THE ROLE OF COUNTRY OF ORIGIN, BRAND IMAGE, AND HALAL AWARENESS IN THE PURCHASING DECISION OF JAPANESE FOOD

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ABSTRAK

Penelitian ini menganalisis secara empiris apakah makanan yang berasal dari negara mayoritas non-Muslim, seperti Jepang, dapat memainkan peran penting dalam mempengaruhi keputusan konsumen di negara mayoritas Muslim. Metode survei online digunakan untuk menyelidiki 10 hipotesis yang diajukan. Sebanyak 300 tanggapan digunakan untuk analisis lebih lanjut. Dua puluh tiga konstruk reflektif diadaptasi dari literatur dan dirancang dengan menggunakan skala Likert lima poin untuk memudahkan pengukuran. Model estimasi dan model struktural diuji melalui teknik analisis SEM-PLS dengan menggunakan aplikasi SmartPLS 3.0 sebagai alat bantu pengolahan data. Hasil penelitian menunjukkan bahwa citra merek, negara asal, dan kesadaran akan halal berpengaruh positif dan signifikan terhadap sikap terhadap label halal, termasuk efek mediasi dari sikap konsumen terhadap label halal yang berpengaruh positif dan signifikan terhadap keputusan pembelian. Brand Image berperan penting dalam mengatasi keraguan konsumen akan negara asal suatu produk karena jika brandingnya tepat, maka sangat mudah untuk meyakinkan konsumen. Kesadaran halal memegang peranan penting bagi umat muslim dalam proses pengambilan keputusan saat membeli makanan. Demikian juga, negara asal juga memiliki efek positif pada sikap terhadap label halal. Di negara mayoritas Muslim seperti Indonesia, masih ada beberapa orang yang masih khawatir dengan produk yang berasal dari negara asing tertentu, sehingga dasar dari penelitian ini menjadi pengingat bagi para pelaku bisnis untuk menemukan cara yang tepat untuk branding, mengedukasi diri mereka sendiri tentang nilai-nilai budaya masakan asing yang otentik, dan tentunya mengikuti prinsip-prinsip halal ini dalam menerapkan strategi pemasaran mereka.

Kata kunci: Citra Merek, Negara Asal, Kesadaran Halal, Makanan Jepang

Abstract

This study analyses empirically whether food originating from non-Muslim majority countries, such as Japan, can play an important role in influencing consumer decisions in Muslim-majority countries. The online survey method was used to investigate the 10 proposed hypotheses. 300 responses were used for further analysis. Twenty-three reflective constructs were adapted from the literature and designed using a five-point Likert scale for ease of measurement. The estimation model and structural model are examined through the SEM-PLS analysis technique using the SmartPLS 3.0 application as a data processing tool. The results showed that brand image, country of origin, and awareness of halal had a positive and significant effect on attitudes towards halal labels, including the mediating effect of consumer attitudes towards halal labels, which had a positive and significant effect on purchasing decisions. Brand Image plays an important role in overcoming consumer doubts about the country of origin of a product because if the branding is right, it is very easy to convince consumers. Halal awareness plays an important role for Muslims in the decision-making process when buying food. Likewise, the country of origin also has a positive effect on attitudes towards the halal label. In a Muslim-majority country like Indonesia, there are still some people who are still worried about products originating from certain foreign countries; thus, the basis of this research is a reminder for business actors to find the right way for branding, educate themselves on the cultural values of authentic foreign cuisine, and certainly follow these halal principles in implementing their marketing strategy.

Keywords: Brand Image, Country of Origin, Halal Awareness, Japanese Food

INTRODUCTION

The growth of Islam in different parts of the world is an interesting issue to examine in more detail. Islam, the religion that has the second-largest following after Christianity, has had a profound influence on the history, culture, and lives of people in many different parts of the world. Numerous experts, governments, and international organizations have recently begun to place a significant amount of emphasis on the topic of the demographic and economic development of Muslims around the world (World Population Review, 2023).

Recent surveys reveal that the number of Muslims living in every region of the world is expanding at a rapid pace. According to the findings of the (Pew Research Center, 2017), there were around 1.8 billion Muslims across the globe in the year 2017, making up approximately 24.1% of the overall population of the planet. The forecasts also show that by the year 2060, the number of Muslims will have increased to 3 billion, which is equivalent to around 31.1% of the entire population of the world. This constitutes tremendous growth and substantiates the essential role that Muslims play in the framework of the global community.

Because it is the location of the biggest Muslim population on the planet, Indonesia is an essential contributor to the growth and development of Muslims worldwide. The Central Statistics Agency of Indonesia (Badan Pusat Statistik, 2020) estimates that there are approximately 229 million Muslims living in Indonesia as of 2020. This constitutes approximately 86% of the entire population of the country. This enormous presence has had a tremendous impact on the growth of Islam as well as the culture and economy of Indonesia.

In addition to the demographic component, Muslim consumerism also has a significant impact on the economy in a number of different countries. According to the most recent data from (Reuters, 2020), it is anticipated that the overall consumption habits of Muslims will reach around 2.2 trillion United States dollars in the year 2021. This expenditure encompasses a variety of industries, including those that cater to the requirements of Muslims, such as halal food, fashion, halal tourism, Islamic finance, and other relevant industries. It is anticipated that this number will continue to rise over the next several years in tandem with the expansion of the global Muslim population and the growing awareness of goods and services that are in accordance with Islamic values.

In spite of that, it is essential to keep in mind that the data on Muslim consumer spending can be different depending on the methodology and the source that were used. Estimating this number requires taking into consideration a wide range of factors, some of which are the economic differences between nations, the varying levels of wealth among Muslims, and the tastes and requirements of consumers. As a result, accurate and precise data regarding the amount of money spent on consumption by Muslims around the world may be difficult to measure with absolute precision.

Considering the scope of the potential customer base, it should come as no surprise that countries from all over the world are competing in the halal food industry. According to (Hamid et al., 2019), the halal market grows by around 25% per year. This indicates that this industry is profitable, and the opportunity is not only among Muslim-majority countries but also among non-Muslim countries, such as the United States of America with fast food (McDonald's, Subway, KFC, and others), Japanese (Hokben, Yohsinoya, Kakkoi, and others), and Korean (Instant noodles).

According to (Ferdman, 2015), throughout the past 15 years, the restaurant

business serving Asian or oriental food has had growth that is five times greater than that of restaurants serving other types of global cuisine. According to (Ferdman, 2015), the expansion of the global population, the increasing prosperity of the Asian continent, and the movement of Asians to other parts of the world are some of the causes that are driving the expansion of the industrial sector. Because of this, there is a significant opportunity for entrepreneurs to enter the Asian cuisine restaurant market. According to Ferdman (2015), more than 90% of the yearly sales of Asian cuisine around the world amount to one hundred thirty-five billion dollars and are created by entrepreneurs who run small, independent restaurants.

According to (YIP, 2016), countries such as China, Thailand, Japan, Vietnam, Malaysia, Indonesia, and Korea are responsible for producing some of the most well-known Asian and oriental cuisines on the globe. According to the same survey, when compared to the cuisines of other Asian countries, Japanese cuisine represents the most promising market for unfulfilled opportunities in the field of oriental food. Since the early 1990s, Japanese cuisine has been prominently featured in restaurants across the globe (Cwiertka, 2007). This trend is expected to continue for the foreseeable future.The way in which the Japanese government promotes tourism has a significant impact on the degree to which Japanese culture is able to exert an effect on other cultures throughout the world. According to the (Organisation for Economic Co-operation and Development., 2009), governments engage in extensive tourism marketing initiatives in an effort to improve the public's perception of their nations. For instance, the government of Japan initiated a programme known as the Cool Japan Strategy. One of the goals of the programme is to increase interest in Japanese cuisine in Korea and encourage Koreans to travel to Japan.

According to the findings of (Adityo et al., 2019) the interest of the Indonesian public in the cuisine served in international restaurants is quite high. Furthermore, the perception of Indonesia as a country with a non-Muslim majority and the level of individual knowledge have a considerable bearing on whether or not Muslim consumers choose to consume food from other cultures. The vast majority of Indonesia's population is Muslim, and they have a necessity for halal food products that adhere to the guidelines established by Islam. On the other hand, food goods from Japan, a country in which non-Muslims make up the majority of the population, do not necessarily comply with halal criteria. Because of this, the halal status of some culinary items may be viewed differently by members of the Muslim community. Here are some big brands from Japan or local brands that serve Japanese food in Indonesia: Yoshinoya, Sushi Tei, Kakkoii, Hoka Hoka Bento, Ootoya, Hanamasa, and Ichiban Sushi Marugame Seimen, Ramen Ya, and others.

While there is a growing interest in the global market for halal food, including the expansion of the halal food industry and the growing popularity of Asian and oriental cuisines, there is a research gap on the factors that influence the food purchasing decisions of Muslim consumers, especially in relation to Japanese cuisine. A wealth of data and information sheds light on the significant growth of the global Muslim population, the economic influence of Muslim consumption, and the expansion of the halal food market. Unexplored, however, are the specific factors that influence the purchasing decisions of Muslim consumers when it comes to Japanese cuisine. By examining the influence of brand image, country of origin, and halal awareness on food purchasing decisions among Muslim consumers in the context of Japanese cuisine, this study aims to fill a gap in the literature and provide valuable insights for

entrepreneurs, marketers, and policymakers in the halal food industry.

The purpose of this study is to empirically analyse whether foods originating from non-Muslim majority countries, such as Japan, can play an important role in influencing consumer decisions in Muslim majority countries.

LITERATURE REVIEW

Purchase Decision

The term "purchasing decisions" refers to a psychological commitment to a product or service that develops after its use and results in the desire to consume it again. This concept arises as a result of the influence of a number of factors, including information about the product, which affects consumers' purchasing intentions (Sholahuddin & Sudrajat, 2018). According to (Ali et al., 2021), there are a few different indicators that go into making a purchasing choice, and they are as follows:

a) Problem Recognation.
   The purchasing procedure begins when the consumer identifies a problem or a need. The purpose of recognizing this need is to identify neglected and unfulfilled needs and desires.

b) Make an information search and browse for products that are related to the information (Family, friends, neighbors and Mass media).

c) Alternative evaluation.
   In this phase of the buyer's decision-making process, consumers evaluate alternative brands when selecting a device. This evaluation cannot be separated from the influence of the available resources (time, money, and information) or the possibility of making the incorrect choice.

d) Decide to purchase something.
   In the evaluation phase, consumers form preferences for brands in the set of options. As a result of brand loyalty, consumers can also establish a purchase intention.

e) Customer Post-Purchase Behavior The stage of the purchase decision process in which consumers take additional action based on their level of satisfaction with their purchase.

Brand Image

Since brand image is a perception that is relatively stable over time, it is difficult to create an image, and once an image has been formed, it is difficult to alter it. The image must be distinct and possess a brand advantage over competing brands. Brand image is the result of a consumer's perspective or perception of a brand, which is based on comparison with other brands in the same category of products (Indriana et al., 2022). Restaurant images are often used as a reference by consumers to make purchases when they do not have experience or knowledge of the product (Mangifera & Farid Wajdi, 2018). In this particular instance, there are two potential outcomes: a positive opinion or a negative one. There is also a connection between brand reputation and brand credibility, which refers to the question of whether or not a brand is able to deliver the quality that it advertises (Setyawan & Kussudiyarsana, 2015).

Customers form an understanding of a brand's image based on their preference for, perception of the strength of, and perception of the distinctiveness of connected brands (Mitra & Jenamani, 2020). According to (Lin et al., 2021; Martínez et al., 2009) there are numerous indications that can be used to measure brand image or brand image, and these include the following:

a) Functional, in the sense that the product is of good quality and has

superior qualities to those offered by competitors.

b) Affective, with regard to companies that have a personality that differentiates them from their competition and brands that do not disappoint their customers.

c) Reputation, the brand has an excellent reputation in the industry it operates in and a powerful presence in the market.

Hypothesis Development
The relationship between brand image with purchasing decisions and attitude toward halal label

According to (Mao et al., 2020) A powerful and unique brand image can assist a company in setting itself apart from its rivals in the market. Consumers have a propensity to pick brands that have an easily identifiable and recognizable personality. In today's highly competitive market, it is important for a product to have a unique and good brand image in order to grab the attention of potential buyers and set itself apart from the competition. Consumers are more likely to select brands that provide them with something unique and one-of-a-kind as a result of this, which can influence the purchasing decisions that consumers make.

Based on (Yu et al., 2013) If the company is successful in developing a powerful brand image, then customers will have no qualms about making purchases from it. Based on (Abin et al., 2022) research results, it shows that there is a significant influence shown by brand image on consumer attitudes. The following is therefore the hypothesis:

H1: Brand image positively affects the Muslim's purchase decision for Japanese food.
H4: Brand image positively affects attitudes towards the halal label

The relationship between country of origin and purchasing decisions

According to (Amin et al., 2021) people in developed nations prefer to purchase domestic goods over imported ones. In developing nations, however, people favour foreign goods because they believe they are of higher quality. A country's reputation as a country of origin is typically associated with the excellence of the products it produces, Thus our hypothesis that:

H2: Country of origin positively affects the Muslim's purchase decision for Japanese food.

The relationship between halal awareness with purchasing decisions.

According to (Ambali & Bakar, 2014), halal awareness is the process of informing Muslims in order to enhance their level of consciousness about what is allowed to eat, drink, and use in accordance with the teachings of Islam. Halal awareness is a process that aims to increase the level of knowledge of Muslims about what is permissible to eat, drink, and use. In the opinion of (Ambali & Bakar, 2014) also found that religious beliefs, health concerns, exposure, and halal certification influenced Malaysian Muslim consumers' awareness of halal products.Consumers are more choosy about their diets because they care about hygiene and health.In Indonesia, where Muslims make up the majority of the population, awareness of halal certification plays a significant part in the decisions that consumers make regarding their purchases. Halal awareness is how well Muslims understand things that have to do with the idea of "halal." (Muhammad Hamka Habibie & Roesmara Donna, 2020) says that part of this knowledge is knowing what is acceptable and how the process of making a product works.

Halal product labeling or halal certification can lead to a broad expansion of the market share of the intellectual consumer segment, both locally and globally. The intellectual market share is

also in the middle-class market segment, the majority of which have relatively high purchasing power. Hence, this segment is very attractive to many manufacturers (Kuswati & Hidayati, 2019).

H3: Halal awareness positively affects the Muslim's purchase decision for Japanese food.

The relationship between country of origin and attitude toward halal label

An expanded definition of the term "made in" can be thought of as a positive or negative influence of items originating from a country, and this influence will undoubtedly have an effect on the views of consumers as well as their purchasing decisions (Ramadania et al., 2013). As a result, a positive link exists between affective country image (ACI) and attitudes toward the consumption of foods from other countries. In other cases, the presence of specific certifications, such as "country of origin" for "Made in Japan" imported products, leads to a positive attitude and, as a result, triggers the desire to buy the product (Cantillo et al., 2020).

H5: Country of origin positively affects attitudes towards the halal label.

The relationship between halal awareness and attitude toward halal label.

A good attitude towards the halal label can be encouraged by raising awareness of the significance of halal items in the religious life of the individual. They view the presence of the halal label as evidence that the producer is committed to adhering to halal standards and as a mechanism through which they can fulfil their religious duties (Mega Setiawati & Syahrivar, 2019).

H6: Halal awareness positively affects attitudes towards the halal label.

The relationship between attitude toward halal label and purchase decicions

According to (Sudarsono & Nughrohowati, 2020), the term "attitude toward halal labels" refers to individuals' views or opinions on the presence of halal labels on various food and beverage goods.This encompasses the individual's opinions, attitudes, and assessments about the significance of the halal label in the process of selecting and purchasing products. Based on (Mustiko Aji, 2018) says that religious ideas and values play a significant part in the process of forming attitudes about the halal label. Those individuals who base their purchasing decisions on Islamic religious beliefs tend to have a more favorable attitude towards the halal designation. Based on (Sumadi, 2022) Halal labels can provide confidence and a guarantee for buyers to make a buying decision.

H7: Attitude towards the halal label positively affects Muslims' purchase decisions for Japanese food.

Attitude toward halal label mediate brand image and purchase decicions

According to (Li et al., 2011), a powerful and positive brand image can affect consumers' opinions toward the company's products. A favorable attitude toward a company's products can be influenced by a number of factors, including the customers' impressions of the product's quality, their level of trust and confidence in the firm, the level of support and emotional connection they receive, and the brand associations consumers create.

H8: Attitude towards halal labels will mediate the relationship between brand image and purchase decision.

Attitude toward halal label mediate country of origin and purchase decicions

According to (Harsono, 2014), customers have a tendency to link COO with nations that are considered to have stringent halal standards or have a solid reputation for producing halal products, which will result in the emergence of a

positive attitude towards the halal label. In this instance, a person's perspective on the halal label serves as a link between the COO's perceptions and the decisions they make regarding purchases.

H9: Attitude towards the halal label will mediate the relationship between country of origin and purchase decision.

Attitude toward halal label mediate country of origin and purchase decicions

According to the findings, a person's awareness of halal practises, as measured by their attitude towards halal food, has a material impact on their intention to buy halal food. The findings are consistent with what was found in the prior study by (Briliana & Mursito, 2017)

H10: Attitude towards the halal label will mediate the relationship between halal awareness and purchase decisions.
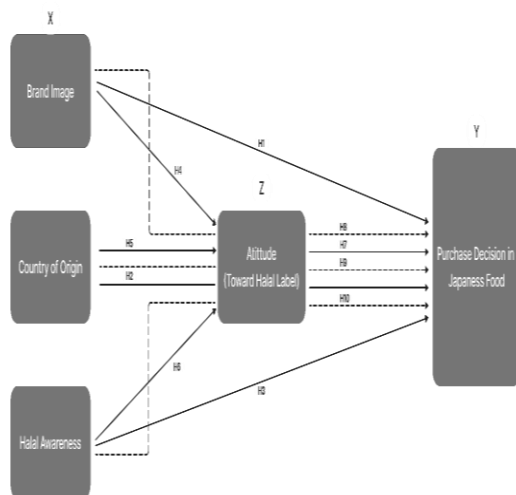
Research Framework

Figure 1. Reseacrh Model

RESEARCH METHOD

An associative or correlational method of research combined with a quantitative approach was utilized in the conduct of this study's investigation. According to (Sekaran & & Bougie, 2016), correlational research is a form of non-experimental research in which a researcher measures two variables, understands those variables, and evaluates the statistical link between those factors without taking into account the influence of any other variables. Through the use of hypothesis testing, the purpose of this research is to investigate the ways in which Muslim consumers' purchase decisions for Japanese food in Indonesia are influenced by factors such as the country of origin, the image of the brand, and the level of awareness regarding halal certification Sampling.

The population in this study is made up of customers who have bought Japanese food in Indonesia. The method of sampling known as sampling does not offer equal opportunity for each component or member of the population to be chosen as a sample. Purposive sampling is the method of sampling that is employed, and this method is a method for identifying the sample, which is done by determining the target population elements that are deemed to be most suited for collecting data. This technique is a method for determining the sample Not Each sample fulfils the criteria that the asample. pecifies, which are present in all of the samples. Consequently, the following are the samples that are eligible to become respondents: a) Customers who are >15 years old. b) Muslim customers. c) customers who have purchased Japanese food. The sample size may be estimated using the concept of (Hair et al., 2020), who suggested that the minimum sample size should be five times the number of indicator items included in the questionnaire. This would serve as the foundation for determining the sample size. According to this citation, a minimum of 125 samples are deemed to have satisfied the criteria for determining whether or not the goodness-of-fit was satisfactory.

According to (Sonnenfeld et al., 2006), food is culture when it is produced, served, and consumed because cultural values are incorporated into the process and influence the style of serving food. So the

definition of Japanese food in this study is a Japanese brand that sells Japanese dishes in Indonesia or local restaurants that sell Japanese dishes such as Hoka-Hoka bento.

Based on (Narimawati, 2008) defines primary data as "data derived from the original or first source." This information is neither compiled nor stored in files. This data must be collected from informants, or, in technical terms, respondents, i.e., individuals who serve as research subjects or as a source of information or data. This study will collect primary data through the distribution of questionnaires.The primary methods of data gathering consisted of conducting online surveys by means of Google Forms and focusing our attention on online communities through various social media platforms. The delivery of the questionnaire was decided to be done electronically, or online, because it is simpler and quicker. In addition, there are benefits to using an online questionnaire, such as the fact that the survey might be able to cover a larger geographical area, even reaching out to more remote locations.

For the purpose of gathering information from the participants in this study, a well-designed questionnaire served as the tool that was utilized. The survey is divided into two parts: the first of which is a question relevant to the respondent's demographics, and the second of which is a statement using a Likert scale that enables respondents to indicate the degree to which they agree with the statement as well as select the best answer that corresponds to their conditions. According to the Likert scale, a score of one would indicate "strongly disagree," while a score of five would indicate "strongly agree."

This study uses the PLS (Partial Least Square) SEM (Structural Equation Modeling) technique with a mediating effect using SmartPLS software whose purpose is to examine the relationship between variables, both latent variables and indicator variables (Amos et al., 2021). This approach to analysis is a combination

of two different methodological disciplines. These include the econometric perspective, which is concerned with making predictions, and the psychometric perspective, which may describe the concept of a model with latent variables. (variables that cannot be measured directly but are measured by indicators) (variables that express themselves). The outer model is a measurement model that determines the link that exists between different notions and indicators. The outcome is the residual variance of the variable that was dependent on it.

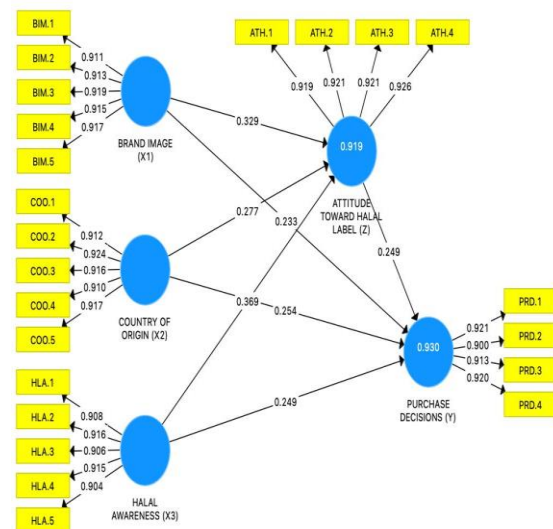## RESULT AND DISCUSSION
Outer Model

Figure 2. Outer Model

The Outer Model is sometimes referred to as the measuring model as well. The objective of the outer model test is to make the relationship between latent variables and the indicators of those variables more clear. The PLS Algorithm method is utilised in order to carry out this outer model check. Measurement of the analysis phase in the outer model is accomplished through the use of validity and reliability testing.
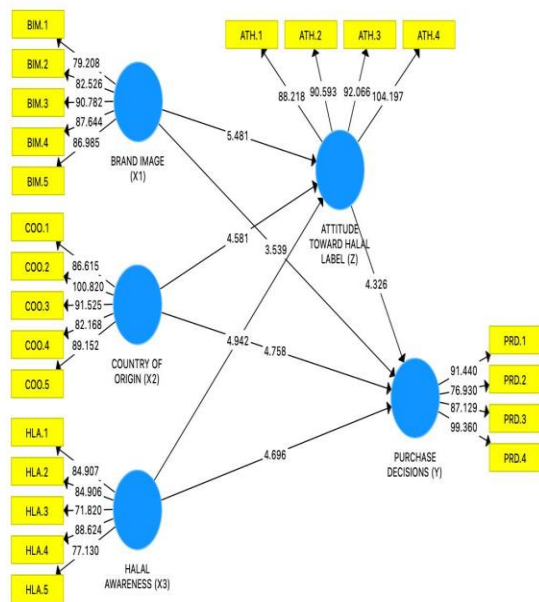
Figure 3. Inner Model

variable indicators, each of which has an outer loading value of > 0.7. However, according to (Ghozali, 2019) the loading scale the measurement of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators with an outer loading value of less than 0.5, so all indicators have been found to be suitable or valid for research purposes and can be used for further analysis.

Apart from looking at the outer loading value, convergent validity can also be assessed by looking at the AVE (Average Variance Extracted) value. The AVE value describes the amount of variance or diversity of manifest variables that can be owned by latent constructs. The average variant of the extract with a value > 0.5 is used as a determinant of convergent validity. So if < 0.5 then it is not convergently valid.

The inner model is a structural model that is used to predict causal connections (causation relationships) between latent variables, or variables that can't be measured directly. The structural model (also called the "inner model") shows how the theory's main ideas have been used to build a causal link between hidden variables. There were tests done on the structural model to see how the latent variables related to each other. There are many tests for structural models, such as R-Square, Prediction Relevance (Q-Square), R-Square, Model Fit (Godness of Fit), and Path Coefficient.

Table 1. Average Variance Extracted

Variable	AVE	Conclusion
Brand Image (X1)	0.837	**Valid**
Country of Origin (X2)	0.839	**Valid**
Halal Awareness (X3)	0.828	**Valid**
Attitude toward Halal Label (Z)	0.850	**Valid**
Purchase Decision Japaness food (Y)	0.834	**Valid**

Source: Primary Analysis Data, 2023.

Based on table 1, each variable shows an Average Variance Extracted (AVE) value of > 0.5 with the Brand Image variable value (X1) of 0. 837, the Country of Origin variable value (X2) of 0. 839, the Halal Awareness variable value (X3) is 0. 828, the Purchase Decision Japaness food (Y) variable is 0. 834, and the Attitude towards Halal Label variable (Z) is 0. 850.

Outer Model Analysis

Convergent Validity

The value of the factor loading on the latent variable plus its indicators constitutes the convergent validity value. The expected value is greater than the number > 0.7, or the limit of 0.6, which is frequently used as a minimum limit for the loading factor value.

from the results of data analysis, it was found that there are many research

This shows that each variable in this study can be said to be valid with Discriminant Validity.

Discriminant validity

Discriminant validity is carried out to ensure that each concept from each latent model is different from other variables. validity testing is carried out to determine how exactly a measuring instrument carries out the measurement function that it was designed for (Ghozali, 2016)

Based on data analysis, it is found that each indicator on the research variables has the largest cross-loading value on the variables it forms compared to the cross-loading values on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

Reliability Test

The reliability test shows the consistency of a measuring device in measuring the same symptoms. The main purpose of estimating reliability is to determine how much variability there is in is due to measurement error and how much variability the actual test scores (Ghazali, 2016). SmartPLS output results for composite reliability values can be seen in the table 2:

Table 2. Composite Reliability Value

Variable	Composite Reliability Value	Conclusion
Brand Image (X1)	0.963	**Reliable**
Country of Origin (X2)	0.963	**Reliable**
Halal Awareness (X3)	0.960	**Reliable**
Attitude toward Halal Label (Z)	0.958	**Reliable**
Purchase Decision Japaness food (Y)	0.953	**Reliable**

Source: Primary Analysis Data, 2023.

Based on table 2, each variable has a composite reliability value of > 0.7 with the Brand Image (X1) variable value of 0. 963, the Country of Origin (X2) variable value of 0. 963, the Halal Awareness (X3) variable value of 0. 960, the Purchase Decision Japaness food (Y) variable is 0. 953, and the Attitude toward Halal Label variable is 0. 958. This shows that each variable used in this study can be said to be reliable.

The last reliability test is Cronbach alpha where this test is a statistical technique used to measure internal consistency in instrument reliability tests or psychometric data. According to (Ghazali et al., 2016), a construct is said to be reliable if the Cronbach alpha value is more than 0.60. The following are the results of the Cronbach alpha values that will be displayed in the table:

Table 3. Cronbach Alpha Value

Variable	Cronbach Alpha Value	Conclusion
Brand Image (X1)	0.951	**Reliable**
Country of Origin (X2)	0.952	**Reliable**
Halal Awareness (X3)	0.948	**Reliable**
Attitude toward Halal Label (Z)	0.941	**Reliable**
Purchase Decision Japaness food (Y)	0.934	**Reliable**

Source: Primary Analysis Data, 2023.

Based on table 3, it shows that all Cronbach alpha results have a value above 0.60, which means that the Cronbach alpha value meets the requirements so that all constructs can be said to be reliable.

Multicolliniearity Test

Multicollinearity can be detected by a cut-off value which indicates a tolerance value > 0.1 or the same as a VIF value < 5. The following is the VIF value in this study:

Table 4. Collinearity Statistics Value

Indicator	VIF Value
BIM.1	3.741
BIM.2	3.830
BIM.3	3.808
BIM.4	3.977
BIM.5	3.874
COO.1	3.922
COO.2	4.200
COO.3	4.010
COO.4	4.130
COO.5	3.894
HLA.1	4.415
HLA.2	4.045
HLA.3	3.798
HLA.4	4.079
HLA.5	3.749
ATH.1	4.064
ATH.2	3.637
ATH.3	3.971
ATH.4	3.612
PRD.1	3.808
PRD.2	3.080
PRD.3	3.448
PRD.4	3.778

Source: Primary Analysis Data, 2023.

Table 4, shows the results of the collinearity statistics value (VIF) to see the multicollinearity test with the results of the variables. Each variable has a cut-off value > 0.1 or equal to a VIF value < 5, so it does not violate the multicollinearity test

Inner Model Analysis

In the inner model research, the results of the suitability test, path coefficient test, and hypothesis testing will be explained.

Goodness of Fit Test

The value of the Q-squared statistic can be used to determine how well the data fits. When doing a regression analysis, the value of the Q-Square has the same significance as the coefficient of determination, which is represented by the R-Square. Structural model evaluation was carried out to show the relationship between the manifest and latent variables of the main predictor, mediator, and outcome variables in a complex model. This model fit test consists of two tests, namely R-Square (R2) and Q-Square (Q2). The value of the coefficient of determination can be shown in the following table:

Table 5. R-Square Value

Variable	R-Square
Purchase Dicisions (Y)	0.893
Attitude Toward Halal Label (Z)	0.889

Source: Primary Analysis Data, 2023.

Based on table 5, it is known that the influence of the Purchase Dicisions (Y) variable is 0.893 while the influence of the Attitude Toward Halal Label (Z) variable is 0.889.

The Q-Square test is the next one. By looking at the value of Q2 (predictive relevance), the structure model can be tested. The Q2 value can be used to measure how well the model and its parameters explain the measured values. A Q2 value > 0 indicates the model has predictive relevance, while a Q2 value < 0 indicates the model does not have predictive relevance.

Based on data analysis, it is found that the Q-Square value is 0.988. This value

explains that the diversity of research data can be explained by the research model of 98.8% while the remaining 1.2% is explained by other factors that are outside this research model. Thus the value of Q2 > 0 indicates that the model is suitable.

Hypotheis Test

The value of the path coefficient for direct and indirect effects, especially for mediation, shows how this study tests the hypothesis. The path coefficient test uses the bootstrap/bootstrapping process to see the t-statistic or p-value (critical ratio) and the original sample value obtained from the process. P-value <0> 0.05 indicates no direct or indirect effect. The significance level used in this study is the t-statistic of 1.96 (significance level = 5%). The value of testing the research hypothesis is presented in the table below:

Table 6. Path Coefficient Value (Direct Effect)

Variable	Hypothesis	Original Sample	T-Statistics	P-Values	Conclusion
Brand Image Positively Affects the Muslim's Purchase Decision for Japanese food	H1	0. 329	5.315	0.000	Positive, Significant
Country of Origin Positively Affects the Muslim's Purchase Decision for Japanese food	H2	0. 233	3.353	0.001	Positive, Significant
Halal Awareness Positively Affects the Muslim's Purchase Decision for Japanese food	H3	0. 277	4.388	0.000	Positive, Significant
Brand Image Positively Affects Attitudes towards the Halal Label	H4	0.254	4.563	0.000	Positive, Significant
Country of Origin Positively Affects Attitudes towards the Halal Label	H5	0.369	4.945	0.000	Positive, Significant
Halal Awareness					

Variable	Hypothesis	Original Sample	T-Statistics	P-Values	Conclusion
Positively Affects Attitudes towards the Halal Label	H6	0.249	4.275	0.000	Positive, Significant
Attitude towards the Halal Label Positively Affects Muslims' Purchase Decisions for Japanese food	H7	0.249	4.124	0.000	Positive, Significant

Source: Primary Analysis Data, 2023.

Specific Indirect Model

The second stage of the test involves determining whether or not there was an indirect effect, which can be done by looking at the outcomes of other indirect effects. If the P-Values are less than 0.05, then the result can be considered significant. This means that the mediating variable, mediates the effect of an exogenous variable on endogenous variables, in other words, the effect is indirect. If the P-Value > 0.05 then it is not significant. Based on this, we are able to believe that the effect of exogenous factors on endogenous variables is not mediated by the intermediary variable. In other words, the effect can be seen immediate.

Table 7. Indirect Test Value (Specifict Indirect Effect)

Variable	Hypothesis	Original Sample	T-Statistics	P-Values	Conclusion
Attitude towards Halal Labels will mediate the Relationship between Brand Image and Purchase Decision	H8	0.082	3.345	0.001	Positive, Significant
Attitude towards Halal Labels will mediate the Relationship between Country of Origin and Purchase Decision	H9	0.069	2.564	0.011	Positive, Significant
Attitude towards Halal Labels will					

mediate the Relationship between Halal Awareness and Purchase Decision	H10	0.092	3.437	0.001	Positive, Significant

Source: Primary Analysis Data, 2023.

Discussion

Based on the results of the path coefficient above, it can be interpreted as follows:

1. Test the first hypothesis whether brand image has a positive effect on purchase decision for Japanese food. Based on the path coefficient table in the bootstrapping test, brand image has a positive and significant effect on muslim's purchase decision for Japanese food. This is indicated by the T-statistic value of $5.315 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the first hypothesis is accepted because there is a positive and significant influence between brand image on muslim's purchase decision for Japanese food. This result is in accordance with the results of (Ali, 2019; Insan Waluya et al., 2019) research.

2. Test the second hypothesis whether country of origin has a positive effect on muslim's purchase decision for Japanese food. Based on the path coefficient table in the bootstrapping test, country of origin has a positive and significant effect on muslim's purchase decision for Japanese food. This is indicated by the T-statistic value of $3.353 > 1.96$ and the P-value of $0.001 < 0.05$. So it can be concluded that the second hypothesis is accepted because there is a positive and significant influence between country of origin on muslim's purchase decision for Japanese food. This result is in accordance with the results of (Rahmani, 2019; Sinta et al., 2021) research.

3. Test the third hypothesis whether halal awareness has a positive effect on muslim's purchase decision for Japanese food. Based on the path coefficient table in the bootstrapping test, halal awareness has a positive and significant effect on muslim's purchase decision for Japanese food. This is indicated by the T-statistic value of $4.388 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the third hypothesis is accepted because there is a positive and significant influence between halal awareness on muslim's purchase decision for Japanese food. This result is in accordance with the results of (Bashir, 2019) research.

4. Test the fourth hypothesis whether brand image has a positive effect on attitude toward halal label. Based on the path coefficient table in the bootstrapping test, brand image has a positive and significant effect on attitude toward halal label. This is indicated by the T-statistic value of $4.563 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the fourth hypothesis is accepted because there is a positive

and significant influence between brand image on attitude toward halal label. This result is in accordance with the results of (Abin et al., 2022) research.

5. Test the fifth hypothesis whether country of origin has a positive effect on attitude toward halal label. Based on the path coefficient table in the bootstrapping test, country of origin has a positive and significant effect on attitude toward halal label. This is indicated by the T-statistic value of $4.945 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the fifth hypothesis is accepted because there is a positive and significant influence between country of origin on attitude toward halal label. This result is in accordance with the results of (Ramadania et al., 2013) research.

6. Test the sixth hypothesis whether halal awareness has a positive effect on attitude toward halal label. Based on the path coefficient table in the bootstrapping test, country of origin has a positive and significant effect on attitude toward halal label. This is indicated by the T-statistic value of $4.275 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the sixth hypothesis is accepted because there is a positive and significant influence between halal awareness on attitude toward halal label. This result is in accordance with the results of (Mega Setiawati & Syahrivar, 2019) research.

7. Test the seventh hypothesis whether attitude toward halal label has a positive effect on purchase decision for Japanese food. Based on the path coefficient table in the bootstrapping test, attitude toward halal label has a positive and significant effect on muslim's purchase decision for Japanese food. This is indicated by the T-statistic value of $4.124 > 1.96$ and the P-value of $0.000 < 0.05$. So it can be concluded that the seventh hypothesis is accepted because there is a positive and significant influence between attitude toward halal label on muslim's purchase decision for Japanese food. This result is in accordance with the results of (Maichum et al., 2017; Mega Setiawati & Syahrivar, 2019) research.

Based on the results of the specific indirect effect test, it can be interpreted as follows:

1. Test the eighth hypothesis whether the attitude toward halal label mediates the brand image. The results of testing the path coefficient between the attitude toward halal label and brand image show that the value of the specific indirect effect on the T-statistic is greater than the T-table, namely $3.345 > 1.96$ and the P-value is 0.001. Which means P-value < 0.05. So it can be concluded that the attitude toward halal label is fully mediated from brand image to purchase decision. This result is in accordance with the results of (Letsoin & Riorini, 2023) research.

2. Test the nine hypothesis whether the attitude toward halal label mediates the country of origin. The results of testing the path coefficient between the attitude toward halal label and country of origin show

that the value of the specific indirect effect on the T-statistic is greater than the T-table, namely 2.564 > 1.96 and the P-value is 0.001. Which means P-value < 0.05. So it can be concluded that the attitude toward halal label is fully mediated from country of origin to purchase decision. This result is in accordance with the results of (Yassin et al., 2022) research.

3. Test the ten hypothesis whether the attitude toward halal label mediates the halal awareness. The results of testing the path coefficient between the attitude toward halal label and halal awareness show that the value of the specific indirect effect on the T-statistic is greater than the T-table, namely 3.437 > 1.96 and the P-value is 0.001. Which means P-value < 0.05. So it can be concluded that the attitude toward halal label is fully mediated from halal awareness to purchase decision. This result is in accordance with the results of (Briliana & Mursito, 2017; Mega Setiawati & Syahrivar, 2019) research.

CONCLUSION

The researcher is able to reach the following conclusions based on the findings of the analysis, hypothesis, and discussion that were presented previously: Therefore, the hypothesis is supported by the findings that there is a positive and significant effect of brand image on attitudes towards halal labelling and that brand image also influences purchasing decisions for Japanese food in Indonesia.The hypothesis is validated by the findings that the country of origin has a positive and significant effect on attitudes towards halal labelling and also influences purchasing decisions for Japanese food in

Indonesia.Therefore, the hypothesis is supported by the findings that halal awareness has a positive and significant effect on attitudes towards halal labels and also influences purchasing decisions for Japanese food in Indonesia. Therefore, the hypothesis is validated by the findings that Brand Image, Country of Origin, and Halal Awareness, all of which are mediated by Attitudes Towards the Halal Label, have a positive and significant effect on customer purchase decisions for Japanese Food in Indonesia.

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