

The Effect of Functional Value on Continuous Purchase Intention among Millennial Consumers at Halal-Certified Japanese Eatery

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ABSTRACT

The global halal market has experienced substantial growth, driven by increasing Muslim consumer demand worldwide. Indonesia, with the world's largest Muslim population, presents a significant market for halal-certified food products. Despite government initiatives promoting halal certification, many Japanese restaurants in Indonesia operate without proper certification, creating challenges for Muslim consumers seeking authentic halal dining experiences. This study aims to examine the correlation between consumption values, attitudes, and sustainable purchasing intentions among Muslim millennial consumers. Using a quantitative approach, data was collected from 225 respondents who were active on social media and had eaten at a halal-certified Japanese restaurant. Analysis using Structural Equation Modeling Partial Least Squares (SEM-PLS) showed that concerns about food safety, health awareness, prestige, affordability, visibility, and emotional values had a positive influence on attitudes towards halal certification and sustainable purchasing intentions. Price values also significantly affect continuous purchase intentions, although they do not affect attitudes. These findings provide important insights for halal food business players, especially Japanese restaurant operators, to refine marketing strategies in attracting and retaining halal-conscious consumers in Indonesia.

KEYWORDS

Consumption Value, Sustainable Purchasing Intent, Halal Japanese Restaurants.



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INTRODUCTION

The global halal market has grown significantly, owing primarily to increased demand for halal products among Muslim consumers worldwide. According to the *Global Islamic Economy Report 2023/2024*, around 2 billion Muslim consumers are expected to spend more than \$2.29 trillion across various industries, including cosmetics, cuisine, fashion, travel, media, and medicine (Dinar Standard, 2024). Indonesia ranks third among 81 countries in the halal ecosystem and makes a significant contribution to global halal production (Dinar Standard, 2024). In 2020, Indonesia's Muslim population was approximately 205 million, representing around 80% of its total population of 268 million and constituting about 13.1% of the global Muslim community. This positions Indonesia as the country with the largest Muslim population in the world (Susanty et al., 2021). Given this context, the Indonesian government expects the halal industry to contribute substantially to national economic growth, designating it as a key focus area in the 2019 *Master Plan of the National Sharia Finance Committee*. The term *halal industry* encompasses all economic activities that comply with Islamic principles, including halal food.

Naeem et al. (2020) emphasized that the definition of halal food depends on both the producer and the quality of their suppliers. The certification approach involves detailed assessments of production methods, food safety regulations, quality assurance practices, raw material origins, procurement methods, and resource management. Iranmanesh et al. (2019)

revealed that customers often face difficulties in determining the halal status of products during or after use. As a result, many Muslims rely on halal certification, which ensures that a product's ingredients and manufacturing processes comply with Islamic *Shariah* rules (Usman et al., 2024). Despite these efforts, the number of halal-certified food products in Indonesia remains relatively low, with less than 10% meeting certification standards (Susanty et al., 2021). The enactment of Law No. 33 of 2014 on *Halal Product Assurance* reinforced halal certification as a legal mandate within Indonesia's food sector (Suryawan et al., 2022). Halal certification not only ensures compliance with religious standards but also serves as a strategic economic tool to capitalize on the growing demand for halal food, particularly in the restaurant industry (Hosanna & Nugroho, 2018).

The millennial generation comprises individuals born between the early 1980s and the 2000s. This generation is also known as *Gen-Y*, *Net Generation*, *Generation WE*, *Boomerang Generation*, and *Peter Pan Generation*. In 2020, *Badan Pusat Statistik* (BPS) reported the results of the February–September population census, showing that Indonesia's population is dominated by young people, with millennials numbering 69.38 million or 25.87% of the total (Nurhanisah, 2021). Research on millennials (*Generation Y*) shows that their tendency to prefer halal food products is significantly lower than that of Generations Z and X. This lower preference may be linked to generational differences in religiosity and halal awareness, as older generations tend to be more observant. Nonetheless, millennials demonstrate a positive attitude toward halal certification during purchasing decisions, although not as strongly as other age groups (Issa & Afiq, 2019).

Japanese culture has been widely adopted in Indonesia, spanning *manga*, *anime*, cinema, and culinary arts, all of which have gained popularity across different societal segments, especially in major cities. The increasing popularity of Japanese cuisine can be attributed to its compatibility with local taste preferences, balanced nutrition, and the use of fresh, high-quality ingredients (Almyra & Attas, 2022). One significant factor contributing to the prominence of Japanese cuisine in Indonesia is Japan's gastrodiploamacy strategy. Between 2013 and 2015, Japan conducted a gastrodiploamacy campaign in Indonesia known as the *Japan Halal Food Program*, aimed at promoting Japanese culinary offerings aligned with halal standards. Following this initiative, many Japanese restaurants and food companies operating in Indonesia began pursuing halal certification to attract Muslim consumers (Aulia, 2022; Ilyas, 2018).

Since the program's inception, several Japanese restaurant brands have sought halal certification to appeal to Muslim consumers, thereby supporting the growth of the halal restaurant industry in Indonesia (Ilyas, 2018; Stephanie & Tambunan, 2022). Despite many Japanese eateries lacking halal certification, they continue to perform well. The uneven distribution of restaurants displaying MUI's halal certification reflects ongoing shortcomings in producers' awareness of halal food standards. This discrepancy reveals an important research gap: what factors influence Muslim consumers to choose halal-certified Japanese restaurants? The *Theory of Consumption Values* (TCV) provides a useful framework for analyzing this issue, as it identifies key consumption values—emotional, functional, epistemic, social, and conditional—that influence purchasing behavior. In a literature-based study, Maminirina Fenitra et al. (2024) developed theoretical advancements in consumer behavior related to halal

food, producing a unique theory—the *Theory of Consumption Value*—explicitly linked to consumer behavior. This indicates that the relationship between halal food and the *Theory of Consumption Value* remains underexplored in existing research. There is a lack of empirical evidence on the relationship between functional value (a component of consumption value), customer attitudes, and purchasing intentions toward halal-certified Japanese restaurants.

The *Theory of Consumption Values* (TCV) was applied to halal-certified Japanese restaurants, distinguishing this study from Kaur et al. (2021), which focused on food delivery applications, and Rachman and Amarullah (2024), which examined halal cosmetics. In Rachman and Amarullah's (2024) research, functional value has a significant positive effect on attitude. Meanwhile, in Kaur's (2021) research, price value had a significant positive effect on purchase intention, while food safety concern and health consciousness had a negative effect and had no effect on attitude.

This study aims to address critical gaps in understanding consumer behavior toward halal-certified Japanese restaurants by examining the relationships among functional value dimensions (price value, health consciousness, and food safety concern), consumer attitudes, and continuous purchase intentions among Muslim millennial consumers in Indonesia. By integrating the *Theory of Consumption Values* (TCV) framework within the context of halal-certified dining establishments, this research contributes to both theoretical advancement and practical application. Theoretically, it extends the application of TCV to the halal restaurant sector, particularly focusing on Japanese cuisine—an under-researched area in halal consumer behavior literature. The findings will provide valuable insights into how different consumption values shape millennial Muslim consumers' attitudes and behavioral intentions toward halal certification. Practically, the results offer strategic implications for Japanese restaurant operators and halal food industry stakeholders in Indonesia, enabling them to design more effective marketing strategies, enhance customer retention, and align their value propositions with millennial consumers' preferences and expectations regarding halal certification and dining experiences.

METHOD

This research employs a quantitative approach using a cross-sectional survey design to investigate the relationships between consumption values, attitudes toward halal certification, and continuous purchase intentions among Muslim millennial consumers at halal-certified Japanese restaurants in Indonesia. The study was conducted across major urban areas in Indonesia, particularly focusing on cities with significant concentrations of Japanese restaurants and millennial Muslim populations, including Jakarta, Bandung, Surabaya, and surrounding metropolitan areas. Data collection took place from October to December 2024, utilizing online questionnaires distributed through social media platforms.

This study investigates consumers' continuous purchase intentions for Japanese halal restaurants, taking into account factors such as attitudes toward halal certifications, price-value-health consciousness-food safety concerns (derived from functional value), affordance value (derived from conditional value), prestige value (derived from social value), emotional value, and visibility (derived from epistemic value) as precursors. The price is assessed based on three factors (Kaur et al., 2020). Health consciousness is evaluated using five items (Kaur et al., 2020). Three variables identify food safety risks (Kaur et al., 2020). The view of halal certification is shaped by five elements (Kaur et al., 2020; Rachman and Amarullah, 2024).

The ongoing purchasing intention is finally characterized by five elements (Kaur et al., 2020; Rachman and Amarullah, 2024; Halimi, 2021).

This study used purposive sampling approach, the sample size for this study follows the estimation model of (Hair et al., 2022) which suggests determining the sample size by multiplying the number of observed indicators by 10 to 20 respondents. This research applies to selecting respondents who have prior experience purchasing halal-certified Japanese food. The purposive sampling method ensures fair evaluation from respondents who meet the study's criteria, including:

1. Indonesian and Muslim citizens residing in Indonesia during the data collection period.
2. Muslim consumers who have purchased halal-certified Japanese food within the last three months.

This study relies on primary data collected through a structured online questionnaire designed for a cross-sectional study. The questionnaire link was distributed through social media platforms such as WhatsApp, Instagram, and X (formerly Twitter) to reach the targeted respondents. The questionnaires were structured, closed-ended questions derived from existing literature through a deductive methodology. The origin of the items is presented in Table 1, utilizing a 5-point Likert Scale (1-Strongly Disagree to 5-Strongly Agree) for measurement. Data collecting occurred from October to December 2024, with a total sample size of 225 respondents.

Cooper & Schindler (2014) introduced the ten-times rule, commonly referenced in the PLS-SEM literature, suggesting that the minimum required sample size should be either ten times the number of formative indicators for a construct or ten times the highest number of structural paths directed toward any latent construct within the structural model Hair et al. (2022). Additionally, Roscoe (1975) guidelines, widely accepted in behavioral research for several decades, recommend sample sizes between 30 and 500 as optimal for most behavioral studies. Consequently, the sample size of 225 respondents in this study adequately meets these established criteria for data analysis.

Table 1. Measurement Scale

	Coding Scale and Items (Statement)	Supporting Literature
Price Value		
PV1	Food purchases at halal-certified Japanese eateries are inexpensive.	Kaur et al.(2020)
PV2	The cost of eating at halal-certified Japanese restaurants is comparable to the benefits provided.	
PV3	The purchasing of meals at halal-certified Japanese restaurants provides better value for the price.	
Health Consciousness		
HC1	I often reflect on my health.	Kaur et al.(2020)
HC2	I am very self-aware about my health.	
HC3	I am vigilant about changes in my health.	

	Coding Scale and Items (Statement)	Supporting Literature
HC4	I am usually aware of my health condition.	
HC5	I am responsible for my health condition.	
Food Safety Concern		
FS1	Purchasing quality food has become my current concern.	Kaur et al.(2020)
FS2	Food safety and hygiene concerns are currently my priority.	
FS3	I always pay attention to and choose restaurants that maintain cleanliness, safety, and food quality.	
Attitude		
AT1	I enjoy purchasing food at halal-certified Japanese restaurants.	Rachman and Amarullah (2024); Halimi et al., (2021)
AT2	Before purchasing halal food, I always look for halal-certified restaurants.	
AT3	I feel comfortable purchasing food that has a halal certification.	
AT4	Halal food is my daily choice	
AT5	Halal food is an important matter for me.	
Continuous Purchase Intention		
CP1	I enjoy purchasing food at halal Japanese restaurants more than once a month.	Rachman and Amarullah (2024); Halimi et al., (2021); Kaur et al (2020)
CP2	I intend to revisit halal Japanese restaurants wherever they are.	
CP3	I am highly considering enjoying halal Japanese restaurant food again.	
CP4	I intend to recommend halal Japanese restaurants to my peers.	
CP5	I believe that halal Japanese restaurants use ingredients that are fully categorized as halal.	

Source: Author's own creation

Demographic Profile of Respondents

This study had 225 participants (Millennial responders) who completed the questionnaire. Refer to Table 2 for the demographic profile of the study's respondents, which included 46.22% men and 53.78% women. In terms of education, 72.89% had a Bachelor/Diploma degree, 13.33% had a High School diploma, and 13.78% were students or postgraduates. The occupation revealed that 42.22% were private employees, 16.89% were students/postgraduates, 8.44% were state-owned company employees, 10.7% were government employees, 8.4% were housewives, 7.6% were entrepreneurs, 2.22% were freelancers, and 1.33% were others. 1.7% were unemployed. The income distribution revealed

that those earning between IDR 5 million and 10 million were 56.44%, those earning less than IDR 5 million were 24%, IDR 10 million - 15 million were 11.11%, and IDR 15 million - 20 million were 6%. Above IDR 25 million, the percentage was 2.67%, while between IDR 20 million and 25 million, it was 3.11%.

Table 2. Demographic Profile

Item	Category	Frequent	Percentage (%)
Gender	Male	104	46.22%
	Female	121	53.78%
Education	Pendidikan Terakhir		
	Senior High School	30	13.33%
	Bachelor/Diploma Degree	164	72.89%
	Master's Degree/Doctor of Philosophy	31	13.78%
Occupation	Housewife	22	9.78%
	Private Staff	95	42.22%
	Others	3	1.33%
	State-Owned Enterprise Staff	19	8.44%
	Government Staff	25	11.11%
	Freelancer	5	2.22%
	Student/Postgraduate	38	16.89%
	Entrepreneur	18	8.00%
Income	< IDR 5m	54	24.00%
	IDR 5m - IDR 10m	127	2.67%
	IDR 10m - IDR 15m	25	11.11%
	IDR 15m - IDR 20m	6	2.67%
	IDR 20m - IDR 25m	7	3.11%
	> IDR 25m	6	2.67%

Source: Author's own creation

Structural Equation Modeling (SEM) is a multivariate statistical technique that combines factor analysis and regression to analyze the relationships between variables inside a conceptual model (Hair et al., 2022). SEM enables researchers to examine both the connections between indicators and their respective constructs, as well as the interrelationships between constructs themselves. Studies using SEM provide a robust framework for addressing research problems about regression analysis and the dimensionality of measured concepts (Hamid, 2019).

In PLS-SEM, evaluating the measurement model is a crucial initial step to assess the model's quality in terms of construct reliability and validity. This process ensures that the indicators consistently and accurately reflect the constructs being measured. According to Hair et al. (2022), internal consistency reliability is assessed using Cronbach's Alpha and Composite Reliability, with values between 0.60 and 0.70 considered acceptable in exploratory research. Convergent validity is evaluated through the Average Variance Extracted (AVE), where a value of 0.50 or higher indicates that the construct explains more than half the variance of its indicators. Discriminant validity is assessed using several methods, including the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait (HTMT) ratio, where an HTMT value below 0.85 or 0.90 suggests adequate discriminant validity between construct

Following Hair et al. (2022) as a guideline, the evaluation of the measurement model involved assessing reflective indicator loadings, convergent validity (measured by average variance extracted/AVE), discriminant validity (evaluated using the Heterotrait-Monotrait ratio/HTMT), and internal consistency reliability (measured through composite reliability and Cronbach's alpha). As presented in Table 3, all construct items have loading values exceeding the recommended threshold of 0.708 (Hair et al., 2022). Regarding convergent validity, each construct achieved an AVE value above the 0.50 threshold, confirming acceptable convergent validity (Hair et al., 2022)

Then internal consistency reliability was evaluated based on composite reliability and Cronbach's alpha values (Hair et al., 2022). As depicted in Table 3, all constructs demonstrated composite reliability and Cronbach's alpha values exceeding the 0.70 threshold, signifying strong internal consistency (Hair et al., 2022). Lastly, In terms of discriminant validity, as shown in Table 4, the HTMT ratio for all constructs remained below the 0.85 threshold, indicating adequate discriminant validity (Hair et al., 2022).

The assessment of the structural model adheres to the criteria established by Hair et al. (2022), evaluating various components such as structural model collinearity (variance inflation factor/VIF), R^2 , Q^2 , and path coefficients. The initial step in evaluating the structural model involves assessing collinearity through the VIF values of all paths within the model. Table 5 demonstrates that all VIF values are below the threshold of 3, suggesting the absence of collinearity issues in the structural model (Hair et al., 2022).

After ruling out collinearity, the subsequent step involves analyzing the R^2 values for each endogenous construct in the model, as presented in Table 6. The findings demonstrate that PV, FS, HC, PR, AF, VI, and EV collectively explain 46.2% of the variance in attitudes toward halal certification. In the meantime, the attitude toward continuous purchase intention accounts for 68.0% (see Table 6). The R^2 values in this study are categorized as moderate to strong (Hair et al., 2022). Predictive relevance in a structural model evaluates the effectiveness of the model and its parameter estimates in forecasting observed values. A Q^2 value exceeding zero (31.7% and 46.2%) signifies that the model possesses predictive relevance, while a Q^2 value below zero indicates a deficiency in predictive relevance (Hair et al., 2022).

Table 3. Measurement Scale

Variable	CR	AVE	Cronbach's alpha
Price Value (PV)	0,885	0,719	0,806
Health Consciousness (HC)	0,926	0,714	0,900
Food Safety Concern (FS)	0,919	0,694	0,890
Attitude (AT)	0,929	0,813	0,885
Continuous Purchase Intention (CP)	0,894	0,678	0,845

Source: Author's own creation

Table 4. HTMT Test

HTMT	AT	CP	FS	HC	PR
AT					
CP	0,833				
FS	0,541	0,595			
HC	0,506	0,618	0,55		
PR					

Source: Author's own creation

Table 5. VIF Test

VIF	AF	AT	CP	EV	FS	HC	PR	PV	VI
AT			1.858						
CP									
FS		1.438	1.492						
HC		1.393	1.492						
PR		1.069	1.096						

Source: Author's own creation

Table 6. Measurement R² and R²

Variable	R ²
Attitude (AT)	0,462
Continuous Purchase Intention (CP)	0,680

Source: Author's own creation

RESULT AND DISCUSSION

Based on Table 7, millennial consumers tend to have higher expectations for halal products/services and will evaluate them positively if the price paid matches the perceived benefits received. Based on the model results and the context of millennial consumers, it is evident that most dimensions of consumption value significantly influence attitudes toward halal-certified restaurants and the intention to repurchase, either through online platforms or in-person visits. Among the consumption values, Price Value exerts the strongest influence on attitudes toward halal certification.

Price Value has a significant impact on these research. (Alganad et al., 2023; Lin et al., 2021; Ng & Cheung, 2022) , which states that price tends to shape positive attitudes and behaviors. Price value positively influences attitudes toward halal certification, as consumers perceive the price paid is justified by the benefits offered, including guaranteed halal standards in Japanese restaurants. For Indonesian Muslim millennials, reasonable pricing combined with halal assurance enhances their dining experience, reinforcing a favorable attitude toward halal-certified Japanese restaurants.

Meanwhile, Health Consciousness emerges as the most influential factor affecting continuous purchase intention compared to other consumption values. Health consciousness positively influences continuous purchase intention among millennial consumers, as they tend to prefer food that aligns with their healthy lifestyle values, emphasizing safety, hygiene, and nutrition. In the context of halal Japanese restaurants, halal certification enhances trust in food quality and safety, encouraging health-conscious millennials to make repeat purchases.

By contrast, Price Value does not significantly affect Continuous Purchase Intention; these results are consistent with Misra (2024). Price value does not significantly influence purchase intention, as consumers often use online platforms to seek more affordable prices. However, in the context of purchases, the impact varies among consumers, with supporting conditions playing a crucial role in purchase decisions, and prior research suggests that functional value has minimal effect on the adoption of electronic services.

Food Safety Concern exerts a significant impact on both attitude toward halal certificate Attitude) and continuous purchase intention. This is in line with the study by Rachman and Amarullah (2024) discovered that functional value exhibits a substantial positive correlation with sentiments toward halal products or certification. Kaur et al. (2021) and Misra (2024) found that functional value, particularly in relation to quality, has a significant positive relationship with the intention to repurchase

Health Consciousness has a significant impact on both attitude toward halal certificate and continuous purchase intention. This is in line with the research by Rachman and Amarullah (2024), which states that functional value has a significant positive relationship with attitudes toward products or halal certification. The study also highlights the importance of health consciousness in making better food choices (Buhrau & Ozturk, 2018). Health halo effect on nutritious foods (Her & Seo, 2017) and organic food preferences (Shin et al., 2023). Substantiates the concept that health consciousness is a significant determinant in food selection behavior, particularly for halal-certified Japanese restaurants. This aligns with the research by Kaur et al. (2021) and Misra (2024) which found that functional value related to health has a significant positive relationship with repurchase intention.

The attitude toward a halal certificate significantly influences Continuous Purchase Intention. Consistent with prior research, attitude serves as a significant determinant of consumer behavior. (Astrini et al., 2022; Rizkitysha & Hananto, 2022). This study suggests that consumers with a positive attitude are more likely to repurchase halal-certified Japanese food in the future. This implies that the stronger a millennial consumer's positive perception of halal-certified Japanese restaurants, the higher their likelihood of making repeat purchases. In other words, when consumers view halal certification favorably and associate it with quality, safety, and compliance with their values, they are more inclined to dine again at the same halal-certified Japanese restaurant.

Table 7. Hypothesis Test

Hypothesis	Path	Path Coefficients	t-value	P-Values	Results
H1	Price Value → Attitude	0,285	4,358	0,000	Supported
H2	Price Value →	-0,049	1,099	0,136	Not

Hypothesis	Path	Path Coefficients	t-value	P-Values	Results
	Continuous Purchase Intention				Supported
H3	Food Safety Concern → Attitude	0,170	2,742	0,003	Supported
H4	Food Safety Concern → Continuous Purchase Intention	0,119	2,235	0,013	Supported
H5	Health Consciousness → Attitude	0,231	3,433	0,000	Supported
H6	Health Consciousness → Continuous Purchase Intention	0,221	3,741	0,000	Supported
H7	Attitude → Continuous Purchase Intention	0,493	6,913	0,000	Supported

Source: Author's own creation

CONCLUSION

This study, involving millennial respondents, tested seven hypotheses—six accepted and one rejected—and found that all consumption value variables positively and significantly influence attitudes toward halal certification. The results affirm that elements of the *Theory of Consumption Values*—particularly functional value, encompassing price value, food safety concern, and health consciousness—contribute to positive attitudes toward halal-certified Japanese restaurants. Price Value emerged as the strongest determinant of attitudes toward halal certification, while Health Consciousness proved to be the primary driver of continuous purchase intention, with attitude toward the halal certificate serving as the most decisive overall factor. Future research should expand the model by incorporating additional consumption value dimensions such as social, emotional, epistemic, and conditional values to build a more comprehensive understanding of millennial Muslim consumers' decision-making in halal dining. Comparative and longitudinal studies across restaurant types and generational cohorts, along with qualitative approaches, are recommended to explore evolving behaviors, cultural influences, and underlying motivations shaping halal food consumption.

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