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The Influence Of Religiosity On Purchase Decisions Regarding The All You Can Eat Concept Among College Students In Surabaya.

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Abstract

This study aims to determine the influence of religiosity on purchasing decisions regarding the "All You Can Eat" (AYCE) concept among college students in Surabaya. The AYCE concept offers a wide variety of food options at a fixed price, making it a popular dining choice for college students. When making these choices, consumers consider not only price, taste, menu variety, and service quality, but also religious values particularly regarding the halal status of the food. This study employs a quantitative approach, with religiosity as the independent variable and purchasing decisions as the dependent variable. Data were collected via a questionnaire using a five-point Likert scale and analyzed using SmartPLS. The test results showed that the research indicators met the criteria for convergent validity after one indicator, namely Y16, was removed from the model. The Average Variance Extracted (AVE) values were 0.659 for the religiosity variable and 0.565 for the purchase decision variable. The Cronbach's Alpha values were 0.953 and 0.945, respectively, while the Composite Reliability values were 0.959 and 0.951. Hypothesis testing results showed a path coefficient of 0.713, a t-statistic of 12.832, and a p-value of 0.000. The R-Square value of 0.508 indicates that the model explains 50.8% of the variation in purchase decisions. These results indicate a positive and significant relationship between religiosity and purchase decisions within the context of this study.

Keywords: Religiosity, Purchasing Decisions; All You Can Eat, College Students, Halal Food.

INTRODUCTION

The growth of the food industry has given people an ever-increasing number of dining options. One restaurant concept that has caught consumers' attention is "All You Can Eat" (AYCE). This concept allows customers to enjoy a variety of foods by paying a

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fixed price within a set time limit. For college students, AYCE restaurants can be a great option for satisfying their dining needs while also serving as a place to gather with friends or family.

When deciding which restaurant to choose, college students typically consider several factors. Price, taste, food quality, menu variety, service, restaurant atmosphere, and location can all influence purchasing decisions. Additionally, peer influence and culinary trends can encourage students to try certain restaurants. However, purchasing decisions aren't always driven solely by the desire to try popular foods. An individual's values and beliefs can also play a role in their decision-making process before ordering food.

From an Islamic perspective, food consumption is not only related to physical needs but also takes into account the principles of halal and "good" (halalan thayyiban). Muslim consumers need to pay attention to the ingredients used, the processing methods, and the clarity of a food's halal status. This is related to religiosity that is, the extent to which a person understands, believes in, and applies their religious teachings in daily life, including when choosing food.

Previous research conducted by Usman and colleagues examined the relationship between Muslim consumers' decision-making styles, religiosity, and their intention to purchase halal-certified food. A study by Wibowo and colleagues also examined halal food purchasing decisions among Indonesian millennial consumers. Meanwhile, a study by Alimusa and colleagues examined factors related to Muslim consumers' behavior in purchasing halal food. Several of these studies indicate that religiosity and halal considerations are relevant factors to examine in the consumption behavior of Muslim consumers. At all-you-can-eat (AYCE) restaurants, customers have a wide variety of food options in one place. This situation makes considerations regarding food ingredients and halal status particularly relevant, especially for customers who follow religious teachings as a guide in their daily lives. College students with varying levels of religiosity may also have different considerations when choosing a restaurant.

Although research on religiosity and the purchase of halal food has already been conducted, this study specifically examines the influence of religiosity on purchasing decisions regarding the all-you-can-eat concept among college students in Surabaya. This focus is used to determine whether religiosity is related to students' decisions in choosing an all-you-can-eat restaurant, amidst various other considerations such as price, food variety, and social needs. Based on the above discussion, this study was conducted to examine the influence of religiosity on purchasing decisions regarding the "All You Can Eat" concept among college students in Surabaya. The findings of this study are expected to enhance our understanding of college students' consumer behavior, particularly in terms of the role of religious values when choosing where to eat.

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LITERATURE REVIEW

Religiosity

Religiosity refers to the degree to which an individual is committed to their religion and how they apply its values in their daily life. Religiosity is not only related to belief but also encompasses religious practices, religious knowledge, and the experience or internalization of religious teachings.

In this study, religiosity serves as the independent variable (X). Religiosity is measured through four indicators: beliefs, religious practices, religious knowledge, and religious experiences or inner reflections. These four indicators are used to assess the extent to which religious values influence students' food choices.

In the context of food consumption, religiosity may relate to concerns about food ingredients, processing methods, and the halal status of food. Thus, religiosity is a factor that needs to be examined to understand students' decisions when choosing an all-you-can-eat (AYCE) restaurant.

Purchase Decision

A purchase decision is the process by which consumers decide to buy a product or use a service after considering several factors. This process can range from recognizing a need, searching for information, comparing options, making a purchase, to evaluating the post-purchase experience.

In this study, the purchase decision serves as the dependent variable (Y). The purchase decision regarding all-you-can-eat (AYCE) restaurants is measured through five indicators: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Factors students consider when choosing an all-you-can-eat restaurant may include price, menu variety, food quality, restaurant information, and whether the food is halal. After making a purchase, satisfaction, the desire to repurchase, and the willingness to recommend the restaurant are also part of the consumer behavior measured in this study.

The Relationship Between Religiosity and Purchase Decisions

Religiousness is believed to influence purchasing decisions because religious values can serve as a guiding principle when individuals make consumption choices. Students who pay closer attention to religious teachings may be more likely to consider the halal status of food before deciding to eat at an all-you-can-eat (AYCE) restaurant.

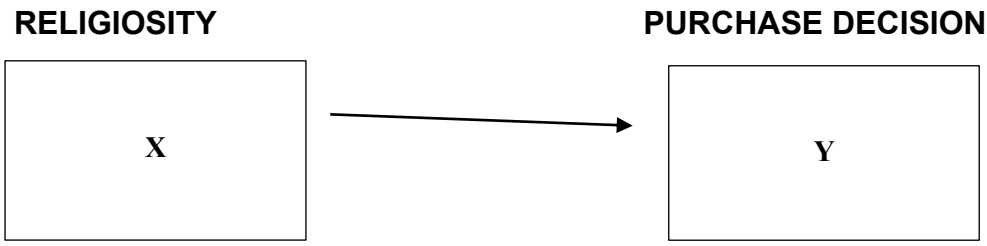
This consideration may arise when students search for information about restaurants, compare several options, and decide on a place to eat that they consider appropriate for their needs and beliefs. However, purchasing decisions may also be

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influenced by other factors, such as price, taste, menu variety, and social needs. Therefore, this study examines whether religiosity influences the purchasing decisions of students in Surabaya regarding all-you-can-eat restaurants.

Conceptual Framework



RELIGIOSITY

1. Belief: A person's faith in religious teachings that serve as a guide in life, including when choosing food.
2. Religious practice: The way a person follows religious teachings in daily life, including choosing halal food.
3. Religious knowledge: A person's understanding of religious teachings, particularly the rules regarding halal food.
4. Experience or spiritual practice: The extent to which a person feels and applies religious values in life, including when choosing food.

PURCHASE DECISION

1. Recognition of need: A person's awareness that they need or want to buy food.
2. Information search: The effort to find information about all-you-can-eat (AYCE) restaurants before making a purchase.
3. Evaluation of alternatives: Comparing several restaurants based on price, menu, quality, and whether the food is halal.
4. Purchase decision: The decision to choose and buy food at an all-you-can-eat (AYCE) restaurant.
5. Post-purchase behavior: Reactions after making a purchase, such as feeling satisfied, wanting to return, or recommending the restaurant to others.

Research Hypothesis

1. H_0: Religiosity does not influence purchasing decisions regarding the all-you-can-eat (AYCE) concept among college students in Surabaya.

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2. H_1: Religiosity influences purchasing decisions regarding the all you can eat (AYCE) concept among college students in Surabaya.

METHODOLOGY

This study employs a quantitative approach. This approach was chosen because the study aims to examine the influence of religiosity on purchasing decisions using numerical data obtained from respondents' answers. The data were then analyzed using statistical techniques to determine the relationship between the variables under study. The independent variable in this study is religiosity (X), while the dependent variable is purchasing decision (Y).

The study was conducted among college students enrolled at universities in the Surabaya area who had previously eaten at or purchased food from all-you-can-eat (AYCE) restaurants. Surabaya was chosen because the study focused on student purchasing behavior in that region.

The study population consists of college students in Surabaya who have eaten at or purchased food from an all-you-can-eat (AYCE) restaurant. The sampling technique used was purposive sampling, which involves selecting respondents based on specific criteria aligned with the study's objectives. Respondent criteria included being an active college student at a higher education institution in the Surabaya area, having eaten at or purchased food from an AYCE restaurant, and being willing to complete a questionnaire based on their personal experiences.

Note: The number of respondents who actually completed the questionnaire is not yet listed in the SmartPLS results file that was submitted. Therefore, the actual sample size needs to be added based on the original research data before this journal article is used as the final manuscript.

Data were collected using a questionnaire consisting of statements regarding religiosity and purchasing decisions. Respondents' answers were measured using a five-point Likert scale, with the following categories.

Answer Choices	Score
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

The initial questionnaire consisted of 28 items: 12 items for the religiosity variable and 16 items for the purchase decision variable. After testing the measurement model,

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indicator Y16 was excluded because its outer loading was below 0.70. Thus, the final model included 27 indicators.

Data analysis was conducted using SmartPLS. The analysis included an evaluation of the measurement model (outer model) and the structural model (inner model). The outer model was evaluated by examining outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, and composite reliability. Meanwhile, the structural model was evaluated using path coefficients, t-statistics, p-values, and R-squared.

Hypothesis testing utilized bootstrapping results. At a 5% significance level with a two-tailed test, an effect was considered significant if the p-value was less than 0.05 and the t-statistic value was greater than 1.96.

Findings

Measurement Test

Convergent Validity Test Results

Convergent validity is used to determine whether the indicators used can adequately measure the research variables. One of the measures examined is the outer loading value. In this analysis, a value of 0.70 was used as a benchmark for evaluating the indicators.

Based on the preliminary test results, indicators X1 through X12 have outer loading values ranging from 0.751 to 0.881. Meanwhile, indicators Y1 through Y15 had values ranging from 0.704 to 0.799, while Y16 had a value of 0.686. Since Y16's outer loading value was below 0.70, that indicator was removed from the model. After the removal, all remaining indicators had outer loading values above 0.70.

Table 1: Summary of Convergent Validity Test Results

Variable	Final Outer Loading Range	Description
Religiosity (X)	0,751–0,881	Meets the Requirements
Purchase Decision (Y)	0,702–0,803	Meets the Requirements

Source: SmartPLS test results on the research data file.

Based on these results, all retained indicators met the outer loading criteria used in this study. This indicates that these indicators have an adequate relationship with the variables they measure.

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Discriminant validity test

Average Variance Extracted (AVE) is used to evaluate convergent validity at the construct level. An AVE value of 0.50 or higher indicates that the construct explains, on average, at least half of the variance in its indicators.

Table 2: AVE Test Results

Variable	AVE Value	Description
Religiosity (X)	0,659	Meets the Requirements
Purchase Decision (Y)	0,565	Meets the Requirements

Source: SmartPLS test results from the research data.

The AVE values for the religiosity variable are 0.659 and for the purchase decision variable are 0.565. Both values are greater than 0.50. Thus, the test results support the establishment of convergent validity for both variables.

It should be noted that the AVE value is primarily used to assess convergent validity; it is not the sole basis for establishing discriminant validity. Discriminant validity must still be examined using the HTMT, Fornell-Larcker, or other appropriate measures.

Reliability Test Results

Reliability tests are used to determine the consistency of indicators in measuring research variables. In this study, reliability was evaluated using Cronbach's Alpha and Composite Reliability. A value above 0.70 is used as a benchmark indicating that construct reliability is adequate.

Table 3: Reliability Test Results

Reliability Test Results	Cronbach's alpha	Reliability of Composites
X	0,953	0,959
Y	0,945	0,951

Source: SmartPLS test results from the research file.

The test results show that the religiosity variable has a Cronbach's Alpha value of 0.953 and a Composite Reliability of 0.959. Meanwhile, the purchase decision variable has a Cronbach's Alpha value of 0.945 and a Composite Reliability of 0.951.

All of these values are above 0.70. This means that the indicators for both variables exhibit good internal consistency based on the reliability measures used. Thus, both constructs meet the reliability criteria in the research model.

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Structural Test
Hypothesis Test Results

Table 4. Hypothesis Test Results

	Sampel asli (O)	Rata-rata sampel (M)	Standar deviasi (STDEV)	T statistik (|O/STDEV|)	Nilai P (P values)
X -> Y	0,713	0,733	0,056	12,832	0,000

Source: SmartPLS test results from the research file.

Hypothesis testing was conducted to determine whether religiosity influences purchasing decisions regarding the AYCE concept among college students in Surabaya.

The test results show that the path coefficient of religiosity on purchasing decisions is 0.713. This value indicates a positive relationship. In other words, in the tested model, a higher level of religiosity is associated with a higher level of purchase decision. The t-statistic value of 12.832 is also greater than 1.96, while the p-value of 0.000 in the SmartPLS output indicates a value less than 0.05. The value 0.000 is the result of software rounding; therefore, in scientific reporting, it is more accurate to write it as $p < 0.001$.

Based on these results, hypothesis H_1 is supported by the data, while H_0 is rejected at the 5% significance level. This means there is a positive and significant relationship between religiosity and purchase decisions in this research model. However, these results do not imply that religiosity is the only factor influencing students' purchasing decisions. Other factors, such as price, food quality, menu variety, and social influence, were not tested as separate variables in the present model.

R-Square Test Results

R-Square is used to determine the extent to which the variation in the dependent variable can be explained by the independent variables in the research model.

Table 5. R-Square Test Results

	R-square
Y	0,508

Source: SmartPLS test results from the research data.

The R-Square value for purchase decisions is 0.508. This means that religiosity in this research model explains 50.8% of the variation in students' purchase decisions at all-you-can-eat (AYCE) restaurants.

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Meanwhile, the remaining 49.2% is attributed to variation not explained by the model. This unexplained portion may include other factors not included in the model, random variation, or measurement error.

These results indicate that religiosity has a fairly significant explanatory power in the tested model. However, the R-Square value cannot be used to conclude that religiosity directly causes 50.8% of purchasing decisions in the real world.

DISCUSSION

The results of the study indicate that religiosity has a positive and significant influence on purchasing decisions regarding the all-you-can-eat (AYCE) concept among college students in Surabaya. This conclusion is based on a path coefficient of 0.713, a t-statistic of 12.832, and a p-value of less than 0.001.

These findings suggest that religiosity is associated with students' decisions when choosing an AYCE restaurant. For Muslim consumers, religious values can be a key consideration when choosing food, including paying attention to the ingredients used, the preparation process, and the food's halal status.

These results align with the research focus of Usman and colleagues (2022), who examined the relationship between religiosity and decision-making styles and the intention to purchase halal-certified food. A study by Wibowo and colleagues (2022) also examined halal food purchasing decisions among Indonesian millennial consumers. Both studies serve as relevant references for understanding the relationship between religious values and consumer behavior in the context of halal food.

In addition, the study by Alimusa et al. (2024) examines factors associated with Muslim consumers' behavior in purchasing halal food. The study by Loussaief et al. (2024) also examines the role of religiosity in the intention to purchase halal-certified food. These references provide a basis for discussing religiosity as one of the relevant factors in consumption behavior.

Although this study is related to previous research, its findings must be understood in the context of the specific subject under investigation. This study specifically examines purchasing decisions at all-you-can-eat (AYCE) restaurants among college students in Surabaya, rather than merely the intention to purchase halal-certified food. Furthermore, the available data indicate a relationship within the tested model; therefore, it is insufficient to conclude that religiosity is the sole determinant of purchasing decisions.

An R-Square value of 0.508 also indicates that there is still variation in purchasing decisions that is not explained by religiosity. This makes sense because students' choices in selecting a restaurant may be influenced by many factors, such as price, food quality, menu variety, restaurant atmosphere, and the desire to socialize with friends.

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Overall, the test results support the hypothesis that religiosity is one of the factors influencing purchasing decisions in the AYCE context studied. These findings underscore the importance of understanding consumer behavior not only through economic considerations and personal preferences but also through the values that guide consumers in their daily lives.

The results of this study indicate that religiosity has a positive and significant influence on purchasing decisions at all-you-can-eat (AYCE) restaurants among college students in Surabaya. These findings suggest that religious values can be a factor students consider when choosing a place to eat. Therefore, AYCE restaurant managers need to understand that consumers consider not only price, taste, and the variety of menu options but also the halal status of the food served.

In practice, restaurant managers can provide clear information about ingredients, food preparation processes, and halal status. This way, consumers can feel more confident and comfortable when choosing that restaurant. Additionally, managers must continue to prioritize price, food quality, menu variety, and service to ensure customer satisfaction.

The findings of this study can also serve as a reference for food business operators to better understand their customers' habits and needs. Meanwhile, for future researchers, this study could be expanded by incorporating other factors, such as price, promotions, food quality, and peer influence, since college students' decisions when choosing an all-you-can-eat (AYCE) restaurant are not solely influenced by religiosity.

PRACTICAL IMPLICATION

The results of this study indicate that religiosity has a positive and significant influence on purchasing decisions at All You Can Eat (AYCE) restaurants among university students in Surabaya. These findings suggest that religious values can be one of the factors students consider when choosing a place to eat. Therefore, AYCE restaurant managers need to understand that consumers do not only consider price, taste, and menu variety, but may also take into account the halal status of the food served.

In practice, restaurant managers can provide clear information about food ingredients, preparation processes, and halal certification status. This can help consumers feel more confident and comfortable when choosing a restaurant. In addition, restaurant managers should continue to pay attention to pricing, food quality, menu variety, and service to ensure customer satisfaction.

The findings of this study can also serve as a reference for culinary business owners to better understand their consumers' habits and needs. Meanwhile, future researchers can develop this study by including other factors, such as price, promotion,

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food quality, and peer influence, since students' decisions to choose AYCE restaurants are not influenced by religiosity alone.

CONCLUSION

Based on the results of the SmartPLS analysis, it can be concluded that religiosity has a positive and significant effect on purchasing decisions regarding the “All You Can Eat” (AYCE) concept among college students in Surabaya. This is indicated by a path coefficient of 0.713, a t-statistic value of 12.832, and a p-value of less than 0.001. Thus, the hypothesis stating that religiosity influences purchasing decisions is supported by the research results.

The results of the measurement model testing also show that all retained indicators meet the outer loading criterion of above 0.70. The AVE values for both variables are above 0.50, while Cronbach’s Alpha and the composite reliability for each variable are above 0.70. These results support the fulfillment of convergent validity and construct reliability in the tested model.

An R-squared value of 0.508 indicates that religiosity explains 50.8% of the variation in purchasing decisions in the research model, while the remaining 49.2% is not explained by the model. Therefore, future research may consider other variables, such as price, food quality, promotions, and social influence, to gain a broader understanding of students’ purchasing decisions at all-you-can-eat (AYCE) restaurants.

This study has limitations because the available results do not include the actual number of respondents or detailed respondent characteristics. Additionally, the results of the discriminant validity test are not specifically provided. Both of these aspects need to be addressed to make the research report more comprehensive.

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