



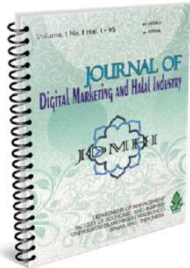
An Investigation on Consumer Behavior Concerning “Trendy Drink” in Islamic View

Shofwah Syafira^{1*}, Farah Nur Syafi`ah Wijayanti², Nerning Galidha Wildatika³

^{1,2}Universitas Gadjah Mada, Indonesia

³Khon Kaen University, Thailand

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ABSTRACT

This study aimed to determine drivers of consumer trust, satisfaction, and recommendation to others regarding “Trendy Drink” Mixue Ice Cream & Tea. Based on the literature review, most consumer behavior studies were investigated using a single method. Furthermore, research on consumer perspectives concerning food safety in Islam was still limited. Hence, we extended this study using a mixed technique. The sampling used is purposive with characteristics Moslem, 17 years old or over, purchased Mixue Ice Cream and tea in the outlet. Firstly, open-ended interviews were carried out to gather data. Amplified by the second phase of data collection was an online survey and the data of 234 participants were analyzed utilizing SEM-PLS. Studies revealed that consumers perceived food as safe attributed to its appearance, taste, smell, certification, and quality. Additionally, the study uncovered that food safety and information credibility were prominent drivers of consumer behavior. This paper explored an underexposed concern on product safety from an Islamic view. It contributes to the marketing field empirically, theoretically, and practically by extending the implementation of food safety, source of credibility theory, and Maslow’s hierarchy of needs theory in Islamic marketing and food and beverages. Applying a mixed method for data analysis also broadened the research results’ generalisability.

Introduction

Food safety is a basic human need, and food is guaranteed to not harm them from its raw

materials to its delivery (Fung et al., 2018; Othman, 2007). According to its consumption, food safety is still a challenge in the Southeast Asian region, including Indonesia, which has an impact on people's

* Corresponding author. email: shofwahsyafira@mail.ugm.ac.id
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health and welfare as well as economic impacts at various levels, namely individuals, communities, and countries (Sukereman et al., 2022). Despite being considered a competitive advantage in products, countries that export goods are managing to meet stringent food safety regulations due to insufficient resources, inadequate storage, restricted access to certifying authorities, and other issues (Essaji, 2008).

Indonesia has an essential certification board, the MUI (Majelis Ulama Indonesia), which issues halal labels to halal and decent products for consumption. Halal certification is aimed at ensuring consumers that all materials used are harmless. Besides, food safety is also crucial, attributed to diet and service quality (Cha & Borchgrevink, 2018). Indonesia, as a country with a predominantly Muslim inhabitant, is suggested to be highly considerate about meals eaten without halal labels that illustrate no prohibited materials used. Mixue Ice Cream & Tea, a Franchise origin from China, spread in Indonesia and completed its halal certification on the 16th of February 2023; even up and widely spread its business nationally, it is well-accepted by Indonesians, whose citizen majority is Moslem. Additionally, when Mixue Icecream & Tea spread in Indonesia amid the COVID-19 pandemic, it had 90 percent of the materials were imported from China, a country where Muslims were a minority. This issue drove consumers' concern about purchasing and consuming the products (Lubis & Yafiz, 2023). Mixue Indonesia stated that all the outlets were halal certified through its social media and Instagram account. According to its account, many consumers felt relieved as it emphasized that the products were halal. These were consumers' comments on its halal label post:

"Alhamdulillah, jika sudah halal (Thanks to Allah, it was halal labeled)." (@faizahfaiz3004, 2023)

Other also commented on halal label post:

"Minn, ini harusnya di-pin, banyak yang belum tauuu (Dear administrator, please pinned this post, many people do not know the certification)." (@ibanarosida, 2023)

Therefore, the culinary business in Indonesia behooves to watch halal labels, which can potentially be an enterprise competitive advantage to boost consumer trust and reliance.

In addition, the increasing concern about food safety drives a buildup in quality demand, food safety products availability in the market, worldwide stakeholders' interest, and consumer satisfaction drivers. Consequently, marketers must better understand consumer health sight and confidence attributed to product safety (Jaroenwanit et al., 2020). Consumers who deal with food safety may have lower satisfaction with food because they are concerned that potential food hazards may harm them as their eating patterns become unsafe (Liu & Grunert, 2020).

Another potential countershaft of consumer change in food handling techniques is information sources, whether from government organizations, medical experts, scientists, or social media (Thomas & Feng, 2021). This can be seen in the Mixue case, for instance. Consumer trust cannot be obtained without product halal certification as they cannot confirm the materials used. However, Mixue notified us that the halal certificate had been acquired this year. In addition, consumer trust in information is not the only contributor to their behavior. However, its credibility is also pivotal as consumers still

need the involvement of third parties to ensure that the information is accurate (Le et al., 2020). To provide information to consumers about the certificates they have obtained for quality and safety, merchants use labeling to communicate that affects consumer behavior. The amount of trust plays an essential role in whether or not customers heed the recommendations of particular entities or individuals. (Balog-Way et al., 2020).

A previous study regarding knowledge and perception of risk revealed that most respondents trusted the internet as an information source. The government and media came in second and third, respectively. (Rolison & Hanoch, 2015). People tend to trust information sources they perceive as having significant knowledge and expertise (Serman & Sims, 2022). In addition, Kim et al. (2008) found that website reputation, privacy, security, and information quality were solid drivers of Internet consumer trust. Moreover, (Román et al., 2023) found that the credibility of one's review affected trust in the information provider. Hence, this investigation evolved the empirical impact of the source of credibility on consumer trust in the food and beverages industries.

Presenting safety guarantees and information credibility provided by food and beverage enterprises is crucial for consumers as they may recommend product purchases and will potentially attract others to consume. However, consumer perception of food safety is still under-explored in studies of food and beverages in the Islamic marketing fields. Aside from that, constructs investigated in this research were mainly excavated outside the Islamic marketing context and primarily used in the context of information technology.

Hence, we develop this investigation by examining the credibility source's impact on consumer trust in the food and beverages industries and Islamic marketing. Although many researchers have researched food safety and information credibility, few have focused on halal products or Islamic marketing that applied mixed methods. This study examines the determinants of trust, satisfaction, and product recommendation. Therefore, particularly in this research, consumer perceptions of food safety can be utilized to predict their level of pleasure with products. Additionally, this research suggests that food safety and information credibility are drivers of consumer trust, satisfaction, and recommendation. The study underscores the necessity for thorough and ongoing research to comprehend the significance of food safety and information credibility in Islamic marketing research.

Literature Review

Maslow's Hierarchy of Needs Theory

Maslow's hierarchy of needs theory describes a person's needs from the basic to the highest. Physical needs are the basic needs described by this theory, for example, the need for foods and drinks that can fulfill one's well-being (Turja et al., 2022). This theory has also been widely applied in many studies and can be used to measure a person's satisfaction based on their needs which can be met (Lester, 1990; Montag et al., 2020) such as online learning motivation, activeness, and student responsibility (Rudiarta, 2022). The results indicated that in the post-pandemic period, it was possible to fulfill physiological, security, affectionate, self-esteem, and self-actualization needs to foster confidence in education to maintain their motivation in network-based

learning. This theory was found to be able to shed light on individual grounds such as adopting electric vehicles, public policy processes, robotization in the work field, the success of nursing studies, panic buying, and many more (Cui et al., 2021; Freitas & Leonard, 2011; Ticu, 2013; Turja et al., 2022; Yuen et al., 2021).

Islamic Marketing

Islamic marketing is a practice by individuals and groups based on Islamic principles and law, the so-called Sharia (Alserhan, 2015). Click here to enter text. Moreover, it is inseparable from ethical marketing practices and considers sustainability aspects (Ghazali & Mutum, 2016). Islamic marketing studies delved into marketing practices in the pharmaceutical industry, marketing mix, viral marketing, brands, halal foods, finances, tourism, and other discussions (Adelsarbanlar & Khoshtinat, 2016; Al-Nashmi & Almamary, 2017; Hashim & Hamzah, 2014; Islam, 2020; Rejeb et al., 2021; Saville & Mahbubi, 2021; Tama & Voon, 2014; Yasin et al., 2020; Yusof & Jusoh, 2014; Zain et al., 2015).

Determinants of Trust, Satisfaction, and Recommendation

Trust is generally emphasized as a person's willingness to depend on other entities attributed to their characteristics (Tams et al., 2018). Prior studies have elucidated that trust contributed to enterprises in a practical way, such as product or service acceptance to post-purchase behavior (Adhikari et al., 2022; Jabil et al., 2022; Razak et al., 2014; Tams et al., 2018). To seize trust roles for the company, its antecedents have been considered in other preceding studies. Jabil et al. (2022) and Artigas et al. (2017) found that perceived reputation drives trust. Other pivotal

discoveries also revealed that affective and cognitive components were the main determinants of trust. Kim et al. (2008) uncovered that websites' reputation, privacy, security, and information quality were influential antecedents of consumer trust. Moreover, Román et al. (2023) suggested that the credibility of consumer reviews affected trust toward the information provider.

Trust and customer satisfaction drove post-purchase behavior, such as repurchase decisions and customer loyalty (Hult et al., 2019; Pham & Ahammad, 2017). It was found that perceived value, overall quality, and customer expectancy were predictors of satisfaction. First, Yoon (2010) revealed that information was one of the crucial antecedents of customer satisfaction. It was also suggested that information and security became pivotal factors in consumer satisfaction (Haq et al., 2018).

Gethok Tular, or traditional word of mouth (WOM) communication, has been approved as an effective marketing tool and a significant predictor of customer behavior. As it developed, the Internet facilitated access to online product reviews and information written by consumers. Also, buyers, merchants, or a particular company would announce product or service information virtually or conventionally. Therefore, an enterprise's success is inseparable from the role of information conveyed in assorted media (Khamash & Griffiths, 2011). Erkan and Evans (2016) found that quality, credibility, usability, information adoption, and information needs were predictors of consumer recommendations to others.

Source of Credibility Theory

Hovland and Weiss (1952) depicted the source

credibility model as a communication strategy in marketing research. Information credibility can be defined as providing information that is seen as knowledgeable and reliable. When an individual perceives information provided by marketers as reliable and credible, that condition leads him or her to fully trust and be satisfied by the products or services offered. Furthermore, this theory is related to consumer behavior (Serman & Sims, 2022). Research related to this theory is applied to several fields, such as library services (Winoto, 2015) and consumer behavior (Cohen et al., 2022; Rusdiana et al., 2019; Seiler & Kucza, 2017); and advertising (Gotlieb & Sarel, 1991).

Hypothesis Development

Food Safety to Trust

Occasions related to food, such as societal scandals, are expected to raise attention that is reflected and affect consumer confidence in food safety (Chen, 2011). Zu et al. (2018) suggested that company information transparency can enhance consumer trust degree in brands and various types of food safety; their high transparency would lessen negative consumer perceptions toward critical events and minimize moral hazard. For that, a hypothesis was proposed.

H1: Food safety has a positive impact on trust

Information Credibility to Trust

Sensational titles used in the news must be implemented accurately so that trust and credibility toward information cannot be lowered in the long term. Distributing information with low credibility can decrease overall trust in the platform. (Pelau et al., 2023). Common strategies to lessen doubts regarding credibility include making decisions

based on firsthand experience or proxies such as reputation concerning the trustworthiness of a source or piece of information and depending on conventional information brokers like specialists, opinion leaders, and information arbiters to support their credible judgments (Metzger & Flanagin, 2013). Hence, a hypothesis is formulated.

H2: Information credibility has a positive impact on trust

Food Safety to Satisfaction

Food safety standard certification significantly affects customer satisfaction in resort hotels (Duman, 2019). The study utilized a structural equation model to validate the direct and indirect impacts of two antecedents, perceived value, and perceived food safety, on consumer satisfaction and loyalty. (Cha & Borchgrevink, 2018). Therefore, customer perceptions about food safety are suggested to influence customer satisfaction. Based on the abovementioned, a hypothesis is proposed.

H3: Food safety has a positive impact on satisfaction

Information Credibility to Satisfaction

Information credibility discusses the extent to which a person perceives information as reliable. Information is credible when it elucidates that it is accurate, high quality, and reliable, as experts convey it or can be trusted (Li & Suh, 2015). Evaluating product-related information influences consumer decisions when making purchases. Good quality and reliable information encourages consumer confidence that the information benefits their buying decisions (Fanoberova & Kuczkowska, 2016). When virtual reviews can mediate consumer curiosity about the product, and it turns out that after purchasing, the

information is considered significant for buyers because the purchase results are greater than their expectations, then this condition encourages consumer satisfaction. This explanation leads to the formulation of the following hypothesis.

H4: Information credibility has a positive impact on satisfaction

Food Safety to Recommendation

Products may pose a risk to users, and food and beverage products, without exception, are mainly attributed to composition. The risk may harm consumers' health. Marucheck et al. (2011) argued that unsafe products may lead to illness, injury, death, or adverse consequences for nature (humans, tangible objects, animals, and more). Since the majority of people in Indonesia are Muslims, halalness of products is an important issue that is related to product safety. In order to reduce risk, customers must make sure that the food they purchase is safe and that their decisions to buy are suitable given the opinions of others regarding the product. Therefore, consumers who believe in a secure product will share their consumption experience and provide positive recommendations, encouraging others to do the same. Thus, ensuring the product is safe

will encourage positive recommendations (Talwar et al., 2021). In consideration of the above aspects, the following hypothesis is formulated.

H5: Food Safety has a positive impact on Recommendation

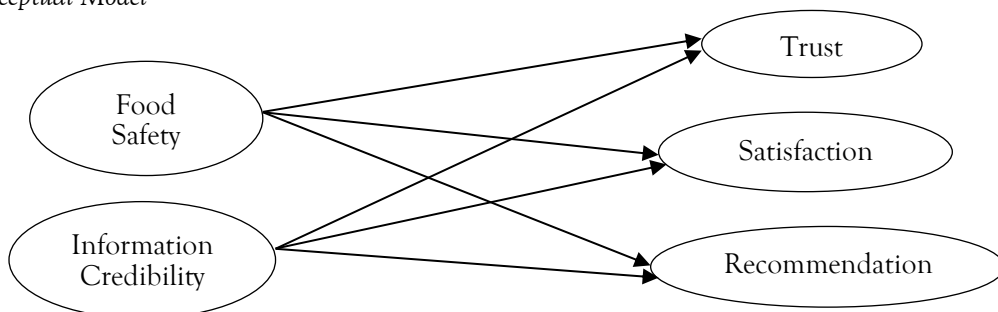
Information Credibility to Recommendation

One of the contributors for a person to say good things about a product and then recommend it is that they receive a message or information that is worthwhile, caring, convenient, and prone from someone or a source who is dependable and trustworthy because the messages given reflect the characteristics of a knowledgeable sender. Therefore, when recipients appreciate reliable information from experts, they tend to share their opinions regarding the product and be encouraged to recommend it to others (Sweeney et al., 2008). The abovementioned condition leads to the following proposed hypothesis.

H6: The credibility of the information has a positive impact on recommendations.

This research model is suggested based on the hypothesis.

Figure 1
Conceptual Model



Method, Data, and Analysis

This mixed-method study aims to understand consumer behavior through in-depth interviews and structural modeling. Sampling used purposive sampling. The samples were Indonesian, Moslem, and over 17 years old or who had purchased Mixue Ice Cream & Tea in the outlet. The reason is that Indonesia is a Muslim-majority country that encourages halal labeling on products and services; this franchise has obtained halal certification from the Halal Product Assurance Organizing Agency (BPJPH) of the Indonesian Ministry of Religion. Data was collected through an online Google Forms survey, and 234 respondents were recruited. The following participant demographics are present: (a) All participants are Muslims; (b) approximately 80% of participants live on Java Island; (c) 66.2% of participants are men; (d) approximately 95% of participants are between the ages of 17 and 34, (e) 62% of participants were in high school, (f) 46.6% of participants are unemployed, and (g) 63.7% of participants earn IDR 1.500.000 or less.

Adopted a mixed method; first, we conducted interviews with three participants. The interviews were open-ended. In addition, participants were asked questions regarding their experience, opinions, and feelings after consuming the product. We found that the data was adequate since its data saturation occurred during the interview.

Secondly, online surveys were used to collect data. We adapted measurement for food safety construct from Bai et al. (2019). The indicators were "I feel that Mixue outlet has good disinfectant equipment," "I noticed that Mixue outlet displays good business license," "I noticed that Mixue outlet displays halal

certification," and "I observe that Mixue provides a good source of raw material supply statement," "I view that Mixue outlet posts health certification of its employers," "I am convinced that Mixue has officially notified its level of product safety." In addition, indicators adapted from Román et al. (2023) were used in measuring information credibility and trust. Indicators of information credibility were "I assume that the information Mixue presents online is real," "I consider the information Mixue presents virtually to be credible," and "After finding information about Mixue online, I was confident that I could rely on the information." The indicators to measure consumer trust were "I think that I can trust the information regarding Mixue," "Mixue is a trustworthy brand," and "Mixue is a brand that makes honest claims." Additionally, scales by Al-Ansi et al. (2019) were also adjusted to measure consumer satisfaction were "I am happy to consume Mixue," "I think that consuming Mixue as a halal product is a good idea," "Overall I am satisfied being Mixue consumer with its halal products." Besides, indicators of recommendation to others were measured by scales developed by Filieri et al. (2015), those were "I mentioned to others that I looked for Mixue information from websites, social media, or other sources that reviewed its products," "I make sure that others know that I rely on these Mixue reviews from various sources," "I talk positively about Mixue to others," "I recommend Mixue to friends, acquaintances or family." A 5-point Likert scale measured all constructs in the research questionnaire. After obtaining the data, researchers conducted a pilot test besides validity and reliability tests of research instruments so that data analysis by Partial Least Squares-Structural Equation Modelling (SEM-PLS) techniques could be performed

using WarpPLS.

Result and Discussion

Interviews

The interviewees were three female Muslims aged between 20 and 30. The interviews were performed between April and June 2023.

Regarding food safety and trust, participants were asked about their opinions on product characteristics safe for consumption and their views on food safety in the Mixue. During the interview, these words appeared: "Texture...color...smell...appearance", "halal label," "allowed by the Sharia," "harmful substance," "no need to hesitate," "safe guaranteed," "MUI certification," "I think it is guaranteed." From this, safe products from halal certification have proper smell, taste, and appearance. A participant said Mixue was trusted because it was considered halal and acceptable.

"When you look at the texture of the food, it is still good, the color is still fresh, it does not give off an unpleasant smell, and food that has been processed is guaranteed to be halal." (N, 2023)

Furthermore, this study revealed that food safety can satisfy consumers regarding ingredients, halal certification, taste, duration, location, service, and price. The interviews asked about participants' experience and feelings after consumption; thus, words that appeared in the interviews were "It is halal," "the ice cream is also quite a lot," "the price is low," "the ingredients used," "want to come back again," "I like it," "not bored." Mixue's good product and service quality was reflected in food safety, which impacted consumer satisfaction. As she said:

"I think I am quite satisfied...the services are good

with friendly employers, and they speed up the service...You can also get quite a lot of ice cream at relatively low prices." (F, 2023)

Regarding the impact of food safety on customer recommendations, Informants were asked to share their thoughts on whether and how to recommend products. An interviewee stated:

"I would probably recommend it after the product is halal in terms of taste, quantity, and price; yes, it is okay to try, I would recommend it, and it is more word of mouth, both directly and indirectly, like talking via WhatsApp, Twitter, Instagram." (N, 2023).

Besides, during the interviews with three participants, these words appeared as "Worth it," "I will invite my friends or family," "It is halal," and "just hanging out with friends, family, or loved ones." In addition to information credibility, respondents were asked to explain how they received the information about Mixue and to share their opinions on it. Words that occurred during the interviews were "Read from social media and news websites," "evidence," "reliable," "really issued by MUI," "clear explanation," "good for consumption," "trustworthy," "Twitter," "sources," "declares," "no need to worry." A participant also said:

"According to the Qur'an or more familiar to us, Islamic law, as Muslims, of course, we consider the halalness of a product, whether food or drink, as in this Mixue, it has declared that the product is safe and halal, so there is no need to worry anymore for consumers who are Muslim. If you want to consume the drinks." (W, 2023)

Regarding the impact of information credibility on satisfaction, participants were asked to explain how they felt after receiving information regarding Mixue products. The

company's fast response was decent and good enough for consumers to be satisfied.

"Yes, at first, I was annoyed when I heard that it was not halal because I had consumed it several times; after that, I stopped buying it. After the halal statement was issued, I was satisfied with the product; it is like it has already paid off, is halal now, and tastes good too." (F, 2023)

Additionally, terms that came up during discussions were "Quick response," "Relieved," "Paid off," "When I heard it was not halal," "Annoyed," "Halal statement," "Satisfied," "Perfect to taste." After receiving information about Mixue, consumers were also asked to share their opinions on whether and how they recommend this brand. Hence,

Table 1

Measurement Model Results

Construct	Indicator	Loading Factor	AVE	Cronbach Alpha	Composite Reliability
Food Safety	F1	0.711	0.610	0.871	0.903
	F2	0.812			
	F3	0.723			
	F4	0.780			
	F5	0.799			
	F6	0.852			
Information Credibility	I1	0.843	0.715	0.801	0.883
	I2	0.852			
	I3	0.842			
Trust	T1	0.859	0.763	0.844	0.906
	T2	0.909			
	T3	0.852			
Satisfaction	S1	0.869	0.797	0.873	0.922
	S2	0.897			
	S3	0.912			
Recommendation	R1	0.860	0.630	0.802	0.871
	R2	0.812			
	R3	0.778			
	R4	0.717			

these terms were used in the interviews: "recommend it," "word of mouth," "invite friends or family," "issued by MUI," and "Directly or not." Words reflected by the informant's statement that Mixue has an advantage over other places made it the right place to gather.

"I have been going to Mixue a few times. The outlet looks clean and tidy, making it comfortable to drink at the place for a long time or just hang out with friends, family, or loved ones." (W, 2023)

Validity and Reliability Tests

Tables 1 and 2 illustrate the outputs of the validity and reliability tests.

Table 2

Discriminant Validity

Construct	Food	Information	Trust	Satisfaction	Recommendation
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	Safety	Credibility			
Food Safety	0.781	0.697	0.753	0.645	0.716
Information Credibility	0.697	0.846	0.734	0.579	0.644
Trust	0.753	0.734	0.874	0.702	0.640
Satisfaction	0.645	0.579	0.702	0.893	0.587
Recommendation	0.716	0.644	0.640	0.587	0.794

The next step in SEM-PLS evaluation is to evaluate the structural model, which is assessed based on the significance and size of the path coefficient. However, the model fit was examined beforehand. The results of model fit suggested the accepted value of Average path coefficient (0.405), Average R-

squared (0.565), and Average adjusted R-squared (0.561) with ideal Average block VIF (1.924) and Average full collinearity VIF (2.701). Tenenhaus GoF shows a value of 0.630; consequently, this study model fit is considered vital. Furthermore, hypothesis testing results are depicted in Table 3.

Table 3
Hypothesis Testing and Path Coefficient Results

Hypothesis	Beta	P Value	R2	Q2	F2	Result
H1: Food Safety => Trust	0.457	<0.001	0.667	0.670	0.345	Accepted
H2: Information Credibility => Trust	0.432	<0.001			0.322	Accepted
H3: Food Safety => Satisfaction	0.473	<0.001	0.469	0.476	0.310	Accepted
H4: Information Credibility => Satisfaction	0.269	<0.001			0.159	Accepted
H5: Food Safety => Recommendation	0.531	<0.001	0.559	0.562	0.384	Accepted
H6: Information Credibility => Recommendation	0.269	<0.001			0.174	Accepted

Table 3 illustrates the structural model evaluation. Furthermore, the p-value denotes hypothesis significance, while β represents path coefficient size. All six hypothesis tests conducted were found to be significantly supported.

Discussion

This study examines the effect of food safety and information credibility on trust, satisfaction, and recommendation on Mixue ice cream products. This is indicated by the

results of hypothesis testing H1 to H6, which are supported and significant. Based on the results, food safety recommendations are more prominent in this venture's beverages than others.

Initially, the first hypothesis revealed that food safety affected consumer trust in Mixue. This result aligns with Wu et al. (2021) study on consumer trust toward product assurance. The study suggested that consumers tended to trust a product attributed to its features assurance, namely packaging, information on food

traceability, claims of product's attributes, certification, and information about the brand's country of origin. Consumers are likely to assess brands before deciding in this time of uncertainty. Food, for instance, is made for its excellent product or innovation and needs to be produced transparently and health-based for buyers. Because those things became crucial for enterprises to strengthen their brand qualities. The Mixue is an inexpensive brand. This study found that almost half of the participants were unemployed, but they still considered that low-cost products required to be safe for consumers. This occasion will protect buyers from abuses and fraud (Grundy, 1976) so that they believe in the brands.

Similarly, the second hypothesis's result denotes that information credibility was pivotal for eaters' trust. This finding is in line with Tran et al. (2022) excavation. In the age of vast and prompt information deployment, credible information such as online review, consistency of review, and sources of information itself, which consumers perceived to be proficient and reliable, was suggested to be a driver of buyer trust toward brands. The source credibility theory became an effective tool for communication strategy in this era where information is widely spread. Information credibility can be defined as providing information that is seen as knowledgeable and reliable. When individuals perceive information provided by marketers as dependable and credible, this occasion drives them to fully trust and be satisfied by the products or services offered. In addition, this theory is also related to consumer behavior. As study participants came from all over Indonesian regions, the result revealed that consumers agreed that information credibility was a determinant of their trust.

Subsequently, the third hypothesis exhibited that food safety positively impacted consumer satisfaction. This discovery was due to Weenas's (2013) statement about product quality. Brands with high-grade would secure buyers from any damage so that they would feel satisfied. Additionally, another driver of consumer satisfaction was suggested to be information credibility. This fourth hypothesis finding was aligned with Patma et al. (2021). Expertise and reviewers or sources are dependable for consumers; hence, the information viewed has a certain quality (Cuong, 2020). The discovery suggested that when consumers are happy and dependable on reliable sellers, this occasion will cause consumer satisfaction. Besides, when information delivered to consumers is perceived as effective, they will assure the brands and satisfy them. This result aligns with Maslow's needs Theory, which indicates that physical needs become the basic needs for food and drink that can fulfill one's well-being (Turja et al., 2022). Not only that, but the theory also denoted that halal labeling represented food safety in the post-pandemic period, which made it possible to meet people's physiological and security needs.

Similarly, the results of the fifth and sixth hypotheses showed that when customers believed a brand was safe and the information they learned was trustworthy, they were more inclined to tell others about their opinions of the product and encourage them to try the same brands. The outcomes are consistent with the Talwar et al. (2021) study that uncovered when the food is safe. Hence, it will encourage positive recommendations. In addition, consumers who believe a product is secure will share their consumption experience and provide positive recommendations, encouraging others to do

the same. Another driver of consumer recommendation was credible information. Sweeney et al. (2008) suggested that reliable and proficient sources would be consistent, caring, worthwhile, and trustworthy. Hence, when recipients perceive the information as dependable from experts, they tend to share their views regarding a brand and be encouraged to recommend it to others.

Conclusion

To conclude, food safety represents the food quality of the brand. It was portrayed by remarks from statements during the interviews about foods that are safe to consume. They viewed that decent food could significantly impact consumer trust, satisfaction, and recommendation of the products. Besides, information credibility became another driver of consumer behavior regarding products with halal labeling. The findings showed that attention-grabbing headlines for specific news and information should be utilized carefully to avoid losing the trust of consumers and the credibility of the source. This is because disseminating unreliable information over time will lower public perception of the brand.

This study extended research on food safety to a broader theme, Islamic marketing. Through in-depth interviews, brands with halal certification showed that their products are good quality and secure to consume. Product safety can be measured in the context of Islamic marketing and food and beverages. Thus, this research not only extended themes in different spheres, such as Islamic marketing practically but also extended research methodologically.

Suggestion

However, this research still needs theoretical, empirical, and practical development. This research focuses on halal food. Hence, future research can perform halal topics in distinct contexts such as tourism, retail, entertainment, hospitality, etc. Future studies may also compare other consumer behaviors of halal food, such as purchasing, halal knowledge, experience, loyalty, and many more, with broader methods and dissimilar spheres. Further research also needs to consider broader and more participants for a more comprehensive excavation.

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