

The Effects of Brand Trust, Perceived Quality and Halal Knowledge on Richeese Factory Consumers' Purchase Intention

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ABSTRACT

This study was motivated by fluctuations in consumer purchase intention at Richeese Factory Padangsidempuan, where interest declined three months after the outlet's grand opening, recovered in subsequent months, and then decreased again. The study analyzes the effects of brand trust, perceived quality, and halal knowledge on consumers' purchase intention toward Richeese Factory in Padangsidempuan City. A quantitative design was employed with 97 respondents selected through convenience sampling using the Lemeshow formula. Data were collected through questionnaires and documentation and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, partial t-tests, the simultaneous F-test, and the coefficient of determination in SPSS version 23. The findings show that brand trust and halal knowledge significantly affect purchase intention, whereas perceived quality does not. These results identify brand trust and halal knowledge as important determinants of consumer purchase intention. Future studies should examine additional variables and different samples to obtain more comprehensive evidence.



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INTRODUCTION

In the era of globalization and the expanding digital economy, competition in the food and beverage industry has intensified. Businesses compete not only by offering high-quality products but also by adapting their products, services, and marketing strategies to changes in consumer behavior. Easy access to information through digital media enables consumers to compare brands, prices, quality, and purchasing experiences before making a choice. At the same time, increasingly dynamic lifestyles have increased demand for ready-to-eat food because it is considered more practical, accessible, and compatible with the time constraints of modern consumers. These conditions create opportunities for fast-food companies while simultaneously intensifying competition to attract and retain customers.

This competitive environment requires companies to understand the factors that shape consumers' purchase intention. Purchase intention refers to a consumer's tendency, willingness, and likelihood of purchasing a product after evaluating its brand, quality, price, benefits, and compatibility with the consumer's needs and values. Purchase intention is important because it represents an initial stage preceding an actual purchase. The stronger the intention to purchase, the greater the likelihood that consumers will choose one brand over competing alternatives. Companies must therefore cultivate favorable perceptions and provide sufficiently compelling reasons for consumers to consider, select, and purchase their products.

In Muslim communities, purchase intention is shaped not only by economic considerations and product quality but also by the product's conformity with Islamic principles. Muslim consumers tend to consider halal status, safety, hygiene, and production processes before purchasing food or beverages. Businesses must therefore formulate marketing strategies that enhance purchase intention without disregarding the values and beliefs held by the community. Understanding purchase intention is consequently particularly important for fast-food companies operating in Muslim-majority areas such as Padangsidempuan City.

Richeese Factory is a fast-food restaurant brand known for chicken-based products, spicy sauces, and cheese. Its presence provides consumers with an additional option in a market already occupied by established fast-food brands. However, intense competition requires every brand to

maintain its appeal over time. In the fast-food restaurant category of the Top Brand Award, Richeese Factory recorded a Top Brand Index of 6.00%, placing it below several major competitors (Top Brand Award, 2025). This figure indicates that the brand's position must be strengthened to increase consumer preference and purchase intention. Its lower ranking relative to several competitors does not necessarily mean that consumers reject the products; rather, it may indicate that brand strength, perceived quality, and consumer confidence have not yet been optimally established.

This situation is also reflected in customer traffic at Richeese Factory Padangsidempuan. Visitor data show that the number of customers declined from 10,341 in November 2024 to 9,454 in December 2024 and fell further to 7,447 in January 2025. Although visits fluctuated in subsequent periods, they declined again in August and September 2025, reaching 3,786 customers. These substantial fluctuations indicate instability in consumer purchasing behavior. Declining customer traffic may suggest that purchase intention has not developed consistently. Consumers may show interest at particular times, but this interest does not always evolve into stable purchasing habits. Such fluctuations may affect purchasing patterns and create challenges for the company in sustaining its customer base (Jadmiko, 2023).

Fluctuations in consumer purchase intention may be associated with several factors, including brand trust, perceived quality, and halal knowledge. These variables represent trust in the brand, evaluations of product quality, and consumers' knowledge of halal requirements. Brand trust concerns consumers' belief that a brand is reliable, has a favorable reputation, and consistently fulfills their needs and expectations. Trust is particularly important in food purchasing because consumers seek to minimize risk. They require assurance that a product's quality, safety, and service correspond to the information communicated by the company. Richeese Factory's brand trust can be considered in light of changes in its Top Brand Index. The index declined from 5.90% in 2021 to 4.70% in 2022 and 3.10% in 2023. It then rose substantially to 6.70% in 2024 before decreasing to 6.00% in 2025. These changes suggest that the brand's strength and the level of consumer trust have been dynamic. Gains achieved in one period may not necessarily be sustained in the next. The company must therefore maintain consistency in product quality, service, marketing communication, and customer experience to prevent brand trust from becoming temporary.

Brand trust is also closely related to perceived quality, defined as consumers' overall assessment of a product's quality and superiority. Consumers evaluate quality not only through a product's physical attributes but also through price, taste, presentation, service, cleanliness, packaging, and post-consumption experience. Perceived quality may vary across consumers because it is influenced by needs, expectations, experience, and purchasing power. A product considered high quality by one consumer segment may not receive the same evaluation from another. Brand trust and perceived quality can strengthen loyalty and consumers' tendency to select a particular product (Lapian & Soepeno, 2024). In the context of Richeese Factory Padangsidempuan, relatively high prices, local income levels, and taste preferences may influence consumers' quality assessments. Consumers may compare the price paid with the quantity, taste, service, and benefits received. When the product is perceived as consistent with its price and consumer expectations, perceived quality is likely to improve. Conversely, a mismatch between price and consumption experience may weaken perceived quality and impede purchase intention. Preliminary interviews also indicated that some consumers were less receptive to cheese-based products. This finding suggests that local taste preferences are an important consideration. Even when a product has a favorable image and is generally regarded as high quality, differences in taste may prevent consumers from developing a strong intention to purchase it (Ayu et al., 2023).

In addition to brand trust and perceived quality, halal considerations play an important role in shaping consumer purchase intention. Most residents of Padangsidempuan are Muslim; consequently, the halal status of food is a fundamental consideration in product selection. Halal knowledge refers to consumers' understanding of halal and haram concepts, ingredients, production processes, storage, serving practices, and halal certification. Consumers with stronger halal knowledge tend to exercise greater caution when examining and selecting products. Such knowledge can reduce uncertainty and increase consumers' sense of security when making purchases (Al-Haq et al., 2024).

The relationship between halal knowledge and purchasing behavior is also supported by Anisa (2023). Knowledge of halal requirements can strengthen consumers' confidence that a selected product is consistent with their religious values. In the food industry, halal certification functions not only as formal information but also as an assurance mechanism that can build consumer trust. Richeese Factory

displays halal certification, which should theoretically enhance consumers' sense of security and encourage purchase intention. However, declining visitor numbers reveal a gap between theoretical expectations and empirical conditions. Halal certification may not automatically increase purchase intention unless it is accompanied by brand trust, favorable quality perceptions, appropriate pricing, and products that match local preferences. Previous research found that brand trust and perceived quality positively affect purchase intention (Leislee & Nawawi, 2024), indicating that consumers are more likely to intend to purchase when they trust a brand and evaluate its products favorably. Other research has shown that religiosity and halal knowledge positively influence the intention to purchase halal products (Rahman & Muthohar, 2023). Nevertheless, the effect of each variable may differ according to consumer characteristics, research setting, product type, purchasing power, and local preferences. These contextual differences warrant further examination among Richeese Factory consumers in Padangsidempuan City.

The novelty of this study lies in its simultaneous examination of brand trust, perceived quality, and halal knowledge as determinants of purchase intention among Richeese Factory consumers in Padangsidempuan City. Integrating these three variables is expected to provide a more comprehensive account of how consumer purchase intention is formed. The study assesses not only marketing-related factors through brand trust and perceived quality but also halal knowledge, which is relevant to the characteristics of the local population. It can therefore clarify whether purchase intention is driven primarily by brand strength, quality evaluations, halal knowledge, or a combination of the three. This study aims to analyze the effects of brand trust, perceived quality, and halal knowledge on the purchase intention of Richeese Factory consumers in Padangsidempuan City. The hypotheses propose that the three variables exert both partial and simultaneous effects on purchase intention. The findings are expected to contribute theoretically to the literature on marketing, consumer behavior, and Islamic economics. Practically, they may inform the company's marketing strategies, efforts to strengthen brand trust, initiatives to improve perceived quality, communication of halal assurance, and adaptation of products to the needs and preferences of consumers in Padangsidempuan City.

RESEARCH METHOD

This study employed a quantitative research approach. Quantitative research refers to a systematic investigation of phenomena through the collection of measurable data using research instruments, followed by statistical, mathematical, or computational analysis to test predetermined hypotheses (Ummul Aiman, Karimuddin Abdullah et al., 2022). The independent variables examined in this study were brand trust, perceived quality, and halal knowledge, while purchase intention served as the dependent variable. A population encompasses not only the numerical total of individuals or objects under investigation but also all characteristics and attributes possessed by those individuals or objects (Sari Anita et al., 2023). The population of this study comprised consumers in Padangsidempuan City who intended to purchase or had previously purchased products from Richeese Factory. Since the exact size of the population could not be determined, the study involved respondents ranging from 16 years old to over 40 years old.

The sample was selected using accidental sampling, a non-probability sampling technique in which individuals who happen to encounter the researcher and meet the predetermined eligibility criteria may be recruited as respondents (Syafri Hafni Sahir, 2022). The required sample size was calculated using the Daniel and Terrell formula, commonly referred to as the Lemeshow formula for populations of unknown size. Based on this calculation, 97 respondents were included in the study. The research relied on primary data collected directly from the respondents. Data were collected through a questionnaire distributed to consumers of Richeese Factory in Padangsidempuan. A questionnaire is a data collection instrument consisting of a set of written questions or statements that respondents are required to answer. Questionnaires may contain either open-ended or closed-ended items and may be administered directly, delivered by post, or distributed electronically via the internet (Sugiyono, 2023). The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS), version 23. The software was employed to assess the validity and reliability of the research instruments and to conduct the required statistical analyses. The analytical procedures included validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, coefficient of determination analysis (R^2), partial hypothesis testing using the t-test, and simultaneous hypothesis testing using the F-test (Ely Mulyati, M. Rosihan Arsyad et al., 2024).

RESULTS AND DISCUSSION

1. Validity Test

Table 1. Validity Test

Variable	Item	Critical r	Observed r	Decision
<i>Purchase Intention</i> (Y)	1	Valid if observed $r >$ critical r . At $df = 95$ and a 10% significance level, critical $r = 0.1680$.	0.762	Valid
	2		0.794	Valid
	3		0.761	Valid
	4		0.839	Valid
	5		0.846	Valid
	6		0.812	Valid
	7		0.779	Valid
	8		0.800	Valid
	9		0.742	Valid
	10		0.712	Valid
	Item	Critical r	Observed r	Decision
<i>Brand Trust</i> (X1)	1	Valid if observed $r >$ critical r . At $df = 95$ and a 10% significance level, critical $r = 0.1680$.	0.858	Valid
	2		0.842	Valid
	3		0.850	Valid
	4		0.753	Valid
	5		0.865	Valid
	6		0.842	Valid
	7		0.711	Valid
	8		0.717	Valid
	9		0.832	Valid
	10		0.853	Valid
	Item	Critical r	Observed r	Decision
<i>Perceived Quality</i> (X2)	1	Valid if observed $r >$ critical r . At $df = 95$ and a 10% significance level, critical $r = 0.1680$.	0.830	Valid
	2		0.840	Valid
	3		0.861	Valid
	4		0.894	Valid
	5		0.815	Valid
	6		0.886	Valid
	7		0.835	Valid
	8		0.797	Valid
	9		0.821	Valid
	10		0.819	Valid
	Item	Critical r	Observed r	Decision
<i>Halal Knowledge</i> (X3)	1	Valid if observed $r >$ critical r . At $df = 95$ and a 10% significance level, critical $r = 0.1680$.	0.738	Valid
	2		0.743	Valid
	3		0.796	Valid
	4		0.737	Valid
	5		0.818	Valid
	6		0.856	Valid
	7		0.827	Valid
	8		0.888	Valid
	9		0.725	Valid
	10		0.773	Valid

Source: SPSS Output, 2026

The results show that all items measuring purchase intention, brand trust, perceived quality, and halal knowledge had observed r -values exceeding the critical r -value. With a sample of 97 respondents, degrees of freedom of $df = n - 2 = 95$, a 10% significance level, and a critical r -value of 0.1680, all measurement items were considered valid.

Reliability Test

Table 2. Reliability Test

No.	Variable	Cronbach's Alpha	Items	Decision
1	<i>Purchase Intention</i>	0.931	10	Reliable
2	<i>Brand Trust</i>	0.941	10	Reliable
3	<i>Perceived Quality</i>	0.954	10	Reliable

No.	Variable	Cronbach's Alpha	Items	Decision
4	Halal Knowledge	0.933	10	Reliable

Source: SPSS Output, 2026

The reliability test results show that all variables had Cronbach's alpha values above 0.70. Accordingly, the instruments measuring purchase intention, brand trust, perceived quality, and halal knowledge were considered reliable and suitable for subsequent analysis.

Normality Test

Table 3. Normality Test (One-Sample Kolmogorov-Smirnov Test)

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.44594150
Most Extreme Differences	Absolute	.103
	Positive	.077
	Negative	-.103
Kolmogorov-Smirnov Z		1.014
Asymp. Sig. (2-tailed)		.256

Source: SPSS Output, 2026

As shown in Table 3, the Asymp. Sig. (two-tailed) value was 0.256, which exceeded the 0.10 significance threshold. The regression residuals were therefore considered normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Unstd. Coeff.		Std. Coeff.		Sig.	Collinearity	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	11.928	2.930		4.071	.000		
Brand Trust	.394	.081	.458	4.870	.000	.481	2.078
Perceived Quality	-.036	.069	-.042	-.531	.597	.670	1.492
Halal Knowledge	.385	.101	.403	3.801	.000	.379	2.636

Source: SPSS Output, 2026

As shown in Table 4, the variance inflation factor (VIF) values for brand trust, perceived quality, and halal knowledge were 2.078, 1.492, and 2.636, respectively, all below 10. The corresponding tolerance values were 0.481, 0.670, and 0.379, all above 0.10. These results indicate that the regression model was not affected by multicollinearity.

Heteroskedasticity Test

Table 5. Heteroskedasticity Test

Coefficients ^a					
Model	Unstd. Coefficients		Std. Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.564	.157		3.585	.001
LnX1	-.023	.048	-.071	-.478	.634
LnX2	-.048	.033	-.160	-1.444	.152

Coefficients ^a					
Model	Unstd. Coefficients		Std. Coefficients	t	Sig.
	B	Std. Error	Beta		
LnX3	-.064	.065	-.157	-.984	.328

Source: SPSS Output, 2026

Heteroskedasticity was assessed using the Glejser test. As shown in Table 5, the significance values for brand trust, perceived quality, and halal knowledge were 0.634, 0.152, and 0.328, respectively. Because all values exceeded the 0.10 significance threshold, the regression model showed no evidence of heteroskedasticity.

Partial t-Test

Table 6. Partial t-Test

Coefficients ^a					
Model	Unstd. Coefficients		Std. Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.928	2.930		4.071	.000
1 <i>Brand Trust</i>	.394	.081	.458	4.870	.000
<i>Perceived Quality</i>	-.036	.069	-.042	-.531	.597
<i>Halal Knowledge</i>	.385	.101	.403	3.801	.000

Source: SPSS Output, 2026

Based on Table 6, the partial effect of each independent variable on purchase intention is discussed below.

Effect of Brand Trust on Purchase Intention

Brand trust produced a calculated t-value of 4.870, exceeding the critical t-value of 1.661, with $p < .001$, below the 0.10 significance threshold. Brand trust therefore had a positive and significant effect on purchase intention. This result is consistent with the concept of *al-iradah al-batinah* in Islamic commercial jurisprudence, which treats intention as an internal motivational force. When consumers perceive Richeese Factory as honest, safe, and capable of meeting their expectations, uncertainty in the purchasing process is reduced. Within the Theory of Planned Behavior, brand trust can foster a favorable attitude and strengthen consumers' confidence in making a purchase. Brand trust also helps consumers assess product safety, quality, and consistency, thereby reinforcing purchase intention. This finding is supported by Destiya (2024), who reported a positive contribution of brand trust to purchase intention. Rahmantyo (2024) similarly found that stronger consumer trust in a brand's values and integrity increases consumers' motivation to engage in a transaction.

Effect of Perceived Quality on Purchase Intention

Perceived quality produced a calculated t-value of -0.531, below the critical t-value of 1.661, with $p = .597$, above the 0.10 significance threshold. Perceived quality therefore did not have a significant effect on purchase intention. This finding is consistent with Nurhanifah et al. (2025), who showed that perceived quality is not invariably the principal determinant of purchase intention. Purchase intention may be influenced by other considerations, including price, taste, purchasing power, halal status, and product benefits. In the case of Richeese Factory in Padangsidempuan, favorable quality evaluations may not increase purchase intention when flavor variants, prices, or product characteristics do not align with local consumer preferences. Under the Theory of Planned Behavior, a favorable attitude toward product quality may not translate into purchase intention when subjective norms and perceived behavioral control are more influential. Limited purchasing power, social trends, and taste compatibility may shape consumer decisions. Although perceived quality had no significant direct effect, improving product quality and value remains important for strengthening brand trust and sustaining a positive customer experience.

Effect of Halal Knowledge on Purchase Intention

Halal knowledge produced a calculated t-value of 3.801, exceeding the critical t-value of 1.661, with $p < .001$, below the 0.10 significance threshold. Halal knowledge therefore had a positive and significant effect on purchase intention.

This finding supports the Islamic principles of trade, under which the object of a transaction must be clean, beneficial, and halal in both its ingredients and production processes. Halal knowledge enables consumers to determine whether purchased products comply with the principle of *halalan thayyiban*. A stronger understanding of halal criteria increases consumers' sense of security and confidence in making purchases. This interpretation is also consistent with Qur'an 5:88, which instructs Muslims to consume food that is lawful and wholesome. Within the Theory of Planned Behavior, halal knowledge can strengthen favorable attitudes because consumers view the purchase of halal products as consistent with religious values and personal safety. It can also reinforce subjective norms through social support and improve perceived behavioral control by increasing consumers' ability to identify and select halal products. The present finding is consistent with Rahman and Muthohar (2023), who reported that halal knowledge affects consumers' purchase intention toward halal restaurants. Harjanto (2025) likewise found that halal product knowledge made a dominant contribution to halal food purchase intention relative to several other factors.

Simultaneous F-Test

Table 7. Simultaneous F-Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1740.954	3	580.318	47.344	.000 ^b
Residual	1139.953	93	12.258		
Total	2880.907	96			

Source: SPSS Output, 2026

As shown in Table 7, the calculated F-value of 47.344 exceeded the critical F-value of 2.14, with $p < .001$, below the 0.10 significance threshold. Brand trust, perceived quality, and halal knowledge therefore had a significant simultaneous effect on purchase intention. The simultaneous test indicates that purchase intention is shaped by the combined influence of brand trust, quality evaluations, and an understanding of product halalness. For Richeese Factory in Padangsidempuan, increasing purchase intention requires a strategy that not only emphasizes product quality but also strengthens transparency, brand consistency, halal certification, and value communication. Integrating these dimensions can foster favorable attitudes, reinforce subjective norms, and enhance consumers' perceived behavioral control.

Coefficient of Determination (R^2)

Table 8. Coefficient of Determination (R^2)

Model Summary				
Model	R	R^2	Adjusted R^2	Std. Error
1	.777 ^a	.604	.592	3.501

Source: SPSS Output, 2026

As shown in Table 8, the adjusted R^2 was 0.592, or 59.2%. Thus, brand trust, perceived quality, and halal knowledge explained 59.2% of the variance in purchase intention, whereas the remaining 40.8% was attributable to factors outside the research model.

CONCLUSION

The findings demonstrate that brand trust had a significant positive effect on the purchase intention of Richeese Factory consumers, whereas perceived quality did not have a significant effect. Halal knowledge also had a significant positive effect on purchase intention. Taken together, brand trust, perceived quality, and halal knowledge exerted a significant simultaneous effect on purchase

intention, as indicated by the F-test. The adjusted coefficient of determination further showed that the three predictors explained 59.2% of the variance in purchase intention, while the remaining 40.8% was explained by factors outside the scope of this study. These findings underscore the importance of strengthening brand credibility and communicating halal assurance while continuing to improve product value and alignment with local consumer preferences.

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