

# ***Determinants of Consumer Loyalty at Se'indonesia Restaurants in Jabodetabek***

***By Fauzii Maulana Nurwahid***

## ***Abstract***

*The increase in consumption of halal products in Indonesia has shown a positive trend that has contributed to the significant growth of halal restaurants. This phenomenon is in line with the rise of the restaurant industry in Indonesia, so consumer loyalty is a crucial aspect that needs to be considered by culinary businesses. This study aims to examine the effect of halal awareness, social media marketing, brand image, and consumer trust on consumer loyalty in Se'indonesia restaurants. A quantitative approach is used in this study with a survey method through distributing questionnaires to Muslim consumers who have visited Se'indonesia restaurant. Data analysis was carried out using the Partial Least Square (PLS) method. The results of this study indicate that the variables of halal awareness, social media marketing, brand image, and consumer trust partially affect consumer loyalty. The results of this study are expected to be an important reference for policy makers and business actors to strengthen the competitiveness of the halal culinary industry in Indonesia, especially in the face of competitive market dynamics and increasingly aware of product halalness.*

***Keywords:*** brand image, consumer trust, halal awareness and consumer loyalty.

# **Determinan Loyalitas Konsumen Pada Restoran Se'indonesia di Jabodetabek**

**Oleh Fauzii Maulana Nurwahid**

## **Abstrak**

Peningkatan konsumsi produk halal di Indonesia menunjukkan tren positif yang turut mendorong pertumbuhan restoran halal secara signifikan. Fenomena ini sejalan dengan maraknya industri restoran di Indonesia, sehingga loyalitas konsumen menjadi aspek krusial yang perlu diperhatikan oleh pelaku usaha kuliner. Penelitian ini bertujuan untuk mengkaji pengaruh kesadaran halal, media sosial marketing, citra merek, dan kepercayaan konsumen terhadap loyalitas konsumen di restoran Se'indonesia. Pendekatan kuantitatif digunakan dalam penelitian ini dengan metode survei melalui penyebaran kuesioner kepada konsumen Muslim yang pernah mengunjungi restoran Se'indonesia. Analisis data dilakukan menggunakan metode Partial Least Square (PLS). Hasil penelitian ini menunjukkan bahwa variabel kesadaran halal, sosial media marketing, citra merek, dan kepercayaan konsumen secara partial berpengaruh terhadap loyalitas konsumen. Hasil penelitian ini diharapkan menjadi acuan penting bagi pengambil kebijakan dan pelaku usaha untuk memperkuat daya saing industri kuliner halal di Indonesia, khususnya dalam menghadapi dinamika pasar yang kompetitif dan semakin sadar akan kehalalan produk.

**Kata Kunci:** citra merek, kepercayaan konsumen, kesadaran halal dan loyalitas konsumen.