

Millennials' continuous purchase drivers for halal Japanese restaurant

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Abstract

Purpose – This study examines how consumption values influence attitudes toward halal certification and continuous purchase intention in Japanese restaurants in Indonesia, using millennial perceptions. It explores the impact of consumption value on millennial consumer behavior following the government's halal certification mandate.

Methodology – A quantitative approach was used to collect data from 225 social media-active respondents who had dined at halal-certified Japanese restaurants. Structural Equation Modeling-Partial Least Squares (SEM-PLS) analyzes the relationships between consumption values, attitudes, and continuous purchase intention.

Findings – Food safety concerns, health consciousness, prestige value, affordance value, visibility value, and emotional value positively influenced attitudes toward halal certification and continuous purchase intention. However, price value did not have a significant direct effect on continuous purchase intention, although it showed a different result in relation to attitudes toward halal certification. Attitude and health consciousness were the most influential antecedent variables affecting continuous purchase intention among millennials.

Implications – These findings provide valuable insights for halal food businesses, particularly Japanese restaurant operators, by identifying the key consumption values that shape Muslim millennial consumers' eating preferences. Understanding these factors can help businesses and policymakers refine their marketing strategies to attract and retain halal-conscious consumers in Indonesia's growing industry.

Originality – This study provides empirical evidence of how different consumption values shape consumer attitudes and purchasing behavior in halal-certified Japanese restaurants, addressing a gap in the understanding of the effects of government regulations on halal-conscious consumer decisions.

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Introduction

The global halal sector has experienced considerable expansion, largely propelled by rising demand for halal products among Muslim consumers worldwide. The Global Islamic Economy Report 2023/2024 indicates that Muslim consumers worldwide, numbering around 2 billion, are estimated to have spent approximately US\$2.29 trillion across several sectors, including food, fashion, travel, media/recreation, pharmaceuticals, and cosmetics. Indonesia ranks third among the 81 countries in halal ecosystems and significantly contributes to global halal products (Dinar Standard, 2024).

In 2020, Indonesia had a Muslim population of approximately 205 million people (80% of its total population of 268 million), representing approximately 13.1% of the global Muslim community. This highlights Indonesia as having the largest Muslim population in the world (Susanty et al. 2021). In this context, the Indonesian government expects the halal industry to contribute significantly to the nation's 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 guidelines (Laldin, 2006).

Naeem et al. (2020) emphasized that the definition of halal food is dependent on both producers and the quality of their suppliers. The certification process includes thorough evaluations of production methods, food safety practices, quality assurance measures, the provenance of raw materials, their acquisition techniques, and handling of these materials. Iranmanesh et al. (2019) pointed out that consumers frequently face difficulty in determining the halal status of products at the time of purchase or subsequent use. Consequently, many Muslims rely on halal certification because it provides assurance that a product's composition and the processes involved in its manufacturing comply with Islamic Shariah requirements (Usman et al., 2024). However, despite these initiatives, the proportion of halal-certified food products in Indonesia is relatively low, with only about less than 10% meeting certification requirements (Susanty et al., 2021). Law No. 33 of 2014 on halal product assurance has strengthened halal certification as a legal requirement for Indonesia's food industry (Suryawan et al., 2022). Although halal certification guarantees compliance with religious tenets, it also acts as a strategic economic tool to tap into the increasing demand for halal food, especially in the restaurant sector (Hosanna & Nugroho, 2018). Research examining millennials (Generation Y) has revealed that their inclination towards halal food products is notably lower than that of Generation Z and X. This lower preference might be attributed to generational variations in religiosity and awareness of halal, with older generations typically being more observant. Nevertheless, millennials displayed a favorable attitude towards halal certification when making purchases, albeit not as pronounced as other age groups (Issa & Afq, 2019).

Japanese culture has been widely embraced in Indonesia, ranging from manga, anime, and films to culinary arts, and has gained popularity among diverse segments of society, particularly in major urban areas. The rising appeal of Japanese cuisine can be attributed to its compatibility with local taste preferences, balanced nutritional content, and the utilization of fresh, high-quality ingredients (Almyra & Attas, 2022). One contributing factor to the prominence of Japanese cuisine in Indonesia is Japan's gastrodipomatic strategy. Between 2013 and 2015, Japan conducted a gastrodipomacy campaign in Indonesia known as the "Japan Halal Food Program," designed to promote Japanese culinary offerings aligned with halal standards. Following this initiative, numerous Japanese restaurants and food companies operating in Indonesia have begun pursuing halal certifications to attract Indonesian Muslim consumers (Aulia, 2022; Ilyas, 2018).

Since the inception of the program, numerous Japanese restaurant chains have sought halal certification to attract Muslim patrons, contributing to the expansion of the halal restaurant sector in Indonesia (Ilyas, 2018; Stephanie & Tambunan, 2022). Currently, numerous Japanese restaurants maintain robust sales, despite a lack of halal certification. The uneven distribution of restaurants explicitly displaying halal certification by the MUI indicates persistent deficiencies in producer awareness regarding halal product standards. This disparity points to an important research gap: what factors motivate Muslim consumers to select halal-certified Japanese dining establishments? The Theory of Consumption Values (TCV) offers a valuable framework for investigating this issue as it identifies several key values—emotional, functional, epistemic, social, and conditional—that drive purchasing behavior (Sheth et al., 1991). TCV has been applied in various studies on halal food consumption (Muhammed et al., 2019), Islamic finance (Omigie et al., 2017), and cosmetics (Rachman & Amarullah, 2024). In a literature-based study, Fenitra et al. (2024) focused on theoretical developments related to consumer behavior concerning halal food, and identified only one theory—the Theory of Consumption Value—explicitly connected to consumer behavior. This indicates that the relationship between halal food and the Theory of Consumption Value remains limited in existing literature. Limited research specifically explores the interplay between

consumption values, consumer attitudes, and purchase intentions regarding halal-certified Japanese restaurants. Muslim millennials may develop the intention to purchase halal food when they form a positive assessment or perception (attitude) toward it, and they are consumers who tend to be flexible or quick to switch when it comes to purchasing halal food (Amalia et al., 2020). Based on these studies, there is a need for research on the theory of consumption value in the context of halal foods, specifically focusing on millennials.

This study incorporates the extended consumption values proposed in Kaur et al. (2021) and examines their relationship with attitude and continuous purchase intention. The Theory of Consumption Values (TCV) to halal-certified Japanese restaurants, distinguishing itself from, focuses on food delivery apps (Kaur et al., 2021) and examined halal cosmetics (Rachman & Amarullah, 2024). Kaur et al. (2021) incorporated only four generic consumption values compared to the values applied by Sheth et al. (1991) and the five generic consumption values as independent variables, as analyzed by Rachman and Amarullah (2024). Kaur et al. (2021) linked the theory of consumption value with purchase intention by employing age and gender as moderating variables. The findings indicated that social, epistemic, conditional, and partial functional values significantly influenced purchase intention; however, the moderating variables largely did not affect these relationships. Based on Rachman and Amarullah (2024), all values within the theory of consumption value (functional, emotional, epistemic, social, and conditional) positively and significantly influence repurchase intention. Building on previous research, this study incorporates all the value dimensions examined by Amalia et al. (2020) and Rachman and Amarullah (2024), which aligns with the original TCV variables proposed by Sheth et al. (1991). This study extends this analysis by examining the impact of these values on both attitude and continuous purchase intention.

The study seeks to address the following questions by evaluating these gaps:

- RQ1. Does consumers' consumption value influence their intention to continue purchasing from Japanese restaurants?
- RQ2. Does consumers' consumption value influence their attitudes towards halal certification in Japanese restaurants?
- RQ3. How do consumers' opinions of halal certification influence their ongoing purchase intentions in Japanese restaurants?

Literature Review

Functional value

Functional value (FV) pertains to a product's utilitarian attributes, including performance, price, and quality, which influence consumer decision making (Sheth et al., 1991; Thongmak, 2020). Research suggests that functional value is a key determinant of consumption patterns, particularly in industries where product reliability and efficiency are (Kim & Eves, 2012; Mohd Suki et al., 2022) and food safety concerns shape consumer purchasing decisions (Kaur et al., 2021). Additionally, concerns related to food safety, health benefits, and pricing influence consumer preferences, emphasizing the importance of ensuring consistent product quality and affordability (Lee et al., 2022).

Price plays a significant role in shaping consumers' intentions to order food online (Cho et al., 2019; Alalwan, 2020). Food delivery services should consistently provide substantial benefits, set fair prices, and ensure good value for money to positively influence customer purchase intentions (Kaur et al., 2021). To enhance perceived price value, food delivery applications are encouraged to offer ongoing benefits such as membership discounts, free items for orders exceeding a certain amount, and exclusive deals for frequent users. These efforts to increase the price value can strengthen users' intentions to continue ordering food (Kaur et al., 2021).

Health consciousness reflects an individual's awareness of and proactive attitudes toward making decisions and taking actions that support their overall well-being (Lee et al., 2015). In the context of this study, the inclusion of health-related aspects aligns with prior research that applied the Theory of Consumption Values (TCV) to food-related behavior. For instance, Choe and Kim

(2018) identified health value as a key component of functional value, recognizing that consumers often consider health benefits when making food choices.

The third aspect of functional value pertains to the quality consumers perceive when ordering food through delivery (Kim & Eves, 2012). Food quality has been identified as a critical factor influencing customer loyalty to online food delivery services (Suhartanto et al., 2022). A similar consideration applies when ordering halal food, where consumers not only seek quality and convenience but also assurance of religious compliance. In this context, perceived quality includes standard attributes of food, such as taste, freshness, and safety.

Social value

Social value (SV) reflects the perceived benefits of a product in fulfilling social needs such as prestige, social recognition, and group acceptance (Wang et al., 2021). Consumers are often influenced by their social environment, which shapes their attitudes and preferences toward brands that enhance their social status (Tandon et al., 2021). In the context of food delivery applications, social value is linked to prestige, where consumers seek social approval and enhance their self-image using modern digital ordering platforms (Kaur et al., 2021).

Emotional value

Emotional value (EV) refers to the affective benefits a consumer derives from consuming a product, including excitement, relaxation, and pleasure (Sheth et al., 1991), which stimulates affective reactions and sentimental attachment among consumers (Lee et al., 2015). Products that evoke strong emotional responses tend to receive higher consumer evaluations and have increased purchase intentions (Lee et al., 2022; Stone & Zou, 2023).

Epistemic value

Epistemic value (EV) is associated with a consumer's curiosity, desire for novelty, and need for knowledge, which influence their evaluation of innovative products (Lee et al., 2015; Mason et al., 2023; Thomé et al., 2019). Consumers are more likely to adopt new products if they perceive them as providing novel experiences and satisfying their curiosity (Nguyen et al. 2023). Research highlights epistemic value as a strong predictor of product acceptance in various industries including food, technology, and tourism (Alganad et al., 2023; Mason et al., 2023; Sharma et al., 2024).

Conditional value

Conditional value (CV) represents the perceived benefits of consumption under specific conditions such as time constraints, special promotions, or situational factors (Sheth et al., 1991). Studies suggest that conditional value significantly affects consumer preferences, particularly in mobile-based applications, where convenience and time-sensitive promotions enhance purchase intention (Phau et al., 2014). In food delivery services, factors such as free or discounted delivery, promotional offers, and faster services contribute to a higher purchase likelihood, emphasizing the importance of contextual incentives in shaping consumer behavior (Suhartanto et al., 2022).

Continuous purchase intention

Continuous purchase intention (CPI) refers to a consumer's likelihood of repurchasing a product or revisiting a brand in the future, significantly contributing to a company's competitive advantage and long-term profitability (Halimi et al., 2022; Kim et al., 2013; Wang et al., 2021; Wu et al., 2011). Research highlights the critical role of consumer behavior in predicting future consumption patterns and business sustainability, making repurchase intention an essential aspect of marketing strategies (Guo et al. 2018; Halimi et al. 2022). Furthermore, studies have demonstrated that consumer attitudes significantly impact repurchase behavior, particularly in halal-related industries

such as halal cosmetics, where functional, emotional, and epistemic values play a key role in shaping purchase intentions (Astrini et al., 2022; Briliana & Mursito, 2017; Rachman & Amarullah, 2024).

Attitude

Attitude (AT) is characterized as an individual's enduring and overarching assessment of an object, product, or issue, which affects their purchase behavior (Amarullah & Handriana, 2023; Solomon, 2018). A positive attitude toward halal products such as food and cosmetics significantly enhances repurchase intention, demonstrating the consistency of this relationship across product categories (Septiarini et al., 2023). Moreover, studies indicate that value components, such as functional, conditional, social, emotional, and epistemic values, directly influence consumer attitudes, reinforcing the importance of perceived product quality, emotional appeal, and social influence in shaping purchasing (Amarullah & Handriana, 2023).

Hypotheses

The importance buyers place on a product's practicality, efficiency, or performance is known as its Functional Value (FV) (Sheth et al., 1991). FV is a measure of how customers perceive a product's practicality and usefulness (Thongmak, 2020). Indicators of FV were identified by Ng and Cheung (2022). Kaur et al. (2021) included product perceptions, quality, and pricing. A large body of research indicates that customers' views on the practicality of products significantly affect their purchase decisions. Consumers with a positive perception of FV display a more favorable attitude and behavior toward FV, particularly when it comes to price (Ng & Cheung, 2022).

According to Rahman and Amarullah (2024), positive FV significantly influences consumer attitudes toward halal products. ur et al. (2021) classified FV into quality, health, and price within the framework of food-related studies, which is consistent with prior research outcomes (Kim & Eves, 2012; Perrea et al., 2015). Price is considered a crucial factor influencing consumers' intention to order food online (Alalwan, 2020; Cho et al., 2019). This study's selection of health aspects aligns with existing research on the Theory of Consumption Value (TCV) and food choices, acknowledging health as a fundamental component of functional value (Choe & Kim, 2018). The next functional value component is the quality context, which is reflected in consumers' concerns about food safety when ordering food (Kim & Eves, 2012).

These three aspects sufficiently capture the FV dimensions, where price value represents the pricing aspect, health consciousness represents the health aspect, and food safety concerns represent the quality aspect. According to this paradigm, the following hypothesis is proposed:

H_{1a} : Price value has a positive influence on attitude toward halal certification.

H_{1b} : Price value has a positive influence on continuous purchase intention.

H_{2a} : Food safety concerns have a positive influence on attitudes toward halal certification.

H_{2b} : Food safety concern has a positive influence on continuous purchase intention.

H_{3a} : Health consciousness has a positive influence on attitude toward halal certification.

H_{3b} : Health consciousness has a positive influence on continuous purchase intention.

Social value refers to the image that consumers seek to project on their social community choices (Elliot et al., 2011). Additionally, social value encompasses aspects of prestige and personal recognition derived from travel-related activities, including the consumption of local cuisine at tourist sites (Mak et al., 2012) and sharing of travel experiences within their social networks (Chang et al., 2010).

Mason et al. (2023) articulated that social worth has a substantial and positive correlation with diverse consumer reactions. For example, social value positively influences purchase intention (Jamrozy & Lawonk, 2017) and consumer attitudes, as demonstrated by Rousta and Jamshidi (2020). Kaur et al. (2021) elucidated that social value signifies the development of status and self-image, which customers obtain in social contexts via the utilization of food ordering applications. In this context, social value pertains to obtaining social endorsements, fostering a favorable perception, and demonstrating proficiency in employing cutting-edge technology. Thus, prestige

has become an essential element of social value within the realm of food ordering apps. Based on the above discussion, the following hypothesis is proposed:

H_{4a}: Prestige value has a positive influence on attitude toward halal certification.

H_{4b}: Prestige value has a positive influence on continuous purchase intention

Conditional value refers to the benefits that consumers derive from specific external elements linked to their decisions, including quality of life (Gómez et al., 2018). Conditional value positively influences travel destination selection (Phau et al. 2014). Furthermore, travelers frequently regard conditional value as a vital element in their travel decision-making process. In the context of food delivery applications, previous research has shown that conditional value plays an important role in shaping consumers' purchasing decisions (Zoelkipli 2016).

Kaur et al. (2021) predicted a favorable correlation between conditional value and consumers' inclination to utilize meal ordering applications. For instance, Qasim et al. (2019) and Chakraborty et al. (2022) find that conditional value substantially affects customers' purchasing intentions. Similarly, research indicates that conditional value exhibits a substantial positive correlation with customer satisfaction (Woo & Kim, 2019) and consumer contentment (Yeo et al., 2016). Based on the above discussion, the following hypothesis is proposed:

H_{5a}: Affordance value has a positive influence on attitude toward halal certification.

H_{5b}: Affordance value has a positive influence on continuous purchase intention.

Epistemic value refers to a product or service's ability to stimulate curiosity, provide a feeling of novelty, and/or fulfill the need for information seeking (Choe & Kim, 2018; Wong et al., 2019). Research has demonstrated a positive relationship between epistemic value and consumer behavior in the context of healthy food consumption (Thomé et al., 2019) and tourism destination choices (Ashton, 2015).

Nguyen et al. (2023) emphasized that informational attributes, novelty, and curiosity play a significant role in influencing a product's acceptance. Kaur et al. (2021) measured epistemic values based on visibility, highlighting the role of mobile applications, particularly food-ordering apps. Visibility significantly impacts consumers' purchase intentions via food ordering applications, indicating a positive correlation between epistemic value and purchase intention in the digital meal ordering environment. Based on the above discussion, the following hypothesis was proposed:

H_{6a}: Visibility has a positive influence on attitude toward halal certification.

H_{6b}: Visibility has a positive influence on continuous purchase intention

Emotional value has been demonstrated to have a positive effect on attitudes toward halal cosmetics. This finding is consistent with prior research demonstrating that emotional value has a substantial impact on consumer behavior (Shin et al., 2023; Yeap et al., 2019). These results suggest that consumers tend to develop more favorable attitudes toward halal cosmetics when they are emotionally satisfied. In a separate study, Misra (2024) demonstrated that emotional value in the form of comfort value significantly affects purchasing decisions. This aligns with the findings of previous studies (Chakraborty et al., 2022), further reinforcing the importance of comfort value in online pharmaceutical sales contexts.

Based on the discussion above, the following hypotheses are proposed:

H_{7a}: Emotional value has a positive and significant influence on attitudes toward halal certification.

H_{7b}: Emotional value has a positive and significant influence on continuous purchase intention

Attitude denotes a consumer's overall sentiment, whether negative or positive, towards an object (Anshu et al., 2022). Attitude significantly influences consumer consumption patterns, especially in Muslim demographics (Aslan 2023). Muslim consumers generally exhibit favorable attitudes toward halal products while displaying unfavorable attitudes toward non-halal products. A positive attitude significantly impacts the development of consumer behavioral intentions (Widyanto & Sitohang, 2022). Moreover, numerous studies have demonstrated that attitude plays a significant role in influencing consumer behavioral intentions (Astrini et al., 2022). In the context

of halal food consumption, Iranmanesh et al. (2019), citing (Shah Alam & Mohamed Sayuti, 2011), and Garg and Joshi (2018) demonstrated that attitude (ATT) has a significant impact on consumer purchase intention, where consumers with stronger positive attitudes exhibit a higher likelihood of purchasing halal food. Lada et al. (2009) and Mukhtar and Butt (2012). Based on the above discussion, the following hypothesis is proposed.

H₈: Attitude has a positive and significant influence on continuous purchase intention

The hypotheses were visually represented in the proposed research model, as shown in Figure 1.

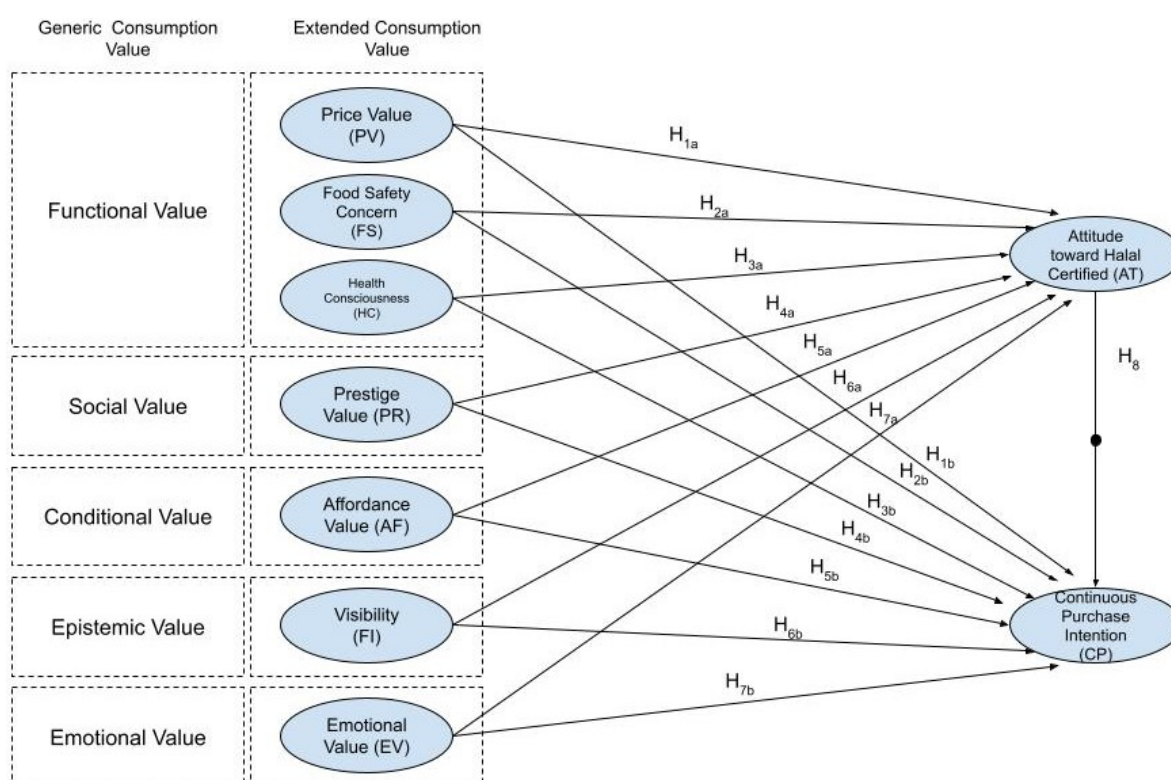


Figure 1. Proposed model
Source: Author's own creation

Research Methods

Measurement

Based on Figure 1, this study investigated consumers' continuous purchase intentions for Japanese halal restaurants, considering 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. Price is assessed based on three factors (Kaur et al., 2021). Health consciousness was evaluated using five items (Kaur et al., 2020). Three variables were used to identify food safety risks (Kaur et al., 2020). Affordance value was evaluated using three items (Kaur et al., 2020; Rachman and Amarullah, 2024). The prestige value was evaluated according to four criteria (Kaur et al., 2020). The prestige value was determined using four criteria (Kaur et al., 2020). Visibility is influenced by four parameters (Kaur et al. 2020). The emotional value was evaluated according to three criteria (Halimi et al., 2020; Misra, 2024). Halal certification is shaped by five elements (Kaur et al. 2020; Rachman and Amarullah 2024). Ongoing purchasing intention is characterized by five elements (Kaur et al., 2020; Rachman and Amarullah, 2024; Halimi, 2021).

This study used a purposive sampling approach, and the sample size for this study followed the estimation model of Hair et al. (2022), which states that the minimum sample size should be

determined based on two values: ten times the number of formative indicators used to measure a single construct or ten times the highest number of structural paths directed at a latent construct within the structural model. In this study, there were 15 structural paths; therefore, the minimum sample size required was 150. This research applies to the selection of respondents who have prior experience in purchasing halal-certified Japanese food. The purposive sampling method ensured a fair evaluation from respondents who met the study criteria, including:

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

This study relied 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 and closed-ended questions derived from the 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.. The data were collected between October and December 2024, generating 234 responses. After applying the screening criteria, which excluded individuals who were non-Muslim or had not consumed Japanese food within the past three months— nine responses were deemed ineligible. Consequently, the final valid sample comprised of 225 respondents.

[Cooper and Schindler \(2014\)](#) introduced the ten-times rule, commonly referenced in the PLS-SEM literature, suggesting that the minimum required sample size should be 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's \(1975\)](#) guidelines, widely accepted in behavioral research for several decades, recommend sample sizes between 30 and 500 as optimal for most behavioral studies. Consequently, a sample size of 225 respondents met the established criteria for data analysis.

Table 1. Measurement scale and factor loading result

	Coding scale and items (statement)	Factor loading	Result	Supporting literature
Price value				
PV1	The purchase of food at halal-certified Japanese restaurants offers affordable prices.	0.909	Reliable	Kaur et al.(2020)
PV2	The expenditure for purchasing food at halal-certified Japanese restaurants is equivalent to the benefits offered.	0.926	Reliable	
PV3	The purchase of food at halal-certified Japanese restaurants offers better value compared to the price offered.	0.908	Reliable	
Health consciousness				
HC1	I often reflect on my health.	0.863	Reliable	Kaur et al.(2020)
HC2	I am very self-aware about my health.	0.883	Reliable	
HC3	I am vigilant about changes in my health.	0.844	Reliable	
HC4	I am usually aware of my health condition.	0.859	Reliable	
HC5	I am responsible for my health condition.	0.839	Reliable	
Food safety concern				
FS1	Purchasing quality food has become my current concern.	0.905	Reliable	Kaur et al.(2020)
FS2	Food safety and hygiene concerns are currently my priority.	0.862	Reliable	
FS3	I always pay attention to and choose restaurants that maintain cleanliness, safety, and food quality.	0.827	Reliable	
Prestige value				

	Coding scale and items (statement)	Factor loading	Result	Supporting literature
PR1	Purchasing food at halal-certified Japanese restaurants enhances my self-image in the eyes of others	0.871	Reliable	Kaur et al.(2020)
PR2	Purchasing food at halal-certified Japanese restaurants creates a positive impression in the eyes of others.	0.865	Reliable	
PR3	Purchasing food at halal-certified Japanese restaurants helps me gain social approval.	0.828	Reliable	
PR4	Purchasing food at halal-certified Japanese restaurants changes others' perspective of me positively.	0.825	Reliable	
Affordance value				
AF1	I will purchase food at halal-certified Japanese restaurants when there is a discount.	0.825	Reliable	Kaur et al.(2020);
AF2	I will purchase food at halal-certified Japanese restaurants if they are available near my residence.	0.882	Reliable	Rachman and Amarullah (2024)
AF3	I will purchase food at halal-certified Japanese restaurants if there is a government subsidy.	0.892	Reliable	
Visibility				
VS1	I enjoy seeking something new and different related to halal Japanese food.	0.828	Reliable	Kaur et al.(2020);
VS2	I enjoy searching for information on halal Japanese restaurants in Indonesia.	0.836	Reliable	Halimi er al.; (2021)
VS3	I find halal Japanese restaurants in Indonesia to be common.	0.838	Reliable	
VS4	My peers have eaten at halal Japanese restaurants.	0.853	Reliable	
Emotional value				
EV1	I enjoy the atmosphere of purchasing food at halal-certified Japanese restaurants more than at non-certified Japanese restaurants, as it feels like making a personal contribution toward something better.	0.917	Reliable	Rachman and Amarullah (2024);
EV2	Purchasing food at halal-certified Japanese restaurants rather than non-certified ones feels like a morally compliant action.	0.908	Reliable	Misra (2024)
EV3	Purchasing food that is already halal-certified at Japanese restaurants makes it more comfortable	0.897	Reliable	
Attitude				
AT1	I enjoy purchasing food at halal-certified Japanese restaurants.	0.884	Reliable	Rachman and Amarullah (2024);
AT2	Before purchasing halal food, I always look for halal-certified restaurants.	0.888	Reliable	Halimi et al., (2021)
AT3	I feel comfortable purchasing food that has a halal certification.	0.870	Reliable	
AT4	Halal food is my daily choice	0.868	Reliable	
AT5	Halal food is an important matter for me.	0.850	Reliable	
Continuous purchase intention				
CP1	I enjoy purchasing food at halal Japanese restaurants more than once a month.	0.850	Reliable	Rachman and Amarullah (2024);
CP2	I intend to revisit halal Japanese restaurants wherever they are.	0.909	Reliable	Halimi et al., (2021); Kaur et al (2020)
CP3	I am highly considering enjoying halal Japanese restaurant food again.	0.912	Reliable	
CP4	I intend to recommend halal Japanese restaurants to my peers.	0.926	Reliable	
CP5	I believe that halal Japanese restaurants use ingredients that are fully categorized as halal.	0.908	Reliable	

Source: Author's own creation

Demographic profile of respondents

A total of 225 (millennial respondents) in this study who completed the questionnaire. Referring to Table 2 for the demographic profile of the respondents of the study, 46.22% were male and 53.78% female. education wise, 72.89% had a bachelor/diploma degree followed by 13.33% had High School, and 13.78% had a students/postgraduates. the occupation showed that 42.22% were private staff, 16.89% were students/postgraduates, 8.44% were state-owned enterprise staff, 10.7% were government staff, 8.4% were housewives, 7.6% were entrepreneurs, 2.22% were freelancers, and 1.33% were others. and 1.7%, respectively). The income distribution showed the income IDR 5 million – 10 million was 56.44%, those earning less than IDR 5 million were 24 %, IDR 10 million – 15 million was 11.11%, IDR 15 million – 20 million was 6%. Above 25 million was 2.67%, and between IDR 20 million and 25 million was 3.11%.

Table 2. Demographic profile

Item	Category	Frequent	Percentage (%)
Gender	Male	104	46.22%
	Female	121	53.78%
Education	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/Postgraduare	38	16.89%
	Entrepreneur	18	8.00%
Income	< IDR 5m	54	24.00%
	IDR 5m - IDR 10m	127	56.44%
	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

The demographic profile of the respondents in this study reveals a dominant representation of well-educated economically active millennial consumers. The majority held a Bachelor's or diploma degree (72.89%), indicating a relatively high level of educational attainment, which may contribute to greater awareness and discernment in food-related decision-making, particularly concerning halal standards and health considerations. In terms of employment, most respondents were private sector employees (42.22%), reflecting a population with stable work routines and income, which may influence their consumption patterns and preferences for convenience, such as using food delivery services. Income distribution further supports this, with over half of the respondents (56.44%) earning between IDR 5–10 million monthly, suggesting a middle-income group with moderate purchasing power. This segment is likely to balance considerations of quality and affordability in food choices. The relatively balanced gender distribution (46.22% male, 53.78% female) also adds to the representativeness of the sample. Overall, the observed demographic dominance indicates that the study's findings are most applicable to urban, educated, and financially independent millennials, who are key drivers of the evolving market for halal-certified food services.

Data analysis

Structural Equation Modeling (SEM) is a multivariate statistical technique that integrates factor analysis and regression to examine the relationships among variables within a conceptual model

(Hair et al., 2022). SEM allows researchers to assess both the associations between indicators and their respective constructs as well as the interrelationships among the constructs themselves. Studies employing SEM provide a robust framework for addressing research questions related to regression analysis and the dimensionality of measured concepts (Hamid 2019).

Measurement model evaluation

Evaluating the measurement model in PLS-SEM is a crucial initial step in assessing its quality in terms of construct reliability and validity. The first stage in measuring the outer model involved assessing the outer loading. According to Hair et al. (2022), the acceptable threshold for outer loading is ≥ 0.7 . A high outer loading value indicates that the indicators share substantial commonalities. Based on the data in Table 1, all outer loading values for each variable met the required threshold of ≥ 0.7 . Therefore, each variable is considered reliable.

Consequently, the next stage was to conduct a second test, namely, the reliability test of the measurement model (internal consistency reliability). This process ensured that the indicators consistently and accurately reflected the measured constructs. 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), 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 the construct items had 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).

Internal consistency reliability was evaluated based on composite reliability and Cronbach's alpha (Hair et al. 2022). As shown 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). Finally, 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).

Structural model evaluation

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 involved assessing collinearity using the variance inflation factor (VIF) values of all paths within the model. Table 5 demonstrates that all VIF values were below the threshold of three, suggesting the absence of collinearity issues in the structural model (Hair et al., 2022).

After ruling out collinearity, the subsequent step involved 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 accounted for 68.0% (see Table 6). The R^2 values in this study were categorized as moderate to strong (Hair et al. 2022). The predictive relevance of a structural model evaluates the effectiveness of the model and its parameter estimates in forecasting the observed values. A Q^2 value exceeding zero (31.7% and 46.2%) signifies that the model has predictive relevance, whereas 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
Prestige Value (PR)	0,925	0,804	0,878
Affordable Value (AF)	0,891	0,731	0,816
Visibility (VI)	0,923	0,707	0,896
Emotional Value (EV)	0,917	0,734	0,879
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 and VIF test

HTMT	AF	AT	CP	EV	FS	HC	PR	PV	VI
AF									
AT	0,311								
CP	0,377	0,833							
EV	0,143	0,371	0,404						
FS	0,182	0,541	0,595	0,214					
HC	0,125	0,506	0,618	0,153	0,55				
PR	0,26	0,243	0,33	0,133	0,151	0,063			
PV	0,225	0,526	0,383	0,231	0,422	0,267	0,081		
VI	0,097	0,295	0,367	0,177	0,253	0,38	0,087	0,111	

Source: Author's own creation

Table 5. VIF test

HTMT	AF	AT	CP	EV	FS	HC	PR	PV	VI
AF		1.111	1.139						
AT			1.858						
CP									
EV		1.092	1.141						
FS		1.438	1.492						
HC		1.393	1.492						
PR		1.069	1.096						
PV		1.206	1.357						
VI		1.157	1.179						

Source: Author's own creation

Table 6. Measurement R² and Q²

Variable	R ²	Q ²
Attitude (AT)	0,462	0,317
Continuous Purchase Intention (CP)	0,680	0,462

Source: Author's own creation

Results and Discussion

Table 7 shows that all the relationships between consumption values and the two outcome variables of attitude toward halal-certified restaurants (AT) and continuous purchase intention (CP) are presented with their respective p-values. Most of the relationships were statistically significant (p

< 0.05), suggesting meaningful paths in the model. However, not all extended consumption values significantly impact CP directly. For instance, Price Value (PR) has a non-significant path to CP with $p = 0.136$. This figure confirms the importance of consumption value factors in shaping millennial consumer attitudes and repurchase intentions.

Table 7. Hypothesis test

Hypothesis	Path	Path coefficients	t-value	P-values	Results
H1a	Price Value \rightarrow Attitude	0,285	4,358	0,000	Supported
H1b	Price Value \rightarrow Continuous Purchase Intention	-0,049	1,099	0,136	Not Supported
H2a	Food Safety Concern \rightarrow Attitude	0,170	2,742	0,003	Supported
H2b	Food Safety Concern \rightarrow Continuous Purchase Intention	0,119	2,235	0,013	Supported
H3a	Health Consciousness \rightarrow Attitude	0,231	3,433	0,000	Supported
H3b	Health Consciousness \rightarrow Continuous Purchase Intention	0,221	3,741	0,000	Supported
H4a	Prestige Value \rightarrow Attitude	0,120	2,211	0,014	Supported
H4b	Prestige Value \rightarrow Continuous Purchase Intention	0,123	2,552	0,005	Supported
H5a	Affordance Value \rightarrow Attitude	0,123	2,348	0,009	Supported
H5b	Affordance Value \rightarrow Continuous Purchase Intention	0,125	3,050	0,001	Supported
H6a	Visibility \rightarrow Attitude	0,107	1,951	0,026	Supported
H6b	Visibility \rightarrow Continuous Purchase Intention	0,088	1,871	0,031	Supported
H7a	Emotional Value \rightarrow Attitude	0,163	2,942	0,002	Supported
H7b	Emotional Value \rightarrow Continuous Purchase Intention	0,113	2,896	0,002	Supported
H8	Attitude \rightarrow Continuous Purchase Intention	0,493	6,913	0,000	Supported

Source: Author's own creation

The attitude toward halal certification of Japanese restaurants had the strongest influence on continuous purchase intention (path coefficient=0.493). This indicates that millennial perceptions of halal food are largely shaped by their trust in and positive evaluations of halal certification as a guarantee of compliance with religious and quality standards. The next dominant factor influencing continuous purchase intention from the consumption value variables is health consciousness (path coefficient=0.221), suggesting that millennials consider health-related aspects an important component when deciding to repurchase halal food. Meanwhile, attitude was most significantly influenced by price value (path coefficient=0.285), implying that millennials perceive halal food more positively when it offers reasonable pricing and good value for money, aligning with their expectations of affordability.

According to [Table 7](#), millennial consumers tend to have higher expectations for halal products/services and evaluate them positively if the price paid matches the perceived benefits. 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, the Price Value exerts the strongest influence on attitudes toward halal certification.

Price Value has a significant impact on this study ([Alganad et al., 2023](#); [Lin et al., 2021](#); [Ng & Cheung, 2022](#)), stating that prices tend to shape positive attitudes and behaviors. Price value positively influences attitudes toward halal certification, as consumers perceive that the price paid is justified by the benefits offered in Japanese restaurants, including guaranteed halal standards. 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 emerged 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 halal Japanese restaurants, halal certification enhances trust in food quality and safety and encourages health-conscious millennials to make repeat purchases.

In contrast, Price Value does not significantly affect Continuous Purchase Intention; these results are consistent with those of [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. Prior research suggests that functional value has a minimal effect on the adoption of electronic services ([Bodker et al., 2009](#)).

Food Safety Concern exerts a significant impact on both attitude toward halal certificates (Attitude) and continuous purchase intention. This is in line with [Rachman and Amarullah \(2024\)](#), who discovered that functional value exhibits a substantial positive correlation with sentiments toward halal products or certifications. [Kaur et al. \(2021\)](#) and [Misra \(2024\)](#) find that functional value, particularly in relation to quality, has a significantly positive relationship with the intention to repurchase.

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

Prestige Value exerts a significant impact on both attitudes toward halal certification and continuous purchase intention, which is in line with the research by [Rachman and Amarullah \(2024\)](#), who state that social value has a significant positive relationship with attitudes toward products or halal certification. [Mason et al. \(2023\)](#) elucidated that social worth exhibits a substantial and positive correlation with diverse customer responses, including consumer attitudes, as evidenced by the research findings by [Rousta and Jamshidi \(2020\)](#). This finding is also consistent with the studies by [Kaur et al. \(2021\)](#) and [Misra \(2024\)](#), which indicate that prestige value in relation to quality has a significantly positive relationship with repurchase intention. Furthermore, [Kaur et al. \(2021\)](#) articulated that social value denotes the prestige and enhancement of the self-image that customers experience in social contexts when utilizing food ordering applications.

Affordance Value exerts a significant impact on both the attitude toward halal certificates and continuous purchase intention. This aligns with the research by [Rachman and Amarullah \(2024\)](#), which indicates that conditional value has a substantial positive correlation with attitudes toward products or halal certification. This finding supports the idea that conditional value, specifically affordance value, exhibits a substantial positive correlation with consumer satisfaction ([Woo & Kim, 2019](#)).

Visibility has a significant impact on attitudes toward halal certificates and continuous purchase intention. This result aligns with the study by [Rachman and Amarullah \(2024\)](#), who found that visibility has a significant positive relationship with attitudes toward halal products or certification. However, the relationship between visibility and continuous purchase intention does not align with [Kaur et al. \(2021\)](#).

Epistemic value refers to a product or service's ability to spark curiosity, provide a sense of novelty, and fulfill the need for information ([Choe & Kim, 2019](#)). Studies indicate a favorable correlation between epistemic value and consumer decision making in sectors such as health food ([Thomé et al., 2019](#)) and tourist destinations ([Ashton, 2015](#)).

Emotional Value has a significant impact on attitude toward halal certificates, attitude, and continuous purchase intention, and has been shown to positively influence consumer purchase intention in online transactions ([Guo et al., 2018](#); [Xiao et al., 2019](#)). A recent study on healthcare

mobile applications by [Chakraborty et al. \(2023\)](#) identified emotional value as the most significant factor affecting purchase intention.

Attitude toward a halal certificate significantly influences Continuous Purchase Intention. Consistent with prior research, attitude is a significant determinant of consumer behavior ([Astrini et al., 2022](#); [Rizkitysha & Hananto, 2022](#)). This study suggests that consumers with positive attitudes are more likely to repurchase halal-certified Japanese foods in the future. This implies that the stronger a millennial consumer's positive perception of halal-certified Japanese restaurants, the higher is 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 restaurant.

Conclusion

This study with millennial respondents proposes 15 hypotheses, with 14 accepted and one rejected. The results show that all consumption value variables positively and significantly influence attitudes toward halal certification. This confirms that elements that millennially choose or buy from Japanese halal restaurants, based on the theory of consumption value, such as functional value (price value, food safety concern, health consciousness), social value (prestige value), conditional value (affordance value), epistemic value (visibility value), and emotional value, contribute to positive attitudes toward halal certification, particularly for Japanese restaurants.

Attitude toward halal certification is the most influential factor in shaping millennials' continuous purchase intention, reflecting their trust in certification as a marker of religious and quality compliance. Additionally, health consciousness and price value play significant roles, indicating that millennials value both health considerations and affordability in their perceptions and repurchase decisions regarding halal food.

Millennials generally hold higher expectations for halal products and are more likely to respond positively when the price aligns with the perceived benefits. The findings indicate that various dimensions of consumption value significantly shape consumers' attitudes toward halal-certified Japanese restaurants and their intention to repurchase, whether online or in-person. Among these values, Price Value most strongly influences attitudes toward halal certification, whereas Health Consciousness is the key driver of continuous purchase intention, with attitude toward halal certification being the most decisive factor overall.

This study contributes to the understanding of millennial consumer behavior in the foreign food industry by focusing on the halal-certified Japanese restaurant sector. This highlights the key consumption values influencing purchasing decisions among millennials, both online and offline, during Indonesia's mandatory halal certification period. These findings offer valuable insights for foreign restaurant owners aiming to meet millennial preferences in regulated halal markets.

This study offers practical insights for various stakeholders, particularly those addressing millennial consumers' needs. For millennials, clear halal certification builds trust and encourages repurchases by aligning with values, such as food safety, health consciousness, and dining comfort. Restaurant owners can leverage halal certification in marketing to appeal to the millennial Muslim segment while also improving service quality and ambiance to enhance customer loyalty. Academically, this study opens pathways for further research on millennial consumer behavior in the halal dining sector, particularly concerning repeat purchase behavior. From a regulatory standpoint, enforcing halal certification under Law No. 33 of 2014 and increasing public awareness can ensure better compliance and guide millennials in making informed dining choices.

This study has several limitations. First, theoretical limitations—the Theory of Consumption Values (TCV)—explain consumer decisions through consumption values, but their multidimensional nature suggests that a single-dimensional approach may not fully capture consumer behavior. Future research should expand on specific value constructs by using both qualitative and quantitative methods. Future studies should explore additional variables to enhance explanatory power. Second, methodological limitations: The online survey method may introduce sample bias as tech-savvy respondents are overrepresented. A mixed-method approach (e.g., interviews and direct surveys) can improve representation. Third, this study only included

consumers who had purchased halal-certified Japanese restaurants in the past three months, excluding potential customers. Future research should include existing or potential consumers to understand the barriers to first-time purchases; however, careful segmentation is essential to ensure that the results remain meaningful and unbiased. To avoid bias, researchers should compare existing and potential consumers or build moderating or grouping variables.

Finally, data validation limitations: This study lacks verification mechanisms for respondents' actual purchase behavior and awareness of halal certification. Future research could distinguish between purchases made through applications and those made directly because perceived value may differ across channels. Additionally, this study lacks a strong verification mechanism to confirm whether respondents had genuinely purchased from halal-certified Japanese restaurants and whether their decisions were influenced by halal awareness or other factors, such as religiosity, potentially introducing response bias. Future studies should expand the sample beyond millennials to include all age cohorts and incorporate moderating variables such as age, gender, education level, and income while applying data triangulation methods such as transaction verification or in-depth questions to better understand purchase motivations.

Author contributions

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