

The Influence of Service Quality and Customer Perceived Value on Intention to Purchase Sacrificial Animals with Customer Satisfaction as a Mediating Variable at Magribi Farm

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ABSTRACT

The failure to achieve sacrificial animal sales targets at Magribi Farm—with only 60% of targets met from 2022 to 2024—poses significant challenges, including unmet profit targets and increasing operational costs. This study investigates how service quality and customer perceived value influence purchase intention for sacrificial animals, with customer satisfaction as a mediating variable. Using a quantitative cross-sectional approach, data were collected from 135 Magribi Farm customers through structured questionnaires and analyzed using structural equation modeling (SEM) with LISREL software. Results indicate that service quality significantly affects customer perceived value ($\beta = 0.78$, $t = 8.61$). Both service quality and customer perceived value positively influence customer satisfaction (coefficients = 0.37 and 0.55, respectively) and purchase intention (coefficients = 0.21 and 0.33, respectively). Customer satisfaction also significantly mediates the relationship between service quality, customer perceived value, and purchase intention. These findings provide actionable insights for improving service delivery and marketing strategies in the sacrificial animal industry, emphasizing the critical roles of service excellence and value creation in driving customer satisfaction and purchase behavior.

KEYWORDS

Net Profit Margin, Return on Equity, Dividend Payout Ratio, Firm Size, Stock Price, IDX30



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INTRODUCTION

Indonesia, as the world's second-largest Muslim-majority country with 244,697,199 Muslims (87% of the population), observes Eid al-Adha as a significant religious practice mandated by the Quran and Hadith. This religious obligation creates substantial economic opportunities in the livestock sector, particularly for sacrificial animal trading.

At the global level, the livestock industry has experienced significant growth, with the sacrificial animal market representing a crucial segment within Muslim-majority countries (Kurniawan et al., 2025; Mukhtar & Todd, 2023; Rahman et al., 2024). The economic potential of this sector has attracted numerous entrepreneurs to establish businesses focused on breeding and trading sacrificial animals (Gao, 2020; Narayanan, 2016; Shapiro, 2024). However, this growth has intensified market competition, requiring businesses to develop comprehensive strategies to maintain profitability and market share (Elizar et al., 2020).

In the Indonesian context, particularly in South Tangerang, the proliferation of sacrificial animal farms offering competitive prices has created a highly competitive marketplace. This competitive environment necessitates businesses differentiating themselves through superior service quality and enhanced customer value propositions. Consumer decision-making in service selection is fundamentally influenced by expectations regarding value and satisfaction, with customers making purchases based on these anticipated outcomes (Kotler & Armstrong, 2006).

Customer satisfaction plays a pivotal role in shaping behavioral intentions (Bowie & Buttle, 2004). Satisfied customers demonstrate several positive behaviors: they make repeat purchases, provide favorable feedback and recommendations, resist competitor influences, and expand their purchases to other company offerings (Kotler & Armstrong, 2006). Furthermore, service quality directly impacts organizational performance and is intrinsically linked to customer value and satisfaction (Lie et al., 2019).

Despite the importance of these factors, Magribi Farm faces significant challenges. Analysis of sales data reveals that sacrificial animal purchases from 2022 to 2024 achieved only 60% of established targets. This underperformance stems from multiple factors: the increasing number of competing farms in South Tangerang offering competitive pricing, and internal operational challenges including inconsistencies in animal quality, service delivery speed, staff friendliness, facility comfort, and inadequate customer satisfaction monitoring systems.

The failure to meet sales targets creates a cascading effect of negative consequences. Financial losses accumulate due to missed revenue objectives, while fixed and variable operational costs continue to increase relative to declining purchase volumes. This situation threatens the farm's long-term sustainability and market position.

Existing literature has extensively documented the relationships between service quality, perceived value, customer satisfaction, and behavioral intentions across various service industries (Zeithaml et al., 1996; Ryu et al., 2008; Chen & Hu, 2010). However, limited research has examined these relationships specifically within the sacrificial animal trading context, which presents unique characteristics including seasonal demand patterns, religious significance, and specific quality expectations.

This research addresses this gap by investigating how service quality and customer perceived value influence purchase intention for sacrificial animals at Magribi Farm, with customer satisfaction serving as a mediating variable. The study's novelty lies in its specific focus on the sacrificial animal market context and its comprehensive examination of both direct and indirect effects through mediation analysis. The findings will provide practical insights for improving service delivery, enhancing customer value propositions, and developing effective marketing strategies to increase customer visits and purchase volumes at Magribi Farm.

METHOD

This study employed a quantitative research design with a cross-sectional approach to examine the relationships between service quality, customer perceived value, customer satisfaction, and purchase intention. The research framework investigated both direct and indirect effects, with customer satisfaction serving as a mediating variable. The study consisted of four main variables: service quality (X1) and customer perceived value (X2) as independent variables, purchase intention for sacrificial animals (Y) as the dependent variable, and customer satisfaction (Z) as the mediating variable. This configuration allowed for a comprehensive analysis of both direct effects and mediated pathways.

The target population comprised customers who had purchased from or visited Magribi Farm for sacrificial animal transactions. A purposive sampling technique was employed to ensure respondents met specific criteria: (1) individuals aged 18 years or older, (2) customers who had visited or purchased from Magribi Farm, and (3) willingness to participate voluntarily in the study. The sample size of 135 respondents was determined based on structural equation modeling requirements, which recommend a minimum of 5–10 observations per estimated parameter. Given the complexity of the proposed model with multiple indicators across four latent variables, this sample size satisfied the minimum requirements for SEM analysis and provided adequate statistical power for hypothesis testing.

Data collection utilized a structured questionnaire developed specifically for this research context. The questionnaire construction process involved several stages: (1) literature review to identify relevant dimensions and indicators for each variable, (2) item generation based on established scales adapted to the sacrificial animal context, (3) expert review for content validity, and (4) pilot testing with 30 respondents to assess clarity and comprehensibility. The questionnaire comprised five sections. The first section collected demographic information, including gender, age, occupation, purchase type, and previous purchase history. Subsequent sections measured the four main variables using established scales adapted to the study context.

Service quality was measured using a modified SERVQUAL scale encompassing five dimensions: tangibles (physical facilities and equipment), reliability (ability to perform promised service dependably), responsiveness (willingness to help customers promptly), assurance (knowledge and courtesy of staff), and empathy (caring, individualized attention). Customer perceived value was assessed through dimensions of quality value, price value, emotional value, and social value, based on the work of Zeithaml (1988) and Woodruff (1997). Customer satisfaction items evaluated overall satisfaction, expectation fulfillment, and comparison with ideal service. Purchase intention was measured through willingness to repurchase, recommendation intention, and preference over competitors. All measurement items utilized a 4-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). The 4-point scale was deliberately chosen to eliminate neutral responses and encourage respondents to take definitive positions, thereby enhancing data quality and reducing measurement error.

The research was conducted from May to June 2025 at Magribi Farm and through online channels for customers who had previously visited the farm. Respondents were recruited through multiple channels: on-site recruitment during farm visits, contact lists of previous customers, and social media platforms. This multi-channel approach minimized potential selection bias and enhanced sample representativeness. Prior to data collection, ethical approval was obtained, and informed consent was secured from all participants. Respondents were assured of confidentiality and anonymity, with data used solely for research purposes. Questionnaire completion time averaged 10–15 minutes.

Data analysis proceeded through multiple stages using SPSS 25.0 for preliminary analyses and LISREL 8.80 for structural equation modeling. Preliminary analyses included: (1) descriptive statistics to summarize respondent characteristics and variable distributions, (2) data screening for missing values, outliers, and normality assumptions, and (3) confirmatory validity and reliability testing using factor analysis. The measurement model was evaluated using confirmatory factor analysis (CFA) to assess convergent and discriminant validity. Convergent validity was established through standardized factor loadings (>0.5), composite reliability ($CR > 0.7$), and average variance extracted ($AVE > 0.5$). Model fit was assessed using multiple indices: chi-square/df ratio, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR).

Following measurement model validation, the structural model was tested to examine hypothesized relationships. Path coefficients and their statistical significance (t -values > 1.96 , $p < 0.05$) were evaluated to test direct effects. The coefficient of determination (R^2) indicated explained variance in endogenous variables. Mediation effects were tested using the Sobel test to assess the significance of indirect effects. The Sobel test provided a statistical evaluation of whether customer satisfaction significantly mediated the relationships between service quality and purchase intention, and between customer perceived value and purchase intention. This comprehensive analytical approach ensured robust testing of the proposed theoretical framework and provided reliable findings regarding the relationships among study variables.

RESULTS AND DISCUSSION

Respondent Characteristics

The data for this study were obtained using a questionnaire from 135 Magribi Farm customers. During the questionnaire distribution period, 135 questionnaires were completed, so the participation rate in this study was 100%. Based on the distribution of respondent characteristics, the majority were female (68%), aged 31-40 years (40%), and worked as entrepreneurs (48%). The type of purchase was individual (53%). Balinese and Ongole cattle were preferred (24%), with a weight of 460 <= 539 kg (48%). The price of cattle desired was > 25-29 million per head (52%). Respondents were customers who had previously purchased sacrificial animals at Magribi Farm (80%).

Research Instrument Testing

Instrument testing in this study shows that the items in the service quality variable, customer Perceived value, customer satisfaction, and intention to purchase sacrificial animals were all declared valid because the KMO value was >0.5 and the Barlett's test value was <0.05. The reliability test also showed that all variable items had a Cronbach's alpha value >0.6, so they were considered reliable.

Descriptive Analysis

The Variable Category Description Matrix using the three-box method shows that service quality, customer perceived value, customer satisfaction, and intention to purchase sacrificial animals are included in the high category. The service quality provided is able to make customers feel satisfied so that it can encourage customer intentions to purchase sacrificial animals. Customer perceived value of the cage service provided can make customers feel satisfied with the service so that it can encourage customer intentions to purchase sacrificial animals. Customer satisfaction felt by customers is able to encourage customers to make repeat purchases. Customer intentions to purchase sacrificial animals can motivate customers to make repeat purchases and recommend the cage service to others.

Measurement Model Analysis

All indicators of the variables service quality, customer perceived value, customer satisfaction, and intention to purchase sacrificial animals studied have a loading factor value of >0.5, a CR value of >0.7 and a VE value of >0.5 so it is concluded that all indicators in the variables studied are valid and reliable.

Whole Model Fit Analysis

Goodness of fit criteria, 11 good fit criteria and 5 marginal fit criteria were obtained, so it can be concluded that this study includes good fit.

Structural Model Analysis

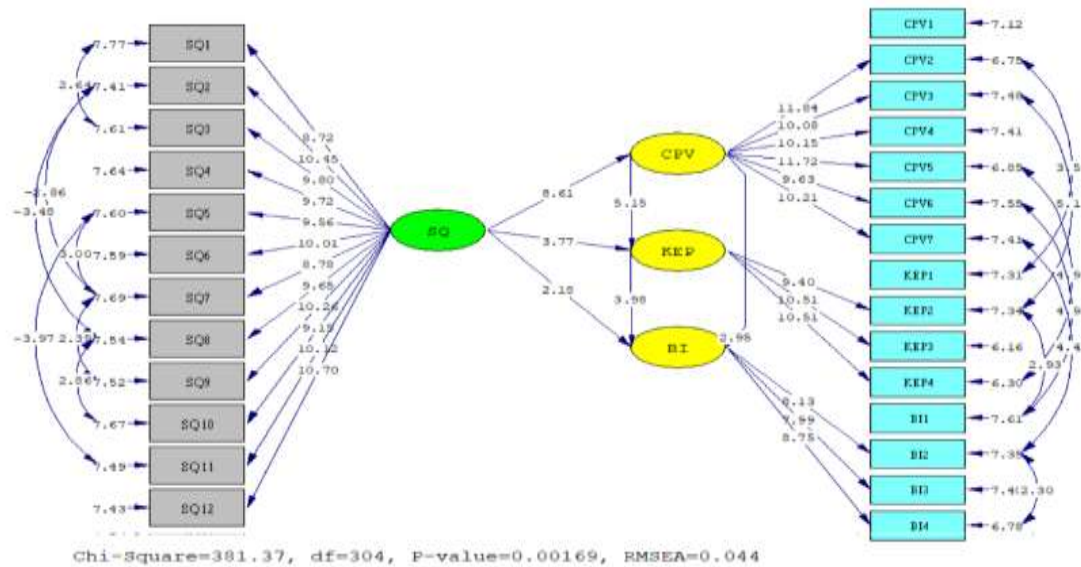


Figure 1. the structural model with standardized path coefficients and t-values derived from LISREL analysis

The structural analysis conducted using Lisrel software as shown in Figure 1 above to determine the direct influence of service quality, customer perceived value, and customer satisfaction on the intention to purchase sacrificial animals can be summarized in the following table:

Table 1. Results of Direct Influence Analysis

Hypothesis	Coefficient	t-value	R ²	Information
H1	0.78	8.61	0.6	H1 accepted
H2	0.37	3.77	0.76	H2 accepted
H3	0.55	2.18		H3 is accepted
H4	0.21	5.15	0.94	H4 accepted
H5	0.33	2.95		H5 is accepted
H6	0.50	3.98		H6 is accepted

This study uses the Sobel test to determine the indirect effect. Service quality and customer perceived value on the intention to purchase sacrificial animals through customer satisfaction are summarized in the following table:

Table 2. Results of Indirect Effect Analysis

Hypothesis	t-value	p-value	Information
H7a	2.06	0.039	H7a is accepted
H7b	2.61	0.009	H7b is accepted

Both mediation hypotheses received support, with t-values exceeding 1.96 and p-values below 0.05. These results confirm that customer satisfaction serves as a significant mediating mechanism through which service quality and customer perceived value influence purchase intention. The significant indirect effects, combined with the earlier finding of significant direct effects, indicate partial mediation, suggesting that both direct and mediated pathways operate simultaneously.

The Influence of Service Quality on Customer Perceived Value

The results of this study show a t-value of 8.61 (>1.96), meaning that service quality has a significant effect on customer perceived value. The coefficient value is positive at 0.78, meaning that if service quality increases by one unit, customer perceived value will increase by 78%. The R² value is 0.6, meaning that customer perceived value is influenced by service quality by 60%. This research supports the research conducted by (Adelia, 2019) which concluded Interaction quality and physical environment quality have a positive and significant effect on perceived value. (Ge et al., 2021) found that service quality has a positive influence on customer perceived value in the symbolic value dimension.

Service quality is key to creating customer value and satisfaction. Value increases as service quality improves (Kotler & Keller, 2009). Zeithaml (1988) through Means-Ends Theory states that the higher the quality of goods/services and benefits received by customers compared to the sacrifices made to obtain or use those services, the higher the customer's perceived value.

The Influence of Service Quality on Customer Satisfaction

The results of this study show a t-value of 3.77 (>1.96), meaning that service quality has a significant effect on customer satisfaction. The coefficient value is positive at 0.37, meaning that if service quality increases by one unit, customer satisfaction will increase by 37%. The R² value is 0.76, meaning that patient satisfaction is influenced by service quality and customer perceived value by 76%. This study supports research conducted by (Adelia, 2019) and (Hardjanti, 2011) which found that interaction quality and physical environment quality have a positive and significant effect on customer satisfaction. This is also supported by research by (Kashif & Erdogan, 2009) that interaction quality, physical environment quality, and outcome quality have a positive and significant influence on customer satisfaction.

The higher the quality of service provided, the higher the level of customer satisfaction. (Kotler & Keller, 2009) Customer perception of service quality is a key factor in customer satisfaction. (Zeithaml et al., 1996) Service quality is a measure of how well the level of service provided by a company is able to match consumer expectations (Parasuraman et al., 1985).

The Influence of Customer Perceived Value on Customer Satisfaction

The results of this study show a t-value of 2.18 (>1.96), meaning that customer perceived value has a significant effect on customer satisfaction. The coefficient value is positive at 0.55, meaning that if customer perceived value increases by one unit, customer satisfaction will increase by 55%. The R² value = 0.76 means that customer satisfaction is influenced by service quality and customer perceived value by 76%. These results support research by (Ge et al., 2021) which found that the symbolic value of customer value has a significant positive effect on customer satisfaction. This shows that the better the customer experience in the process of enjoying the service, the greater the likelihood of them getting a better level of satisfaction. If the value and benefits received by consumers are higher, the satisfaction felt by consumers will also increase. (Sari et al., 2022), (Kusumawati & Rahayu, 2020),

Customer value is considered one of the determinants of customer satisfaction. High customer value will increase customer satisfaction. (Kotler & Keller, 2009). The Model of Linkage of Customer Value Chain to Customer Satisfaction developed by (Woodruff & Gardial, 1996) highlights the concept of consumer value as a driving force of customer satisfaction as a psychological reaction. Oliver (1999) argues that customer value in the form of benefits received by customers and cost-based value along with the quality and performance of the services provided are factors that shape customer satisfaction.

The Influence of Service Quality on Intention to Purchase Sacrificial Animals

The results of this study show a t-value of 5.15 (>1.96), meaning that service quality has a significant effect on the intention to purchase sacrificial animals. The coefficient value is positive at 0.21, meaning that if service quality increases by one unit, the intention to purchase sacrificial animals will increase by 21%. The R² value is 0.94, meaning that the intention to purchase sacrificial animals is influenced by service quality, customer perceived value, and customer satisfaction by 94%. This study supports research by (Susriyanti et al., 2023) and (Adelia, 2019) which found that interaction quality and physical environment quality have a positive and significant effect on repurchase intention. Interaction quality and outcome quality have a positive and significant effect on purchase intention. (Hardjanti, 2011). This research is supported by other research by (Tran & Le, 2020) and (Iqbal et al., 2018).

Repurchase intention is essentially customer behavior that responds positively to a company's service quality in meeting consumer expectations, leading to customers intending to return and provide positive word of mouth to others (Kotler, 2011).

The Influence of Customer Perceived Value on Intention to Purchase Sacrificial Animals

The results of this study show a t-value of 2.95 (>1.96), meaning that customer perceived value has a significant effect on the intention to purchase sacrificial animals. The coefficient value is positive at 0.33, meaning that if customer perceived value increases by one unit, the intention to purchase sacrificial animals will increase by 33%. The R² value = 0.94 means that the intention to purchase sacrificial animals is influenced by service quality, customer perceived value, and customer satisfaction by 94%. These results support several previous studies conducted in several sectors that found that perceived value influences behavioral intention. (Tran & Le, 2020) (Kung et al., 2021) (Hamari et al., 2019)

Purchase intention is a customer's desire to purchase a particular service after evaluating all the benefits, value, and satisfaction offered, previous user experience, information from others, and advertising. (Kotler & Keller, 2009). When the value perceived by the customer matches the sacrifice made by the customer to obtain a particular product or service, it will provide a sense of satisfaction and increase the customer's intention to make a repeat purchase. (Kotler & Keller, 2016).

The Influence of Customer Satisfaction on Intention to Purchase Sacrificial Animals

The results of this study show a t-value of 3.98 (>1.96), meaning that customer satisfaction has a significant effect on the intention to purchase sacrificial animals. The coefficient value is positive at 0.50, meaning that if customer satisfaction increases by one unit, the intention to purchase sacrificial animals will increase by 50%. The R² value is 0.94, meaning that the intention to purchase sacrificial animals is influenced by service quality, customer perceived value, and customer satisfaction by 94%. These results support previous research that shows customer satisfaction has a positive effect on behavioral intentions to revisit and recommend products to others. (Ge et al., 2021) This is also supported by (Dash et al., 2021), (Roudposhti et al., 2018), (Iqbal et al., 2018), (Tran & Le, 2020).

Satisfaction has a significant influence on customer attitudes and behavioral intentions. Dissatisfied customers are at risk of switching to competitors. Satisfied customers, whose expectations are met or exceeded, remain committed to further business. (Bowie & Buttle, 2004)

The Influence of Service Quality on Intention to Purchase Sacrificial Animals through the Mediation of Customer Satisfaction.

The indirect effect of service quality on the intention to purchase sacrificial animals through the mediation of customer satisfaction has a t-value of 2.06 (standard t-value >1.96) and a p-value of 0.039 (standard p-value <0.05). Thus, it means that service quality has a significant effect on the intention to purchase sacrificial animals through the mediation of customer satisfaction. The quality of service received by a customer has a positive effect on future customer behavior, resulting in customer satisfaction. (Sari et al., 2022) This study is supported by other research conducted by (Baiomy, 2021) which states that service quality influences revisit intentions through the mediation of customer satisfaction.

Behavioral intentions are influenced by a customer's experience with previous product or service purchases. When a customer feels satisfied with the service provided previously, it will become a consideration for repeat purchases (Kotler & Armstrong, 2006). The level of customer satisfaction is determined by the quality of the product or service, and customer satisfaction is a core factor influencing consumer repeat purchase behavior. (Cardozo, 1965)

The Influence of Customer Perceived Value on Intention to Purchase Sacrificial Animals through the Mediation of Customer Satisfaction.

The indirect effect of customer perceived value on the intention to purchase sacrificial animals through the mediation of customer satisfaction has a t-value of 2.61 (standard t-value >1.96) and a p-value of 0.009 (standard p-value <0.05). This means that Customer perceived value significantly influences the intention to purchase sacrificial animals through customer satisfaction. These results support previous research that found that perceived value positively influences future customer behavior, leading to customer satisfaction (Sari et al., 2022) This research is supported by other research by (Muharmi et al., 2019)

Purchase intention is a customer's desire to purchase a particular product or service after evaluating all the benefits, value, and satisfaction offered (Kotler & Keller, 2009). High customer value will increase customer satisfaction, and satisfied customers will become loyal customers (Kotler & Armstrong, 2006)

The research results show that service quality, customer perceived value, and customer satisfaction have a significant influence on the intention to purchase sacrificial animals. Service quality was found to influence customer perceived value. Service quality and customer perceived value were found to directly and indirectly influence the intention to purchase sacrificial animals through customer satisfaction.

CONCLUSION

This study found that service quality positively and significantly influenced customer perceived value, customer satisfaction, and purchase intention for sacrificial animals at Magribi Farm. Similarly, customer perceived value positively and significantly affected both customer satisfaction and purchase intention, while customer satisfaction itself exerted a positive and significant direct effect on purchase intention. Notably, customer satisfaction fully mediated the indirect effects of service quality and customer perceived value on purchase intention. These results underscore the pivotal roles of superior service delivery and value perception in enhancing satisfaction and driving sacrificial animal purchases. For future research, longitudinal studies could explore how these relationships evolve over multiple purchase cycles during seasonal religious events like Eid al-Adha, incorporating additional moderators such as cultural or economic factors.

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