

FACTORS INFLUENCING VISITS TO HALAL RESTAURANTS HOTELS IN LOMBOK, NTB

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Abstract

This study is motivated by the scarcity of research examining the consumers of halal-certified hotel restaurants. Lombok Island is the best halal tourism destination in Indonesia, making research on the island particularly intriguing. The objective of this study is to empirically investigate the influence of personal factors, religiosity, and social perception on the decision to visit halal-certified hotel restaurants on Lombok Island. This research employs multiple regression analysis with a sample size of 154 respondents, using a convenience sampling technique. The measurement scale utilized is a Likert scale (1-5), ranging from strongly disagree to strongly agree. The findings indicate that personal factors, religiosity, and social perception have a positive and significant effect on the decision to visit halal-certified hotel restaurants on Lombok Island. This study is limited by a small sample size; therefore, we recommend further research with a larger number of respondents and a more diverse range of regions.

Keywords: *Personal Factors, Religiosity, Social Factors, Halal-Certified Hotel Restaurant, Lombok Island*

1. INTRODUCTION

Religious beliefs constitute a dominant social structure that profoundly influences the perceptions, values, and actions of both individuals and communities. Dietary restrictions or permissions are particularly shaped by cultural and religious rules (Ghazali et al., 2022). In Islam, there are explicit prohibitions on certain types of food, such as pork and alcohol. Consumable products, including food, beverages, and pharmaceuticals, must be free from forbidden ingredients. Consequently, many Muslim-majority countries have enacted laws regulating halal ingredients and mandating halal certification for imported products in the food and pharmaceutical sectors (Marzuki et al., 2012). In Indonesia, halal certification is governed by Law Number 33 of 2014.

As one of the largest consumer markets globally, the halal food industry is experiencing increasing popularity and demand from a broad audience. This industry caters to the needs of 1.9 billion people worldwide (Bashir, 2019; Ghazali et al., 2022). According to the 2023 State of the Global Islamic Economy Dinar Standard, (2023) report, the potential market for halal food is projected to reach USD 1.403 trillion (Dinar Standard, 2023). Indonesia, which has the world's largest Muslim population of 240.62 million people (Diamant, 2019; Rofiqo, 2022), is well-positioned to lead the halal food industry. This underscores the importance of further research into visits to halal-certified restaurants in Indonesia.

Research trends in Islamic marketing have extensively focused on Muslim consumers' behavior toward consuming halal products (Bashir, 2019; Firdaus et al., 2023; Marzuki et

al., 2012; Tieman et al., 2012). According to Kotler & Armstrong, (2016), personal factors significantly influence individual behavior, making them essential for obtaining empirical evidence in the study of halal-certified hotel restaurants. Previous research has highlighted religiosity as a critical factor in Islamic marketing studies, including those on the halal tourism industry (Abror et al., 2019, 2020; Aji et al., 2020; Shakona, 2013), Islamic banking (Nugroho et al., 2017; Tegambwage & Kasoga, 2023), and halal cosmetics (Handriana et al., 2020; Tuhin et al., 2022). To the best of the author's knowledge, studies specifically examining religiosity in the context of halal-certified restaurants remain limited, making its inclusion necessary. Social perception has also been explored in the tourism sector, with Ramkissoo, (2023) noting that social factors are crucial in enhancing tourist confidence during visits.

According to IMTI, (2023), the best halal tourism destination in Indonesia is the province of West Nusa Tenggara (NTB), where Lombok Island serves as the icon of halal tourism. Having been awarded the best tourism destination for four consecutive years, the halal hotels on Lombok Island present a compelling subject for further research. This study aims to examine the influence of personal factors, religiosity, and social perception on the decision to visit halal-certified hotel restaurants on Lombok Island.

2. LITERATUR REVIEW

2.1. Visitor Behavior towards Halal-Certified Hotel Restaurants

Visitor behavior towards halal restaurants involves individual actions in selecting and patronizing halal-certified hotel restaurants for specific purposes. This behavior can be influenced by various internal and external factors (Kotler & Keller, 2008). Previous studies have examined the purchasing behavior of halal food, using the Theory of Planned Behavior (TPB) developed by Ajzen, (1991), as seen in research by Abd. Rahim & Junos, (2012); Bashir, (2019); Firdaus et al., (2023). In the context of visiting halal-certified hotel restaurants, key influencing factors include personal factors, social factors (Kotler & Keller, 2008), and religiosity (Abror et al., 2020).

2.2. Halal Certification

Halal certification is a process used to confirm if a product or service follows Islamic beliefs and practices. When a product receives this certification, it means that it has been checked to ensure it aligns with Islamic beliefs and practices. Businesses often seek this certification to let customers know about their practices (Oktavia Fatmi et al., 2022; Pamukcu & Sariisik, 2021). Businesses that do not have this certification may provide unsatisfactory services to religious travelers who have strong beliefs, especially if the business specifically caters to this group through marketing.

According to Katuk et al., (2021) Indonesia has adopted halal certification, which was established by the Indonesian Council of Ulama's Food and Drug Analysis Institute in 2005 to ensure that products meet halal standards. This shows that halal certification is important not only to consumers, but also to businesses. The demand for halal products and services influences their acceptance by consumers. Displaying visible halal logos has become a significant requirement for businesses, along with other branding standards (Shafiq et al., 2015). Halal certification is crucial for enhancing consumer trust and loyalty

towards products or services (Katuk et al., 2021). This opens up opportunities and challenges that businesses, particularly food operators, must address to ensure that their offerings are recognized as halal and trusted among consumers.

2.3. Personality Factors and Visit Behavior towards Halal-Certified Hotel Restaurants

Kotler & Keller, (2008:222) assert that personal characteristics are crucial in influencing buyer decisions. These characteristics directly impact consumer behavior, making it imperative for marketers to closely follow them. Marketers should pay attention to significant life events. A person's personality comprises unique psychological traits that produce relatively consistent and enduring responses to their environment. Personality includes dimensions of self-confidence, dominance, autonomy, integrity, sociability, defense, and adaptability (Kotler & Keller, 2008; Rhodewalt, 2008). Several studies have shown a direct influence between personal factors and behavior. For instance, Akhtar & Malik, (2023) reveal that personal factors affect investor risk behavior. Hao & Han, (2022) demonstrate that individual factors influence organizational behavior. Duong, (2022) shows that individual factors influence green consumption intentions. Based on these studies, we propose the following hypothesis:

H₁: Personal factors significantly and positively influence the behavior of visiting halal-certified hotel restaurants.

2.4. Religiosity and Visit Behavior towards Halal-Certified Hotel Restaurants

Mansour & Diab, (2016) highlight that religion stands as one of the most universal social institutions, wielding significant influence over the attitudes, values, and behaviors of individuals and communities (Mansour & Diab, 2016; Mokhlis, 2009). Numerous studies underscore the pivotal role of religious beliefs in shaping social behaviors (Abid & Jie, 2022; Ayoun et al., 2015; Forster & Fenwick, 2015; Ismail & Maryanti, 2022). An individual's religiosity impacts their worldview, dietary choices, preferences, and social interactions. Religion defines life aspirations, which manifest in societal and individual values and attitudes (Shyan Fam et al., 2004). Religion is deeply personal, and its effect on consumer behavior hinges on the individual's level of religious commitment or the significance of religion in their life (Mansour & Diab, 2016). Religiosity, defined by Worthington et al., (2003), encompasses "the extent to which an individual incorporates values, beliefs, and practices of their religion into daily life." In marketing studies, religiosity signifies adherence to one's religious beliefs and practices, serving as a critical determinant of religious behavior and influencing motivations and behavioral intentions (Mansour & Diab, 2016). Past research suggests that religiosity influences behavior across diverse domains. For instance, Mansour & Diab, (2016) indicate its impact on purchasing behavior in TV advertising, Khan et al., (2022) on branding of halal-certified foods, and Graafland, (2017) on consumer behavior towards socially responsible products. Based on these findings, we propose the following hypothesis:

H₂: Religiosity significantly and positively influences the behavior of visiting halal-certified hotel restaurants.

2.5. Social Factors and Visit Behavior towards Halal-Certified Hotel Restaurants

Kotler & Keller, (2008) assert that social factors significantly influence consumer behavior. These factors include primary groups such as family, friends, and neighbors, and secondary groups such as religious groups, professions, associations, and trade groups, which typically involve more formal and regular interactions. Several studies have demonstrated that social factors have a positive impact on consumer behavior. For instance, Joshi & Rahman, (2016); Khare, (2015) found significant positive effects of social factors on green purchasing behavior in developing countries. Similarly, Dörtyol et al., (2018) observed similar positive effects of social factors on consumer behavior in Turkey. Building on this previous research, we propose the following hypothesis:

H₃: Social factors significantly and positively influence the behavior of visiting halal-certified hotel restaurants. To clarify this hypothesis, we present it in Figure 1 as follows:

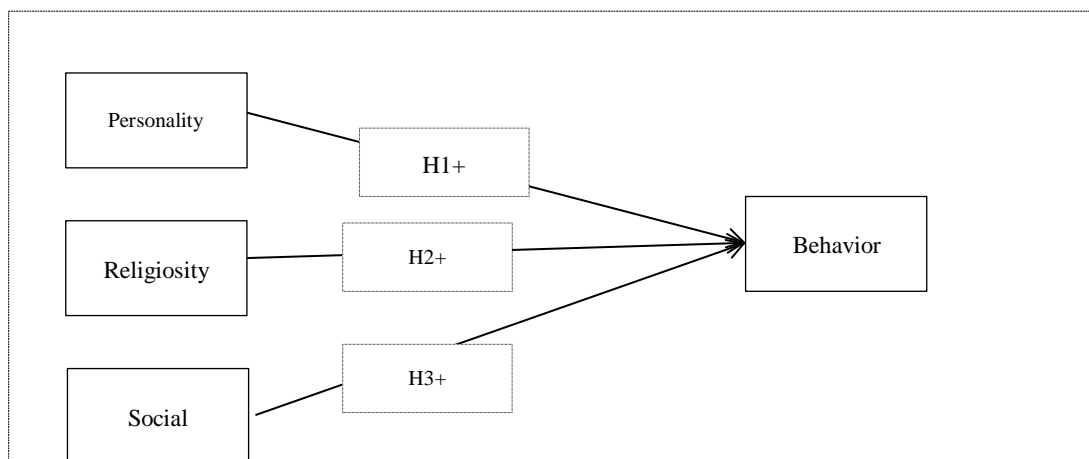


Figure 1. Hypothesis Development

3. RESEARCH METHOD

This study employs a quantitative research approach based on positivistic philosophy (Uma Sekaran & Bougie, 2016). Data were gathered from consumers of halal-certified hotel restaurants using a non-probability sampling technique, specifically convenience sampling (Gray, 2004; Malhotra et al., 2017). The total number of observations obtained was 154.

The data were analyzed using multiple linear regression with EViews software. The analytical steps included testing for data normality, heteroskedasticity, and multicollinearity. Once the data met the assumptions of classical tests, multiple regression analysis was conducted (Field, 2013; Kothari, 2004; Whittaker & Schumacker, 2022). Questionnaire items were rated on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Likert, 1932). The model in this study is specified as follows:

$$Y_{\text{behavior}} = \beta + \beta_1 X_{\text{personality}} + \beta_2 X_{\text{religiosity}} + \beta_3 X_{\text{social}} + \varepsilon$$

Notes:

Y_{behavior} = dependent variable, representing the behavior of visiting halal-certified hotel restaurants

$X_{\text{personality}}$	= first independent variable, representing personality factors
$X_{\text{religiosity}}$	= second independent variable, representing religiosity
X_{social}	= third independent variable, representing social factors
ε	= error
β	= coefficients

Variables in this study were adapted from previous research. The personality variable was sourced from (Philip Kotler, 2006; Rhodewalt, 2008) using a Likert scale (1 – 5). The religiosity variable was adopted from (Mansour & Diab, 2016) also using a Likert scale (1 – 5). The social factor variable was adapted from (Khare, 2015) with a Likert scale (1 – 5). The behavior variable was adapted from (Kotler & Keller, 2008) using a Likert scale (1 – 5).

4. RESULT AND DISCUSSION

4.1. Respondent Profile

Demographic profile respondent in this research illustrated in Table 1. This table shows the gender, marital status, age, education level, and monthly income.

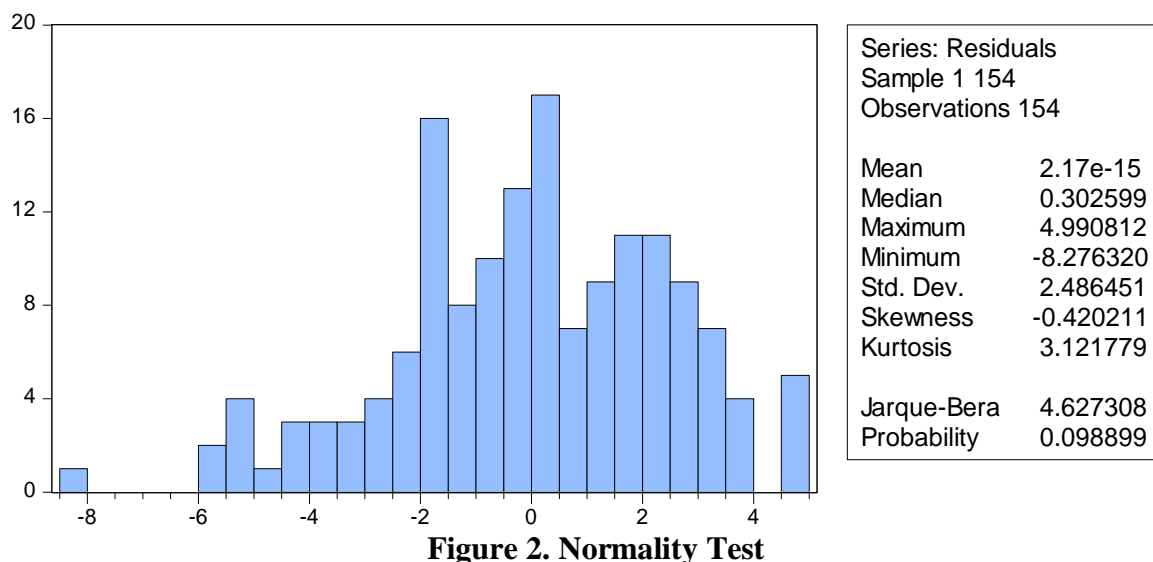
Table 1. Respondent Profile

Respondent Demographics		Frequency	Percentage
Gender	Male	93	60%
	Female	61	40%
Marital Status	Married	95	62%
	Single	59	38%
Age	16 - 26 Year	30	19%
	27-37 Years	46	30%
	38-48 Years	46	30%
	49-59 Years	32	21%
Education Level	Senior High School	34	22%
	Graduate School	95	62%
	Post Graduate School	16	10%
	Others	9	6%
Monthly Income	Rp. 1.5 – 2 million	8	5%
	Rp. 2-5 million	15	10%
	Rp. 5-10 million	95	62%
	Rp. >10 million	36	23%

Source: Data Processed (2023-2024)

4.2. Validity and Reliability

The normality test using Jarque-Bera yielded a value of 4.62 with a probability of 0.098, which is greater than 0.05, and a skewness value of -0.042. This indicates that the data are normally distributed. Please refer to Figure 2.



We conducted the Breusch-Godfrey serial correlation LM test to examine autocorrelation, yielding an F-statistic of 0.91, Obs*R-squared of 1.87, and a Chi-Square probability (2) of 0.39. These findings suggest that the Chi-Square probability exceeds 0.05, indicating the absence of autocorrelation. Refer to Table 2 for details.

Table 2. Breusch-Godfrey Serial Correlation LM Test

F-statistic	0.913438	Prob. F(2,148)	0.4034
Obs*R-squared	1.877759	Prob. Chi-Square(2)	0.3911

To assess heteroskedasticity, we conducted an ARCH test, yielding an F-statistic of 0.97 with a prob F of 0.32, Obs*R-squared of 0.97, and a Chi-Square probability of 0.32. These results indicate that the Chi-Square probability is greater than 0.05, suggesting no presence of heteroskedasticity. For detailed results, please refer to Table 3.

Table 3. Heteroscedasticity Test

F-statistic	0.971301	Prob. F(1,151)	0.3259
Obs*R-squared	0.977875	Prob. Chi-Square(1)	0.3227

To test for multicollinearity, we utilized the variance inflation factor (VIF) test, where the values obtained were as follows: personality factor 1.59, religiosity 1.47, and social factor 1.49. These values, all below 3, indicate no issues with multicollinearity. Please refer to Table 4 for details.

Table 4. Variance Inflation Factors

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
Personality_Factor	0.017719	123.6105	1.594165
Religiosity	0.023625	91.80648	1.470380
Social_Factor	0.013854	104.7954	1.490383
C	4.279102	104.4993	NA

4.3. Multiple Regression Test

The multiple regression analysis results indicate an Adjusted R-squared value of 0.40, suggesting that 40% of the variance in the dependent variable is visiting behavior at halal-certified hotel restaurants is explained by the independent variables: personality factor, religiosity, and social factor. The remaining 60% of the variance is attributed to factors not included in this study. The T-test results show that the personality factor has a T-statistic of 2.34, exceeding 1.96, with a probability of 0.02, indicating significance at the 0.05 level. The coefficient value of 0.311 demonstrates a significant positive effect of the personality factor on visiting behavior at halal-certified hotel restaurants, supporting H1. Similarly, religiosity exhibits a T-statistic of 3.60, greater than 1.96, with a probability of 0.00. The coefficient value of 0.05 indicates a significant positive influence of religiosity on visiting behavior at halal-certified hotel restaurants, supporting H2. Lastly, the social factor shows a T-statistic of 4.33, greater than 1.96, with a probability of 0.00. The coefficient value of 0.50 demonstrates a significant positive impact of the social factor on visiting behavior at halal-certified hotel restaurants, supporting H3. Please refer to Table 5 for detailed information.

Table 5. Regression Test

Dependent Variable: VISIT					
Variable	Coefficient	Std. Error	T-Statistic	Prob.	H-Test
PERSONALITY_FACTOR	0.311993	0.133113	2.343820	0.0204	Supported
RELIGIOSITY	0.554441	0.153705	3.607165	0.0004	Supported
SOCIAL_FACTOR	0.509991	0.117703	4.332864	0.0000	Supported
C	9.892160	2.068599	4.782058	0.0000	
R-squared	0.417161	Mean dependent var		30.98052	
Adjusted R-squared	0.405505	S.D. dependent var		3.256910	
S.E. of regression	2.511192	Akaike info criterion		4.705023	
Sum squared resid	945.9131	Schwarz criterion		4.783905	
Log likelihood	-358.2868	Hannan-Quinn criter.		4.737065	
F-statistic	35.78703	Durbin-Watson stat		1.955530	
Prob(F-statistic)	0.000000				

Based on the regression test results, the summary is as follows:

$$\text{Visit} = 9.892160 + 0.311\text{Personality factor} + 0.554\text{religiosity} + 0.509\text{social factor} + \varepsilon.$$

- a) The personality regression coefficient is 0.311, indicating that a one-unit increase in personality leads to a 0.311 increase in the behavior of visiting halal-certified hotel restaurants, assuming other variables are constant.
- b) The religiosity regression coefficient is 0.554, meaning that a one-unit increase in religiosity results in a 0.554 increase in the behavior of visiting halal-certified hotel restaurants, assuming other variables are constant.
- c) The social factor regression coefficient is 0.509, indicating that a one-unit increase in the social factor leads to a 0.509 increase in the behavior of visiting halal-certified hotel restaurants, assuming other variables are constant.

The F-test hypothesis testing is used to determine whether at least one independent variable influences the dependent variable. Based on Table 4, the F-statistic value of 35.787 with a significance of 5% indicates that at least one of the independent variables among the three influences the behavior of visiting halal-certified hotel restaurants, or according to the model.

4.4. Discussion

The findings of this study empirically support H1, indicating that the personal factor enhances the behavior of visiting halal-certified hotel restaurants. This finding aligns with previous research by Akhtar & Malik, (2023); Duong, (2022); Hao & Han, (2022), which have demonstrated the positive influence of personal factors on behavior. In the context of halal-certified hotel restaurants, adhering to and selecting halal food and beverages are pivotal for Muslim individuals as a manifestation of their commitment to Islamic teachings.

Moreover, this study provides empirical evidence that religiosity positively influences the behavior of visiting halal-certified hotel restaurants. This result is consistent with prior findings by Graafland, (2017); Khan et al., (2022); Mansour & Diab, (2016). Muslims, guided by internalization and adherence to Islamic principles, prioritize consuming halal food and beverages. Halal certification assures the adherence to Islamic dietary laws.

Additionally, this study offers empirical insights into how social factors such as family, friends, and colleagues influence individuals to patronize halal-certified hotel restaurants. These findings reinforce earlier research by Dörtyol et al., (2018); Joshi & Rahman, (2016); Khare, (2015), highlighting the significant and positive impact of social factors on behavior.

5. CONCLUSION

Results from this study indicate that personality factors, religiosity, and social factors significantly and positively influence the behavior of visiting halal-certified hotel restaurants in Lombok Island, West Nusa Tenggara. Theoretically, this study underscores that personality factors encompassing traits such as self-confidence, dominance, autonomy, honor, socialization ability, self-defense, and adaptability affect the behavior of Muslims in consuming halal products. Additionally, religiosity, manifested through adherence to Islamic teachings, influences Muslims in their choices of halal products. Social factors,

including family, friends, neighbors, religious groups, professions, associations, and trade, also influence Muslims in their consumption of halal products.

Practically, this study emphasizes to marketers the importance of considering personality, religiosity, and social factors to enhance the sales of halal products, especially in halal restaurants in West Nusa Tenggara. The study's limitations include its focus on Lombok Island with a relatively small sample size and the use of multiple regression analysis. Future research could expand the study area and employ more comprehensive methods such as Structural Equation Modeling and others.

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