


RESEARCH ARTICLE



# Decoding non-muslim consumer behavior: The mediating role of brand image in halal kopitiam purchases

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## ABSTRACT

Purpose to analyze the influence of halal awareness, price level, and promotion level on purchasing decisions of non-Muslim consumers with meek image as a mediator variable. This research uses a quantitative approach with descriptive techniques. The analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS) with a total sample of 304 non-Muslim consumer users throughout Indonesia. The results of this research show the influence and significance of the price level, promotion level and brand image variables on non-Muslim consumers' decisions but not the halal awareness variable. Another finding is that brand image is able to mediate all variables in non-Muslim consumer decisions. The implication of this research is that halal awareness, price level, promotion level, and brand image play an important role in non-Muslim consumers' decisions to buy halal kopitiam products. This research is the first research to examine the influence of halal awareness, price level, and promotion level on purchasing decisions of non-Muslim consumers with brand image as a mediating variable.

## KEYWORDS

Halal Industry, non-muslim, kopitiam, purchase decision, halal awareness, price level, promotion level, brand image

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## 1. Introduction

The halal industry is a global trend that continues to grow, with positive prospects (Mahri et al., 2024; Fathoni & Syahputri, 2020). Around 1.9 billion people are consumers of the halal industry, with a growth opportunity of 7.8% every year and total consumer spending reaching USD 2 trillion (Dinar Satandard, 2022). The phenomenon of global halal market growth has encouraged Muslim minority countries, including the UK, Japan,

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Korea, Australia, New Zealand, China, and Italy, to participate in the halal food industry with efforts to obtain halal certificates (Wulandari & Ratnasari, 2020). Therefore, now halal food is not only for Muslims but has also become a global lifestyle that attracts non-Muslim consumers who pay attention to food safety and hygiene (Adirestuty, et al., 2021; Juliana et al., 2024a).

The term halal food itself emerged from the teachings of Islam. The Qur'an provides guidelines for halal and healthy food in Surah such as Abasa, al-A'raf, al-Baqarah, al-Maidah, an-Nahl, and al-Anfal. Every invitation to eat is accompanied by word selection *halalan* and *thayyiban*, emphasizing the importance of both (Aziz, 2017). Non-Muslim consumers who care about quality of life standards, cleanliness, and environmental sustainability, see halal claims as a guarantee not only from a religious perspective but also as a product that promotes overall goodness and quality of life through the *thayyib* rules (Golnaz et al., 2010).

However, in fact, in the beliefs of non-Muslim communities, there are diverse perceptions regarding what is halal for consumption. The Book of Mark chapter 7 verse 11 states that Jesus allowed Christians to consume pork and other foods that are forbidden in Islam (Wulandari & Ratnasari, 2020). However, Adventist and Pentecostal Christians prohibit the consumption of pork based on the Old Testament, referring to verse 6 of the books of Isaiah (Afirilian, 2021). This belief involves a prohibition against pigs, whether they live in the forest or are domesticated (South, 2020), in line with Jewish beliefs which prohibit the consumption of pork based on the Book of Leviticus chapter 11 verse 7 (Wulandari & Ratnasari, 2020).

Meanwhile, Indonesia, as the country with the fourth largest population in the world, has great potential to develop the halal industry (Monoarfa et al., 2023). With a total population reaching 277.75 million people (World Population Review, 2023), around 12.9% or 36,050 million people are non-Muslims (Rizaty, 2023). This large population creates significant demand for halal products, making Indonesia the embodiment of the global halal industrial market. Unfortunately, the potential of Indonesia's halal industry has not been fully optimized. Indonesia is only ranked 4th in the Top 15 Global Islamic Economy Indicators with a score of 68.5 (State of Global Islamic Economy Report, 2022). The Sharia Economic Masterplan 2019-2024 also identified a lack of research on market movements, segmentation, and market tastes as one of the main challenges in the halal food and beverage sector in Indonesia.

Coffee shops are a rapidly growing commodity in the Indonesian food industry sector, although the number of businesses with halal certification is still limited (LPPOM MUI, 2022). Coffee shops are experiencing rapid growth in Indonesia, with over 2,950

outlets as of August 2019 (TOFFIN, 2020). In intense competition, industry players have become creative in differentiating types of coffee shops, starting from American Coffee Chain, Italian Coffee Chain, Local Coffee Chain, Coffee to Go, Speciality Coffee, and Independent Coffee Shop, to Kopitiam or traditional Chinese coffee shops (TOFFIN, 2020)

Kopitiams, apart from serving drinks, also offers a variety of foods (Backman, 2005), including some that are halal and some that are not (Berry, 2010). However, this is a problem because Kopitiam, as a Chinese Peranakan shop, uses ingredients such as cooking wine, animal butter, gelatin, and rum. This is contrary to Law Number 33 of 2014, which requires products in Indonesia to have a fully halal certificate by 17 October 2024 (LPPOM MUI, 2022).

However, this is different from Killiney Kopitiam, one of the franchised Kopitiam brands from Singapore which prioritizes halal certification throughout all of its outlet. Killiney Kopitiam has an unpublished halal certificate recognized by LPPOM MUI with number LPPOM-00120080730117, a halal certificate from the Majelis Ulama Islam Singapura (MUIS) (2023), and a halal certificate from Jabatan Progress Islam Malaysia (JAKIM) with number JAKIM.700-2/3/1141-03/2013 where all three are registered, acknowledged and recognized by Foreign Halal Certification Body (FHCB) (LPPOM MUI, 2023); (Singapore Islamic Religious Council, 2023); (Malaysian Islamic Progress Department, 2023). Currently, Killiney Kopitiam has spread to 5 countries, namely Singapore, Malaysia, Australia, the United States, and Indonesia (Killiney Singapore, 2023). Killiney started its expansion in Indonesia in 2006 and since then has continued to grow to reach 36 outlets (Soelaeman, 2013). Unfortunately, there has been a decline in the number of Killiney Kopitiam outlets 10 from 36 outlets (Killiney Indonesia, 2023). Decline outlet Killiney Kopitiam, which is a halal kopitiam, is a problem because it reduces the number of halals kopitiams in circulation.

The decline in the Killiney Kopitiam outlet may be due to changes in consumer behavior. Consumer behavior theory can be a relevant basis for understanding this problem. In conventional consumption analysis, consumer behavior is explained as individual efforts to fulfill needs and achieve optimal satisfaction (Kotler & Keller, 2018). However, in the context of Islamic consumption, consumer behavior is not only aimed at meeting physical needs, but also spiritual needs by paying attention to Islamic law, such as halal goods and services, consumption goals, ethics, morals, environmental impacts, and so on (Medias, 2018).

Based on the explanation that has been given and based on phenomena, problems, theories, research gaps and studies and research regarding what factors can influence

the decision of non-Muslim consumers to buy halal kopitiam products, there are still no clear results, so further research is needed on awareness, halal, price level, promotion level, and brand image on non-Muslim consumers' decisions to buy halal kopitiam products in Indonesia.

## **2. Literature review**

### **2.1. Consumer behavior**

Consumer behavior, according to Kotler & Keller (2018), includes selecting, purchasing, using, and storing goods or services to fulfill desires. This process is closely connected with search, research, and evaluation before purchase (Firmansyah & Anang, 2018). Factors that influence consumer behavior, such as motivation, lifestyle, income (internal), and the influence of family, partner, environment, and price (external) were identified by (Kotler & Keller, 2018). The selection stage of purchase intention is influenced by cultural, social, personal and psychological (Kotler & Armstrong, 2018). Marketing stimuli, consisting of product, price, promotion, and place (4Ps), also play a role in consumer behavior (Kotler & Keller, 2018).

In an Islamic perspective, consumption is closely related to faith, influencing material and spiritual quantity and quality (Suharyono, 2018). Muslim consumer behavior includes halal, consumption purposes, ethics, morals and environmental impact, with an emphasis on attitudes of asceticism and gratitude (Medias, 2018; Muflih, 2006; Abusyuja.com, 2020). Islamic consumption involves halal goods, halal income, the priority of basic needs, and the goal of achieving *falah* by reducing the waste of resources (Hoetoro, 2017).

### **2.2. Purchase decision**

Decision making in the buying and selling process, especially in the context of financial life, is influenced by the company's marketing activities. The buyer's decision-making process, as explained has characteristics and paths that lead to concrete purchasing decisions. Kotler & Armstrong (2018) defines purchasing decisions as the final behavior of consumers in purchasing goods and services for personal consumption. In this context, Kotler & Keller (2018) emphasizes that purchasing decisions include forming consumer preferences to buy the preferred brand. Indicators of consumer purchasing decisions in this research include product purchasing habits, providing recommendations to others, product choices, and product needs (Kotler & Armstrong, 2018; Tjiptono, 2018).

### 2.3. *Halal awareness*

Halal awareness includes an individual's understanding of halal concepts and processes, as well as his belief that consuming halal food is important (Setyaningsih & Marwansyah, 2019). A deep understanding of this concept can influence consumer selectivity in purchasing and consuming food & beverage products (Nurcahyo & Hudrasyah, 2018). Interestingly, awareness of halal products is also recognized by non-Muslim consumers, because they believe that products that have been certified halal are cleaner, safer, healthier, and of better quality (Bashir, 2020). A study by Juliana et al., (2022) and Bashir, (2020) found that halal products greatly influence purchasing decisions, supporting positive findings towards halal products. However (Ismail et al., 2019) showed a negative effect of awareness of the halal logo, while (Yazam et al., 2011) found that consumers did not care about halal ambiguity in kopitiam and paid more attention to price. Indicators of halal awareness involve understanding the halal logo, ensuring that the products consumed are halal, having sufficient knowledge to make purchasing decisions, and paying attention to product cleanliness and safety (Izzuddin, 2018; Juliana et al., 2022).

H1: Halal awareness has a positive effect on non-Muslim consumers' decisions to buy halal kopitiam products.

### 2.4. *Price*

Price is the amount of money that must be paid to obtain goods or services (Ibrahim & Adinugraha, 2020), which is more broadly defined as the amount of value given by consumers to gain the benefits of owning or using a product or service (Kotler & Keller, 2018). Price, value, and utility are closely related. Utility includes attributes that satisfy consumers, while value, measured in money (price), reflects the value of a product that can be exchanged for other goods (Alma, 2018). Although (Lubis, 2017); (Ibrahim & Adinugraha, 2020); (Rosida, 2018) and (Monoarfa et al., 2023) concluded that price levels contribute to purchasing decisions, research (Novianti, 2021; Mulyana, 2021; Rahman et al., 2022; Listigfaroh, 2019) found that inconsistent prices influence consumer decisions. Therefore, price level indicators in this research include price affordability, price suitability to product quality, price suitability to benefits, and price competitiveness (Kotler & Keller, 2018; Rangkuti, 2018).

H2: Price levels have a positive effect on non-Muslim consumers' decisions to buy halal kopitiam products.

## 2.5. Promotion

According to Alma (2018) promotion is a form of communication that provides persuasive explanations to potential consumers about goods or services. In line with the views of Zebua (2018), promotion is an effort to advertise or offer products or services to persuade potential customers to buy or consume the product or service in question. Research (Zainullah, 2021; Mutiah & Fauzi, 2022) then shows that promotions have a positive and significant impact on food product purchasing decisions, reflecting the findings of (Nugroho et al., 2019). However, research (Febriana, 2020; Nasution et al, 2019; Suhud et al., 2024) found that promotions had a negative effect on decisions to purchase halal food. Thus, promotion indicators in this research involve promotion frequency, advertising, promotional creativity, and message delivery quality (Kotler & Keller, 2018; Tjiptono, 2018).

H3: The level of promotion has a positive effect on non-Muslim consumers' decisions to buy halal kopitiam products.

## 2.6. Brand image

Brand image, according to Kotler & Keller (2018), is the extrinsic nature of a product or service that tries to meet customers' psychological or social needs. Monoarfa et.al (2023) explained that brand image involves consumers' perceptions of a brand, which includes a series of brand associations formed in consumers' memories. They also highlight that brand image is formed in the first impression when the brand is introduced to consumers, and has an important role in helping consumers identify brands from competing manufacturers, thereby meeting consumer needs. Meanwhile, research (Yulianto et al., 2022; Sukhabot & Jumani, 2021; Hanjani & Widodo, 2019) emphasizes the important role of brand image in purchasing decisions, differentiating from competitors and providing a positive influence on consumer preferences in competitive markets. Although a good brand image can mitigate the price impact, as shown by (Zainullah, 2021; Mutiah & Fauzi, 2022). In contrast to research (Sari, 2022; Lubis & Hidayat, 2017; Prabowo et al., 2020) which shows that brand image can have a negative and insignificant effect on consumer decisions. Therefore, the brand image indicators in this study involve brand association benefits, product image, positive image, and distinguishing characteristics (Kotler & Keller, 2018; Hartanto, 2019).

H4: Brand image has a positive effect on non-Muslim consumers' decisions to buy halal kopitiam products.

- H5: Brand image mediates halal awareness on non-Muslim consumers' decisions to buy halal kopitiam products.
- H6: Brand image mediates price level on non-Muslim consumers' decisions to buy halal kopitiam products.
- H7: Brand image mediates the level of promotion on non-Muslim consumers' decisions to buy halal kopitiam products.

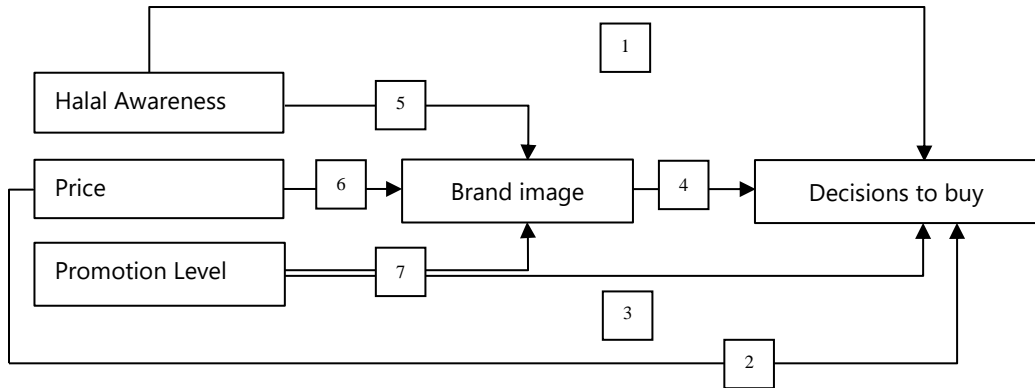


Figure 1. Research framework

### 3. Methodology

The approach that will be used in this research is a quantitative approach. The quantitative approach is a scientific method that involves data in numerical form, which can be processed using certain formulas and analyzed through statistical or mathematical calculations. The aim of a quantitative approach is to develop a systematic model, theory or hypothesis relating to the phenomenon under investigation (Sekaran & Bougie 2017).

The sampling process is the stage where individuals or objects are selected to be research subjects. However, in this study, the population size is unknown, making it difficult to determine the appropriate sample size. Therefore, the approach used is a method of non-probability sampling, where sample selection is based on subjective considerations.

The data analysis method used in this research is Structural Equation Modeling-Partial Least Square (SEM-PLS). The sampling process uses a formula developed by Hair (2017), which sets a minimum sample size of 40 and a maximum sample size of 200. To perform PLS-SEM analysis on the collected data, we used SmartPLS 4.0 for Windows.

## 4. Results and discussion

### 4.1. Characteristics of respondents

The respondents in this study were mostly men, 58% or 175 respondents, while there were fewer women, accounting for 42% or 129 respondents. Furthermore, if we consider respondents based on age, the 11-26 age group, which is categorized as Generation Z, is the dominant age group compared to other age groups. In terms of religion, the majority of respondents in this study were Christians, as many as 46% or 139 respondents. Apart from that, if you look at respondents based on where they live or where they come from, those who live on the islands of Java and Sumatra have the highest purchase rates. Furthermore, based on income, respondents with an income of IDR 2.5-5 million are the ones who buy the most halal kopitiam products. Finally, based on purchase frequency, respondents who purchased 4-6 times dominate (See [Table 1](#)).

**Table 1.** Characteristics of respondents

Respondent characteristics	N	%
Religion/Belief		
Christian	139	46%
Catholic	77	25%
Hindu	34	11%
Budha	30	10%
Confucian	24	8%
Regional origin/domicile		
Java Island	109	36%
Sumatera island	110	36%
Kalimantan island	26	9%
Sulawesi island	34	11%
Papua Island	25	8%
Gender		
Man	175	58%
Woman	129	42%
Age		
Born 1997-2012 (Age 11 – 26)	118	39%
Born 1981-1996 (Age 27 – 42)	117	38%
Born 1965-1980 (Age 43 – 58)	69	23%
Monthly income		
0 – Rp. 2,500,000	18	6%
Rp. 2,500,000 – Rp. 5,000,000	104	34%
Rp. 5,000,000 – Rp. 10,000,000	97	32%
Rp. 10,000,000 – Rp. 15,000,000	51	17%
> Rp. 15,000,000	34	11%
Number of visits		
1-3 times	145	48%
4-6 times	106	35%
> 6 times	53	17%



## 4.2. External model validity test

### 4.2.1. Convergent validity

To assess convergent validity, examine the results of factor loading tests. If value *loading factor* greater than 0.70 then the indicator is considered valid.

**Table 2.** Convergent Validity

Variable	LF	AVE	Description
<b>Brand Image</b>		0,608	
The level of my tendency to consume food and drinks from well-known brands	0,742		Valid
Killiney Kopitiam brand reputation	0,738		Valid
The level of suitability of the products offered by Killiney Kopitiam with my values and tastes as a consumer	0,864		Valid
I am proud to consume food and drinks from Killiney Kopitiam because they reflect my personality and lifestyle	0,840		Valid
General impression of the Killiney Kopitiam brand for consumers	0,765		Valid
My perception when thinking about the Killiney Kopitiam brand	0,795		Valid
My level of hope is that Killiney Kopitiam products offer something different and special	0,765		Valid
The level of my ability to identify the characteristics of Killiney Kopitiam products	0,717		Valid
<b>Halal Awareness</b>		0,572	
My priority level is to consume food and beverage products that clearly display halal labels	0,779		Valid
My comfort level is buying food and beverage products whose raw materials or composition are clearly stated on the menu	0,812		Valid
The importance of asking the staff (waiter/waitress/chef) about the raw materials used in food and drink processing before making a purchase	0,718		Valid
My level of understanding regarding food and drink that I can and cannot consume based on my faith/religion	0,723		Valid
My level of understanding about the criteria of halal food and drink	0,746		Valid
<b>Purchase Decision</b>		0,647	
My level of propensity to buy food and drink products that I already know and trust	0,852		Valid
The level of my habit of buying food and beverage products that have features or characteristics that I like	0,820		Valid
My level of confidence in a product encourages me to recommend it to others	0,833		Valid
It is my desire to encourage others to visit Killiney Kopitiam	0,789		Valid
The variety of food and beverage products offered by Killiney Kopitiam	0,776		Valid
The level of my tendency to buy several types of food and beverage products in one transaction	0,768		Valid
The level of my need for kopitiam products	0,787		Valid

**Table 2.** (Continued)

Variable	LF	AVE	Description
<b>Price level</b>		0,616	
The price level of food and drinks sold at Killiney Kopitiam	0,800		Valid
Affordable prices of food and drinks sold at Killiney Kopitiam	0,803		Valid
My level of expectation for better quality against higher food and drink prices	0,812		Valid
The level of quality of food and drinks that Killiney Kopitiam serves is commensurate with the price I paid	0,782		Valid
The level of my expectations regarding the benefits I get when buying Killiney Kopitiam food and drinks	0,761		Valid
The level of benefit of the food and drinks served by Killiney Kopitiam matches the price I paid	0,764		Valid
Food and beverage products sold at Killiney Kopitiam offer competitive prices compared to other kopitiams	0,769		Valid
<b>Promotion level</b>		0,684	
The intensity of Killiney Kopitiam promotions on special days such as big, important and/or historic days	0,803		Valid
Intensity of Killiney Kopitiam promotions via the Instagram page	0,862		Valid
Killiney Kopitiam promotion intensity through delivery services (Go Food/Grab Food/Shopee Food)	0,823		Valid
Effect of promotion <i>bundling</i> or a package offer influences my decision to try a product	0,880		Valid
My level of interest in discount promotions with payments using certain payment systems such as cash, bank, electronic money (QRIS, OVO, Go-Pay, etc.)	0,513		Valid
The diversity and innovation of promotions carried out by Killiney Kopitiam	0,834		Valid
My level of interest in the visual appearance in the promotions carried out by Killiney Kopitiam	0,601		Valid
My level of interest in the feel or atmosphere of the shop that Killiney Kopitiam offers in its promotions	0,818		Valid
My ability to understand the message conveyed in the promotions carried out by Killiney Kopitiam	0,763		Valid
The level of effectiveness of messages in promotions carried out by Killiney Kopitiam to motivate me to buy their products	0,602		Valid

Based on [Table 2](#), because all indicators have a loading factor value greater than 0.5, it can be stated that the indicators in this study are valid and represent the underlying latent variables. Therefore, it can be said that the indicators in this research have adequate convergent validity.

#### 4.2.2. Discriminant validity

Discriminant validity is a test used to see the level of latent construct prediction for the indicator block. Discriminant validity This is done to ensure that each concept of the

latent model is different from other variables. This test is carried out by analysis Fornell-Lacker Criterion namely the validity test which is carried out by comparing the correlation between variables or constructs with the square root of Average Variance Extracted ( $\sqrt{\text{AVE}}$ ). A prediction can be said to have a good AVE value if the value of the square root of the AVE in each latent variable is greater than the correlation between other latent variables. The following is a table Fornell-Lacker Criterion.

**Table 3.** Fornell-Lacker criterion

	BI	HA	PD	PL	PRL
BI	0.784				
HA	0.694	0.762			
PD	0.782	0.702	0.864		
PL	0.747	0.731	0.736	0.832	
PRL	0.814	0.660	0.783	0.751	0.839

Based on the test results in [Table 3](#) Discriminant validity through Fornell-Lacker Criterion It can be seen that the root of AVE in each construct is greater than the correlation of each construct with other constructs. Other methods can also be used with analysis Loading between the indicator and its construct, namely by comparing the correlation of the indicator to its associated construct with the correlation coefficient with other constructs. The correlation coefficient value of the indicator towards the associated construct must be greater than the other constructs. The following are the results of the test Loading in [Table 4](#).

**Table 4.** Cross Loading

	BI	HA	PD	PL	PRL
B1	0.742	0.629	0.742	0.675	0.68
BI2	0.738	0.523	0.602	0.547	0.638
BI3	0.864	0.681	0.769	0.736	0.799
BI4	0.840	0.666	0.749	0.731	0.769
BI5	0.765	0.557	0.671	0.666	0.688
BI6	0.795	0.638	0.690	0.667	0.717
BI7	0.765	0.533	0.665	0.638	0.697
BI8	0.717	0.582	0.650	0.667	0.660
HA2	0.622	0.779	0.596	0.636	0.592
HA3	0.685	0.812	0.645	0.663	0.654
HA4	0.535	0.718	0.547	0.586	0.524
HA5	0.518	0.723	0.521	0.579	0.558
HA6	0.550	0.746	0.588	0.603	0.542

PD1	0.779	0.609	0.852	0.741	0.767
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**Table 4.** (Continued)

	BI	HA	PD	PL	PRL
PD2	0.726	0.634	0.820	0.702	0.718
PD3	0.705	0.622	0.833	0.729	0.682
PD4	0.708	0.592	0.789	0.705	0.711
PD5	0.674	0.627	0.776	0.690	0.692
PD6	0.696	0.598	0.768	0.710	0.676
PD7	0.722	0.646	0.787	0.710	0.715
PR1	0.657	0.615	0.689	0.800	0.665
PR2	0.694	0.634	0.709	0.803	0.711
PR3	0.692	0.643	0.707	0.812	0.682
PR4	0.692	0.651	0.734	0.782	0.686
PR5	0.657	0.664	0.692	0.761	0.693
PR6	0.650	0.620	0.660	0.764	0.638
PR7	0.662	0.632	0.673	0.769	0.666
PRL1	0.730	0.627	0.710	0.716	0.803
PRL2	0.795	0.669	0.748	0.710	0.862
PRL3	0.734	0.621	0.676	0.688	0.823
PRL4	0.821	0.709	0.788	0.780	0.880
PRL5	0.386	0.267	0.362	0.365	0.513
PRL6	0.736	0.643	0.763	0.750	0.834
PRL7	0.510	0.505	0.499	0.497	0.600
PRL8	0.729	0.568	0.707	0.682	0.818
PRL9	0.705	0.560	0.707	0.667	0.763
PRL10	0.509	0.430	0.534	0.506	0.602

Based on the results of testing Cross Loading in [Table 4](#) it can be seen that the correlation of each construct with its indicators is greater than the correlation of each construct with the indicators of other constructs. This can show that the construct has good discriminant where the latent variable construct can predict their block better than indicators in other blocks.

Some experts argue that the Cross Loading and Fornell-Larcker Criterion may be less effective in evaluating discriminant validity. Therefore, the Heterotrait-Monotrait ratio (HTMT) is a recommended alternative approach for evaluating discriminant validity. This method uses a multi-multimethod matrix as a basis for measurement. The HTMT value should be less than 0.9 to ensure discriminant validity between two reflective constructs (Henseler, Ringle, & Sarstedt, 2015). The following are the HTMT results in this research:

**Table 5.** Heterotrait-Monotrait (HTMT)

	BI	HA	PD	PL	PRL
BI					
HA	0.794				
PD	0.879	0.792			
PL	0.849	0.851	0.882		
PRL	0.891	0.775	0.863	0.849	

Based on the results of the HTMT test in Table 5, it shows that all HTMT values are <0.9 so it can be stated that all constructs are valid in discriminant validity based on the HTMT calculation. Therefore, based on the results of the three tests above, it can be concluded that the constructs in the model measured meet discriminant validity.

#### 4.2.3. Composite reliability and Cronbach's Alpha

Composite reliability and Cronbach's alpha are a test used to measure the internal consistency or reliability of a measurement model; the value must be above 0.70. Composite reliability is also an alternative test against Cronbach's alpha, but the results are considered more accurate in comparison to Cronbach's alpha.

**Table 6.** Composite reliability dan Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_c)
BI	0.907	0.925
HA	0.813	0.870
PD	0.909	0.927
PL	0.896	0.918
PRL	0.923	0.938

All latent variables in this research can be said to be reliable, and the model built has a good level of reliability, this is shown from the test results in Table 6 which shows the SmartPLS processing results for each latent variable.

#### 4.3. Hypothesis test (resampling bootstrapping)

In this particular section, the p-value value plays an important role in evaluating hypothesis testing in the framework Structural Equation Modeling (SEM-PLS). As explained by Hair (2017), the p-value serves as a defining metric: if it is below a threshold of 0.05, the hypothesis is considered acceptable; conversely, if it exceeds this threshold

then the hypothesis is rejected. A significance level of 0.05 is used in statistical analysis as a standard criterion for assessing the validity of hypotheses. P-value, in SEM-PLS, allows researchers to make decisions about accepting or rejecting proposed relationships, highlighting their significance in concluding empirical data.

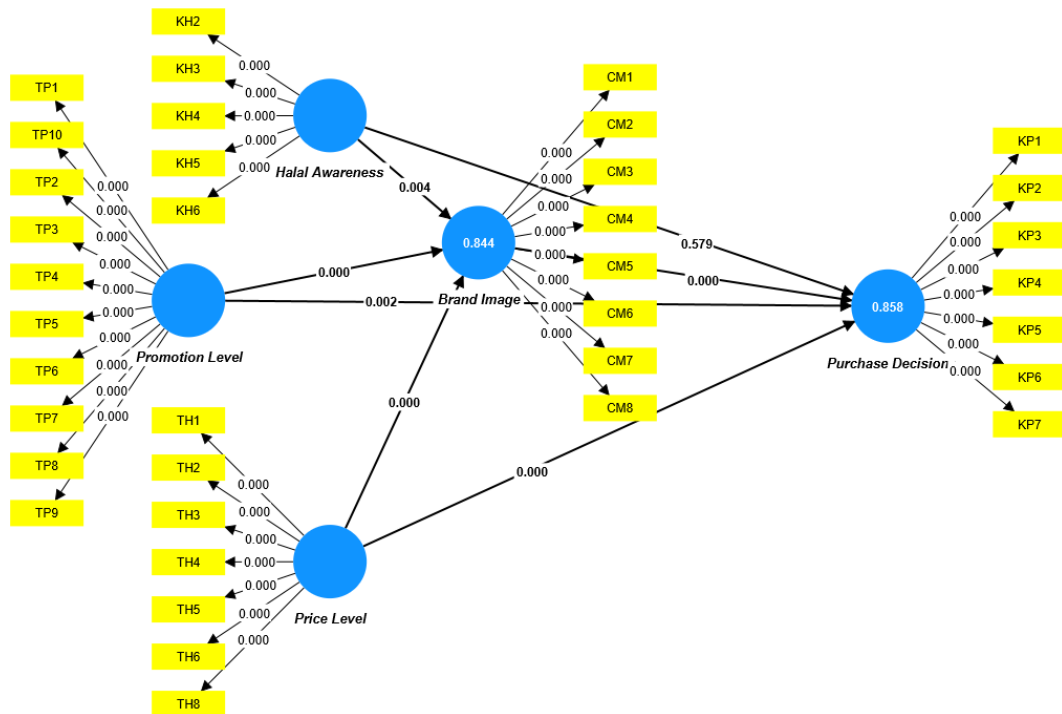


Figure 2. Bootstrapping SEM-PLS

Table 7. Output path coefficient

	Original sample (O)	T statistics ( O/STDEV )	P values
BI -> PD	0.345	4.415	0.000
HA -> PD	0.024	0.573	0.566
PL -> PD	0.376	5.887	0.000
PRL -> PD	0.225	3.050	0.002
PRL -> BI -> PD	0.219	4.208	0.000
HA -> BI -> PD	0.041	2.374	0.018
PL -> BI -> PD	0.074	2.571	0.010

Based on Table 7, the brand image variable has a t-statistic of  $4.415 \geq 1.96$ , indicating that brand image influences consumer decisions with a significant positive effect (p-value 0.000). This indicates that the results of this test support the proposed hypothesis. Therefore, it can be concluded that the hypothesis accepted for this variable is  $H_{\alpha}$ , which states that brand image has a positive and significant influence on non-Muslim

consumers' decisions to buy halal kopitiam products. Findings This is in line with research (Juliana, 2024b; Yulianto et al., 2022; Sukhabot & Jumani, 2021; Hanjani & Widodo, 2019) who found a positive and significant relationship between brand image and consumer decisions.

Turning to the halal awareness variable, it has a t-statistic of  $0.573 \geq 1.96$ , indicating that halal awareness has no significant effect on consumer decisions, with a p-value of 0.566. This indicates that the results of this test do not support the proposed hypothesis. Therefore, it can be concluded that the hypothesis accepted for this variable is  $H_0$ , which states that halal awareness has no significant effect on non-Muslim consumers' decisions to buy halal kopitiam products. This research concludes that the results are contrary to research by Nurcahyo & Hudrasyah (2017), which found that the decision to choose halal products was influenced by positive attitudes, including perceptions of the halal concept and halal awareness. Halal awareness is believed to influence purchasing decisions, in line with research (Bashir, 2020; Juliana et al., 2022). However, these results are in line with research (Ismail et al., 2019; Yazam et al., 2011) which shows that halal awareness does not influence purchasing decisions.

Furthermore, the price level variable has a t-statistic of  $5.887 \geq 1.96$ , indicating that the price level has a positive and significant effect on consumer decisions (p-value 0.000). This indicates that the results of this test support the proposed hypothesis. Therefore, it can be concluded that the hypothesis accepted for this variable is  $H_0$ , which states that the price level has a positive and significant influence on non-Muslim consumers' decisions to buy halal kopitiam products. Research by (Lubis, 2017 and Ibrahim & Adinugraha, 2020) shows that price has a significant role in influencing consumer preferences and purchasing decisions. This is also in line with research (Rosida, 2018 and Monoarfa et al., 2023). In conclusion, a high price level can increase consumer purchasing decisions.

Then, the promotion level variable has a t-statistic of  $3,050 \geq 1.96$ , indicating that the promotion level has a positive and significant effect on consumer decisions (p-value 0.002). This indicates that the results of this test support the proposed hypothesis. Therefore, it can be concluded that the hypothesis accepted for this variable is  $H_0$ , which states that the level of promotion has a positive and significant influence on non-Muslim consumers' decisions to buy halal kopitiam products. This research strengthens the finding that promotions have a significant influence on food purchasing decisions, following other research that emphasizes the positive impact of promotions on purchasing decisions, especially in the context of halal products (Zainullah, 2021; Mutiah & Fauzi, 2022; Monoarfa et al., 2023; Nugroho et al., 2019; Salim et al., 2022).

Finally, based on the test results with values original sample positive (0.219, 0.041, 0.074), indicating the direction according to the hypothesis. Promotion level variables

(t-statistics: 4.208), halal awareness (t-statistics: 2.374), and price level variables (t-statistics: 2.571) have a positive and significant influence on purchasing decisions for halal kopitiam products by non-Muslim consumers, with  $p$ -value  $< 0.05$ .

Theoretically, this study provides an important contribution to the development of literature on non-Muslim consumer behavior in the context of halal products. The finding that brand image is able to mediate the influence of price, promotion, and halal awareness on purchasing decisions indicates that a value-based marketing approach is relevant in understanding cross-religious consumption patterns. In addition, these results broaden the scope of consumer behavior theory by including factors that were previously considered more relevant to Muslim consumers. Thus, this study emphasizes the importance of considering psychological and perceptual elements, such as brand image, in building a more inclusive and contextual purchasing decision model in the halal market.

From a practical perspective, the results of this study can be a strategic guide for halal business actors, especially in the culinary sector such as kopitiam, to design more effective marketing strategies in reaching non-Muslim consumers. Since halal awareness does not have a significant direct influence, business actors need to emphasize other aspects such as a strong brand image, competitive prices, and attractive promotions to increase purchasing interest. A brand communication strategy that emphasizes the quality, cleanliness, and universal value of halal products can also expand its appeal to cross-religious consumers. With this approach, halal businesses not only serve the Muslim market, but also build inclusivity and competitiveness in the wider market.

## 5. Conclusion

The research concludes that halal awareness, although thought to influence non-Muslim consumers' decisions, is not so if it is not mediated. Factors such as price, promotion, and brand image are more influential in purchasing decisions. The complexity of consumer decision-making suggests that these factors are interrelated, reinforcing the idea that purchasing decisions are multifactorial. This study also emphasizes the importance of empirically testing theories and the recognition that market realities and individual behavior can be more complex than described in theory alone.

Based on the results of the research above, external factors and internal factors of consumer behavior, namely halal awareness, price level, promotion level, and brand image play an important role in determining non-Muslim consumers' purchasing decisions for halal kopitiam products, where this research was carried out on one of the halals kopitiam business brands is called Killiney Kopitiam. Therefore, Killiney Kopitiam



and other halal kopitiam brands need to make efforts to increase non-Muslim consumers' purchasing decisions for halal kopitiam products.

### *Research limitations and recommendations for further research*

This study has several limitations that need to be considered. First, the sample used is limited to non-Muslim consumers in Indonesia, so the generalization of the findings to the context of other countries or communities with different cultural and religiosity characteristics is limited. Second, the quantitative approach used with the SEM-PLS method emphasizes more on the relationship between variables statistically, without delving deeply into qualitative consumer perceptions and motivations. In addition, this study only focuses on the variables of halal awareness, price level, promotion level, and brand image, without considering other factors such as consumer trust, product quality, or the influence of social media that also have the potential to influence purchasing decisions.

For further research, it is recommended to expand the geographical scope by conducting comparative studies between countries or regions with significant non-Muslim populations but with different exposure to halal products. Qualitative or mixed methods research can also be used to better understand the motivations and perceptions of non-Muslim consumers regarding halal products, including exploring universal values that may be associated with the concept of halal. In addition, further researchers can add new variables such as trust, perceived quality, or social influence to enrich the analysis model and provide a more holistic understanding of cross-religious consumer behavior in the context of the increasingly growing halal market.

### Conflict of interest

The authors declare no conflicts of interest related to this publication.

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