

Examination of Muslim Zilennial Consumers' Intentions to Eat at Popular Restaurants: Do Islamic Values Matter?

Mia Sari¹

Tazkia Islamic University College¹

In the current onslaught of digitalization era, understanding the intentions and preferences of Zilennial consumers towards popular restaurants is crucial for researchers and business practitioners alike. Hence, this research aims to examine Muslim consumers' intentions to dine at "Restoeran Gacoan" using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The study involved 120 respondents to evaluate the impact of Symbolic Value, Hedonic Value, Islamic Value, and Functional Value on Muslim consumers' satisfaction at Restoeran Gacoan. The findings reveal that Symbolic Value, Hedonic Value, and Islamic Value significantly influence Muslim consumers' satisfaction at Restoeran Gacoan. However, Functional Value does not have a significant impact on their satisfaction. Additionally, the research also indicates that Muslim consumers' satisfaction has a positive effect on their willingness to pay more. This study provides valuable insights for restaurant managers, particularly at Restoeran Gacoan, to comprehend the factors influencing Muslim consumers' satisfaction and their willingness to pay more. This understanding can aid restaurants in designing more effective and responsive marketing strategies that cater to the needs and preferences of Muslim consumers.

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*Correspondence:
miasari@student.tazkia.ac.id

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INTRODUCTION

Muslim consumers globally continue to grow as one of the largest groups in the world (Hackett et al., 2017). This phenomenon not only creates significant business opportunities but also underscores the importance of understanding the preferences, needs, and intentions of Muslim consumers. One crucial aspect of this understanding is the consumption of halal food and beverages, which reflects the religious and cultural values of Muslim consumers.

Indonesia, as the country with the largest Muslim population in the world, plays a crucial role in the halal food and beverage market. According to the State of the Global Islamic Economy Report 2019/2020, the estimated global market value of halal food and beverages will reach USD 1.97 trillion by 2024. Indonesia itself is one of the main contributors to this growth, with a total consumption of halal goods and services reaching USD 220 billion, making it a major player in the global halal consumption market (Perencanaan & Nasional, 2018).

The current growth of global Muslim consumers is predominantly driven by the younger generation, particularly the Zilennials. This generation comprises Millennials (aged between 25 and 40 years) and Gen Z (born from 1998 to the present). They constitute approximately 28% of the local Muslim population. Specifically, Gen Z, known for their unique shopping habits and consumption preferences, has become a significant focus of research (Haque, 2023). In recent years, spicy food restaurants like Mie Gacoan have gone viral in Indonesia. These restaurants offer a variety of affordable food and beverage options, and with a halal policy adhered to by many Muslim consumers, Mie Gacoan has garnered significant attention among this consumer group (Republika, 2023).

This research holds significant relevance in the context of the food and beverage business in Indonesia. Understanding the factors influencing the intentions of Muslim consumers, especially from Gen Z, to dine at Mie Gacoan, can provide valuable insights for restaurant managers, marketers, and other business practitioners. Understanding the factors influencing Muslim consumer satisfaction and their willingness to pay more can assist restaurants in designing more effective and responsive marketing strategies compared to similar restaurants, ultimately enhancing their appeal to Muslim consumers. This research aims to identify and analyze the factors influencing the intentions of Muslim consumers, particularly Gen Z, to dine at Mie Gacoan. We will employ the SEM-PLS method to understand the

relationships between factors such as Functional Value, Symbolic Value, Hedonic Value, Islamic Value, Consumer Satisfaction, and the impact of this satisfaction on the Consumer's Willingness to Pay More.

Several previous studies have explored the factors influencing consumer preferences in the context of food and Mie Gacoan restaurants. For instance, a study conducted by Irawati & Setiawan (2023), examined the influence of digital marketing, product image, and consumer behavior on the purchase decisions of Mie Gacoan during the COVID-19 pandemic in Yogyakarta. Other studies have also investigated the impact of service quality, location, trust, product quality, and price on customer loyalty through customer satisfaction with Mie Gacoan (Istiyono & Rizal, 2022; Saputro & Suparmono, 2021; Sholikhah, 2023). Additionally, they have examined how experiential marketing, emotional branding, word of mouth, and facilities affect customer satisfaction with Mie Gacoan (Abdilhaq et al., 2020; Prasasti & Maisara, 2022; Wibowo & SU, 2021). However, as far as the researcher's observations go, there is still a gap in research that specifically focuses on Muslim Gen Z consumers and the unique factors influencing their restaurant choices. Therefore, this research addresses this knowledge gap by delving deeper into the influence of Functional Value, Symbolic Value, Hedonic Value, Islamic Value on the satisfaction of Muslim Gen Z consumers at Mie Gacoan. It also explores how this satisfaction impacts the Willingness to Pay More at Mie Gacoan restaurants.

This research is of utmost importance as it delves deep into understanding the preferences and behaviors of Muslim consumers, especially Gen Z, in the context of halal food and beverage consumption in Indonesia. Firstly, with the significant global growth of the Muslim population, understanding their preferences and needs is key to success in the evolving global market. Secondly, the halal food and beverage market holds substantial growth potential, and a better understanding of the factors influencing Muslim consumer satisfaction can assist businesses in formulating more effective marketing strategies. Thirdly, Indonesia, with the largest Muslim population, plays a strategic role in the global halal market. Therefore, understanding the preferences of Muslim consumers in this country is a crucial step towards contributing to business growth at both the local and global levels. Fourthly, focusing on Gen Z, who wield significant influence in consumption trends, underscores the relevance of this research in identifying future consumer preferences. Fifthly, this research has the potential to provide valuable insights for restaurant

managers, marketers, and other business practitioners in designing more targeted strategies to attract Muslim consumers. Finally, this research also offers an opportunity to contribute to the development of consumer behavior theories, especially in the context of cultural diversity within the food and restaurant industry. Thus, this research is essential as it has broad-ranging impacts, from business management to contributing to theoretical understanding of consumer behavior.

LITERATURE REVIEW

Theoretical Basis

Self-congruity Theory (Teori Kesesuaian Diri):

The Self-Congruity Theory, developed by Sirgy (1982), explains that consumers tend to choose products or services that reflect or align with their self-image. Sirgy (1985), further elaborates on how self-congruity between a consumer's self-image and a product or brand can predict purchasing motivation. This means that when consumers perceive that a product or service reflects who they are and the values they hold, they are more likely to select that product or service. In the context of your research on the influence of Symbolic Value, Hedonic Value, Islamic Value, and Functional Value on the satisfaction of Muslim Gen Z consumers at Mie Gacoan, the Self-Congruity Theory is highly relevant.

Muslim Gen Z consumers may have a strong self-image as individuals who value Islamic principles, seek satisfying food experiences, or value functional aspects in their dining experiences. Therefore, in choosing food at Mie Gacoan, these consumers are inclined to select food and services that align with their self-image, such as food that adheres to Islamic values or food experiences that provide satisfaction.

Expectation and Disconfirmation Theory (Teori Harapan dan Diskonfirmasi):

The Expectancy-Disconfirmation Theory is a useful framework for understanding how consumer expectations and their feelings after an experience influence their level of satisfaction. In the context of your research on the influence of Symbolic Value, Hedonic Value, Islamic Value, and Functional Value on the satisfaction of Muslim Gen Z consumers at Mie Gacoan, this theory can be applied to explain how consumer expectations and experiences interact. Firstly, the expectations of Muslim Gen Z consumers before they visit Mie Gacoan can impact their level of satisfaction. If their experience meets or exceeds their expectations, this can result in positive disconfirmation

and enhance satisfaction. Conversely, if their experience falls below expectations, this can lead to negative disconfirmation and potentially reduce satisfaction (Oliver, 1977).

Furthermore, in the context of the moderating influence of religiosity on Hedonic Value and Islamic Value, this theory can also help understand how the level of consumer religiosity can moderate the relationship between their expectations and experiences. Highly religious consumers may have stricter expectations regarding Islamic values and hedonic aspects, and therefore, their experiences will be more influenced by the extent to which these expectations are met.

Previous Studies

Functional Value refers to the functional benefits or usefulness provided by a product or service to consumers (Moise et al., 2021). Consumers often seek pleasant and convenient dining experiences, including visually pleasing restaurant atmospheres. Research has found that aesthetic ambiance can enhance customer satisfaction by creating a more satisfying dining experience (Murray & Häubl, 2007). Studies in the context of restaurants show that consumers are more likely to feel satisfied when they have a variety of menu options to choose from (Chun & Nyam-Ochir, 2020). Friendly staff can enhance the dining experience for consumers and influence their satisfaction levels. Research has shown that friendly service can have a positive impact on customer satisfaction in restaurant settings (Hurley & Estelami, 1998). Therefore, **H1: Functional Value has a positive effect on Muslim Gen Z Consumer Satisfaction.**

Symbolic Value refers to the symbolic meaning or representational value provided by a product or service to consumers (Kapferer, 2014). In the context of restaurants, Symbolic Value reflects how the restaurant creates a certain image or identity that can influence consumers' intentions to dine there. Research by Keller (1993), has shown that brand image has a positive impact on consumer preferences. Therefore, Mie Gacoan, with its unique symbolic image or values, can influence the intentions of Muslim Gen Z consumers to dine there. Therefore, **H2: Symbolic Value has a positive effect on Muslim Gen Z Consumer Satisfaction.**

Hedonic Value refers to the aspects of pleasure or happiness provided by a product or service to consumers (Babin et al., 1994). In the context of restaurants, Hedonic Value reflects the enjoyable dining experience, including the taste of the food, ambiance, and social interactions. Research by Holbrook &

Hirschman (1982), highlights the importance of hedonic aspects in consumer decision-making. Studies by Kuikka & Laukkanen (2012), also state that hedonic value significantly influences brand loyalty. Even hedonic value is a variable that affects unplanned shopping behavior (Lee & Wu, 2017). Therefore, the enjoyable dining experience at Mie Gacoan can influence the intentions of consumers to dine there again. Hence, **H3**: Hedonic Value has a positive effect on Muslim Gen Z Consumer Satisfaction.

Islamic Value refers to the extent to which a product or service adheres to the principles and values of Islam, including being halal (in accordance with Sharia) and ethical (in terms of ethics) (Othman & Owen, 2001). In the context of food and restaurants, Islamic Value reflects the compatibility of the product with Islamic teachings, which is crucial for Muslim consumers. Research by Jamal & Sharifuddin (2015), shows that the halal factor significantly influences the intentions of Muslim consumers in choosing food products. This means that Islamic values have an impact on consumer satisfaction (Putra et al., 2016). Therefore, the compliance of Mie Gacoan with Islamic principles can influence the intentions of Muslim consumers to dine there. Hence, **H4**: Islamic Value has a positive effect on Muslim Gen Z Consumer Satisfaction.

Customer satisfaction is an important factor in understanding purchasing behavior and willingness to pay more for products or services (Yang & Xia, 2022). Satisfied customers tend to have a desire to repurchase from the same business or even pay more for products or services they consider valuable (Saha et al., 2020). Customer satisfaction is a positive evaluation of the consumer experience after consuming a particular product or service (Oliver, 1980). In the context of restaurants, customer satisfaction reflects the extent to which consumer expectations are met during their visit. Research by Gunawan (2022), indicates that customer satisfaction has a positive impact on customer loyalty. Therefore, understanding the factors influencing customer satisfaction at Mie Gacoan will provide valuable insights. Hence, **H5**: Customer Satisfaction has a positive effect on Willingness to Pay More.

Willingness to Pay (WTP) is the extent to which consumers are willing to pay more than the set price for a particular product or service (Koschate-Fischer et al., 2012). In the context of restaurants, WTP reflects the level of emotional attachment and value provided by the restaurant, leading consumers to be willing to pay more. Research by (Li & Unger, 2012) indicates that perceived added value to consumers can increase WTP. Therefore,

understanding the relationship between customer satisfaction at Mie Gacoan and their WTP will provide valuable insights in the business context.

METHOD

Sources and Data Collection Methods

The data used in this research is based on primary data. Data collection was carried out through an online questionnaire distributed via Google Forms to customers who visited Restoran Gacoan. A five-point Likert scale was used to answer each question in the research questionnaire, ranging from one (strongly disagree) to five (strongly agree). The Likert scale is a type of scale used to gather information to understand or measure qualitative and quantitative information. It is used to collect the views, perceptions, or attitudes of individuals towards an event. Furthermore, the SEM-PLS method was applied in this research, utilizing the SmartPLS 3 software. Data collection was conducted using purposive sampling, which intentionally selects respondents who meet predefined criteria, namely those who are Muslim, have visited Resto Gacoan, and belong to the Zilennial group. This approach was taken to focus on the target population relevant to our research. The minimum number of valid respondents for SEM-PLS research is 100 people (Kock & Hadaya, 2018). The sample size in this research covers the minimum coverage of the sample size, which is the number of observations multiplied by five (Hair et al., 2014, p. 100). This research has 25 observation items, so the minimum sample size is 125. This research identifies post-purchase behavior and the behavior of Muslim Gen Z consumers, but it does not cover all Mie Gacoan restaurants nationwide; instead, it samples restaurants in four major cities in Indonesia (Bogor, Surabaya, Yogyakarta, Malang, Semarang, Jakarta, Sumatra, Bali, and West Nusa Tenggara). These cities represent Muslim consumers in the country, given that more than half of the population resides on the island of Java.

An Overview of Structural Equation Modeling (SEM)

SEM-PLS (Structural Equation Modeling - Partial Least Squares) is a multivariate statistical method used to test relationships between variables in measurement and structural models (Leguina, 2015). This method is employed to examine complex models with many interconnected variables. In SEM-PLS, relationships between variables are measured by using correlations between these variables, followed by dimension reduction using principal component analysis, which

identifies the main factors explaining variability in the data. The measurement model is then tested using partial least squares regression, and finally, the structural model is tested to assess causal relationships between variables. SEM-PLS also has the capability to test more flexible models and handle non-normal data. Additionally, this method can be used for predictive analysis, such as in marketing and finance. According to Henseler et al. (2015), SEM-PLS is one of the most commonly used methods for analyzing complex data with diverse variables.

Model and Hypothesis

The exogenous latent variables in this study consist of:

- Functional Value (ϵ^1)
- Symbolic Value (ϵ^2)
- Hedonic Value (ϵ^3)
- Islamic Value (ϵ^4)
- Customer Satisfaction (ϵ^5), as a moderation in influencing the Willingness to Pay More variable (η)



Figure 1: Framework of Thought

Table 1: Variables and Research Indicators

| No | Variabel | Indikator | Sumber |
|----|------------------|--|----------------------|
| 1. | Functional Value | <ul style="list-style-type: none"> Me Gacoan restaurant has an aesthetic (pleasant) atmosphere. The menu at Gacoan restaurant is diverse. Me Gacoan restaurant provides friendly service. | (Moise et al., 2021) |
| 2. | Symbolic Value | <ul style="list-style-type: none"> People believe that dining at Me Gacoan restaurant is considered a trend among young people. People believe that dining at Me Gacoan restaurant can help express their self-image as Zilennial generation. People believe that dining at Me Gacoan restaurant can be used to communicate their identity as Zilennial generation. | (Kapferer, 2014) |
| 3. | Hedonic Value | <ul style="list-style-type: none"> I visited Me Gacoan restaurant to experience enjoyment. Dining at Me Gacoan restaurant can bring joy to me. | (Lee & Wu, 2017) |

| | | | |
|----|-------------------------|---|----------------------|
| | | <ul style="list-style-type: none"> Dining at Me Gacoan restaurant can pamper myself. | |
| 4. | Islamic Value | <ul style="list-style-type: none"> I feel at ease when I can perform prayers on time because of the prayer space at Me Gacoan restaurant. I feel at ease because I can enjoy halal food at Me Gacoan restaurant. I feel at ease because there are no advertisements (images) containing sensuality elements at Me Gacoan restaurant. The Me Gacoan restaurant I visited provides fair service to all customers. The Me Gacoan restaurant I visited has friendly servers. | (Putra et al., 2016) |
| 5. | Customer Satisfaction | <ul style="list-style-type: none"> I am pleased with my decision to dine at Me Gacoan restaurant. Dining at this restaurant is a wise choice. Dining at Me Gacoan restaurant is the right choice because it provides an enjoyable experience.. | (Yang & Xia, 2022) |
| 6. | Willingness to Pay More | <ul style="list-style-type: none"> I will return to this restaurant in the future, even though the prices are slightly higher. I am willing to pay a little more at this restaurant than at other restaurants offering the same benefits. I will switch to another restaurant with lower prices. | (Li & Unger, 2012) |

RESULT AND DISCUSSION

A total of 125 individuals participated in this study using purposive sampling. The main objective was to ensure that the sample taken objectively represents the entire population and is not biased towards more measurable respondents. In this method, each member of the population who meets the criteria has an equal

chance of being selected as part of the sample (Van Hoeven et al., 2015). Male respondents accounted for 40.8% of the total, while female respondents contributed 59.2%. The results of the SEM analysis are depicted in Figure 3. Model fit indices are summarized in Table 3. The initial structural model indicates that the data sufficiently fit the model.

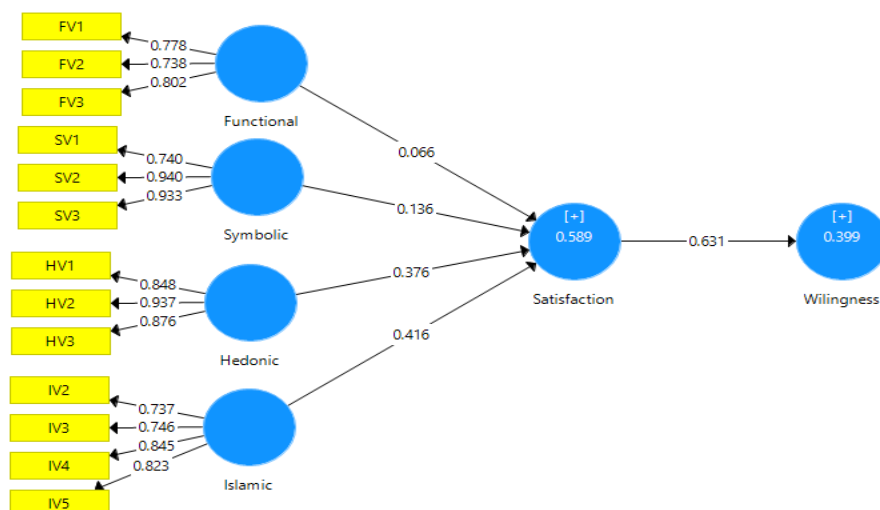


Figure 1: Path Analysis

Validity and Reliability Test

Convergent and discriminant validity testing are two types of statistical validity tests. Generally, to determine convergent validity, the values used are the Average Variance Extracted (AVE) and Loading Factor. If an item has an AVE value greater than 0.5 for each variable and a Loading Factor greater than 0.5, then the item is free from convergent validity defects. On the other hand, to determine discriminant validity, the values used are Cross-Loading and Square Root AVE. The square root of AVE values should be higher than the correlation values of all variables. Cross-loading values are another method that can be used to pass the discriminant validity test, where cross-loading values should be higher than those of other constructs (Hair et al., 2011).

Next is the reliability test, which indicates the internal consistency of the measurement instrument used. This is done by testing the values of composite reliability and Cronbach's Alpha, where according to Cooper, the values should be > 0.7 . Reliability testing is conducted to assess the internal consistency of the measurement instrument by considering the values of composite reliability (CR) and Cronbach's Alpha scores. Higher values indicate greater consistency of each item in measuring the reliability of latent variables, and Cronbach's Alpha scores above 0.70 indicate that the test's reliability is considered reliable (Hair et al., 2014). Table 2 below illustrates the results of convergent validity and construct reliability.

Table 2: Validity and Reability Test

| Item | Loading Vactor | Cr.Alpha | rho_A | Co.R | AVE |
|-------------------------|----------------|----------|-------|-------|-------|
| Customer Satisfaction | | 0.907 | 0.911 | 0.942 | 0.843 |
| CS1 | 0.892 | | | | |
| CS2 | 0.932 | | | | |
| CS3 | 0.930 | | | | |
| Hedonic Value | | 0.839 | 0.870 | 0.903 | 0.757 |
| HV1 | 0.848 | | | | |
| HV2 | 0.937 | | | | |
| HV3 | 0.876 | | | | |
| Islamic Value | | 0.778 | 0.778 | 0.857 | 0.601 |
| IV2 | 0.737 | | | | |
| IV3 | 0.746 | | | | |
| IV4 | 0.845 | | | | |
| IV5 | 0.823 | | | | |
| Functional Value | | 0.742 | 0.778 | 0.851 | 0.658 |
| PV1 | 0.778 | | | | |
| PV2 | 0.738 | | | | |
| PV3 | 0.802 | | | | |
| Symbolic Value | | 0.885 | 0.906 | 0.930 | 0.816 |
| SV1 | 0.740 | | | | |
| SV2 | 0.940 | | | | |
| SV3 | 0.933 | | | | |
| Willingness to Pay More | | 0.851 | 0.851 | 0.931 | 0.870 |
| Y1 | 0.931 | | | | |
| Y2 | 0.935 | | | | |

Fornell- Larcker criterion

The results of the Fornell-Larcker Criterion analysis indicate that the assumptions of construct validity criteria have been met in this study. This can be observed from the fact that the average values of the

measurement variables (hedonic value, Islamic value, religiosity, satisfaction, symbolic value, and willingness to pay more) used to measure specific constructs are greater than their correlations with other constructs in the model.

Table 3: Fornell Criterion

| | Functional | Hedonic_ | Islamic | Satisfaction | Symbolic | Wilingness |
|--------------|------------|----------|---------|--------------|----------|------------|
| Functional | 0.773 | | | | | |
| Hedonic_ | 0.546 | 0.888 | | | | |
| Islamic | 0.534 | 0.337 | 0.789 | | | |
| Satisfaction | 0.556 | 0.599 | 0.635 | 0.912 | | |
| Symbolic | 0.456 | 0.338 | 0.417 | 0.467 | 0.876 | |
| Wilingness | 0.400 | 0.562 | 0.467 | 0.631 | 0.260 | 0.931 |

These results indicate that the measurement variables are effective in reflecting the intended constructs in the study. In the context of the Fornell-Larcker Criterion, if the initial construct values are

greater than their correlations with other latent variables, it suggests that the measurement variables represent the variation in the constructs well (Fornell & Larcker, 1981).

P-Value

Table 4: Hypothesis Testing Results

| Path | Hypotesis | Path C | PValue | Remark |
|--|-----------|--------|---------------------|-------------|
| Functional Value → Customer Satisfaction | H1 (+) | 0.066 | 0.409 ^{ns} | Unsupported |
| Symbolic Value → Customer Satisfaction | H2 (+) | 0.136 | 0.071 ^{ns} | Unsupported |
| Hedonic Value → Customer Satisfaction | H3 (+) | 0.376 | 0.000* | Supported |
| Islamic Value → Customer Satisfaction | H4 (+) | 0.416 | 0.000* | Supported |
| Customer Satisfaction → Wilingness to Pay | H5 (+) | 0.631 | 0.000* | Supported |
| Notes: *P-value<0,05 (signicant); ^{ns} = not significant | | | | |

This study aims to investigate the influence of perceived values, namely Functional Value, Symbolic Value, Hedonic Value, and Islamic Value, on the satisfaction of Muslim Zilennial consumers at Gacoan Restaurant, and how this satisfaction affects their willingness to pay more at the restaurant. The results of the hypothesis analysis provide an in-depth understanding of the factors influencing the satisfaction of Muslim consumers at the restaurant.

The first hypothesis, which tests the influence of Functional Value on Muslim Consumer Satisfaction, was not supported. The statistical test results indicate that Functional Value does not have a significant impact on Muslim Consumer Satisfaction. This suggests that in the context of Gacoan Restaurant, functional aspects such as the quality of dishes or services may not be the

primary factors in determining Muslim consumer satisfaction. This finding aligns with previous results indicating that in specific contexts, functional aspects may not be the primary focus when assessing customer satisfaction. Kataria & Saini (2020), identified that in the context of consumer-based brand equity, factors such as brand image and brand affinity may have a greater influence than functional benefits. Additionally, customer satisfaction is influenced not only by facilities and functional benefits but also by service quality and interpersonal relationships with service staff (N. X. Nguyen et al., 2021). Service quality has a broader impact on behavior than just customer satisfaction, indicating that functional value is not always the primary factor in creating satisfaction (Uzir et al., 2021). Kusumawati & Rahayu's study (2020), stated that customer satisfaction

depends not only on functional benefits but also on the overall perception of the service by customers. The relevance of these findings to previous research can be seen in earlier studies showing that in some contexts, functional value may not be the most significant determinant in creating customer satisfaction. Other factors such as aesthetic ambiance, menu variety, and friendly service may be more crucial in specific restaurant contexts. Therefore, the management of Gacoan Restaurant needs to consider these factors in their efforts to improve the satisfaction of Muslim consumers at their establishment.

The results of this study reveal interesting findings regarding the perception and impact of Gacoan Restaurant on Muslim Zilennial generation. Firstly, many people view dining at Gacoan Restaurant as a popular trend among young people. This aligns with global trends where restaurants and food have become an integral part of youth culture. They tend to seek unique and different dining experiences (Shipman, 2020). Secondly, dining at Gacoan Restaurant is seen as a means to express the self-image of the Zilennial generation. This reflects the idea that food is often used as a tool for expressing identity and personal value (Wijaya, 2019). Thirdly, the restaurant is considered a means to communicate their identity as the Zilennial generation, which can reflect how food can be an essential element in the process of social group identification. However, the interesting finding is the incongruence with the second hypothesis, which tested the influence of Symbolic Value on Muslim Zilennial Consumer Satisfaction. The results of the analysis indicate that symbolic value does not have a significant influence on the satisfaction of Muslim consumers at the 5% significance level. This is surprising, considering that in some contexts, symbolic value is often associated with efforts to express oneself (Sirgy et al., 2016). However, in the context of Gacoan Restaurant, it appears that symbolic value does not have a significant impact on the expression of Zilennial Muslim consumers. Other factors such as food quality, service, or price may be more dominant in influencing consumer satisfaction in this case (Istiyono & Rizal, 2022; Saputro & Suparmono, 2021; Sholikhah, 2023). Thus, this study provides in-depth insights into how the Zilennial generation perceives and interacts with Gacoan Restaurant but also underscores the complexity of factors influencing the consumer experience in this restaurant.

The results of this study provide a deeper insight into the influence of Hedonic Value and Islamic Value on the satisfaction of Muslim consumers at Gacoan

Restaurant. Significant support for the third and fourth hypotheses indicates that these factors play a crucial role in influencing the satisfaction of Muslim consumers in this restaurant. Firstly, in the context of Hedonic Value, the results of this study depict that the joy and pleasure derived from the dining experience at Gacoan Restaurant are significant factors in enhancing the satisfaction of Muslim consumers. This aligns with previous research that shows that emotional experiences such as pleasure and joy play a vital role in improving customer satisfaction (Ratnasari et al., 2020). Hedonic value significantly influences customer satisfaction (Evelina et al., 2020). Kusmarini et al.'s study (2020), revealed that hedonic value significantly influences service quality but does not significantly affect customer loyalty. Positive emotional experiences enhance customers' perceptions of service and product quality, which, in turn, affect satisfaction (Wang et al., 2020).

Secondly, in the context of Islamic Value, these findings reflect how important Islamic values are in the experience of Muslim consumers. The presence of a prayer room, halal food, the absence of sensuality in advertising, as well as fair and friendly service all contribute positively to the satisfaction of Muslim consumers at Gacoan Restaurant. This aligns with previous research that emphasizes the role of Islamic values in the context of Muslim consumption (Eid, 2020). Olyvia & Darwanto (2023), showed that the availability of halal food in restaurants can enhance the satisfaction of Muslim consumers. Additionally, Muslim consumers tend to be more loyal to brands that adhere to Islamic business ethics (Bukhari & Isa, 2020). Muslim consumers pay special attention to the availability of prayer rooms in consumption environments (Addina et al., 2020). Customer service that respects Islamic values can also increase the level of satisfaction of Muslim consumers (Abbas et al., 2020). In this regard, customer satisfaction can lead to strong positive Word-of-Mouth effects within their community (M. H. Nguyen et al., 2019). Therefore, strong perceived Islamic Value can be an essential factor in enhancing the satisfaction of consumers with high religiosity levels. Research by Mokhlis (2009), also supports the idea that consumers with high spiritual needs tend to seek products and services that reflect their religious values. This means that Religiosity has a significant influence on consumer commitment (Junaidi et al., 2022). Thus, these findings highlight the importance of understanding cultural and religious values in designing products and services that can better satisfy consumer needs, especially in the food industry.

The results that support the fifth hypothesis, which links customer satisfaction to the willingness to pay more, provide important insights in the context of the Muslim consumer experience at Gacoan Restaurant. In this context, the research reveals that the higher the level of satisfaction of Muslim consumers, the greater their willingness to pay more. This finding suggests that customer satisfaction is not just about the positive experience received but also reflects a strong emotional bond between consumers and the restaurant. Satisfied consumers tend to be more willing to spend more money because they perceive the value provided by the restaurant as commensurate with what they pay. These results are consistent with previous research indicating that customer satisfaction can be a significant predictor of consumers' intentions to spend more or provide further support to a particular brand or business (Al-Farisi et al., 2021; Choi et al., 2022; Hidayat et al., 2020; Okumus et al., 2021).

Overall, the findings of this research provide valuable insights for restaurant owners and business practitioners in understanding the factors that influence the satisfaction of Muslim Zilenial consumers in restaurants. While functional and symbolic values may not be the primary factors, emotional experiences and Islamic values have a significant impact on customer satisfaction and the willingness to pay more. Therefore, to enhance their business performance, restaurant owners need to consider these aspects in their marketing and service strategies.

Recommendation and Implication

The results of this research reveal several findings that have important implications in the context of the halal food and beverage business in Indonesia, particularly for Restoran Gacoan.

1. **Restoran Gacoan Managers:** Restoran Gacoan managers should carefully consider the findings of this research. They can utilize insights into the factors influencing the satisfaction of Muslim Zilenial consumers to enhance the customer experience at their restaurant. This includes ensuring food quality remains high, creating emotionally satisfying experiences, and reinforcing Islamic values in restaurant operations. Managers should also consider the availability of facilities like prayer rooms. Furthermore, it's important to continually monitor customer satisfaction and design more effective marketing strategies.

2. **Marketers and Branding:** The marketing team should leverage the finding that Muslim Zilenial consumers often view restaurants as a way to express their self-image. This means they can design more targeted marketing campaigns to attract this generation by considering aspects of values, identity, and trends that they highly value. Marketers can also consider strengthening Islamic values in their marketing campaigns to attract more religiously-inclined consumers.
3. **Business Owners and the Food Industry:** These recommendations apply more broadly to business owners in the food and beverage industry. The increasing growth of the Muslim population and the global halal food market create significant business opportunities. Business owners should consider providing halal food and beverages and understanding the preferences and values held by Muslim consumers. Additionally, they need to take into account the interests of the Zilenial generation in their consumption experience. Business owners in the food industry can innovate to meet this demand and understand that Muslim consumer satisfaction has the potential to influence their willingness to pay more.
4. The overall implication of this research is that understanding the preferences, values, and behaviors of Muslim consumers, especially the Zilenial generation, in the context of halal food and beverages is key to success in the Indonesian and growing global market. By considering these findings, stakeholders can design more effective strategies to enhance consumer satisfaction, brand attractiveness, and business growth.

CONCLUSION

This research has important implications for understanding the preferences and behaviors of Muslim consumers, especially the Zilenial generation, in the context of halal food and beverages at Restoran Gacoan. First, the significant global Muslim population growth and the potential halal food market emphasize the importance of understanding the preferences and needs of Muslim consumers as a key to business success in the growing global market. Second, Indonesia, with the largest Muslim population, plays a strategic role in the

global halal market, making it essential to understand the preferences of Muslim consumers in this country to contribute to local and global business growth. Third, the focus on Generation Z, which has a significant influence on consumption trends, highlights the relevance of this research in identifying future consumer preferences. Fourth, this research provides valuable insights for restaurant managers, marketers, and business practitioners in designing more targeted strategies to attract Muslim consumers. Finally, this research also has the potential to contribute to the development of consumer behavior theory, especially in the context of cultural diversity in the food and restaurant industry.

The research findings reveal several important insights. First, functional aspects such as the quality of dishes or services may not be the primary factors determining the satisfaction of Muslim consumers at Restoran Gacoan. Second, symbolic value does not significantly influence the satisfaction of Muslim consumers. Third, joy and enjoyment from the dining experience at Restoran Gacoan are the key factors in increasing the satisfaction of Muslim consumers. Fourth, Islamic values, such as halal food, the absence of sensuality in advertising, and fair and friendly service, positively contribute to the satisfaction of Muslim consumers. Fifth, the higher the level of satisfaction of Muslim consumers, the greater their willingness to pay more.

Thus, this research provides a deeper understanding of the factors influencing the satisfaction of Muslim consumers at Restoran Gacoan. While functional and symbolic values may not be the primary factors, emotional experiences and Islamic values have a significant impact on consumer satisfaction and willingness to pay more. Therefore, restaurant owners need to consider these aspects in their marketing and service strategies to enhance their business performance. In the future, it is also necessary to measure aspects of sentiment (Rahayu, 2022; Az-Zahro, 2022) related to halal food from the perspective of zillennials.

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