



Brand Image Islamic: Halal Food Product Quality in Relationship To Repurchase Intention

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ABSTRACT

The repurchase theory intention is one theory that explains customer behavior. Customers respond positively to the quality of service and intend to consume the company's product. Many studies on customer behavior are influenced by service and quality products. However, the studies based on the Islamic brand image perspective are still inconsiderable. An Islamic brand image is a form of brand image in the minds of consumers by using Islamic names. This research constitutes causal research, which aims to analyze the relationship and influence of two or more phenomena through hypothesis testing. The sampling technique used was the accidental sampling method. The data collection method used a questionnaire with the Linkert scale. After being tested statistically using Structural Equation Modeling (SEM) analysis, the finding indicated that the quality of halal food products affected repurchase intentions. Islamic Brand Image mediates the relationship effect between the quality of halal food products on repurchase intentions at Yuasa Food Wonosobo. The halal aspect is one of the special considerations in the future, and this aspect requires to be developed further.

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Introduction

The probability of a customer switching is due to their disloyalty. Customer loyalty can be achieved if the customer always wants to visit

the concerned store (repurchase intention). The repurchase intention theory explains customer behavior, where the customer responds positively to a company's service quality and intends to visit or re-consume the company's products (Cronin, J.J dan Taylor,

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1992). The variable that affects repurchase intention is product quality. According to (Kotler, 1999), "Product quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs." Product quality is the overall characteristic of goods or services that affect their ability to meet the stated or implied needs (Fataron & Rohmah, 2020). However, based on the Islamic perspective, product quality is not enough. It is also necessary to ensure the product's halalness to be consumed. Halal product quality, known as Halalan-Thoyyiban, is why non-Muslims use it (Samori, Z., Md Salleh, N.Z. & Khalid, 2016). There are guarantees of cleanliness, safety, and product quality for the entire production chain.

Wiliyanto 2020 argued that halal labeling on food products did not affect repurchase interest (Afendi, 2020). On the other hand, Rahmat Hidayat and Devrina Resticha 2019, stated that halal labeling on Wardah cosmetic products affected repurchase interest (Nadhifah & Adinugraha, 2020). Based on these different research results, researchers offer the concept of Brand Image Islamic. Brand Image Islamic is the familiarity product based on the Islam name on both the companies and the products marketed.

This research aimed to develop a branding concept for food products consumed by the community with halal guarantees, which still lack concrete steps realized by optimizing the roles of various relevant parties. For instance, the existences of wet foods that use inconsiderable halal labels, whereas the product is top-rated with the public consume without seeing whether the food is halal (Aini et al., 2020; Mubarak & Imam, 2020). For this kind of product, the Image Islamic brand is a

guarantee if there is an Islamic label. It showed that the food is halal, making it more attractive to consumers. Later, we found that Brand Image Islamic affected consumers' repurchase intention.

Literature Review

Repurchase Intention

Repurchase intention is a purchase interest based on experience. Overall, repurchase intention is a customer behavior where customers respond positively to a product/service from a company and intend to consume the Company's products (Cronin, J.J dan Taylor, 1992). Purchase intention is the stage of the respondent's tendency to act before the buying decision is implemented. There is a difference between actual purchases and repurchase intention. For instance, if the customer has made a purchase, there is the repurchase intention to make a buyback on a future opportunity (Kinneer, Thomas C, Dan Taylor, 1995).

Repurchase intention is part of the buying behavior, further establishing loyalty within the consumer. Conforming the performance of products and services offered to the expected consumers will provide satisfaction. Consumers who are satisfied and decide to be customers will instinctively commit to positively recommending the product to other potential customers so that the committed customers will play a significant role in particular brand development.

Purchase intentions are the tendency of consumers to buy a product (Assael, 1995). They measured purchase intentions as essential marketing strategy development. Marketers usually dabble in which marketing elements may help determine or influence consumers to

buy products. In addition, the influence of anticipated situation factors on consumer purchase intention is based on factors such as family income and expected products. Repurchase intentions can be identified through the following indicators (A. Ferdinand, 2002): (1). Transactional intention: a person's tendency to always repurchase the products he has consumed. (2). Referential intention: i.e., a person's tendency to reference products to be purchased by others regarding their consumption experience. (3). Preferential interests: i.e., interests that describe someone's behavior which has always had a primary preference for the products consumed. This preference can only be changed when something happens with the product of its preference. (4). Explorative interest: this interest describes the person's behavior that always seeks product information and seeks information to support the favorable properties of the product they subscribed.

The purpose of the repurchase motivation level of a consumer to experience the behavior of purchasing a product at a time when the consumer has the goal to repurchase a product with a particular brand. At that time, the consumer was loyal and satisfied with the brand.

Halal Food Product Quality

Halal is a quality standard following Shariah Islamiah law and is used in every activity by Moslems (Bohari, A. M, Cheng, W.H., & Fuad, 2013). Muslims choose halal products and services to adhere to Islamic Shariah law. Although halal is very related to Muslims, it does not mean that consumers of halal products only come from Muslims (Latifah et al., 2021).

Muslim communities worldwide have formed a potential market segment due to their specific product consumption pattern. This consumer pattern is regulated in Islamic teachings called Shari'a. In Shari'a, it is not permissible for Muslims to consume certain products because the substances contained or the accompanying process are not appropriate to the Shari'a's teachings. The word halal derived from Arabic, means "release" and "unbound." Therefore, halal etymology means things that are allowed and be allowed since they are free or not bound by prohibitions. A halal certificate is a written fatwa from Majelis Ulama Indonesia (MUI), the Indonesian Ulema Council, that states the halalness of a product following Islamic Law. It is a requirement to obtain a permit to insert halal labels on product packaging from authorized government agencies. The word primarily halal refers to food and beverages that can be consumed according to sharia. Nowadays, as Muslim awareness worldwide of communicating halal products is relatively high, even fashion products are labeled halal. MUI's decision refers to Law No. 33 of 2014 on Halal Product Guarantee (JPH) and MUI based on the law.

Halal, according to sura al-A'raf (7:157) "*Those who follow the Messenger, the unlettered Prophet, whom they find written in what they have of the Torah and the Gospel, who enjoins upon them what is right and forbids them what is wrong and makes lawful for them the good things and prohibits for them the evil and relieves them of their burden and the shackles which were upon them. So they who have believed in him honored him, supported him, and followed the light sent down with him – it is those who will be successful.*" The Prophet Muhammad *PBUH* made all that is good lawful for them and forbade all that is bad. In a broader context, halal refers to permitted things

according to Islamic Law, including activities, behavior, dress, and sustenance.

A halal certificate is a written fatwa from Majelis Ulama Indonesia (MUI) that states the halal-ness of a product following Islamic Law. It is sharia to obtain permission to place halal labels on product packaging from authorized government agencies. It is said that halal must meet at least three criteria: the substance, the obtain manner, and the halal management.

What is meant by halal products are products that fulfill the requirements of halal under Islamic Law (Burhanuddin, 2011), namely: 1. Does not contain pork and rice ingredients from pigs. 2. Does not contain forbidden substances such as materials derived from human organs, blood, dirt, and so on. 3. All materials derived from halal animals slaughtered according to Islamic sharia ordinances. 4. All storage, place of sale, processing, processing, and transportation should not be used for pigs. Suppose it has ever been used for pigs or other not halal items. In that case, it must clear all the things with the ordinances regulated according to Islamic law. 5). All food and drink that does not contain *khamr* (intoxicating substance). In Islam, halal and haram have been determined clearly, and many Quran verses and hadith examine them. Halal standards are different from quality standards. Quality is determined by the manufacturer at the consumers' request, while halal is a decree of Allah that no one can contest.

Halal in the Perspective of Jurists

Everything good in the form of goods or benefits for humans to benefit from is lawful (by) and cannot be said haram unless there is a valid nash (text) sharia concerning its harmless.

Al-Saadi explained sura al-An'am 145: Say, "I do not find within that which was revealed to me [anything] forbidden to one who would eat it unless it is a dead animal or blood spilled out or the flesh swine – for indeed, it is impure – or it is (that slaughtered in) disobedience, dedicated to other than Allah. But whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit], then indeed, your Lord is Forgiving and Merciful." Allah has commanded the Messenger to make it clear to His servants that spilled blood and pork are lawful in addition to carrion. If a person forbids it, it is a lie because the law of halal and haram only comes from Allah through His Messenger. In the same way, (Bagus Riski, Nurlaila Harahap, 2019) argued that product quality positively affects repurchase intention. From the explanation, the researchers proposed a hypothesis:

Hypothesis 1: The increase in the quality of halal products will increase purchase intention.

Brand Image Islamic

Brand image is an impression of a brand that arises in consumers' minds. Brand image recommendations may assist consumers in making purchasing decisions (Muhammad Arslan, 2014). Indicators that make up the brand image, according to (Aaker, 2009) are a. Image maker (Corporate Image) is a group of associations consumers perceive against companies that make goods or services. These include popularity, credibility, corporate networks, and the wearer himself. b. Product image is a group of associations consumers perceive as goods or services. Includes attributes of the product, benefits for consumers, as well as warranties. c. Neur image is a set of

associations consumers perceive with users who use goods or services. Includes: the wearer himself and their social status.

Nisel (2001) indicated that marketing managers should well study consumer decision-making to understand how information is obtained, how beliefs are formed, and what products are chosen. Understanding consumers' psychological and personal factors are crucial and may strongly influence purchasing behavior and brand reminders on services, products, and companies (Afroz, 2013). Consumers always feel a unique habit after buying a product or when they consume it. This habit will intend for products, services, and organizations (Khandelwal, U., Bajpai, N., and Sharma, 2013). (Alamgir, M., Nasir, T., Shamsuddoha, M., and Nedelea, 2010) stated that the purchase decision process determines different steps when a customer purchases a product. Brand image Islamic is an image or impression of a brand appearing in consumers' minds based on Islamic names.

Brand Image from an Islamic perspective

Islam is a religion that upholds that people know each other because human beings are social beings who need each other in daily life. The activity of knowing each other between a person and the people around him is also listed in sura Al-Hujuraat verse 13. "O mankind, indeed We have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the noblest of you in the sight of Allah is your most righteous. Indeed, Allah is Knowing and Acquainted." (Q.S Al-Hujurat :13)". Product image is a product display. In Islam, the product's appearance shall not lie to customers concerning quantity and quality. It follows sura Ash-Shu'ara verses 181-183 "Give full measure and do not be of those cause

loss. And weigh with an even [i.e., honest] balance. And do not deprive people of their due and do not commit abuse on earth, spreading corruption". It provides guidelines to us that the importance of maintaining the product quality we sell is not manipulating or harming buyers with cheating that we made. In addition, the brand image of the Prophet is also explained in the Qur'an in Sura Al-Qalam verse 4: "And indeed, you are of a great moral character.". This verse explains that the Messenger of Allah is noble and perfects human morality. Therefore, trade conducted with good morals with a priority on good quality reflects the decency of Allah's Messenger. In that case, (Saniatun Nurhasanah, Jono M Munandar, 2017) reported that brand image positively affects repurchase intention. In addition, halal marketing and halal certificates positively affect brand image.

From the explanation above, the researchers proposed the hypothesis:

Hypothesis 2: Increasing the quality of halal food products will increase the intention to repurchase, mediated by Brand Image Islamic.

Hypothesis 3: Increasing the quality of halal food products will increase Brand Image Islamic.

Hypothesis 4: Increasing the Brand Image of Islam will increase repurchase intention.

Research Model

Repurchase intention is a purchase intention based on experience. Overall, repurchase intention is the customers behavior where they respond positively to a product/service from a company and intend to consume the company's products again (Cronin, J.J dan Taylor, 1992).

However, there are several different research results on the relationship between the quality of halal food products and the intention to repurchase. This results in gaps that need to be found in solutions. One solution is the concept of brand image, as in the research conducted by (Muhammad Arslan, 2014). Although based on the existing phenomenon, brand image has not been able to bridge the differences in the study results. Therefore, the researchers propose Brand Image Islamic as mediation. Based on the first and second concepts, the research model can be compiled as follows:

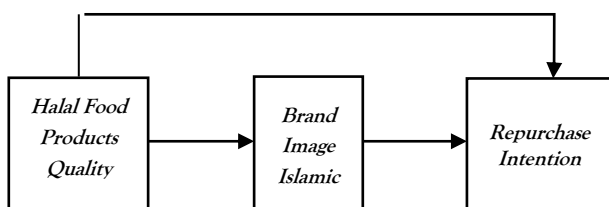


Figure 1: Research Model

Figure 1 shows if the quality of halal food products increases, then the repurchase intention will also increase, mediated by the brand image of Islam.

The Method, data, and analysis

Based on the explanation level of the variable position, this study constitutes causal associative, i.e., research that seeks the relationship or causal influence between independent variables (X) to dependent variables (Y) with mediation variables (Z). This study aimed to investigate the impact of Halal Food, Product Quality, and repurchase interest with Brand Image Islamic as mediation.

The population is a general area consisting of objects or subjects with specific qualities and

characteristics that researchers can investigate and then draw. The population in this study was social users who made purchases over the last six months. Sampling techniques used in this study is a non-probability sampling technique using a purposive method. In this study, the characteristics of the population are consumers at the Yuasa food souvenir center Wonosobo who sell halal food products that made purchases during the last six months. Sampling in this study was conducted using several specific considerations. (A. T. Ferdinand, 2014) suggests that for SEM models, the appropriate sample size is between 100-200. For this study, the number of samples taken was:

$$\begin{aligned} \text{Number of samples} &= \text{number of indicators} \times \\ &\quad (5 \text{ up to } 10) \\ &= 13 \times 8 \\ &= 104 \end{aligned}$$

The type of research used in this study researchers will use research with a quantitative approach. In comparison, the data source in this study is the primary data source, i.e., data obtained directly from the source, not through intermediaries (Indriantoro, Nur, 1999). primary data in this study was obtained from interviews and answers from questionnaires distributed. In this study, the data was obtained through questionnaires given to respondents and consumers at the Yuasa Food Wonosobo Souvenir Center who made purchases over the last six months.

The present study requires an analysis of data and achievements that will be used to answer research questions to reveal specific phenomena. Data analysis is the process of data simplification into a form that is easier to read and interpret. The model used in this study is the causality or relationship and influence

model. The analysis technique used is SEM (Structural Equation Models) to test the hypothesis. SEM analysis method may identify the dimensions of a construct and simultaneously measure the influence or degree of relationship between factors that have been identified. According to (A. T. Ferdinand, 2014), complete SEM modelling consists of measurement and structural models. The measurement Model is intended to confirm a dimension or factor based on empirical indicators. A structural model is a structural model of relationships that form or explain the causality between factors.

Result and Discussion

Data Validity Test

The following is the result of the validity test from the gold savings customer questionnaire at Yuasa Food Wonosobo Souvenir Center. (Imam Ghozali, 2016) explains that the indicator of the variable is called valid if the value "Estimate" > 0,05. Therefore, the following are the results of Yuasa Food Wonosobo Souvenir Center consumer data processing:

Data Validity Test Results		
		Estimate
HP3	↔ Halal_Product_Food_Quality	,756
HP4	↔ Halal_Product_Food_Quality	,514
HP5	↔ Halal_Product_Food_Quality	,447
MB1	↔ Repurchase_Intention	,503
MB2	↔ Repurchase_Intention	,373
MB3	↔ Repurchase_Intention	,288
BI2	↔ Brand_Image_Islamic	,459
BI3	↔ Brand_Image_Islamic	,680
BI4	↔ Brand_Image_Islamic	,580
HP2	↔ Halal_Product_Food_Quality	,768
BI1	↔ Brand_Image_Islamic	,594
HP1	↔ Halal_Product_Food_Quality	,710
MB4	↔ Repurchase_Intention	,575

Source: Processed Primary Data, 2021

The data in the table concluded that all indicators of validity tests are valid. It is because the variable value against the indicator is more than 0.05.

Reliability

Reliability measurements are performed with Cronbach Alpha statistical tests. In statistical science, Cronbach's Alpha is a coefficient of

internal consistency commonly used to test reliability. The question indicator is reliable if the Cronbach alpha value is > 0.60. The following reliability test results are shown in the table as follows:

Research Variable Reliability Test Results

Variable	n item	Cronbach's Alpha	Alpha	Description
Repurchase Intention	4	0,704	0,60	Reliable
Halal Food Product Quality	5	0,775	0,60	Reliable
Brand Image Islamic	4	0,756	0,60	Reliable

Source: Processed Primary Data, 2021

Normality Test

The data normality tests, both univariate and multivariate, can be conducted by looking at the statistical value z for skewness and courtesy. If z values exceed the critical value, then the distribution may be abnormal in these characteristics. The critical value in question is ± 2.58 (at a significance level of 0.01) and ± 1.96 (at a significance level of 0.05) (Imam Ghozali, 2016). The skewness and z-courtesy values indicated that all variable data observed distribution is normal univariate because it is in the region of $-2.58 < C.R. < +2.58$. Multivariate normal distributed result data is between the regions $-2.58 < C.R. < +2.58$ i.e., 0.956 normally distributed data.

Outlier Test

Outlier data can be seen through the expensive value Mahalanobis distance which has the value of p1 and p2. Data includes an outlier if the resulting p1 and p2 values are worth < 0.05 . Outliers can be evaluated by looking at the distance value Mahalanobis D^2 (Mahalanobis distance squared), or the value of significance p. Mahalanobis at number 80 is 30,147

followed by p2 values of 0.373 greater than 0.05. The value of p1 is expected to be a small value of 0.004, with a value of p2 above p1. Then the data does not occur outlier.

Multicolienierity Test

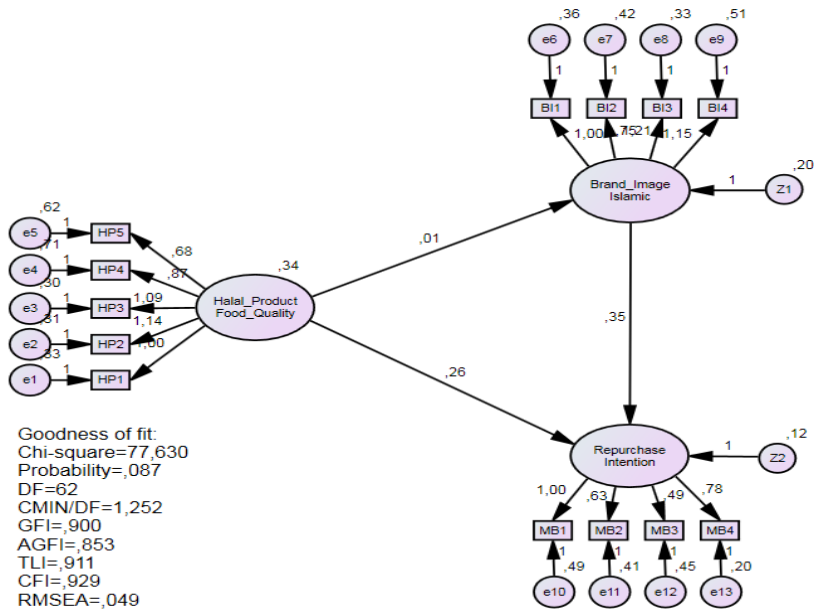
The result of the covariance matrix determinant value of 0,057 indicates a value above zero. Therefore, it can be concluded that there is no multicollinearity between independent variables.

Covariance Matrix Determinant

Sample Covariances (Group number 1)
Condition number = 12,879
Eigenvalues 2,090 1,362 ,814 ,729 ,601 ,539 ,455 ,348 ,344 ,329 ,284 ,213 ,162
Determinant of sample covariance matrix = 0,057

The goodness of Fit Test

This study used three categories of the goodness-of-fit index: absolute measure, incremental fit index, and Parsimonious Fit Measures were used. The absolute measure is used to assess the overall fit of the model.



Research Model Test Results

The full feasibility test of the structural equation model (SEM) was tested using Chi-

square, GFI, CFI, TLI, CMIN/DF, and RMSEA criteria that are within the expected value range, although AGFI is marginally accepted, as in the following table:

Goodness Of Fit Test Full Model

Measurement	Nilai	Category	Description
Chi-Square (CMIN)	77,630	Small	Good
CMIN/DF	1,252	≤2,00	Good
P sign	0,087	≥ 0,05	Good
The goodness of Fit Index (GFI)	0,900	≥ 0,90	Good
Root Mean Square Error of Approximation (RMSEA)	0,049	≤ 0,08	Good
Adjusted Goodness of Fit Index (AGFI)	0,853	≥0,90	Marginal
Tucker Lewis Index (TLI)	0,911	≥ 0,90	Good
Comparative Fit Index (CFI)	0,929	≥ 0,90	Good

Source: Processed Primary Data, 2021

Based on the results presented in the model conformity test, *Chi-Square* 77,630 with significance/probability = 0.087, in addition to the index RMSEA, CMIN / DF, CFI, and TLI, is also within the range of expected values. At the same time, the other two criteria are AGFI

in marginal areas, which means that the result of the value obtained has not exceeded the threshold value. Still, the value result is close to the recommended limit (Setyo Hari Wijanto, 2008). In that case, the minimum value has

been met, which means that the model is suitable or fit.

Hypothesis Test

The hypothesis was tested by analyzing the

estimated number of influences between variables in the model. The estimated value is considered significant if the level is significant (P sig), $\leq 5\%$. Here are the hypothetical test results.

Hypothesis Test Result

Variable	Estimate	C.R.	P	Description
Repurchase Intention ← Halal Food Product Quality	0,257	2,243	0,025	H ₁ : Supported
Brand Image Islamic ← Halal Food Product Quality	0,009	0,090	0,929	H ₃ : Rejected
Repurchase Intention ← Brand Image Islamic	0,352	2,035	0,042	H ₄ : Supported

Source: Processed Primary Data, 2021

The hypothesis was tested by analyzing the estimated number of influences between variables in the model. The estimated value is the direction of influence whose results follow predictions. The research hypothesis is significant if the significance level is less than 5% (0.05). The value of c.r (critical ratio) is greater than the t-table of 1,960 (see the distribution t-table). All c.r (critical ratio) values are more significant than 1,960.

Coefficient of Determination Test

Standardized Regression coefficient values to determine correlations between variables. The R Square value determines how much independent variables contribute to dependent variables. The result of the Standardized Regression value is shown in the following table:

Standardized Regression Weights and R square Result

Variable	Standardized Regression	R square
Repurchase Intention ← Halal Food Product Quality	0,364	74,6%
Brand Image Islamic ← Halal Food Product Quality	0,012	
Repurchase Intention ← Brand Image Islamic	0,382	

Source: Processed Primary Data, 2021

The standardized regression weights estimate the value that indicates the magnitude of the relationship or correlation. R Square 0.746 represents the magnitude of independent variables' influence and repurchase intention of 74.6%. The remaining $100.0\% - 74,6\% = 25,4\%$ dependent variables repurchase intention is influenced by other factors.

The fundamental analysis concept involving mediation variables is necessary to test the mediation role understandable from relative size values. Analysis models involving mediation variables are:

- Fully mediation, i.e.independent variables, cannot significantly affect dependent variables without going through a mediator variable if the VAF value > 0.8 (Imam Ghozali, 2016).
- Partial mediation is an independent variable capable of directly affecting dependent variables without going through or involving a mediator variable if the VAF value < 0.8 (Imam Ghozali, 2016).

To find the relative size value, it can utilize the formula Variance Account For (Imam Ghozali, 2016) as follows:

$$\begin{aligned} VAF &= \frac{(a * b)}{(a * b + c)} \\ &= (0,01 \times 0,35) / (0,01 \times 0,35 + 0,26) \\ &= (0,0035) / (0,0035 + 0,26) \\ &= (0,0035 / 0,2635) \\ &= 0,01328 \end{aligned}$$

The results of relative size values can use the variance formula to account for the above found that the VAF value is 0.01328 where the VAR value < 0.8 . Thus, it can be concluded that the role of mediation is partial mediation. The independent variable Halal Food Product Quality can directly affect the dependent variables' repurchase intention without going

through or involving the mediation variable brand image Islamic.

The Influence of Halal Food Product Quality on Repurchase Intention

The hypothesis that Halal Food Product Quality positively influences repurchase intention was supported statistically by empirical results. The higher Halal Food Product Quality, the higher the level of repurchase intention, or in other words, there is a positive influence of Halal Food Product Quality on Repurchase Intention, and vice versa. The estimated value of *Standardized Regression Weights* of 0.364 indicates that the variable Halal Food Product Quality affects repurchase intention by 36.4%.

This study's results align with previous research conducted by (Resticha, 2019), Ahmad Izzuddin, 2018, Ranu Nugraha, 2017 and Eka Dyah Setyaningsih and Sofyan Marwansyah, 2019 showing that Halal Food Product Quality has a positive effect on repurchase interest. It showed that the higher the Halal Food Product Quality of consumers towards a product, the higher the customer loyalty to the product to be interested in repurchasing. Although research (Wiliyanto, 2020) states that Halal Food Product Quality does not positively affect repurchase interest. With these different research results, the researchers offer the concept of Brand Image Islamic to mediate these differences.

Brand Image Islamic mediates the influence of Halal Food Product Quality on Repurchase Intention

The second hypothesis that Brand Image Islamic mediates the relationship between Halal Food Product Quality and repurchase intention is supported statistically by empirical

results with estimated values that have a positive direction. The result of the estimated value with a positive direction corresponds to the direction of the optimistic prediction. It means that the more manageable the Brand Image Islamic applied to Halal Food Product Quality, the higher the intention to repurchase. The VAF value of 0.01328 indicated that the Brand Image Islamic variable mediates the relationship between Halal Food Product Quality and repurchase intention.

The Influence of Halal Food Product Quality on Brand Image Islamic

The third hypothesis stated that Halal Food Product Quality positively affects Islamic Brand Image. It is not statistically supported by empirical results with an estimated value that has a positive direction but is below the required value. The results of this estimation value are not under the predicted direction. It means that the higher the Halal Food Product Quality that is applied, the higher the Brand Image Islamic, but it is feeble and does not match the prerequisites. The estimated value of Standardized Regression Weights of 0.012 showed that the Halal Food Product Quality variable affects Brand Image Islamic by only 1.2%.

The Influence of Brand Image Islamic on Repurchase Intention

The fourth hypothesis stated that Brand Image Islamic positively influences repurchase intentions, supported statistically by empirical results with an estimated value that has a positive direction. The result of the estimated value with a positive direction corresponds to the direction of the optimistic prediction. It means that the higher the Brand Image Islamic that is applied, the higher the level of interest

repurchase. For example, the Standardized Regression Weights estimate value of 0.382 indicates the Brand Image Islamic variable affects repurchase intention by 38.2%.

Conclusion

Repurchase intention is the stage of the respondent's tendency to act before the buying decision is implemented. There is a difference between actual purchases and repurchase intention. The actual purchase is made by the consumer, while the repurchase intention is to make a buyback at a future opportunity. The emergence of different research results in several places led to the need for the brand image to mediate the results of these differences. The emergence of brand image nuanced Islamic values became an exciting study that needs to be studied more deeply in the relationship between product and service quality to repurchase intention. Brand image Islamic is an image or impression of a brand that appears in the consumers' minds based on Islamic names. Brand Image Islamic seems to appear as a guarantee for the Islamic brand name, signifying that the food is halal. It would be attracted consumers to repurchase the products offered. From the results of empirical research, it turns out that Brand Image Islamic mediates the relationship between Halal Food Product Quality and repurchase intention. Brand Image Islamic then can act as a solution for consumers which developed a strong preference for Islamically permissible (halal) products and services and pay extra attention to details in making sure the halal-ness of goods and services, including sensitivity towards the ownership and the environment of retail premises

Recommendations

This study only discusses the variables of Halal Food Product Quality and brand image, which influence repurchase interest. For future research, it is necessary to study the Quality of Halal Food Products with product packaging that forms a brand image with Islamic values. So that research can be more focused.

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