

***DETERMINATION OF MUSLIM CONSUMERS' LOYALTY IN CHOOSING  
MARUGAME UDON RESTAURANT IN JABODETABEK***

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***ABSTRACT***

*Since obtaining halal certification, Japanese restaurants have been increasingly flooded with consumers. However, the challenge for Japanese restaurants is to maintain authentic flavors while ensuring their ingredients are halal. This study analyzes the influence of consumer trust, halal certification, customer satisfaction, and perceived value on Muslim consumer loyalty in choosing Marugame Udon restaurants in Jabodetabek. The halal-certified Japanese culinary industry in Indonesia, especially in Jabodetabek, continues to grow rapidly thanks to the uniqueness of the menu and the quality offered. For Muslim consumers, halal certification provides a sense of security and increases trust, making it one of the main factors in building loyalty. The sample consisted of 100 respondents from the Jabodetabek community. The research method used is descriptive analysis and Partial Least Squares (PLS). The results of this study indicate that consumer trust has a significant influence on consumer loyalty, but customer satisfaction, perceived value, and halal certification do not have a significant influence on Muslim consumer loyalty in choosing Marugame Udon restaurants in Jabodetabek. This study provides important insights into the factors influencing Muslim consumer loyalty to halal Japanese restaurants, and emphasizes the importance of maintaining quality and transparency to retain loyal customers.*

*Keywords: consumer trust, customer satisfaction, consumer loyalty, perceived value, halal certification*

**DETERMINASI TERHADAP LOYALITAS KONSUMEN MUSLIM  
DALAM MEMILIH RESTORAN MARUGAME UDON DI  
JABODETABEK**

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**ABSTRAK**

Sejak kantong sertifikasi halal, restoran Jepang semakin dibanjiri konsumen. Namun disamping itu tantangan bagi restoran Jepang adalah mempertahankan cita rasa autentik sambil memastikan bahan-bahan mereka halal. Penelitian ini menganalisis pengaruh kepercayaan konsumen, sertifikasi halal, kepuasan pelanggan, dan persepsi nilai terhadap loyalitas konsumen Muslim dalam memilih restoran Marugame Udon di Jabodetabek. Industri kuliner Jepang bersertifikasi halal di Indonesia, terutama di Jabodetabek, terus berkembang pesat berkat keunikan menu dan kualitas yang ditawarkan. Bagi konsumen Muslim, sertifikasi halal memberikan rasa aman dan meningkatkan kepercayaan, sehingga menjadi salah satu faktor utama dalam membangun loyalitas. Sampel terdiri dari 100 responden masyarakat Jabodetabek. Metode penelitian yang digunakan adalah analisis deskriptif dan *Partial Least Squares (PLS)*. Hasil penelitian ini menunjukkan bahwa kepercayaan konsumen memiliki pengaruh signifikan terhadap loyalitas konsumen namun kepuasan pelanggan, persepsi nilai, dan sertifikasi halal tidak memiliki pengaruh signifikan terhadap loyalitas konsumen muslim dalam memilih restoran Marugame Udon di Jabodetabek. Penelitian ini memberikan wawasan penting tentang faktor-faktor yang memengaruhi loyalitas konsumen Muslim di restoran Jepang halal, serta menekankan pentingnya menjaga kualitas dan transparansi untuk mempertahankan pelanggan setia.

Kata Kunci: kepercayaan konsumen, kepuasan pelanggan, loyalitas konsumen, persepsi nilai, sertifikasi halal