ISTIQAMAH AS A MEDIATOR IN THE BDI MODEL: IMPACT ON MIDDLE-CLASS BUSINESS VENTURES IN THE CULINARY SECTOR

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ABSTRACT

This study analyzes the role of istiqamah (steadfastness) as a mediator in the BDI (Belief, Desire, Intention) model for establishing culinary businesses among the middle class. The research addresses the low sustainability rate of middle-class culinary ventures, possibly due to limited spiritual values like istiqamah in business practices. The study hypothesizes that istiqamah can strengthen intentions and decisions to start and sustain culinary businesses. Using a quantitative survey and path analysis, data were gathered from 151 middle-class respondents in Bone Regency through structured questionnaires that measured belief, desire, intention, istiqamah, and business decisions. Data analysis with Structural Equation Modeling (SEM) examined the proposed mediation model. The results show that istiqamah significantly influences the decision to start a culinary business and mediates the relationship between intention and business decisions. Additionally, intention mediates the relationship between belief and desire with istiqamah, ultimately impacting business decisions. This study underscores the importance of integrating spiritual values into business practices, especially within the culinary sector. It contributes to the literature on spirituality in business and offers practical insights for entrepreneurs and policymakers in designing sustainable, ethical business strategies to address evolving economic challenges.

Keywords: Istiqamah, BDI Model, Culinary Business, Spiritual Values, Business Decisions.

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INTRODUCTION

Istiqamah in the culinary business is a critical factor for maintaining reputation and ensuring long-term sustainability. Consistency in delivering high-quality customer experiences builds trust and solidifies reputation. Three core dimensions underpin this. First, istiqamah in business operations includes competitive awareness, strategic consumer focus, and the integration of spiritual values for long-term success (Tijani et al., 2022). Second, successful business development requires thorough market research, strong branding, product quality, customer service, and disciplined financial management (Daruwati, 2024). Third, istiqamah in innovation and adaptability is key to long-term survival, supported by the consistent use of information technology to enhance productivity and relevance in the global and digital era. The integration of spiritual values with technology forms the foundation for sustained success (Dayini et al., 2022).

This study utilizes the BDI (Belief, Desire, Intention) model to investigate strategies for preserving business reputation through the concept of istiqamah in the development of culinary enterprises among the middle-class population. The BDI model, formulated by Michael Bratman in 1987, comprises three integral components: Belief, Desire, and Intention. "Belief" denotes the agent's cognitive assessment of the external environment and their own capabilities (Yi & Jai, 2020). "Desire" represents the agent's objectives or preferred states (Mascardi et al., 2017). "Intention" reflects the agent's commitment to act based on their beliefs and desires. This framework facilitates systematic information processing, goal evaluation, and decision-making, thereby supporting the sustainability and reputation of the business.

Research on maintaining business reputation through istiqamah in the culinary sector among middle-class consumers remains scarce. Existing literature identifies three main factors: customer loyalty, service quality, and technological integration. (Febrianti & Beni, 2023) demonstrate that high standards of product and service quality are essential for cultivating customer loyalty. (Novrita et al., 2023) and (Oktavia et al., 2020) underscore the need for consistent taste and the use of fresh ingredients. Studies by (Lieyanto & Pahar, 2021) and (Chasanah et al., 2022) reveal that service quality and the establishment's ambiance significantly impact customer satisfaction. Additionally, (Rosadian, 2023) highlights the role of digital marketing, videos, and influencers in enhancing marketing effectiveness. Furthermore, (Dayini et al., 2022) and (Putri et al., 2024) emphasize that food delivery apps and QRIS improve operational efficiency and boost sales in the culinary industry.

This study aims to address deficiencies in the literature concerning strategies for maintaining the reputation of culinary businesses through the application of istiqamah within middle-class communities. As a pioneering research effort, it explores how istiqamah can mediate the development and sustainability of culinary enterprises. By applying the BDI (Belief, Desire, Intention) theoretical framework, the study analyzes how these components interact to facilitate effective reputation management. The objective is to significantly advance the theoretical understanding of istiqamah in managerial contexts and provide novel insights into the integration of BDI theory for managing reputation and achieving success in the culinary industry among middle-class demographics.

MATERIALS AND METHODS

This study employs the BDI (Belief, Desire, Intention) framework to investigate the influence of istiqamah on decision-making processes in culinary business ventures within the middle-class

community. In the Belief phase, individual convictions are constructed through the cognitive assessment of market potential and success expectations, shaped by local values and perceptions regarding product quality and safety (Mascardi et al., 2017). The Desire phase involves affective dimensions, where emotional drives and aspirations, such as the pursuit of innovation in the culinary field, play a pivotal role (Chen et al., 2020). The Intention phase signifies the transition from abstract aspirations to concrete strategic planning, including the formulation of business models and resource allocation strategies (Razak, 2024). An in-depth analysis of the interactions among belief, desire, and intention is crucial for crafting adaptive business strategies and for discerning market opportunities and evolving consumer trends, thereby enhancing the prospects for business success.

Culinary Business and the Middle-Class Muslim Community

The middle-class Muslim culinary business model is designed to address market demands by providing products that conform to halal standards and stringent health regulations (Munthe et al., 2023). This model integrates traditional culinary practices with modern innovations, ensuring that all ingredients and production processes adhere to accredited halal certifications. The target market consists of middle-class consumers who prioritize both quality and religious compliance in their food choices (Lieyanto & Pahar, 2021). Effective marketing strategies should focus on building a brand that highlights halal adherence and health benefits, utilizing social media and strategic partnerships to enhance visibility (Rosadian, 2023). Operationally, transparent supply chain management and high-quality customer service are essential. Sustainability is achieved through eco-friendly practices and active involvement in community initiatives, which reinforce social ties and strengthen community engagement (Basuki, 2023).

Istiqamah and the Decision to Establish a Culinary Business

Istiqamah, a core Islamic principle of consistent adherence to religious values, plays a crucial role in entrepreneurial decisions in the (Razak et al., 2023). It requires business owners to ensure all operations, particularly compliance with halal standards, align with Islamic teachings. Istiqamah functions as both a moral guide and a strategic tool, helping businesses build a strong reputation among Muslim consumers increasingly concerned with halal authenticity (Latif et al., 2024). Its application emphasizes integrity and quality, essential for fostering long-term customer relationships (Chasanah et al., 2022). Thus, Istiqamah influences both individual spirituality and the ethical development of culinary enterprises. Based on this, the hypothesis is proposed:

H1: Istiqamah significantly influences the decision to establish a culinary business

Intention and Istiqamah

Intention and istiqamah are closely related concepts in entrepreneurship, especially in the culinary sector (Shofiuddin & Thohari, 2021). Intention provides the moral and spiritual foundation for business conduct, guiding adherence to halal principles and ensuring high-quality products and services (Razak, 2023). A sincere intention establishes the ethical direction and fosters commitment to these principles. In contrast, Istiqamah refers to the consistent application of intention, maintaining halal standards and ethical practices throughout the business lifecycle (Munthe et al., 2023). While intention initiates ethical behavior, Istiqamah ensures its sustained implementation (Latif et al., 2024). Therefore, intention drives the ethical approach, and Istiqamah guarantees its enduring consistency. Based on this reasoning, the hypothesis is proposed:

H2: Intention significantly influences Istiqamah

Belief and Intention

In Islamic contexts, Belief denotes a deep commitment to spiritual values that influence various aspects of life, including culinary entrepreneurship (Darmawan, 2020). A strong belief in principles such as halal compliance and economic fairness provides a crucial moral foundation for developing a sincere Intention (Munthe et al., 2023). Entrepreneurs with a profound belief in these principles are more likely to form a robust intention, reflected in their strict adherence to halal standards and ethical practices. Intention, as a manifestation of belief, guides actions to align with core values. In the culinary sector, intention driven by deep belief involves a commitment to high product quality, service integrity, and religious adherence (Alfarizi, 2023). Therefore, the interplay between belief and intention creates a solid framework for ethical business practices. Based on this, the hypothesis is proposed:

H3: Belief significantly influences Intention

Desire and Intention

In culinary entrepreneurship, Desire and Intention are closely related but distinct concepts (Amaliah et al., 2024). Desire signifies the internal drive to achieve specific goals, such as starting an innovative culinary venture or addressing a market need (Ferli et al., 2023). This motivation encourages exploration and risk-taking (Ferli et al., 2023). However, Desire alone is not sufficient, it must be coupled with a structured Intention (Rumangkit et al., 2022). Intention involves the strategic planning necessary to turn desire into actionable plans, including goal setting, strategy development, resource allocation, and operational execution (Yenny Dwi Suharyani, 2023). It ensures that initial motivation is translated into a sustained commitment to achieving objectives and maintaining essential values such as quality, service, and efficiency. Thus, the interplay between desire and intention forms a solid foundation for the success and sustainability of culinary businesses. Based on this, the hypothesis is proposed:

H4: Desire significantly influences Intention

Istiqamah as a Mediator

In culinary entrepreneurship, istiqamah plays a crucial mediating role between intention and the decision to establish a business (Razak et al., 2024). While a strong intention is vital for success, it must be supported by istiqamah, which encompasses consistency, perseverance, and commitment according to Islamic principles (Razak et al., 2023). Istiqamah helps maintain motivation, overcome obstacles, and uphold high standards of quality and integrity (Yenny Dwi Suharyani, 2023). It effectively bridges the gap between initial intentions and practical implementation, enhancing the transition from planning to action. Thus, higher levels of istiqamah increase the likelihood of successfully converting entrepreneurial intentions into actionable and sustainable business practices. Based on this, the hypothesis is proposed:

H5: Istiqamah significantly mediates the relationship between Intention and the decision to start a culinary business

Intention as a Mediator

In culinary entrepreneurship, intention acts as a key mediator between belief and istiqamahconnecting initial motivation with sustained action (Yenny Dwi Suharyani, 2023). A deep-seated belief in Islamic ethical values, such as integrity, honesty, and social responsibility, underpins the formation of intention, guiding the integration of these principles into business practices (Hawari & Fadhillah, 2023). Intention enables the realization of istiqamah by ensuring ongoing commitment and resilience in overcoming business challenges (Hawari & Fadhillah, 2023). Moreover, a strong desire for success helps shape a focused and strategic intention, motivating

entrepreneurs to start and persist in their ventures (Ferli et al., 2023). Consequently, intention links belief with istiqamah, translating initial motivation into practical and enduring business actions. Based on this, the following hypotheses are proposed:

H6 (a-b) Intention mediates the relationship between:

a. Belief and Istiqamah
b. Desire and Istiqamah

Istiqamah and Intention as Mediators

In culinary entrepreneurship, Istiqamah and Intention act as crucial mediators between belief, desire, and the decision to start a business. Belief, reflecting adherence to ethical values and business potential, enhances the intention to initiate a venture (Anthony Irwanto, 2023). Intention bridges this belief with actionable strategies, translating ethical commitments into practical business operations (Noni et al., 2023). Desire, representing personal motivation, shapes a focused intention. Intention directs resources and efforts towards business objectives, while istiqamah ensures consistency and resilience in overcoming challenges (Shofiuddin & Thohari, 2021). Consequently, istiqamah reinforces the alignment between intention and business actions. Based on this, the hypotheses are:

H7 (a-b) : Istiqamah and Intention mediate the relationship between:

a. Belief and the decision to start a culinary business
b. Desire and the decision to start a culinary business

Intention as a Mediator

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b. Desire and the decision to start a culinary business

Conceptual Model of Study

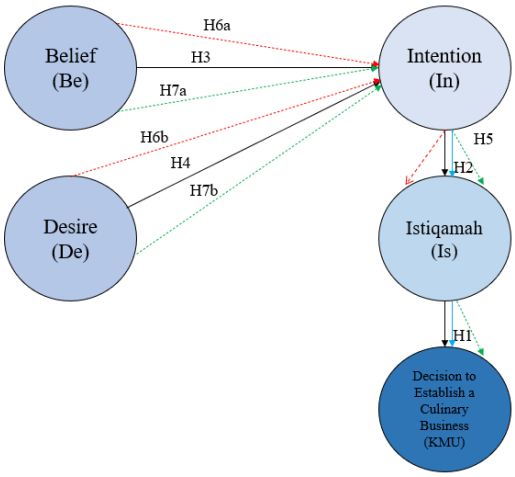

Figure 1. Conceptual Model of Study

Based on the development of the proposed hypotheses, the research framework is constructed as shown in Figure 1 (Research Framework), which describes that Belief (Be) and Desire (De) are exogenous variables that influence the decision to establish a culinary business (KMU) through Intention (In) as an intervening variable, where the decision to establish a culinary business (KMU) is the endogenous variable. Istiqamah (Is) serves as a mediating variable that explains the relationship between Belief (Be) and Desire (De) and the decision to establish a culinary business (KMU) through Intention (In) as an intervening variable. This research framework is designed to address the formulated research questions and provide significant contributions both theoretically and practically. By understanding these factors, this study aims to offer deeper insights into the formation of culinary businesses and assist business owners in designing more effective marketing strategies.

Research Design

This study utilized Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to investigate the role of istiqamah as a mediator in the BDI model (Belief, Desire, Intention) for establishing culinary businesses among the middle-class community. SEM-PLS was selected due to its effectiveness in analyzing both direct and indirect relationships between variables. This method enables the creation of path models that provide a deeper understanding of the relationships among the studied variables.

Measurement

To substantiate the proposed conceptual research model, the questionnaire was meticulously structured into two principal sections. The initial section delivers a comprehensive overview of the study's objectives, elucidates the instructions for completing the questionnaire, and delineates its linkage to socio-demographic factors, including respondent age, marital status, occupation, education, and income. The subsequent section, aimed at elaborating the model structure, employs a multiple-choice item scale based on a five-point Likert Scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). This section comprises 15 items: 3 pertaining to Belief (Be), 3 to Desire (De), 3 to Intention (In), 3 to the establishment of a culinary business (KMU), and 3 to Istiqamah (Is). The measurement details for these constructs are systematically outlined in Table 1.

Table 1. Measurement of Constructs

Construct	Operational Definitions	Indicators		Codes
Belief (Be)	Belief reflects middle-class confidence in determinants shaping decisions to establish culinary enterprises (Mukuan et al., 2023).	1.	Consistency in menu quality	Be1
		2.	Stable and growing market demand	Be2
		3.	Proficiency in business management	Be3
Desire (De)	Desire drives middle-	4.	Commitment to menu	De1
				De2
				De3

	class motivation, guiding decisions toward culinary business success amidst external factors (Anthony Irwanto, 2023).		innovation Enhanced customer experience Strategic intent for business expansion	
Intention (In)	Intention reflects the middle-class's deliberate commitment to execute actions advancing business objectives (Tijani et al., 2022).	7. 8. 9.	Revenue growth intention Quality enhancement initiatives Eco-friendly practices	In1 In2 In3
Decision to Establish a Culinary Business (KMU)	The decision to start a culinary business involves methodical, halal-compliant actions aligned with Islamic principles (Latif et al., 2024).	10. 11. 12.	Halal adherence protocols Ethical marketing frameworks Strategic location alignment	KMU 1 KMU 2 KMU 3
Istiqamah (Is)	Istiqamah reflects enduring commitment to managing culinary businesses aligned with Islamic principles (Najwa et al., 2024).	13. 14. 15.	Dedication to business execution Tenacity in reputation sustainment Integrity in business governance	Is1 Is2 Is3

Data Collection, Population, and Sample

The data collection for this study was carried out over a one-month period in June 2024, using the convenience sampling technique. Questionnaires were distributed to Muslim respondents in South Sulawesi, Indonesia, via Google Forms and disseminated through WhatsApp. A total of 151 fully completed responses were collected, defining the sample size for the study. These responses reflect the middle-class Muslim demographic in South Sulawesi. In alignment with the guidelines proposed by (Hair et al., 2017), the minimum sample size for multivariate analysis should be ten times the number of research instruments. This study complies with this requirement (Kyriazos, 2018) (Schermelleh-Engel et al., 2003).

SEM-PLS Analysis

The analysis employed Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach using Smart PLS software version 4.0.8.9 (Ringle et al., 2022) and was conducted in two stages. The first stage evaluated the measurement model's validity and reliability. Convergent validity was confirmed with factor loadings > 0.7, Composite Reliability (CR) > 0.7, and Average Variance Extracted (AVE) > 0.5 (Gottems et al., 2018). Discriminant validity was assessed through cross-loading and the Fornell-Larcker criterion, and reliability was gauged using Cronbach's alpha with values > 0.6 considered acceptable (Chawla & Joshi, 2019). The second stage involved structural model analysis, requiring statistically significant P-values ($p < 0.05$) and R-Square values of 0.75 (strong), 0.50 (moderate), 0.25 (weak), and 0.90 (overfit). f^2 values were interpreted as 0.02 (small effect), 0.15 (medium effect), and 0.35 (large effect; Hair et al., 2014).

The detailed model equations are outlined as follows:

1. Direct effect equations:
   $KMU = \beta 0 + \beta Is + \epsilon$
   $Is = \beta 0 + \beta In + \epsilon$
   $In = \beta 0 + \beta Be + \beta De + \epsilon$

2. Indirect effect equations:
   KMU = β0 + βIs1 + ϵ
   Is = β0 + βIn2 + ϵ
   In = β0 + βBe3 + βDe4 + ϵ

Which:
KMU, Is, and In are characterized as endogenous latent variables. Be, De, Is, and In are categorized as exogenous latent variables. Additionally, Is and In serve as mediating variables in the model. Structural coefficients are indicated by β, while ϵ represents the model's residuals.

RESULT AND DISCUSSION

Demographic profile of the respondents

Table 2 shows that 24.5% of the 151 respondents are male and 75.5% are female. The majority are aged 30-39 years (30.5%) and 20-29 years (27.2%). Most respondents are married (85.4%), with only 14.6% single. A significant portion are employed (85.4%), while entrepreneurs make up 9.9%. In terms of education, the largest groups have high school (35.1%) or elementary school (30.5%) education, with few holding advanced degrees. Regarding monthly income, 62.9% of respondents earn less than IDR 5 million, while 31.8% earn between IDR 5 million and IDR 10 million.

Tabel 2. Demographic profile of the respondents

Criteria	Category	Frequency	Percent
Sex	Male	37	24,5 %
	Female	114	75,5 %
Age	20-29	41	27,2 %
	30-39	46	30,5 %
	40-49	37	24,5 %
	50-59	19	12,6 %
	60-69	7	4,6%
	70-79	1	0,7%
Marital Status	Single	22	14,6 %
	Married	129	85,4 %
Occupation	Lecturer	1	0,7%
	Teacher	1	0,7%
	Government Employee (ASN)	3	2,0%
	Private Sector Employee	2	1,3%
	Employee	129	85,4 %
	Military/Police		
	Entrepreneur/Businessperson	15	9,9%
	Retiree		
	Farmer		
	Others		
Highest Education	Elementary School/Equivalent	46	30,5 %
	Middle School/Equivalent	16	10,6 %
	High School/Vocational School/Equivalent	53	35,1 %
	Diploma: D.I/ D.II/ D.III/D.IV	8	5,3%
	Bachelor's (S1)	22	14,6 %
	Master's (S2)	6	4,0%
	Doctorate (S3)		
Monthly Income	< IDR 5 million	95	62,9 %
	> IDR 5 million to IDR 10 million	48	31,8 %
	> IDR 10 million to IDR 15 million	8	5,3%
	> IDR 15 million to IDR 20 million		
	> IDR 20 million to IDR 25 million		
	> IDR 25 million o IDR 30 million		
	> IDR 30 million		

Source: Primary data processed, 2024

Measurement model assessment

Table 3 shows that Belief (Be) has loading factors between 0.750 and 0.795, with composite reliability of 0.681 and an AVE of 0.603. Desire (De) has loading factors from 0.809 to 0.842, composite reliability of 0.779, and an AVE of 0.686. Intention (In) demonstrates loading factors between 0.731 and 0.866, composite reliability of 0.749, and an AVE of 0.653. Decision to Establish a Culinary Business (KMU) has loading factors from 0.860 to 0.920, composite reliability of 0.888, and an AVE of 0.806. Istiqamah (Is) shows loading factors from 0.748 to 0.899, with composite reliability of 0.815 and an AVE of 0.707.

Table 3. Validity and Reliability for Constructs

Constructs	Indicators	Loading Factors	Cronbach"s alpha	Composite reliability	AVE
Belief (Be)	Be1 Be2 Be3	0.750 0.784 0.795	0.674	0.681	0.603
Desire (De)	De1 De2 De3	0.809 0.832 0.842	0.772	0.779	0.686
Intention (In)	In1 In2 In3	0.866 0.731 0.820	0.733	0.749	0.653
Decision to Establish a Culinary Business (KMU)	KMU1 KMU2 KMU3	0.860 0.920 0.912	0.879	0.888	0.806
Istiqamah (Is)	Is1 Is2 Is3	0.899 0.868 0.748	0.792	0.815	0.707

Source: Primary data processed, 2024

Table 4 reveals that the Belief (Be) construct has a strong internal consistency with a self-correlation of 0.777. Desire (De) shows a moderate correlation of 0.393 with Be and a high self-correlation of 0.828. The Intention (In) construct correlates at 0.508 with Be and 0.748 with De, with a self-correlation of 0.808. Decision to Establish a Culinary Business (KMU) shows a moderate correlation of 0.368 with Be, and strong correlations with De (0.728) and In (0.717), with the highest self-correlation of 0.898. Lastly, Istiqamah (Is) has a moderate correlation of 0.456 with Be and a strong self-correlation of 0.841.

Table 4. Results of Forner-Larcker Criterion Test

Hypothesis	Relationship	Parameter Coefficient	Standard Deviation	T-statistics	P-values	Decision
H1	Is -> KMU	0.805	0.053	15.330	0.000	Accepted
H2	In -> Is	0.724	0.070	10.365	0.000	Accepted
H3	Be -> In	0.254	0.091	2.779	0.006	Accepted
H4	De -> In	0.648	0.117	5.546	0.000	Accepted

Source: Primary data processed, 2024

Table 5. Output of Model Fit

Contracts	Be	De	In	Is	KMU
Be	**0.777**				
De	0.393	**0.828**			
In	0.508	0.748	**0.808**		
Is	0.456	0.611	0.724	**0.841**	
KMU	0.368	0.728	0.717	0.805	**0.898**

Source: Primary data processed, 2024

Table 5 shows key model fit indices. SRMR is 0.088 for the saturated model, indicating good fit, but increases to 0.111 in the estimated model. The d_ULS rises from 0.927 to 1.473, and d_G increases from 0.398 to 0.471, suggesting higher model discrepancy. Chi-square is larger in the estimated model (380.244) compared to the saturated model (343.182). NFI declines from 0.743 to 0.715, indicating a slight reduction in overall fit quality.

Structural model assessment

Table 6 shows the Structural Model Assessment results, with all hypotheses (H1 to H4) accepted due to p-values < 0.05, indicating statistical significance. H1 reveals a significant positive effect of Is on KMU (coefficient = 0.805; p = 0.000). H2 indicates a significant impact of In on Is (coefficient = 0.724; p = 0.000). H3 and H4 demonstrate significant positive effects of Be on In (coefficient = 0.254; p = 0.006) and De on In (coefficient = 0.648; p = 0.000). These findings confirm the structural model's validity.

Tabel 6. Structural Model Assessment (Direct Effect Result and Decision)

Indeks	Saturated model	Estimated model
SRMR	0.088	0.111
d_ULS	0.927	1.473
d_G	0.398	0.471
Chi-square	343.182	380.244
NFI	0.743	0.715

Source: Primary data processed, 2024

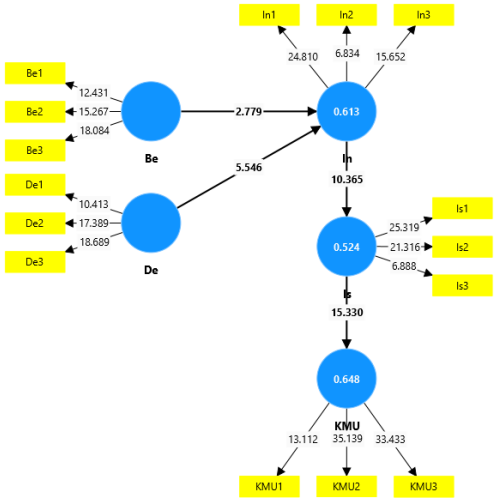

Figure 2. Smart-PLS Analysis Result
Source: Primary data processed, 2024

Table 7 presents results for indirect effects within the structural model. H5 shows a significant indirect effect of intention (In) on KMU through istiqamah (Is) (coefficient = 0.583; p = 0.000). H6a indicates belief (Be) significantly influences istiqamah (is) via intention (In) (coefficient = 0.183; p = 0.004), while H6b confirms belief (Be) impacts. KMU through intention (In) and istiqamah (Is) (coefficient = 0.148; p = 0.003). H7a and H7b show that desire (De) significantly affects Is and KMU through In (coefficient H7a = 0.469; p = 0.000; H7b = 0.377; p = 0.000).

Tabel 7. Structural Model Assessment (Indirect Effect Result and Decision)

Hypothesis	Relationship	Parameter Coefficient	Standard Deviation	T-statistics	P-values	Decision
H5	In -> Is -> KMU	0.583	0.084	6.911	0.000	Accepted
H6a	Be -> In -> Is	0.183	0.063	2.889	0.004	Accepted
H6b	Be -> In -> Is -> KMU	0.148	0.049	3.017	0.003	Accepted
H7a	De -> In -> Is	0.469	0.108	4.325	0.000	Accepted
H7b	De -> In -> Is -> KMU	0.377	0.105	3.594	0.000	Accepted

Source: Primary data processed, 2024

Table 8. R-Square and Adjusted R-Square Values

Variabels	R-Square	R-Square Adjusted
In	0.613	0.608
Is	0.648	0.646
KMU	0.524	0.520

Source: Primary data processed, 2024

Table 8 shows R-Square and Adjusted R-Square values for the structural model. Intention (In) has an R-Square of 0.613, indicating that 61.3% of its variance is explained by Belief (Be) and Desire (De). Istiqamah (Is) has an R-Square of 0.648, with 64.8% of its variance explained by Intention (In). The decision to start a business (KMU) has an R-Square of 0.524, reflecting 52.4% of its variance explained by Istiqamah. These values demonstrate the model's robust predictive power, as shown in Figure 2.

Discussion

Table 6 presents significant findings regarding the influence of variables. Istiqamah (Is) has a significant impact on the decision to establish a culinary business (KMU), with a T-Value of 15.330 and a β-value of 0.805, supporting H1. This result aligns with the study conducted by (Saridawati et al., 2024). The effect of Intention (In) on Istiqamah (Is) is also significant, with a T-Value of 10.365 and a β-value of 0.724, supporting H2, in accordance with the findings of (Amaliah et al., 2024). Consistent with the impact of Belief (Be) on Intention (In) is significant with a T-Value of 2.779 and a β-value of 0.254, supporting H3. Desire (De) significantly influences Intention (In) with a T-Value of 5.546 and a β-value of 0.648, supporting H4. These findings emphasize the importance of istiqamah, Intention, Belief, and Desire in business decisions. Most importantly, these results align with the study conducted by (Larasati & Gunanto, 2021) and (Abdul Khalek et al., 2023).

In the context of Islamic economics, the relationship between Belief, Desire, and Intention represents a spiritual and ethical journey in the business world. Consistency is the cornerstone, reflecting deep integrity and commitment to Islamic values such as honesty and justice (Najwa et al., 2024). It is not merely about steadfast actions but embodies firm convictions and principles. A strong Intention guides and reinforces this consistency, instilling a sincere resolve

to face challenges and maintain the purity of intent in every business endeavor (Conner & Norman, 2022). Belief in the blessings of halal business strengthens motivation, providing a spiritual perspective on sustenance as a divine gift (Author, 2024). Meanwhile, Desire directed toward halal and beneficial goals signifies that the pursuit of success must align with social and moral values (Handayani, 2018). In this unity, BDI creates a harmony that supports success that is not only material but also spiritual, reflecting a sustainable and blessed business.

Table 7 presents key findings on the commitment to establishing a culinary business, highlighting the mediating roles of intention and istiqamah. Istiqamah mediates the relationship between intention and KMU, with a parameter coefficient of 0.583, a T-statistic of 6.911, and a p-value of 0.000, supporting H5. This outcome is consistent with the findings of (Najwa et al., 2024). Intention also mediates the relationship between belief (Be) and istiqamah (H6a), as well as between belief and KMU (H6b), with parameter coefficients of 0.183 and 0.148, T-statistics of 2.889 and 3.017, and p-values of 0.004 and 0.003. These results align with the studies conducted by (Shely Juniarty, 2024) and (Ratih et al., 2020). Additionally, intention mediates the relationship between desire (De) and istiqamah (H7a), and between desire and KMU (H7b), with parameter coefficients of 0.469 and 0.377, T-statistics of 4.325 and 3.594, and p-values of 0.000. These findings emphasize the significant roles of intention and istiqamah in shaping KMU commitment. These results align with the research conducted by (Anthony Irwanto, 2023) and (Tanazha & Budiono, 2021).

The BDI (Belief, Desire, Intention) framework illustrates how belief and desire shape intention, which motivates action. Belief reflects the values one holds, desire is the motivation to achieve goals, and intention is the commitment to act in alignment with these beliefs and desires (Hs, 2024). In the context of Islamic economics, these principles must align with business ethics such as justice, transparency, and social responsibility. Islamic economics emphasizes that business practices should be consistent with moral values, ensuring that business actions not only seek profit but also provide benefits and welfare to society (Rustyawati & Siswoyo, 2023). Thus, integrating the BDI framework with Islamic economic principles creates an ethical and sustainable business approach, blending internal motivation with moral guidelines to achieve outcomes that benefit both individuals and society.

The BDI framework in Islamic economics can be linked with the concept of istiqamah to achieve consistent and positively impactful economic practices. In BDI, belief focuses on a deep conviction in the principles of Sharia, aligning with istiqamah in steadfastly upholding religious principles and following Allah's commands (Khairul Wahid & Ahmad Syakur, 2023). Desire reflects the aspiration to achieve halal and beneficial outcomes, motivating economic actors to remain consistent in pursuing goals that align with Islamic values, similar to istiqamah in commitment to goodness (Azizah et al., 2024). Intention emphasizes sincere motives in every economic action, consistent with istiqamah in maintaining the purity of intention and integrity in all aspects of life (Darini & Budinita, 2024). By integrating these three elements, the BDI framework facilitates economic practices that not only achieve material success but also reflect istiqamah in value consistency, ethics, and dedication to Islamic principles.

CONCLUSION AND IMPLICATION

Istiqamah has a very strong and significant impact on the decision to start a culinary business, highlighting its crucial role in influencing the decision to initiate a culinary venture among middle-class communities. Intention also significantly affects istiqamah, indicating that a strong

intention can enhance the istiqamah of culinary entrepreneurs in the region. Belief significantly influences intention, although its impact is smaller compared to desire, emphasizing the importance of belief and desire in shaping the intention of entrepreneurs.

The mediation of istiqamah in the relationship between intention and the decision to start a culinary business suggests that a strong intention improves consistency in applying the principles of istiqamah, which in turn affects the decision to start a culinary business. The mediation of intention in the relationship between belief and desire with istiqamah is also significant, with belief impacting istiqamah through intention and desire significantly affecting istiqamah through intention. The staged mediation path from belief and desire through intention and istiqamah demonstrates a significant impact on the decision to start a culinary business.

Enhancing istiqamah can be achieved through training, strengthening intention with clear business planning, and integrating Islamic values into entrepreneurship curricula. Programs for developing intention and belief are also essential. These findings contribute to the literature on Islamic values in entrepreneurship, help develop new theoretical models, and formulate more effective business development strategies with a focus on istiqamah, intention, belief, and desire.

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