

# **HALAL RESTAURANT: LIFESTYLE OF MUSLIM STUDENTS IN YOGYAKARTA**

## **A THESIS**

**Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana  
Ekonomi (S1) in Management Program Faculty of Economics  
Faculty of Economics Universitas Atma Jaya Yogyakarta**



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**FACULTY OF ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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**A THESIS**

**Faculty of Economics**

**Universitas Atma Jaya Yogyakarta**

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**HALAL RESTAURANT: LIFESTYLE OF MUSLIM STUDENTS IN YOGYAKARTA**

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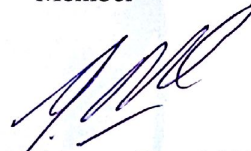
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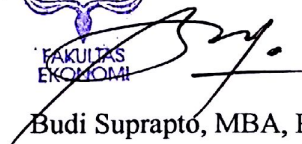
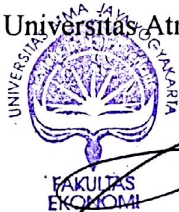


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## **AUTHENTICITY ACKNOWLEDGEMENT**

**I, the writer of this thesis, hereby declare that I compiled this thesis by myself.**

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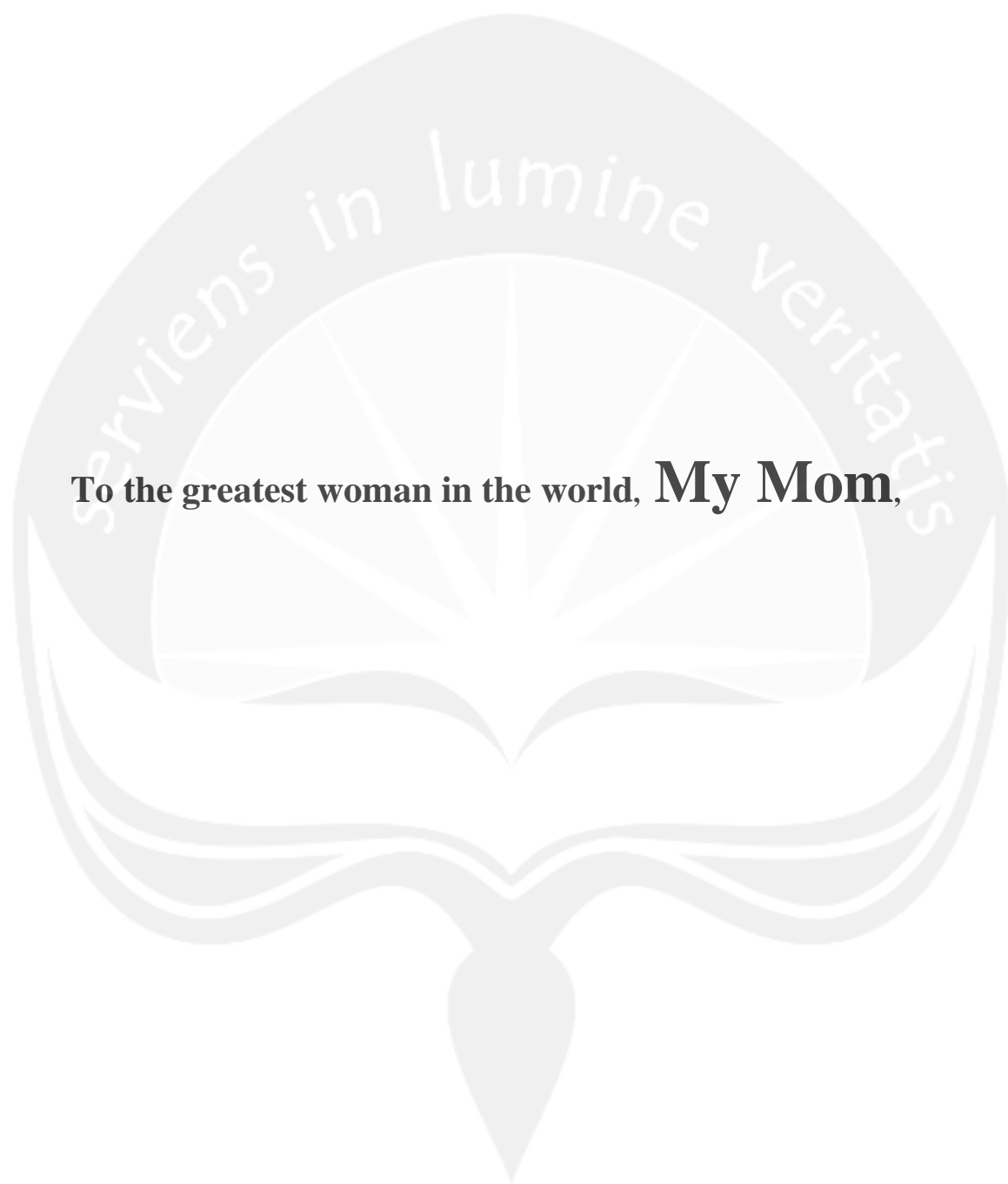
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**does not contain others' or part (s) of others' writing, except for those that have been cited and mentioned in the references.**

**Yogyakarta, 16 May 2016**

A handwritten signature in black ink, consisting of several overlapping loops and a long diagonal stroke extending upwards and to the right.

**Andi Oki**



To the greatest woman in the world, **My Mom,**

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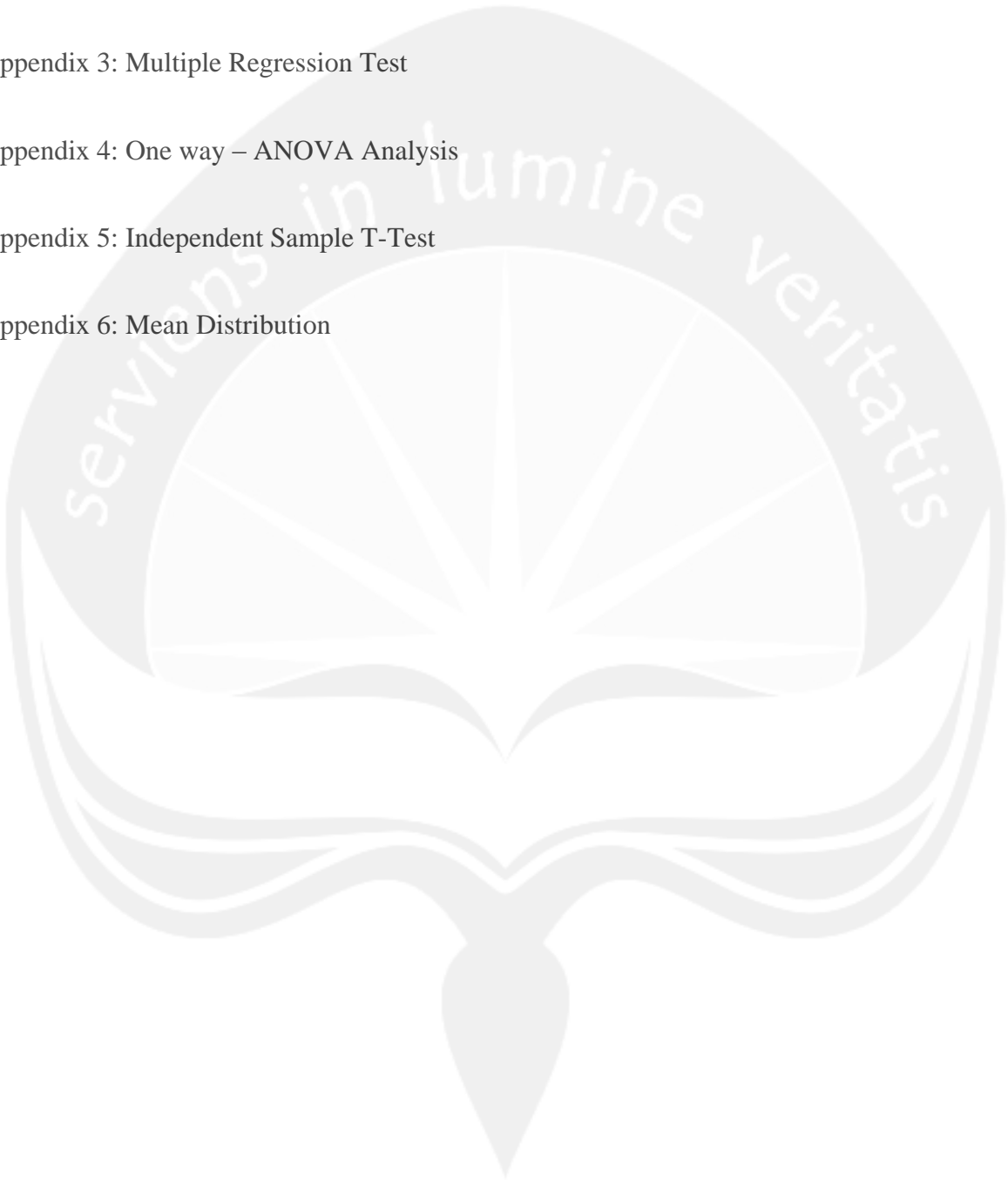
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## **ABSTRACT**

This paper is an outcome of a research project investigating on the scenario surrounding Halal restaurants in major cities, tourism destinations, and students' destinations for their study in Indonesia. It investigates factors that influence Muslim confidence level in choosing Halal restaurant to dine in and/or purchase food for their friends or relatives. From researcher exhaustive reviews on existing literature related to Halal concepts and extensive fieldwork studies, four variables were proposed, namely Devoutness; Awareness; and Lifestyle; tested for their influence on Confidence Level. For this paper, the report is on 252 questionnaires analyzed from 260 distributed at 6 universities deemed to be the most popular Muslims university and non-Muslim university in Yogyakarta, well known as student city. The results show that all variables are significantly correlated, regression analysis indicates Devoutness, Awareness, and Lifestyle significantly influence Muslim confidence level in selecting halal restaurant in Yogyakarta and there is a difference confidence between Muslim based and non-Muslim based university students.

**Keywords:** Halal; Students; Awareness; Lifestyle, Restaurant