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Consumer Awareness in Halal Products of Korean Restaurants in Bandung

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ABSTRACT

The aim of this study is to find out the influences of consumer halal awareness on product purchasing in Korean restaurants in Bandung City. The method used in this study is a quantitative survey method, with 196 Muslim respondents in Korean restaurants in Bandung. The primary data was obtained by distributing questionnaires using the technique of Accidental Sampling. The results obtained from this study show that there are three factors that affect halal awareness significantly, which are religious beliefs, halal certification, and information. For factors of health and ethnic food, reasons did not have a significant influence on halal awareness. Based on the results it can be suggested that culinary entrepreneurs and related institutions should provide knowledge to consumers about the importance of consuming halal products, whether through mass media or electronic media.

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1. INTRODUCTION

The tourism sector is become an important for Indonesia and Korea economy because of its significant role as a source of foreign exchange revenue (Ningsih, C. & Sudono A., 2016). Recently South Korea is identically related to Hallyu or the Korean Wave phenomenon. The enormous expansion of the Korean entertainment industry all over the world has made people exposed to Korean culture (Jin & Yi, 2020). Kim (2016, in Indrawan et al., 2020) stated that Korean Wave is usually disseminated in the form of fashion, film, drama, music, culinary, and other cultural characteristics that lift the identity of the South Korean state. Taking on non-Western local forms, Korean cultural and digital creations have rapidly become global sensations, as is especially illustrated by the music group BTS's worldwide success towards the end of the 2010s and the early 2020s. Korea's export of its domestic cultural goods and services to foreign countries has increased exponentially by as much as 44.1 times, from US\$188.9 million in 1998 to US\$8.3 billion by 2018 (Korea Creative Content Agency (KOCCA), 2019).

Indonesia has been recorded as one of the largest Korean fandom based on Korean Broadcast Programs Exported to Indonesia from 2002 to 2014 (Jeong et al., 2017). It might be caused by racial and cultural similarities as Asian country makes Korean narration much more related to Indonesian daily life. Furthermore, the appearance of actors and actresses might be more achievable to follow thus shifting a current beauty standard. Jeong et al., (2017) mentioned that the success of movies and Korean dramas aired in Indonesia in 2002 followed by the hype of Korean music starting in 2007 has shifted the young generation's preference for music and created a new social community named K-Popers. K-Pop is packaged as attractive as possible in the form of music performed by charming girl bands and boybands, and able to combine singing and dancing, making K-Pop different from other kinds of music (Sarah, 2012).

Ryoo (2009) stated that the deployment of Indonesian society's admiration of Korean culture is seen in public enthusiasm for consuming Korean skincare and makeup, learning the Korean language, the adapted model of Hanbok in Moslemwear, and the enthusiasts in consuming Korean food. Seeing the number of territories and typical Korean culinary efforts scattered in various areas of Indonesia, especially in Bandung, one of the notable culinary city centers in Indonesia (Resmi I., C., et al. 2023). In this paper, the researchers will focus on research based on the number of businesses most distinctive culinary Korea are located in Bandung and its surroundings. The number of the Korean culinary restaurant by region were as follows:

Table 1. Typical Korean Culinary Enterprises by Region in Bandung

No.	Restaurant Name	Address	Halal Status
1	Chingu Café	Jl. Sawunggaling No. 10, Tamansari, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40116	Unknown
		Jl. Buah Batu No. 218, Cijagra, Kec. Lengkong, Kota Bandung, Jawa Barat 40265	
2	Little Seoul	Jl. Gegerkalong Hilir No. 40A, Gegerkalong, Kec. Sukasari, Kota Bandung, Jawa Barat 40153	Unknown
		Jl. Purwakarta No. 178, Antapani Kidul, Kec. Antapani, Kota Bandung, Jawa Barat 40291	
3	Oharang	Jl. Sukawangi No.2, Gegerkalong, Kec. Sukasari, Kota Bandung, Jawa Barat 40111	No Pork No Lard
		Jl. Jend. H. Amir Machmud No. 674, Cimahi, Kec. Cimahi Tengah, Kota Cimahi, Jawa Barat 40115	

No.	Restaurant Name	Address	Halal Status
		Jl. Purnawarman No. 2, Babakan Ciamis, Kec. Sumur Bandung, Kota Bandung, Jawa Barat 40117	
		Talaga Bodas St No. 54, Malabar, Lengkong, Bandung City, West Java 40262	
4	Caffé Bene	Jl. Ir. H. Juanda No. 155, Lb. Siliwangi, Kecamatan Coblong, Kota Bandung, Jawa Barat 40132	
		Jalan Parahyangan Raya, Ruko HBBC No. 1-2, Cipeundeuy, Kec. Padalarang, Kabupaten Bandung Barat, Jawa Barat 40553	
5	Jungchan Dining	Jl. Bukit Pakar Timur No. 76E, Ciburial, Kec. Cimenyan, Kabupaten Bandung, Jawa Barat 40198	Non Halal
6	Hot Oppa	Jl. Komp. Veteran RI, Cipageran, Kec. Cimahi Tengah, Kota Cimahi, Jawa Barat 40511	No Pork No Lard
7	Korean House Restaurant	Jl. Sukajadi No. 175, Sukabungah, Kec. Sukajadi, Kota Bandung, Jawa Barat 40162	No Pork No Lard
8	Mujigae	4J44+G29, Cipaganti, Coblong, Bandung City, West Java 40131	Halal
9	Chung Gi Wa	Jl. Lemah Neundeut No. 87-89, Sukawarna, Kec. Sukajadi, Kota Bandung, Jawa Barat 40164	Non Halal
		Jl. Sumatera No. 5, Braga, Kec. Sumur Bandung, Kota Bandung, Jawa Barat 40117	
		Jl. Tamansari Bawah No. 1, Tamansari, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40116	
		Jl. Dipati Ukur No. 68B, Lebakgede, Kecamatan Coblong, Kota Bandung, Jawa Barat 40132	
10	Spicy Won	Jl. Gegerkalong Girang No. 18, Gegerkalong, Kec. Sukajadi, Kota Bandung, Jawa Barat 40153	No Pork No Lard
		Bekas Bank BJB, Sebelah Bank BTN, Jl. Raya Bojongsoang No. 87, Bojongsoang, Kec. Bojongsoang, Kabupaten Bandung, Jawa Barat 40288	
		Jl. Cikutra, Dekat Pertigaan Jl. Bojong Koneng No.189, Kota Bandung, Jawa Barat 40124	
11	Pochajjang Korean BBQ	Jl. Bahureksa No. 21, Citarum, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40115	Halal
12	Gildak	Jl. Ibrahim Adjie No. 418, RT.01/RW.09, Binong, Kec. Batununggal, Kota Bandung, Jawa Barat 40275	Halal (Certified)
13	Eonni Kitchen	Sobri, Jl. Cibogo Atas No.Blok H, Sukawarna, Sukajadi, Bandung City, West Java 40164	Halal (Certified)
14	Charada Korean BBQ	Jl. Kb. Jukut No.25-29, Babakan Ciamis, Kec. Sumur Bandung, Kota Bandung, Jawa Barat 40117	Non Halal
15	Moon Kitchen	Jl. Rajawali Timur No.251F, Dungus Cariang, Kec. Andir, Kota Bandung, Jawa Barat 40183	No Pork No Lard
16	Namba Korean Food	Jl. Gandapura No. 16, Bandung	Halal
		Jl. Ir. H. Djuanda No. 96, Bandung	
		Jl. A. H. Nasution No. 46, Cigending, Kec. Ujung Berung, Kota Bandung, Jawa Barat 45474	
17	Topoci	Jl. Purwakarta No. 200, Antapani Tengah, Kec. Antapani, Kota Bandung, Jawa Barat 40291	Unknown
		Jl. Babakan Sari No. 46, Babakan Sari, Kec. Kiaracandong, Kota Bandung, Jawa Barat 40283	
		Jl. Purwakarta No. 31, Antapani Tengah, Kec. Antapani, Kota Bandung, Jawa Barat 40291	

No.	Restaurant Name	Address	Halal Status
18	Hannara Kitchen	Jl. Padasuka No. 125, Pasirlayung, Kec. Cibeunying Kidul, Kota Bandung, Jawa Barat 40192	Halal
19	Maboo Korean & Japanese BBG	Jalan Pasirkaliki No. 20, Bandung Paskal Hyper Square Ruko B63	Non Halal
20	KB Korean Bowl	Jl. Jend. Sudirman No. 107, Karanganyar, Kec. Astanaanyar, Kota Bandung, Jawa Barat 40212	No Pork No Lard
21	Jeju Korean Grill	Jl. Setiabudi No. 236, Bandung	No Pork No Lard
22	Warung Oppa Kore	Kebon Kopi No. 173 Gegerkalong Girang No. 99 Mekarwangi No. 158	Halal
23	Grob Bak Korean	https://www.instagram.com/grobbakkorea/ Jalan Wastukencana Gg. Nangkasuni No. 17 (samping SMPN 40 Bandung)	Unknown
24	Ki and Ko	Jl. Kalipah Apo No. 59B, Karanganyar, Kec. Astanaanyar, Kota Bandung, Jawa Barat 40241	Halal
25	Saranghandak	Komplek Pussenkav, Jl. Cikuray, Turangga, Kec. Lengkong, Kota Bandung, Jawa Barat 40263	Unknown
26	Simply Seoul Korean Food & Grill	Jl. Gegerkalong Tengah No.17, Gegerkalong, Kec. Sukasari, Kota Bandung, Jawa Barat 40153	Halal
27	Chinguya Nolja Café	Jl. Holis Regency C46 Sudirman Street	Halal
28	GAGE Korean Grill & Café	Komplek Surya Setra No.C-2, Sarijadi, Kec. Sukasari, Jawa, Barat, Kota Bandung, Jawa Barat 40151	Non Halal
29	Kkokiyo Authentic Korean Chicken	Jl. Dr. Otten No. 1, Pasir Kaliki, Kec. Cicendo, Kota Bandung, Jawa Barat 40171	No Pork No Lard
30	Beken Mirae	Ruko Tatar Bidakara R6, Derwati, Kota Bandung, Jawa Barat 40292	Halal
31	Sarang Korean BBQ and Casual Korean Food	Paskal Hyper Square, Blok B46 Ruko, Jl. Pasir Kaliki No.25-27, Kota Bandung, Jawa Barat 40171	Unknown
32	Chicken Plus Bandung	Jl. Burangrang No. 34, Bandung	Unknown
33	Nolda Pocha	Jl. Ibu Inggit Garnasih 98 BEC	No Pork No Lard
34	Seoltang	Yogya Mekarwangi Griya Taman Kopo Indah Sukajadi	Unknown
35	Binggo Drinks	Jl. Karangsari No. 14, Pasteur, Kec. Sukajadi, Kota Bandung, Jawa Barat 40161	Unknown
36	Kakkooii	Citeureup Cimahi seberang Kongkowrongok Jl. Ternate	Unknown
37	Takolada Grill	Taman Kopo Indah 2 Jl. Purwakarta 216, Antapani Jl. Kalimantan 12	Unknown

Based on Table 1, the number of unique culinary businesses with elements of Korean cuisine located in Bandung was 37 business units.

Bandung city recorded a total population of about 2,404,589 the majority of the population

adheres to Islam. The data can be viewed from the population of the city of Bandung based on religion in 2017 are presented in the table below, as for the table is as follows:

Table 2. The Total Population of the City of Bandung Based on Religion

Religion	Year
	2019
Islam	2.332.429
Protestant	130.787
Catholic	54.216
Hindu	1.620
Budha	11.085
Others	311

Source: http://data.bandung.go.id/index.php/portal/detail_dataset/jumlah-penduduk-berdasarkan-agama, (Department of Population and Civil Registration, 2022. Accesed in August, 2023)

Based on Table 2, given that the majority of the population adheres to Islam, society should be aware of what they eat, drink, and use halal compliance in accordance with Islamic sharia. Food is a basic part of human existence. Food consumed by Muslims is determined by the Islamic code called halal food. Increasing the level of awareness about the obligation of Muslims to consume food based on the requirements of Islam creates a huge demand for halal food and products.

Based on the description of the background, the purposes of this study are as follows:

- Knowing the influence factors of consumer awareness of halal products at a Korean restaurant in the city of Bandung.
- Understanding the influences of its factors on consumer awareness regarding halal products in Korean restaurants in the city of Bandung.

2. LITERATUR REVIEW

2.1. Safety and Hygiene Food in the Context of Islam

Halal in the context of food, beverages can be defined as free of filth or contamination/harmful bacteria (Bonne & Verbeke, 2008). Therefore, food, beverages and halal products will not harm those who consume both Muslim and non-Muslim consumers.

In other words, the general principles on hygiene and food safety have been recognized internationally and has been established as a guideline in the process of Halal certification by the Indonesian Ulema Council (MUI) in the past, or the institutional of halal certificate accreditation.

2.2. The Concept of Halal Awareness

Consciousness is a knowledge or understanding of the subject or situation (Kjellman, 2002). Awareness in the context of Islam literally means having a particular interest or experience to get good information about what is happening today in food, beverage, and other halal product (Ambali & Bakar, 2014).

Thus, this awareness can draw a perceptual and cognitive human reaction to the condition of what they are eating, drinking, and even using. Talking about consciousness subjectively, this is a relative concept whereby a person may consciously, unconsciously, or be acutely conscious of an issue that is related to the halal aspect in accordance with Islamic sharia.

Awareness of something is a basic part of human existence. This awareness indicates an individual with personal thoughts will be different from another individual thoughts. This is

because each individual has a level of consciousness that is different from others regarding something.

2.3. Religious Beliefs

Religion is a system in the form of faiths and practices whereby a group of people will interpret and respond to what they consider to be the supernatural and the sacred (Johnstone, 2015). Most religions have a set of rules or guidelines on the behavior of their followers including consumption behavior. Thus, in Islam, it is clearly stated that Muslims are allowed to consume halal food, beverages, and other halal products.

Purchasing decisions in every religion will vary as influenced by their religious identity, orientation, knowledge as well as their belief in something (Schiffman, L. G., & Kanuk, 1997; Burhanudin & Daldiri, 2023). Therefore, religious beliefs are a source of awareness of human consumption behavior.

2.4. The Role of Halal Certification

Generally, Muslim consumers in Indonesia will be looking for products with halal certification or logo that is issued by the Indonesian Ulema Council (MUI) and or the institutional of halal certificate accreditation. The introduction of the MUI halal certification logo and the institution resulted in more awareness among Muslim consumers about the importance of consuming halal products in accordance with the Islamic sharia.

In Indonesia, Muslims will consume food and beverage products by looking at the logo or halal certification that has been approved by the halal certification institution. The formation of halal certification institutions has entered a new chapter in the halal certification process by involving three main institutions, namely: the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia, the Halal Inspection Agency (LPH), and the Indonesian Ulema Council of Ulama (MUI) (Menne, F., et al, 2022). Halal certification is regarded as a source or an important factor to be trustworthy in terms of halal products. Therefore, labeling / logos /halal certification is very important as a source of awareness of foods, drinks and products that are safe and hygienic in accordance with the principles of Islam

2.5. Information

In Muslim countries, especially Indonesia, in increasing consumer awareness of food and halal products can be done through education and learning the importance of consuming halal products according to orders of Allah SWT. There are a variety of media that can be used to build public awareness of halal products in this modern era such media include newspapers, television, radio, the Internet and other communication channels.

All the media have an important role in providing important information about the awareness and presentation on halal products (Sagala, ED., et al, 2019). Therefore, the function of this information is to build consumer awareness of halal products related to what should be consumed by Muslims.

2.6. Health Reasons

Not only religious motives that shape public awareness of the importance of consuming foods or halal products, but health problems related to religious identity and acculturation level were a barrier in consuming the product every day (Bonne & Verbeke, 2008).

It is important for consumers to ensure that the product they consume comes from clean and safe place, so that people will benefit from consuming these products. It is closely related to the argument regarding the consumption of halal products is the main purpose of Allah to

ensure a healthy life for humans (Rice, 1994).

2.7. Ethnic Food

Ethnic food is a food or dish derived from cultures underwent the process of inheritance of each generation with the help of information and knowledge (Ningsih, C. et al. 2023). In the selection of ethnic foods, consumers will be affected by several things such as health factors, mood, comfort, price, sensory appeal, natural content, familiarity, and the effect on body weight.

3. METHODS

In this study, the authors will use a quantitative approach with a survey method and multiple regression analysis. Techniques used in the research were carried out randomly. For data collection a research instrument. Analysis of the data involves quantitative and statistical methods to test the hypothesis that has been set before. The data collection techniques by the author in this study are as follows, first, observation by conducting a survey directly in the field, namely at several Korean restaurants in Bandung City. This was done in order to obtain accurate data for research needs. Second, doing interview techniques in order to obtain important information related to the consumers of Korean restaurants in Bandung. In this study, researchers used a technique of questionnaires distributed directly to consumers who have visited a Korean restaurant in Bandung City in order to obtain the data required in the study. In this study, researchers used a technique of literature review, which involves collecting data from previous research and resources to assist the research being conducted.

3.1. Population and Sample

3.1.1. Population

The population used in this study was people in Bandung, which act as a consumer at a Korean restaurant in Bandung. Because the population used in this study is a large population, the researchers only determined the population as much as 10-15%. It was adapted to the researchers' abilities. In addition, the population determined in this study is not yet known.

3.1.2. Sample

In this study, the authors will perform sampling using a Non-Probability Sampling technique; this is because, in this study population, the total population is unknown. Since in this study, researchers used 5 independent variables namely religious beliefs, halal certification, information, reasons for health, and ethnic food, then the minimum amount they got was 150. However, in this study, researchers will use a sample of 196. Due to the larger number of samples taken each outcome would be more representative and generalized.

Meanwhile, all the questions asked in the variable halal awareness, religious beliefs, halal certification, information, ethnic food, and health reasons are valid. Later on, the reliability results of the calculations were done by the authors as follows:

Table 3. The Results of the Reliability Test

No.	Variables	<i>Cronbach's Alpha</i>	<i>Cronbach's Alpha</i> which hinted	Test
1	Halal awareness	0818	> 0.60	RELIABLE
2	Religious beliefs	0802	> 0.60	RELIABLE
3	Halal certification	0783	> 0.60	RELIABLE

No.	Variables	Cronbach's Alpha	Cronbach's Alpha which hinted	Test
4	Information	0797	> 0.60	RELIABLE
5	Health reasons	0796	> 0.60	RELIABLE
6	Ethnic Food	0761	> 0.60	RELIABLE

Source: Data processed by the author, July 2023

According to the Table 3, it can be concluded that the reliability value of each variable is greater than Cronbach's Alpha coefficient, which is > 0.60 . Therefore, it can be said that the results obtained from testing the reliability of shows each question of each variable has been reliable, so any questions on the questionnaire used to measure each of the variables already provide consistent results.

4. RESULTS AND DISCUSSION

4.1. Normality Test

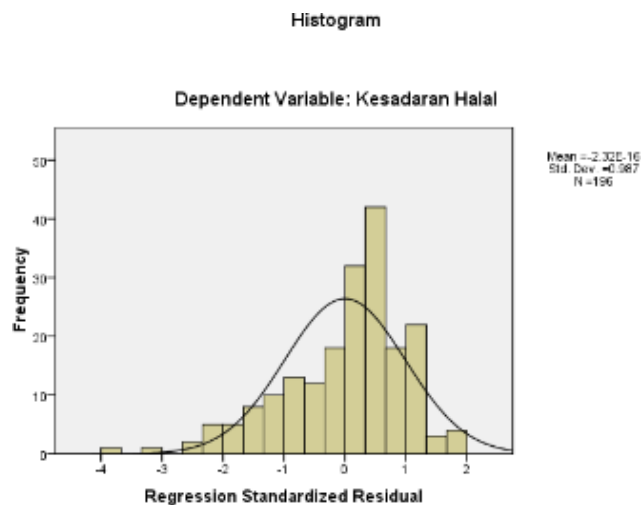


Figure 1. Histogram Normality Test for Dependent Variable

Source: Data processed by the author, July 2023

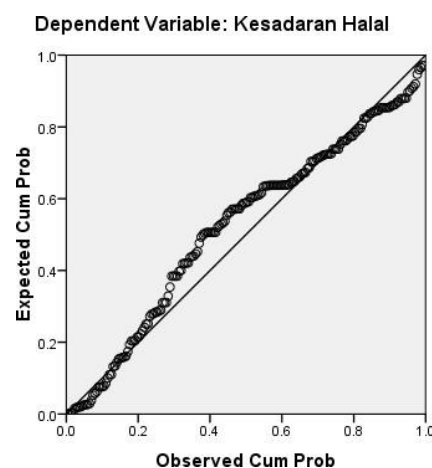


Figure 2. Scattered Plot Normality Test of Regression Standardize Residual

Source: Data processed by the author, July 2023

Based on the first, the data residual shaped like a bell. As for Figure 2 the P-Plot distribution of the data (point-it) stands at around a diagonal line. Thus, the two images are image 1 and image 2 can be said to be normally distributed.

4.2. Linear Regression Analysis

Table 5. The Results of Multiple Linear Regression

		Coefficients ^a			1	sig
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.023	1.579		1.915	.057
	Religious Beliefs	.363	.067	.389	5.446	.000
	Halal Certification	.162	.065	.185	2.477	.014
	Information	.208	.072	.169	2.891	.004
	Health Reasons	.047	.075	.040	.622	.535
	Ethnic Food	.043	.034	.078	1.278	.203

a. Dependent Variable: Halal Awareness

Source: Data processed by the author, July 2023

The linear regression equation is as follows:

$$Y = 3.023 + 0.363X_1 + 0.162X_2 + 0.208X_3 + 0.047X_4 + 0.043X_5$$

Based on the results, religious beliefs obtain the value of 0.363, the halal certification obtain the value of 0.162, information received grades 0.208, for health reasons scored 0.046 and scored 0.042 ethnic food. All these factors are positive, it can be stated that the higher these factors, the higher the awareness of consumers buy halal products in the Korean restaurant in Bandung.

4.3. Test (Partial)

Table 6. The Results Of The T Test (Partial)

		Coefficients ^a			1	sig
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	3.023	1.579		1.915	.057
	Religious Beliefs	.363	.067	.389	5.446	.000
	Halal Certification	.162	.065	.185	2.477	.014
	Information	.208	.072	.169	2.891	.004
	Health Reasons	.047	.075	.040	.622	.535
	Ethnic Food	.043	.034	.078	1.278	.203

a. Dependent Variable: Halal Awareness

Source: Data processed by the author, July 2023

Based on the results of data obtained by researchers in the field showed that the majority of consumers who come to a Korean restaurant is consumers who are Muslims. It naturally affects consumer purposes coming to the Korean restaurant. For Muslim consumers, consuming halal food is a command that has been advocated by the religion, halal certification is a guarantee that must get by Muslim consumers to obtain halal products, while information is a medium that is used to provide insight or confidence to consumers for products halal-product supplied. As for the minority of consumers who come to a Korean restaurant is non-Muslim consumers. For non-Muslim consumers consuming halal products is influenced by factors of health reasons. Non-Muslim consumers assume that halal products are a product that represents a symbol of cleanliness, safety, and quality of products that have been through the production process

are strictly under the halal management system.

4.4. F Test (Simultaneous)

Table 7. The F Test Results (Simultaneous)

ANOVA ^b						
Model		Unstandardized Coefficients		Standardized Coefficients	1	sig
		B	Std. Error	Beta		
1	(Constant)	3.023	1.579		1.915	.057
	Religious Beliefs	.363	.067	.389	5.446	.000
	Halal Certification	.162	.065	.185	2.477	.014
	Information	.208	.072	.169	2.891	.004
	Health Reasons	.047	.075	.040	.622	.535
	Ethnic Food	.043	.034	.078	1.278	.203

a. Predictors: (Constant), Ethnic Food, Information, Religious Beliefs, Health Reasons, Halal Certification

b. Dependent Variable: Halal Awareness

Source: Data processed by the author, July 2023

Based on Table 7, it can be seen that significant value is obtained for the variable religious beliefs, halal certification, information, ethnic food and health reasons to the halal consciousness is $0.000 > 0.05$ and the value of $24.633 > 2.26$. It can be concluded that it is acceptable, or it can be said that their simultaneous influence between the variables of religious beliefs, halal certification, information, health reasons as well as to the awareness of halal ethnic foods

4.5. Correlation Coefficient

Table 8. The Results of Correlation Coefficient

		Correlations					
		Halal Awareness	Religious Beliefs	Halal Certification	Information	Health Reasons	Ethnic Food
Halal Awareness	Pearson Correlation	1	.516"	.496"	.293"	.326"	.264"
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	196	196	196	196	196	196
Religious Beliefs	Pearson Correlation	.561"	1	.581"	.174"	.417"	.242"
	Sig. (2-tailed)	.000		.000	.015	.000	.001
	N	196	196	196	196	196	196
Halal Certification	Pearson Correlation	.496"	.581"	1	.239"	.429"	.355"
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	196	196	196	196	196	196
Information	Pearson Correlation	.293"	.174"	.239"	1	.140	.092
	Sig. (2-tailed)	.000	.015	.001		.050	.201
	N	196	196	196	196	196	196
Health Reasons	Pearson Correlation	.326"	.417"	.429"	.140	1	.265"
	Sig. (2-tailed)	.000	.000	.000	.050		.000
	N	196	196	196	196	196	196
Ethnic Food	Pearson Correlation	.264"	.242"	.355"	.092	.265"	1
	Sig. (2-tailed)	.000	.001	.000	.201	.000	
	N	196	196	196	196	196	196

******. Correlation is significant at the 0.01 level (2-tailed).

*****. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed by the author, July 2023

Based on Table 8, the correlation coefficient test results can be explained as follows:

Based on the test results, it is known that correlation coefficient obtained a significant value for religious beliefs variable to halal consciousness variable is $0.000 > 0.05$. Therefore, it can be said that there is an influence of religious beliefs variable to halal awareness. As for the value of its Pearson correlation for 0.561. If the value is referenced by the guidelines for degree of relationship, the level of the relationship between religious belief variable and halal awareness variable are

correlated. It can be concluded that religious beliefs variables correlate positively to halal awareness variable. This result support the research of [Susilawati et.al \(2023\)](#);

Based on the test results, it is known that correlation coefficient obtained a significant value for halal certification variable to halal consciousness variable is $0.000 > 0.05$. Therefore, it can be said that the halal certification variable has a significant correlation with the halal awareness variable. It's The Pearson correlation value for is 0.496. If the value is referenced by the guidelines for degree of relationship, the relationship between the halal certification variable and the halal awareness variable is significant. It can be concluded that the halal certification variables correlate positively to halal awareness variable. This finding support the several research by [Aslan, H. \(2023\)](#); [Zuhri, S., et.al \(2023\)](#); and [Winesti, C. Ningsih C. \(2019\)](#).

Based on the test results, it is known that correlation coefficient obtained a significant value for the information variable to halal consciousness is $0.000 > 0.05$. Therefore, it can be said that there are significant variables or correlations to halal awareness variables. As for the value of its Pearson correlation of 0.293. If the value is referenced by the guidelines for degree of relationship, the relationship between the information variables and the halal consciousness is weak. It can be concluded that the information variables are positively related to halal awareness. This result support the research of [Aslan, H. \(2023\)](#);

Based on the test results, it is known that correlation coefficient obtained a significant value for health reasons variable to halal consciousness is $0.000 > 0.05$. Therefore, it can be said that there is a significant correlation between health reasons and halal awareness. As for the value of its Pearson correlation of 0.326. If the value is referenced by the guidelines for degree of relationship, the level of relationship between the health reasons variable and the halal consciousness variable is weak. It can be concluded that the variables health reasons related positively to variable halal awareness. This finding support the several research by [Aslan, H. \(2023\)](#).

Based on the test results, it is known that correlation coefficient obtained a significant value for the variable of ethnic foods to halal consciousness is $0.000 > 0.05$. Therefore, it can be said that there is a significant correlation between ethnic food variables and halal awareness. As for the Pearson correlation, its value is for 0.264. If the value is referenced by the guidelines for degree of relationship, the level of relationship between the ethnic foods variable and the halal consciousness variable is weak. It can be concluded that the variables of ethnic food is positively related to halal awareness variable. This finding support the several research by [Aslan, H. \(2023\)](#); [Ningsih, C. & Taufiq A., H. \(2021\)](#)

4.6. Simultaneous Determination Coefficient

Table 9. Simultaneous Determination of Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.510	1.89734

- a. Predictors:(Constant), Ethnic Food (X5), Religious Beliefs (X1), Health Reasons (X4), Information (X3), Halal Certification (X2)

Source: Data processed by the author, July 2023

According to the Table 9, it can be concluded that the known value of R Square of 0523. Then this could mean that the variable influence of religious beliefs, halal certification, information, health reasons as well as ethnic food simultaneously on halal consciousness is equal to 52.3%. As for the remaining balance of 48.7% halal consciousness is influenced by other variables not examined by the author.

5. CONCLUSION

Based on research by the author it can be concluded that the factors include the legal awareness of religious beliefs, halal certification, information, ethnic food and health reasons. Partially there are three factors that influence consumer awareness on halal products in the Korean restaurant in Bandung namely religious beliefs, halal certification and information. However, health reasons and ethnic foods factors do not have a significant effect. Overall, halal awareness factors also influence simultaneously toward consumer awareness on halal products in the Korean restaurant in Bandung.

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