



An investigation of the aspects affecting non-Muslim customers' purchase intention of halal food products in Jakarta, Indonesia

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The international trade market of halal food products is vast and has become a fast-growing segment. Consumers must often consider whether their food and beverage choices are suitable for their health, well-being, nutrition, and physical fitness. Nowadays, halal products are requested by Muslim and non-Muslim customers due to safety and quality concern. Even though several studies have been conducted for Muslim customers, there is a lack of data from previous studies exploring non-Muslim customers about their intention to purchase halal food products in Indonesia. The aim of this study is to address the lack of data from previous research that explores the intention of non-Muslims customers to purchase halal food products in Indonesia by exploring the factors that affect the purchase intention and understand the correlation between the factors. In this study, halal awareness, halal logo, product quality, food safety, and halal perception were explored as factors affecting the purchase intention of halal food products by non-Muslim customers in Indonesia. The questionnaire was distributed using an online platform that targeted a minimum of 150 respondents with the specific criteria of non-Muslim, age 21-60 years old. The collected data was examined using the SPSS application, which is a multiple linear regression module. The analysis results indicate that only two variables have a significant effect on the intention to purchase halal food, namely the halal logo and product quality. Research can be a consideration for halal food producers and distributors to look at the opportunity to increase sales by targeting non-Muslim customers in Indonesia.

1. Introduction

Food and beverage consumers consider whether their product choices are suitable for their health, well-being, nutrition, and physical fitness (Skerrett & Willett, 2010). As for lifestyle, food and beverages play important roles in many sectors such as the spiritual life, cultural, and social existences of many people (Teng et al., 2013). Nowadays, halal products are requested by Muslim and non-Muslim customers due to safety and quality concerns (Alam & Sayuti, 2011).

Halal is the permitted behaviour or activities for Muslims, while haram refers to the behaviours and actions that are prohibited in Islam (Battour & Ismail, 2016). Based on SNI 99001:2016 (Standar Nasional Indonesia), halal products under this national standard include the raw materials derived from animals, plants, microorganisms, or materials produced through physical, chemical, biological or genetic engineering processes (Prasetya, 2019). In general, halal food products follow specific criteria on animal slaughtering,

alcohol use, and food sourcing, and more in-depth standards on processes, safety, hygiene, and quality assurance are introduced. Both Muslim customers and non-Muslim customers regard halal accreditation as a standard for food security and cleanliness, guaranteed quality, and many other advantageous attributes (Teng et al., 2013). Halal food, in line with the Tayyib concept, refers to a process of clean and pure food as a primary objective where a detailed evaluation of food content regarding halal, non-toxicity, safety, and hygiene status is required (Alzeer et al., 2017). According to Rahman (2017), the word Tayyib is translated as “good”, “pure”, or “wholesome”. As an outcome, halal food industries will deliver superior quality food products different from other industries that apply only ordinary standards (Ali & Talib, 2009).

In different non-Muslim countries, such as Canada and Spain, people’s enthusiasm for halal food is high (Wilkins et al., 2019), as well as the United Kingdom (Ayyub, 2015), which has been one of the fastest-growing halal food industry in the world (Ben-berry, 2011). In part, people pay more attention to the food they eat because it is related to health, hygiene, animal welfare, and food quality (Latif et al., 2014; Mathew et al., 2014).

The international trade market of halal food products is massive and considered the fastest-growing segment (Alam & Sayuti, 2011). The Pew Research Centre (2019) estimates that the Muslim population is approximately 1.9 billion worldwide, and this population places Muslims as the second-largest religious population after Christianity. Statistics show that the global market value of halal food worldwide was approximately 1.4 trillion US dollars in 2017 and is estimated to grow an estimated 2.6 trillion US dollars by 2023 (Shahbandeh, 2018). Halal food manufacturers and distributors could explore this as an opportunity to examine the influencing factors that lead to the purchase of halal food products by non-Muslim customers.

Indonesia is a nation with the largest Muslim population in the world (Masci, 2017). According to Badan Pusat Statistik Indonesia (BPS), in 2019, Indonesia’s population was 267 million people, with 34.26 million non-Muslims (Databoks, 2019). Badan Pusat Statistik (BPS) said that in 2016, Indonesian people spent about 50% of their monthly incomes on food, spent mostly

on processed food and beverages. The non-Muslim population in Indonesia is a highly prospective opportunity for the halal food business. Further investigation is compulsory to fully understand the purchase intention of halal food products by non-Muslim customers.

Many food industries in both Muslim and non-Muslim nations have adopted the halal concept. Data from the State of the Global Islamic Economy Report in 2018/19 by Latif (2018) quoted that Indonesia’s halal market industry is always in the top eight rankings for each halal industry category. More so, Indonesia is in the first position for the halal food category with a spending value of 170 billion US dollars, compared to 43 billion US dollars from Turkey in the second position. Although Indonesia’s halal industry market is one of the biggest in the world, this number is not in line with its production. Indonesia places 10th with a Global Islamic Economy (GIE) score of 45 (Latif, 2018).

Research on halal food for non-Muslims is scarce despite its revenue contributions (Wilkins et al., 2019). There has been a recognition that halal food represents cleanliness and adheres to safety procedures in producing high-quality products (Ambali & Bakar, 2014). Research should be held across the countries to understand customer behaviour towards halal food, including perception from non-Muslim customers about halal products (Wibowo & Ahmad, 2016). Some studies have been done to connect the intention to purchase halal food products among non-Muslim customers in Pakistan (Awan et al., 2015), the United Kingdom (Ayyub, 2015) and Malaysia (Abdul Latiff et al., 2013; Aziz & Chok, 2013; Teng et al., 2013; Rezai et al., 2012; Golnaz et al., 2010). However, research is limited in Indonesia, limiting complete understanding of non-Muslim customer intention in the largest halal industry market. This study examines the factors that affect the intention of non-Muslim customers to purchase halal food products in Indonesia, and its results can help address the lack of data (Rachbini, 2018; Notodisurjo, 2019; Jusmaliani, 2009) from previous research. With this information, halal food marketers and manufacturers could benefit from understanding how to establish the right approach and generate more sales by increasing their marketing and market shares.

2. Literature Review

Halal has become another way to claim trademarks in modern times (Wilson & Liu, 2010). The high enthusiasm for halal food products has risen in different non-Muslim nations such as Canada and Spain (Wilkins et al., 2019), as well as the United Kingdom (Ayyub, 2015), which has become the world's quickest developing halal food industry (Ben-berry, 2011) for two reasons. Firstly, halal food is considered cleaner, more healthful, and more delicious (Alam & Sayuti, 2011); secondly, it has gained significant acknowledgement worldwide through social digestion. Alam and Sayuti (2011) found that halal is acknowledged as a standard for affirming product quality and product safety.

2.1 Halal Awareness

Awareness is the capability to recognise certain affairs (Aziz & Chok, 2013). Muslims consume halal food products as acts of religious obligation. The halal principles should be manifested into meaningful impacts on customers' knowledge of halal standards (Rezai et al., 2012). Consequently, the intention to purchase halal food products has influenced customer awareness of halal items (Aziz & Chok, 2013). Research to understand the connection between halal awareness and halal products with purchase intention among non-Muslim customers has been conducted (Boo et al., 2015). It was found that non-Muslim customers look for food safety when purchasing halal food products. Customers will likely purchase halal food products if they have an awareness of the products and good perceptions of the products. This suggestion reflects that non-Muslim customers might be interested in halal food products if the value of consuming them is acknowledged. Therefore, this study put forth the following hypothesis:

H1: Halal awareness has a positive and significant effect on the intention to purchase halal food products.

2.2 Halal Logo

A logo is an image design that communicates to customers and is free of verbal data (Lans et al., 2009). A logo is important to distinguish certain product aspects and bridge them to the public (Ad et al., 2012). A halal logo can be found on the packaging of food products; it is a sign of approval from a registered accreditation body in a related country. A product that

has a halal logo means that the product complies with certain conditions for consumption and helps customers make purchase decisions (Muhamad & Isa, 2017). It is also an assurance that the entire production process has complied with halal requirements (Lestari et al., 2018). The halal logo is an official certification that a product complies with a safe and hygienic food handling process from preparation, slaughtering, manufacturing, and storing (Lada et al., 2009). According to Sukandar (2019), the regulating provisions of halal products mention Tayyib as one of the product criteria, which is defined as good and safe to be consumed (food safety), hygienic, healthy, and good quality. Every country that produces halal products needs to issue halal logos managed by an established body such as Majelis Ulama Indonesia (MUI) in Indonesia. The government of Indonesia, through Badan Penyelenggara Jaminan Produk Halal (BPJPH), is now carrying out new halal certifications, with the food sector as a priority, after taking over from Majelis Ulama Indonesia (MUI) (Neo, 2019). Non-Muslim customers also look for the halal logo to identify halal food products (Aziz & Chok, 2013). Non-Muslim customers' behaviour in consuming halal food products is affected by their concern over food safety (Golnaz et al., 2010). According to the Theory of Planned Behaviour (TPB) (Ajzen, 1991), a positive personal attitude determines the perception of halal food products by non-Muslims (Golnaz et al., 2010), which influences their halal food purchase intention. With these factors involved, this study postulates the following hypothesis:

H2: A halal logo has a positive and significant effect on the intention to purchase halal food products.

2.3 Product Quality

The quality of a product is desirable for every customer. To compete in a dynamic market, especially in the food industry, one of the key parameters to consider is product quality (Du & Sun, 2006). Customers demand quality as a desirable characteristic of products or services (Canavari et al., 2010). Having an understanding of the connection between customer intention and food quality is important. According to a previous study (Ya, 2017), non-Muslim customers' perceptions of product quality significantly affect purchase intention for halal food products. In this case, non-Muslims see halal from its meaning and the value of the halal products. A previous study by Aziz and



Chok (2013) also discovered that non-Muslims consider halal food as hygienic and safe, and it follows the ethical treatment of animals in slaughterhouses. In other ways, perceived quality embodies a customer's understanding of general brands as top-ranking and aiming to perfection. According to Das (2014), excellence in offering a product or service will depend on the customer's acceptance of the quality that leads to recurring orders. Customers also become very careful when choosing their food for consumption after a health crisis outbreak like Mad Cow disease or avian influenza, and others (Ayyub, 2015). A further investigation needs to explore the behaviour in purchasing food products based on quality. Food quality is an important role in the termination of customer purchases. So, if the quality of food is improved, then the purchasing intention will also increase (Margareta & Edwin, 2012). This study proposes the following hypothesis:

H3: Product quality has a positive and significant effect on the intention to purchase halal food products.

2.4 Food Safety

Food safety refers to the treatment, preparation, and storage of food, implementing the best available methods to minimise the risk of contracting a food-borne illness. Thus, it is important for customers to be knowledgeable about the product ingredients, as it affects the purchase decision process (Ismail et al., 2018). According to Schmidt and Rodrick (2003), educated customers define food safety with nutritious food and cleanliness in mind. Religion positions are an important standard in the industry of food products (Al-Mazeedi et al., 2013).

Past studies have indicated that non-Muslim customers are interested in consuming and purchasing halal food items because they have the advantages of being cleaner, healthier, and of better quality (Aziz & Chok, 2013; Rezai et al., 2012). Problems about food safety, such as food without eligible certification, unclear ingredients, and documentation that does not match reality, are always there, and customers are always aware of it (Ambali & Bakar, 2014). Free trade today currently is geared towards an increase in varieties of food products on the market. Nowadays, the movements in worldwide food production, distribution, process-

ing, and arrangement processes consistently pose new food security challenges (Thomas et al., 2015). The halal concept underscores cleanliness, safety, hygiene, virtue, and purity (Hussein et al., 2016). Food safety measures are mandatory for the food industry, bearing in mind that food safety can impact customers' health and well-being. Safety, quality, and signs related to food are motivations for the customers to make purchase decisions (Herath & Henson, 2006). This study postulates the following hypothesis:

H4: Food safety has a positive and significant effect on the intention to purchase halal food products.

2.5 Halal Perception

For non-Muslim customers, food perception is mainly influenced by cultural background and taste perceptions, known health effects, social influence, and knowledge about the related products (Mohd-Any et al., 2014). The information about the products can easily be seen on labels that include product ingredients, the manufacturer's name, origin, and verification of the product. Perception is indicated as a reason for customers' purchasing behaviour and loyalty to a group of products (Biswas et al., 2011; Wells et al., 2011; Wilson & Liu, 2010).

As a factor that is important to improve sales and increase the market share, customer perception of specific products needs to be explored. However, some limited studies have specifically analysed the relationship between product perception and purchase consideration and decisions (Biswas et al., 2011; Wells et al., 2011). One study explored factors including perceptions from non-Muslim customers about halal food products in the market. Customers have specific perceptions of the quality of products depending on the country of origin, including where it is designed, assembled, and produced (Biswas et al., 2011). Features of the products will affect the customers' perceptions of a particular product's advantages (Bertini et al., 2009). In addition, they found that the product's physical characteristics influence customer perception about a product's benefits. According to Ahmad et al. (2013), the misappropriation of certification by several irresponsible people has caused less trust in halal certification in the community. This research proposes the following hypothesis:

H5: Halal perception has a positive and significant effect on the intention to purchase halal food products.

2.6 Purchase Intention

Lin and Lu (2010) found that purchase intention is related to the motivation of customers to purchase a product that is created by their appraisal or viewpoints of a certain product. Their research also found that customers must go through several processes before finally deciding to purchase. According to Wang and Tsai (2014), purchase intention is triggered by a product's perceived benefits and values, and customers need awareness and information before deciding to purchase a product. Intention is interpreted as a personal capability that creates a behaviour and acts as an initiator for that behaviour (Ajzen & Madden, 1986). Experiential evidence has to substantiate that religious responsibility will affect the personal manner and behavioural intention, as well as guide judgment in choosing products to purchase (Elbeck & Manderbach, 2008). By measuring customers' purchasing intentions, the industry can understand how willingly

a customer makes a purchase and increases the usage of a product (Irshad, 2012). Thus, to obtain prime results, the industry can plan marketing accordingly.

The use of the theoretical framework proposed for this study is shown in Figure 1 below.

3. Methodology

Data was collected to better understand the purchase intention of non-Muslim customers for halal food products in Jakarta, Indonesia. This research followed a deductive approach using a questionnaire that consisted of 7 segments, including socio-demographic questions. Each segment consisted of 2 to 5 statements with a total of 26 statements. The statements of each segment were based on similar studies to understand purchase intention, halal perception, product quality, halal logo, halal awareness and food safety (Aziz & Chok, 2013; Amat et al., 2014; Aditami & Soepatini, 2016; Akbiyik & Eroglu, 2016; Muhamad & Isa, 2017; Pham et al., 2018). Sections 1 to 5 aimed to gain a better comprehension of non-Muslims customers' knowledge of halal food products considering a halal

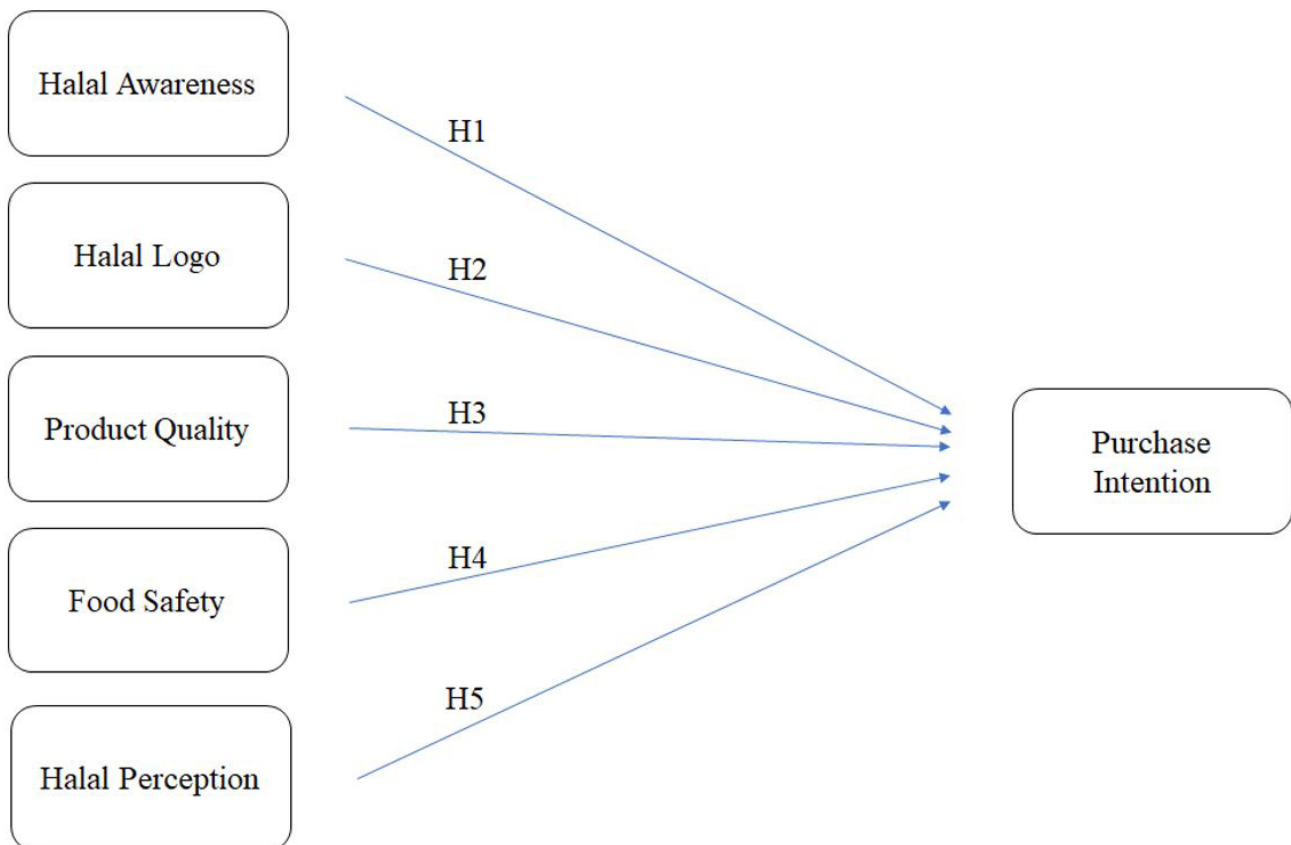


Figure 1. Theoretical framework

logo, halal awareness, food safety, product quality, and halal perception. Each section was measured using a five-point Likert-type scale consisting of the values strongly disagree to strongly agree. Then it continued with the socio-demographic profile of the respondents. An online questionnaire using Google Form was distributed by filtering questions that were added to the questionnaire to ensure that all the respondents were non-Muslim.

The data was collected from 151 respondents and was based on previous research by Roscoe (1975). It was mentioned that the number of respondents could be ten times the number of variables when using multivariate analysis. The sampling of the research used a convenience method as one of the non-probability sampling techniques. Data were collected in April 2020. The data were processed using SPSS with frequency and multiple regression linear method analyses.

The sample frame of the study was conducted in Jakarta to measure the reliability of each factor and confirm the significant relationship between the questions and factors. For the reliability test, this study utilized Cronbach's alpha (α) with a range of acceptable values starting from $\alpha=0.45$ until the excellent value of $\alpha=0.94$ (Taber, 2017). A generally accepted rule is that an α of 0.6-0.7 indicates an acceptable reliability level (Hulin et al., 2001). The results of the reliability test were consistent and confirmed the significance between the questions and factors such as halal awareness ($\alpha=0.850$), halal logo ($\alpha=0.689$), product quality ($\alpha=0.895$), food safety ($\alpha=0.953$), halal perception ($\alpha=0.628$), and purchase intention ($\alpha=0.802$). The ANOVA table indicates that the model as a whole (which includes both blocks of variables) is significant [$F(45, 421) = 94.78, p < 0.0005$]. The F value is 45.988, and the data is significant (Sig. 0.000).

4. Findings and Discussion

The respondent profiles were even between male and female respondents, consisting of female respondents (50.3 per cent) and male respondents (49.7 per cent). The age group majority ranged between 31 - 40 years old (44 per cent). Most of the respondents' highest education level was a Bachelor's Degree (72 per cent). The marital status was dominated by singles (50.7 per

cent) and married couples (48.7 per cent). Most of the respondents were employees (70.7 per cent). In terms of income, the majority generate more than 12 million rupiahs per month (42 per cent), as seen in Table 1.

The results in Table 2 are from the multilinear regression analysis, which examined the coefficient of the linear equation from the five factors of purchase intention. The impact of those five factors on purchase intention was significant [$F(5, 144) = 45.988; p = 0.000$] and contributed around 61.5 per cent ($R^2 = 0.615$) toward purchase intention. This analysis also indicated that a halal logo ($\beta = 0.209, \text{Sig.} = 0.014$) and product quality ($\beta = 0.491, \text{Sig.} = 0.000$) significantly affect the purchase intention. While the factors that do not significantly affect the purchase intention are halal awareness ($\beta = 0.159, \text{Sig.} = 0.097$), food safety ($\beta = -0.024, \text{Sig.} = 0.769$), and halal perception ($\beta = 0.007, \text{Sig.} = 0.902$). In order of importance is the halal logo (Beta=0.209) followed by product quality (Beta=0.491). The other factors do not make a unique contribution.

This study aimed to address the lack of data (Rachbini, 2018; Notodisurjo, 2019; Jusmaliani, 2009) from previous research that examined the factors affecting the intention of non-Muslim customers to purchase halal food products in Indonesia. The aspects included halal awareness, halal logo, product quality, food safety, and halal perception towards a purchase intention. The halal logo significantly affects the intention to purchase halal food products, which is parallel with a previous study that showed that non-Muslim customers look for a halal logo to identify halal food products (Aziz & Chok, 2013). A halal logo is a visible sign that customers are supposed to identify on the packaging. It gives authenticity, which means that the product is halal qualified (Golnaz et al., 2010). Customers who already know halal will pay attention to the halal logo when purchasing food products. It is suggested to place the halal logo in a proper position and size to make it noticeable..

Product quality is also a significant factor in this research. Non-Muslim customers believe halal food products to have good product quality. This perception makes the customers willing to purchase, so they continue to consume and purchase the product

Table 1. Profile of Respondents

Socio-demographic factors	No	%	Socio-demographic factors	No	%
Gender			Marital Status		
Male	75	49.7	Single	76	50.7
Female	76	50.3	Married	73	48.6
			Divorced / Widowed	1	0.7
Age group					
21 to 30	58	38.7	Occupation		
31 to 40	66	44.0	Employee	106	70.7
41 to 50	15	10.0	Self-employed	29	19.4
Above 50	11	7.3	Student	5	3.3
			Retired	8	5.3
Education			Housewife	2	1.3
High School	4	2.7			
Diploma	9	6	Monthly income		
Bachelor	108	72	Less than IDR 3.500.000	8	5.3
Master/Doctorate	28	18.6	IDR 3.500.001 to IDR 8.000.000	40	26.7
Other	1	0.7	IDR 8.000.001 to IDR 12.500.000	39	26
			More than IDR 12.500.000	63	42

Table 2. Multiple Linear Regression Analysis Results

<i>Multi Linear Regression</i>					
<i>Dependent Variable</i>	<i>Independent Variable</i>	<i>R-Square</i>	<i>Unstandardized ()</i>	<i>Standardized ()</i>	<i>Significance</i>
Purchase Intention	Halal awareness	0.615	0.165	0.159	0.097
	Halal logo		0.252	0.209	0.014
	Product quality		0.534	0.491	0.000
	Food safety		-0.025	-0.024	0.769
	Halal perception		0.014	0.007	0.902

(ρ) < 0.05

repeatedly. The finding is consistent with a previous study by Ayyub (2015), who suggested that one factor that will significantly affect the decision to purchase is the quality of food. Previous researchers also found that quality is the motivating factor for Muslim and non-Muslim customers when purchasing food

products (Alam & Sayuti, 2011; Aziz & Chok, 2013). Non-Muslim customers understand the importance of quality in food products, but it does not mean that non-Muslim customers prioritize halal food products due to food quality. In this study, the halal awareness factor does not significantly impact the intention of

purchasing halal food products by non-Muslim customers.

Non-Muslim customers acknowledge halal as being something related to Islamic standards. This finding is in line with a previous study that revealed that halal food products are defined as acts of religious obligation (Hassan et al., 2009). Halal awareness does not significantly impact non-Muslim customers' intention to purchase, as they are not aware of the term halal itself. This research found that it was consistent with a previous study that showed the intention to purchase halal products was not affected by the awareness of halal (Awan et al., 2015). By knowing the benefits of healthier food consumption from halal products, the marketing could utilise the factors to increase the intention to purchase halal food products, especially for non-Muslim customers.

Customers will think and feel about a company's product or service and then decide whether to purchase it or not, according to the definition of Ya (2017). This study reveals that the perception of halal does not affect the purchase intention of halal food products, which is contrary to the previous study. It means that non-Muslim customers in Indonesia relate halal as being an obligation for Muslims. Therefore, it is not viewed as essential for them to purchase. The perception can be changed when non-Muslim customers view halal food products in ways that highlight health and environmental benefits.

One of the halal product criteria is *Tayyib*, which is defined as good and safe to be consumed (food safety), hygienic, healthy, and of good quality (Sukandar, 2019), characteristics emphasised by the halal concept. Bergeaud-Blackler (2004) discovered that Muslims in France choose halal meat products due to spiritual responsibility, but the customers were convinced about the benefits behind it. However, the findings of this study indicate that food safety does not affect the intention of non-Muslim customers to purchase halal food products, which is aligned with a previous study from Lestari et al. (2018), who stated that perceived usefulness (healthy and safe) do not have a significant effect on intention. The previous study found that customers' intention can be developed if the customers have acquired a product for the quality of life and the underlying value before consuming halal food

products (Lestari et al., 2018). The reason behind it is due to inadequate knowledge about halal products for non-Muslim customers in Indonesia. In addition, non-Muslim customers do not consider halal products to be safer than non-halal products.

5. Conclusion

This study aimed to address the lack of data (Rachbini, 2018; Notodisurjo, 2019; Jusmaliani, 2009) from the previous studies that examined the intention of non-Muslim customers to purchase halal food products in Indonesia. The study was examined to understand the factors affecting non-Muslim customers when purchasing halal food products. The research results suggest that non-Muslim customers' purchase intention towards halal food products is influenced by the halal logo and product quality, with the latter gaining a better, standardized coefficient beta. For non-Muslim customers, the way to distinguish a food item as halal is only through the halal logo on the package. The halal logo is a visible sign that is supposed to be seen clearly by customers on the packaging. It gives authenticity that the product is qualified. Customers who are already well acquainted with halal will look at the halal logo to decide their purchase. As for product quality, this factor is the most significant. Customers primarily look at product quality when purchasing food products. Customers believe product quality emphasises lifestyle and healthy behaviour. Other factors like halal awareness, food safety, and halal perception do not significantly affect the intention of purchasing halal food products for non-Muslim customers. The reason for the insignificant factor was that non-Muslim customers do not consider that halal food products are safer than non-halal food products. Moreover, non-Muslim customers are not aware of the halal itself to affect their perceptions about halal food products.

Halal food manufacturers should look at the opportunity to increase sales by targeting non-Muslim customers in Indonesia and focusing on the significant factors that affect purchase intention by non-Muslim customers. The relationship between purchase intention and halal awareness, halal logo, product quality, food safety, and halal perception were established (as shown in Table 2). The findings indicate a positive significance for H2 and H3. Therefore, these hypotheses

are supported. However, as shown in Table 5, halal awareness, food safety, and halal perception showed no significance with purchase intention. Therefore, H1, H4 and H5 are not supported.

5.1 Practical Implications

This study provides information on Indonesian food manufacturers and distributors by examining the influencing factors that lead to the purchase of halal food products. Concerning practical implications, food manufacturers may provide interesting facts and knowledge about the benefit of halal food products to rise the intention of purchasing halal food products among non-Muslim customers. Therefore, food marketers should take appropriate measures to promote their products, especially in quality areas, which is considered one of the most important factors that have a significant impact on purchase intention, as reported in this research.

The results show that having a strategy to explore the halal logo and product quality when creating their products may bring prosperity to increase the market share for halal food manufacturers and distributors. Food manufacturers need to produce their products with an adequate halal logo as a sign that customers will easily recognize. Obvious halal logos will give acknowledgement to customers in their process of making purchase decisions. Food ingredients written on the packaging of halal products can be utilised to compare products listed in the market by customers. Customers that are aware of halal products will pay attention to the halal logo and the product quality. Non-Muslim customers will gain awareness and a better understanding of the halal context, including health concerns through consumption. It is a marketer's job to promote the product and communicate the value of halal to the broader demographic segment of non-Muslim customers. As halal awareness increases, the intention to purchase halal products may also be affected.

5.2 Theoretical Implications

The research was conducted to address the data gap of previous research exploring non-Muslim customers and their purchase intention of halal food products, specifically in Indonesia. It was concluded that

there was a change in the intention of non-Muslim customers to purchase halal food products in Indonesia. Non-Muslim customers do not relate halal food products with religion or Islamic products only but also notice the products' quality.

This research found that the factors that significantly affected non-Muslim customers in Indonesia regarding their intention to purchase halal food were the halal logo and product quality. Both factors can be used as a basis for conducting an investigation or a similar study. These factors can also be used as a reference for a variety of studies and topics investigating factors that affect the purchase intention of halal food products.

5.3 Limitations and Future Recommendations

This study was limited by factors that have been tested to understand the intentions of non-Muslim customers to purchase or consume halal food products. For future studies, it is important to consider other factors like brand, price, promotion, and food preparation process. This study was also limited because the respondents were limited to Jakarta. This study suggests that future studies should include other Indonesian metropolitan cities, such as Semarang, Surabaya, Makassar, and Medan, to increase the sample size and expand the localisation of studies. For future research, it would be interesting to conduct a study on a city with a majority of non-Muslims, like in Bali or Manado.

Since the study was conducted using a quantitative approach, there was insufficient in-depth data. Consequently, it is recommended that a qualitative approach be used in future research to get a deeper understanding of non-Muslim customers.

Conflict of interest

The authors declare no conflict of interest. Besides, the funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, and in the decision to publish the results.

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