HALAL RESTAURANT: LIFESTYLE OF MUSLIM STUDENTS IN YOGYAKARTA

Andi Oki
Gunawan Jiwanto

IBMP, Faculty of Economics, Universitas Atma Jaya Yogyakarta
Jalan Babarsari 43-44, Yogyakarta

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

Research Background

Indonesia is a big and beautiful country, which is famous of its diverse culturals, various ethnics and multilingual society. Indonesia is one of the big country that based on Muslimism religion. That is one of the reason why Indonesian is dominated by Muslims. Yogyakarta is a part of Indonesia which is well known of its culinary food, culture, and this city also well known as city of education or city of students. There are also a lot of Muslim based universities in Yogyakarta such as UMY (Universitas Muhamadiyah Yogyakarta), UII (Universitas Islam Indonesia), UIN (Universitas Islam Sunan Kalijaga), and etc.

Since there are many Muslim students in Yogyakarta, many restaurants really care about Halal. Although the owner of the restaurant is not a Muslim, but to get more customer and get an attention from the Muslim customer, they need to have a Halal brand on their restaurant to attract the Muslim customer and this might be one of the marketing strategy for them to get more customer so this might help every restaurant owner to understand more the Muslim customer needs and wants.

If we flashback to 1988, there were a pork rumor incident happened in Indonesia. This rumor caused some big company lost a lot of money and bankruptcy. Rumor is one of a nightmare for the company. It might cause a lot of trouble not only to the company but to the country. It could also decrease the GDP of a country or even lose some investors. So by doing this study, the writer hope the incident will not happen again because this study also studies that factor that influence the confidence level of Muslim in choosing the restaurant and also to see whether a Muslim really care about Halal branding or not.

Problem Identification

1. Does devoutness influence Muslim confidence level in choosing halal restaurant?
2. Does awareness influence Muslim confidence level in choosing halal restaurant?
3. Does lifestyle influence Muslim confidence level in choosing halal restaurant?
4. Is the confidence level in choosing restaurant of Muslim students different based on university status?
5. Is the confidence level in choosing restaurant of Muslim students different based on their gender?
6. Is the confidence level in choosing restaurant of Muslim students different based on their income?
7. Is the confidence level in choosing restaurant of Muslim students different based on their living place?

Purpose of Study

1. To see whether devoutness influence Muslim confidence level in choosing halal restaurant or not.
2. To see whether awareness influence Muslim confidence level in choosing halal restaurant or not.
3. To see whether lifestyle influence Muslim confidence level in choosing halal restaurant or not.
4. To see whether the confidence level in choosing restaurant is different based on the university status.
5. To see whether the confidence level in choosing restaurant is different based on the gender.
6. To see whether the confidence level in choosing restaurant is different based on the Income.
7. To see whether the confidence level in choosing restaurant is different based on the living place.

Benefits of Study

This research will give us some information about the Muslim people behavior specially in their lifestyle. By knowing this information, whether they concern about the Halal brand in the restaurant or not, we can make a conclusion and also can consider more on running some food business in Yogyakarta for that branding concern.

The other benefit of this research is we can know more about the variables that really affecting the confidence level of Muslim people in choosing the Halal restaurant in Yogyakarta. If the people that has a restaurant already know the variable that can increase the confidence level of the Muslim people, then it will be easier for them to get more Muslim customer. And by knowing the level of the confidence level in choosing halal restaurant, they can make an estimation of the customer monthly or yearly. This might really help them in the financial of the business and not only that, it will also help them to make some decision such as what place they should open the business and who is their target customer. So this research can be very important for the restaurant owner. Besides that, by knowing the variables that affecting the confidence level in choosing the halal restaurant, the friend of the Muslim people or the family that is Non-Muslim can also be more aware and be more careful while asking the Muslim friend to have dinner or lunch in such of the restaurant.

LITERATURE REVIEW

Muslim

Muslim is a code of conduct, a way of life and an explanation of existence as defined by God (swt). This is elucidated and preserved within the Qur'an, and the documented sayings and practices of the prophets from Adam to Muhammad(saw). For something to be Muslimism, it must be attributable to that which is considered praiseworthy and pure. A Muslim is one who submits to will of God in belief and actions (Wilson,2011)

Halal

What is Halal? Halal ('permissible') the object that is permissible according to Muslimism law. The term covers and designates not only food and drink but also all matters of daily life. It is stated that Halal is an Arabic word meaning lawful or permitted. It is the standard of conduct for prescribed in the Qur'an (scripture). The opposite of halal is haram, meaning unlawful or prohibited. Halal and haram apply to all facets of life. They are commonly used to describe cosmetics, pharmaceuticals, food products, ingredients and food preparation materials. Alcohol is prohibited, as is any pork produce. Halal meat is meat that has been slaughtered according to practice.

Devoutness

Many has suggested on the important of religion in influencing consumers' attitude and behavior (Shaari and Ariffin, 2010; Pettinger et al., 2004). Religion has also been linked to food purchasing decisions and eating habits (Blackwell et al., 2001). In many societies, religion is in fact one of the most influential roles in food choice (Dindyal, 2003; Essoo & Dibb, 2004). Soesilowati (2011) found that degree of concern in consuming halal food is positively correlated to respondents' religiosity. Shaari, Ahmad Nordin, & Abdul Malek (2013) measures devoutness for in the scope of the 'strictness' and/or the 'faithfulness' of a person in following ic teaching when it comes to choosing food. Shaari, Khalique & Rashid Manan (2013) further tested this measurement and found that devoutness does influence consumer confidence in choosing Halal restaurant in Kuching. Replicating the test in the case of Yogyakarta, it is hypothesized that devoutness will influence (Shaari et al, 2013)

Awareness

Halal means activities allowed or permissible by while Haram are those prohibited (Berry, 2000; Eliasi & Dwyer, 2002). As Halal covers many parts of life, it is important for consumers to understand the concept of 'Halalan Thoiyyiban' where halal is not only permissible but also wholesome, which Mariam (2008) has found to be still lacking in the awareness and understanding. It is hypothesized that if respondents are aware of these initiatives, coupled with their understanding on the benefits of principle of halal; and provided that the visited restaurant has what it takes to be a 'halal restaurant', they will be more confident to choose that particular restaurant. (Shaari et al,2013).

Lifestyle

Halal, for its promised benefit not only could be described as a standard but also a lifestyle; particularly, though not limited to dominated country such as Indonesia, but also for non- society.. In other words, this suggests that it is a lifestyle to select a halal restaurant. (Shaari et al,2013).

Confidence Level

The researchers hypothesized that the consumer confidence level could be influenced by the independent variables provided that the respondents are devoted to follow teaching in selecting their food and places to dine; are aware of the issue regarding halal principle and the benefits and efforts by the Indonesian government; and living the lifestyle that would not compromise Halal criterions. The confidence level is measured by the respondents' agreement to statements such as whether seeing halal logo will cause them to be comfortable, at ease, and/or confidence enough to choose that particular restaurant; to dine there; to purchase for friends and to recommend it to others. (Shaari et al,2013)

Hypothesis Development

So by the literature review, there are 3 hypotheses in this research:

H1   : Devoutness influence Muslim confidence level in choosing halal restaurant

H2   : Awareness influence Muslim confidence level in choosing halal restaurant

H3   : Lifestyle influence Muslim confidence level in choosing halal restaurant.

But then, this hypothesis still can be developed since in the previous study did not classified the Muslim such as their gender, their income and their living place. Therefore, in this study, the researcher is going to develop and classified the Muslim so the result will be more detailed and we can see the Confidence level of Muslim in different way.

H4   : The confidence level in choosing restaurant is different based on the university status.

H5   : The confidence level in choosing restaurant is different based on the gender.

H6   : The confidence level in choosing restaurant is different based on the income.

H7   : The confidence level in choosing restaurant is different based on the living place.

RESEARCH METHODOLOGY
Research Object
This research will be conducted in Yogyakarta and the object of this research is some university's Muslim students in Yogyakarta.

Data Collection Method
the writer using purposive sampling as the sampling technique because the writer just randomly distributes the questionnaires to the Muslim students randomly in their campus.

Sample and Sampling Method
This paper reports the findings of 252 questionnaires from the distributed 260 questionnaires, 99.92% response rate from 6 universities in Yogyakarta (which are UIN, UMY, UAJY, STIE YKPN, UII and UGM) because the writer distributes the questionnaire directly and wait the respondent finished the questionnaires.

Analysis tool
The data in this research was analysed in multiple regression. Multiple regression analysis was used in a situation where more than one independent variables were hypothesized to affect one dependent variable (Sekaran and Bougie, 2010). In this research, multiple regression was used in order to find out the effect of devoutness, awareness, and lifestyle of Muslim people nowadays toward the level of confidence in choosing the restaurant. Independent sample T test and One way ANOVA will also be used due to find the difference of students by their different gender, income and living place.

Respondents' Profiles

Gender	Male	Female	
	125 (49.60%)	127 (50.40%)	
Living place	**Boarding house**	**Parent's house**	**Sibling's house**
	164 (65.07%)	67 (26.58%)	21 (8.333%)
Monthly income	**<1.5 million**	**1.5million-3million**	**>3million**
	157 (62.30%)	83 (32.93%)	12 (4.76%)
University	**Muslim Based university**		
	UIN	UGM	UMY
	42(16.66%)	42(16.66%)	42(16.66%)
	Non-Muslim based university		
	UAJY	STIE YKPN	UII
	42(16.66%)	42(16.66%)	42(16.66%)

Table 1 describes the demographic of the respondents. Majority at 50.40% from 252 respondents were Female respondents. The living place of the respondents mostly in a boarding house since most of the respondents are students so the majority should be in boarding house. Even though they are from Yogyakarta, most of them live in place near the campus with 164 persons or 65.07% from 252 respondents. The majority respondents' income is less than 1.5 million rupiahs because in Yogyakarta the living cost is not really high so 1.5 million is the average number of income from parents every month. Moreover, the last, for the number of student that become the respondent is the same from 6 universities which is 42 students. The researcher intentionally distributed the same number of questionnaire because the researcher is going to compare the Non-Muslim based university students and Muslim based university students

Validity measurement is needed in this research. It is measured by using SPSS 22.00 for Windows. The level of confidence is 95% and the degree of freedom (df) equals to n-2, which is 252-2 and the result is 250. The measurement is seen by comparing the corrected item-total correlation with the value in r table that is mentioned for 250 df. The value of the r table is 0.1236, therefore we need to see which one of the item that has r-count > r-table to be concluded as a valid item. And all of the data in this study are valid.

Reliability Test
In order to have reliable variable, we have to make sure that the value of the α (alpha) more than 0.6. It is measured by using SPSS 22.00 for Windows. This study shows that all of the data is reliable.

Multiple Regression Analysis

Variable	Standardized Coefficients	T	Sig.	Result
	Beta			
(Constant)		-1,151	0,251	
Devoutness	0,298	5,824	0,000	Significant
Awareness	0,387	7,714	0,000	Significant
Lifestyle	0,261	5,403	0,000	Significant
F-Test				147,718
Adj. R Square				0,637
Probability				0,000

a. **Explanation of Hypothesis 1**

Devoutness has a positive influence towards the confidence level in choosing restaurant. The coefficient is 0.48 with significance equal to 0.000 or less than 5%. This result shows that the first hypothesis "Devoutness positively influence Muslim Confidence Level in Choosing Halal Restaurant" is supported.

This significant result shows us that the devoutness can influence the Muslim confidence because when we have a good devoutness we tend to follow the religious teaching which is Halal food is a must for Muslim and we need to avoid Haram food.

b. **Explanation of Hypothesis 2**

Awareness has a positive influence towards the confidence level in choosing restaurant. The coefficient is 0.47 with significance equal to 0.000 or less than 5%. This result shows that the first hypothesis "Awareness positively influence Muslim Confidence Level in Choosing Halal Restaurant" is supported.

This significant result shows us that the Awareness can influence the Muslim confidence because when we aware about Halal issue, if we deeply understand about the Halal law, we tend to avoid Haram food because we already know the consequences. And that consequences make us think twice when we want to choose a restaurant.

c. **Explanation of Hypothesis 3**

Lifestyle has a positive influence towards the confidence level in choosing restaurant. The coefficient is 0.31 with significance equal to 0.000 or less than 5%. This result shows that the first hypothesis "Lifestyle positively influence Muslim Confidence Level in Choosing Halal Restaurant" is supported.

This significant result shows us that the Lifestyle can influence the Muslim confidence because the lifestyle of person can determine their

behaviour. They can be an ignorant to their religious law or not it depends on how their lifestyle. For example, the way they make friend also determine their confidence level in choosing a restaurant. When they have a Muslim friends around, of course they can remind each other to have a Halal food. But if they surrounded by Non-Muslim friends it is most likely for them to forget about this Halal law because their friends do not even care or mention about the Halal food at all.

Based on Table 4.5 above can be seen that all the t of Devoutness (X1), Awareness (X2), Lifestyle (X3) significantly affecting the dependent variable which is Confidence level in choosing restaurant (Y) because the Significant of that 3 variables are all 0.000 which is less than the alpha (0.05). And if we see from the T statistic, they are all higher than the T table (1.9695).

Based on the table 4.5 above, we can conclude that the Probability is 0.000 and it is less than 0.05. And we can also see that the F stat is higher than F table which is 147.718 > 2.641. So we can conclude that all of the independent variable jointly affecting the dependent variable.

Based on Table 4.5 above, we can conclude that the Adjusted R-Squared is 0.637. Which means 63.7% of confidence level is explained by devoutness, awareness and lifestyle. The rest of 36.3% can be explained by other variables that is not mentioned in this study.

Independent Sample T-Test (Between male and Female)

Independent Samples Test between male and female

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
confidence level	Equal variances assumed	1.611	.206	-1.250	250	.212	-.810	.648	-2.085	.466
	Equal variances not assumed			-1.252	242.218	.212	-.810	.647	-2.083	.464

From the result above, we can see that the prob/sig is 0.212 which is higher than the alpha (0.05), so the Ho is supported. And from the result we can also see that the T stat is lower than T-Table which is -1.250 < 1.9695, so Ho is

supported. Because the Ho is supported, then we can conclude that there is no difference of confidence level in choosing restaurant between the male and the female Muslim students.

Independent Samples Test (Muslim and Non-Muslim based university)

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
confidence	Equal variances assumed	.067	.796	-2.881	250	.004	-1.841	.639	-3.100	-.582
	Equal variances not assumed			-2.881	245.732	.004	-1.841	.639	-3.100	-.582

From the result above, we can see that the prob/sig is 0.004 which is lower than the alpha (0.05), so the Ha is supported. And from the result we can also see that the T stat is lower than T-Table which is 2.881>1.9695, so Ha is supported. Because the Ha is supported, then we can conclude that there is a difference of confidence level in choosing restaurant between the Muslim based and Non-Muslim based university students.

Based in the result we get by using Independent sample T test, we can see that the probability is 0.004 which means it is significant or it has difference confidence based on the University of the Respondents.

Based on the analysis result, we can see that the university will not affect their confidence in choosing a restaurant. Because university is a place for student to study, they spend a lot of time in their university, sometimes student called their university as their second home because they spend a lot of time in the university. Of course by spending a lot of time in the university, they meet a lot of people that can change their behaviour (environment). Environment of the Non-Muslim based university is totally different with Muslim based university. The Muslim based university such as UII, UMY and UIN will have more Muslim students around. And that will make the respondent behave like them. And of course, Muslim based university has their own culture than non-Muslim based university. The writer believe this different culture become one of the factor why their confidence level is different to each other. Moreover, Researchers have

demonstrated that differences in culture can influence confidence in decision-making (Lundeberg, Fox, Brown, & Eldebour, 2000). That is one of the reason why the Muslim based university students have a different confidence of choosing a restaurant rather than the Non-Muslim based university students.

One Way ANOVA test

Income per month

Variable	Income per month	Mean	Prob (P)	Result
Confidence Level in Choosing Restaurant	**< 1.5 million rupiah**	**32.38**	**0.09**	**Not Significant (There is no difference)**
	1.5-3 million rupiah	**31.92**		
	>3 million rupiah	**27.67**		

Based in the result we get by using one-way ANOVA test, we can see that the probability is 0.09 which means it is not significant or it has no difference confidence based in the income per month of the respondents.

Based on the analysis result, we can see that the income of respondent will not affect their confidence in choosing a restaurant. Because for choosing a Halal food or not, people do not care about the price of that food. For example, if there are 2 restaurants, one is Halal and one is Non-Halal, the Muslim will not choose the non-Halal restaurant just because it is cheaper or just because they have a high or low income. It is their responsibility to eat in the Halal restaurant, so the income of the respondent will not be affecting their confidence level in choosing a restaurant.

One Way ANOVA test (Living place)

Variable	Living place	Mean	Prob (P)	Result
Confidence Level in Choosing Restaurant	**Kos (Boarding house)**	**31.99**	**0.742**	**Not significant (There is no difference)**
	Rumah Orang tua (Parent's house)	**31.75**		
	Rumah Saudara (Relative's house)	**32.86**		

Based in the result we get by using one-way ANOVA test, we can see that the probability is 0.742 which means it is not significant or it has no difference confidence based on the living place of the respondents.

Based on the analysis result, we can see that place they are living will not affect their confidence in choosing a restaurant. Living alone in boarding house, living with parents or living with relatives just about where and with who

they are living. It has no relation with their confidence in choosing a restaurant. When they really want to eat Haram food, they can just eat it because to go to a restaurant, the Muslim student do not only go with their parents or relative, but they can also go with their friends.

Hypothesis Testing and Discussion

To test the hypotheses, the multiple regression was used. Devoutness, Awareness, and Lifestyle as the independent variables and Level of confidence in choosing restaurant is the dependent variable. Moreover, in the next model, ANOVA was used to see the difference between the Non-Muslim based university student devoutness, awareness, lifestyle and confidence level and the Muslim based university students. Not only that, but the writer also tests the ANOVA using the respondents' data such as their gender, living place and their income to see any differences.

In the previous study. It is stated that consumer in Kuching are "aware" of the Halal issues, but has been a part of the culture living in a particular type of "lifestyle of not so strict", devoutness would play stronger role in motivating or influencing their confidence level. The same reasoning is applicable in the case of consumer in Penang. Consumer do aware of the Halal issues – concepts and benefits; and they do have faith and are strict in selecting halal restaurant; however, in term of lifestyle, their agreement is relatively higher than Kuching". From that statement we can conclude that the previous study believes that lifestyle of not so strict change people. They do not eat as strict as before. The globalization force people to do everything fast and instant, therefor people sometimes do not care too much in what they are eating. That is why the devoutness and awareness is not significantly affect the confidence level in choosing the restaurant.

We do not talk or mention about discrimination but the labelling of Chinese in Indonesia is they always cook using pork oil or anything contains pork or Haram ingredient to make the food tasty and more delicious. Reminds us that Indonesia has a diversity ethnic, culture and etc. That diversity still makes Muslim afraid that the food they consume is not guarantee Halal. So that makes the different result of the study. Especially in this sample, the writer takes half of the respondents from Muslim based university. Of course their environment is surrounded by Muslim student. And that will increase their belief to always consume Halal food. So their devoutness and awareness is higher than the student in non-Muslim based university. And the last, there is a theory that show us the reason of different behavior between the Muslim in Indonesia and Malaysia. In Indonesia, nationalist leaders sought to confine Islamic politics to the periphery of the political system but failed to prevent Islamic ideas from resurging as a threat to the modern nation-state.

By contrast, nation-building in Malaysia has been more successful because the state acted 'flexibly' and 'pragmatically' as the guardian of Islamic ideals (Hamayotsu, 2002: 356). So because of this flexibility in Malaysia, they

can express their idea and behave like what they want to. But in Indonesia, they need to behave and do anything based on the Islam teaching because of that strictness of Islam teaching and belief. We can see that there are some organization that always complain and punish Muslim in Indonesia if they do something's like they did learn in their Al'quran. As is already stated in the chapter 2 about previous study, the researcher is going to relate this theory with the result from the Muslim students in Yogyakarta.

1) Based in hypothesis 1 result, it shows that Devoutness positively influence the Confidence level in choosing restaurant.While the previous study, In Penang, the result shows that Devoutness does not influence the confidence level in choosing restaurant. There is different result between Malaysia and Indonesia. Religion has also been linked to food purchasing decisions and eating habits (Blackwell et al., 2001). In many societies, religion is in fact one of the most influential roles in food choice (Dindyal, 2003; Essoo & Dibb, 2004).By this theory, the researcher can assume that Indonesian Muslim has stronger faith rather than Malaysian Muslim in case of their devoutness. By a high devoutness, people in Indonesia will always dine based on the Islamic Law. And in Yogyakarta, it is proved that their Yogyakarta Muslim students' devoutness is high.

2) Based in hypothesis 2 result, it shows that Awareness positively influence the Confidence level in choosing restaurant. While the previous study, In Penang, the result shows that Awareness does not influence the confidence level in choosing restaurant as well. There is different result between Malaysia and Indonesia It is hypothesized that if respondents are aware of these initiatives, coupled with their understanding on the benefits of principle of halal; and provided that the visited restaurant has what it takes to be a 'halal restaurant', they will be more confident to choose that particular restaurant. (Shaari et al,2013). From this theory and the result, we can conclude that the Muslim in Yogyakarta are more aware of the benefits of principle of halal rather than the Malaysian Muslim.If the Muslims in Yogyakarta aware and understand well the benefits of principle of Halal, they will always keep in their mind that they should always eat Halal. In the result of this study, it is stated that the Awareness of Yogyakarta Muslim students are influencing their confidence level in choosing the restaurant. So, the awareness also play a big role and the Awareness of Muslim in Yogyakarta is high.

3) Based in hypothesis 3 result, it shows that Lifestyle positively influence the Confidence level in choosing restaurant. The same thing happened in Penang. The Lifestyle of Muslim in Penang also positively influence the confidence level in choosing restaurant. Halal, for its promised benefit not only could be described as a standard but also a lifestyle; particularly, though not limited to dominated country such as

Indonesia, but also for non- society.. In other words, this suggests that it is a lifestyle to select a halal restaurant. (Shaari et al,2013). The lifestyle play a big role specially in this Globalization Era, what we dine now, it mostly because of our lifestyle. In Yogyakarta, the Muslims' confidence level is also influenced by the lifestyle. In previous study in Penang, it also shows that lifestyle is positively influence the confidence level in choosing restaurant. Therefore, the researcher can surely say that lifestyle has a big role in influencing the confidence level of Muslim in choosing the restaurant. In previous study, it is stated that Malaysia people nowadays has been a part of the culture living in a particular type of 'lifestyle of not so strict'. However, that only happen if the devoutness and awareness of Halal is not high. Different with Indonesia that still has a high devoutness and awareness. Therefore, Indonesia Muslim people are not influence by that kind of lifestyle. The researcher also believes that that kind of culture (lifestyle f not so strict) is caused by the Globalization. That is why; people in Indonesia also need to care more about this globalization effect especially towards the youngster such as students because they got influenced easily. In the previous study also stated that the lifestyle of not so strict in Malaysia is caused by a low Devoutness and awareness of the Muslim. So Indonesia need to maintain that high devoutness and awareness so the Muslim will always care about their food. Therefore, the researcher thinks devoutness, awareness and lifestyle is highly related to each other so we need to balance three of these things in our life.

The researcher already shows the result of what variables influence the dependent variable. Moreover, we can see that in Indonesia, there are 3 variables that influence the confidence level of Muslim in choosing a restaurant. Which are devoutness, awareness and lifestyle. The confidence level is measured by the respondents' agreement to statements such as whether seeing halal logo will cause them to be comfortable, at ease, and/or confidence enough to choose that particular restaurant; to dine there; to purchase for friends and to recommend it to others. (Shaari et al,2013). From the result of this study, we can see that the Muslim in Yogyakarta still really care about the Halal brand. It cause the Muslim students' in Yogyakarta confidence to dine in some resataurant. So, Indonesia still need to conduct this Halal Logo in every restaurants and Devoutness, Awareness and lifestyle of Muslim students in Yogyakarta should be maintained all the time.

Conclusion

This study was a modified replication study from Jamal Abdul Nassir Shaari, Muhammad Khalique, Nurul Izza Abdul Malek in 2013 titled, "Halal Restaurant: Lifestyle of Muslims in Penang", not all of the case is the same with the previous study. This research is to conducted to find whether there is a positive influence of devoutness, awareness and lifestyle towards the confidence level in choosing restaurant. Some hypotheses were added to see some differences

between the gender, living place, income and university towards the confidence level in choosing the restaurant. And the result comes out with:

1) The result from Indonesia's Muslim and Malaysia's Muslim is different. We can see that the devoutness and awareness in Malaysia is not positively influence the confidence level in choosing the restaurant while in Indonesia it is.

2) The environment of the Muslim gives an impact to the devoutness, awareness and lifestyle of the Muslim students, it can be seen from the result of ANOVA test between the Muslim based university students and Non-Muslim based university students.

3) Gender, living place and income do not give differences in people's confidence level in choosing a restaurant.

The conclusion is the different demography might give a different result of study. Malaysia and Indonesia have some similarity such as most of the people's religion is Islam. But the culture and the other thing still different from one to another. How the people take the globalization impact also different. In Indonesia, although globalization is very strong, but they still hold their belief strongly. But different to Malaysia, lifestyle might change their attitude or behaviour.

Research Limitation

1) There is bias during the survey process which is the researcher waited for the repondents and stand beside them while the respondents filled the questionnaires. That become a bias for the survey because it makes the respondent tend to ask a question while the researcher was around them. The researcher should leave the respondent alone to fill the questionnaire because it is stated also that in the prestest there is no questions were asked.

2) In this study, the researcher should concern more to the Muslim students' belief. But in this research, the researcher only judges the Muslims based on the University status, in fact the we can not measure how strong the belief and the devoutness of people by their university status. So what should the researcher see is the Muslims' characteristic not the University status since this study is more about their belief and behavior.

Suggestions for Future Research

There are some suggestions regarding to the future research. First, future researcher can add more hypotheses such as the comparison between the Muslim students in Catholic based university (such as UAJY) and Muslim students in Muslim based university, so people will get more information of Muslim behaviour in this research. The researcher also would like to suggest that the questionnaire was distributed in hardcopy because it is easier to control or monitor rather than using the softcopy such as internet based questionnaire because it is hard to control and monitor.

The future research should not be based on the University status but using the belief of the Muslim student itself. The last, the researcher suggests that in distributing the questionnaires, the researcher should not stand beside or around the respondents, it is better to monitor in a distance.

Refferences

Shaari, J. A., Khalique, M., & Malek, N. I. (2013). Halal Restaurant : Lifestyle of Muslims in Penang. *International Journal of Global Business*, 6(2), 1-15.

Talib, M. S., & Hamid, A. B. (2014). Halal logistics in Malaysia: a SWOT analysis. *Journal of Islamic Marketing*, pp. 322-343.

Wilson, J. (2011). The challenges of Islamic branding: navigating emotions and halal. *Journal of Islamic Marketing*, pp. 28-42.

Berry, D. (2000), 'What is Halal?' *Dairy Foods*, 101(4), 36.

Shaari, J.A.N. and Mohd Arifin, N.S. (2010), "Dimension of Halal Purchase Intention: A Preliminary Study", *International Review of Business Research Papers*, Vol. 6 No. 4, pp. 444-456.

Shafie, S., & Othman, M. N. (2006, September). "Halal certification: an international marketing issues and challenges". In *Proceeding at the International IFSAM VIIIth World Congress* (pp. 28-30).International Journal of Global Business, 6 (2), 1-15, December 2013 13

Soesilowati, E. S. (2011). "Business opportunities for halal products in the global market: Muslim consumer behaviour and halal food consumption". *Journal of Indonesian Social Sciences and Humanities*, *3*, 151-160.

Vedi R. Hadiz and Khoo Boo Teik (2011). "Approaching Islam and politics from political economy: a comparative study of Indonesia and Malaysia". *The Pacific Review*, Vol. 24 No. 4 September 2011: 463–485.

Frederick M. J. Lichacz (2009). "Calibrating Situation Awareness and Confidence Within a Multinational Coalition Operation". Military Psychology, 21:412–426, 2009.

Rhenald Kasali (1998). "Using Communication Strategies to Design Food Marketing Strategies, The Pork Fat Rumor in Indonesia". KELOLA, 19/VIII/1998.

Zaim Uchrowi and Bir-biro (1988) "BABI ATAU BUKAN". Tempo, 70-73,1988.

Syafiq Basri, A.T., M. Baharun (1988) "Bisnis pun Tergelincir Lemak". Tempo, 76-77, 1988.

Islamic Council of Victoria brochure (2014), "What is Halal - A Guide for Non-Muslims"http://www.icv.org.au/index.php/publications/what-is-halal (accessed on 16 June 2015).

Agus Dwianto (2015)**,** "uji anova satu faktor dengan spss........................", http//www.sangpengajar.com/2015/03/ uji anova satu faktor dengan spss (accessed on 21 April 2016).