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By Ngah et al.

A moderation and mediation model for customer revisit intention to non-Halal certified restaurants

Abdul Hafaz Ngah[* a], Ramayah Thurasamy[b,c,d,e,f,g,h], Mohamad Firdaus Halimi Mohamad[a], and Rosseni Din[h]

[a] *Universiti Malaysia Terengganu, Faculty of Business, Economy and Social Development, Terengganu, Malaysia,*
[b] *Universiti Sains Malaysia, School of Management, Penang, Malaysia,*
[c] *Daffodil International University, Department of Information Technology & Management , Bangladesh,*
[d] *Sunway University Business School, Department of Management, Subang Jaya, Malaysia ,*
[e] *Universiti Teknologi Malaysia, Azman Hashim International Business School,*
[f] *Applied Science Private University, Amman, Jordan,*
[g] *Chandigarh University, University Center for Research & Development, India*
[h] *Universiti Kebangsaan Malaysia, Faculty of Economics & Management*
[b] *Universiti Malaysia Terengganu, Faculty of Business, Economy and Social Development, Terengganu, Malaysia*
[b] *Universiti Malaysia Terengganu, Faculty of Business, Economy and Social Development, Terengganu*
[b] *Universiti Kebangsaan Malaysia, Faculty of Education , Selangor*

Muslims normally choose Halal-certified restaurants, as they are obligated to eat Halal (permissible to consume) foods only. However, long-running food outlets run by non-Muslims, or restaurants without the Halal logo, or even those considered as non-Halal are still popular among Muslims. By adopting a stimulus-organism-response model, this study identified the attitudinal factors influencing Muslims to revisit restaurants with non-halal certification. Using purposive sampling and a self-administered survey questionnaire, data were collected from major shopping complexes in Kuala Lumpur and Putrajaya, Malaysia. The findings revealed that service quality and image

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[*]Corresponding authors: hafaz.ngah@umt.edu.my

positively affected attitude, and that attitude positively affected revisit intention.Attitude mediated the (i) service quality-revisit intention and (ii) image-revisit intention relationships. Meanwhile, food quality had a moderating effect on the relationship between attitude and revisit intention. The findings of this study will benefit many parties, especially restaurateurs—whether operating Halal-certified restaurants or otherwise locally and globally.

keywords: SOR Model, moderation, mediation, higher-order, revisit intention, non-Halal certified restaurants.

1 Introduction

Muslims who practice Islamic beliefs should align their daily activities per the teachings of Prophet Muhammad and the Holy Quran. Islamic teachings provide a clear guidance about every allowable and prohibited matter for Muslims to live by, including food consumption. Muslims are obligated to consume only Halal products. Halal means lawful or permitted; in contrast, Haram means unlawful or prohibited (Ngah et al., 2014; Wilson and Liu, 2010). Given the majority of Muslims in the Malaysian population, Halal food is available everywhere in the country, including shopping complexes. As major food restaurants in Malaysia, McDonald's, Kentucky Fried Chicken, Pizza Hut, Sushi King, and many other international franchise restaurants have been certified Halal. Halal certification is not compulsory; it is still voluntary, but the owner may view certification as a good marketing strategy (Ngah et al., 2021; Othman et al., 2009) to attract Muslim consumers to choose their outlet over other outlets (Ariffin et al., 2016; Wilson and Liu, 2010). There are three categories of restaurants or food outlets in Malaysia, namely: 1) Halal-certified outlets, which have a Halal logo, certified by the Department of Islamic Development Malaysia (JAKIM). 2) Non-Halal restaurants, which serve non-Halal products such as alcohol, unslaugh- tered meat, or food related to pork. 3) Restaurants, which have not been certified Halal by JAKIM, but are not selling haram products. Muslim consumers commonly look for brands that are Halal-certified (Garg and Joshi, 2018). The Holy Quran and the Hadith clearly state avoiding any products that are not confirmed as Halal. However, in reality, Muslims still frequent non-halal certified restaurants and food outlets. In Malaysia, non-Muslim-operated food outlets that do not have a Halal logo or certification are recognized as non-halal food outlets (Ariffin et al., 2016). Even the majority of Malaysians are Muslim, however, since these outlets have been in the business for so long, they are still popular among Muslims (Khan and Khan, 2019). Past works have applied the Theory of Planned Behaviour to investigate individual behavioural intention regarding Halal issues. Regardless, the theory of planned behaviour hardly to provide novel study contributions following extensive theoretical usage in halal.

2 Literature Review

This section discusses the theoretical background of this study and hypotheses development.

2.1 The SOR model and repurchase behaviour

The Stimulus-Organism-Response (SOR) model was developed by Mehrabian and Russell (1974). This model explains the antecedents that correlate with an individual's emotional state and future behaviour. Many studies have applied the SOR model to explore the effect of stimuli on organism and response, and at the same time, the mediation effect of the organism in a research model (Lockwood and Pyun, 2019). Continuing the above discussion, stimuli can be related to various external environmental factors, while the organism is an internal process that occurs in between stimuli and response (Bagozzi, 1986). In this case, the response refers to behaviours such as the intention to return, the desire to stay longer, or others (Ouyang et al., 2018). This study took service quality and image as the stimuli, attitude as the organism, and revisit intention as the response. The attitude and behaviour of the customers may be influenced by their experience at the restaurant (Rhee et al., 2016). Many studies have used this model to study the experiences of restaurant customers and their behavioural intention (Han et al., 2009), which culminate in the decision to purchase or repurchase products (Zhu et al., 2020), as well as other customer behaviours. Moreover, behaviour has also been used as the response factor in other studies (El-Said et al., 2021). This study contributes to the S-O-R model by exploring a different type of stimulus, organism, and response in the context of Halal studies.

2.2 Revisit intention

Revisit intention (part of behavioural intention) is a popular topic in marketing research. The type of intention determines the group of respondents. Revisit intention is seen as an extension of satisfaction rather than an initiator of the decision-making process to revisit (Um et al., 2006). The intention to visit refers to the respondent who has not yet visited, while revisit refers to the respondents who revisits a restaurant or destination. The food industry, especially restaurant businesses, relies heavily on revisit intention. As mentioned by previous studies (Han et al., 2009; Wu et al., 2018), revisit intention refers to an affirmed likelihood to revisit the restaurant in both the absence and presence of a positive attitude towards the service provider. Since a restaurant or cafe business provides almost the same menu and serves the same group of people in their business area, thus retaining current customers is crucial for their business sustainability. In this vein, the key determinants of customer revisit intentions should be highlighted for restaurateurs to develop optimal strategies for high customer loyalty. On top of that, revisit intention is claimed to be the heart of loyalty (Han et al., 2009).

2.3 Service quality

Service quality (SQ), also called SERVQUAL, is a measure of the difference in customer expectation and the actual service received (Parasuraman, 2002). Meanwhile, according to Akter et al. (2011), service quality is the customer's judgment about the overall excellence of service received. This study adopted the dimensions of SQ from previous studies (Brady and Cronin Jr, 2001; Wu et al., 2011). These dimensions were measured as a higher-order construct. This study used three dimensions to represent the overall perception of SQ: interaction quality, service environment quality, and outcome quality. In the food business, especially for a restaurant that has pure competition, SQ is equally important to food quality (Namkung and Jang, 2008), when it comes to creating a positive attitude among customers to visit and revisit their restaurant. According to Qin and Prybutok (2009), superior SQ leads to a positive attitude, which will increase customer loyalty, and encourage them to continue visiting a particular restaurant. Tebourbi and Khemakhem (2017) explained that SQ has a positive effect on store brand attitude. Hence, the first hypothesis of this study is:
H1: Service quality has a positive effect on attitude.

2.4 Restaurant Image

Brand image is closely related to a customer's attitude towards a product, service, or destination. According to Dobni and Zinkhan (1990), brand image refers to the customer's emotional attitude regarding a specific brand. If the customer has limited knowledge of a product, brand image will play a crucial part in determining whether or not the customer will purchase the product (Yi et al., 2018). By creating a uniqueness that differs from other products, brand image could enhance product identity (Yi et al., 2018), which can be a source of competitive advantage. In a café business, food quality, menu, and service quality (SQ) can create a positive image for the eatery itself. Image plays a vital role in the formation of attitude towards cafes and has been found to have a positive relationship with attitude (Jeong et al., 2014). In another study, image was proven to positively influence customer attitude towards a specific cuisine (Kim and Kwon, 2018). In their work on the airline industry, Hwang and Lyu (2020) confirmed that image had a positive relationship with attitude. Ramesh et al. (2019) also claimed that brand image has a positive relationship with attitude. Based on this discussion, the second hypothesis for this study is:
H2: Restaurant image has a positive relationship with .

2.5 Attitude

Various studies have shown that attitude determines individual behavioural intention. As a variable representing the Theory of Planned Behaviour introduced by Ajzen (1991), attitude is defined as a person's evaluation of performing a certain behavior (Ajzen, 1991; Tuan Mansor et al., 2022). In the food industry, attitude has been found to have a positive relationship with revisit intention. According to Quintal et al. (2015), attitude was found to have a positive relationship with the revisit intention of wine

tourists. Meng and Choi (2018) found that attitude also had a positive influence on the customers' revisit intention to thematic restaurants. On the other hand, attitude was confirmed to have a positive relationship with revisit intention to an Italian culinary festival (Vesci and Botti, 2019). Hence, this study hypothesises that:

H3: Attitude has a positive effect on revisit intention.

2.6 Mediation

The S-O-R concept explains that the variable representing the organism could also be a mediator for the study (Lockwood and Pyun, 2019).Moreover, mediation analysis always been utilized in social science studies as part of the contribution of the studies (Ngah et al., 2020) Empirically, service quality (SQ) (Tebourbi and Khemakhem, 2017)and restaurant image (Ramesh et al., 2019) have a positive relationship with attitude, and attitude has a positive relationship with revisit intention (Vesci and Botti, 2019). Based on the works cited above, this study theorises that the relationship between service quality and image and its effect on the intention to revisit is mediated by attitude. Hence, the next hypothesis is:

H4: Attitude mediates the relationship between service quality and revisit intention.

H5: Attitude mediates the relationship between image and revisit intention.

2.7 Food Quality (Moderator)

Food quality reflects the quality of the restaurant from the customers' point of view. The main purpose of going to a restaurant is to eat good food. Hence, food quality is crucial for attracting potential clients. Food quality refers to the quality of meals served in an eatery and is viewed as one of the most important tangible attributes of a customer's dining experience (Bujisic et al., 2014). Although many attributes reflect food quality, the taste of the food is the most important attribute that customers consider before choosing a restaurant (Yi et al., 2018). Most past studies have used food quality as a predictor of customer satisfaction and behavioural intention. The current study takes food quality as a moderating factor in the relationship between attitude and intention to revisit. Figure 1 illustrates the research model of the study. This moderating factor was added to the study due to weak or inconsistent evidence in the literature (Baron and Kenny, 1986) regarding the effect of attitude on intention to revisit. In early discussions on attitude, the literature confirmed that attitude has a positive relationship with revisit intention. Meanwhile, another study found an inconclusive link between attitude and revisit intention to a Sichuan restaurant (Pu et al., 2019). Moreover, due to empirical evidence proving the link between food quality and satisfaction and the trustworthiness of a restaurant (Knight et al., 2007), this study believes that a higher food quality would increase the customer's intention to revisit a restaurant. Furthermore, as suggested by Lim and Weaver (2014), in branding and tourism studies, food image may moderate the relationship between attitude and revisit intention. Since food image commonly associated with the food quality, hence, the next hypothesis is:

H6: The positive relationship between attitude and revisit intention will be stronger
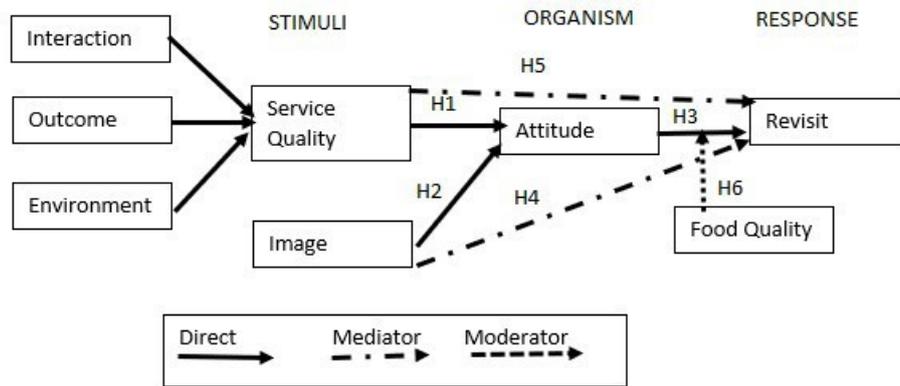
Figure 1: Research Model
Source: Authors

when the food quality is high.

3 Research Method

To answer the above research questions, this study adopted a self-administered survey questionnaire to collect data. The unit of analysis of this study is at the individual level, which conduces to the unavailability of sampling frames, non-probability with purposive sampling method was used. Furthermore, convenience sampling was found sufficient for this study, as it merely tests the theoretical effect of the issue of study (Hulland et al., 2018). There are two sections in the questionnaire; Part A—the respondent profile such as age, gender, monthly income, qualification, and working status; and Part B—the exogenous and endogenous variables of study. The data were gathered among Muslims who enjoyed their meals at non-Halal certified restaurants at a major shopping complex in Kuala Lumpur and Putrajaya, Malaysia. Realizing the importance of the quality of data, it is crucial for the respondents to voluntarily participate in this study. Hence, the respondents were first asked about their willingness to participate. The questionnaire was only given to respondents who agreed to participate in the survey. From more than 300 potential respondents that were approached, only 200 were willing to participate. Since all were voluntary and willing, there were no missing values in the data. As proposed by previous study (Hair et al., 2017), sample size should be determined according to the power of analysis, which is based on the number of predictors. According to Green (1991), the minimum sample size based on the power of analysis, with three (3) predictors, 80 per cent power, a medium effect size, and a significance level of 0.05 is 76. Hence, with 200 respondents, sample size was not an issue of the study. Since this study uses Smart Partial Least-Squares (PLS) 3.3.3 software (Ringle et al., 2015) , which is based on confirmatory factor analysis (CFA), all the items for measuring the constructs were adopted and adapted from previous studies. These items were service quality (SQ), restaurant image (Wu et al., 2011), food quality (Ha and Jang, 2010) ,

attitude, and repurchase intention (Venkatesh et al., 2012).

4 Analysis and findings

The majority of the respondents were 18–25 years of age, female, and had an income of less than RM 1500 per month, degree as minimum qualification and working in private sector. Table 1 illustrates the respondent profiles.

Table 1: Respondent Profile

Construct	Frequency	%
Age		
18-25 years	101	50.5
26-33 years	67	33.5
34-42 years	29	14.5
43-51 years	3	1.5
Gender		
Female	108	54.0
Male	92	46.0
Income		
Less Than RM1500	82	41.0
RM1501 - RM3000	60	30.0
RM3001 - RM4500	29	14.5
More than RM4501	29	14.5
Qualification		
Certificate	13	6.5
Diploma	62	31.0
Degree	123	61.5
Master	2	1.0
Employment		
Government	21	10.5
Private	101	50.5
Student	73	36.5
Unemployed	5	2.5
Total	200	100.0

This study employed Smart Partial Least-Squares (PLS) version 3.3.3 software Ringle et al. (2015) , wwhich applies variance-based Structural Equation Modelling (SEM). The study also utilised formative and reflective measurements through the Smart PLS software for data analysis Hair et al. (2017) . To ensure that there is a formative measurement in the model, this study applied the confirmatory tetrad analysis (CTA) as proposed by Gudergan et al. (2008). Due to the requirements of CTA, i.e., each construct must have at least four items, this study used the items with the highest loadings that were then added to the constructs with less than four items. All the constructs were measured reflectively if the beta was not significant at higher than 0, or lower than 0 Hair et al. (2017) . As for the image construct, the results indicate that the tetrad failed to vanish, since the beta was significantly higher than 0, confirming that 'image' was not reflective.

Before continuing to the measurement model, previous works by Hair et al. (2017); Ngah et al. (2019) suggest testing the normality of the data using multivariate skewness and kurtosis. The results showed Mardia's multivariate skewness ($\beta = 11.374, p \geq 0.01$) and Mardia's multivariate kurtosis ($\beta = 100.001, p \geq 0.01$). Hence, the data was slightly non-normal, and so Smart PLS software is confirmed to suit this study. Common Method Variance could be a severe issue for studies that adopt single-source data (Ngah et al., 2019; Podsakoff et al., 2012). To overcome this issue, this study adopted procedural and statistical methods. For the procedural method, this study used a different anchor scale to measure the constructs see Podsakoff et al. (2012) ; Tan et al. (2020). Repurchase intention was measured using a 7-point Likert-type scale, while the rest of the constructs were measured using a 5-point Likert-type scale. For the statistical method, VIF values were calculated and found to be lower than 3.3 see Kock (2015) , indicating that CMV was not a severe issue in this study.

4.1 Assessment of the measurement model

This study employed a two-step approach, which consisted of the measurement model assessment and the structural model assessment, to test the hypothesis of the study. The measurement model tests the item's ability to measure their constructs, while the structural model investigates the link between the exogenous and endogenous constructs. Two validity assessments must be done at the measurement model assessment stage; convergent validity and discriminant validity. Convergent validity must be established to confirm that the items actually measure their respective construct. The reflective measurement either for the LOC or HOC is confirmed valid and reliable if the loading is higher than 0.5, the average variance extracted (AVE) is higher than 0.5, and the composite reliability is higher than 0.7 see Hair et al. (2017) Table 2 shows that all the requirements to establish convergent validity were fulfilled; hence, convergent validity was not a problematic issue in this study.

Notably, image was formatively conceptualized. Following the three-step approach by see Cheah et al. (2019) Cheah et al. (2019) , convergent validity was determined by looking at the redundancy analysis. By using a global single-item, the relationship between the formative items and the global single-item was 0.707, which is higher than

Table 2: Convergent Validity (Reflective)

First Order Construct	Second Order	Item	Loading	CR	AVE
Attitude		Att1	0.841	0.89	0.73
		Att2	0.896		
		Att3	0.832		
Food Quality		FQ1	0.794	0.89	0.58
		FQ2	0.834		
		FQ3	0.685		
		FQ4	0.759		
		FQ5	0.650		
		FQ6	0.838		
Interaction		IQ1	0.909	0.90	0.83
		IQ2	0.914		
Outcome		OQ1	0.889	0.86	0.75
		OQ2	0.847		
Service		SEQ1	0.924	0.91	0.84
Environment		SEQ2	0.919		
	Service Quality	Interaction	0.807	0.85	0.66
		Outcome	0.791		
		Environment	0.846		
Revisit Intention		RI1	0.900	0.93	0.83
		RI2	0.928		
		RI3	0.909		

0.7 see Cheah et al. (2019) ; thus confirming that this measurement had convergent validity. Furthermore, this study assessed collinearity (VIF), the significance of the weight, and the loading of each item see Hair et al. (2017) Based on the VIF value, all items were found to meet the threshold value set by see Diamantopoulos and Siguaw (2006). However, for items 1, 3, and 4, the t-value for the outer weights were less than 1.645, thus it were not significant. The t-value is significant if the value is ≥ 1.645 see Hair et al. (2017). Thus, the study looked at the item loading significance and found that all items were significant. Hence, it can be concluded that all the items were valid and reliable for measuring the image construct and hence all the items for the image construct were retained. Table 3 illustrated the analysis for the formative measurement.

As proposed by see Franke and Sarstedt (2019) , the hetrotraitmonotrait (HTMT)

Table 3: Convergent Validity (Formative)

Construct	Item	Weight	VIF	t-value (weight)	t-value (loading)
Image	I1	0.108	1.753	0.620	5.068
	I2	0.372	1.900	1.871	8.109
	I3	0.034	1.895	0.174	5.000
	I4	0.269	1.675	1.541	7.920
	I5	0.477	1.614	2.678	10.968

Table 4: Discriminant Validity (HTMT Ratio)

Construct	ATT	Food	IQ	OQ	RVI	SEQ
ATT						
Food	0.285					
IQ	0.529	0.433				
OQ	0.396	0.508	0.614			
RVI	0.599	0.373	0.457	0.385		
SEQ	0.396	0.435	0.625	0.706	0.415	

ratio of correlations should be used to establish discriminant validity. All the HTMT values for this study were lower than 0.85 see Franke and Sarstedt (2019) , thus supporting the measures' discriminant validity. Table 4 illustrates the results for the HTMT ratio analysis.

4.2 Assessment of the structural model

Per the guidelines of see Hair et al. (2017) , firstly, the collinearity issues were determined by looking at the variance inflation factor (VIF) values of all the endogenous variables in the research model. All the VIF values were found lower than the critical value of 3.3, per see Diamantopoulos and Siguaw (2006). Hence, this study confirms that collinearity is not a severe issue. The R2 value is 0.243 for attitude, and 0.343 for revisit intention suggesting that service quality and image, made up 24.3 % of the variance in the attitude. Meanwhile, attitude, food, and the moderation effect explained 34.3 % of the revisit intention to the non-Halal certified restaurant. To test the hypothesis developed based on the research model, a bootstrapping procedure with 5,000 re-samples

was applied. This study found that all the hypotheses are supported. Table 5 illustrates all the results for the direct effect.

Table 5: Hypothesis testing for direct effect

Hypothesis	Relationship	Beta	SE	t-value	p-value	LL	UL	R2	Decision	VIF
H1	SQ → ATT	0.270	0.081	3.354	0.001	0.117	0.389	24.3	Supported	1.463
H2	Image → ATT	0.287	0.074	3.867	0.001	0.185	0.426		Supported	1.463
H3	ATT → RVI	0.398	0.085	4.665	0.001	0.251	0.530	34.3	Supported	1.067

As per the literature, besides the blindfolding procedure, it is also beneficial to run the PLS prediction see Shmueli et al. (2019). The model is assumed to have less prediction error if the PLS model has lower RMSE, values compared to the Linear Model (LM), see Shmueli et al. (2019). According to see Shmueli et al. (2019). , if all the PLS model was lower than LM model, there is strong predictive power, when the majority of the PLS results were lower than the LM results, there is moderate predictive power when the minority of the PLS results were lower than the LM results, there is low predictive power, and when all PLS results were higher than the LM results, the predictive power is unconfirmed. Table 6 presents that all values for attitude were lower than LM model indicating of strong predictive power, and majority of the values measuring revisit intention is lower than LM, indicating of moderate predictive power.

Table 6: PLS Predict

Item	PLS RMSE	LM RMSE	PLS-LM	$Q^{\textrightarrow}$ predict
Att4	0.772	0.799	-0.027	0.146
Att3	0.736	0.755	-0.019	0.109
Att1	0.817	0.857	-0.040	0.161
Att2	0.672	0.700	-0.028	0.168
RI2	1.118	1.128	-0.010	0.162
RI1	1.115	1.137	-0.022	0.176
RI3	1.192	1.180	0.012	0.166

A mediation analysis was conducted to test H4 and H5. A bootstrapping analysis with a two-tailed test was done. The results showed that attitude had a mediating effect on the relationship between image and revisit intention, and the relationship between service quality (SQ) and revisit intention. Hence, H4 and H5 are supported. For the moderation analysis, the study also found that the relationship between attitude and
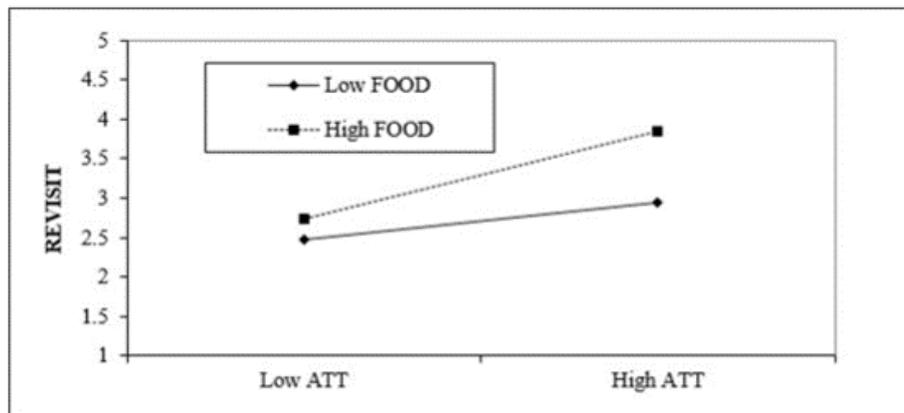
Figure 2: Interaction plot with Food Quality as Moderator

revisit intention was stronger when the customer had high-quality food. Hence, H6 is supported. Table 7 lists the results of the mediation and moderation analyses. Figure 2 shows the plot of the moderation result.

Table 7: Hypothesis mediation and Moderation

Hypothesis	Relationship	Beta	SE	t-value	p-value	LL	UL
H4	Image → ATT → RVI	0.114	0.044	2.607	0.009	0.023	0.193
H5	SQ → ATT → RVI	0.108	0.037	2.887	0.004	0.054	0.212
H6	ATT * Food → RVI	0.160	0.067	2.391	0.009	0.037	0.258

5 Discussion, Conclusion and Future Research

This study found that service quality and image have a positive relationship with attitude, and attitude has been found to have a significant relationship with revisit intention. Hence, H1 to H3 are supported, agreeing with the findings of previous works see Qin and Prybutok (2009); Tebourbi and Khemakhem (2017) on SQ and attitude see Kim and Kwon (2018); Ramesh et al. (2019) image and attitude; and attitude and revisit intention see Vesci and Botti (2019); Wu et al. (2018). Regarding behavioural processes and outcomes, this study revealed a significant effect of SQ and image on Muslim consumers' attitude to- wards revisiting restaurants with non-halal certification using the SOR model. Thus, it was deemed necessary to optimise the SOR model competence for a reliable theory to predict future individual behaviours that remained scarce in halal-related research This study found that service quality and image was a positive stimulus

for attitude, and that attitude was a significant predictor for revisit intention. Hence, H1 to H3 are supported, agreeing with the findings of previous works see Qin and Prybutok (2009); Tebourbi and Khemakhem (2017) on SQ and attitude see Kim and Kwon (2018); Ramesh et al. (2019) image and attitude; and attitude and revisit intention see Vesci and Botti (2019); Wu et al. (2018) Regarding behavioural processes and outcomes, this study revealed a significant effect of SQ and image on Muslim consumers' attitude towards revisiting restaurants with non-halal certification using the SOR model. Thus, it was deemed necessary to optimise the SOR model competence for a reliable theory to predict future individual behaviours that remained scarce in halal-related research. The mediation analysis conducted in this study showed that attitude mediated the relationship between SQ and revisit intention, as well as the relationship between image and revisit intention; hence supporting H4 and H5. This result shows that attitude is a vital construct in influencing revisit intention. The findings also corresponded to see Lockwood and Pyun (2019) where the organism could be a good mediator for the stimuli-organism relationship. Specifically, restaurateurs should not disregard the organism factor apart from emphasising stimuli counterparts in ensuring Muslim consumers' revisit intentions to non-halal certified restaurants. Lastly, this study also found that food quality was a moderator in the relationship between attitude and revisit intention. In other words, the higher the food quality, the stronger the positive attitude of the customer to revisit. Therefore, H6 is also supported. The supported hypotheses in this study strengthen the findings of past studies. The present findings also enhance existing knowledge on consumer behaviour in restaurant and cafes. The findings contribute to the existing theory by revealing Muslim consumers' intention to revisit non-Halal certified restaurants. Furthermore, it investigated how service quality and restaurant image affected consumer attitude, and confirmed attitude as a mediator in the relationship between SQ and revisit intention. Optimal service quality (effective verbal and non-verbal communication) and novel technological adoption to facilitate ordering processes and rapid staff responses proved essential in establishing positive Muslim consumer attitudes. Conducive ambience and environments would also enhance restaurant image and Muslim consumers' attitude towards revisiting restaurants without halal certification. Although previous works prove that the Halal logo is crucial to the Muslim consumers' purchase decisions, this study found that Muslim consumers still visited non-Halal certified restaurants. The positive attitude towards restaurants is the main factor that causes them to revisit these restaurants. The food quality also enhances their attitude to revisit the restaurants. Hence, non-Halal certified restaurants should be aware of the factors that influence food quality such as taste, presentation, and variety to win the heart of Muslim consumers and to encourage them to frequent their restaurant. However, to keep up this momentum, the restaurateurs should maintain their service quality, restaurant image, and food quality to survive in this competitive industry. Owing to the limited studies on this issue, further studies are vital for a sound understanding of Muslim consumers' behaviour towards non-halal certified products (not restricted to foods). Concerning non-halal certified restaurants, the role of price fairness and menu variations could be examined. Intentions to recommend such restaurants to other Muslim consumers could also be studied. The study findings are not merely beneficial to halal

restaurateurs but the outcomes prove advantageous for relevant stakeholders engaged in this highly competitive business.

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