

ABSTRACT

This study aims to analyze the influence of customer religious orientation on halal brand advocacy among Muslim consumers, employing the theoretical framework of Service-Dominant Logic (SDL). The proposed research model incorporates five key variables: customer religious orientation, halal value resonating quality, halal brand distinctiveness, psychological engagement, and halal brand advocacy. Data were collected through a structured questionnaire distributed to 200 Muslim respondents residing in Central Java and Yogyakarta, who actively select halal products in retail environments. The data were analyzed using the Structural Equation Modeling (SEM) approach with AMOS software.

The findings reveal that customer religious orientation has a positive effect on halal value resonating quality; halal brand distinctiveness positively influences both halal value resonating quality and psychological engagement; and both halal value resonating quality and psychological engagement significantly affect halal brand advocacy. These results highlight the pivotal role of religious orientation in shaping consumer loyalty toward halal brands, particularly through value resonance and emotional engagement. The theoretical and practical implications of this research offer significant contributions to the development of value-driven marketing strategies within the halal product industry amidst the evolving dynamics of the global market.

Keywords: *customer religious orientation, halal value resonating quality, psychological engagement, halal brand advocacy, Service-Dominant Logic (SDL)*