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The Influence Of General Risk On Consumer Trust, Satisfaction, And Intention To Recommend Halal Products

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Abstract

This study aims to examine the effect of general risk on trust, consume rsatisfaction, and interest in recommending halal products with Waroeng Steak and Shake as the object. Quantitative methods are used with an objective theory testing approach through statistical analysis of 200 Muslim consumer respondents in Indonesia. The results of the study indicate that general risk has a positive and significant effect on consumer trust, consumer satisfaction, and interest in recommending halal products. In addition, consumer trust also has a positive and significant effect on consumer satisfaction and interest in recommending halal products. This approach emphasizes the importance of managerial strategies that focus on risk management and increasing consumer trust and satisfaction to iincrease interest in recommending Waroeng Steak and Shake halal products.

Keywords: ***General Risk, Interest in Recommending Halal Products, Consumer Trust, Consumer Satisfaction, Muslim Consumers.***

INTRODUCTION

The demand for halal products in the domestic market is increasing rapidly along with consumer awareness of the importance of halal products. The halal food and beverage industry in Indonesia has experienced significant growth in the past few decades. According to the Global Islamic Economy Report 2020/2021, Indonesia ranks first in the Islamic Economy Index for the halal food and beverage category, indicating great potential in this sector. This growth is driven by government support through regulations, such as the 2014 Halal Product Assurance Law, which requires halal

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certification. In 2023, Indonesia will remain the country with the largest Muslim population in Southeast Asia, which also strengthens the demand for halal products. The government's proactive policies in halal

product certification and promotion in local and international markets support the growth of the halal sector in Indonesia, strengthening its position as a global halal industry leader.

Table 1. Muslim Population Data in Southeast Asia 2023

No.	Country Name	Amount
1	Indonesia	240.622.084
2	Malaysia	21.785.913
3	Filipina	7.509.592
4	Thailand	3.877.269
5	Myanmar	2.346.854
6	Singapura	938.297
7	Brunei Darussalam	366.092
8	Kamboja	338.897
9	Vietnam	98.859
10	Laos	7.634
11	Timor Leste	1.361

The growth of the halal food and beverage industry in Indonesia is supported by a stable economy, urbanization, and increasing purchasing power. Consumers are increasingly concerned about the quality and halalness of products, so that demand for halal products continues to increase. In addition, product innovation and creative promotions from industry players have also expanded the halal market. Although the government has supported it with regulations such as the 2014 Halal Product Guarantee Law, risks related to transparency and reliability of certification can still affect Muslim consumers' trust in halal brands, especially if there is a lack of transparency or errors in the certification process.

The growing interest in developing the halal market has attracted global attention, with awareness growing thanks to the efforts of business experts and policymakers (Jafari

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and Scott, 2014). This market spans over fifty countries, creating a potential and attractive segment (Ryan, 2016). The rapid growth of halal tourism and hospitality industry has prompted international destinations to establish new marketing strategies that appeal to this segment. The consumption of halal products has also expanded to non-Muslim consumers who are concerned about health, the environment, and quality (Olya and Al-Ansi, 2018). The halal market is now a global focus, offering opportunities for businesses to develop strategies and product innovations that suit the increasingly diverse needs of consumers.

The growth of the halal restaurant and food stall industry continues to grow dynamically, driven by increasing awareness of halal brands among Muslim and non-Muslim consumers. The diversity of consumer religious backgrounds broadens the scope of this industry, not only limited to Muslim consumers who pay attention to religious aspects. Examples such as Waroeng Steak and Shake, founded by Jody and Aniek in 2000 in Yogyakarta, show how Islamic values are integrated into their business operations. They display halal culture and symbolism in their menus, clothing, and operations, which not only attract Muslim customers but also increase halal awareness among non-Muslim consumers. This halal brand awareness can increase consumer trust, encourage them to recommend products to others, thus contributing to business growth and positive promotion of halal products as a whole.

Waroeng Steak and Shake Indonesia can develop a more effective marketing strategy by understanding halal consumer behavior and the variation in their responses based on demographic characteristics, such as age and education (Al-Ansi et.al, 2018). With this knowledge, Waroeng Steak and Shake can design a relevant and targeted marketing plan. In addition, it is important to consider the differences in the provision of halal products in Muslim and non-Muslim destinations to ensure that their products meet halal standards and expectations of halal consumers in various places (Olya & Al-Ansi, 2018).

Managing general risks in the halal food and beverage market is essential to build consumer trust and satisfaction (Al-Ansi et.al, 2018). Risks related to health, social, financial, and environmental can affect consumer perceptions of halal products. In dealing with these risks, Waroeng Steak and Shake must ensure that their products meet high halal and quality standards to maintain consumer trust and prevent negative impacts on brand reputation and the halal industry as a whole (Rammal & Zurbruegg, 2007).

Consumer trust in halal products is a key factor in building loyalty and interest in recommending products to others (Aziz and Chok, 2013). A legitimate and recognized

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halal label increases consumer trust, which in turn influences their intention to purchase and recommend halal products. Research also shows that non-Muslims with high knowledge of halal products have a greater interest in purchasing halal products (Teng and Jusoh, 2013). Consumer satisfaction with halal products, which includes quality, safety, and added value, also increases their likelihood of providing positive recommendations, which is an effective marketing tool in expanding the customer base (Ambali and Bakar, 2014).

LITERATURE REVIEW

Halal Food and Beverage

According to PERMENAG RI No. 518 of 2001, halal means that the product does not contain any haram ingredients and is processed according to Islamic law, including everything that is permitted in consumption and use (Al-Ansi et.al., 2018). LPPOM MUI in Indonesia, since 1989, has been responsible for halal certification of products, including food, medicines, and cosmetics (Mohsin et.al., 2016). Girindra (1998) added that halal products must be free from ingredients such as pork and alcohol, and processed according to sharia principles. The concept of thoyyib, which includes product quality and cleanliness, is also important in halal products (Aziz & Sulaiman, 2012). Studies show that Muslim consumers are increasingly concerned with halal integrity and its production process (Zulfakara et.al., 2014).

Halal Food and Beverage Industry

Since the start of the Industrial Revolution 4.0, the prospects for the halal food industry have become increasingly bright with the emergence of various brands and technological advances that make it easier for consumers to access products without location and time constraints. The halal food market is now growing rapidly in various countries, driven by the increasing Muslim population, which is a major factor in growth (Varinli et.al., 2016). Muslim consumers are a fast-growing market segment, with the population reaching 42% in 2010, making them an important target for global businesses (Khan & Janmohamed, 2011). In addition, halal food is also in demand by non-Muslim consumers because it is considered a standard of safety and quality (Ambali & Bakar, 2013), thus becoming an opportunity for companies to reach a wider segment (Olya & Al-Ansi, 2018).

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General Risks

General risks encompass a range of potential consequences that individuals may face across various dimensions. Psychologically, individuals may experience stress, anxiety, or even addiction due to excessive digital engagement (Choi & Lim, 2021). Health-wise, prolonged screen time can lead to physical ailments such as eye strain, headaches, and disrupted sleep patterns (Akinbinu & Odeyemi, 2017). Socially, increased reliance on digital platforms may diminish face-to-face interactions, potentially impacting social skills and relationships (Twenge et al., 2019). Moreover, time spent on digital devices can detract from productivity and personal development, influencing overall well-being (Lin et al., 2016). Balancing these factors is crucial for mitigating the adverse effects of digital immersion on individuals' lives.

Risk is related to consumer dissatisfaction arising from the use of goods or services, which can include financial loss, wasted time, psychological distress, and other problems resulting from poor purchasing decisions (Bauer, 1960). These risks often include undesirable losses such as time, money, health, and trust (Kapuscinski & Richards, 2016). The mismatch between expectations and reality leads to dissonance and dissatisfaction (Yuksel & Yuksel, 2002). Positive perceptions of service quality tend to increase satisfaction and the likelihood of repeat visits (Mohi, 2012; Keshavarz et al., 2016). Risk is also influenced by experience, cultural background, and demographic factors such as gender and age, with men being more likely to take risks than women (Garbarino & Strahilevitz, 2004; Fornell et al., 1996). Perceived risk has a negative impact on satisfaction (Yuksel & Yuksel, 2006; Tran & Van Dat, 2020), as well as on trust, both in general and environmentally friendly contexts (Castelfranchi & Falcone, 2015; Johansen et al., 2013; Mahliza, 2020; Chrisjatmiko, 2018). Financial and performance risks influence purchasing decisions through word-of-mouth (WOM), while social and psychological risks influence recommendation intentions (Tom & Cheng-His, 2006). General risk also has an impact on the intention to recommend halal food (Al-Ansi et al., 2018).

H1: General risk has a positive and significant effect on Muslim consumer satisfaction with halal food and beverage products

H2: General risk has a positive and significant effect on Muslim consumer trust in halal food and beverage products

H3: General risk has a positive and significant effect on the intention to recommend halal food and beverage products

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Consumer Trust

Luarn and Lin (2003) define trust as a collection of beliefs about the integrity, goodness, competence, and predictability of a trusted party. Kotler and Susanto (2000) refer to trust as a descriptive picture of something, while Mowen and Minor (2002) emphasize that consumer trust includes knowledge and conclusions about objects, their attributes, and benefits. Kimery and McCard (2002) add that trust involves consumers' willingness to take risks in online transactions, with positive expectations for future online shopping. In the context of halal food restaurants, consumer trust is formed from experience, testimonials, and other information, which is important because trust in brands and quality is key in online purchasing decisions.

General risk is considered as a combination of various factors that influence customer attitudes and behaviors (DeFranco & Morosan, 2017). Different dimensions of risk can affect customer trust and satisfaction differently, depending on the individual's experience and cultural background. Trust is a key element in achieving customer satisfaction and desired behavioral outcomes (Kramer, 1999; Poortinga & Pidgeon, 2003). Studies have shown a significant relationship between risk perception and trust; for example, Muslim customers in the UK are less likely to trust large supermarkets for halal meat and prefer small Muslim-owned shops (Ahmed, 2008), and Muslim customers in Belgium perceive Muslim butchers as more trustworthy (Bonne & Verbeke, 2008). Based on this explanation, the research hypotheses are formulated as follows:

H4: Trust has a positive and significant effect on customer satisfaction.

Customer Satisfaction

Consumer satisfaction comes from a comparison between the purchase experience and the expectations held, which are formed by previous experiences, recommendations, and information from marketers or competitors. Kotler, as quoted in Sunyoto (2013:35), states that satisfaction is measured by the extent to which performance or results are in accordance with expectations, with levels of satisfaction varying from disappointed to very satisfied. Kotler & Armstrong (2014:150) added that consumer satisfaction is an emotional reaction after comparing product performance with expectations. Tjiptono & Chandra (2016) emphasized that satisfaction includes not only the quality of the product or service, but also the overall service experience. Understanding and meeting consumer expectations is the key to achieving high satisfaction and maintaining a competitive advantage in a competitive market.

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Trust is the belief that a particular party will act in the interests of another party and produce positive results (Morgan & Hunt, 1994). It is an important basis in the relationship between companies and consumers, indicating the belief that the company will protect its consumers (Yuliana & Wahyudi, 2021). Trust is built through consistent positive experiences (Chen & Shen, 2015) and affects the company's reputation both during and after the purchase. According to Kraeuter (2002), trust reduces complications in uncertain situations. Consumers who trust halal cosmetic products feel safer and tend to recommend them to others. Research by Yuliana & Wahyudi (2021) confirms that trust has a positive impact on recommendation intentions. Customer satisfaction, which reflects the overall assessment of a product or service, affects recommendation intentions (Al-Ansi et al., 2019; Oliver, 1980). SEM results show that customer satisfaction has a positive effect on recommendation intention, in line with the theory that satisfaction drives positive reviews and recommendations (Kotler & Keller, 2012; Wangenheim & Bayón, 2007; Oliveira et al., 2020). Based on these results, the research hypothesis is formulated as follows:

H5: Consumer trust has a positive and significant effect on the intention to recommend halal products

H6: Consumer satisfaction has a positive and significant effect on the intention to recommend halal products

Intention to Recommend Halal Products

The intention to recommend a product arises from a positive consumption experience, as stated by Bowen & Shoemaker (2003) and Ladhari et.al. (2008). Consumer loyalty is usually formed from positive experiences regarding product and service quality (Soriano, 2002), and factors such as positive word of mouth (WOM) and intention to return also reflect loyalty (Mattila, 2001; Evanschitzky et.al., 2006). WOM, which has great power in marketing, is often sought by consumers from friends or family when deciding on a purchase, influencing their perceptions and decisions (Sweeney, 2001; Punj & Staelin in Finn et.al., 2009; Sa'ait et.al., 2016; Richins, 1983). WOM is more trusted than commercial advertising (Herr et.al., 1991) and influences marketing decisions (Hennig-Thurau et.al., 2014). In the food industry, halal is now considered a symbol of quality and global lifestyle, with consumers judging in terms of appearance, process, and compliance with Islamic law (Rupawan, 2017). Restaurant evaluations include food quality, service, ambiance, and cleanliness, with added value contributing to recommendation intentions (Wade, 2006; Omar et.al., 2016).

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RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

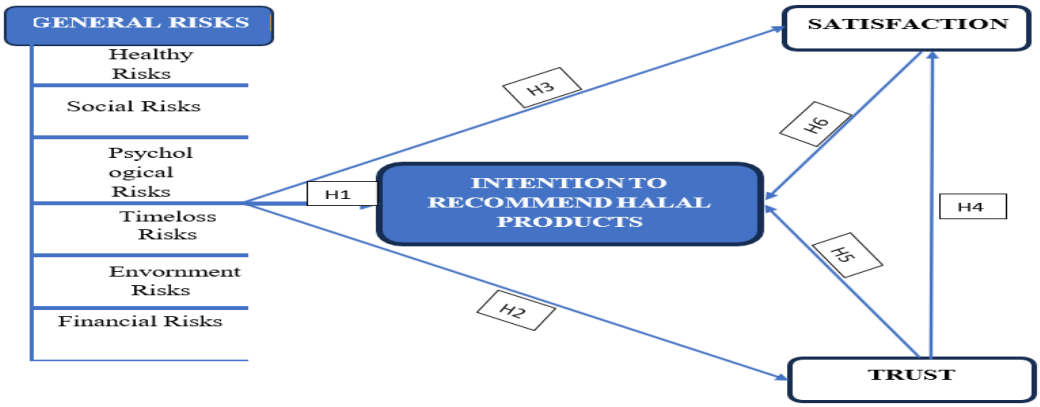


Figure 1. Research Framework

RESEARCH METHODS

This study uses quantitative methods to evaluate the relationship between general risks, trust, and consumer satisfaction with their interest in recommending halal products. This quantitative method allows objective analysis and hypothesis testing with statistical instruments. The study population includes all Muslim consumers in Indonesia who have consumed halal food and beverages from Waroeng Steak and Shake. The sample taken was 150 respondents, with an additional 200 questionnaires distributed to anticipate data shortages. The sampling technique used purposive sampling, with data analysis carried out through Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationship between variables and research hypotheses.

RESULTS

From the results of the questionnaires distributed, 200 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

Descriptive Analysis

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Table 2. Respondent Characteristics Descriptive Results

Gender	**Amount (N)**	**Percentage (%)**
Male	126	63%
Female	74	37%
Total	200	100 %
Ages	**Amount (N)**	**Percentage (%)**
<18 Years Old	25	12,5%
18 – 22 Years Old	76	38%
23 – 27 Years Old	55	27,5%
28 – 32 Years Old	21	10,5%
33 – 37 Years Old	18	9%
>37 Years Old	5	3%
Total	200	100%
Profession	**Amount (N)**	**Percentage (%)**
Civil Servants/TNI/POLRI	25	12,5%
Self-Employed	46	23%
College Students/Students	87	43,5%
Private Employees	27	13,5%
Not Yet Working	15	7,5%
Total	100	100%
Average Spending per Month	**Amount (N)**	**Percentage %)**
<Rp 2.000.000	46	23%
Rp 2.000.000 – Rp 5.000.000	90	45%
Rp 5.000.000 – Rp 10.000.000	54	27%
>Rp 10.000.000	10	5%
Total	100	100%

Statistics Analysis

Validity and Reliability Testing

a) Validity Testing Result

Table 3. Validity Testing Results

Variabel	Item	R Hitung	R Tabel	Keterangan
	RK1	0.855	0.361	Valid

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General Risk	RK2	0.920	0.361	Valid
	RK3	0.906	0.361	Valid
	RK4	0.911	0.361	Valid
	RS1	0.850	0.361	Valid
	RS2	0.837	0.361	Valid
	RS3	0.920	0.361	Valid
	RP1	0.932	0.361	Valid
	RP2	0.913	0.361	Valid
	RP3	0.877	0.361	Valid
	RW1	0.890	0.361	Valid
	RW2	0.935	0.361	Valid
	RW3	0.897	0.361	Valid
	RL1	0.750	0.361	Valid
	RL2	0.938	0.361	Valid
	RL3	0.884	0.361	Valid
	RKE1	0.920	0.361	Valid
	RKE2	0.830	0.361	Valid
	RKE3	0.911	0.361	Valid
Consumer Trust	TR1	0.885	0.361	Valid
	TR2	0.752	0.361	Valid
	TR3	0.857	0.361	Valid
	TR4	0.899	0.361	Valid
	TR5	0.779	0.361	Valid
	CS1	0.821	0.361	Valid

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Customer Satisfaction	CS2	0.820	0.361	Valid
	CS3	0.823	0.361	Valid
Intention to Recommend Halal Products	IT1	0.882	0.361	Valid
	IT2	0.829	0.361	Valid
	IT3	0.931	0.361	Valid

Based on the results of the validity test above, it can be seen that all variable statements submitted to respondents are valid because the calculated r value is > r table (0.361) so it can be concluded that all statements in the questionnaire can be said to be suitable as instruments for measuring research data.

b) Reliability Testing Result

Reliability testing measures the consistency of measurement results by conducting retests on the same object, with reliability criteria stated if the Cronbach's Alpha value ≥ 0.6 (Ghozali, 2018). In this study, reliability testing was conducted on 30 respondents using SPSS version 25.0 to ensure that the data distribution approached the normal curve. The research instrument is considered reliable if the Cronbach's Alpha value is more than 0.6, ensuring the consistency of respondents' answers to the questionnaire.

Tabel 4. Reliability Testing Results

Variable	***Cronbach's Alpha***	**Results**
General Risk	0.984	Reliable
Consumer Trust	0.888	Reliable
Customer Satisfaction	0.756	Reliable
Intention to Recommend Halal Products	0.855	Reliable

The results of the reliability test show that all variables in the statement are declared reliable because they have met the required values, namely a Cronbach Alpha value > 0.6.

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Outer Model Testing (Measurement Model)

1. Convergent Validity Testing

Table 5. Convergent Validity Testing Results

Variable	Item	Loading Factor	AVE	Results
General Risk	RK1	0.842	0.772	**Valid**
	RK2	0.861		Valid
	RK3	0.887		**Valid**
	RK4	0.900		**Valid**
	RKE1	0.899		**Valid**
	RKE2	0.825		**Valid**
	RKE3	0.877		**Valid**
	RL1	0.876		**Valid**
	RL2	0.885		**Valid**
	RL3	0.902		Valid
	RP1	0.910		Valid
	RP2	0.879		Valid
	RP3	0.865		Valid
	RS1	0.878		Valid
	RS2	0.883		Valid
	RS3	0.887		Valid
	RW1	0.900		Valid
	RW2	0.886		Valid
	RW3	0.845		Valid
Consumer Trust	TR1	0.893	0.797	Valid
	TR2	0.883		Valid
	TR3	0.896		Valid
	TR4	0.878		Valid
	TR5	0.913		Valid
Customer Satisfaction	CS1	0.946	0.889	Valid
	CS2	0.934		Valid
	CS3	0.949		Valid
Intention to Recommend Halal Products	IT1	0.924	0.865	Valid
	IT2	0.931		Valid
	IT3	0.935		Valid

Based on table 5, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. Thus, these indicators are declared valid as a measure of their latent variables.

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2. Discriminant Validity Testing

Table 6. Fornell Larcker Criterion

Variable	General Risk	Consumer Trust	Customer Satisfaction	Intention to Recommend Halal Products
General Risk	**0.879**			
Consumer Trust	0.440	**0.893**		
Customer Satisfaction	0.396	0.408	**0.943**	
Intention to Recommend Halal Products	0.648	0.721	0.491	**0.930**

Table 7. Cross Loading Results

Item	General Risks	Consumer Trust	Customer Satisfaction	Intention to Recommend Halal Products
CS1	0.392	0.422	**0.946**	0.496
CS2	0.359	0.345	**0.934**	0.449
CS3	0.366	0.383	**0.949**	0.440
IT1	0.566	0.679	0.451	**0.924**
IT2	0.628	0.645	0.492	**0.931**
IT3	0.614	0.688	0.428	**0.935**
RK1	**0.842**	0.335	0.288	0.543
RK2	**0.861**	0.378	0.323	0.533
RK3	**0.887**	0.355	0.342	0.526
RK4	**0.900**	0.385	0.369	0.593

Based on tables 6 and 7, the cross loading value on each item has a value > 0.70, and also each item has the largest value when connected to its latent variable compared to when connected to other latent variables. This shows that

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each variable in this study has correctly explained its latent variable and proves that the discriminant validity of all items is valid.

3. Reliability Testing

Table 8. Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability
General Risk	0.984	0.985
Consumer Trust	0.936	0.951
Customer Satisfaction	0.938	0.960
Intention to Recommend Halal Products	0.922	0.951

Based on table 8 above, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met the composite reliability and Cronbach alpha so that it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by examining the goodness of fit model by evaluating the inner model.

Inner Model (Structural Model)

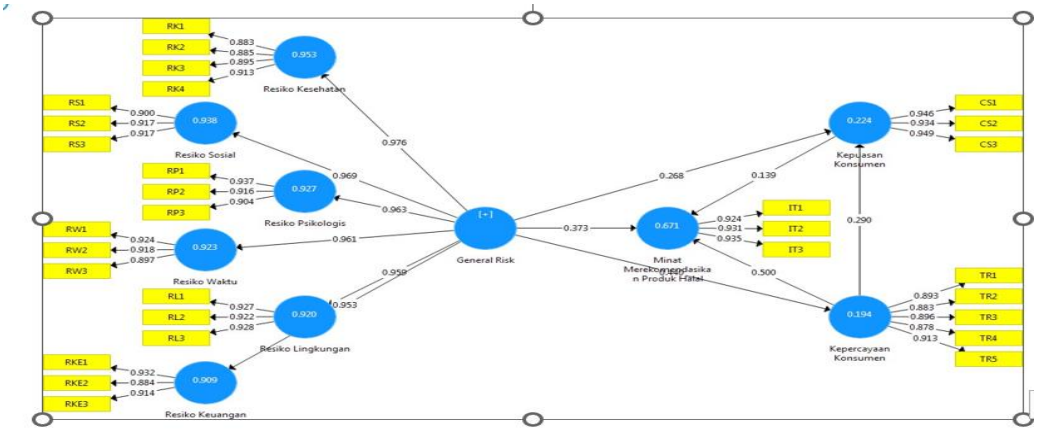


Figure 2. Structural Model

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R-Square (R^2)

Table 9. R-Square Testing Results

Variable	R-*Square*	R-*Square Adjusted*
Consumer Trust	0.194	0.190
Customer Satisfaction	0.224	0.217
Intention to Recommend Halal Products	0.671	0.666

Based on Table 9, the R-Square value for the Consumer Trust variable is 0.194, indicating that this variable can be explained by 19.4% by the independent variables, while 80.6% is influenced by other variables not studied. The R-Square value for the Consumer Satisfaction variable is 0.224, meaning that this variable can be explained by 22.4% by the independent variables, with the remaining 77.6% influenced by other factors not included in the study. Meanwhile, the R-Square value for the Interest in Recommending Halal Products variable is 0.671, indicating that 67.1% of this variable can be explained by the independent variables, and 32.9% is explained by other variables not studied.

Predictive Relevance (Q-Square)

Table 10. Predictive Relevance

Variable	Q^2 (=1-SSE/SSO)	Results
Consumer Trust	0.150	Has a predictive relevance value
Customer Satisfaction	0.190	Has a predictive relevance value
Intention to Recommend Halal Products	0.569	Has a predictive relevance value

Hypotesis Testing

Table 11. Hypotesis Testing Results

Variable	Original Sample (O)	T Statistics (| O/STDEV |)	P Values	Results
General Risk -> Consumer Trust	0.440	6.071	0.000	H1 Accepted

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General Risk -> Customer Satisfaction	0.268	2.975	0.003	H2 Accepted
General Risk -> Intention to recommend Halal Products	0.373	4.492	0.000	H3 Accepted
Consumer Trust -> Customer Satisfaction	0.290	3.455	0.001	H4, Accepted
Consumer Trust -> Intention to Recommend Halal Products	0.500	5.982	0.000	H5 Accepted
Customer Satisfaction -> Intenion to recommend Halal Products	0.139	2.263	0.024	H6 Accepted

DISCUSSION

The results of the bootstrapping test in PLS showed several significant findings related to the influence of General Risk and Consumer Trust on various variables at Waroeng Steak and Shake. First, General Risk was proven to have a positive and significant effect on the interest in recommending halal products, with a coefficient value of 0.373, a p-value of 0.000, and a t-statistic of 4.492. This finding is consistent with the research of Al Ansi et al. (2018) which indicates that low general risk perception can increase consumer trust in halal products. This study is also in line with the studies of Susanti & Gunanto (2022) and Yuliana & Wahyudi (2021) which suggest that low risk perception strengthens consumer loyalty and encourages them to recommend halal products.

Furthermore, General Risk also has a positive and significant effect on consumer trust, with a coefficient value of 0.440, a p-value of 0.000, and a t-statistic of 6.071. The research of Al Ansi et al. (2018) showed that low risk perception strengthens consumer trust in halal product quality standards, and this finding is reinforced by the studies of Yuliana & Wahyudi (2021) and Alfani et al. (2022) which emphasize the importance of risk perception in building consumer trust. In addition, General Risk has a positive and significant effect on consumer satisfaction, with a coefficient value of 0.268, p-value of 0.003, and t-statistic of 2.975. This finding shows that low risk perception increases consumer satisfaction, which is supported by studies by Tamamah & Muhid (2019) and Susanti & Gunanto (2022).

Finally, consumer trust has a positive and significant effect on consumer satisfaction, with a coefficient value of 0.290, p-value of 0.001, and t-statistic of 3.455, as well as on the interest in recommending halal products, with a coefficient value of 0.500, p-value of 0.000, and t-statistic of 5.982. This finding supports the research of Al Ansi et

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al. (2018) and De Franco & Morosan (2017) which highlighted the crucial role of consumer trust in increasing satisfaction and interest in recommending halal products. Consumer satisfaction also has a positive and significant effect on the interest in recommending halal products, with a coefficient value of 0.139, p-value of 0.024, and t-statistic of 2.263. This study confirms that high satisfaction encourages consumers to recommend halal products, as found in studies by Nurrachmi & Setiawan (2020) and Oliveira et al. (2022).

CONCLUSION

This study shows that General Risk has a positive and significant influence on the Intention to Recommend Halal Products, Consumer Trust, and Consumer Satisfaction at Waroeng Steak and Shake. The highest coefficient value was found in the relationship between General Risk and Consumer Trust (0.440), indicating the strongest influence, followed by the influence of General Risk on the Intention to Recommend Halal Products (0.373). Consumer Trust also has a significant influence on Consumer Satisfaction (0.290) and Intention to Recommend Halal Products (0.500), with this influence being the strongest in driving halal product recommendations. Although Consumer Satisfaction has a positive influence on the Intention to Recommend Halal Products, its influence is relatively weaker (0.139) compared to consumer trust. These findings confirm that managing general risk and building consumer trust are the keys to increasing halal product recommendations and customer satisfaction.

RESEARCH LIMITATIONS

This study has several limitations, including the use of samples that are limited to certain consumers, so the results may not be fully generalizable to a wider population. Future studies are recommended to include more demographically and geographically diverse samples. In addition, this study only focuses on the variables General Risk, Consumer Trust, and Consumer Satisfaction, while other factors such as social media, customer service quality, and brand image may also play an important role and need to be studied further. Finally, the quantitative method used has not included a qualitative approach, which can provide deeper insights into consumer perceptions. Future studies should combine quantitative and qualitative methods for a more comprehensive perspective.

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RECOMMENDATION

Based on the results of the study, it is recommended that companies focus on reducing consumer perceived risk through transparency in the production process, clear halal certification, and effective communication about product safety. To increase consumer trust, it is important for companies to maintain consistent and quality service and be responsive to complaints. In addition, risk management and communication must be carried out transparently to reduce the negative impact on consumer trust and satisfaction. Further research should explore other factors that influence trust and satisfaction, such as social media, customer service quality, and brand image,

MANAGERIAL IMPLICATIONS

By effectively leveraging technology, such as e-commerce, mobile applications, and social media, companies can increase consumer engagement, reduce perceived risk, and build a loyal customer community. This approach helps deliver accurate information, handle complaints quickly, and strengthen consumer trust and satisfaction. Given that consumer trust has a significant impact on satisfaction and intention to recommend halal products, companies need to invest in improving product quality and customer service. By providing consistent and positive experiences, companies can strengthen consumer trust, which in turn will increase satisfaction and the urge to recommend products to others.

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