The Effect Of Halal Certificate Trust, Brand Love, Food Quality, On Consumer Loyalty Through Customer Satisfaction At Halal Restaurants In North Sulawesi, Indonesia

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ABSTRACT

Halal labeling of food products became an instrument to build consumer loyalty and a part of marketing strategy. This study aims to analyze the role of halal certificate trust, brand love, and food quality on consumer loyalty through consumer satisfaction in non-Muslim restaurants that attach the halal logo in North Sulawesi, Indonesia. The instrument of this study was a questionnaire distributed to 270 Muslim consumers in North Sulawesi who visited three times at non-Muslim restaurants that attached the halal logo. The data was analyzed using SEM AMOS 26 and the online Sobel test to test the effect of mediation. The findings revealed that halal certificate trust (HCT), brand love (BL), and food quality (FQ) have a positive and significant direct effect on consumer satisfaction (CS) and consumer loyalty (CL). Consumer satisfaction (CS) positively and significantly affects consumer loyalty (CL). The indirect effect of Consumer Satisfaction (CS) can function as a mediating variable connecting HCT, BL, and FQ to CL positively and significantly. This study recommends that restaurant business actors focus on trust in halal certification, brand love, food quality, and customer satisfaction to form and increase loyalty as restaurant marketing strategies that attach halal logos in North Sulawesi, Indonesia.

Keywords: halal certification trust, brand love, food quality, satisfaction, and loyalty

INTRODUCTION

Restaurant entrepreneurs considered the loyalty of Muslim consumers could not be separated from halal-standard food products. Muslim consumers are a market segment that is very rapidly growing. The global Muslim community was 1.9 billion people in 2019 and is estimated to grow more to around 3 billion by 2060 (Standard, 2021). The world's Muslim consumer spending on halal food reached USD 1.17 trillion in 2019 and it will increase to USD 1.38 trillion in 2024 (Standard, 2021). Indonesia's consumption of halal products reached UUS 144 billion in 2019 (Kemenkeu.go.id). This data illustrates that

Muslim consumers have become the fastest-growing demographic of the halal food market. Regarding this phenomenon, the restaurant owners understand the needs of Muslim consumers regarding the standard of Shari'a for all restaurant facilities (Shakona et al., 2015) because Muslim consumers are attentive in fulfilling Islamic sharia criteria (Fajriyati et al., 2020). The perspective of halal restaurants differs among people in the area of the majority Muslim population from those who are the minority Muslim area (Fajriyati et al., 2020). Thus, it is challenging to convince Muslim consumers about the guarantee of halal food products in non-

Muslim restaurants (Mohsin et al., 2016). According to (Tieman, 2011), different views of Muslim consumers about the accuracy of halal food are due to the existence of multi-religious, multi-ethnic, and multi-local fatwas. In addition, (Jia & Chaozhi, 2021) stated that Muslim consumers have skepticism about halal-certified food products produced by non-Muslim. Further, (Cetin & Dinçer, 2016) elucidates that Muslims always demand originality and commitment to halal food products. It becomes the basis of this study to analyze the importance of trusting halal certificates in restaurants because they are guarantees, filters, and product safety for Muslim consumers (Aziz & Chok, 2013; W. R. B. W. Ismail et al., 2016). (Jia & Chaozhi, 2021) Halal certificate can increase trust and guarantee product halalness. Trust is essential for business success (Panigrahi et al., 2018). It can form long-term relationships between consumers and business owners due to business owners being reliable in keeping promises (Alhaddad, 2015; Han & Hyun, 2013). The halal logo forms interpersonal bonds and can unite the body and positive emotions (Ridhwan et al., 2021) and as a beloved brand category (Eklund, 2022). Consumer loyalty reflects a high level of love for the halal brand (Hapsari, 2018). The love for the halal logo is a driving factor to be discussed by word of mouth (Carroll & Ahuvia, 2006). Furthermore, (Chen & Quester, 2015) argued that consumers who have a sense of love for a brand impact the creation of commitment and loyalty. However, (Drennan et al., 2015) found that consumer loyalty cannot be from feelings of love for a brand. Does this view apply to the halal logo brand of a product? because the halal logo is a measure of product quality (Bonne & Verbeke, 2008). As part of halal certification, the halal logo becomes a product quality standard in the process of production, distribution, and transportation (Latif et al., 2014). Food quality is a factor that can form the satisfaction and loyalty of consumers (Hanaysha & Lecturer, 2016).

Nevertheless, a contrasting opinion from (Ariningtyas, 2020) is that product quality is not a determinant of consumer loyalty.

The distinctions of the research findings above encourage researchers to examine the position of consumer satisfaction as a mediation to create loyalty. In the halal restaurant industry, research analyzing the relationship between trust in halal certificates, brand love, food quality, and consumer loyalty has considered satisfaction as an intervening construction with an emphasis on halal products. However, there is a lack of research that focuses on the dimensions of trust in halal certificates, brand love, and food quality from the halal industry, which can be obtained from comprehensive services that affect consumers' satisfaction. Therefore, this study aims to develop the dimensions of trust in halal certificates, brand love, and food quality experienced by consumers in the context of halal restaurants by analyzing the position of consumer satisfaction as a mediating construction that describes the experience of restaurants that attach a complete halal logo, and to analyze the relationship with trust in halal certificates, brand love, food quality, and loyalty to restaurants that attach the halal logo. This research will develop literature on halal certificate trust, brand love, food quality, consumer loyalty, and consumer satisfaction as mediating factors.

At the end of the article, we describe the flow of the writing arrangement as follows. First, we analyze the literature on the relationship between the trustworthiness of halal certificates, brand love, food quality, and consumer loyalty through consumer satisfaction as mediation. Second, we conceptualize the model and formulate hypotheses about the relationship between the dimensions of halal certificate trust, brand love, food quality, and loyalty through satisfaction as a mediation dimension. Third, we design the research method and present the results of the tested model. Finally, we outline the theoretical and managerial implications of this study as well

as its limitations and possible directions for future research.

LITERATURE REVIEW

Trust in Halal Certificate

A trust in halal certificates has become necessary in the marketing field in the era of the halal industry over the last few years. It is the key to consumer-oriented marketing. According to (Amoako et al., 2021; Melewar et al., 2017), trust is a willingness to act based on beliefs that reflect honesty. To give trust to consumers, business actors try to provide the best solution for every failure (Olson & Ro, 2020). The trusted products will minimize risk and repeat purchases (Atulkar, 2020; Song et al., 2019) so that the trust formed from the buying and selling transaction process can eliminate feelings of uncertainty. (Lin et al., 2015; Shin et al., 2017) stated that Halal trust for consumers could increase satisfaction and provide recommendations. Consumer confidence in halal products can create satisfaction (Al-Ansi et al., 2018). Trust is also an antecedent of loyalty (Atulkar, 2020). (Molinillo et al., 2017) trust is the primary determinant of loyalty formation. Therefore, according to the previous studies, the following hypothesis is formulated:

H_1 Halal certificate trust affects consumer satisfaction

H_5 Halal certificate trust affects consumer loyalty

H_8 Halal certificate trust affects consumer loyalty through satisfaction

Brand Love

Brand love is a relational relationship that manifests the degree of emotional attachment that includes consumer passion for a particular brand (Carroll & Ahuvia, 2006). Brand love is a concept that has an intense emotional response to a brand (Hwang & Kandampully, 2012). (Albert & Merunka, 2013) consider brand love as the essential capital for creating consumer relationships with brands that last a long time and

are irreplaceable with other brands. A positive attitude towards products can create a stronger relationship between consumer satisfaction and brands (Bairrada et al., 2018; Kumar et al., 2021). The perceived value determines satisfaction (Prebensen, K. Niana; Xie, 2017). Further analysis found that brand love is a factor that can create loyalty. According to (Drennan et al., 2015) and (Mody & Hanks, 2020), brand love creates and affects loyalty. Furthermore, (Song et al., 2019) stated that loyalty could be formed through trust, love, and respect. Based on the empirical theory above, the researcher set the following hypothesis:

H_2 Brand love affects consumer satisfaction.

H_6 Brand love affects consumer loyalty.

H_9 Brand love affects consumer loyalty through satisfaction

Food quality

Food quality is a necessity to achieve a success of a business. It has a strategic position to achieve success and the ability to compete in the halal restaurant because it has a relationship with purchasing behavior and consumer loyalty (Griffin, 2016). Food quality is a picture of restaurant products that can meet the needs and continuously exceed consumer expectations (Chinomona & Maziriri, 2017; Chowdhury, 2017; Kotler & Keller, 2016). Muslim consumers value food with the halal logo as a form of quality product (Ahmed et al., 2018). Restaurant owners understand that quality food is an important factor in meeting consumer desires for quality and safe products (Orlandi et al., 2018; Z. Xu et al., 2019). According to empirical data, quality food can increase consumer satisfaction (Al-Tit, 2015; D. Hidayat et al., 2020). If customer satisfaction has been met, it will impact loyalty formation (Stathopoulou & Balabanis, 2016). Consumer satisfaction is the best mediator variable to create loyalty. Then, consumer loyalty can be maintained through the quality of food products (Chinomona & Maziriri, 2017; Xhema

et al., 2018). Therefore, if consumer satisfaction is met through product quality, consumers are willing to provide recommendations to others about the product and will tend to be more loyal (Lee et al., 2015). Therefore, it is hypothesized as follows:

H_3 Food quality has a positive and significant effect on consumer satisfaction

H_7 Food quality has a positive and significant effect on consumer loyalty

H_{10} Food quality has a positive and significant effect on consumer loyalty through customer satisfaction

Consumer satisfaction

Consumer satisfaction is the core of success in the competitive restaurant business since it assesses appropriate and inappropriate experiences (Pan & Nguyen, 2015; Zeithaml, A et al., 2013). (Iberahim et al., 2016) explained that consumer satisfaction is an assessment of the ability of product quality, product prices, and product services provided by restaurants to meet consumer expectations. It has become the focus of attention and a desirable requirement. According to (Olya & Al-ansi, 2018), Muslim consumer satisfaction is from the texture of halal products, and the service capabilities provided by halal companies include quality, health, environmental and psychological capacities. Maintaining customer satisfaction is the basis for developing consumer loyalty (Eskafi et al., 2013)

because satisfaction can affect consumer loyalty (Picón et al., 2014; C. Xu et al., 2015). Loyalty can be strengthened by consumer satisfaction based on repeat purchases (Lee et al., 2015). If they feel satisfied, consumers will provide recommendations that give a sense of loyalty (Lee et al., 2015). Moreover, it is a determinant of consumer loyalty (Akbari et al., 2019; Leninkumar, 2017). Based on the empirical data that consumer satisfaction can create loyal customers, we formulate hypothesize as follows:

H_4 consumer satisfaction affects consumer loyalty

Consumer loyalty

Consumer loyalty is the willingness to revisit, intention to recommend, and repeat purchases (Compon, Maria et al., 2012; Jani & Han, 2014; Thakur, 2016). Loyalty reflected consumer behavior (Auh & D.Johnson, 2005). (Rauyruen & Miller, 2007) stated that loyalty comes from quality, commitment, trust, and satisfaction. Quality is a reality that consumers need to meet needs that exceed expectations (Chinomona & Maziriri, 2017). (Hanaysha, 2016) argued that food quality is a marketing strategy so that consumers are satisfied and loyal. Quality products encourage the formation of trust. Trust is the foundation of loyalty (Seiders & Berry, 1998) and can be identified through functional reliability, providing a sense of security (Dixon et al., 2005).
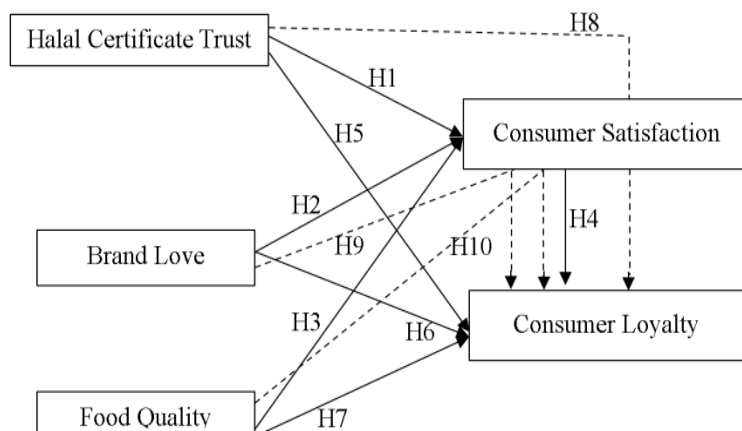
Figure 1. The Conceptual Framework of the study

METHOD

Procedure for Data Collection and Sample

Quantitative design is used in this study to determine the value of the hypothesis from the data results. The data were collected from Muslim restaurant consumers who obtained halal certificates from the Indonesian Ulama Council in North Sulawesi using a structured questionnaire. Five halal restaurants became the sample, located in strategic places in the city of Manado. The sample is taken using the convening sampling technique; two hundred and seventy consumers responded to a questionnaire. The data is collected for five weeks, from 21 July to 04 August 2019. The result of two hundred and seventy respondents are valid and used for hypothesis testing. The socio-demographic condition of the sample is analyzed with SPSS 26.0 software. This analysis revealed that women participants were 70% of 270 respondents. Private jobs got 74% of the 270 respondents; age-related respondents are all over 18 years, with 65% aged 26 to 45. In terms of education level, 68% are university graduates. The monthly household income of 47% of respondents is in the range of Rp. 5,100,000 to Rp. 7,000,000. In addition, income from Rp. 3,000,000 to Rp. 5,000,000 was shown by 27% of consumers. Moreover, income that starting from Rp. 7,100,000 to 10,000,000 was shown by 23 percent of consumers.

Research Instruments

This study uses a validated scale from previous studies (Al-Ansi & Han, 2019; Drennan et al., 2015; Ha & Jang, 2010; R. Hidayat, 2009; A. R. Ismail & Spinelli, 2012; Konuk, 2018; Namkung & Jang, 2007; Qin & Prybutok, 2009; Ryu et al., 2012) which fit to the background of this study. This study uses three items to measure the trustworthiness of halal certification which is

processed and modified from (Konuk, 2019; Rubio et al., 2017). Brand love was measured using four items adapted from (Drennan et al., 2015; A. R. Ismail & Spinelli, 2012). Four items measured the quality of adapted and extracted foods (Ha & Jang, 2010; Namkung & Jang, 2007). The variable of consumer satisfaction is measured by three items adopted from (Qin & Prybutok, 2009; Ryu et al., 2012). Three items used to measure consumer loyalty were adapted from (Al-Ansi et al., 2018; R. Hidayat, 2009). Likert scale of 5 points from strongly agree to strongly disagree. The questionnaire has three components; the initial component contains an explanation of the research intent, followed by statement items. Moreover, the third component contains the demographic profile of the sample, including age, gender, education level, income, and marital status.

RESULT

There are two stages of the analytical process. First, the measurement model is assessed, and the structural model is used to test the hypothesized relationship using the probability model (Anderson & Gerbing, 1988). In addition, mediation analysis was carried out based on a structural model. Figure 2 shows the confirmatory factor analysis (CFA) results from testing the measurement model empirically. Validity and reliability testing was carried out using several test instruments. The maximum likelihood (ML) method was used to evaluate the model's fit. Referring to the value (Table 2) on all constructs, the value above the guideline is 0.60. The decision was taken to implement the scale in the analysis with acceptable reliability (Malhotra, 2018). Model estimation is used to calculate CR based on the proposed CR formula (Bagozzi & Yi, 1988). According to (Hair et al., 2011) guidelines, the minimum CR limit is 0.70; thus, the measurement model of the CR construction

value from the data processing results is different from the accepted level to strengthen the reliability of the construction (Table 2). Content validity convergent, and discriminative as a tool to assess construct validity. Expert judgments and a carefully reviewed literature review to verify content validity. Checking the factor load and the mean extracted variance (EVA) are used to evaluate convergent validity, so that the value of each CR should be greater than its AVE value. The proposed AVE formula (Fornell & Larcker, 1981) is used to calculate the AVE of the estimated model. The estimated standard (Table 2) are all above 0.70, the results of the AVE data processing for all have exceeded 0.50 as the recommendation level, and the overall CR value

is greater than the AVE value, indicating convergent validity in the excellent category (Hair et al., 2011). (Fornell & Larcker, 1981) stated that assessing discriminant validity with the criterion, the square root of the AVE for each construct must be greater than the correlation between constructs. In addition, (Hair et al., 2010) described the Maximum joint Squared Variance (MSV), and the Average joint Squared Variance (ASV) must be less than the AVE. The square root values of AVE are all larger than the correlations between constructs, as depicted in (Table 3). Discriminant validity is in a good category because the MSV and ASV values are less than the indicated AVE (Table 2).

Table 2. Result for the measurement model

Construct	Item	Factor Loading	ASV	MSV	AVE	CR	α-Values
Halal Certificate Trust	HCT1	0,982	0,266	0,327	0,988	0,995	0,994
	HCT2	1,008					
	HCT3	0,974					
Brand Love	BL1	0,887	0,296	52	0,899	0,972	0,973
	BL2	0,94					
	BL3	0,977					
	BL4	0,902					
Food Quality	FQ1	0,99	0,265	0,327	0,990	0,997	0,996
	FQ2	0,997					
	FQ3	0,997					
	FQ4	0,99					
Consumer Satisfaction	CS1	0,986	0,270	0,329	0,979	0,992	0,991
	CS2	0,995					
	CS3	0,98					
Consumer Loyalty	CL1	0,99	0,203	0,210	0,994	0,997	0,996
	CL2	1					
	CL3	0,993					

Note: ASV=Average Shared Squared Varian; MSV= Maximum Shared Squared Varian; AVE=Average Variance Extracted; CR= Composite Reliability; α=Cronbach's

Table 3. Correlation and square root of the AVE

	Consumer	Consumer	Food	Brand	Halal

	Loyalty	Satisfaction	Quality	Love	Certificate Trust
Consumer Loyalty	0,526				
Consumer Satisfaction	0,401	0,758			
Food Quality	0,346	0,463	0,785		
Brand Love	0,329	0,337	0,338	0,538	
Halal Certificate Trust	0,186	0,201	0,164	0,169	0,483

The diagonal indicates the squared root of AVEs for each construct

Figure 2. Confirmatory Factor Analysis (CFA)
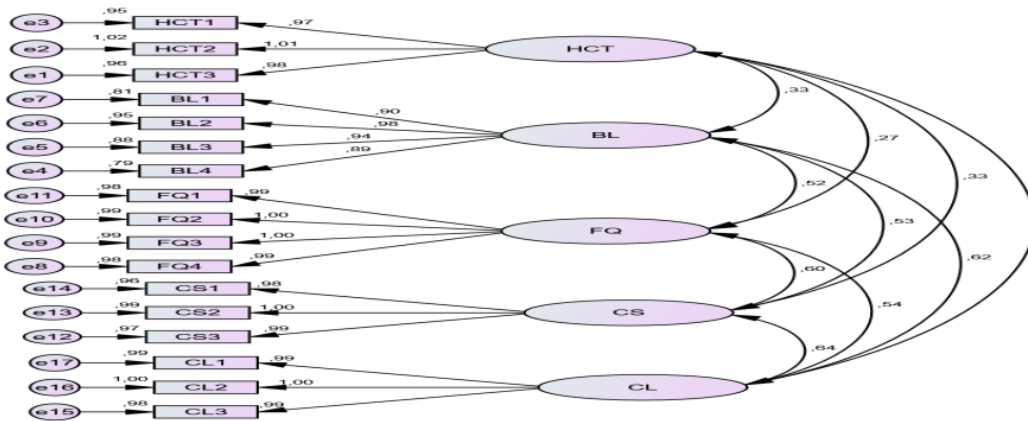
The calculation results for the measurement model show a good fit between the structural model and the data based on the fit index. The traditional measure to evaluate the model's overall fit uses the chi-square value. (Carmines & McIver, 1981) considering the relative chi-square (X/df) 1: 3. According to (Browne & Cudeck, 1992; Byrne, 2016), the Root Value Mean Square Error of Approximation (RMSEA) below 0.08 indicates a reasonable approximation error. The criteria for the acceptable model based on the suggestions given are the Goodness of Fit Index value (GFI) above 0.90 (Jaccard & Wan, 1996), including the Adjusted Goodness of Fit Index (AGFI) which is an adjusted measure of the GFI. It considers the degree of freedom and values above 0.90, seen as fulfilling the model's value as a whole (Joreskog & Sorbom, 1997). In addition, (Hu & Bentler, 1999) stated that to determine a model that has a match, we can see from the calculated value of the Normed Fit Index (NFI) and the Comparative Fit Index (CFI) exceeds the value of 0.95.

Furthermore, (Hu & Bentler, 1999) describes that a good model assessed based on the results of data processing which shows the value of the Tucker Lewis Index (TLI), Relative Fit Index (RFI), and Incremental Index of Fit (IFI) exceeding the standard limit of 0.95. Therefore, the results of this study meet the standard as a basis for assessing the proposed model. It is presented in table 4 below:

Table 4. Measurement model fit indices

Fit Indices	Recommended Value	Value Indices
X^2/(df)	1: 3	2,982

| GFI	≥ 0,90	0,918
AGFI	≥ 0,90	0,908
NFI	≥ 0,95	0,958
CFI	≥ 0,95	0,967
IFI	≥ 0,95	0968
RFI	≥ 0,95	0,959
TLI	≥ 0,95	0,960
RMSEA	0,05 to 0,08	0,076

Hypothesis testing

The results of the verification of the proposed measurement model using five constructs were estimated with structural equations in analyzing the results of the hypothesis. Based on the hypothesis test, as presented in table 5, the overall fit index for the model is in line with the estimated structural model. As shown in Figure 3, halal certificate trust (HCT) has a significant positive effect on consumer satisfaction (CS) (β 0.15; P value < 0.05), and consumer loyalty (CL) (β 0.13; P value < 0.05). Therefore, hypotheses H1 and H5 are accepted. Brand love has a positive and significant effect on consumer satisfaction (CS) with a value (β 0.28; P value < 0.05) and consumer loyalty (CL) (β 0.36; P value < 0.05). Thus, it confirmed that hypotheses H2 and H6 are accepted. Food quality (FQ) has a positive and significant effect on consumer satisfaction (CS) (β 0.47; P value < 0.05), and consumer loyalty (CL) (β 0.15; P value < 0.05). Thus, the formulation of hypotheses H3 and H7 is accepted. Furthermore, consumer satisfaction (CS) has a positive and significant effect on consumer loyalty (CL) (β 0.35; P value < 0.05); thus, the formulation of hypothesis H4 is accepted.

Table 5. Result of the structural model

			Coefficients β	t-Values	P	Result
CS	<---	HCT	0,15	5,723	0,005	Supported
CS	<---	BL	0,28	10,476	***	Supported
CS	<---	FQ	0,47	12,296	***	Supported
CL	<---	HCT	0,13	6,681	0,01	Supported
CL	<---	BL	0,36	12,726	***	Supported
CL	<---	FQ	0,15	10,511	0,014	Supported
CL	<---	CS	0,35	13,48	***	Supported

Figure 3. Structural model
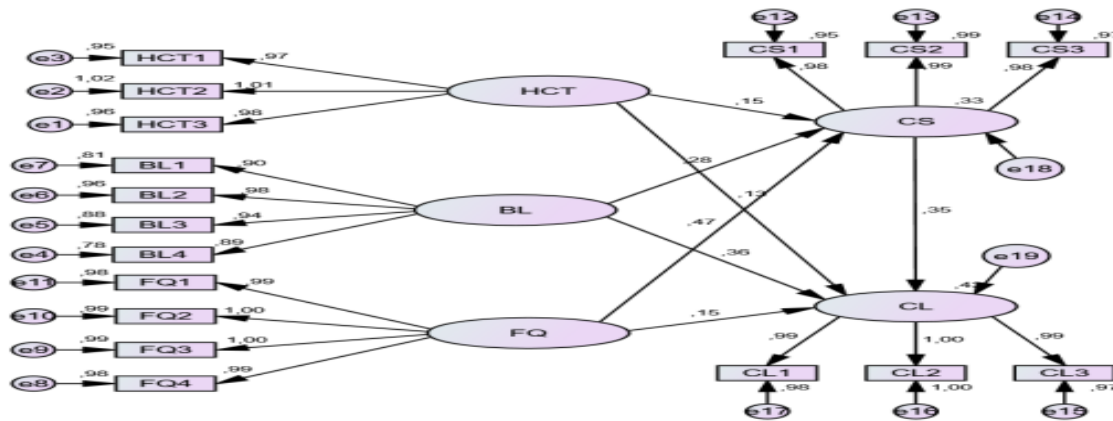
Mediating analysis

The path coefficient value of the indirect effect of halal certificate trust on consumer loyalty through consumer satisfaction is positive at 0.052. As for the results of the Sobel test using an online calculator was > 1, 96 (2,325 > 1, 96) and P-value < 0, 05 (0, 02 < 0, 05) was declared to have a significant effect. The path coefficient value of the indirect influence of brand love on consumer loyalty through consumer satisfaction is positive at 0.098. As for the results of the Sobel test using

an online calculator gained the Sobel test statistic value > 1, 96 (3.631 > 1, 96) and P-value < 0.05 (0.000 < 0.05) was declared to have a significant effect. The path coefficient value of the indirect influence of food quality on consumer loyalty through consumer satisfaction is positive at 0.166. The Sobel test using an online calculator obtained the Sobel test statistic value > 1, 96 (5.746 > 1, 96) and P-value < 0, 05 (0, 00 < 0, 05) was declared to have a significant effect.

Table 5. Indirect Effect

	Food Quality	Brand Love	Halal Certificate Trust
Consumer Satisfaction	0	0	0
Consumer Loyalty	0,166	0,098	0,052

Standardized Indirect Effects

DISCUSSION

Theoretical Contribution

According to (Reichheld, 2001), the company's success can be achieved through customer loyalty because maintaining customer loyalty does not require high costs (Park et al., 2017). It illustrates that the increasingly rapid growth of the halal product business has triggered business competition in maintaining quality. However, the emotional connection to the brand and halal certification has been perceived as a determining factor for consumers to be satisfied and loyal. In

this study, the theory of brand love is very important because it becomes a proper theoretical design that directly connects the performance of the halal logo based on the emotional attitude of consumers towards the halal logo. The study aims to explain the relationship between trust in halal certification, brand love, food quality, customer satisfaction, and loyalty with a sample of Muslim restaurant consumers who stick to the halal logo in North Sulawesi, Indonesia. This study also tries to develop previous research on creating consumer loyalty in halal logos using

multivariate data analysis methods with structural equation models.

Fruitfully, this study creates several theoretical implications to broaden research insights on satisfaction and loyalty, strengthening understanding of consumer loyalty design. The initial findings confirmed the positive and significant influence of trust in halal certification, brand love, and food quality on consumer satisfaction at restaurants that attach the halal logo. These are consistent with previous research such as (Al-Ansi & Han, 2019; Al-Tit, 2015; Albert & Merunka, 2013; Bairrada et al., 2018; D. Hidayat et al., 2020; Kumar et al., 2021; Lin et al., 2015; Shin et al., 2017). The second finding confirms that trust in halal certification, brand love, food quality, and consumer satisfaction has a positive and significant relationship to consumer loyalty in restaurants that attach the halal logo. These results are consistent with previous studies (Akbari et al., 2019; Chang, 2013; Chen & Quester, 2015; Chinomona & Maziriri, 2017; Evanschitzky et al., 2011; Haghighi et al., 2012; Hanaysha, 2016; Leninkumar, 2017; Mohd et al., 2019). The third finding reveals that consumer satisfaction is a variable that can link trust in halal certificates, brand love, and food quality to consumer loyalty to restaurants that attach the halal logo positively and significantly. It is according to the research of (Deng et al., 2010; Konuk, 2019). Therefore, this study offers an important contribution by showing in a model the direct relationship between trust in halal certification, brand love, food quality, and satisfaction with consumer loyalty. This model also emphasizes that consumer satisfaction is crucial in indirectly connecting as mediation in creating a trusting relationship between halal certification and consumer loyalty to restaurants that attach the halal logo. Likewise, brand love has a good relationship with consumer loyalty by mediated satisfaction. Furthermore, consumer satisfaction can improve the relationship of food quality to consumer loyalty in restaurants that attach the halal logo. This study is a new category because previous studies usually focus on the intention to buy halal products. There is not so much trust in halal certification, brand love, and food quality in non-Muslim restaurants that attach the halal logo.

Managerial Implication

Several suggestions can be recommended based on the research results. First, this study finds consumers' holistic emotional and rational state about sticking a halal logo because trust in halal certification, brand love, and food quality are needed to predict satisfaction and gain consumer loyalty. Therefore, restaurant business managers must consider a strategy to maintain trust in halal certification because trust is essential in making restaurant consumers loyal (Mohd et al., 2019; Molinillo et al., 2017; Nguyen et al., 2013). Certification is an important indicator that makes it easier for consumers to assess and strengthen perceptions (Grunert, 2002). Halal certification is more important than ISO for Muslim consumers (Hussain et al., 2016). With increasing attention to halal marketing at various product levels, the safety and consistency of halal labels is a significant concern for Muslim consumers. Restaurant business owners must be able to maintain security and consistency in order to maintain increasingly loyal customer satisfaction. This study suggests that restaurant businesses should increase consumer perceptions of brands related to emotional attachment. With a focus on Muslim consumers, Muslim consumers with a high love for brands are relatively less likely to switch restaurants, which will impact the formation of loyal consumers. This study found that consumers become loyal because they trust in halal certification, beloved brands, quality food, and their satisfaction with the halal logo, which increases repeat purchase transactions in the future. Therefore, restaurant business owners must be aware of the attitudes and behavior of Muslim consumers related to the products offered

to consumers in purchasing decisions. Restaurant business owners should also increase consumer participation in the transaction process by alternatively differentiating their brands. Thus, creating a consistent perception and behavior of Muslim consumers and assisting in evaluating a brand or product before establishing a purchase transaction forms trust in halal certification, satisfaction, and loyalty.

Limitations of research and future research orientation

The study uses data from the city of Manado, the capital city of North Sulawesi and the most visited city. The results do not represent other Muslim consumers from other regions or provinces in Indonesia where Muslim consumers may have different views. This study focuses on Muslim consumers and non-Muslim restaurants that attach the halal logo so that the results cannot be generalized to Muslim consumers in the business sector using other halal strategies such as refrigerators, packaging products, and cosmetics. Therefore, further researchers can examine the behavior of Muslim consumers who consume halal products and services from various businesses that attach halal logos. It is to find comprehensive knowledge about the impact of halal certificate trust, brand love, and product quality on consumer satisfaction and loyalty. It examines the impact of the halal logo as a determining factor for Muslim consumer decision-making that links trust in halal certificates, brand love, and product quality. It affected consumer satisfaction and Muslim consumer loyalty at restaurants with the halal logo and non-Muslim owners. The concept of halal is a complex system. There are various types of variables that contribute to the influence of the behavior of Muslim consumers that still need to be explored more. It is similar to the view expressed by (Lepp & Gibson, 2003) that the doctrine of customs and religion can determine people's behavior. Future research needs to conduct quantitative studies to explore the different factors that may affect the satisfaction and loyalty of Muslim consumers.

CONCLUSION

However, the emotional connection to the brand and halal certification has been perceived as a determining factor for consumers to be satisfied and loyal. In this study, the theory of brand love is very important because it becomes a proper theoretical design that directly connects the performance of the halal logo based on the emotional attitude of consumers towards the halal logo. The study aims to explain the relationship between trust in halal certification, brand love, food quality, customer satisfaction, and loyalty with a sample of Muslim restaurant consumers who stick to the halal logo in North Sulawesi, Indonesia. Several suggestions can be recommended based on the research results. First, this study finds consumers' holistic emotional and rational state about sticking a halal logo because trust in halal certification, brand love, and food quality are needed to predict satisfaction and gain consumer loyalty. Therefore, restaurant business managers must consider a strategy to maintain trust in halal certification because trust is essential in making restaurant consumers loyal (Mohd et al., 2019; Molinillo et al., 2017; Nguyen et al., 2013). The study uses data from the city of Manado, the capital city of North Sulawesi and the most visited city. The results do not represent other Muslim consumers from other regions or provinces in Indonesia where Muslim consumers may have different views. This study focuses on Muslim consumers and non-Muslim restaurants that attach the halal logo so that the results cannot be generalized to Muslim consumers in the business sector using other halal strategies such as refrigerators, packaging products, and cosmetics.

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