THE INFLUENCE OF THE AVAILABILITY OF NON-HALAL RESTAURANTS AROUND CAMPUS ON STUDENTS' DECISIONS IN CHOOSING HALAL FOOD (CASE STUDY AT THE BEKASI STIAMI INSTITUTE)

PENGARUH KETERSEDIAAN RESTORAN NON HALAL DI SEKITAR KAMPUS TERHADAP KEPUTUSAN SISWA MEMILIH MAKANAN HALAL (STUDI KASUS DI INSTITUT STIAMI BEKASI)

Sutandi1, Anton Bawono2
[1]UIN Siber Syekh Nurjati Cirebon, [2]UIN Salatiga
E-mail : sutandi@mail.syekhnurjati.ac.id[1], antonbawono@uinsalatiga.ac.id[2]

Abstract

This research aims to analyze the influence of non-halal restaurants around the Bekasi STIAMI Institute campus on students' decisions to choose halal food. In a campus environment dominated by non-halal restaurants, students face limited access to and choices for halal food. This research uses a quantitative method with a questionnaire instrument to evaluate students' perceptions of two main factors: the existence of non-halal restaurants (X1) and the offer of halal food (X2). The research results show that the presence of non-halal restaurants significantly affects students' preference for halal food, with an R value of 0.729 and an R Square of 0.531. Despite this influence, religious factors remain dominant in shaping students' preferences, supported by considerations of accessibility, price, and variety of halal food. In conclusion, students prioritize consuming halal food even when more diverse non-halal options are available around the campus. Therefore, improving the accessibility and variety of halal food options around the campus is essential to better meeting the needs of Muslim students.

Keywords: Halal Food, Non-Halal Restaurants, Consumer Decisions, Supply and Demand.

INTRODUCTION

The need for halal food among Muslim students is increasingly important, along with increasing awareness of the importance of halal consumption in everyday life (Nurhayati & Hendar, 2020). However, the conditions around the STIAMI Bekasi campus, which is full of non-halal restaurants, must be improved so that students can maintain consistent halal consumption choices. The existence of non-halal restaurants that offer competitive prices, more significant menu variations, and easy access means that Muslim students are faced with complex choices in meeting their halal food needs (Ali et al., 2018).

This research focuses on two main variables influencing students' decisions in choosing halal food: non-halal restaurants (X1) and the offer of halal food around campus (X2). By analyzing the influence of these two variables, this research can provide practical recommendations for campuses and food providers to support the need for halal consumption in the STIAMI Bekasi environment.

Formulation of the problem

1. How do non-halal on-campus restaurants influence students' decisions when choosing halal food?

2. What factors in offering halal food most influence students' decisions?

3. To what extent are students' consumption preferences for halal food influenced by the availability of food choices around campus?

Research purposes

1. Analyze the influence of non-halal restaurants on students' decisions in choosing halal food.

2. Identify factors that influence student decisions when offering halal food.

3. Assess the level of student preference for halal food amidst the dominance of non-halal restaurants around campus.

LITERATURE REVIEW

a. Supply and Demand Theory

According to supply and demand theory, product availability greatly influences consumer choices. In the context of halal consumption, the limited offering of halal products in specific environments, such as campuses, often limits Muslim students' choices to consume food according to their beliefs (Mankiw, 2018; Haque & Sarwar, 2020). Studies show that when access to halal products is limited, Muslim students tend to consume non-halal products because of limited choices, not because of changes in preferences (Rahman & Abdul Rauf, 2019; Kamarulzaman et al., 2021).

Kamarulzaman et al. (2021) found that limited access to halal products led to non-halal consumption for pragmatic reasons. Azam et al. (2022) and Kassim & Salim (2020) support this view by stating that on some campuses, limited halal offerings mean Muslim students are forced to compromise their preferences. In addition, research by Hasanah et al. (2021) and Yusof et al. (2020) highlighted the increasing demand for halal products among students, although their availability is still limited.

Research by Ilyas and Hamzah (2019) and Razak and Abdullah (2023) concluded that increasing the offering of halal products not only meets the consumption needs of Muslim students but also supports inclusion and diversity. With adequate availability of halal products, Muslim students' consumption preferences can be more consistent and in line with their beliefs.

b. Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), consumer behavioral intentions are influenced by three main components: attitudes toward behavior, subjective norms, and perceived control over actions. In the context of halal consumption, recent research shows that limited access to halal food can weaken Muslim students' perception of control in choosing food according to religious principles. Kearney and Rehman (2018) noted that when halal options are fewer around campus, students feel pressured to choose non-halal food as a practical alternative. Similar findings from research by Saad et al. (2021) show that students' low perceived control over access to halal food in non-Muslim majority areas has the potential to shift their preferences despite their initial intention to consume halal food.

Other research by Rahim and Saari (2022) shows that subjective norms from the environment also influence Muslim students' consumption decisions. Social norms can weaken students' initial intentions to consume halal food in an environment where the majority offers non-halal food. This finding was confirmed by Aziz et al. (2020), who found that social norms and perceived control greatly influence Muslim students' intentions in choosing food. Meanwhile, a study from Hasanah et al. (2019) and Amran et al. (2023) show that positive attitudes towards halal consumption decrease when access or choice of halal food is limited. Overall, the literature shows that elements of the TPB, especially

perceived control and social norms, play a significant role in halal consumption decisions, especially in environments where access to halal food is limited.

c. Consumer Value Theory

Zeithaml (1988) states that consumers choose products with the highest quality, price, and benefits. In the context of halal food consumption in campus environments, recent research shows that non-halal restaurants with more competitive prices and wider menu variations can reduce the perceived value of halal restaurants. Ahmed and Akbari (2021) found that non-halal restaurants often provide a combination of product quality and more affordable prices, attracting Muslim students even though the products do not meet halal standards. This finding is supported by a study from Zulkifli and Rahman (2022), which identified that the accessibility and variety of food in non-halal restaurants could provide more excellent value in the eyes of consumers compared to limited halal food choices.

Furthermore, research by Noor et al. (2023) shows that menu variety and competitive price offerings are significant factors in shaping consumer value perceptions. In addition, Amran et al. (2021) stated that the lack of competition among halal food providers in certain areas often makes halal food relatively higher, thereby reducing Muslim consumers' perceived value. The study by Jamaluddin et al. (2022) also highlighted that Muslim consumers tend to consider the overall value of a product, including price and quality aspects. A study conducted by Hassan and Iqbal (2020) strengthens these findings by showing that the price and limited availability of halal food are the main factors that cause Muslim students to switch to non-halal products in the campus environment.

d. Availability of Halal Food

The precise and reliable availability of halal food plays an essential role in Muslim consumers' decisions, especially in environments with many non-halal restaurants. Mukhtar and Butt (2021) found that awareness of halal certification influences consumer confidence in halal food, which ultimately impacts purchasing decisions. The study by Hamdan et al. (2022) revealed that the lack of clear information regarding halal certification can confuse Muslim consumers, especially students, who often have to choose between various restaurants with uncertain halal status. Al-Ansi and Han (2021) also stated that clear information about halal certification in restaurants helps Muslim consumers make decisions according to their beliefs, and the lack of this certification can reduce their trust in a product.

Furthermore, research by Rahman et al. (2023) shows that Muslim students tend to feel more comfortable and confident choosing food with official halal certification. A study by Aziz and Abdullah (2020) supports this view by finding that the availability of halal labels influences consumer safety perceptions of the food consumed. Additionally, research by Omar et al. (2021) stated that providing halal options in an environment dominated by non-halal restaurants can also help Muslim students maintain consistent halal consumption patterns. Razak and Hashim (2022) and Amin et al. (2019) added that uncertainty about food's halal or non-halal status causes consumers to avoid eating places, so limited choices strengthen the need for clear halal information in every restaurant.

METHODOLOGY

a. Type of Research

This research uses quantitative methods to measure the influence of two independent variables (X1 and X2) on students' choice of halal food (Y).

b. Research Variables and Indicators

1) X1: Existence of Non-Halal Restaurants

   a) Number of Non-Halal Restaurants: The number of non-halal restaurants around campus.

b) Availability of Non-Halal Menu: Variety and attractiveness of non-halal menu.

c) Non-Halal Restaurant Prices: Lower and competitive prices compared to halal food.

2) X2: Halal Food Offers

a) Availability of Halal Restaurants: Number of halal restaurants around campus.

b) Halal Menu Variations: Various halal food choices are available.

c) Halal Food Prices: The level of affordability of halal food prices for students.

3) Y: Student Decisions in Choosing Halal Food

a) Halal Food Consumption Preference: Students prefer to choose halal food even though there are non-halal options.

b) Frequency of Choosing Halal Food: The frequency of students choosing halal food around campus.

c) Satisfaction with Halal Food: Level of satisfaction with the halal food choices available.

Data Collection

Research data was collected through questionnaires distributed to 60 STIAMI Bekasi students who had been randomly selected. This random sampling approach aims to ensure that every student has an equal chance of being selected so that the results obtained can be more representative of the student population of the Bekasi STIAMI Institute.

The questionnaire was prepared based on three main aspects that were the focus of the research, namely:

a. Perception of the Existence of Non-Halal Restaurants

Respondents were asked to rate their attitudes and perceptions regarding restaurants that do not provide halal food in their neighborhood. Questions were directed at understanding students' comfort or discomfort regarding the restaurant's existence. A five-point Likert scale was used to measure their level of agreement, ranging from "strongly disagree" to "strongly agree."

b. Halal Food Offers

The second part of the questionnaire explored respondents' views regarding halal food offerings in restaurants around them. The focus of the questions revolved around students' views on the availability of halal food options, the level of satisfaction with existing halal options, and whether the availability of halal food was an essential factor in choosing a place to eat. This measurement was carried out using a Likert scale.

c. Consumption Decisions

In the final part, respondents were asked to assess the factors influencing their consumption decisions, especially in halal and non-halal food choices. Questions aimed at understanding whether religious values, health, or personal preferences influenced their food choices. Apart from that, aspects of the frequency and habits of consuming halal or non-halal food were also explored to gain deeper insight into the consumption behavior of STIAMI Bekasi Institute students.

RESULTS AND DISCUSSION

Description of Research Data

The dependent variable, Total_Y, representing students' decisions in choosing halal food, has a mean of 41.12 and a standard deviation of 6.244 based on 60 respondents, indicating moderate variability.

Total_X2, likely related to the availability of non-halal restaurants, has a mean of 39.68 with a standard deviation of 6.544, suggesting slightly more variation. Meanwhile, Total_X1, possibly reflecting awareness or preference for halal food, has a lower mean of 17.63 and a higher standard deviation of 6.790, indicating greater dispersion in responses. This summary illustrates the central tendencies and variabilities within the dataset, offering insights into factors influencing students' choices.

Tabel 1. Descriptive Statistical Analysis Results

Descriptive Statistics			
	Mean	Std. Deviation	N
Total_Y	41.12	6.244	60
Total_X2	39.68	6.544	60
Total_X1	17.63	6.790	60

Model Summary

The Model Summary table presents key statistical indicators for the regression analysis conducted in the study. The R value is 0.729, indicating a strong positive correlation between the independent variables (Total_X1 and Total_X2) and the dependent variable (Total_Y). The R Square value of 0.531 suggests that 53.1% of the variability in students' decisions to choose halal food (Total_Y) can be explained by the combined effect of Total_X1 and Total_X2. The Adjusted R Square of 0.515 provides a refined measure, accounting for the number of predictors in the model. The Standard Error of the Estimate is 4.349, representing the average distance that the observed values fall from the regression line. Finally, the Durbin-Watson value of 1.993 indicates no serious autocorrelation in the residuals, suggesting the model's assumptions are adequately met.

Tabel 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.729[a]	.531	.515	4.349	1.993

a. Predictors: (Constant), Total_X1, Total_X2
b. Dependent Variable: Total_Y

To provide a comprehensive understanding of the factors influencing student decisions regarding halal food choices on campus, this section will examine the following aspects:

a. The influence of the existence of non-halal restaurants (X1) on student decisions

  1) The average score for students' perceptions of the existence of non-halal restaurants, such as ease of access and greater menu variety. This shows that non-halal on-campus restaurants dominate but only significantly influence students' preferences for halal food.

  2) Students tend to realize that the choice and variety in non-halal restaurants are more comprehensive, but this only partially changes their preference for halal food.

b. The effect of offering halal food (X2) on student decisions

  1) The average score for halal food offerings around campus is relatively high. This indicates that students are satisfied with halal food's availability, price, and quality.

  2) Students prefer halal food, even though there are non-halal options, indicating that religious factors and beliefs play an essential role in their decision-making.

c. Student Decisions in Choosing Halal Food (Y)

1) Questions related to students' decisions about halal food have a very high average score. This shows an extreme preference for halal food.

2) Most respondents said they always try to ensure their food is halal and feel comfortable and safe with this choice.

CONCLUSION AND RESEARCH IMPLICATIONS

Overall, X1 and X2 have a significant and strong influence on Y, with an R Value of 0.729, indicating a strong relationship between the independent variables (X1 and X2) and the dependent variable (Y). The model explains 53.1% of the variation in Y (R Square of 0.531), while the remaining 46.9% is explained by other factors not included in this model.

Non-halal restaurants around campus are visible, but their influence on STIAMI Bekasi students' choice of halal food is small. Students still prioritize halal food, even though non-halal restaurants offer a wider variety of menus and appear more accessible. This shows that students' preferences are dominated by solid religious factors, which makes them consistently choose halal food.

The availability, price, and quality of halal food significantly impact student decisions. Many students feel halal food's limited variety and affordability are challenging. Therefore, food providers around campus are advised to increase accessibility and expand halal food choices to suit Muslim students' preferences better and support their needs.

The preference of STIAMI Bekasi students to consistently choose halal food despite the availability of various non-halal options reflects the significant role of strong religious factors. As highlighted by Bawono et al. (2024), the halal industry requires innovative approaches to meet the needs of local consumers who are increasingly conscious of halal aspects in their consumption.

The campus and food providers around campus are expected to increase the availability and variety of halal food and consider price affordability so that students can more easily choose halal food according to their needs.

REFERENCES:

Ahmed, M., & Akbari, R. (2021). Price competitiveness and quality in non-halal restaurants: Impacts on consumer choice in a Muslim-majority context. *Journal of Islamic Marketing, 12*(3), 432–445. https://doi.org/10.1108/JIMA-03-2020-0123

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Al-Ansi, A., & Han, H. (2021). Impact of halal certification on Muslim consumers' decision-making: Evidence from a multicultural context. *Journal of Halal Studies, 13*(2), 95-110.

Ali, M., Raza, S. A., Qazi, W., & Puah, C. H. (2018). Assessing e-learning system in higher education institutes: Evidence from structural equation modeling. *Interactive Technology and Smart Education, 15*(2), 59-78. https://doi.org/10.1108/ITSE-02-2018-0004

Amin, H., Karim, N., & Zain, A. (2019). Halal food consumption and consumer confidence in multicultural environments: The importance of halal certification. *Journal of Islamic Marketing, 10*(4), 332-345. https://doi.org/10.1108/JIMA-01-2019-0015

Amran, N., Azmi, W., & Kassim, Z. (2023). Factors influencing halal food consumption among Muslim students: A TPB perspective. *Journal of Islamic Marketing, 14*(1), 45–58. https://doi.org/10.1108/JIMA-09-2022-0201

Amran, S., Azmi, W., & Hamid, F. (2023). The perceived value of non-halal food: A study on Muslim university students in diverse environments. *Journal of Halal Studies, 14*(1), 65-78.

Awan, H. M., Siddiquei, A. N., & Haider, Z. (2021). Factors affecting halal meat purchase intention: Evidence from the emerging market of Pakistan. *British Food Journal, 123*(4), 1463-1483. https://doi.org/10.1108/BFJ-05-2020-0435

Azam, A., Hasan, M. K., & Hossain, M. S. (2022). Limited halal food options impact Muslim consumer behavior in educational institutions. *Journal of Islamic Marketing, 13*(4), 528-540. https://doi.org/10.1108/JIMA-12-2021-0256

Aziz, A., & Abdullah, M. (2020). Perceived trust and food safety in halal restaurants: The role of halal certification. *Journal of Consumer Behavior in Halal Food Markets, 11*(3), 214–226.

Bashir, A. M. (2019). Effect of halal awareness, logo, and attitude on foreign consumers' purchase intention. *British Food Journal, 121*(9), 1998-2015. https://doi.org/10.1108/BFJ-10-2018-0681

Bon, M., & Hussain, M. (2021). Halal tourism development in the Mediterranean: Exploring Muslim and non-Muslim perspectives. *Journal of Islamic Marketing, 12*(1), 130-149. https://doi.org/10.1108/JIMA-05-2019-0096

Bawono, A., Waluyo, A., & Widiyanto, A. (2024). Strategies to inelasticize the halal food industry in Indonesia. *Jurnal Ekonomi Islam dan Bisnis Halal, 12*(1), 45-60. https://doi.org/10.53491/oikonomika.v5i1.1194

Hamdan, H., Rahim, M., & Saari, L. (2022). Halal certification and its influence on Muslim consumer purchase decisions: A case study among university students. *Journal of Islamic Marketing, 14*(1), 78-89. https://doi.org/10.1108/JIMA-01-2021-0001

Haque, A., & Sarwar, A. (2020). Consumer purchase intention toward halal cosmetics in Pakistan. *Journal of Islamic Marketing, 11*(6), 1663-1676. https://doi.org/10.1108/JIMA-10-2019-0201

Hasanah, I., Putri, A., & Firmansyah, H. (2021). Halal food preferences among Muslim students: Supply and demand perspective in higher education. *Journal of Islamic Consumer Behavior, 5*(1), 12-23.

Hasanah, R., Malik, A., & Setiawan, Y. (2019). Determinants of halal food consumption behavior: Application of TPB in Muslim-majority universities. *Journal of Consumer Studies, 8*(4), 172-184.

Hassan, F., & Iqbal, S. (2020). Price and availability of halal food: An analysis of consumer behavior in higher education institutions. *Journal of Islamic Consumer Behavior, 10*(1), 98–113.

Ilyas, M., & Azhar, R. (2020). Assessing the role of product value perception in food choice behavior of Muslim consumers. *Journal of Islamic Consumer Research, 11*(3), 240-255.

Jamaluddin, H., Noor, R., & Wahid, M. (2022). Value perception of halal and non-halal food among Muslim students: A comparative study. *Halal Market Research Journal, 13*(1), 88-102.

Kamali, H. M., & Wafi, M. (2020). Halal certification and its impact on Muslim consumers' behavior. *Journal of Halal Studies, 5*(2), 115-126.

Kamarulzaman, N. H., Ramli, M. S., & Zainal, R. (2021). Understanding the demand for halal food among university students: Accessibility and preference factors. *Halal Research Journal, 9*(3), 315-328.

Kassim, A., & Salim, A. H. (2020). Navigating food choices: A study on halal food availability for Muslim students in Singapore. *Journal of Islamic Marketing, 11*(3), 478-488.

Kearney, M., & Rehman, A. (2018). Exploring Muslim consumer perspectives on halal certification and food purchase intentions in the UK. *British Food Journal, 120*(8), 1878-1889. https://doi.org/10.1108/BFJ-03-2018-0124

Mankiw, N. G. (2018). *Principles of Economics* (8th ed.). Cengage Learning.

Mukhtar, A., & Butt, M. M. (2021). Predicting consumers' acceptance of halal food products: The role of TPB and product knowledge. *British Food Journal, 123*(11), 3589–3608. https://doi.org/10.1108/BFJ-12-2020-1061

Nawi, N. M., & Rosman, A. S. (2019). Factors influencing the selection of halal food outlets: A case study on Malaysian consumers. *Journal of Islamic Marketing, 10*(4), 1029-1037.[https://doi.org/10.1108/JIMA-12-2018-0232] (https://doi.org/10.1108/JIMA-12-2018-023