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The Influence of Religiosity, Halal Product Awareness, and Product Trust on Muslim Consumers' Purchase Interest at Waroeng Steak and Shake, Special Region of Yogyakarta.

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Abstract

The purpose of this study is to determine the relationship and influence between religiosity, halal product awareness, consumer confidence, and purchase intention of Muslim consumers. The information used in this study comes from survey responses distributed to 250 Muslim consumers who have made purchases at Waroeng Steak and Shake Yogyakarta Special Region. Non-probability sampling with a purposive sampling approach is the sampling methodology used in this study. Purposive sampling is used in this study because it is necessary to meet specific criteria before selecting a sample in order to answer certain research questions in addition to providing representative values. Hypothesis testing used in this study uses Structural Equation Modeling (SEM) statistics using the PLS program with the aim of testing the correlation between variables that have been hypothesized in this study. The results of this study indicate that there is an effect of religiosity, halal product awareness, consumer confidence, and buying interest of Muslim consumers.

Keywords: Consumer trust, halal product awareness, Muslim consumer purchase intention, religiosity

INTRODUCTION

Business development today is fast and dynamic. One of the business fields that has developed dynamically is the field of Food and Beverage. This development occurs from small, medium, to large scale. In this case, the Food and Beverage business that

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provides halal food and beverage products has experienced significant growth in recent years. Thus, the development of this halal food and beverage business will be able to create new and relatively large opportunities for restaurants or food and beverage businesses that offer halal products. The development of the halal food and beverage business is what makes many restaurant businesses start paying attention to their products with a smaller market share and maximize the greatest potential of that market share. The Food and Beverage business is one of the businesses that must pay attention to the halal aspect of the product to be enjoyed by all people and products to be enjoyed by all groups, especially Muslim consumers.

Halal food and drinks for Muslim consumers does not only mean that they can be eaten. However, these halal foods and beverages can be healthy and can fulfill nutrients for consumer health. These halal food and beverages must be able to meet the requirements set by sharia law by going through a composition test, providing a halal certificate, and obtaining an authentic halal logo. In consuming halal food and beverage products, it depends on the high and low levels of religious belief or religiosity in consumers. This is because religiosity is a fundamental principle that can influence consumer behavior, especially in Muslim consumers (Alam & Sayuti, 2011). Thus, the principle of religiosity in Muslim consumers Muslim consumers must be understood so that they are able to increase their awareness as a religious people.

Religiosity is one of the factors for Muslim consumers to understand the teachings of Islam that they are practicing. This is one of the factors for Muslim consumers in choosing to consume products. According to Pandey et al (2015), it states that the religiosity of Muslim consumers can provide a complex influence of religion on consumption compared to other factors.

According to Pandey et al (2015), the religiosity of Muslim consumers can provide a complex influence of religion on consumption compared to problems that are only limited to what products or services are prohibited by religion. A person's religiosity will be able to influence how a person understands how important they are in consuming food and drinks. Religiosity is a benchmark for Muslim consumers regarding the extent to which a Muslim can hold and practice his belief in certain religious values and ideas in operationalizing these values to consume products (Karami et al., 2014). The high and low value of religiosity that is embraced and understood by Muslim consumers will be able to influence their daily activities, especially for Muslim consumers. and understood by Muslim consumers will be able to influence them on the awareness of halal product brands.

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Brand awareness of halal products is one of the implementations of the high value of religiosity that is embraced and is able to be well understood by Muslim consumers. A Muslim who has a high understanding of religiosity will be able to generate halal brand awareness of the food and drinks they will consume. Awareness of halal food brands is very important for customers, especially for Muslim consumers, because food products in Indonesia consist of various halal foods and drinks, both produced by Muslims and non-Muslims. This halal brand awareness means that consumers have experience and knowledge of something and know well about what food and drinks they will consume. know well about what foods and drinks are allowed to be consumed by Muslim consumers. Therefore, brand awareness awareness of halal food and beverage brands must be able to be internalized by Muslim consumers in choosing what food and beverage products are allowed to be consumed by them as Muslims (Ambali and Bakar, 2014).

Muslim consumer behavior in choosing halal and haram products is not only based on the high values and principles of religiosity and halal brand awareness. Apart from these two factors, there is one factor that can then be a consideration for Muslim consumers before they finally have an interest in buying halal food and beverages. Trust (trust) consumers towards halal food and beverages is also one of the factors that can influence their buying interest in halal food and beverages. Consumer trust in a product is also able to influence their buying interest in the product. According to Gary et al (2020) stated that the level of consumer confidence in a product can be driven by aspects of consumer religiosity and can influence consumer preferences in buying a product. This opinion provides a statement that consumer confidence in consumers' trust in products such as food and beverages will be able to generate buying intentions for consumers. In this study, Muslim consumers who have In this study, Muslim consumers who have high religiosity and their trust in halal food and beverage products will influence the purchase intention of these Muslim consumers. This purchase interest is the result that arises or is obtained from the aspects of religiosity, brand awareness of halal products, and the trust of Muslim consumers in the consumption of halal food and beverage products.

Purchase intentions is the level to which consumers have interest in certain products based on rational reasons. This is in line with the opinion expressed by Shash et al (2012) who state that purchase intention is a type of decision making that studies consumers' reasons for buying a particular brand of product. Another definition was expressed by Kotler and Keller (2009) who stated that buying interest is consumer behavior that arises as a response to objects, whether products or services, which shows the consumer's desire to make a purchase. In this case, the author focuses on aspects

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that can generate buying interest in Muslim consumers. Several factors that will be studied are religiosity, brand awareness of halal products, and consumer trust. The aspect of religiosity is an important factor for Muslim consumers in generating interest in buying halal products for Muslim consumers (Awan et al., 2015). Muslim consumers with a high level of religiosity will have brand awareness of halal products to then determine what kind of products Muslim consumers will buy and identify these products such as manufacturing raw materials, additional raw materials, as well as several other halal aspects that can generate interest in buying them. Muslim consumers before finally making a decision to consume a product (Awan et al, 2015). Thus, several of these factors are factors that can influence purchasing interest, especially purchasing interest among Muslim consumers towards halal product brands.

Previous research conducted by Handriana et al (2021) shows that brand awareness of halal products among Muslim consumers can influence interest in buying halal products. Through this research, it can be seen that one factor, namely brand awareness of halal products, can influence Muslim consumers' buying interest in a product. Then previous research conducted by Nurhayati and Hendar (2019) produced findings that Muslim consumers' religiosity and knowledge of halal products enabled consumers to increase awareness of halal products and was able to encourage their buying interest in these products. Thus, the food and beverage company in this research is Waroeng Steak and Shake Yogyakarta Special Region must be able to apply the concept of religiocentric-based marketing orientation, one of which is through a marketing strategy by providing food products and halal drinks to increase halal brand awareness and purchase interest regarding halal food and beverage products.

The focus of the research that will be carried out by the author is a case study on the research object Waroeng Steak and Shake, Yogyakarta Special Region. This business is a business that operates in the steak-based halal food and beverage industry. This research will examine what factors can influence Muslim consumers' interest in purchasing halal food and beverage products at Waroeng Steak and Shake, Special Region of Yogyakarta. The results or conclusions from the background explanation above were able to contribute to the author's subsequent research with the title **"Analyzing the Influence of Religiosity, Halal Product Awareness, and Product Trust on Muslim Consumers' Purchase Interest at Waroeng Steak and Shake, Special Region of Yogyakarta".**

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LITERATURE REVIEW

Religiosity

Religiosity is a value and principle that is measured by the extent to which a person is able to hold and practice his beliefs in certain religious values, norms and ideas which are then implemented in the performance practices carried out by that person (Karami et al., 2014). Therefore, religiosity can be seen as an aspect of the extent to which a person can internalize the values and teachings of the religion he adheres to and then implement them in his performance and decision-making process in consuming products. Another theory was expressed by Bakar et al (2013) who said that religiosity can be interpreted as a commitment to follow and apply the principles and values that are believed to be and have been established by God in the religion one adheres to.

According to Yousaf & Malik (2013), the theory of religiosity is considered to have a significant influence on various dimensions that can influence consumer behavior, including the tendency to consume products. The extent to which consumers have a level of religiosity will determine their beliefs, practices, knowledge, experience and decision making. This is in line with the trend of Muslim consumers who adhere to Islamic teachings which teach that every Muslim must avoid haram food and drinks. Thus, this religiosity will be closely related to the faith a person has in their God and the extent to which a person is able to take a path that is in accordance with God's teachings in their religion (Singhapakdi et al, 2012).

Halal Products Awareness

Brand awareness is a theory that explains consumers' ability to recognize, identify and remember a brand in different conditions and situations (Aaker, 1976). Halal brand awareness can be interpreted as consumers' ability to recognize and remember halal products in different situations. Therefore, Halal brand awareness has two dimensions, namely halal memory and halal recognition. Halal memory is a condition when consumers are able to remember the brand name and halal product when they see the product. Meanwhile, the introduction of halal products means that consumers have the ability to identify and understand halal products correctly when consumers see or hear the name of the product. It is important for a Muslim to have awareness of halal product brands. This provides control over the risk assessment that will be felt by consumers due to the level of awareness of the halal products they own.

According to Awan et al. (2015) said that people who have halal brand awareness will generally have a tendency to ensure that the products that consumers will consume,

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apart from that, also pay attention to the ingredients or composition of the product, additional ingredients, and the tools used are halal according to Islamic law. Therefore, Muslim consumers must have sufficient knowledge regarding halal brand awareness, have relatively the same perception regarding the responsibilities of the government, authorization of halal products, and producers and traders regarding the distribution of halal products, especially halal food and beverage products. This is a must noticed by companies where brand awareness itself is a basic part of brand equity. A brand can be said to have good brand equity when consumers are aware of the existence of the brand.

Consumer Trust

Trust is an attitude that is formed when a company is able to create confidence and reliability and form a perceived sincerity (Morgan and Hunt, 1994). Through this trust, it will be possible to create integrity and a good image for the company in the minds of consumers. The next opinion expressed by Mayer et al. (1995) who stated that trust is an attitude that shows the willingness of one party to be vulnerable to another party and to place hope in that party to be able to take actions and decisions that are meaningful to them. Another theory expressed by Becker et al. (2006) who say that customers or consumers generally decide to buy a product after experiencing a strong psychological belief process. Therefore, trust is an important attribute of attitude that can influence human behavior, especially in the buying and selling process (Nasser et al., 2014).

Consumer trust can be influenced by several factors such as treatment, company reputation and image, attitudes and honesty as expressed by the company and service providers (Artigas et al., 2017). In this case, trust is associated with consumers' honesty in seeing the aspects and values of their religiosity and the extent to which consumers are able to internalize these religiosity values and form a belief in consuming halal food and drinks. This research uses the variable Muslim consumer trust in halal food and beverage products from Waroeng Steak and Shake, Special Region of Yogyakarta.

Purchase Intentions

Purchase interest is a thought, desire and interest felt by consumers towards a product which will lead directly to the act of purchasing a particular product (Belch and Belch, 2014). Another opinion expressed by Schiffman and Wisenblit (2015) stated that this measurement of purchasing interest behavior can be easily identified by providing subjective statements to consumers regarding their behavior towards the product in the future. Purchase intention can be said to be subjective consumer behavior to assess the

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extent to which they have interest and attention towards a particular product and plan to buy or consume it in the future.

Consumers' buying interest comes from their attitudes and assessments and external factors towards the product. This is because attitudes, judgments and other external factors are all very important factors in contributing to the process of predicting consumer behavior. Thus, buying interest can be said to be an attitude that can provide a measurement regarding how likely consumers are to consume a product, where the higher the buying interest, the higher the consumer's interest in making purchasing decisions about that product (Maghfiroh, 2015).

Purchase interest is one of the stages in the consumer purchasing process. Where at a certain stage the consumer has searched for and evaluated information from brand alternatives, so that making a purchasing decision as a result of the alternative evaluation stage, the consumer develops a purchase intention or tendency to make a purchase. Fitriah (2018) defines buying interest as creating something that can be recorded in the consumer's mind and then making it a very strong desire by means of motivation. This purchase interest creates its own motivation so that it is indirectly recorded in the minds of consumers and becomes a very strong desire. Purchasing interest according to Howard (in Durianto and Liana: 2004) is something that is related to consumers' plans to buy certain products and how many units of the product are needed in a certain period.

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:

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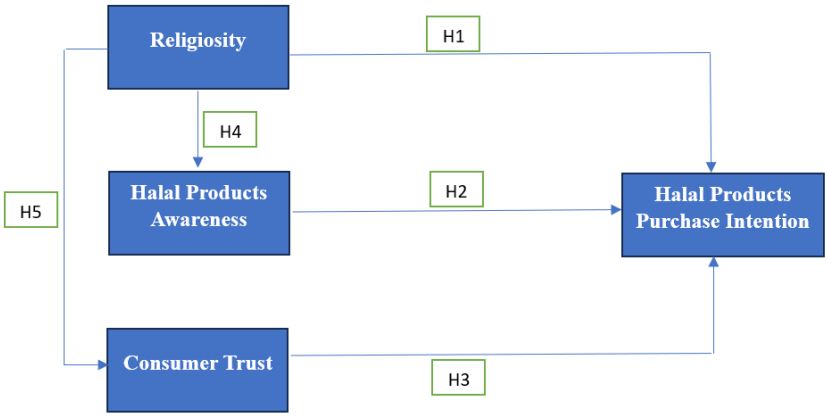


Figure 1 Research Framework

RESEARCH METHODS

This research uses appropriate and appropriate methods to be used in studying and analyzing the problems being researched. This research uses influence analysis by using statistical tools to test or analyze the data obtained. Thus, this research uses a quantitative approach method. According to Ghozali (2018), research using a quantitative approach method is research carried out using a collection of data in the form of numbers and data analysis which is then included in the analysis of the statistical instruments used. Another opinion was expressed by Arikunto (2019) who said that quantitative research methods are research methods that use numbers in collecting and interpreting data and displaying the results of research data in statistical form. These two opinions were then able to strengthen the opinion expressed by Sujarweni (2014) who revealed that quantitative research methods are research approach methods that can provide results or findings through measuring or analyzing statistical data. Therefore, a quantitative approach was used to examine this research, namely "Analysis of the Influence of Religiosity, Halal Product Awareness, and Product Trust among Muslim Consumers on Purchasing Decisions at Waroeng Steak and Shake, Special Region of Yogyakarta". The research location is all Muslim consumers throughout Indonesia who have purchased food and drinks at Waroeng Steak, Special Region of Yogyakarta.

RESULTS

From the results of the questionnaires distributed, 258 respondents were obtained. From a number of respondents, data analysis was then carried out using model

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evaluation. The evaluation of the measurement model was tested using several indicators, including: Convergent Validity, Discriminant Validity, and Reliability. The measurement model is calculated using the PLS Algorithm.

Statistics Analysis
Outer Model Testing (Measurement Model)
Convergent Validity Testing

Table 1. Convergent Validity Test Results

Variable	Goods	Loading Factor	road	Information
Religiosity	R1	0.877	0.781 0.781	Valid
	R2	0.885		Valid
	R3	0.885		Valid
	R4	0.888		Valid
	R5	0.877		Valid
Halal Products Awareness			0.735	
	HPA1	0.827		Valid
	HPA2	0.870		Valid
	HPA3	0.881		Valid
	HPA4	0.850		Valid
Consumer Trust	CT1	0.883	0.762	Valid
	CT2	0.890		Valid
	CT3	0.851		Valid
	CT4	0.867		Valid
Halal Products Purchase Intention	HPPI1	0.891	0.817	Valid
	HPPI2	0.896		Valid
	HPPI3	0.921		Valid
	HPPI4	0.906		Valid

An indicator is said to be valid if the factor loading of an indicator is positive and greater than 0.7 and the AVE value is more than 0.5. Based on table 1 above, it is known that the factor loading 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 measures of latent variables.

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Table 2. Cross Loading Values

Items	Consumer Trust	Halal Products Awareness	Halal Products Purchase Intention	Religiosity
CT1	**0.883**	0.664	0.548	0.622
CT2	**0.890**	0.606	0.554	0.630
CT3	**0.851**	0.544	0.492	0.579
CT4	**0.867**	0.575	0.477	0.646
HPA1	0.547	**0.827**	0.465	0.498
HPA2	0.595	**0.870**	0.561	0.569
HPA3	0.616	**0.881**	0.598	0.634
HPA4	0.588	**0.850**	0.457	0.559
HPPI1	0.519	0.539	**0.891**	0.545
HPPI2	0.540	0.543	**0.896**	0.531
HPPI3	0.539	0.582	**0.921**	0.509
HPPI4	0.549	0.547	**0.906**	0.544
R1	0.620	0.581	0.481	**0.877**
R2	0.596	0.556	0.507	**0.885**
R3	0.602	0.576	0.512	**0.885**
R4	0.684	0.624	0.575	**0.888**

Based on table 2, the cross loading value for each item has a value > 0.70, and also each item has the greatest value when connected to the latent variable compared to when connected to other latent variables. This shows that each variable in this research has correctly explained the latent variable and proves that the discriminant validity of all items is valid.

Reliability Testing

Reliability in PLS uses Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the recommended Cronbach's alpha value is above 0.7. The following are the Cronbach alpha and Composite Reliability values in table 9 below:

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Table 3. Reliability Testing

Variable	Cronbach's Alpha	Composite Reliability
Consumer Trust	0.896	0.928
Halal Products Awareness	0.880	0.917
Halal Products Purchase Intention	0.925	0.947
Religiosity	0.907	0.934

Based on table 3, it shows that each variable has met composite reliability and Cronbach alpha so it can be concluded that all variables have a high level of reliability.

Hypothesis Testing (Bootstrapping)

Testing the structural relationship model is to explain the relationship between variables in the research. Structural model testing is carried out through testing using PLS software. The basis used to test the hypothesis directly is the image output and the values contained in the path coefficient output. The basis used to test the hypothesis directly is if the p value is <0.05 (significance level = 5%) and the statistical T value is > 1.960, then it is stated that there is a significant influence of the exogenous variable on the endogenous variable. The following is a complete explanation of hypothesis testing:

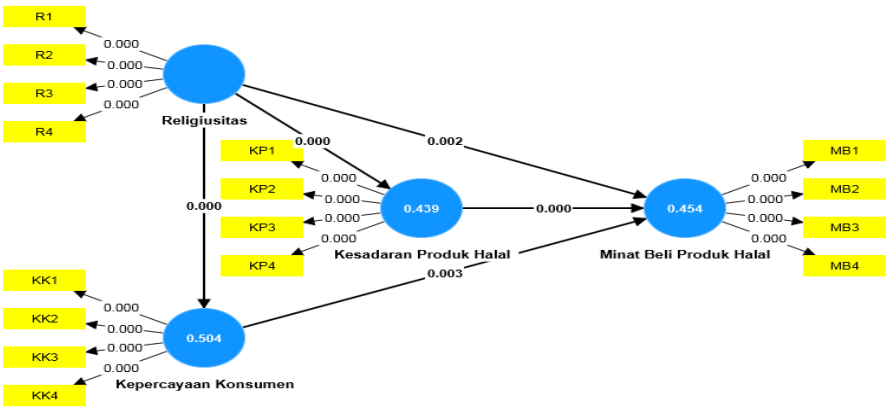


Figure 2. Hypothesis Value (Bootstrapping)

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Table 4. Hypothesis Testing Results

Variable	Original Sample (O)	T statistics (| O/STDEV |)	P value
Religiosity -> Halal Products Purchase Intention	0.226	3.036	**0.002**
Halal Product Awareness -> Halal Products Purchase Intention	0.311	4.131	**0.000**
Consumer Trust -> Halal Products Purchase Intention	0.220	2.943	**0.003**
Religiosity -> Halal Products Awareness	0.663	16.343	**0.000**
Religiosity -> Consumer Trust	0.710	18.750	**0.000**

Table 5. Recapitulation of Hypothesis Testing Results

Hypothesis	Information
H1:Religiosity has a positive influence on Halal Products Purchase Intention	**Accepted**
H2:Halal Products Awareness has a positive influence on Halal Products Purchase Intention	**Accepted**
H3:Consumer Trust has a positive influence on Halal Products Purchase Intention	**Accepted**
H4:Religiosity has a positive influence on Halal Products Awareness	**Accepted**
H5:Religiosity has a positive effect on Consumer Trust	**Accepted**

DISCUSSION

The Influence of Religiosity on Halal Products Purchase Intention

The results of testing the first hypothesis, namely the Influence of Religiosity on Interest in Buying Halal Products, show a coefficient value of 0.226, p-values of 0.002 < 0.05 and t-statistics of 3,036 > 1.960. These results indicate that religiosity influences interest in purchasing halal products. So the hypothesis which states that "Religiosity has a Positive and Significant Influence on Interest in Buying Halal Products" is accepted.

Indonesia, as a country with a Muslim majority, means that consumers will usually have considerations based on the Islamic religion before deciding to buy a food and

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beverage product. Although it cannot be denied that not all Muslims decide to buy a food and drink product considering their religiosity, religiosity is still one of the dominant factors considered by consumers in choosing a food and drink product, so that religion is a guide to life for everyday life. someone (Vristiyana, 2019).

Religiosity has a positive effect on Muslim consumers' buying interest in Waroeng Steak and Shake food and beverage products, Yogyakarta Special Region. An individual's religiosity can be reflected in decisions to purchase products that are in accordance with the individual's religious beliefs (Ibnunas, 2020). Muslim consumers with a good level of religiosity will always have considerations when purchasing food and beverage products based on the provisions that have become established in the Islamic religion based on the Word of Allah and the Sunnah of the Prophet. Consumers' purchasing interest in food and beverage products will always consider whether they are obtained or not according to Islamic religious rules. So the better the level of religiosity of a Muslim consumer, the more influence it will have on consumer buying interest. In line with Ibnunas (2020), who in his research concluded that religiosity has a positive and significant effect on interest in buying halal products.

The Influence of Halal Product Awareness on Halal Products Purchase Intention.

The results of testing the second hypothesis, namely the Influence of Halal Product Awareness on Interest in Buying Halal Products, show a coefficient value of 0.311, p-values of 0.000 < 0.05 and t-statistics of 4,131 > 1.960. These results indicate that Halal Product Awareness Influences Interest in Buying Halal Products. So the hypothesis which states that "Halal Product Awareness Has a Positive and Significant Influence on Interest in Buying Halal Products" is accepted.

The majority of consumers in Indonesia are Muslims, because Islam is the majority religion in Indonesia. This condition must certainly be a consideration for food and beverage producers when offering their products. The halalness of a food and beverage product is something that absolutely must be taken into consideration in order to attract the interest of most consumers in Indonesia, not only the Muslim community, because basically the halalness of a product will make consumers feel safe, comfortable and hygienically clean from the product they buy (Vristiyana, 2019).

Awareness of halal products has a positive influence on Muslim consumers' buying interest in food and beverage products at Waroeng Steak and Shake, Special Region of Yogyakarta. Halal has become part of the lifestyle of Muslims in Indonesia, including choosing a place to buy food and drinks. Awareness is the first reflection in making a

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purchase (Gerungan & Karina, 2019), so that for Muslims without awareness of the halalness of a product, the opportunity to buy a product will become smaller. So it can be concluded that halal awareness has a positive effect on interest in purchasing food and beverage products. These results are in line with Gerungan & Karina (2019) who in their research concluded that halal awareness has a positive effect on customers' buying interest in Surabaya restaurants.

The Influence of Consumer Trust on Halal Products Purchase Intention.

The results of testing the third hypothesis, namely the Influence of Consumer Trust on Interest in Buying Halal Products, show a coefficient value of 0.220, p-values of 0.003 < 0.05 and t-statistics of 2,943 > 1.960. These results indicate that consumer trust influences interest in purchasing halal products. So the hypothesis which states that "Consumer Trust has a Positive and Significant Influence on Interest in Buying Halal Products" is accepted.

Before consumers decide to buy food, consumers will usually make purchasing decisions first regarding what food products they will consume, where individuals evaluate various options and decide on a product for them to consume (Amelia, 2023). The trust that is built between consumers and the products offered by producers will be able to provide guarantees for consumers' decisions to purchase these products.

Consumer trust has a positive effect on Muslim consumers' buying interest in Waroeng Steak and Shake food and beverage products, Yogyakarta Special Region. A consumer will tend to be more interested in buying a product that he already knows and trusts. Especially in food and drink products which can have an impact on body health. Consumer trust is one of the topics that will greatly influence consumers' decisions in consuming the products they will buy, starting from cooking methods, tools used in cooking and other things (Amelia, 2023). Consumers will tend to prefer products that they trust regarding hygiene, halalness, taste and so on, so it can be concluded that consumer trust has a positive effect on interest in buying food and beverage products. These results are in line with Amelia (2023) who in her research concluded that consumer trust has a positive effect on purchasing decisions.

The Influence of Religiosity on Halal Product Awareness.

The results of testing the third hypothesis, namely the Influence of Religiosity on Halal Product Awareness, show a coefficient value of 0.663, p-values of 0.000 < 0.05 and t-statistics of 16,343 > 1.960. These results indicate that religiosity has an influence on

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awareness of halal products. So the hypothesis which states that "Religiosity has a Positive and Significant Influence on Halal Product Awareness" is accepted.

For Muslim consumers, when choosing a food and beverage product, they should pay attention to the halalness of the product being offered. In food and beverage products that will affect body health, halal can certainly help determine products that are good and healthy and in accordance with religious regulations. So that a Muslim can recognize whether a food and drink product can be classified as a halal product, knowledge is needed which can be influenced by the level of religiosity they have. Consumers often judge the purity of a product based on their perceptions which are influenced by several factors (Vristyana, 2019), one of which is the level of religiosity.

Religiosity has a positive effect on halal brand awareness for Muslim consumers in Waroeng Steak and Shake food and beverage products, Yogyakarta Special Region. A Muslim with a good level of religiosity will always consider the halalness of a product before deciding to make a purchase. For them, whether a food and beverage product is halal or not is an absolute thing to know, so the better the level of religiosity will increase awareness of halal brands among Muslim consumers. Understanding the concept of halal can be understood by Muslim customers who will be more selective in choosing the restaurants they visit (Gerngan & Karina, 2019). Therefore, a good level of religiosity is needed to understand the concept of halal for Muslim communities. So it can be concluded that religiosity has a positive effect on halal brand awareness. These results are in line with Vristyana (2019) who in her research concluded that religiosity has a positive effect on awareness of halal products so that they will be able to provide an assessment of the halalness of a product.

The Influence of Religiosity on Consumer Trust.

The results of testing the third hypothesis, namely the Influence of Religiosity on Consumer Trust, show a coefficient value of 0.710, p-values of 0.000 < 0.05 and t-statistics of 18,750 > 1.960. These results indicate that religiosity has an influence on consumer trust. So the hypothesis which states that "Religiosity has a Positive and Significant Influence on Consumer Trust" is accepted.

Someone will have a tendency to choose a product that they trust. In Muslim communities, trust in a product can be achieved if it is felt that the product provides a guarantee of its halalness. Thus, it can also be interpreted that the level of religiosity of a Muslim will influence their level of trust in a food and drink product. Consumer trust is an important part of a person's mind (Amelia, 2023).

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Religiosity has a positive effect on product trust for Muslim consumers in the food and beverage products Waroeng Steak and Shake Special Region of Yogyakarta. The higher the level of religiosity of a Muslim, the greater their trust in a product that is based on Islamic religious beliefs so that it will also influence the decision to make a purchase. Understanding halal is a basic acceptance and is very important for a Muslim's beliefs (Asiyah & Hariri, 2021), where understanding the halalness of a product will depend on the level of religiosity it has. So it can be concluded that religiosity has a positive effect on product trust for Muslim consumers. These results are in line with Asiyah & Hariri (2021) who in their research stated that a Muslim person will trust a product more after conducting an assessment based on their religious beliefs.

CONCLUSION

1. The results of testing the first hypothesis, namely the Influence of Religiosity on Interest in Buying Halal Products, show a coefficient value of 0.226, p-values of 0.002 < 0.05 and t-statistics of 3,036 > 1.960. These results indicate that religiosity influences interest in purchasing halal products. So the hypothesis which states that **"Religiosity has a Positive and Significant Influence on Interest in Buying Halal Products"** is accepted.
2. The results of testing the second hypothesis, namely the Influence of Halal Product Awareness on Interest in Buying Halal Products, show a coefficient value of 0.311, p-values of 0.000 < 0.05 and t-statistics of 4,131 > 1.960. These results indicate that Halal Product Awareness Influences Interest in Buying Halal Products. So the hypothesis which states that **"Halal Product Awareness Has a Positive and Significant Influence on Interest in Buying Halal Products"** is accepted.
3. The results of testing the third hypothesis, namely the Influence of Consumer Trust on Interest in Buying Halal Products, show a coefficient value of 0.220, p-values of 0.003 < 0.05 and t-statistics of 2,943 > 1.960. These results indicate that consumer trust influences interest in purchasing halal products. So the hypothesis which states that **"Consumer Trust has a Positive and Significant Influence on Interest in Buying Halal Products"** is accepted.
4. The results of testing the third hypothesis, namely the Influence of Religiosity on Halal Product Awareness, show a coefficient value of 0.663, p-values of 0.000 < 0.05 and t-statistics of 16,343 > 1.960. These results indicate that religiosity has an influence on awareness of halal products. So the hypothesis which states that

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"Religiosity has a Positive and Significant Influence on Halal Product Awareness" is accepted.

5. The results of testing the third hypothesis, namely the Influence of Religiosity on Consumer Trust, show a coefficient value of 0.710, p-values of 0.000 < 0.05 and t-statistics of 18,750 > 1.960. These results indicate that religiosity has an influence on consumer trust. So the hypothesis which states that **"Religiosity has a Positive and Significant Influence on Consumer Trust"** is accepted.

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