



## Interest of Muslim Youth: Purchasing Halal Korean Restaurants in West Java

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### ABSTRACT

**Purpose:** The objective aim this study is to investigate the factors influencing young Muslims' inclinations in West Java to purchase Korean food through visits to Halal-certified Korean restaurants, Employing the Knowledge-Based Theory of Planned Behavior (TPB) framework as the main variables under investigation.

**Design/Method/Approach:** The research methodology utilizes purposive sampling, targeting individuals aged between 16 and 30 years old. Data analysis employs the Structural Equation Modeling with Partial Least Squares (PLS-SEM) method.

**Findings:** Consumer knowledge exerts a positive and notable influence on attitudes, similar to the effects observed with attitudes and subjective norms, which positively and significantly influence the interest of Muslim youth in Halal-certified Korean restaurants. However, perceived behavioral control variables could not be identified as factors significantly influencing the purchase interest of Muslim youth in MUI-certified Halal Korean restaurants.

**Originality/Values:** This article presents several updates, including geographical scope limitations, explanations of the variables used, and novelties in the research period. It is anticipated that the research's findings will significantly enhance marketing tactics and the administration of Halal-certified Korean restaurants in the culinary industry. Additionally, it is hoped that it will also assist business players in this sector in understanding the factors driving the purchase interest of Muslim youth to increase visits to Halal-certified Korean restaurants.

## INTRODUCTION

The global success of cultural globalization originating from South Korea has significantly impacted global communities in Asia, Europe, and America. The success of Korean pop culture, or K-pop, globally attributed to its widespread dissemination via social media and mass media, this phenomenon is extensively recognized as the Hallyu or Korean Wave<sup>1</sup>. Numerous effects have resulted from the Korean Wave's advent in Indonesia<sup>2</sup>. Indonesia has been affected by the Korean Wave as well, where this phenomenon, also known as Hallyu, is widespread in various cultural media products such as television dramas, entertainment, and music shows. Furthermore, there is also evidence of the Hallyu Wave's influence across various other sectors, including cosmetics, food, and even tourism<sup>3</sup>.

According to research conducted by Nadhifah (2019), The surge in demand for Korean cuisine in Islamic markets, including Indonesia, can be attributed to the influence of the Korean Wave<sup>4</sup>. Foods such as kimchi, jjajangmyeon, ramyeon, bibimbap, and tteokbokki are becoming more popular in Indonesia because they are easy to make here. This is interesting because Indonesia has a majority Muslim population, accounting for approximately 238.09 million individuals, constituting 86.93% of the total population at the end of 2021 according to Databoks.Id (2021). Most of the population in Indonesia is Muslim. Therefore, Muslim consumers in this country have a strong need for halal certainty in various aspects of their lives, including in food choices. However, labeling Korean food as "halal" becomes difficult because some ingredients used do not comply with Islamic halal principles, such as alcohol content<sup>5</sup>.

Currently, there are many instant Korean foods sold through e-commerce platforms, but their authenticity is often unknown. The concept of halal, which is a quality standard according to the principles of Islamic Sharia

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<sup>1</sup> Jusmalia Oktaviani and Teguh Puja Pramadya, "Korean Wave (Hallyu) Dan Persepsi Kaum Muda Di Indonesia: Peran Media," *Insignia Journal of International Relations* 8, no. 1 (2021): 87–100.

<sup>2</sup> Jae Seon Jeong, Seul Hi Lee, and Sang Gil Lee, "When Indonesians Routinely Consume Korean Pop Culture: Revisiting Jakartan Fans of the Korean Drama Dae Jang Geum," *International Journal of Communication* 11 (2017): 2288–2307.

<sup>3</sup> Citra Hennida, "Corporate Strategies in the Spread of Hallyu (Korean Wave) in Indonesia (Strategi Korporasi Dalam Penyebaran Hallyu (Korean Wave) Di Indonesia)," *Mozaiik* 13, no. 2 (2013): 117–25.

<sup>4</sup> N Nadhifah, S Eka, and A Tusita, "Halal Korean Food and Glocalization," 2019, <https://doi.org/10.4108/eai.23-3-2019.2284943>.

<sup>5</sup> Nadhifah, Eka, and Tusita.

law, becomes important in every action taken by Muslim individuals<sup>6</sup>. For Muslims, halal has great significance in their lives because it is an integral element in beliefs, vital daily activities, ethical values, and emotional peace<sup>7</sup>.

The halal industry has strong development prospects, as evidenced by sustainable growth over time. Furthermore, the increasing Muslim population will increase demand for halal products<sup>8</sup>. Indonesia is known as one of the nations exhibiting significant potential to advance the halal sector. The potential of the halal sector is vast in providing goods and services both domestically and internationally<sup>9</sup>. Regarding halal cuisine, the idea of halal thayyiban is acknowledged, which indicates that everything permissible in Islam must also be good, clean, and beneficial to humans<sup>10</sup>. The halal food industry stands out as one of the rapidly expanding sectors worldwide<sup>11</sup>. This industry has growth potential in minority countries and in countries with majority Muslim populations. However, Islamic lifestyle consumers are not only involved in the food industry; they are also engaged in finance, travel, fashion, cosmetics, health, entertainment, and even education sectors<sup>12</sup>.

In a similar context, Thailand's halal industry showcases its robust presence, buoyed by the vibrant tourism sector, which has contributed to enhancing the country's halal reputation, Implementing consistent halal definitions and standards, coupled with robust support for local SMEs, or small and medium-sized businesses<sup>13</sup>. Conversely, in locations such as Indonesia, it is

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<sup>6</sup> Abdul Manaf Bohari, Cheng Wei Hin, and Nurwahida Fuad, "An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy," *Malaysia Journal of Society and Space* 9, no. 1 (2013): 1–11.

<sup>7</sup> Nadhifah, Eka, and Tusita, "Halal Korean Food and Glocalization."

<sup>8</sup> Anita Priantina and Safeza Mohd Sopian, "Sertifikasi Halal Di Indonesia: Dari Voluntary Menjadi Mandatory," *Tasyri' Journal of Islamic Law* 2, no. 1 (2023): 95–118.

<sup>9</sup> Syahrudin Kadir, "PELUANG INDUSTRI FASHION HALAL DI INDONESIA: (Model Pengembangan Dan Strategi)," *AL-IQTISHAD: Jurnal Ekonomi* 15, no. 1 (2023): 142–60, <https://doi.org/10.30863/aliqtishad.v15i1.4208>.

<sup>10</sup> Md Siddique E Azam and MOHA ASRI ABDULLAH, "Global Halal Industry: Realities and Opportunities," *International Journal of Islamic Business Ethics* 5, no. 1 (2020): 47, <https://doi.org/10.30659/ijibe.5.1.47-59>.

<sup>11</sup> Abdalla Mohamed Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention," *British Food Journal* 121, no. 9 (2019): 1998–2015, <https://doi.org/10.1108/BFJ-01-2019-0011>.

<sup>12</sup> Hesti Hanan Nadhifah and Hendri Hermawan Adinugraha, "Analysis of Factors Influencing the Purchasing Decision of Facial Foam Labeled Halal," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020): 65–80.

<sup>13</sup> Mohd Saiful Anwar Mohd Nawawi et al., "The Emergence of Halal Food Industry in Non-Muslim Countries: A Case Study of Thailand," *Journal of Islamic Marketing* 11, no. 4 (2020): 917–31, <https://doi.org/10.1108/JIMA-05-2018-0082>.

evident that the predominantly Muslim population in addition to eating Korean cuisine and taking part in the Korean wave's domination, also articulates their Islamic ideology globally by consuming Korean food<sup>14</sup>. Undoubtedly, the Korean Wave exerted a substantial influence on the younger generation, leading them to be interested in learning various aspects of South Korean culture. The prominent and significant role of the media brings these cultural elements as entertainment choices for the youth<sup>15</sup>.

Based on available data, West Java holds the top position as the region in Indonesia with the greatest population, totaling 48,274,162 individuals as reported by the Central Statistics Agency (BPS). Of this number, The male population stands at 24,508,885, while the female population is 23,765,277. Population expansion in West Java remains ongoing, especially in areas with industrial centers such as Bekasi and Karawang, as well as in densely populated cities like Bandung, Depok, and Bogor. Overall, generation Z and Millennials collectively constitute the majority of the Indonesian population, with Generation Z contributing 27.94 percent and Millennials comprising 25.87 percent of the total population according to BPS.go.id.

According to Kim Jang-Sil, President of the Korea Tourism Organization (KTO), a survey involving 26 countries worldwide showed that Korean cultural content has a consumption rate of up to 35 percent in Indonesia. This means that Indonesian society shows a high interest in the cultural landscape of Korea, which encompasses diverse forms including music, dramas, and other related aspects. This phenomenon reflects a significant interest in Korean culture among Indonesian society, which can serve as an important foundation for strengthening cooperation in the cultural and tourism sectors between the two countries (Korea Culture and Tourism Festival 2023).

South Korea's gastrodiploamacy, which involves the spread of culture through culinary richness, is reflected in the popularity of K-Food in Indonesia. This phenomenon includes rapid developments ranging from street food to specialized restaurants serving Korean dishes. Moreover, Korean food can also be found in abundance in ready-to-eat forms on retail shelves in Indonesia. This trend indicates that the uniqueness of Korean cuisine is being welcomed and enthusiastically embraced by Indonesian society, creating opportunities to strengthen ties between the two cultures<sup>16</sup>. Therefore, it is vital for Korean

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<sup>14</sup> Nadhifah, Eka, and Tusita, "Halal Korean Food and Glocalization."

<sup>15</sup> Oktaviani and Pramadya, "Korean Wave (Hallyu) Dan Persepsi Kaum Muda Di Indonesia: Peran Media."

<sup>16</sup> Nadia Mahza Prameswari, Hermi Susiatiningsih, and Reni Windiani, "Gastrodiploamasi Korea Selatan Dalam Upaya Nation Branding Di Indonesia Sebagai Negara

restaurant producers, in particular, to have a deep understanding of potential factors influencing the purchase interest of Muslim youth toward restaurants offering halal food. With a deeper understanding of the preferences and motivations of Muslim youth consumers, restaurant owners, and stakeholders can develop more effective marketing strategies. This aims to attract and retain customers in an increasingly competitive business environment.

In response to the positive developments in the K-Food industry, several academics have discussed this matter, such as the work by Faradina & Muslichah (2022), which analyzes the Antecedents of Muslim Interest in Purchasing Halal-Certified Korean Food: A Study in Indonesia<sup>17</sup>. Furthermore, another study by Oktavianingtias & Muslichah (2018) discusses the willingness of the Muslim community to buy Halal-certified Korean food in Indonesia<sup>18</sup>. However, although there have been several studies covering these aspects, few delve into discussions about Korean-themed restaurants. Therefore, in this article, the author not only attempts to review public interest in Korean cuisine but also considers their interest in Korean restaurants serving halal dishes, especially in Indonesia. This article presents several innovations, including geographical scope limitations, variable determination, and novelty in the research year.

In this study, the TPB Framework can be used to understand the factors influencing consumer purchasing interest in halal-certified Korean restaurants. The TPB Theory is developed mostly from the Theory of Reasoned Action (TRA)<sup>19</sup>. This theory has proven effective in predicting and elucidating human behavior across a variety of application scenarios and aims to provide practical explanations for all human behaviors<sup>20</sup>. The integration of the TPB Theory in this particular study can offer a strong theoretical framework for understanding and analyzing the factors that influence the research aims to examine the interest of Muslim youth in West Java in patronizing halal-certified Korean restaurants.

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Muslim Terbesar,” *Journal of International Relations* 8 (2022): 675–89, <http://ejournal-s1.undip.ac.id/index.php/jihihhttp://www.fisip.undip.ac.id>.

<sup>17</sup> Nadia Firza Faradina and Istyakara Muslichah, “Anteseden Minat Muslim Untuk Membeli Makanan Korea Halal: Studi Di Indonesia,” *Jurnal Ekonomi Syariah Teori Dan Terapan* 9, no. 3 (2022): 310–24, <https://doi.org/10.20473/vol9iss20223pp310-324>.

<sup>18</sup> Maria Oktavianingtias<sup>1</sup> and Istyakara Muslichah<sup>2</sup>, “Niat Beli Muslim Pada Makanan Korea Bersertifikasi Halal Di Indonesia,” *Manajemen* 1, no. 1 (2018): 1–14.

<sup>19</sup> Icek Ajzen and Martin Fishbein, “A Bayesian Analysis of Attribution Processes,” *Psychological Bulletin* 82, no. 2 (1975): 261–77, <https://doi.org/10.1037/h0076477>.

<sup>20</sup> Davis F., Bagozzi R., and Warshaw P., “Aceptación de Los Usuarios de La Tecnología Informática: Una Comparación de Dos Modelos Teóricos,” *Management Science* 35, no. 8 (1989): 982–1003.

## RESEARCH METHOD

This study adopts a quantitative methodology approach. The quantitative approach emphasizes the collection and evaluation of numerical-based data<sup>21</sup>. The purchase interest of Muslim adolescents in halal Korean restaurants is the main topic of this study, a case study in the West Java region. A 6-point Likert scale was used for assessment. The population can be defined as the collection of all units that have characteristics of the investigated variable, which is the basis from which research results can be generalized. The research topic consists of the population of Muslim communities in West Java aged over 16 years old<sup>22</sup>.

According to Hair et al. (2017), PLS-SEM is utilized to evaluate the predictive relationships between constructs by investigating whether there is influence or correlation among them. The use of PLS-SEM can be done without relying on a strong theoretical basis and is more suitable for research aimed at theory development. In the use of PLS-SEM, the sample size criteria entail ten times as many indications and ten times the quantity of paths in the structural model<sup>23</sup>.

Researchers used data collection methods by distributing questionnaires online through Google Forms. The questionnaire was distributed via a range of social media channels, including Instagram, WhatsApp, Telegram, and especially through direct messaging, groups, and links via Instagram Story features<sup>24</sup>. Specifically, the exogenous latent variables considered in this study are knowledge, attitude, subjective norm, and perceived behavioral control, while the endogenous latent variable is purchase interest.

To evaluate the purchase interest of Muslim youth in halal-certified Korean restaurants, the research was conducted by observing 117 respondents based on variables such as gender, age, region of origin, and occupation. In Indonesia, "youth" is legally defined as individuals aged between 16 and 30 years old. This definition is based on Law Number 40 of 2009 concerning Youth, which regulates policies and programs related to youth in Indonesia.

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<sup>21</sup> D E Conduita Na and Crise Hipertensiva, No  
主観的健康感を中心とした在宅高齢者における  
健康関連指標に関する共分散構造分析Title, n.d.

<sup>22</sup> Rani Tania Pratiwi and Iyan Setiawan, "Organizational Citizenship Behavior," 2018, 559–65, <https://doi.org/10.5220/0006889505590565>.

<sup>23</sup> Joe F. Hair Jr. et al., "Updated Guidelines on Which Method to Use," *International Journal of Multivariate Data Analysis* 1, no. 2 (2017): 107.

<sup>24</sup> Luis Felipe Viera Valencia and Dubian Garcia Giraldo, "濟無No Title No Title No Title," *Angewandte Chemie International Edition*, 6(11), 951–952. 2 (2019): 38–43.

**Table 1.** Respondent Profile

Characteristics	Percentage (%)	
Gender	Male	46,67%
	Female	53,33%
Age	16-20 years	13,68%
	21-30 years	86,32%
Occupation	Student	6,67%
	University Student	57,04%
	Employee	29,63%
	Housewife	6,67%

Most of the respondents participating in this study are female, accounting for 53.33% of the total. Additionally, most respondents are situated within the age bracket of 21 to 30 years old, reaching 86.32%. The majority of them are also students, accounting for 57.04%. The author conducted additional analysis to verify the previous findings, which will be presented in the following chapter.

## RESULT AND DISCUSSION

The quantitative research model was constructed by examining the literature and comparing it with previous research. This model allows researchers to estimate mutual dependencies and interrelationships in a single analysis, making it preferred by researchers. There are two categories in this analysis, endogenous variables are akin to dependent variables, while exogenous variables are akin to independent variables<sup>25</sup>. In this study, there are exogenous latent variables such as knowledge, attitude, subjective norm, and perceived behavioral control. Additionally, there are also endogenous latent variables, namely Purchase Interest of Muslim Youth in Halal Korean Restaurants. The following table shows how the variable indicators are determined:

**Table 2.** Research Variables and Indicators

Latent Variable	Indicator	Symbol	Source
Knowledge	I know the definition of halal Korean food	KN1	Ahmad et al. (2015)
	I deeply understand the ingredients, processes, and impacts of halal Korean food before purchasing	KN2	Said et al. (2014)

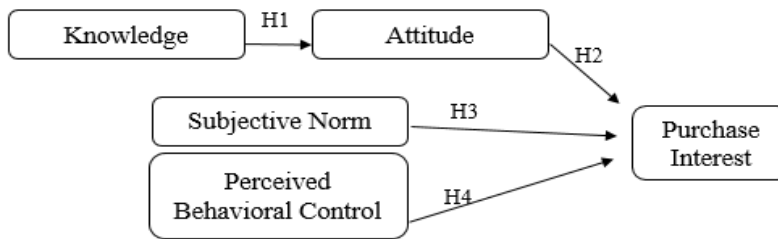
<sup>25</sup> Sugiyono, "Metode Penelitian Pendekatan Kuantitatif Kualitatif," 2003.

	I understand the labels and halal certification in a Korean restaurant before purchasing	KN3	Kurniati, (2022)
	I recognize the applicable halal labels in Indonesia	KN4	
	I prefer to obtain substantial information about halal Korean restaurants before purchasing	KN5	
Attitude	Consuming halal Korean food is very important to me	AT1	
	My perception is that halal Korean food is safer compared to non-halal Korean food	AT2	Rachbini, W. (2018)
	In my opinion, halal Korean food is more hygienic compared to non-halal Korean food	AT3	Aditami, S. (2016)
	Consuming halal Korean food is likely to positively influence individual behavior	AT4	
	Choosing a halal Korean restaurant is a good idea	AT5	
Subjective Norm	My family will emphasize to me the importance of choosing a halal-labeled Korean restaurant	SN1	
	Most important people to me think that I should choose a halal-labeled Korean restaurant when shopping	SN2	Rachbini, W. (2018)
	Positive opinions of my friends influence me to choose a halal-labeled Korean restaurant	SN3	Aditami, S. (2016)
	People can influence me to visit a halal-labeled Korean restaurant	SN4	
	Close people (family & friends) prefer halal-labeled Korean restaurants over non-halal ones	SN5	
Perceived Behavioral Control	I will always be able to find halal-labeled Korean restaurants	PBC1	Rachbini, W. (2018)
	There are many options for halal-labeled Korean restaurants around me	PBC2	Aditami, S. (2016)



Purchase Interest	I will consider switching to halal-labeled Korean restaurants	PI1	Khalek and Ismail (2015)
	I have a high interest in buying food in halal Korean restaurants	PI2	Khalek (2014)
	I would prefer halal Korean restaurants even if they are more expensive than non-halal ones	PI3	Aziz and Chok (2013)
	I tend to buy all kinds of halal Korean food	PI4	

Here is the research framework using SEM-PLS:



**Figure 1.** Research Framework

Source: Modified from Ngah, A. H. et al., (2020)<sup>26</sup>

SEM-PLS model analysis is conducted in two phases. The first stage is Model Specification, this comprises assessment of the Structural Model (Inner Model) and Measurement Model (Outer Model). The assessment of the Measurement Model, which is also referred to as the outer model, is conducted to guarantee the precision and dependability of the measurements utilized in this research<sup>27</sup>. This assessment also examines how each indicator, also known as manifest variables, relates to its latent variables<sup>28</sup>.

Firstly, if the outer loading values are at least 0.7, then convergent validity is proven to be met. However, values around 0.5 are still acceptable if there are other relevant factors in the same construct<sup>29</sup>. Figure 2 depicts the

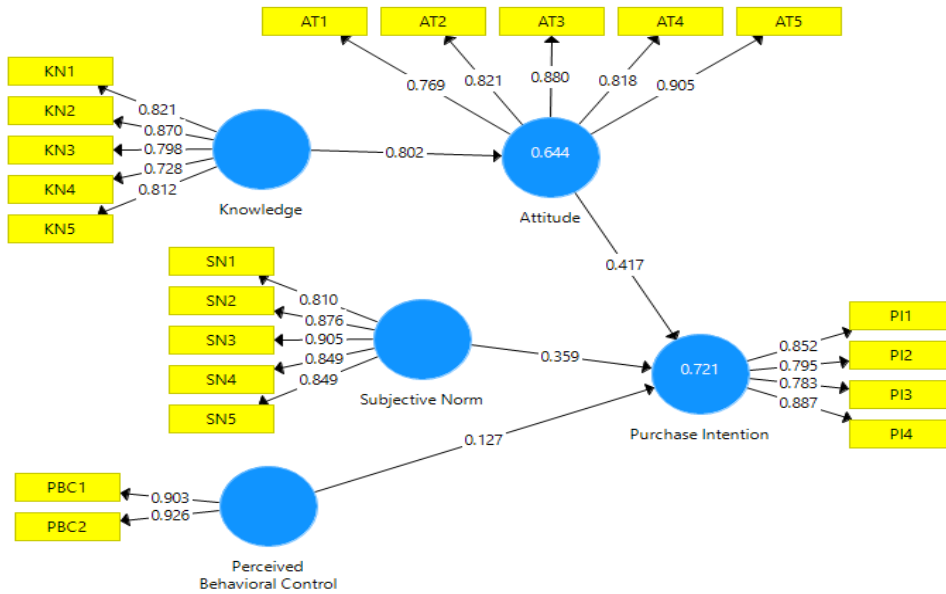
<sup>26</sup> Abdul Hafaz Ngah et al., “Willingness to Pay for Halal Transportation Cost: The Moderating Effect of Knowledge on the Theory of Planned Behavior,” *Journal of Environmental Treatment Techniques* 8, no. 1 (2020): 13–22.

<sup>27</sup> Brent L Iverson and Peter B Dervan, *No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析*Title, n.d.

<sup>28</sup> Urip Aryanto, “Bab III - Metode Penelitian Metode Penelitian,” *Metode Penelitian*, no. 1 (2018): 32–41.

<sup>29</sup> Applied Mathematics, “Hasil Penelitian Dan Analisis Data,” 2016, 1–23.

results of the outer model along with the computed factor loading values using SmartPLS 3.29 software. Based on the analysis provided in Table 2, there are 21 indicators for all evaluated variables. It can be observed that the factor loading values of each indicator meet the established criteria.



**Figure 2.** Convergent Validity Test

The reliability of the measurement model is then tested using the Confirmatory Factor Analysis (CFA) approach by evaluating Composite Reliability (CR) and Cronbach's alpha (CA), latent variables are considered reliable if their CR and CA values are greater than 0.7. In many circumstances, the Average Variance Extracted (AVE) values must be more than 0.5 in order for convergent validity to be deemed good<sup>30</sup>.

**Table 3.** Discriminant Validity Test and Composite Reliability

Variables	Symbol	Loading Factor	CA	CR	AVE
Knowledge	KN1	0,821	0,866	0,903	0,651
	KN2	0,870			

<sup>30</sup> Jurnal Ekonomi, Syariah Teori, and Nadia Nurul Izza, "Uncovering Halal Label Food Purchase Intention Behavior in Indonesia : A Twitter Analytics and SEM-Based Investigation Mengungkap Perilaku Niat Pembelian Makanan Label Halal Di Indonesia : Investigasi Berbasis Analisis Twitter Dan SEM Izza & Akbar / Jurna" 10, no. 6 (2023): 551–70, <https://doi.org/10.20473/vol10iss20236pp551-570>.

	KN3	0,798			
	KN4	0,728			
	KN5	0,812			
Attitude	AT1	0,769			
	AT2	0,821			
	AT3	0,880	0,895	0,923	0,706
	AT4	0,818			
	AT5	0,905			
Subjective Norm	SN1	0,810			
	SN2	0,876			
	SN3	0,905	0,910	0,933	0,737
	SN4	0,849			
	SN5	0,849			
Perceived Behavioral Control	PBC1	0,903			
	PBC2	0,926	0,806	0,911	0,837
Purchase Interest	PI1	0,852			
	PI2	0,795			
	PI3	0,783	0,849	0,899	0,689
	PI4	0,887			

In Table 3, almost all indicators in this study have factor loadings  $> 0.7$ . However, some indicators, although not exceeding the threshold of 0.7, are still considered acceptable. The factor loadings above indicate that each indicator accurately reflects its respective construct. For every latent variable in this study, the Cronbach's alpha (CA) and Composite Reliability (CR) values are greater than 0.7. In a similar vein, every latent variable has Average Variance Extracted (AVE) values greater than 0.5. When these criteria are exceeded, the results show that the instruments created from these latent variables and indicators can be considered credible and valid.

**Table 4.** Discriminant Validity Test and Composite Reliability

	<b>R Square</b>
<b>Purchase Interest</b>	0,721
<b>Attitude</b>	0,644

This study's assessment of the inner model seeks to characterize the specification of the cause-and-effect relationships between latent variables<sup>31</sup>.

<sup>31</sup> Ghozali Imam, "Aplikasi Analisis Multivariate, Semarang: Badan Penerbit Universitas Diponegoro," *Journal of Business Ethics* 14, no. 3 (2018): 37–45, <https://www-jstor-org.libproxy.boisestate.edu/stable/25176555?Search=yes&resultItemClick=true&searchText=>

There are two parameters tested: R-Square, seeks to ascertain the proportionate share of the dependent's influence or change variable to the independent variable, and also to predict the level of fitness or goodness of the company model<sup>32</sup>.

R-Square (R<sup>2</sup>) is used to assess the dependent variable's capacity to predict the independent variable, with a scale of values between 0 and 1. The results of R-Square (R<sup>2</sup>) from this study are presented in Table 4. The R-Square (R<sup>2</sup>) testing results indicate that 72.1% of the change in the purchase interest variable is described by its exogenous variables, while other characteristics not covered in this study account for the remaining 27.9%. Consumer knowledge about halal restaurants contributes 64.4% to the variation in the attitude variable, while the remaining 35.6% is explained by other factors not included in this study. An a strong influence is indicated by an R-Square value greater than 0.67; values between 0.33 and 0.67 are regarded as moderate influence, and values between 0.19 and less than 0.33 indicate lower influence<sup>33</sup>. According to Hair et al. (2017), the quantities of the purchase intention and attitude variables are considered moderate.

**Table 5.** Discriminant Validity Test and Composite Reliability

Model	Original Sample	T Statistics	P Value	Decision
Knowledge -> Attitude	0,802	16,248	0,000	Supported
Attitude -> Purchase Interest	0,417	3,410	0,001	Supported
Subjective Norm -> Purchase Interest	0,359	2,803	0,005	Supported
Perceived Behavioral Control -> Purchase Interest	0,127	1,241	0,215	Not Supported

The coefficients in SmartPLS are calculated using the bootstrapping technique. The hypothesis results are identified with these path coefficients. Two often used measures of significance are the t-value and p-value. If the t-

%28Choosing&searchText=the&searchText=best&searchText=research&searchText=design&searchText=for&searchText=each&searchText=question.%29&searchText=AND.

<sup>32</sup> Chung Ying Lin et al., "Investigating Mediated Effects of Fear of COVID-19 and COVID-19 Misunderstanding in the Association between Problematic Social Media Use, Psychological Distress, and Insomnia," *Internet Interventions* 21, no. August (2020): 100345, <https://doi.org/10.1016/j.invent.2020.100345>.

<sup>33</sup> Chin W.W., "Chin1998," *MIS Quarterly*, 1998.

statistic value is greater than 1.96 and the p-value is less than 0.05, the association between the variables is deemed significant. Additionally, the direction of the link between two tested variables can be inferred from the route coefficients.; they can be either negative or positive.

According to Table 5's study, Knowledge -> Attitude: With a p-value of 0.000, a T statistic of 16.248, and a coefficient of 0.802, knowledge and attitude are significantly positively correlated. There is support for this relationship. The H1 results show that the attitude of young Muslim consumers towards purchasing from Korean restaurants certified as Halal is positively and significantly influenced by the level of knowledge. This finding is consistent with the proposed hypothesis and aligns using earlier studies conducted by Rochmatun and Dewi (2017), stating that higher individual knowledge about a product increases its influence on attitude toward purchasing that product. This outcome also agrees with a study conducted by Mohamed Elasrag (2016), showing that understanding halalness has a major and favorable impact on perceptions of halal cuisine<sup>34</sup>.

The following hypothesis suggests that attitude -> intention to purchase: Attitude and purchasing intention have a substantial positive link (coefficient = 0.417, T statistic = 3.410, p-value = 0.001). There is support for this relationship. This outcome is in line with other studies conducted by Amalia et al. (2020), stating that a more positive attitude can increase the intention to purchase halal food<sup>35</sup>. Furthermore, Also in favor of this research are the opinions of Rajagopal et al (2011), indicating that consumer attitudes toward behavior vary regarding the halal aspect of food consumption<sup>36</sup>. Therefore, the conclusion is that Korean food with halal certification is increasingly preferred for regular consumption, alongside the obligatory need for halal food among Muslims.

The research results indicate that H3, Subjective Norm -> Purchase Intention: The correlation between subjective norm and purchase intention is significantly positive, as evidenced by the coefficient of 0.359, T statistic of 2.803, and p-value of 0.005. This relationship is supported. This result is in line

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<sup>34</sup> Hussein Elasrag, "Munich Personal RePEc Archive Halal Industry : Key Challenges and Opportunities Halal Industry : Key Challenges and Opportunities," *Munich Personal RePEc Archive*, no. 69631 (2016).

<sup>35</sup> Fatya Alty Amalia, Adila Sosianika, and Dwi Suhartanto, "Indonesian Millennials' Halal Food Purchasing: Merely a Habit?," *British Food Journal* 122, no. 4 (2020): 1185–98, <https://doi.org/10.1108/BFJ-10-2019-0748>.

<sup>36</sup> Shambavi Rajagopal et al., "Halal Certification: Implication for Marketers in UAE," *Journal of Islamic Marketing* 2, no. 2 (2011): 138–53, <https://doi.org/10.1108/17590831111139857>.

with earlier research conducted by Amalia et al. (2020) and Listyoningrum & Albari (2012), indicating that subjective norms have an impact on people's desire to buy halal food<sup>37</sup>. Therefore, Islam encourages its adherents to consume halal food, including Korean food. This finding aligns with the views of Hanzaee and Lotfizadeh (2011), emphasizing that Islamic norms have a significant impact on family decisions, with subjective norms being a key factor in determining Muslim consumers' intentions to choose halal goods and services<sup>38</sup>. Thus, it can be concluded that others' views also significantly influence individual decisions in consumption behavior.

The study's findings show that H4, Perceived Behavioral Control → Purchase Intention, about other variables With a coefficient of 0.127, a T statistic of 1.241, and a p-value of 0.215, the association between perceived behavioral control and purchase intention is not significant. This relationship is not supported. This result is consistent with the Vanany et al. (2020) study, concluding that perceived behavioral control does not affect halal food consumption<sup>39</sup>. However, this research result differs from the findings reported by Listyoningrum & Albari (2012) and Amalia et al. (2020), which indicate that factors such as time availability, opportunity, and finances can increase the desire to purchase halal food. Therefore, although individuals feel they have control over their behavior as Muslims, it does not necessarily mean that they will tend to choose to purchase food at Korean restaurants certified as halal by the Indonesian Ulema Council (MUI).

## CONCLUSION

The main objective of this study is to investigate the variables influencing the intention to purchase Korean food among young Muslim consumers in West Java Province, particularly when they visit Halal-certified Korean restaurants. The research methodology employed purposive sampling technique targeting Muslim respondents in West Java who were cognizant of the availability of Halal-certified Korean restaurants and had an interest in visiting such places as a sixteen-year-old age requirement. 117 respondents participated in the data collection process with success, and The Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was used to conduct the

<sup>37</sup> Anggit Listyoningrum and Albari Albari, "Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Tidak Diperpanjang Sertifikat Halalnya," *Jurnal Ekonomi & Keuangan Islam* 2, no. 1 (2017): 40–51, <https://doi.org/10.20885/jeki.vol2.iss1.art4>.

<sup>38</sup> Kambiz Heidarzadeh Hanzaee and Fereshteh Lotfizadeh, "Influence of Family Structure on Consumer Decision-Making Style in Iran," *International Journal of Business and Management* 6, no. 11 (2011): 297–304, <https://doi.org/10.5539/ijbm.v6n11p297>.

<sup>39</sup> Iwan Vanany et al., "Determinants of Halal-Food Consumption in Indonesia," *Journal of Islamic Marketing* 11, no. 2 (2020): 516–30, <https://doi.org/10.1108/JIMA-09-2018-0177>.

analysis. The study's conclusions show that consumer knowledge strongly and favorably affects attitudes and that attitude and subjective norms both favorably and significantly influence young Muslim customers' purchase intentions toward Korean eateries with Halal certification. Nevertheless, MUI-certified Halal-certified Korean restaurants' purchase intention among young Muslim consumers was not found to be significantly influenced by perceived behavioral control.

These findings have significant implications for the development of marketing strategies and management of Halal-certified Korean restaurants in the culinary industry. Practically, it is anticipated that the study's findings will help companies in this field better understand the elements that influence young Muslim consumers' propensity to make purchases. Thus, it is anticipated to increase visits to Halal-certified Korean restaurants, thereby positively impacting the growth of the food sector that preserves Halal principles in its product offerings. However, it is essential to note that despite subjective norms and attitudes not being found as significant factors in this study, it is still crucial to consider the role of individual differences in consumer decision-making. Therefore, companies in the Halal culinary industry need to continually monitor changes in consumer trends and preferences and adapt their strategies to remain relevant and meet market expectations.

Consequently, this study significantly advances our knowledge of the variables influencing young Muslim consumers' intentions to purchase Korean eateries with Halal certification. and provides practical guidance to businesses in developing effective and sustainable marketing strategies.

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