility of the research, it used the approach of coefficient of *Cronbach Alpha*, and the criteria was used if the number of coefficient of alpha was above 0,60, and it was stated reliable (Malhotra, 1996).

### Data Analysis

The data analysis consists of the test on the data quality, test on the confirmatory of research variable, test on the goodness of fit of structural model and the test on the hypothesis was through the test on the significance. The test on the hypothesis was conducted by analysing the sign of the result of *standardized coefficient path*, *critical ratio* and *probability value*. The measurement and the analysis of the quantities of coefficient that have been mentioned used the computerized program of *Structural Equation Modeling* (SEM) Amos.

### Result and Discussion

Data analysis was initiated with the test on the normality and data *outlier*. The result of the data normality test showed the critical number of ratio *skweness* between  $-0,077$  and  $-1,529$ . This number was under the treshold value of significance 1% at  $\pm 2,58$ , as stated normal (Ferdinand, 2006). The test on *outlier* resulted in the number of *mahalanobis distance* (*distance  $\chi^2$* ) in the range of 14,622 to 28,177. The value of distance  $\chi^2$  was under the critical value of the significance level of test for  $\chi^2 = 29,17$ , thus, there was no *outlier* on the data.

The next step was by conducting the test on *convergent validity* and *construct reliability*. The test on convergent validity was done by seeing the result of *loading factor* ( $\lambda_i$ ), and its *probability value*. *Construct reliability* was analysed using the index of realibility instrument of *composite reliability*. The result showed that all numbers of *probability value* were less than 0,05, then the indicator was stated valid (Hair *et al.*, 2006), the numbers of *composite reliability*  $\geq 0,70$  showed that the variable used was reliable (Ferdinand, 2006).

The perception of the respondent assesment towards four research variables had the result of the average score as shown in Table 1 below.

Table 1 Consumer Evaluation

No	Variable	Mean
1	Label Halal	3,55
2	Consumer Satisfaction	3,70
3	Consumer Trust	3,93
4	Loyalty	3,69

The perception of the respondent assessment for the halal label is in the good category (satisfying) with the number of average score of 3,55. The halal label could be observed by the respondents by seeing or reading the logo, remark, written information, certificate, banners that had the average scores. The perception towards the satisfaction included the high criteria with the number of average score of 3,70. Meanwhile, the trust had the number of average score of 3,93 included in high criteria and the customer loyalty was seen high with the number of average score of 3,69.

#### Test Result on Structural Model

The coefficient numbers of the analysis result of the goodness of fit of equation of structural model for each element are as follows: Chi-Square, = 91,563; probability value = 0199; CMIN/DF = 1,130; RMSEA= 0,029; GFI= 0,936; AGFI = 0,893; TLI = 0,990 dan CFI = 0,993. Based on the coefficient numbers for the group of elements, it can be found that the structural model was suitable and could be accepted.

#### Hypothesis Test

Whether the reseach hypothesis proposed could be accepted or must be rejected was done by analysing the result of the computing calculation of SEM Amos Program. The quantity of the number and the sign of the *standadized* regression coefficient, number of t count or *Critical Ratio* (CR) and *sig. (probability value)* are presented in Table 2 below.

Table 2 Result of Hypothesis Testing

Effect of Variable	Standardize dCoefficien Regression	Critical Ratio (CR)	Prob. Value	Evaluation
Halal Label → Satisfaction	0.453	5.273	0.000	H5 supported
Satisfaction → Loyalty	0.187	2.380	0.017	H1 supported
Halal Label → Trust	0.582	6.014	0.000	H3 supported
Trust → Loyalty	0.335	3.158	0.002	H2 supported
Halal Label → Loyalty	0.380	4.142	0.000	H4 supported

The result of the analysis on the halal label towards the satisfaction showed the positive score of regression coefficient standard of 0,453 with CR of 5,273 and probability value of 0,000. This then showed that there was a positive and significant impact between halal label and customer satisfaction. Thus, the third hypothesis stating that there is a positive impact of halal label on satisfaction could be accepted. This is in line with the reseach of Abdullah, *et al.*, (2012).

Whilst, from the result of the analysis on the impact of halal label on the trust, the score of standardized regression coefficient was positive (0,582) with CR of 6,014 and probability value of 0,000. This coefficient number showed that there was a positive and significant impact of halal label and consumer trust. This could prove the fourth hypothesis stating that there was positive impact of halal label on the trust can be accepted. The result is in with the research by Ahmed (2008).

Furthermore, the result of the analysis on the impact of satisfaction on the customer's loyalty found the positive standardized regression coefficient of 187 with CR of 2,380 and probability value of 0,017. This then showed that there was a positive and significant impact of satisfaction on customer loyalty. Thus, the first hypothesis stating that there was a positive impact of satisfaction on the customer loyalty can be accepted. The result is in line with and support the result of the research Keisidou, *et al.*, (2013), Abrudan, *et al.* (2015), Faullant *et al.*, (2008), and Reddy *et al.* (2011).

On the other hand, the impact of trust on loyalty has resulted the positive score of standardized regression coefficient of 0,335 with CR of 3,158 and the probability value of 0,002. This then showed that there was a positive and significant impact of trust on the customer loyalty. Thus, the second hypothesis can be accepted. This is suitable with and support the research of Michelle, *et al.* (2014), Barra and Moraga, (2011), Chaudhuri and Holbrook (2001), Harris and Goode, (2004), Sirdeshmukh, *et al.*, (2002) and Alhaddad (2015).

Furthermore, in the direct impact of the halal label on the loyalty, the result of the standardized regression coefficient was positive at 0,380 with CR of 4,142 and the probability value of 0,000. This showed that there was a positive and significant impact of halal label on the customer loyalty. For this, the fourth hypothesis stating that there is a positive impact of halal label on the customer loyalty and it could be accepted. This result is in line with the research of Ishak, *et al.*, (2016;) and Jonathan, (2010).

Furthermore, based upon the result of the analysis on the indirect impact of halal label on the loyalty through the factor of mediating variable, it was found the positive regression coefficient value of 0,195 and for the trust, it was found the positive regression coefficient value of 0,085, thus, the total score of its impact was 0,660. From the result of this result, it can be concluded that the variable of satisfaction and trust have a significant role to improve and strengthen the halal label in building the customer loyalty.

### **Conclusion and implication of research results**

The result of this research gives a conclusion that the halal label has a positive and significant impact on the satisfaction and trust of customers. Then, the variable of satisfaction and trust also have a positive and significant impact on the customer loyalty. The direct impact of halal label on the customer loyalty also showed a positive and significant results. The existence of variable of satisfaction and customer satisfaction as the mediating variables has a role to strengthen and improve the customer loyalty. The results of the research findings are expected to give the academic contribution theoretically and for the interest of practical business.

The implication of the result of this research is that the customers would be loyal towards the restaurant if the restaurant can guarantee that the food sold is halal. The halal label will give the information making the customers to obtain satisfaction and trust to consume the products offered. Therefore, it is righteously for the competent institutions, in this reserch in Indonesia it is MUI (Majelis Ulama Indonesia) to provide information and access for the business actor to obtain the halal certificate.



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