

THE IMPACT OF ISLAMIC MARKETING IMPLEMENTATION AND PRODUCT QUALITY ON THE INTEREST IN BUYING HALAL PRODUCTS AT SUSHI TEI SUN PLAZA IN MEDAN CITY

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Abstract

This study is titled "The Influence of Islamic Marketing Implementation and Product Quality on Purchase Intention for Halal Products at Sushi Tei Sun Plaza, Medan City"; the research was conducted at Sun Plaza Medan. This study aims to determine the influence of Islamic marketing and product quality on the purchase intention for halal products at Sushi Tei Sun Plaza in Medan City. It employs a descriptive quantitative research design and utilizes a non-probability sampling method, specifically purposive sampling. The study population consists of Muslim consumers who use or have previously consumed halal products from Sushi Tei Sun Plaza in Medan City, with a sample size of 100 respondents. Data were collected via a survey method. Data analysis was conducted using multiple linear regression with the aid of SPSS software. Partial hypothesis testing (t-test) reveals that Islamic marketing has a positive and significant effect on purchase intention ($B = 0.586$; $t = 8.119$; $p < 0.001$). Product quality also has a positive and significant effect on purchase intention ($B = 0.247$; $t = 3.920$; $p < 0.001$).

Keywords: Halal Products; Islamic Marketing; Product Quality; Purchase Intention; Sushi Tei

INTRODUCTION

In today's era of globalization, marketing activities have become an integral element of corporate management and play a vital role. Marketing activities directly impact the smooth operation of a company and its success in achieving its targets and goals. Advances in the business world have led to increased competition, requiring producers to be more responsive and critical to various social dynamics in the business environment. Companies, institutions, and organizations then formulate new strategic policies to market their products and services (Suhartono et al., 2024). In the food market, product halal certification is a sensitive topic because it relates to the faith and peace of mind of Muslim consumers. Halal labels make it easier for consumers to obtain products that comply with sharia (Islamic law). Halal certification also guarantees that ingredients, production processes, storage, and presentation have been inspected according to applicable standards. A survey of middle-class Muslim consumers showed that 60 percent of respondents check the halal label on products before purchasing, thus placing halal certification at a key role in consumer behavior (Nasution, 2020; MUI, 2024). Medan is one of the largest metropolitan areas on the island of Sumatra.

Data from the Central Statistics Agency (BPS) shows that Muslims make up approximately 66.7 percent of the total population. This situation makes Medan a large and strategic consumer market for halal products, while simultaneously requiring producers to establish quality assurance and a strong Islamic identity (BPS Medan, 2021). Islamic marketing is a marketing strategy that integrates Islamic values and principles into all marketing activities, from product development to promotion. This concept not only influences Muslim consumers' purchasing intentions but also builds relationships between companies and consumers through honesty, fairness, responsibility, and Sharia compliance (Andriani, 2023). Alserhan (2020) explains that Islamic marketing studies Muslim market behavior shaped by religious and cultural concepts. In this study, Islamic marketing is measured through brand identity, quality assurance, and halal labeling. Product quality is another factor influencing consumer choice. Products encompass

tangible and intangible attributes that buyers perceive to satisfy their needs and desires. Product quality reflects a product's ability to perform its functions, provide safety, maintain quality, and create an experience that meets consumer expectations (Arriskoni et al., 2019; Amilin & Sujianto, 2023). Purchase intention is a behavioral response to a product that indicates a consumer's desire to make a purchase. This interest can be seen through the tendency to purchase, recommend, make the product a primary choice, and seek additional information (Arif et al., 2024; Putri & Kn, 2023). This research focuses on the Sushi Tei Sun Plaza restaurant in Medan. Sushi Tei was founded in Singapore in 1994, entered Indonesia in 2003, and has expanded to several major cities, including Medan. In 2019, Sushi Tei obtained halal certification from the Indonesian Ulema Council (MUI) after an audit of its outlets, central kitchen, warehouse, raw materials, and processing process. This certification provides Muslim consumers with assurance that they can enjoy Japanese cuisine without hesitation (Kumparanfood, 2019; Sushi Tei, 2026). Sushi Tei Sun Plaza was chosen because it is located in one of Medan's largest shopping centers, has an open kitchen and sushi belt concept, and offers a comfortable atmosphere. The Islamic marketing strategy is evident in the use of the halal logo, communication regarding ingredient safety, and quality assurance. Product quality is reflected in the freshness of the ingredients, taste, cleanliness, presentation, and service. However, the increase in Japanese food consumption can also be influenced by trends, aesthetics, social experiences, and the fear of missing out. This raises questions about how much halal certification and product quality truly influence Muslim consumers' purchasing decisions.

A pre-survey of 30 consumers showed that 83.3 percent frequently purchased or visited Sushi Tei and were aware of its halal certification; 86.7 percent believed Sushi Tei maintained its halal image; all respondents stated that the halal certification increased trust and cleanliness was a reason for choosing the restaurant; 83.3 percent intended to return; and 93.3 percent were willing to recommend it. These initial findings indicate a relationship between Islamic Marketing, product quality, and purchase intention, but the magnitude of each variable's influence still needs to be statistically tested. More specifically, 25 of the 30 respondents stated they frequently purchase from or visit Sushi Tei, and the same number were aware that the restaurant had a halal certificate. Twenty-six respondents believed Sushi Tei maintained an image consistent with its halal values, while all respondents stated that the halal certificate increased trust. Regarding quality, 25 respondents rated the food's taste as meeting expectations, and all cited the cleanliness of the food and the location as reasons for choosing Sushi Tei. Post-purchase behavior in the pre-survey also showed a positive trend. Twenty-five respondents intended to dine at Sushi Tei again in the near future, and 28 respondents were willing to recommend it to others. This preliminary data indicates that safety, trust, cleanliness, taste quality, repurchase intention, and willingness to recommend are interrelated in the Sushi Tei consumer experience. Based on the description, the study aims to determine and analyze the effect of the application of Islamic Marketing on the interest in purchasing halal products at Sushi Tei Sun Plaza and the effect of product quality on the interest in purchasing halal products at Sushi Tei Sun Plaza in Medan City.

LITERATURE REVIEW

Islamic Marketing

Islamic marketing is built on a perspective that places divine revelation, ethics, ihsan, and piety as the foundation of market behavior. Sharia marketing is an extension of conventional marketing by incorporating Sharia compliance into the process of creating value for consumers. This concept directs marketers to prioritize honesty, fairness, responsibility, and the welfare of the community, rather than solely achieving material profit (Syaifuddin, 2022). Alserhan (2020) defines Islamic marketing as the study of Muslim market behavior, shaped by religious and cultural concepts and influencing economic decisions. This definition emphasizes the balanced improvement of marketer and consumer behavior. Thus, Islamic marketing is a holistic business paradigm that uses divine values as the benchmark for value exchange, product communication, and the formation of long-term relationships with consumers. The Islamic marketing indicators used include brand identity, quality assurance, and halal labeling. Brand identity helps consumers recognize and differentiate products from the competition. Quality assurance reflects the manufacturer's promise regarding quality standards. The halal label serves as written proof of a product's halal status, providing a sense of security and increasing trust among Muslim consumers (Alserhan, 2020).

Product Quality

Products are designed to meet consumer needs and desires. Based on their durability and form, products can be categorized as non-durable goods, durable goods, and services. Restaurant food is a product consumed in the short term, so freshness, safety, and process consistency are critical components of its quality (Budiastuti et al., 2024). Product quality is the characteristics and features of a product or service that influence its ability to satisfy stated or implied needs. Quality can describe fitness for use, suitability, characteristic quality, functional quality, and the

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product's ability to meet customer expectations (Fadjri, 2019). Improving quality requires the involvement of human resources, materials, machines, information, and management to consistently meet customer needs. Quality elements used as substitutes for properties that are difficult for consumers to assess directly include reasonable price, economic value, durability, safety, ease of use, ease of production, and attractive design (Insiyah & Wulandari, 2024). This study operationalizes product quality through reasonable price, freshness or durability, convenience, and attractive design and presentation. Factors influencing product quality in previous research were summarized as market, capital, management, human resources, motivation, materials, machinery and mechanization, modern information methods, and production process requirements. These factors can be grouped into technological and human resource factors. For restaurants, the quality of raw materials and equipment must be supported by employees capable of consistently implementing standards of cleanliness, storage, processing, and service. Product satisfaction can also be evaluated through performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. In the context of Sushi Tei, these dimensions are reflected in ingredient freshness, flavor stability, serving speed, complaint handling, visual appeal of the food, restaurant cleanliness, and brand reputation. All dimensions strengthen consumers' assessment of the quality of the product they receive.

Purchase Interest

Purchase intention is a consumer's decision or tendency to purchase a product they perceive as meeting their desires (Budiyanto, 2024). Purchase intention is also understood as the behavior of individuals, groups, or organizations in selecting, purchasing, using, and utilizing goods, services, ideas, or experiences to satisfy needs and desires (Hasah, 2025). This behavior emerges in response to objects that indicate a desire to make a purchase (Nuri Aslami, 2021). Purchase interest indicators include transactional, referential, preferential, and exploratory interest. Transactional interest indicates a tendency to purchase; referential interest indicates a tendency to recommend a product; preferential interest indicates a consumer's primary choice; and exploratory interest indicates information-seeking behavior regarding a product of interest (Putri & Kn, 2023).

Purchase intention can be influenced by the attitudes of others and unanticipated situations. The attitudes of others can either diminish or strengthen a consumer's choice, depending on the intensity of the evaluation and the consumer's motivation to follow that opinion. Unanticipated situations can alter purchase plans due to financial circumstances, timing, new information, or the consumer's beliefs at the time the decision is made. In this study, purchase intention is positioned as a response after consumers assess the brand's identity and halal message, as well as the product's physical quality. Islamic marketing is thought to build a sense of security and trust, while product quality provides functional benefits and a dining experience. These two assessments are then reflected in intentions to repurchase, recommend, choose Sushi Tei as a preference, and seek information about the menu.

Table 1. Previous Research

Researchers	Focus	Results	Difference
Aprilianti & Hasbi (2024)	Online-based advertising and marketing towards purchasing interest.	Has a positive and significant impact.	Focusing on online marketing, this research adds to the halalness and quality of products.
Ni' Matussolihah (2020)	Islamic marketing mix on HNI HPAI products.	Positive influence on buying interest and purchasing decisions.	The object of this research is herbal products; this research is on Japanese restaurants and purchasing interest.
Masloman (2023)	Implementation of sharia marketing mix at UMKM Ai Sushi Manado.	Describes the implementation and the reliability of the application.	Descriptive design; this study tests the influence quantitatively.
Goddess (2024)	Islamic marketing mix at the Pasar Baru Magetan food court.	The application of Islamic marketing mix attracts buying interest.	Food court object; this research focuses on Sushi Tei and product quality.

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Researchers	Focus	Results	Difference
Hutagalung (2024)	Product quality and price on purchasing decisions.	Product quality has a positive and significant effect.	Using price and purchasing decisions; this study uses Islamic Marketing and purchasing interest.

Ni' Matussolihah's (2020) research serves as a key foundation because it similarly examines Islamic marketing and purchasing intention. The novelty of this study lies in its use of halal-certified Japanese restaurants and the addition of product quality as an independent variable. The study also included Muslim consumers in Medan, who live in a metropolitan area and who also studied international culinary trends. The conceptual framework places Islamic Marketing (X1) and product quality (X2) as independent variables that influence purchase intention (Y). The research hypotheses are H1: Islamic Marketing has a significant influence on purchase intention of Sushi Tei halal products in Medan City; and H2: product quality has a significant influence on purchase intention of Sushi Tei halal products in Medan City.

METHOD

This research used a descriptive quantitative approach. The quantitative approach is based on positivism, uses research instruments, produces numerical data, and aims to test predetermined hypotheses (Syawal et al., 2024). Data processing and analysis were performed using IBM SPSS. The research location was Sushi Tei Sun Plaza in Medan, North Sumatra. The location was chosen because Sun Plaza is one of the largest shopping centers in Medan, attracting customers from various backgrounds, and boasting a bustling and modern Sushi Tei outlet. The research lasted six months to ensure the data obtained was relevant to marketing conditions and consumer behavior. The study population was all consumers at Sushi Tei Sun Plaza Medan, whose exact number is unknown. The sampling technique used was non-probability sampling with purposive sampling. The minimum sample size was calculated using the Lemeshow formula because the population size was unknown, with a 95 percent confidence level, a maximum probability of 0.50, and a 10 percent margin of error.

$$n = (1.96^2 \times 0.50 \times 0.50) / 0.10^2 = 96.04 \approx 96 \text{ respondents}$$

The calculation yielded a minimum sample size of 96 respondents. During the study, 100 questionnaires were successfully collected and eligible for processing. All respondents were consumers who had consumed Sushi Tei Sun Plaza products more than once, were at least 17 years old, and were willing to provide answers voluntarily. The first criterion was that consumers had made a purchase or enjoyed the service at Sushi Tei Sun Plaza Medan, so that the assessment was based on direct experience. The second criterion was that respondents were 17 years of age or older and had visited or dined more than twice, as this group was considered capable of making their own choices and comparing experiences across visits. Direct data collection took place between 12:00 PM and 9:00 PM, when the restaurant's customer flow begins to peak.

Primary data comes from questionnaire responses and direct consumer observations. Secondary data comes from population publications, company documents, literature, and other sources related to Islamic marketing, product quality, purchasing interest, and the halal industry. The combination of both types of data is used to describe the context of the object and examine the relationships between variables. Primary data was obtained through questionnaires, observation, and documentation. Questionnaires were distributed online and offline to consumers who met the criteria. Observations were conducted directly at the research objects and locations, while documentation was used to record conditions and data collection activities. Secondary data was obtained from documents, statistical publications, and other sources related to the research phenomenon. Each statement is measured using a five-level Likert scale, namely strongly disagree = 1, disagree = 2, neutral or less agree = 3, agree = 4, and strongly agree = 5. This scale is used to measure respondents' perceptions regarding Islamic Marketing, product quality, and purchasing interest.

Table 2. Operational Definition of Variables

Variables	Definition	Indicator	Scale
Islamic Marketing (X1)	Muslim market behavior is shaped by religious and cultural concepts and emphasizes improving marketer and consumer behavior in a balanced manner (Alserhan, 2020).	Brand identity; quality assurance; halal label.	Likert
Product Quality (X2)	The ability of a product to meet consumer functions and needs through quality, safety, durability, convenience, and other attributes.	Reasonable price; freshness/durability; convenience; attractive design.	Likert
Purchase Interest (Y)	The tendency of individuals or groups to choose, buy, use and utilize products to fulfill needs and desires (Hasah, 2025).	Transactional; referential; preferential; exploratory.	Likert

The instrument consists of 26 statements: eight Islamic marketing items, ten product quality items, and eight purchase intention items. The Islamic marketing items measure brand recognition, promotion, trust in halal standards, ingredient safety, and halal labeling. The product quality items assess price, freshness, taste, hygiene, ingredient quality, ease of finding the outlet, speed of service, and design. The purchase intention items assess return intention, choice of halal restaurants, recommendations, preferences, and information seeking. The main analysis uses multiple linear regression to determine the direction and magnitude of the influence of Islamic Marketing and product quality on purchasing interest. The model used is $Y = a + b_1X_1 + b_2X_2 + e$, with Y as purchasing interest, X1 as Islamic Marketing, X2 as product quality, a as a constant, b1 and b2 as regression coefficients, and e as model error.

Validity testing was used to ensure each item was capable of measuring the intended variable. An item was declared valid if the calculated r value exceeded the table r value of 0.197 at a 5 percent significance level. Reliability testing was conducted using Cronbach's Alpha; the instrument was declared reliable if the alpha value was greater than 0.60. Classical assumption tests include normality, multicollinearity, and heteroscedasticity. Normality is assessed using the One-Sample Kolmogorov-Smirnov Test, histograms, and Normal PP Plots. There is no multicollinearity if the tolerance is greater than 0.10 and the VIF is less than 10. Heteroscedasticity is assessed using scatterplots and the Glejser test; the model is declared free of heteroscedasticity if the significance is greater than 0.05.

Hypothesis testing was conducted using a partial t-test at a significance level of 0.05. The hypothesis is accepted if the significance value is less than 0.05. The correlation coefficient was used to assess the strength of the relationship, with intervals of 0.00-0.19 being very low; 0.20-0.399 being low; 0.40-0.599 being moderate; 0.60-0.799 being strong; and 0.80-1.00 being very strong. Regression results are interpreted through the sign and magnitude of the coefficient. A positive coefficient indicates that an increase in the independent variable is followed by an increase in purchase intention. Standardized beta is used to compare the dominant influence between variables. The R-square value indicates the proportion of variation in purchase intention that can be explained by the model, while the F-test is used to assess the overall model's suitability.

RESULTS AND DISCUSSION

Description of Research Location and Object

Medan is the center of government, trade, education, and business in North Sumatra. The city is multiethnic and boasts a rapidly growing culinary industry, particularly in modern restaurants and international cuisine. Consumers consider not only taste but also quality, cleanliness, comfort, service, and halal certification. Sushi Tei is one of the fastest-growing Japanese restaurants in Medan. The restaurant serves sushi, sashimi, ramen, udon, tempura, donburi, and Japanese desserts. The open kitchen concept and sushi belt provide a modern dining experience. Sushi Tei also maintains the freshness of its ingredients, maintains restaurant cleanliness, and ensures excellent service and presentation. The MUI halal certification, obtained in 2019, strengthens the sense of security for Muslim consumers (Kumparanfood, 2019). In Medan, Sushi Tei has outlets at Sun Plaza, Podomoro City, Wahid Hasyim, Jalan Teuku Daud, Center Point, and Lippo Plaza. The study focused on the Sun Plaza outlet due to its strategic location and relatively high customer base. Questionnaires were administered to 100 consumers who met the research criteria. Sushi Tei was founded in Singapore in 1994 and has been present in Indonesia since 2003, with

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its first outlet in Plaza Indonesia. In Medan, Sushi Tei began expanding in 2012. The restaurant's vision is to become a leading Japanese restaurant brand that provides unforgettable dining experiences, with a mission to provide high-quality products, fresh ingredients, and excellent service. The implementation of Islamic Marketing is strengthened by the ownership of the MUI Halal Certificate since April 23, 2019, and the status of the Halal Assurance System category A. The audit covers the menu, raw materials, supply chain, kitchen, warehouse, and outlets. Sushi Tei also maintains food safety standards to support the principle of halal thayyiban, namely products that are halal but also good, safe, clean, and high-quality. In addition to certification and operational quality, promotions are conducted through Instagram, TikTok, and other digital platforms, highlighting new menu items, family packages, and discount programs. Engaging visual communication strengthens the brand's connection with young consumers, while halal and hygiene information helps maintain the trust of Muslim consumers.

Table 3. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Man	14	14%
	Woman	86	86%
Age	17-25 years	78	78%
	26-35 years old	22	22%
Work	Students	65	65%
	Worker	26	26%
	Housewife	9	9%
Meal frequency	2-3 times	32	32%
	Countless	68	68%

Respondents were predominantly female (86 percent), aged 17-25 (78 percent), and students (65 percent). Sixty-eight percent stated they had eaten at Sushi Tei countless times, while 32 percent had eaten at it two to three times. This composition indicates that the Sushi Tei market in the study primarily consists of young people who actively follow culinary trends, use social media, and pay attention to product quality and halal certification.

Description of Variables and Multiple Linear Regression

Table 4. Summary of Respondents' Answers

Variables	Item	Mean	Category	Summary
Islamic Marketing (X1)	8	3.76	Tall	Promotion/advertising obtained a mean of 3.87; halal certification 3.61.
Product Quality (X2)	10	3.83	Good	Freshness, taste, price and presentation were rated positively.
Purchase Interest (Y)	8	3.64	Good	The intention to repurchase, recommend, and try new menus was assessed as quite positive.

Islamic Marketing received an average score of 3.76. Respondents positively assessed brand identity, promotion, ingredient safety, and halal labeling. The average product quality score was 3.83, indicating good ratings for ingredient freshness, taste, safety, convenience, and presentation design. Purchase intention received an average of 3.64, indicating respondents had a positive tendency to repurchase, recommend, consider Sushi Tei as a choice, and seek menu information. In Islamic Marketing, the mean items ranged between 3.61 and 3.87. The statement regarding frequently seeing Sushi Tei promotions or advertisements received the highest mean at 3.87, followed by recognition of Sushi Tei as a popular restaurant with a mean of 3.84 and confidence in the halal process with a mean of 3.82. The statement regarding halal certification received a mean of 3.61. While still positive, these results indicate that some respondents remained neutral in assessing the role of explicit certification.

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In terms of product quality, the mean for each item ranged from 3.80 to 3.86. Prices commensurate with quality, food freshness, and consistent taste all scored a mean of 3.86. Hygiene, speed of service, food presentation, and cleanliness of presentation also received good ratings. These scores indicate that product quality is perceived as relatively consistent across various aspects of the dining experience. For purchase intention, the mean for each item ranged between 3.60 and 3.66. Repurchase intention had the highest mean at 3.66, while trust in Sushi Tei compared to other sushi restaurants had a mean of 3.60. Neutral responses remained quite dominant for several items, but the proportion of agree and strongly agree responses still indicated a positive trend for purchase intention.

Table 5. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	2,359	3,278	-	0.719	0.474
Islamic Marketing	0.586	0.072	0.616	8,119	<0.001
Product Quality	0.247	0.063	0.297	3,920	<0.001

The regression equation obtained is $Y = 2.359 + 0.586X_1 + 0.247X_2$. The Islamic Marketing coefficient is positive at 0.586, so every one unit increase in Islamic Marketing increases purchasing interest by 0.586 units assuming other variables are constant. The product quality coefficient is positive at 0.247, so every one unit increase in product quality increases purchasing interest by 0.247 units.

Table 6. Model Summary and ANOVA

R	R Square	Adjusted R Square	F	Sig.
0.667	0.444	0.433	38,768	<0.001

An R value of 0.667 indicates a strong relationship between the models. An R Square of 0.444 indicates that 44.4 percent of the variation in purchase intention can be explained by Islamic Marketing and product quality, while 55.6 percent is explained by other factors outside the model. An F value of 38.768, with a significance level of less than 0.001, indicates that the regression model is suitable for use.

Instrument Test and Classical Assumption Test

Table 7. Validity and Reliability Test Results

Variables	Item	Range of r count	r table	Alpha	Information
Islamic Marketing	8	0.504-0.620	0.197	0.743	Valid and reliable
Product Quality	10	0.404-0.591	0.197	0.742	Valid and reliable
Purchase Interest	8	0.682-0.872	0.197	0.737	Valid and reliable

All items had a calculated r value greater than 0.197, thus being declared valid. The Cronbach's Alpha value for Islamic Marketing was 0.743, product quality was 0.742, and purchase intention was 0.737. All values exceeded 0.60, indicating that the research instrument was reliable and had good consistency.

Table 8. Summary of Classical Assumption Tests

Testing	Results	Criteria	Conclusion
Normality	Kolmogorov-Smirnov Z = 0.835; Sig. = 0.488	Sig. > 0.05	Normally distributed residuals
Multicollinearity X1	Tolerance = 0.996; VIF = 1.004	Tolerance > 0.10; VIF < 10	There is no multicollinearity
Multicollinearity X2	Tolerance = 0.996; VIF = 1.004	Tolerance > 0.10; VIF < 10	There is no multicollinearity
Glejser X1	Sig. = 0.314	Sig. > 0.05	There is no heteroscedasticity
Glacier X2	Sig. = 0.585	Sig. > 0.05	There is no heteroscedasticity

The Kolmogorov-Smirnov results show a significance level of 0.488, indicating a normal distribution of residuals. The points on the Normal PP Plot follow the diagonal line, and the histogram forms a bell-shaped pattern. The tolerance and VIF values indicate no significant correlation between the independent variables. The scatterplot shows points randomly distributed above and below zero, while the Glejser test has a significance level above 0.05. Thus, the model meets the assumptions of normality, is free from multicollinearity, and is free from heteroscedasticity.

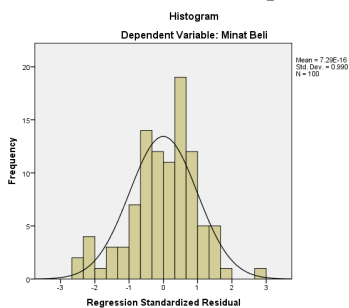


Image 1. Histogram of residuals

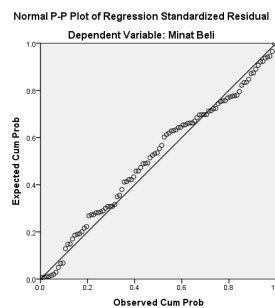


Image 2. Normal PP Plot

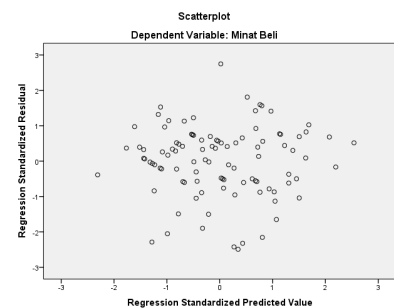


Image 3. Scatterplot of residuals

Hypothesis Testing and Correlation Coefficient

Table 9. Partial Test Decision (t)

Hypothesis	Connection	t count	Sig.	Decision
H1	Islamic Marketing -> Purchase Interest	8,119	<0.001	Accepted
H2	Product Quality -> Purchase Interest	3,920	<0.001	Accepted

Islamic Marketing has a t-test of 8.119 with a significance level of less than 0.001. This value is less than 0.05, so H0 is rejected and H1 is accepted. This means that the implementation of Islamic Marketing has a partial positive and significant effect on purchase intention. The coefficient of 0.586 and standardized beta of 0.616 indicate that Islamic Marketing is the most dominant influence in the model. Product quality has a t-test of 3.920 with a significance of less than 0.001. H0 is rejected and H2 is accepted, so product quality has a partial positive and significant effect on purchase intention. The coefficient of 0.247 and standardized beta of 0.297 indicate that the effect of product quality is smaller than Islamic Marketing, but still makes a significant contribution.

Table 10. Correlation Coefficients Between Variables

Connection	Pearson r	Sig.	Interpretation
Islamic Marketing with Purchase Interest	0.597	<0.001	Positive; moderate category
Product Quality with Purchase Interest	0.258	0.010	Positive; low category
Islamic Marketing with Product Quality	-0.064	0.528	Not significant

The correlation between Islamic marketing and purchase intention is 0.597, with a significance level of less than 0.001. This relationship is positive, significant, and falls into the moderate category. The better the implementation of Islamic marketing, the higher the consumer's likelihood of purchasing Sushi Tei products. The correlation between product quality and purchase intention is 0.258, with a significance level of 0.010. This relationship is positive and significant, but falls into the low category. Islamic marketing has a stronger relationship with purchase intention than product quality. The findings show that halal assurance, brand identity, and a sense of safety are important for Muslim consumers when choosing a Japanese restaurant. Product quality remains crucial, as consumers evaluate freshness, taste, cleanliness, price, convenience, and presentation before deciding whether to repurchase or recommend a restaurant.

The significant difference in coefficients indicates that consumers are more responsive to the increased sense of security and trust built through Islamic marketing. However, the influence of product quality cannot be ignored, as the consumption experience determines whether initial beliefs develop into repeat purchases and recommendations. Halal and quality operate at complementary decision stages. The R-square value of 0.444 also indicates that the model does not explain all variations in purchase intention. Other factors that may play a role include price, promotion, customer satisfaction, brand image, location, lifestyle trends, the influence of friends and family, and social media activity. These findings form the basis for developing further research models.

The Influence of Islamic Marketing on Interest in Purchasing Halal Products

The regression results show that Islamic marketing has a positive and significant effect on consumer purchasing interest at Sushi Tei in Medan. The regression coefficient is 0.586, the calculated t-value is 8.119, and the significance level is less than 0.001, indicating that increased implementation of Islamic marketing is followed by increased purchasing interest. The standardized beta value of 0.616 also indicates that this variable is the most dominant factor in the research model. Regarding the brand identity indicator, respondents assessed that Sushi Tei's name and image helped them recognize the restaurant as a popular and trusted Japanese brand. Brand identity reduces uncertainty because consumers have a reference point regarding the restaurant's reputation. Frequently visible promotions also strengthen brand familiarity. In the context of Islamic marketing, identity serves not only as a differentiator but also as a medium to communicate a commitment to halal and product safety. Regarding the quality assurance indicator, respondents gave positive assessments of the food ingredients, safety, and processing. Consumers felt that Sushi Tei maintained food standards, giving them greater trust and comfort. Quality assurance is relevant because the halal principle emphasizes not only halal status but also product quality, cleanliness, safety, and quality. When companies convey information honestly and consistently with consumer experiences, trust can develop into repurchase intentions.

Regarding halal labeling, the MUI certification provides a sense of security for Muslim consumers. The halal label helps consumers make informed decisions without having to independently examine each ingredient and process. Sushi Tei's certification includes inspections of ingredients, outlets, the central kitchen, the warehouse, and the serving process. Because Japanese food is often associated with ingredients and seasonings that require halal certification, the halal label is a crucial signal in building consumer confidence (Kumparanfood, 2019; MUI, 2024). The research findings support Ni' Matussolihah's (2020) study, which found that Islamic marketing mix strategies positively influence purchase intention and purchasing decisions for halal products. These findings also align with Dewi (2024), who demonstrated that an Islamic marketing mix can attract purchase intention through honesty, service, and halal assurance. Although the research subjects differ, these results confirm that religious values and marketing ethics can be a significant economic consideration.

The implementation of Islamic marketing needs to be integrated with consistent marketing communications. Integrated marketing communications can shape the perception of brand value and equity, while a well-planned marketing strategy plays a role in attracting consumer attention and increasing sales (Zulkarnaen et al., 2025; Ameliany et al., 2025). In the context of Sushi Tei, the halal logo, ingredient information, friendly service, and consistent quality are a unified message that strengthens the trust of Muslim consumers. The predominance of respondents aged 17-25 indicates that halal messaging needs to be delivered in a way that is relevant to young consumers. This group actively follows culinary trends and social media, but still considers safety, reputation, and experience. Clear halal communication can alleviate doubts without diminishing the modern image that is the appeal of Japanese cuisine. These findings also address concerns that purchases are driven solely by trends or the fear of missing out. While trends can attract initial visits, statistical results show that Islamic marketing has a significant relationship and influence on purchase intention. This means that halal and ethical marketing remain important considerations when consumers decide to return to and recommend a restaurant.

Thus, Sushi Tei's Islamic marketing doesn't stop at the use of the halal symbol. Its influence emerges when brand identity, quality assurance, halal labeling, ingredient safety, cleanliness, service, and honest communication are consistently implemented. This integration explains why Islamic marketing has a greater influence on purchasing intention than product quality alone.

The Influence of Product Quality on Interest in Purchasing Halal Products

Product quality has a positive and significant effect on consumer purchasing interest at Sushi Tei in Medan. The regression coefficient of 0.247, t-test of 3.920, and significance level of less than 0.001 indicate that increased product quality is followed by increased purchasing interest. Although the standardized beta of 0.297 is smaller than Islamic Marketing, product quality remains a significant factor in consumer decisions. For the fair price indicator, respondents assessed food prices as commensurate with quality, taste, and service. For the freshness indicator, consumers assessed that food was served fresh and that its flavor was maintained. For the safety indicator, cleanliness, hygiene, and quality of ingredients fostered a sense of security. For the convenience and design indicators, the outlet's location, speed of service, food presentation, and restaurant atmosphere created an experience that encouraged repeat purchases. These results align with Hutagalung (2024), who concluded that product quality has a positive and significant effect on purchasing decisions. These findings are also consistent with Amilin and Sujianto (2023), who identified product quality as a key factor in consumer decisions. Research on product quality at Sushi Tei Medan also confirmed the role of food quality, service, and the restaurant environment in shaping consumer evaluations (Sutarno & Anggraini, 2022). Together, Islamic marketing and product quality explain 44.4 percent of the variation in purchase intention. Consumers consider not only halal certification but also taste, freshness, cleanliness, safety, presentation, and convenience. Halal certification builds initial confidence, while the quality of the experience strengthens satisfaction and the likelihood of returning. Therefore, managing both variables in an integrated manner is crucial.

CONCLUSION

1. Islamic marketing has a positive and significant influence on purchasing interest in Sushi Tei halal products in Medan. Brand identity, quality assurance, and the halal label increase consumer trust and security.
2. Product quality has a positive and significant impact on purchasing intention. Freshness of ingredients, taste, safety, reasonable price, convenience, and presentation design are all important considerations for consumers.
3. Islamic Marketing is the most dominant variable, indicated by a regression coefficient of 0.586 and beta of 0.616, while product quality has a coefficient of 0.247 and beta of 0.297.
4. Sushi Tei needs to maintain transparency of halal information, maintain freshness and safety of ingredients, improve cleanliness, provide service training to employees, and develop marketing communications that are in accordance with sharia principles.

Further research is recommended to add variables such as price, promotion, customer satisfaction, brand image, or consumer trust, as well as expanding the area and number of samples so that the research results are more representative.

Recommendations

For companies, transparency of halal information is essential on menus, social media, and in restaurant spaces. Sushi Tei also maintains the freshness of its salmon, tuna, shrimp, and other ingredients through food safety standard storage, daily ingredient inspections, kitchen cleanliness, and consistent presentation. Regular training on service, hygiene, and halal food handling is essential to maintain consistent quality for consumers. For consumers, purchasing decisions should consider quality, halal certification, and marketing ethics simultaneously. Checking halal labels and ingredient information helps consumers gain functional benefits without compromising their perceived values. For future researchers, expanding the sample to several Sushi Tei outlets or other Japanese restaurants could increase generalizability. The addition of mediating or moderating variables, such as trust, satisfaction, religiosity, and lifestyle, could also shed more light on the influencing mechanisms.

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