

**THE INFLUENCE OF HALAL AWARENESS, BRAND
IMAGE, AND HALAL CERTIFICATION TOWARD
CONSUMER PURCHASE INTENTION WITH
PRESTIGE AS MODERATING VARIABLE
(CASE STUDY OF MARUGAME UDON)**

THESIS

Submitted in Fulfillment of the Requirements for Bachelor Degree



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CONSUMER PURCHASE INTENTION WITH
PRESTIGE AS MODERATING VARIABLE (CASE
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Consumer Purchase Intention with Prestige as Moderating Variable (Case
Study of Marugame Udon)

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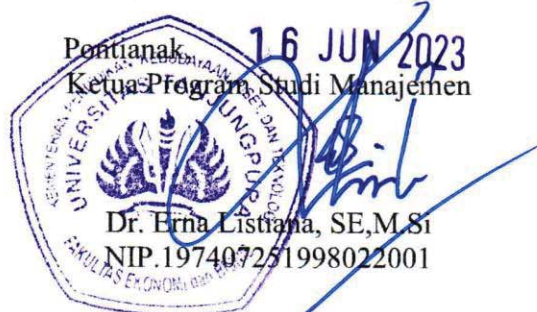
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PREFACE

Praise and Gratitude the writer wishes to God Almighty for all of His grace and guidance so that author can finish this thesis titled “The Influence of Halal Awareness, Brand Image, and Halal Certification Toward Consumer Purchase Intention with Prestige as Moderating Variable (Case Study of Marugame Udon)”. This thesis is one of the requirements to obtain a bachelor degree in Management, Faculty of Economic and Business, Universitas Tanjungpura, Pontianak.

In the process of this thesis preparation, author realize that there are lots of prayers, guidance, help, support, encouragement, and advice given. Henceforward, author would like to humbly express gratitude toward:

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13. All of parties who have helped the preparation of this thesis, but could not be mentioned one by one.

Thus the preparation of this thesis as well as possible. Author hope this thesis will be beneficial for parties in this research, or other parties to serve as reference for further research in the future. In aim for better revision, author humbly expects constructive suggestions and criticism.

Pontianak, 14 Januari 2023

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**The Influence of Halal Awareness, Brand Image, and Halal Certification
Toward Consumer Purchase Intention with Prestige as Moderating Variable
(Case Study of Marugame Udon)**

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ABSTRACT

This research aims to examine the influence of halal awareness, brand image, and halal certification toward purchase intention, with prestige as moderating variable. The type of research being used is quantitative-associative research type with sample of respondents collected using Purposive Sampling technique which utilized questionnaires with 5-point Likert scale. Questionnaires are given to respondents according to predetermined criteria. The target population framework of this research are consumers who has made more than two times of purchase in Marugame Udon, with 129 sample of respondents involved.

Data in this research is analyzed with the IBM SPSS Statistics 25.0 software, using both Simple Regression Analysis and Moderated Regression Analysis research methods for the independent variables of halal awareness, brand image, halal certification; moderating variable of prestige; and dependent variable of purchase intention. The result of this research discovered that halal awareness and halal certification have positive and significant influence toward purchase intention of Marugame Udon consumer, while brand image is not significantly influencing purchase intention of Marugame Udon consumer. Furthermore, the variable of prestige is negatively significant to moderate the influence of brand image toward purchase intention of Marugame Udon consumer.

Keywords: Halal Awareness, Brand Image, Halal Certification, Prestige, Purchase Intention, and Marugame Udon.

**Pengaruh Kesadaran Halal, Citra Merek, dan Sertifikasi Halal Terhadap Minat
Beli Konsumen Dengan Prestise Sebagai Variabel Moderasi
(Studi Kasus Pada Marugame Udon)**

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kesadaran halal, citra merek, dan sertifikasi halal terhadap minat beli konsumen dengan prestise sebagai variabel moderasi. Penelitian ini dilaksanakan melalui pendekatan kuantitatif-asosiatif, dengan sampel dikumpulkan dengan metode *Purposive Sampling* melalui kuesioner yang mengacu pada skala Likert 5 poin. Kuesioner dibagikan kepada responden yang memenuhi kriteria penelitian. Survei dilaksanakan dengan target populasi berupa konsumen yang sudah melakukan pembelian lebih dari dua kali di Marugame Udon, dengan total responden penelitian sebanyak 129 orang.

Analisis data pada penelitian ini dilakukan melalui *software* IBM SPSS Statistics 25.0, dengan metode Analisis Regresi Sederhana dan Analisis Regresi Moderasi yang melibatkan variabel bebas berupa kesadaran halal, citra merek, dan sertifikasi halal; variabel moderasi berupa prestise; dan variabel terikat berupa minat beli. Hasil dalam penelitian ini menunjukkan bahwa kesadaran halal dan sertifikasi halal memiliki pengaruh yang positif dan signifikan terhadap minat beli konsumen Marugame Udon, namun citra merek memiliki pengaruh yang tidak signifikan terhadap minat beli Marugame Udon. Selain itu, variabel prestise mampu memoderasi pengaruh citra merek terhadap minat beli konsumen Marugame Udon, secara signifikan dan negatif.

Kata kunci: Kesadaran Halal, Citra Merek, Sertifikasi Halal, Prestise, Minat Beli, Marugame Udon

SUMMARY

The Influence of Halal Awareness, Brand Image, and Halal Certification Toward Consumer Purchase Intention with Prestige as Moderating Variable (Case Study of Marugame Udon)

1. Background

In recent years, Indonesian government and consumers are paying high attention toward halal food products. Indonesian's awareness toward halal food consumption is getting higher than before. Halal food market is one of the largest consumer markets in the world (Reuters, n.d.). The development of halal food industry in recent years is in rapid, and very high, which can be seen from how Halal food is highly demanded by Muslim consumers. Halal is now the lifestyle of Muslim consumers in the world (Mutmainah, 2018). It is no longer a surprise if Halal food ended up to be one of the most booming trends in the food and beverage industry recently. (Yunus et al., 2013) opined that halal consciousness of a Muslim has a significant influence to consumer purchase intention (Waskito, 2015). (Mutmainah, 2018) stated that when consumer has halal awareness, then the purchase intention tends to be high and consistent to the halal product only.

According to the study conducted by (YouGov, 2019), which involved around more than 25,000 people in 24 countries and choosing among the 34 national cuisines from across the world, Japanese cuisine turned out as the third most popular cuisine in the world, based on the respondents' answer. In fact, Japanese food is very popular and favorable but most of the ingredients used are classified non-halal. Halal Japanese food restaurants may have the opportunity to reach larger market, by approaching both the halal, and the non-halal market.

Other than halal related issues, positive brand image is believed to increase customer interest toward a brand, help them to determine which brand to trust and purchase product from, based on their image. (Schiffman & Kanuk, 2010) also stated that when consumers do not have adequate experience with a product, they are more likely to choose brands based on the brand image, and put their trust on brands they favor, or the well-known brands. Henceforward, in order to improve their image in society, consumer put considerations to branding or foreign products as a symbol of prestige, while also following trends and the latest lifestyle (Zhou et al., 2008).

Currently, it is quite challenging to find a fully halal Japanese food restaurant in Japan itself. The Japanese food restaurant in Indonesia, especially those which located in Jakarta, West Java, and Banten provinces are growing rapidly in line with the existence of halal assurance regulations conducted by Indonesian government, under the law of UU No.33 Tahun 2014, and the government regulations of PP

No.31 Tahun 2019 which provide guaranteed halal certainty for products and services (Haque and Hindrati, 2020). Particularly in Pontianak city, Marugame Udon, Pepper Lunch, and Kimukatsu, are the only restaurants, among all of the Japanese food restaurants located in Pontianak, to be officially halal certified by LPPOM-MUI. This research seeks to analyze the influence of halal awareness, brand image, and halal certification toward consumer purchase intention at Marugame Udon, with prestige as the moderating variable.

2. Research Problem

Based on the background, research problems are formulated as follow:

- (i) Does halal awareness have influence toward consumer purchase intention at Marugame Udon?
- (ii) Does brand image have influence toward consumer purchase intention at Marugame Udon?
- (iii) Does halal certification have influence toward consumer purchase intention at Marugame Udon?
- (iv) Does prestige have moderating the influence of brand image toward consumer purchase intention at Marugame Udon?

3. Research Objective

The objectives of this research is to examine whether the presence of halal awareness, brand image, and halal certification, are able to influence consumer purchase intention at Marugame Udon, with the moderating of prestige. Research objectives are formulated as follow:

- (i) To analyze the influence of halal awareness toward consumer purchase intention at Marugame Udon.
- (ii) To analyze the influence of brand image toward consumer purchase intention at Marugame Udon.
- (iii) To analyze the influence of halal certification toward consumer purchase intention at Marugame Udon.
- (iv) To analyze the moderating influence of prestige to brand image influence toward consumer purchase intention at Marugame Udon.

4. Research Methodology

This research type is quantitative-associative research. Sample of respondents involved in this research are 129 respondents, collected using Purposive Sampling Technique. The type of data used in this research is primary data which is collected by researcher from first-hand sources, using Survey method, utilizing questionnaire with 5-point Likert scale. In order to collect data, questionnaires are distributed to respondents under predetermined criteria. Data in this research is analyzed with the IBM SPSS Statistics 25.0 software, using both Simple Regression Analysis and Moderated Regression Analysis research methods for the independent

variables of halal awareness, brand image, halal certification; moderating variable of prestige; and dependent variable of purchase intention.

5. Research Result

- (i) Based on the result of Hypotheses 1 tests, it is resulted that Halal Awareness (X1) variable has positive and significant influence toward Purchase Intention (Y) of Marugame Udon consumer. From the simple regression analysis result, it is discovered that the coefficient of beta value is 0.792, with the significance value of $0.00 < 0.05$.
- (ii) Based on the result of Hypotheses 2 tests, it is resulted that Brand Image (X2) variable has positive but not significant influence toward Purchase Intention (Y) of Marugame Udon consumer. From the simple regression analysis result, it is discovered that the coefficient of beta value is 0.147, with the significance value of $0.096 > 0.05$.
- (iii) Based on the result of Hypotheses 3 tests, it is resulted that Halal Certification (X3) variable has positive and significant influence toward Purchase Intention (Y) of Marugame Udon consumer. From the simple regression analysis result, it is discovered that the coefficient of beta value is 0.902, with the significance value of $0.00 < 0.05$.
- (iv) Based on the result of Hypotheses 4 tests, it is resulted that Prestige (Z) is significantly and negatively moderating the influence of Brand Image (X2) toward Purchase Intention (Y) of Marugame Udon consumer. From the moderated regression analysis result, it is discovered that the coefficient of beta value is -2.587, with the significance value of $0.004 < 0.05$.

6. Conclusion and Suggestion

Conclusions drawn from this research are:

- (i) Based on the result of Hypotheses 1 tests, H_a is accepted and H_0 is rejected, which means that Halal Awareness (X1) variable has positive and significant influence toward Purchase Intention (Y) of Marugame Udon consumer.
- (ii) Based on the result of Hypotheses 2 tests, H_0 is accepted and H_a is rejected which means that Brand Image (X2) variable has positive but not significant influence toward Purchase Intention (Y) of Marugame Udon consumer.
- (iii) Based on the result of Hypotheses 3 tests, H_a is accepted and H_0 is rejected, which means that Halal Certification (X3) variable has positive and significant influence toward Purchase Intention (Y) of Marugame Udon consumer.
- (iv) Based on the result of Hypotheses 4 tests, H_a is accepted and H_0 is rejected, which means that Prestige (Z) is significantly and negatively moderating the influence of Brand Image (X2) toward Purchase Intention (Y) of Marugame Udon consumer.

Suggestions formulated from this research:

Based on the result of analysis, for company, Marugame Udon should maintain its consistency of serving halal food product, including halal food ingredients, halal food processing, and place cleanliness. Marugame Udon also should increase consumer level of halal awareness toward food product, by providing adequate and interesting information, particularly on halal certification. Marugame Udon should maintain its brand image, for example by building better public relationship with its consumers, so Marugame Udon may grow positive brand image in consumer mind. Furthermore, Marugame Udon should inform consumers about their high-quality products and the benefits so consumers understand better that the quality of Marugame Udon products are worth the value of money.

For future research, future research was expected to add another variable, outside from the variables being researched in this research, such as price, product quality, or culture influence toward purchase intention. Future research may also shift the focus of research toward respondents whose income is higher or lower to see their perspectives toward purchase intention of Marugame Udon. Lastly, it is better for future research to increase the sample of respondent amount so that the result can be generalized more accurately.

LEMBAR RINGKASAN SKRIPSI

Pengaruh Kesadaran Halal, Citra Merek, dan Sertifikasi Halal Terhadap Minat Beli Konsumen Dengan Prestise Sebagai Variabel Moderasi (Studi Kasus Pada Marugame Udon)

1. Latar Belakang

Dalam beberapa tahun terakhir, pemerintah dan konsumen Indonesia sangat memperhatikan produk makanan halal. Kesadaran halal konsumen Indonesia terhadap konsumsi produk makanan halal meningkat jauh dibandingkan dengan waktu sebelumnya. Pasar makanan halal adalah salah satu pasar konsumen yang terbesar di dunia (Reuters, n.d.). Perkembangan industri makanan halal yang terjadi secara cepat dalam beberapa tahun terakhir, terlihat dengan jelas melalui tingginya permintaan konsumen muslim terhadap makanan halal. Halal adalah gaya hidup baru para konsumen Muslim di seluruh dunia (Mutmainah, 2018). Bukanlah hal yang mengejutkan jika makanan halal akhirnya menjadi salah satu tren teratas di industri makanan dan minuman belakangan ini. (Yunus et al., 2013) dalam (Waskito, 2015), berpendapat bahwa kesadaran halal seorang muslim berpengaruh signifikan terhadap minat beli konsumen. Menurut (Mutmainah, 2018), ketika konsumen memiliki kesadaran halal, maka minat beli cenderung lebih tinggi dan konsisten hanya terhadap produk halal.

Menurut studi yang diselenggarakan oleh (YouGov, 2019), yang melibatkan 25.000 responden dari 24 negara dengan tujuan memilih satu di antara 34 makanan nasional dari seluruh dunia, membuktikan bahwa makanan Jepang adalah makanan terpopuler ketiga di seluruh dunia. Faktanya, makanan Jepang sangat populer dan digemari namun bahan-bahan yang digunakan biasanya adalah bahan makanan non-halal. Restoran makanan Jepang halal berkesempatan untuk merambah pasar yang lebih luas, menguasai pasar halal dan pasar non-halal. Selain isu mengenai halal, citra merek yang positif dipercaya dapat meningkatkan ketertarikan konsumen terhadap sebuah merek, dan membantu mereka untuk menentukan merek untuk dipercayai, dan dibeli, berdasarkan pada citra yang ditampilkan. (Schiffman & Kanuk, 2010) juga berpendapat bahwa ketika konsumen tidak memiliki pengalaman yang cukup mengenai sebuah produk, mereka akan cenderung memilih merek berdasarkan pada citra merek, dan mempercayai merek yang mereka sukai, atau merek yang terkenal. Terlebih lagi, demi meningkatkan citra mereka di masyarakat, konsumen lebih mempertimbangkan merek, atau produk buatan luar negeri sebagai lambang prestise, serta mengikuti tren dan gaya hidup yang sedang naik daun (Zhou et al., 2008).

Saat ini sangat sulit bagi konsumen untuk menemukan restoran makanan Jepang yang halal sepenuhnya di Jepang. Di Indonesia, restoran makanan Jepang

terutama yang terletak di provinsi Jakarta, Jawa Barat, dan Banten, berkembang sangat pesat, sejalan dengan adanya peraturan yang menjamin kehalalan produk dan jasa, seperti diatur oleh pemerintah dalam UU No.33 Tahun 2014, dan PP No.31 Tahun 2019 (Haque and Hindrati, 2020). Khususnya di kota Pontianak, hanya Marugame Udon, Pepper Lunch, dan Kimukatsu restoran makanan Jepang yang telah resmi tersertifikasi halal oleh LPPOM-MUI. Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran halal, citra merek, dan sertifikasi halal terhadap minat beli konsumen pada Marugame Udon, dengan prestise sebagai variabel moderasi.

2. Masalah Penelitian

Berdasarkan latar belakang penelitian, masalah penelitian dirumuskan sebagai berikut:

- (i) Apakah kesadaran halal memiliki pengaruh terhadap minat beli konsumen di Marugame Udon?
- (ii) Apakah citra merek memiliki pengaruh terhadap minat beli konsumen di Marugame Udon?
- (iii) Apakah sertifikasi halal memiliki pengaruh terhadap minat beli konsumen di Marugame Udon?
- (iv) Apakah prestise memiliki pengaruh moderasi pada hubungan citra merek terhadap minat beli konsumen di Marugame Udon?

3. Tujuan Penelitian

Tujuan penelitian ini adalah untuk meneliti apakah kehadiran kesadaran halal, citra merek, dan sertifikasi halal dapat mempengaruhi minat beli konsumen di Marugame Udon dengan moderasi prestise. Tujuan penelitian dirumuskan sebagai berikut:

- (i) Untuk meneliti pengaruh kesadaran halal terhadap minat beli konsumen di Marugame Udon.
- (ii) Untuk meneliti pengaruh citra terhadap minat beli konsumen di Marugame Udon.
- (iii) Untuk meneliti pengaruh sertifikasi halal terhadap minat beli konsumen di Marugame Udon.
- (iv) Untuk meneliti pengaruh moderasi prestise pada hubungan citra merek terhadap minat beli konsumen di Marugame Udon.

4. Metodologi Penelitian

Penelitian ini menggunakan pendekatan kuantitatif-asosiatif. Sampel responden yang terlibat dalam penelitian ini adalah 129 responden yang dikumpulkan melalui metode *Purposive Sampling*. Jenis data yang digunakan adalah data primer yang dikumpulkan langsung melalui metode survei dengan kuesioner 5 poin skala Likert. Dengan tujuan mengumpulkan data, kuesioner disebarkan kepada responden yang dianggap memenuhi kriteria yang sudah

ditetapkan. Data dalam penelitian dianalisis dengan *software IBM SPSS Statistics 25.0*, dan metode Analisis Regresi Sederhana serta metode Analisis Regresi Moderasi guna mengolah variabel independen yang terdiri dari kesadaran halal, citra merek, sertifikasi halal; variabel moderasi prestise; dan minat beli sebagai variabel dependen.

5. Hasil Penelitian

- (i) Berdasarkan hasil uji Hipotesis 1, Kesadaran Halal (X1) memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon. Melalui hasil uji Analisis Regresi Sederhana, koefisien nilai beta adalah 0,792, dengan nilai signifikansi $0.00 < 0.05$.
- (ii) Berdasarkan hasil uji Hipotesis 2, Citra Merek (X2) memiliki pengaruh positif namun tidak signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon. Melalui hasil uji Analisis Regresi Sederhana, koefisien nilai beta adalah 0,147, dengan nilai signifikansi $0.096 > 0.05$.
- (iii) Berdasarkan hasil uji Hipotesis 3, Sertifikasi Halal (X3) memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon. Melalui hasil uji Analisis Regresi Sederhana, koefisien nilai beta adalah 0,902, dengan nilai signifikansi $0.00 < 0.05$.
- (iv) Berdasarkan hasil uji Hipotesis 4, Prestise (Z) memiliki pengaruh yang signifikan namun negative dalam memoderasi pengaruh Citra Merek (X2) terhadap Minat Beli (Y) pada konsumen Marugame Udon. Melalui hasil uji Analisis Regresi Moderasi, koefisien nilai beta adalah -2,587, dengan nilai signifikansi $0.00 < 0.05$.

6. Kesimpulan dan Saran

Berikut kesimpulan yang diformulasikan dari penelitian ini:

- (i) Berdasarkan hasil uji Hipotesis 1, H_a diterima dan H_0 ditolak, yang berarti bahwa Kesadaran Halal (X1) memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon.
- (ii) Berdasarkan hasil uji Hipotesis 2, H_0 diterima dan H_a ditolak, yang berarti bahwa Citra Merek (X2) memiliki pengaruh positif namun tidak signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon.
- (iii) Berdasarkan hasil uji Hipotesis 3, H_a diterima dan H_0 ditolak, yang berarti bahwa Sertifikasi Halal (X3) memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y) pada konsumen Marugame Udon.
- (iv) Berdasarkan hasil uji Hipotesis 4, H_a diterima dan H_0 ditolak, yang berarti bahwa Prestise (Z) memiliki pengaruh yang signifikan namun negatif dalam memoderasi pengaruh Citra Merek (X2) terhadap Minat Beli (Y) pada konsumen Marugame Udon.

Berikut saran yang diformulasikan dari penelitian ini:

Berdasarkan hasil analisis, bagi perusahaan, Marugame Udon sebaiknya tetap mempertahankan konsistensi perusahaan dalam menyajikan produk makanan halal, termasuk dengan menggunakan bahan makanan halal, tahap memasak halal, dan kebersihan tempat. Marugame Udon sebaiknya lebih meningkatkan tingkat kesadaran halal konsumen terhadap produk makanan, dengan memberikan informasi yang memadai dan menarik, khususnya tentang sertifikasi halal. Marugame Udon harus menjaga citra mereknya, misalnya dengan membangun hubungan publik yang lebih baik dengan konsumen, sehingga Marugame Udon dapat menumbuhkan citra merek yang positif di benak konsumen. Selain itu, Marugame Udon harus menginformasikan produknya yang berkualitas tinggi dan manfaat produknya sehingga konsumen dapat lebih memahami bahwa kualitas produk Marugame Udon sepadan dengan harganya.

Bagi penelitian selanjutnya, diharapkan dapat menambahkan variabel lain, di luar dari variabel yang sudah diteliti di dalam penelitian ini, seperti variabel harga, kualitas produk, atau pengaruh budaya terhadap minat beli. Penelitian selanjutnya juga dapat beralih fokus untuk meneliti responden dengan pendapatan bulanan yang lebih tinggi atau lebih rendah, sehingga dapat ditemukan perspektif baru mengenai minat beli pada Marugame Udon. Terakhir, sebaiknya penelitian selanjutnya memperbanyak jumlah sampel responden agar hasil penelitian dapat digeneralisasikan dengan lebih akurat.

TABLE OF CONTENT

PERNYATAAN BEBAS DARI PLAGIAT	i
PERTANGGUNGJAWABAN SKRIPSI	ii
LEMBAR YURIDIS	iii
PREFACE	iv
ABSTRACT	vi
SUMMARY	viii
TABLE OF CONTENT	xvi
LIST OF TABLE	xx
LIST OF FIGURE	xxii
LIST OF APPENDIX	xxiii
CHAPTER I	1
1.1. Background	1
1.2. Formulation of The Problem	8
1.2.1. Problem Statement	8
1.2.2. Research Question	9
1.3. Research Objective	9
1.4. Research Contribution	10
1.4.1. Theoretical Contribution	10
1.4.2. Practical Contribution	10
1.5. Research Contextual Overview	10
CHAPTER II	12
2.1. Theoretical Framework	12
2.1.1. Halal Awareness	12
2.1.2. Brand Image	17
2.1.3. Halal Certification	20
2.1.4. Purchase Intention	25
2.1.5. Prestige Value	29

2.1.6. Japanese Food	34
2.1.7. Marugame Udon Company Description	41
2.2. Previous Research	43
2.3. Conceptual Framework and Research Hypotheses	57
2.3.1. Conceptual Framework	57
2.3.1.1. Halal Awareness and Purchase Intention.....	57
2.3.1.2. Brand Image and Purchase Intention	57
2.3.1.3. Halal Certification and Purchase Intention	58
2.3.1.4. Prestige Moderation to Brand Image and Purchase Intention	59
2.3.2. Research Hypotheses.....	61
CHAPTER III	62
3.1. Type of Research.....	62
3.2. Place and Time of Research	62
3.3. Data	62
3.3.1. Source of Data	62
3.3.2. Data Collection	63
3.4. Population and Sample.....	64
3.4.1. Population	64
3.4.2. Sample	64
3.5. Research Variable	66
3.6. Research Method.....	76
3.6.1. Test Research Instruments	76
3.6.1.1. Validity Test	76
3.6.1.2. Reliability Test.....	77
3.6.2. Descriptive Statistic	79
3.6.3. Classical Assumption Test.....	81
3.6.3.1. Normality Test.....	81
3.6.3.2. Multicollinearity Test	81
3.6.3.3. Heteroscedasticity Test.....	82

3.6.3.4. Linearity Test	82
3.6.4. Simple Regression Analysis	83
3.6.5. Moderated Regression Analysis	83
3.6.6. Hypothesis Test	85
3.6.6.1. Determination Coefficient Test (R^2).....	85
3.6.6.2. T Test (Partial Test).....	86
3.6.6.3. F Test (Goodness of Fit Test).....	87
CHAPTER IV	88
4.1. Result.....	88
4.1.1. Respondents Characteristics.....	88
4.1.2. Test Research Instruments	92
4.1.2.1. Validity Test	92
4.1.2.2. Reliability Test	94
4.1.3. Respondents' Responses to Research Variable	96
4.1.3.1. Respondents' Responses to Halal Awareness	96
4.1.3.2. Respondents' Responses to Brand Image.....	98
4.1.3.3. Respondents' Responses to Halal Certification.....	100
4.1.3.4. Respondents' Responses to Purchase Intention.....	101
4.1.3.5. Respondents' Responses to Prestige.....	102
4.1.4. Classical Assumption Test	103
4.1.4.1. Normality Test.....	103
4.1.4.2. Multicollinearity Test	104
4.1.4.3. Heteroscedasticity Test.....	106
4.1.4.4. Linearity Test	107
4.1.5. Simple Regression Analysis.....	108
4.1.5.1. Simple Regression Analysis of Halal Awareness Influence Toward Purchase Intention	108
4.1.5.2. Simple Regression Analysis of Brand Image Influence Toward Purchase Intention.....	109
4.1.5.3. Simple Regression Analysis of Halal Certification Influence Toward Purchase Intention.....	109

4.1.6. Moderated Regression Analysis.....	111
4.1.6.1. Moderated Regression Analysis of Brand Image Influence Toward Purchase Intention with Moderation of Prestige	111
4.1.7. Hypotheses Test	112
4.1.7.1. Determination Coefficient Test (R^2).....	112
4.1.7.2. F Test	114
4.1.7.3. T Test.....	115
4.1.7.3.1. T Test of Halal Awareness Influence Toward Purchase Intention	116
4.1.7.3.2. T Test of Brand Image Influence Toward Purchase Intention.....	117
4.1.7.3.3. T Test of Halal Certification Influence Toward Purchase Intention	118
4.1.7.3.4. T Test of Brand Image Influence Toward Purchase Intention with Moderation of Prestige.....	119
4.2. Discussion	120
4.2.1. Halal Awareness Has Significant Influence Toward Purchase Intention at Marugame Udon.....	120
4.2.2. Brand Image Does Not Have Significant Influence Toward Purchase Intention at Marugame Udon.....	120
4.2.3. Halal Certification Has Significant Influence Toward Purchase Intention at Marugame Udon.....	121
4.2.4. Prestige Has Significant Moderation in Brand Image Influence Toward Purchase Intention at Marugame Udon	122
CHAPTER V.....	124
5.1. Conclusion.....	124
5.2. Suggestion	125
5.3. Research Implication.....	126
5.4. Research Limitation	126
REFERENCES.....	128
APPENDIX.....	137

LIST OF TABLE

Table 1.1. Halal Foods Market Value Worldwide	2
Table 2.1. The Top Ten World's Most Popular Cuisines	37
Table 2.2. Previous Research	43
Table 3.1. Research Variable	66
Table 3.2. Indicator Level with Likert Scale	79
Table 3.3. Determination of Source Category Based on Respondent's Answer Category	80
Table 3.4. Interpretation of Determination Coefficient (R^2)	85
Table 4.1. Respondents Characteristics	88
Table 4.2. Result of Validity Test	92
Table 4.3. Result of Reliability Test	94
Table 4.4. Respondents' Responses to Halal Awareness	96
Table 4.5. Respondents' Responses to Brand Image	98
Table 4.6. Respondents' Responses to Halal Certification	100
Table 4.7. Respondents' Responses to Purchase Intention	101
Table 4.8. Respondents' Responses to Prestige	102
Table 4.9. Result of Normality Test	104
Table 4.10. Result of Multicollinearity Test	105
Table 4.11. Result of Heteroscedasticity Test	106
Table 4.12. Result of Linearity Test	107
Table 4.13. Simple Regression Analysis of Halal Awareness Influence Toward Purchase Intention	108
Table 4.14. Simple Regression Analysis of Brand Image Influence Toward Purchase Intention	109
Table 4.15. Simple Regression Analysis of Halal Certification Influence Toward Purchase Intention	110

Table 4.16. Moderated Regression Analysis of Brand Image Influence Toward Purchase Intention with Moderation of Prestige	112
Table 4.17. Result of R^2 Tests	113
Table 4.18. Result of F Test	115
Table 4.19. Result of T Test of Halal Awareness Influence Toward Purchase Intention	116
Table 4.20. Result of T Test of Brand Image Influence Toward Purchase Intention	117
Table 4.21. Result of T Test of Halal Certification Influence Toward Purchase Intention	118
Table 4.22. Result of T Test of Brand Image Influence Toward Purchase Intention with Moderation of Prestige	119

LIST OF FIGURE

Figure 2.1. Research Conceptual Framework	60
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LIST OF APPENDIX

Appendix 1 : Research Questionnaire	137
Appendix 2 : Respondents Identity	151
Appendix 3 : Questionnaire Result	155
Appendix 4 : Validity Test	161
Appendix 5 : Reliability Test	165

CHAPTER I PRELIMINARY

1.1. Background

In order to maintain the continuous of our lives as human being, we need to consume food. Food is an essential part of our lives. Food is any substance consumed to provide nutritional support for an organism. According to (Heide & Olsen, 2018)(Nurcahyo & Hudrasyah, 2017)(Shaari & Arifin, 2009)(LPPOM MUI, n.d.)(Haque & Hindrati, 2020)(Basaran & Sunnetcioglu, 2021)(*Taste of Japan*, n.d.)(Prasetyono, 2009), healthy food consisted of the combination of various types of balanced food, so all nutrition needed are fulfilled and can be felt physically and mentally by our body. The food industry is the basic and important to every nation (Sadiku et al., 2019).

Food market is continuously changing and developing time by time. On its development journey, there will always be the latest innovations to be adopted. In order to keep in track with the development, manufacturers and business have to push themselves to keep innovating accordingly to the trend. There are several latest trends on food industry such as healthy and sustainable food trend, functional food trend, less waste food trend, and the halal food trend.

One of the most successfully growing trends in the food industry is the Halal food trend. Halal food trend is recently in high demand. Halal food trend nowadays is not only referring to foods that are prepared accordingly to the Islamic law and Islamic principle, but also to the hygienic and quality guaranteed foods. Not only be demanded by the Muslim consumer, but Halal food is also preferred by consumers in general, regardless of their beliefs.

Halal food market is one of the largest consumer markets in the world as reported by the State of The Global Islamic Economy Report (Reuters, n.d., 2014). According to the data gathered from Statista, global halal food market value keeps increasing year by year. The global halal food market reached a value of approximately US \$2.1 trillion in 2021, and US \$2.4 trillion in 2022. This number

presented how huge are the opportunities for business to jump into the halal food industry. Take a look on this huge number, it is no longer a surprise if Halal food ended up to be one of the most booming trends in the food and beverage industry recently.

Table 1.1.
Halal Foods Market Value Worldwide

Year	Market Value (in trillion U.S. dollars)
2022	2.4
2021	2.1
2020	1.9
2019	1.7
2018	1.6

Source: (Market Value of Halal Foods Worldwide from 2017 to 2023, n.d.)

Japanese cuisine usually ranked as the top ten of best cuisine in the world. According to the study conducted by (YouGov, 2019), which involved around more than 25,000 people in 24 countries and choosing among the 34 national cuisines from across the world, Japanese cuisine turned out as the third most popular cuisine in the world, based on the respondents' answers (Look at Table 2.1. The Top Ten World's Most Popular Cuisines). Besides, Japanese cuisine usually ranked as the top ten best cuisines in the world too. These proven facts show that Japanese cuisine is very popular all over the world. Foods like Sushi, Ramen, Tempura, Sashimi, and Udon are several examples of the most popular and favorable Japanese foods worldwide.

Generally, Japanese cuisines are made based on seasonal ingredients, with dishes mostly made out of seafood, broth, and vegetables. Staple food, main dish, and side dish, are the main compositions of Japanese food. Some of the staple ingredients used in Japanese cuisines are rice, wheat noodle, Soba, and Udon. In

consuming Japanese foods, Muslim needs to be more aware, since not all of the ingredients used are halal, or slaughtered accordingly to Islamic law and principle.

Some ingredients used in Japanese foods such as miso, mirin, sake, lard, non-halal animal fat-based margarine, alcohol, and gelatin, are considered haram, referring to the Islamic law. Popular foods like sushi, usually contains sake and mirin. Furthermore, food like Japanese ramen usually contains lard, pork, and miso.

In 2013, UNESCO has determined the traditional Japanese cuisine or *Washoku*, as a part of Intangible Cultural Heritage. The traditional Japanese cuisine or *Washoku* has been recognized as the Intangible Cultural Heritage by UNESCO, along with the other cuisines from Mexico, France, Singapore, Italy, and Ukraine. The reason behind the *Washoku* of Japan, to become on the list of UNESCO's Intangible Cultural Heritage, is the cultural significance of the cuisine. Like any other Japanese cuisine in general, *Washoku* is heavily made using natural and local ingredients, while also paying high respect to the seasons.

Beside of its popularity, Japanese cuisine also considered to be a healthy, prestigious, and expensive food. Through the inclusion of *Washoku* which represents Japanese cuisine in the UNESCO Intangible Cultural Heritage List, Japan acquired the opportunity to strengthen the identity of the country. Japan's Ministry of Agriculture, Forestry, and Fisheries (MAFF) even prioritized the preservation of *Washoku* to the future generation while also trying to create new value of Japanese cuisine both domestically and abroad, based on the international world's attention to Japanese food culture (Lusiana et al., 2022).

(Šapić et al., 2018) found that consumers' higher preference toward global brands rather than local brands can be resulted by many reasons, but one of them is because of the higher perceived prestige of global brands (Kapferer, 1997). Furthermore, also discover that the branding or foreign products are considered as a symbol of prestige by consumers, while they also think that keeping up with trends and latest lifestyles will improve their image in society. Consumers consider

branding or foreign products as a symbol of prestige, following trends and the latest lifestyles to improve their image in society (Zhou et al., 2008). Prestige is even one of the major associations considered to global brands (Holt et al., 2004). By purchasing foreign products, consumer upgrade both their status and image in society (Strizhakova et al., 2008).

According to (Steenkamp et al., 2003), brand prestige affects purchasing intentions, and there is a positive correlation between prestige and purchasing intention. (Šapić et al., 2018) also discovered that prestige has a positive and statistically significant influence on the assessment of foreign food products. In order to improve their image in society, consumer put considerations to branding or foreign products as a symbol of prestige, while also following trends and the latest lifestyles (Zhou et al., 2008).

In facts, there are only small percentage of halal certified Japanese restaurants in Japan. Currently, it is quite challenging to find a fully halal Japanese restaurant in Japan. In order to survive the market competition, some halal and Muslim-friendly restaurants in Japan are still serving alcohol. Halal restaurants can usually be found only in few larger hotels, and airports, with reservation is required before visiting. Halal food have to be prepared well before visit so restaurants need approximately a few days to prepare it.

In Indonesia, we can easily find many high-level restaurants, middle level restaurants, street markets, and cafes selling Japanese food. For the Indonesian, Japanese food has growing into one outdoor culinary destination (Wicaksono, 2013; Pinilih & Shaferi, 2015) Japan External Trade Organization even stated that Indonesia is the second largest country targeted in the ASEAN territory, for Japanese food development. Indonesia become the second largest country target, after Thailand at the first place.

As a country with the largest Muslim populations in the world, Indonesia held up to nearly 13% of the world's total Muslim populations. According to data gathered by United Nations, as cited in (*World Population Review 2022*, n.d.), it

is estimated that 87.2% of Indonesian populations are Muslim, which means approximately 240 million Indonesians are Muslims, from the total Indonesian population that is estimated in approximately of 275,578,939 people. Beside its largest Muslim population, Indonesia also ranked as the 10th largest economy country in the world, related to the purchasing power parity.

In recent years, Indonesian government and consumers are paying high attention toward halal food products. Indonesian's awareness toward halal food consumption is getting higher than before. Halal Japanese food restaurants may have the opportunity to reach larger market, by approaching both the halal, and the non-halal market. (Yunus et al., 2014) opined that halal consciousness of a Muslim has a significant influence to consumer purchase intention (Waskito, 2015). (Mutmainah, 2018) stated that when consumer has halal awareness, then the purchase intention tends to be high and consistent to the halal product only. As a result, business and company will feel required to gain halal certification.

The development of halal food industry in recent years is in rapid, and very high, which can be seen from how Halal food is highly demanded by Muslim consumers. Halal is now the lifestyle of Muslim consumers in the world (Mutmainah, 2018). Furthermore, lots of previous study in recent years were also carrying out the topic of halal food. But still lack of studies that linked how halal related factors influenced consumer purchase intention in the case of Halal Japanese food. In fact, Japanese food is very popular and favorable but most of the ingredients used are classified non-halal.

All the restaurants, street markets, and cafes, are varied from the ones selling non-halal Japanese food, and the ones selling halal style Japanese food which is already certified under MUI halal certification. Japanese restaurants in Jakarta, West Java, and Banten provinces are growing rapidly in line with the existence of halal assurance regulations conducted by Indonesian government, under the law of UU No.33 Tahun 2014, and the government regulations of PP No.31 Tahun 2019 which provide guaranteed halal certainty for products and

services (Haque & Hindrati, 2020). Previous research by (Shaari & Arifin, 2009) also mentioned that halal certification is a factor that significantly influencing consumer purchase intention toward halal products.

In Pontianak city, there are several Japanese food restaurants ranging from selling sushi, ramen, bento, Japanese rice bowl set, to shabu-shabu. According to data gathered from LPPOM-MUI, Marugame Udon, Pepper Lunch, and Kimukatsu, are the only restaurants, among all of the Japanese food restaurants located in Pontianak, to be officially halal certified by LPPOM-MUI. Marugame Udon, Pepper Lunch, and Kimukatsu have made up to 15.4% per 2022, from the total Japanese restaurants located in Pontianak City, which are halal certified.

Besides, other Japanese food restaurants located in Pontianak city have claimed themselves serving halal Japanese foods, while haven't acquired the official halal certification from LPPOM-MUI. Ichiban Sushi and Kitamura are two of the examples. Otherwise, several local restaurants serving Japanese food such as Sari Bento, Akira Donburi, and Sora, do not claim themselves as a halal Japanese food restaurant, neither they acquire the official halal certification established by LPPOM-MUI. Most of the local Japanese food restaurants are highly favorable by consumers, even they haven't acquired halal certification from LPPOM-MUI. The local restaurants are not only favored by non-Muslim, but also by the Muslims customers.

Other than halal certification, positive brand image is believed to increase customer interest toward a brand, help them to determine which brand to trust and purchase product from, based on their image. (Schiffman & Kanuk, 2010) also stated that when consumers do not have adequate experience with a product, they are more likely to choose brands based on the brand image, and put their trust on brands they favor, or the well-known brands. Referring to previous research (Septianti et al., 2022) and (Muslimah et al., 2018), brand image was proven has prominent influence toward purchase intentions.

Based on the problem background written above, author get interested to conduct a research titled **“The Influence of Halal Awareness, Brand Image, and Halal Certification Toward Consumer Purchase Intention with Prestige as Moderating Variable (Case Study of Marugame Udon)”**. This research will analyze the influence of halal awareness, brand image, and halal certification toward consumer purchase intention at Marugame Udon, with prestige as the moderating variable.

1.2. Formulation of The Problem

As the third most popular cuisine in the world (YouGov, 2019), and one among several national cuisines to be listed in UNESCO's Intangible Cultural Heritage list, Japanese cuisine is a highly popular cuisine in the world. Beside of its popularity, Japanese cuisine also considered to be a healthy, prestigious, and expensive food. Through the inclusion of *Washoku* which represents Japanese cuisine in the UNESCO Intangible Cultural Heritage List, Japan acquired the opportunity to strengthen the identity of the country. A research by (Steenkamp et al., 2003) also discovered that brand prestige affects purchasing intentions, and there is a positive correlation between prestige and purchasing intention.

Consumers awareness toward halal food consumption in the world especially in Indonesia, is increasing rapidly in recent years. Religiosity aspect such as halal related attributes involved in Japanese restaurants, is proven to be significantly influence consumers' decision to purchase food in Japanese restaurants (Haque & Hindrati, 2020). (Mutmainah, 2018) also found in her study that purchase intention increased and getting consistent to the halal product only, in the case where the consumer has halal awareness. As a result, business and company will feel required to gain halal certification. This halal awareness had finally led to the importance of brand image, and halal certification for business to acquire in Indonesia. This research seeks to find out how halal awareness, brand image, and halal certification influence consumer purchase intention through the moderating variable of prestige, at Marugame Udon.

1.2.1. Problem Statement

Problem statement constructed for this research are how halal awareness, brand image, and halal certification influence consumer purchase intention at Marugame Udon, and how the variable of prestige moderating brand image influence toward consumer purchase intention at Marugame Udon.

1.2.2. Research Question

Based on the background, several research questions are formulated as follow:

1. Does halal awareness have influence toward consumer purchase intention at Marugame Udon?
2. Does brand image have influence toward consumer purchase intention at Marugame Udon?
3. Does halal certification have influence toward consumer purchase intention at Marugame Udon?
4. Does prestige have moderating the influence of brand image toward consumer purchase intention at Marugame Udon?

1.3. Research Objective

In general, the objectives of this research is to examine whether the presence of halal awareness, brand image, and halal certification, are able to influence consumer purchase intention at Marugame Udon, with the moderating of prestige. Furthermore, several specific research objectives are formulated as follow:

1. To analyze the influence of halal awareness toward consumer purchase intention at Marugame Udon.
2. To analyze the influence of brand image toward consumer purchase intention at Marugame Udon.
3. To analyze the influence of halal certification toward consumer purchase intention at Marugame Udon.
4. To analyze the moderating influence of prestige to brand image influence toward consumer purchase intention at Marugame Udon.

1.4. Research Contribution

1.4.1. Theoretical Contribution

The result of this research are expected to give contribution as additional literature review for the development to the researcher particularly about halal awareness, brand image, halal certification, purchase intentions, and prestige variables in marketing study field.

1.4.2. Practical Contribution

This research is expected to serve as input material, source of information, or as evaluation for business to understand how consumer determine their intention to purchase halal products. Author also expect this research to be useful as a reference or material for relevant further researches in the field of marketing science.

1.5. Research Contextual Overview

Japanese food restaurants located in Pontianak are very varied, but still dominated by the restaurants that is not officially halal certified by LPPOM-MUI. According to data gathered from LPPOM-MUI, Marugame Udon, Pepper Lunch, and Kimukatsu are the only restaurant, among all of the Japanese food restaurants located in Pontianak, to be officially halal certified by LPPOM-MUI. This condition, makes the finding of the fully halal restaurant, even harder for consumer. Since, some halal Japanese food restaurants are still containing even small amount of non-halal ingredients such as mirin in their rice, or using miso paste in their soup ingredients.

This research focus to study about the relationship of halal awareness, brand image, and halal certification influence toward consumer purchase intention through the moderating variable of prestige in the study case of Marugame Udon. Marugame Udon run its restaurants by serving authentic Japanese handmade Udon noodles, and tempura on its theater kitchen.

The restaurant's authentic Udon recipe was originated since centuries ago in Kagawa Prefecture, Japan. Marugame Udon's theater kitchen or called as the exhibition-style kitchen, is the open style kitchen which provides customer the performance of food preparation which is very entertaining. Each restaurant outlet is equipped with Udon noodle-making machine meant to provide freshly kneaded and cooked Udon to customers every day, using domestic flour. Marugame Udon to be the largest and most notable Udon restaurant chain in the world, as a result of its commitment to maintain the best quality of foods, and the implementation of open style kitchen system.

In Indonesia, Marugame Udon first entered the market in February, 2013 taken place in Jakarta. PT. Sriboga Marugame Indonesia, the subsidiary company of PT. Sriboga Ratu Raya, is the company who bought the Japanese fast food restaurant's license, and brought the restaurant all the way from Japan to Indonesia. Marugame Udon was officially certified as a halal product by LPPOM MUI in October, 2015 (*Marugame Udon*, n.d.).