The Influence of Ingredients, Halal Logo and Religiosity on the Consumer Purchase Intention at *Kober Mie Setan* Gresik

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Abstract

Food with unusual names has been increasing lately. It makes the Indonesian Ulema Council (MUI) of West Sumatra and the MUI of Regency/City on July 20, 2019 issued a fatwa that food or drink using the name *setan* (satan), *iblis* (devil), or *neraka* (hell) was haram. Therefore, not all popular and fast food restaurants have halal certification from MUI, especially foods with the name of satan, devil, or hell. It might affect consumers' intention to visit the restaurant or fast food restaurant. However, it is not applicable to *Kober Mie Setan* in Gresik whose numbers of consumers continuously increase, even though the majority of the population in Gresik is Muslim. Based on the background of the problems, this study was aimed at investigating the consumers of *Kober Mie Setan* in Gresik, totaling 200 people with a purposive sampling technique. The variables studied were ingredients, halal logo, religiosity and consumer purchase intention with multiple linear regression methods. The results of this study concluded that the ingredients, halal logo, religiosity partially and simultaneously have a significant influence on the consumer purchase intention at *Kober Mie Setan* in Gresik so that all of the hypotheses of this study have been verified.

Keywords: *Ingredients; Halal Logo; Religiosity; Consumer Purchase Intention*

Introduction

Nowadays, there are many shopping attractions in Indonesia, including in several big cities like Jakarta, Surabaya and Bandung. Along with the many new shopping attractions, there are also many restaurants or food courts. Besides the shopping attractions, many restaurants or food courts are popping up near offices, universities, or residential areas. The number of restaurants, cafes, as well as those that provide fast food in shopping centers has an impact on the increasingly tight competition. The restaurant service companies compete with each other to attract consumers so that the company's goals in achieving predetermined sales targets can be achieved.

To find out the ingredients used are halal or haram, the consumers can find out even though it is not always correct (Ali, 2016). One of the examples is chicken meat which is definitely a halal food ingredient. However, in the process of serving, the consumers cannot immediately find out whether the chicken is halal or haram. Besides the ingredients and processes which must be correct according to Islamic *Sharia*, giving food names has to be good. It is contradictory to many popular foods which are currently appearing in the community such as *mie setan* (satan noodles), *mie iblis* (devil noodles), *mie neraka* (hell noodles), *es gondoruwo* (*gondoruwo* ice), and so forth (Faizah, 2019).

In Indonesia, especially in Gresik, there are currently a lot of restaurants or fast food popping up that use the aforementioned unusual names. One of them is Kober Mie Setan. *Kober Mie Setan* is the pioneer of the first spicy noodles in Indonesia. The first outlet is located in Malang, then in Surabaya, Gresik, Sidoarjo, Mojokerto, and so on all the way to Jakarta. It is very much in demand by the community, especially among students. Buyers are willing to queue in front of the cashier for a long time.

To overcome this issue, the Indonesian government has established an institution that specifically addresses both halal and haram issues in Indonesia. The institution is called MUI (Indonesian Ulema Council) which has the authority to provide halal certification for products in Indonesia. The rise of food with an unusual name makes the West Sumatra MUI and Regency/City MUI on July 20, 2019 issued a fatwa that food or drink that uses the name *setan* (satan), *iblis* (devil), or *neraka* (hell) was haram. The MUI appeals to all people not to consume food with the names in the fatwa. Appeals are also given to the Assessment Institute for Foods, Drugs and Cosmetics of MUI (LPPOM MUI) not to issue halal certificates for products that use names that are not in accordance with the *Sharia*.

Based on this problem, it can be seen that the Muslim community in Indonesia, especially in Surabaya, which is predominantly Muslim, will tend to choose products that have been confirmed halal over those whose halal status is still unclear. It is because even if the ingredients used are halal, but if the process is not in accordance with Islamic *Sharia*, the food or drink can be considered haram.

This problem is in line with a research on consumer behavior towards halal products that has been conducted by (Ahmad et al, 2015). This study finally found that in general consumer behavior towards product acceptance was very high. Consumers were very concerned about food preparation factors that had to be from halal sources. Although restaurant cleanliness was one of the factors that influenced consumers in restaurant selection, consumers put more concern on whether the food provided was halal and clean.

In addition, the contents and food ingredients will also affect restaurant choices. The efficiency of the government in ensuring that every restaurant displays a valid halal certificate and logo is very important to increase consumers' trust on the restaurant. Although it is difficult for the costumers to ensure that halal certificate and logo displayed is valid, they are still careful to choose restaurants and have awareness of food hygiene and purity.

A research conducted by Latiff et al (2013) stated that the ingredients, the halal logo and nutrition influence consumer purchase intention on halal food. The role of the government in providing halal certification to food producing companies is very important (Rambe & Afifuddin, 2012). The government has to focus on meeting social expectations that people want some information about halal ingredients, nutrition and logo on the product packaging and food outlets (Bulan, 2016).

The issues on ingredients, the use of halal logos and religious beliefs about consumer purchase intention are separate concerns to foster consumer intentions for halal food (Pramintasari & Fatmawati, 2017). Considering the importance of halal food for the people of Surabaya whose majority population is a Muslim, MUI as an organization formed by the government is very concerned to ensure that producers

apply Islamic *Sharia* principles in creating a product for Indonesian citizens who are predominantly Muslim (Nugraha et al., 2017). The existence of a halal certificate will facilitate the Muslim community to choose products in accordance with their beliefs.

The number of *Kober Mie Setan* outlets in Gresik is currently increasing. It shows that investors still find opportunities in looking for maximum profits even though the majority of the population in Gresik is Muslim. It shows the difference between the reality that exists in society with various theories that have been explained previously. Based on the phenomena and background of the problem, the main focus of this study was to focus on the problem of ingredients, halal logo and religiosity towards consumer purchase intention on *Kober Mie Setan* in Gresik.

Research Methods
Research Design

Based on the research objectives stated earlier, it can be concluded that this research was a descriptive study. Sugiyono (2012) defines that descriptive research is a research conducted to determine the value of an independent variable, either one variable or more (independent) without making comparisons, or connecting with other variables. This research was also included in quantitative research. Based on the purpose of the study, this research design was pure research or also called basic research. According to Kuncoro (2013), pure research is conducted to test the truth of certain theories, or to know certain concepts in more depth. This research was also referred to as verification research. According to Sugiyono (2012) verification research is a research method that aims to determine the causality relationship between variables through a test and a statistical calculation in which the results of the proof are obtained which shows whether the hypothesis is rejected or accepted.

Research Limitation

In order to ensure that this research was not widespread, the authors limited the research problem. The research limitations were as follows:

a. The subjects in this study were consumers of *Kober Mie Setan* in Gresik.

b. The independent variables of this study were ingredients, halal logos and religiosity.

c. The dependent variable in this study was the consumer's purchase intention on *Kober Mie Setan* in Gresik.

Variable Identification

The variables used in this study consisted of the independent variable (X) and the dependent variable (Y), which can be explained as follows:

1. Independent variables in this study included ingredients (B), halal logo (LH) and Religiosity (R).

2. Dependent variable in this study was the consumer purchase intention (NB) at *Kober Mie Setan* in Gresik.

Sampling Technique

In this study, the population was consumers of *Kober Mie Setan* in Gresik. The sampling technique in this study utilized a non-probability sampling method with a purposive sampling model or also known as judgment sampling. The sampling method based on the purposive method was intentionally taking certain samples in accordance with the characteristics of the respondents, in this case the consumers of *Kober Mie Setan* in Gresik. This study took 200 respondents, even though the actual minimum sample size of respondents was 74 people obtained from the calculation results.

Research Instruments

The research instrument used in this study was a questionnaire. Limitation of class interval length is formulated as follows.

$$i = \frac{\text{Range}}{k + 1.33 \log n} = \frac{\text{the biggest data} - \text{the smallest data}}{\text{number of classes}} = \frac{5-1}{5} = 0.8$$

Source: Sugiyono (2012)

The questionnaire utilized a Likert scale related to the statements about one's attitude towards something. In order to avoid confusion when the respondent's average result was a decimal number, the limitations needed to be determined by setting the class interval length. Thus, a clear result was obtained even though the average of the results of the whole questionnaire resulted a decimal number.

Validity and Reliability Test

Validity testing is used to test the extent to which data gauges or questionnaires can reveal the accuracy of phenomenon that can be measured. The measuring instrument used in validity testing was a questionnaire. In this research, the validity of the questionnaire to be distributed to respondents was tested first through a small sample of 30 respondents. After being filled out by small sample respondents, the results of the questionnaire were tested to show whether the data were valid (Ghozali, 2015).

Reliability is an index that shows the extent to which the measuring instrument can be trusted or reliable. Reliability measurement in this study was carried out by means of a one-time measurement. In this case, the measurement was only done once and then the results were compared with other questions or the researchers measured the correlation between answers to questions. A research instrument is considered to be reliable if the reliability coefficient (r11) is > 0.6, which is calculated using the Cronbach's Alpha technique. Reliability measurement can be done using One Shot or a one-time measurement. In this study, the measurement was done only once and then the researcher measured the correlation between the answers to questions. SPSS provides facilities to measure reliability with Cronbach's Alpha (α) statistical tests. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.6.

Data and Data Collection Methods

The type of data used in this study was primary data. Primary data was data obtained directly from the data sources. The data in this study were obtained directly from the consumers of *Kober Mie Setan* in Gresik. Data were collected through a survey using a questionnaire. The questionnaire was a method used to assist research in the form of a question asked to respondents related to the subject matter under study, which was indicated by the respondents or consumers of *Kober Mie Setan* in Gresik. The

first step taken was to distribute the questionnaires to the respondents who had been determined. The second step was to explain to the respondent how to fill in the questionnaire data, and the third step was that the respondent was expected to fill in the questionnaire statement that had been provided.

Data Analysis Technique
Classical Assumption Test

The classical assumption test is a statistical requirement that must be fulfilled in multiple linear regression analysis. The classical assumption test was performed on multiple linear regression analysis based on Ordinary Least Square (OLS). There are four commonly used classical assumption tests, namely: multicollinearity test, autocorrelation test, heteroscedasticity test, and normality test.

Multiple Linear Regression Analysis

Multiple linear analysis aims to determine the effect of ingredients, halal logo and religiosity on consumer purchase intention at *Kober Mie Setan* in Gresik. The stages of the Multiple Linear Regression Test are as follows: F Test, T Test, Coefficient of Determination (R^2).

Research Result
Validity and Reliability Tests of Ingredients Variable (X1)

The details about the validity and reliability test results on ingredients variable can be seen in Table 1.

Table 1. Validity and Reliability Tests of Ingredients Variable (X1)

Item	Corrected Item Total Correlation	r table	Status
I1	0.646	0.30	Valid
I2	0.681	0.30	Valid
I3	0.753	0.30	Valid
I4	0.494	0.30	Valid
I5	0.597	0.30	Valid
Cronbach Alpha = 0.830			

Based on Table 1, it can be seen that each statement items on the ingredient variable are valid and reliable. It can be found in the results of the corrected item total correlation of each item which are greater than 0.30 and the Cronbach's Alpha value of the ingredients variable is more than 0.60.

Validity and Reliability Tests of Halal Logo Variable (X2)

The details about the validity and reliability test results on halal logo variable can be seen in Table 2.

Table 2. Validity and Reliability Tests of Variable of Halal Logo (X2)

Item	Corrected Item Total Correlation	r table	Status
HL1	0.749	0.30	Valid
HL2	0.668	0.30	Valid
HL3	0.617	0.30	Valid
HL4	0.383	0.30	Valid
Cronbach Alpha = 0.790			

Table 2 shows that each statement items on the halal logo variable are valid and reliable. It can be seen through the results of the corrected item total correlation that each item is greater than 0.30 and the Cronbach's Alpha value of the halal logo variable is more than 0.60.

Validity and Reliability Tests of Religiosity Variable (X3)

The results of the validity and reliability tests on the variable of religiosity can be seen in Table 3.

Table 3. Validity and Reliability Tests of Religiosity Variable (X3)

Item	Corrected Item Total Correlation	r table	Status
R1	0.797	0.30	Valid
R2	0.872	0.30	Valid
R3	0.652	0.30	Valid
R4	0.567	0.30	Valid
Cronbach Alpha = 0.865			

Table 3 shows that each statement items on the religiosity variable are valid and reliable. It can be seen through the results of the corrected item total correlation of each item which is greater than 0.30 and the Cronbach's Alpha value of the religiosity variable is more than 0.60.

Validity and Reliability Tests of Consumer Purchase Intention Variable (Y)

The details about the validity and reliability test results on consumer purchase intention variable can be seen in Table 4.

Table 4. Validity and Reliability Tests of Purchase Intention Variable (Y)

Item	Corrected Item Total Correlation	r table	Status
PI1	0.671	0.30	Valid
PI2	0.787	0.30	Valid
PI3	0.691	0.30	Valid
PI4	0.722	0.30	Valid
Cronbach Alpha = 0.863			

Table 4 shows that the statement items on the purchase intention variable are valid and reliable. It can be seen through the corrected item total correlation of each item which is greater than 0.30 and the Cronbach's Alpha value of the purchase intention variable is more than 0.60.

Overview of Research Subjects

There were 225 questionnaires that had been distributed and collected which were then examined and selected based on the predetermined sample criteria. There were 200 questionnaires that met the specified sample criteria, since 225 respondents did not fill out the questionnaire correctly and completely so that the questionnaire could not be used as the data in this study. The 200 respondents who had been selected were then interpreted through frequency tabulation, from which the data were then processed and the results were analyzed to display the characteristics of the respondents.

Characteristics of Respondents

Based on the age of respondents, questionnaires distributed show that the respondents aged 19 years $\leq x \leq 29$ years amounted to 200 respondents or 100%. This is because 100% of respondents in this study were high school students, college students, and company employees. Based on the respondents' most recent education, the questionnaires distributed show that there were 188 respondents (94%) with high school as their latest education, and there were 12 respondents (6%) with bachelor degree as their latest education. It was because most consumers of *Kober Mie Setan* were teenagers. Based on the respondents' occupation, questionnaires distributed show that there were 188 respondents (94%) who were college students/students, and there were 12 respondents (6%) who were employed. It was because most of the consumers of *Kober Mie Setan* were teenagers who were currently students.

Description of Research Variables
Frequency Distribution of Respondents' Answers for Ingredients Variable (X1)

The ingredients in this study were consumers' perceptions on the types of ingredients used in cooking up to serving food or drinks in *Kober Mie Setan*. Based on the results of respondents' responses, it was found that the majority of respondents agreed that the ingredients of *Kober Mie Setan* reflected the safety of the product.

Frequency Distribution of Respondents' Answers on Halal Logo Variable (X2)

The halal logo in this study was the consumer's perception on the label or sign that indicated that halal products were obtained by *Kober Mie Setan*. Based on the results of respondents' responses, it was found that the majority of respondents approved the use of the halal logo from *Kober Mie Setan* in the promotion would be more interesting. It can be seen from the highest average of respondents' answers which was at a score of 4 (agree) reached 49.8%.

Frequency Distribution of Respondents' Answers on Religiosity Variable (X3)

Religiosity in this study was consumers' perception on their belief in the obligation to consume halal food or drinks. Based on the results of respondents' responses, it was found that the majority of respondents chose to eat halal food. It can be seen from the highest average of respondents' answers which were on a score of 4 (agree) reached 54.9%.

Frequency Distribution of Respondents' Answer on Consumer Purchase Intention Variable (Y)

The consumer purchase intention at *Kober Mie Setan* in Gresik. The consumer purchase intention, in this study, was the desire of consumers to buy food and drinks in *Kober Mie Setan*. Based on the results of the responses of respondents, it was found that the majority of respondents considered buying food products in *Kober Mie Setan* which was packaged in a halal way. It can be seen from the highest average of respondents' answers which were on a score of 4 (agree) reached 54.9%.

Normality Test

A data is considered to be not normally distributed if the significance level obtained was below 5% (sig <5%) and normally distributed if the significance level obtained was above 5% (sig> 5%). The results of normality tests on residuals can be seen in Table 1.

Table 1. Normality Test on Residuals
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	.41872941
Most Extreme Differences	Absolute	.056
	Positive	.041
	Negative	-.056
Kolmogorov-Smirnov Z		.785
Asymp. Sig. (2-tailed)		.569

The result of the Kolmogorov Smirnov value obtained was 0.785 and the significance level was 0.569. It was greater than 5% which meant that the residuals followed the normal distribution, so that the ingredients, halal logo, religiosity and consumer purchase intention variables were also normally distributed.

Multicollinearity Classical Assumption Test

The presence or absence of multicollinearity can be seen by calculating VIF (Variance inflation Factor). If VIF is greater than 10 then multicollinearity occurs, but if it is smaller than 10 then multicollinearity does not occur. Multicollinearity test results can be seen in Table 2.

Table 2. VIF (Variance Inflation Factor) Value

Independent Variables	VIF
Ingredients	7.041
Halal Logo	7.992
Religiosity	1.764

The multicollinearity test results above indicate that the VIF value on each independent variable is less than 10 (VIF <10). Therefore, it can be concluded that the resulting multiple linear regression equation is free of multicollinearity.

Heteroscedasticity Classical Assumption Test

Heteroscedasticity can be identified by calculating the Spearman's Rank correlation coefficient between residual values and all independent variables. The results of the Spearman's Rank test are as follows:

Table 3. Spearman's Rank Correlation

Independent Variables	Spearman's Rank Correlation Coefficient	Significance Level
Ingredients	0.001	0.989
Halal Logo	0.029	0.682
Religiosity	0.033	0.643

Table 3 shows that the level of significance produced by each variable is greater than 5%. Therefore, the resulting regression model shows that there is no heteroscedasticity.

Autocorrelation Classical Assumption Test

To find out whether there is autocorrelation, it is necessary to look at the Durbin Watson table with the number of independent variable (k = 3) and the amount of data (n = 200) so that dL (1.738) and dU (1.799) are obtained. Therefore, the results show that there is no autocorrelation.

Table 4. Durbin Watson Test

Model	R	R Square	Durbin-Watson
1	.730[a]	.533	2.055

Table 4 shows that the resulting d value is between 1.799 and 2.201 or is between dU and 4-dU, which is in an area where there is no positive and negative autocorrelation. Therefore, the classic assumption of "no autocorrelation" is fulfilled.

Equation of Multiple Linear Regression

The classical assumption test results show that the multiple linear regression equation used is free from multicollinearity, heteroscedasticity, autocorrelation and has normal distribution. The resulting regression equation is:

Table 5. Equation of Multiple Linear Regression

Independent Variables	Regression Coefficient
Constanta	0.774
Ingredients	0.320
Halal Logo	0.330
Religiosity	0.173

Based on Table 5, the resulting regression model is:

$$Y = 0.774 + 0.320 \; X1 + 0.330 \; X2 + 0.173 \; X3$$

From the regression equation above, the following explanation can be obtained:

1. A constant (a) of 0.774 (positive) indicates the value of the purchase intention (Y). If the ingredients, halal logo and religiosity are constant or zero, then the value of purchase intention is 0.774.

2. The regression coefficient on the ingredients variable (X1) is 0.320 (positive) which means that if the material rises by one unit the purchase intention will increase by 0.320 assuming that the other variables namely the halal logo and religiosity are constant.

3. The regression coefficient on the halal logo variable (X2) is 0.330 (positive) which means that if the halal logo rises by one unit, the purchase intention will increase by 0.330 assuming that the other variables namely ingredients and religiosity are constant.

4. The regression coefficient on the religiosity variable (X3) is 0.173 (positive) which means that if religiosity rises by one unit then the purchase intention will increase by 0.173 assuming that the other variables namely the halal logo and ingredients are constant.

F-Test and t-Test

F-test can be used to determine whether the model used is suitable or appropriate to determine the effect of ingredients, halal logo and religiosity variables on the consumer purchase intention. The results of the model suitability test are as follows (Table 6).

Table 6. Results of F-Test

Model	F_{count}	Sig	R^2
Ingredients Halal Logo Religiosity	74.469	0.000	0.533

The F-test results in Table 6 show that the F-count value is 74.469 with a significance level of 0.000 that is less than 5% (sig <0.05). It means that the multiple linear regression model used is suitable or appropriate to find out the effect of ingredients, halal logo and religiosity variables on the customer purchase intention. The hypothesis stating that "Halal ingredients, logo and religiosity have a significant positive effect on the consumer purchase intention on *Kober Mie Setan* in Gresik" has been verified.

The effect of ingredients, halal logo and religiosity variables on the consumer purchase intention can be seen from the coefficient of determination (R-square/R2). The coefficient of determination (R-square/R2) obtained is equal to 0.533. It shows that the ingredients, halal logo and religiosity variables affect the consumer purchase intention by 53.3%, while the remaining 46.7% is explained by other variables.

T-test is used to find out which variables have partial effect on purchase intention variable. The following (Table 7) are the results of the t-test for each independent variable.

Table 7. T-test Results

Independent Variables	t_{count}	Sig
Ingredients	2.361	0.019
Halal Logo	2.312	0.022
Religiosity	2.540	0.012

Based on Table 7, it can be explained that:

1. T-count value of the ingredient variable is 2,361 with a significance level of 0.019 that is less than 5% (sig <5%). Therefore, H0 is rejected and H1 is accepted, which means that the ingredients variable partially influences the customer purchase intention. The first hypothesis stating "The ingredients partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik" has been verified.

2. T-count value on the halal logo variable is 2.312 with a significance level of 0.022 that is less than 5% (sig <5%). Therefore, H0 is rejected and H2 is accepted which means that the halal logo variable partially influences the customer purchase intention. The second hypothesis stating "The halal logo partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik" has been verified.

3. T-count value on the religiosity variable is 2.540 with a significance level of 0.012 that is less than 5% (sig <5%). Therefore, H0 is rejected and H3 is accepted, which means that the religiosity variable partially influences the purchase intention. The third hypothesis stating "Religiosity partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik" has been verified.

T-test results above conclude that the ingredients, halal logo and religiosity variables partially influence the consumer purchase intention variable. Meanwhile, the results of the F-test indicate that the resulting multiple linear regression model is appropriate to find out the effect of ingredients, halal logo and religiosity variables on the consumer purchase intention. In addition, the influence of the ingredients, halal logo and religiosity variables on the consumer purchase intentions is 53.3%.

Discussion

Basically, the customer purchase intention towards food is highly related to the individual and environmental factors such as marketing information, the situation and the special nature of food which includes the product ingredients. It is because the role of information, knowledge and *sharia* is very important for Muslims in choosing the food they consume. In an Islamic perspective, the ingredients of the product can cover several issues that need to be considered. It includes the issue of consumer familiarity with the ingredients, quality and safety of food content. Thus, knowledge of product ingredients is very important since there is a possibility of being accepted or rejected during the purchasing decision process.

The results of research on ingredients variable concluded that the use of halal ingredients affects consumer purchase intention, where the better the materials used, the greater the consumer purchase intention. Accordingly, the first hypothesis in this study stating that the material partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik has been verified.

Mukhtar & Butt (2012) in their research in Pakistan found that although the consumers adhere to the teachings of Islam and practice religious knowledge, they are not always aware whether the food sold is halal or haram. Apart from Muslim awareness on halal products, the consumers also expect the availability of the use of the halal logo on food packaging so that food is not in doubt. Therefore, the government needs to strengthen the law to ensure that the halal logo can be standardized to avoid confusion.

Abdul Latiff et al., (2013) explained that the halal logo is not only an Islamic religious obligation but also concerns on both the identification of the importance of consuming healthy food products and the constant campaigning by Malaysian certification bodies. It was also considered true by Non-Muslims in Malaysia. Certified standard logos are a choice for Muslims and Non-Muslims around the world.

The results of research on the ingredients variable concluded that the use of the halal logo affected the consumer purchase intention. Therefore, the second hypothesis in this study stating that the halal logo partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik has been verified.

E. C. Hirschman, "Religious affiliation and consumption processes," in Ahmad, et al., (2015) concluded that some variables indicated the range and depth of explanatory power by religiosity. Even though there have been several studies on the relationship between religiosity and consumer behavior, understanding the impact of religiosity on attitudes to halal cosmetic products is still scarce. Religion can influence the attitudes and behavior of consumers as well as food purchasing decisions and eating habits. Based on the previous research statement, it has been proven that religiosity can influence consumer behavior.

The results of the study regarding the ingredients variable concluded that religiosity influences the consumer purchase intention. Therefore, the third hypothesis in this study stating that religiosity partially has a significant positive influence on the consumer purchase intention at *Kober Mie Sehat* in Gresik has been verified.

Conclusion

Based on the results of multiple linear regression analysis, it can be concluded that:

1. The ingredients partially have a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik.

2. The halal logo partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik.

3. The religiosity partially has a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik.

4. The ingredients, halal logo and religiosity have a significant positive influence on the consumer purchase intention at *Kober Mie Setan* in Gresik.

Limitations

Based on the results of research that has been conducted, there are some limitations in this study, including:

1. Many respondents were less serious in answering the questionnaire due to situational factors.

2. There was no survey permit obtained from *Kober Mie Setan* directly, by which survey to another location was needed to get appropriate respondents.

3. Characteristics of respondents did not vary since most of the respondents in this study were high school students and college students.

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