

ABSTRACT

The author`s reason for conducting this research is to analyse the influence of halal identity similarity, halal identity distinctiveness, customer satisfaction, customer trust, and company reputation towards halal restaurant loyalty. The population and sample of this research is customer who visit halal certified restaurants such as McDonald's, KFC, Pizza Hut Restaurants, Solaria Restaurants, and Burger King Restaurants. The sample collection technique in this study was non- probability sampling with the method used is purposive sampling. This study using a quantitative approach. The data collection technique in this study used a online questionnaire instrument with primary data sources. Using the Partial Least Square (PLS) method, data analysis was carried out using the Smart-PLS software. The result showed that halal identity similarity, halal identity distinctiveness, customer satisfaction, customer trust, and company reputation significantly affect halal restaurant loyalty.

Keywords: *Customer satisfaction, Customer trust, Company reputation, Halal company identity, Halal restaurant's loyalty*



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