

## ANALYSIS OF FACTORS THAT INFLUENCE PEOPLE'S INTENTION TO REPURCHASE CIMORY HALAL PRODUCTS

Muhammad Rafi Mudzakky<sup>1</sup>, Ahmad Nuh<sup>2</sup>, Aang Gunaepi<sup>3</sup>

<sup>1,2,3</sup>Sekolah Tinggi Syariah Al Wafa, Bogor

Email : [mudzakkyrafi@gmail.com](mailto:mudzakkyrafi@gmail.com)<sup>1</sup>, [nuh@belgifoods.com](mailto:nuh@belgifoods.com)<sup>2</sup>, [agunaepiaang@gmail.com](mailto:agunaepiaang@gmail.com)<sup>3</sup>

### Abstrak

Model yang digambarkan mengeksplorasi hubungan antara kesadaran halal, kualitas makanan, nilai yang dirasakan pelanggan, komitmen pelanggan, dan niat pembelian ulang. Model ini menunjukkan bahwa kesadaran halal dan kualitas makanan berkontribusi positif terhadap nilai yang dirasakan pelanggan, yang pada gilirannya memengaruhi niat pembelian ulang. Selain itu, nilai yang dirasakan pelanggan memengaruhi komitmen pelanggan, yang juga memainkan peran penting dalam mendorong niat pembelian ulang. Kerangka kerja tersebut menyiratkan bahwa peningkatan kesadaran konsumen terhadap standar halal dan menjaga kualitas makanan dapat meningkatkan nilai dan komitmen yang dirasakan, sehingga meningkatkan kemungkinan niat pelanggan untuk membeli ulang.

**Kata Kunci:** Nilai Yang Dirasakan Pelanggan, Komitmen Pelanggan, dan Niat Pembelian Ulang

### Abstract

*The model depicted explores the relationships between halal awareness, food quality, customer perceived value, customer commitment, and repurchase intention. It suggests that both halal awareness and food quality contribute positively to customer perceived value, which, in turn, influences repurchase intention. Additionally, customer perceived value impacts customer commitment, which also plays a significant role in driving repurchase intention. The framework implies that enhancing consumers' awareness of halal standards and maintaining food quality can elevate perceived value and commitment, thereby increasing the likelihood of customers' intentions to repurchase.*

**Keywords:** Customer Perceived Value, Customer Commitment, and Repurchase Intention

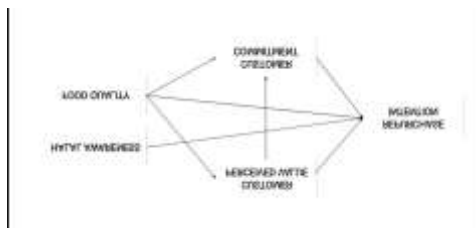
### INTRODUCTION

The study presents a conceptual framework that explores the factors influencing customer repurchase intentions. The model highlights two key variables, Halal Awareness and Food Quality, as direct drivers of Customer Perceived Value and Customer

Commitment. Both Perceived Value and Commitment are pivotal mediators in determining a customer's intention to repurchase. The arrows connecting these variables suggest a causal relationship, indicating that customers' awareness of halal standards and the quality of food play an integral role in shaping their perceived

value and commitment, which in turn influence their future purchasing behavior. The model serves to understand the dynamics of customer loyalty in contexts where halal food practices and product quality are emphasized

## LITERATURE REVIEW



### Halal Awareness And Repurchase Intention

#### Definition Halal Awareness

Halal awareness is explained in different ways by various scholars. Alam et al. (2011) describe it as a form of consciousness that comes from understanding halal concepts, principles, and processes, guiding consumers to choose halal products and services. Ambali and Bakar (2013) define it as the knowledge consumers have about halal products and services, which significantly affects their buying decisions. Ahmad et al. (2013) add that halal awareness involves a deep understanding of what is allowed and

forbidden for Muslims to consume, based on the teachings of the Quran and Sunnah. Together, these definitions show the importance of halal awareness in shaping Muslim consumer behavior.<sup>1</sup>

#### DIMENTION HALAL AWERENESS

Halal awareness significantly influences consumer behavior among Muslims through several key factors. Understanding halal concepts and principles encourages the prioritization of halal products and services, driven by religious beliefs. Knowledge about halal products empowers consumers to make informed and confident choices regarding quality and permissibility. Additionally, consumers who are more aware actively seek information, increasing their likelihood of choosing halal options. Overall, these elements underscore the vital role of halal awareness in shaping consumer decisions based on Islamic teachings.

#### Defenition Repurchase Intention

Repurchase intention is defined in different ways by scholars. Ibzan et al. (2016) describe it as the actual behavior of a consumer buying a product or service

<sup>1</sup> Linda Dewi Martiasari and Achsanika Hendratmi, "Menilai Halal Awareness Dan Lifestyle Terhadap Keputusan Menginap Di Hotel Syariah," *Jurnal*

*Ekonomi Syariah Teori Dan Terapan* 9, no. 4 (2022): 523–33, <https://doi.org/10.20473/vol9iss20224pp523-533>.

from the same company more than once. Yulisetiarni et al. (2017) say it's a customer's preference for a product, leading them to buy it again within a certain time. Adinata (2015) adds that repurchase intention is when a customer chooses to buy the same brand again due to a need or desire, often influenced by an emotional connection to the brand..<sup>2</sup>

### **Influence Halal Awareness To Repurchase Intention According To Previous Researcher**

Halal awareness does not directly affect repurchase intention. Research shows that while halal awareness is important, it doesn't directly lead to repurchasing. Instead, its influence is indirect, through brand loyalty. This means that increasing halal awareness alone won't lead to more repurchases unless it also builds brand loyalty, which strongly affects repurchase intention. So, companies should focus on both increasing halal awareness and building brand loyalty to encourage consumers to repurchase..<sup>3</sup>

---

<sup>2</sup> Hasniati Hasniati, Dewi Pratiwi Indriasar, and Arief Sirajuddin, "Pengaruh Customer Experience Terhadap Repurchase Intention Produk Online Dengan Customer Satisfaction Sebagai Variable Intervening," *Management and Accounting Research Statistics* 1, no. 2 (2021): 11–23, <https://doi.org/10.59583/mars.v1i2.10>.

- **Berdasarkan Utaian Diatas Kami Mengajukan Mengajukan Hipotesis :**

**H1 : Halal Awareness Berpengaruh Positif Terhadap Repurchase Intention**

### **2.2 Food Quality And Repurchase Intention**

#### **Definition Food Quality**

Food quality is described in different ways. Potter and Hotchkiss (1995) define it as the characteristics of food that consumers find acceptable, focusing on factors like size, shape, color, texture, and taste. West, Wood, and Harger (1965) note that food quality is hard to measure mechanically but can be judged by its nutrition, ingredients, taste, and appearance. Gaman and Sherrington (1996) add that color, texture, and aroma play a big role in how consumers perceive food quality.<sup>4</sup>

#### **Dimention Food Quality**

Food quality can be understood through several key aspects important for a

<sup>3</sup> Septi Kurnia Prastiwi and Zakky Fahma Auliya, "Apakah Halal Awareness Dapat Meningkatkan Repurchase Intention," *Ebbank*, 2016, 55–64.

<sup>4</sup> C. Aragao De Carvalho and D. Boyanovsky, "Long-Range Order of Two Interacting Anyon-Gas Layers of Opposite Statistical Charge," *Physical Review B* 47, no. 1 (1993): 334–41, <https://doi.org/10.1103/PhysRevB.47.334>.

good dining experience. These include the taste, which should match what customers like and even exceed their expectations. Portion size matters too, as it should be enough to satisfy but not too much or too little. Menu variety is important to offer different options for various tastes and diets. Hygiene is crucial to ensure the food is clean and safe. Lastly, innovation in how dishes are presented or made keeps the dining experience exciting. All these factors play a big role in customer satisfaction at a restaurant.<sup>5</sup>

### **Defenition Repurchase Intention**

Repurchase intention is explained in different ways by scholars. Ibzan et al. (2016) say it refers to a consumer's actual behavior of buying a product or service from the same company more than once. Yulisetiari et al. (2017) describe it as a customer's preference for a product, leading to repurchasing it within a certain time. Adinata (2015) adds that repurchase intention is when a customer buys the same brand again due to a need or desire, driven by an emotional connection to the brand.

### **Influence Food Quality To Repurchase Intention According To Previous Researchers**

Food quality has a significant impact on repurchase intention, as shown by various studies. High food quality increases customer satisfaction, which makes it more likely that customers will return to the restaurant. Specifically, when customers think the food quality is high, their satisfaction goes up, leading them to consider buying from that restaurant again. This shows that a restaurant's ability to serve quality food is key to building a loyal customer base, as satisfied customers are more likely to come back. Therefore, restaurants should focus on maintaining and improving food quality to encourage customers to return.<sup>6</sup>

- **Berdasarkan Uraian Di Atas Kami Mengajukan Hipotesis :**

### **H2 : Food Quality Berpengaruh Positif Terhadap Repurchase Intention**

### **2.3 Customer Perceived Value And Repurchase Intention**

<sup>5</sup> Jimmy Sugianto and Sugiono Sugiharto, "Analisa-Pengaruh-Service Quality-Food-Qu," *Jurnal Manajemen Pemasaran Petra* 1, no. 2 (2013): 1–10.

<sup>6</sup> Steffi Weliani, "Analisa Pengaruh Food Quality, Service Person Customer Orientation, Dan Physical

Environment, Terhadap Repurchase Intention, Melalui Customer Satisfaction," *ULTIMA Management* 7, no. 1 (2017): 39–61, <https://doi.org/10.31937/manajemen.v7i1.923>.

### **Definition Customer Perceived Value**

Customer perceived value can be understood in different ways. Kotler and Keller (2008) explain it as the difference between what a customer thinks they gain from a product or service and what they give up, showing the balance between benefits and costs. Hartline and Jones (1996) say that perceived value is important for influencing customer behavior; when customers see higher value, they are more likely to stay loyal and recommend the product or service to others. Sweeney and Soutar (2001) add that customer perceived value is made up of functional, emotional, and social aspects of a product or service, which all contribute to customer satisfaction and retention.<sup>7</sup>

### **Dimention Customer Perceived Value**

Customer perceived value is significantly influenced by brand equity aspects for Simpati Telkomsel card users in Pekanbaru, particularly brand associations, which are the most important factor. Positive brand associations create a stronger connection for users, while brand

loyalty and perceived quality support this relationship in a secondary role. Brand awareness, however, does not significantly enhance perceived value. Additionally, perceived quality indirectly impacts customer value by fostering brand loyalty, which strengthens brand associations and influences repurchase intentions..<sup>8</sup>

### **Definition Repurchase Intention**

Repurchase intention is defined in different ways by various scholars. Ibizan et al. (2016) say it refers to a consumer's actual behavior of buying a product or service from the same company more than once. Yulisetiari et al. (2017) describe it as a customer's preference for a product, which leads them to buy it again within a certain time. Adinata (2015) adds that repurchase intention is when a customer decides to buy the same brand again due to a need or desire, often because of an emotional connection to the brand.

### **Influence Customer Perceived Value To Repurchase Intention According To Previous Researches**

---

<sup>7</sup> Abdul Rohim, Sonny Arvianto, "Pengaruh Customer Perceived Value Terhadap Word Of Mouth Dengan Customer Loyalty Sebagai Variabel Mediasi (Study Kasus Di CV Putra Putri)," *Eksis: Jurnal Riset Ekonomi Dan Bisnis* 12, no. 1 (2017): 83–94, <https://doi.org/10.26533/eksis.v12i1.85>.

<sup>8</sup> RIO RAMADHAN, SUSI HENDRIANI, and SRI RESTUTI, "Peran Brand Equity Terhadap Customer Value Dan Repurchase Intention Produk Kartu Simpati Di Kota Pekanbaru," *Jurnal Daya Saing* 4, no. 1 (2018): 115–22, <https://doi.org/10.35446/dayasaing.v4i1.141>.

The influence of perceived value on repurchase intention is significant, according to research. Perceived value is the consumer's overall assessment of a product's usefulness based on what they receive compared to what they give up. This evaluation is important in deciding whether a consumer intends to buy a product or service again. The study shows a positive relationship between perceived value and repurchase intention, meaning that when consumers see high value in a product, they are more likely to want to buy it again in the future.<sup>9</sup>

- **Berdasarkan Uraian Diatas Kami Mengajukan Hipotesis H3 : Customer Perceived Value Berpengaruh Positif Terhadap Repurchase Intention**

## **2.4 Customer Commitment And Repurchase Intention**

### **Definition Customer Commitment**

Customer commitment encompasses various psychological aspects that drive engagement and future loyalty. It is seen as a psychological state that influences how

customers perceive their interactions with a brand. Mollen and Wilson describe it as an active relationship component, where the brand is viewed as the sole acceptable choice. Bowden distinguishes between calculative commitment, based on rational assessments of brand benefits, and affective commitment, rooted in emotional connections. Both types are crucial for enhancing customer engagement and fostering long-term loyalty.<sup>10</sup>

### **Dimention Customer Commitment**

Customer commitment is essential for business success, reflecting a customer's willingness to maintain a stable relationship based on trust and reliability. It encompasses both emotional commitment, formed through positive interactions with the service provider, and calculative commitment, based on rational assessments of economic benefits. This study identifies functional and technical quality as factors influencing commitment, with trust serving as a crucial mediator. While service quality affects trust, it does not directly impact commitment. Instead, trust enhances the

<sup>9</sup> Nadila Ivanka Kristin, "Pengaruh E-Trust, E-Satisfaction Dan Perceived Value Terhadap Repurchase Intention Pada Konsumen E-Commerce B2C Coffee Shop," *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis* 4, no. 3 (2024): 935–49, <https://doi.org/10.37481/jmneb.v4i3.848>.

<sup>10</sup> Tiara Paramita and Sri Vandayuli Riorini, "Pengaruh Involvement, Customer Participation, Commitment Terhadap Loyalty Yang Dimediasi Oleh Customer," *Bussman Journal: Indonesian Journal of Business and Management* 3, no. 2 (2023): 782–96, <https://doi.org/10.53363/buss.v3i2.171>.

relationship between service quality and commitment, ultimately driving customer loyalty. In summary, commitment is shaped by emotional attachment, rational evaluations, and trust.

### **Definition Repurchase Intention**

Repurchase intention is defined in different ways by scholars. Ibzan et al. (2016) say it is when a consumer actually buys a product or service more than once from the same company. Yulisetiari et al. (2017) describe it as a customer's preference for a product that makes them likely to buy it again in a certain time frame. Adinata (2015) adds that repurchase intention occurs when a customer chooses to buy the same brand again because of a need or desire, often due to an emotional connection with the brand .

### **Influence Customer Commitment To Repurchase Intention According To Previous Reseaches**

Customer commitment significantly influences repurchase intention by creating a strong emotional bond between consumers and brands. Affective commitment is particularly crucial, as

genuine attachment to a brand encourages repeat purchases. Positive experiences and satisfaction foster this emotional connection, enhancing loyalty. Research shows that when customers identify with a brand and find it meaningful, their repurchase intentions increase. Affective commitment not only boosts customer satisfaction but also strengthens brand relationships, reducing the likelihood of switching to competitors. Therefore, fostering customer commitment is vital for businesses to enhance repurchase intentions and maintain loyalty..<sup>11</sup>

### **• Berdasarkan Uraian Di Atas Kami Mengajukan Hipotesis**

**H4 : Customer Commitment Berpengaruh Positif Terhadap Repurchase Intention**

## **2.5 Food Quality And Customer Perceived Value**

### **Definition Food Quality**

In defining food quality, Potter and Hotchkiss (1995) describe it as the set of characteristics in food that are acceptable to consumers, emphasising external factors such as size, shape, colour, consistency, texture, and taste. West, Wood, and Harger

---

<sup>11</sup> Astrid Saraswati, Anton Agus Setyawan, and Imron, "Pengaruh Brand Commitment Terhadap Repurchase Intention Pada Produk Kecantikan,"



(1965) highlight the difficulty in mechanically measuring food quality but note that it can be evaluated through its nutritional value, ingredients, taste, and appearance. Gaman and Sherrington (1996) further add that factors like colour, texture, and aroma significantly influence consumers' perception of food quality.

### **Dimension Food Quality**

Food quality in dining is defined by key dimensions: taste, portion size, menu variety, hygiene, and innovation. Taste should meet or exceed customer expectations, while portion sizes satisfy without excess. Menu variety caters to diverse preferences, hygiene ensures safety, and innovative presentation adds excitement. Together, these elements significantly enhance customer satisfaction in a restaurant setting.

### **Definition Customer Perceived Value**

Customer perceived value is the balance between a product's benefits and costs relative to alternatives (Kotler & Keller, 2008). It significantly influences customer behavior, with higher perceived value driving loyalty and recommendations (Hartline & Jones, 1996). Sweeney and

Soutar (2001) add that perceived value is multidimensional, encompassing functional, emotional, and social aspects, which together enhance customer satisfaction and retention.

### **Influence Food Quality To Customer Perceived Value According To Previous Researches**

Food quality has a significant influence on customer perceived value. The research indicates that food quality positively affects customer perceived value, significance level. This suggests that when customers perceive the quality of food to be high, their perceived value of the restaurant also increases, thereby enhancing their overall dining experience and satisfaction.<sup>12</sup>

- **Berdasarkan Uraian Di Atas Kami Mengajukan Hipotesis**

### **H5 : Food Quality Berpengaruh Positif Terhadap Customer Perceived Value**

## **2.6 Food Quality And Customer Commitment**

### **Definition Food Quality**

---

<sup>12</sup> Oktaviani, "Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.6 No.2 (2017)," *Calyptra* 6, no. 2 (2017): 892–909,

<https://journal.ubaya.ac.id/index.php/jimus/article/view/946/754>.



Food quality is defined by characteristics that meet consumer acceptance, including size, shape, color, texture, and taste (Potter & Hotchkiss, 1995). Though challenging to measure mechanically, it can be evaluated by nutritional value, ingredients, and appearance (West, Wood, & Harger, 1965). Additionally, color, texture, and aroma strongly impact consumers' perception of quality (Gaman & Sherrington, 1996).

### **Dimention Food Quality**

Food quality encompasses key factors such as taste, portion size, menu variety, hygiene, and innovative presentation. Together, these elements enhance the dining experience by meeting flavor expectations, catering to diverse preferences, ensuring safety, and adding creativity to the meal. These aspects are crucial to customer satisfaction in restaurants.

### **Definition Customer Commitment**

Customer commitment is a psychological state driving engagement and loyalty, as it leads customers to value and maintain brand relationships. Mollen and Wilson see commitment as a personal

bond, where consumers view the brand as their top choice. Bowden highlights both rational (calculative) and emotional (affective) commitment as key, fostering strong customer engagement and lasting loyalty.

### **Influence Food Quality To Customer Commitment According To Previous Researches**

Food quality directly impacts customer commitment through several key dimensions. First, taste, as the core aspect of food quality, significantly influences customer satisfaction. A memorable and enjoyable flavour encourages repeat visits, fostering long-term loyalty. Moreover, how food is presented adds to the overall dining experience. A well-arranged and visually appealing dish enhances customer perception of value, further strengthening their attachment to the restaurant.<sup>13</sup>

- **Berdasarkan Uraian Di Atas Kami Mengajukan Hipotesis**

**H6 : Food Quality Berpengaruh Positif Terhadap Customer Commitment**

### **2.7 Customer Perceived Value And Customer Commitment**

#### **Definition Customer Perceived Value**

---

<sup>13</sup> Listiani Putri and Zahara Zakiyah, "Pengaruh Kualitas Makanan Terhadap Kesetiaan," *Jurnal Ilmu*

*Manajemen Universitas Tadulako* 6, no. 3 (2020): 222–31.

Customer perceived value is the balance between the benefits a customer receives and the costs they incur (Kotler & Keller, 2008). It is essential in shaping customer loyalty and behavior, with higher perceived value leading to greater loyalty and recommendations (Hartline & Jones, 1996). Sweeney and Soutar (2001) view it as a multidimensional concept, including functional, emotional, and social aspects that enhance satisfaction and retention.

#### **Dimention Customer Perceived Value**

Customer perceived value among Simpati Telkomsel users in Pekanbaru is primarily driven by brand associations, indicating a strong value connection with positive brand perceptions. While brand loyalty and perceived quality indirectly support customer value by enhancing brand associations, brand awareness alone does not significantly impact perceived value. Thus, perceived quality indirectly influences loyalty behaviors, including repurchase intentions, through its support of brand associations.

#### **Definition Customer Commitment**

Customer commitment is a psychological state driving engagement and loyalty, as it leads customers to value and maintain brand relationships. Mollen

and Wilson see commitment as a personal bond, where consumers view the brand as their top choice. Bowden highlights both rational (calculative) and emotional (affective) commitment as key, fostering strong customer engagement and lasting loyalty.

#### **Influence Customer Perceived Value To Customer Commitment According To Previous Researches**

The influence of customer perceived value on customer commitment is significant. Research indicates that customer perceived value positively affects customer engagement and relationship quality, which in turn enhances customer commitment. Specifically, the perceived value that customers derive from a service or product can lead to an increase in affective commitment, which is a strong driver of customer loyalty and attachment to a company. This relationship suggests that when customers perceive high value, they are more likely to develop a deeper commitment to the service provider,

ultimately fostering long-term relationships.<sup>14</sup>

- Berdasarkan Uraian Di Atas Kami Mengajukan Hipotesis

**H7 : Customer Perceived Value Berpengaruh Positif Terhadap Customer Commitment**

## RESEARCH METHODS

This study adopts a quantitative approach with a survey design to examine the effect of perceived quality and brand image on the repurchase intention cimory products. The research sample was randomly drawn from the population of cimory consumers. Data were collected through questionnaires distributed online, then analyzed using smartPLS. Data analysis includes descriptive, correlation, multiple linear regression, and path analysis to test the research hypothesis. The research instruments used have been tested for validity and reliability. The results of the study are expected to provide a clear picture of the factors that influence consumer repurchase decisions for cimory products

## RESULTS AND DISCUSSION

**Table 1 Reliability and Validity**

	CUSTOMER COMMITMENT	CUSTOMER PERCEIVED VALUE	FOOD QUALITY	HALAL AWARENESS	REPURCHASE INTENTION
CUSTOMER COMMITMENT					0.399
CUSTOMER PERCEIVED VALUE	0.794				0.328
FOOD QUALITY	0.866	0.791			0.117
HALAL AWARENESS					0.639
REPURCHASE INTENTION					

Reliability refers to the consistency of a variable or measurement, indicating that the results are stable and reproducible over repeated testing or observations. A reliable variable consistently yields the same results under consistent conditions. Validity, on the other hand, is about the accuracy of a variable or measurement—whether it accurately measures what it is intended to measure. Validity ensures that the measurement reflects the true concept being studied. In research, both reliability and validity are crucial for ensuring that the findings are credible and meaningful, with reliability providing consistency and validity ensuring accuracy.

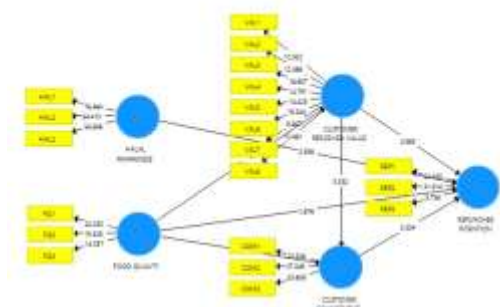
**Table 2 Discriminant Validity**

	CUSTOMER COMMITMENT	CUSTOMER PERCEIVED VALUE	FOOD QUALITY	HALAL AWARENESS	REPURCHASE INTENTION
CUSTOMER COMMITMENT	0.842				
CUSTOMER PERCEIVED VALUE	0.894	0.867			
FOOD QUALITY	0.828	0.950	0.839		
HALAL AWARENESS	0.824	0.788	0.781	0.888	
REPURCHASE INTENTION	0.802	0.884	0.854	0.718	0.870

<sup>14</sup> Ralph Adolph, "濟無No Title No Title No Title," 2016, 1–23.

Discriminant validity refers to the degree to which a variable or construct is distinct from other variables or constructs within a study. It demonstrates that the measured concept is unique and not merely overlapping or redundant with other related constructs. In the context of the table, discriminant validity is indicated by ensuring that the square root of each construct's reliability (often seen on the diagonal, such as 0.942 for Customer Commitment) is greater than the correlations with other constructs (the off-diagonal values). This means, for example, that the reliability of Customer Commitment (0.942) should be higher than its correlation with Customer Perceived Value (0.894), which suggests that the two constructs measure different underlying concepts. Establishing discriminant validity is essential to confirm that each construct is measuring a unique aspect, thus providing greater confidence in the study's findings and interpretations.

The diagram depicts a structural equation model (SEM) that illustrates the relationships among different constructs such as Halal Awareness, Food Quality, Customer Perceived Value, Customer Commitment, and Repurchase Intention. Each construct is represented by a circle, while the observed variables or indicators are depicted as rectangles connected to their respective constructs. Path coefficients (indicated by arrows) show the direction and strength of the relationships between constructs. For example, Food Quality has a significant influence on Customer Perceived Value, which in turn affects Customer Commitment and ultimately Repurchase Intention. The diagram also includes factor loadings (numbers near arrows pointing to indicators), indicating how well each observed variable measures its respective construct. This visual representation highlights both direct and indirect effects within the model, helping researchers understand how each factor contributes to customer commitment and repurchase intentions.



**Table 3 Outer Loadings**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O-STDEV)	P Values
COM1 <- CUSTOMER COMMITMENT	0,935	0,927	0,040	23,508	0,000
COM2 <- CUSTOMER COMMITMENT	0,957	0,952	0,026	37,049	0,000
COM3 <- CUSTOMER COMMITMENT	0,933	0,925	0,039	23,808	0,000
FQ1 <- FOOD QUALITY	0,939	0,929	0,039	24,250	0,000
FQ2 <- FOOD QUALITY	0,945	0,931	0,049	19,329	0,000
FQ3 <- FOOD QUALITY	0,931	0,916	0,064	14,557	0,000
HAL1 <- HALAL AWARENESS	0,980	0,978	0,013	76,464	0,000
HAL2 <- HALAL AWARENESS	0,979	0,974	0,018	54,410	0,000
HAL3 <- HALAL AWARENESS	0,980	0,976	0,016	59,998	0,000
REP1 <- REPURCHES INTENTION	0,964	0,962	0,015	64,390	0,000
REP2 <- REPURCHES INTENTION	0,931	0,927	0,029	31,614	0,000
REP3 <- REPURCHES INTENTION	0,689	0,671	0,120	5,756	0,000
VAL1 <- CUSTOMER PERCEIVED VALUE	0,861	0,851	0,079	10,920	0,000

VAL2 <- CUSTOMER PERCEIVED VALUE	0,862	0,853	0,070	12,188	0,000
VAL3 <- CUSTOMER PERCEIVED VALUE	0,866	0,855	0,048	18,257	0,000
VAL4 <- CUSTOMER PERCEIVED VALUE	0,864	0,850	0,058	14,791	0,000
VAL5 <- CUSTOMER PERCEIVED VALUE	0,855	0,832	0,059	14,425	0,000
VAL6 <- CUSTOMER PERCEIVED VALUE	0,823	0,815	0,055	16,244	0,000
VAL7 <- CUSTOMER PERCEIVED VALUE	0,838	0,827	0,087	9,567	0,000
VAL8 <- CUSTOMER PERCEIVED VALUE	0,854	0,836	0,082	10,411	0,000

Outer loadings represent the correlation between an observed variable (indicator) and its corresponding latent construct in a structural equation model. In the context of the table, outer loadings

demonstrate how well each observed item (like COM1, FQ1, HAL1, etc.) measures its intended latent construct (such as Customer Commitment, Food Quality, Halal Awareness, etc.). A high outer loading, generally above 0.70, indicates that the item strongly reflects the construct, contributing significantly to its measurement. For example, in the table, COM1 has an outer loading of 0.935 with Customer Commitment, indicating a strong contribution to the construct. Outer loadings are crucial in validating the measurement model, ensuring that each indicator reliably and meaningfully represents its respective latent variable. High and significant loadings (with low p-values) also confirm that the relationship between indicators and constructs is statistically meaningful.

**Table 4 Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O-STDEV)	P Values
FOOD QUALITY -> CUSTOMER PERCEIVED VALUE -> CUSTOMER COMMITMENT	0,748	0,738	0,183	4,057	0,000
CUSTOMER PERCEIVED VALUE -> CUSTOMER COMMITMENT -> REPURCHES INTENTION	0,407	0,400	0,137	2,970	0,003
FOOD QUALITY -> CUSTOMER PERCEIVED VALUE -> CUSTOMER COMMITMENT -> REPURCHES INTENTION	0,371	0,360	0,128	2,893	0,004
FOOD QUALITY -> CUSTOMER COMMITMENT -	0,941	0,940	0,087	9,407	0,000

> REPURCHASE INTENTION					
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → REPURCHASE INTENTION	0.599	0.179	0.196	-1.833	0.312

Path coefficients represent the strength and direction of relationships between constructs within a structural equation model (SEM). These coefficients quantify how changes in one variable directly impact another, typically ranging between -1 and +1. In the table provided, for example, the path coefficient from Customer Perceived Value to Customer Commitment is 0.820, indicating a strong positive influence. The coefficient between Customer Commitment and Repurchase Intention is 0.497, showing a moderately strong positive effect. The significance of each path is assessed using T-statistics and P-values; paths with T-statistics greater than 1.96 and P-values below 0.05 are generally considered statistically significant. For instance, the path between Customer Commitment and Repurchase Intention is significant ( $T = 3.324$ ,  $P = 0.001$ ), whereas the path from Food Quality to Customer Commitment (0.082) is not significant, indicated by a low T-statistic (0.490) and a high P-value (0.624). Path coefficients help identify which relationships are meaningful within the

model, informing decision-making and strategy development.

**Table 5 specific indirect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O-STDEV)	P Values
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT	0.746	0.730	0.180	4.657	0.000
CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.497	0.489	0.137	2.979	0.003
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.571	0.380	0.128	2.899	0.004
FOOD QUALITY → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.041	0.040	0.087	0.467	0.641
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → REPURCHASE INTENTION	0.199	0.178	0.196	1.013	0.312

Specific indirect effects measure the impact of an independent variable on a dependent variable through one or more mediating variables. In the table, these effects help illustrate how constructs like Food Quality and Customer Perceived Value influence Customer Commitment and ultimately Repurchase Intention. For example, the effect of Food Quality on Customer Commitment through Customer Perceived Value has a specific indirect effect of 0.746, indicating a strong mediated relationship, with a significant T-statistic of 4.657 ( $P = 0.000$ ). Similarly, the



indirect effect of Customer Perceived Value on Repurchase Intention through Customer Commitment is 0.407, also statistically significant ( $T = 2.970$ ,  $P = 0.003$ ). These indirect effects demonstrate that the impact of Food Quality and Customer Perceived Value on Repurchase Intention is not just direct but is also mediated significantly by Customer Commitment. In contrast, the path from Food Quality to Repurchase Intention through direct influence or other mediators shows weaker or statistically insignificant effects (e.g., 0.041 and 0.199), highlighting the importance of understanding specific indirect pathways in assessing the model's overall relationships

## KESIMPULAN DAN SARAN

This study aims to examine the effect of perceived quality and brand image on the repurchase intention of cimory products. The results showed that both perceived quality and brand image have a positive and significant influence on consumer repurchase intentions. This indicates that consumers tend to repurchase cimory products if they feel that the product is of good quality and comes from a trusted brand.

In addition, the results of path analysis show that perceived quality acts as

a mediator in the relationship between brand image and repurchase intention. That is, the positive influence of brand image on repurchase intention mostly occurs through increasing the perceived quality of the product in the minds of consumers. These findings confirm that a strong brand image can build consumer confidence in product quality, which in turn will drive repurchase intentions.

## DAFTAR PUSTAKA

- Adolph, Ralph. “濟無No Title No Title No Title,” 2016, 1–23.
- Aragao De Carvalho, C., and D. Boyanovsky. “Long-Range Order of Two Interacting Anyon-Gas Layers of Opposite Statistical Charge.” *Physical Review B* 47, no. 1 (1993): 334–41.  
<https://doi.org/10.1103/PhysRevB.47.334>.
- Hasniati, Hasniati, Dewi Pratiwi Indriasar, and Arief Sirajuddin. “Pengaruh Customer Experience Terhadap Repurchase Intention Produk Online Dengan Customer Satisfaction Sebagai Variable Intervening.” *Management and Accounting Research Statistics* 1, no. 2 (2021): 11–23.



- <https://doi.org/10.59583/mars.v1i2.10>.
- Kristin, Nadila Ivanka. “Pengaruh E-Trust, E-Satisfaction Dan Perceived Value Terhadap Repurchase Intention Pada Konsumen E-Commerce B2C Coffee Shop.” *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis* 4, no. 3 (2024): 935–49. <https://doi.org/10.37481/jmeh.v4i3.848>.
- Martiasari, Linda Dewi, and Achsanika Hendratmi. “Menilai Halal Awareness Dan Lifestyle Terhadap Keputusan Menginap Di Hotel Syariah.” *Jurnal Ekonomi Syariah Teori Dan Terapan* 9, no. 4 (2022): 523–33. <https://doi.org/10.20473/vol9iss20224pp523-533>.
- Oktaviani. “Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.6 No.2 (2017).” *Calyptra* 6, no. 2 (2017): 892–909. <https://journal.ubaya.ac.id/index.php/jimus/article/view/946/754>.
- Paramita, Tiara, and Sri Vandayuli Riorini. “Pengaruh Involvement , Customer Participation , Commitment Terhadap Loyalty Yang Dimediasi Oleh Customer.” *Bussman Journal: Indonesian Journal of Business and Management* 3, no. 2 (2023): 782–96. <https://doi.org/10.53363/buss.v3i2.171>.
- Putri, Listiani, and Zahara Zakiyah. “Pengaruh Kualitas Makanan Terhadap Kesetiaan.” *Jurnal Ilmu Manajemen Universitas Tadulako* 6, no. 3 (2020): 222–31.
- RAMADHIAN, RIO, SUSI HENDRIANI, and SRI RESTUTI. “Peran Brand Equity Terhadap Customer Value Dan Repurchase Intention Produk Kartu Simpati Di Kota Pekanbaru.” *Jurnal Daya Saing* 4, no. 1 (2018): 115–22. <https://doi.org/10.35446/dayasaing.v4i1.141>.
- Saraswati, Astrid, Anton Agus Setyawan, and Imron. “Pengaruh Brand Commitment Terhadap Repurchase Intention Pada Produk Kecantikan.” *Jurnal Penelitian Ekonomi Manajemen Dan Akuntansi* 2, no. 2 (2022): 11.
- Septi Kurnia Prastiwi, and Zakky Fahma Auliya. “Apakah Halal Awareness Dapat Meningkatkan Repurchase Intention.” *Ebbank*, 2016, 55–64.
- Sonny Arvianto, Abdul Rohim,. “Pengaruh Customer Perceived Value Terhadap Word Of Mouth Dengan Customer

Loyalty Sebagai Variabel Mediasi  
(Study Kasus Di CV Putra Putri).”

*Eksis: Jurnal Riset Ekonomi Dan  
Bisnis* 12, no. 1 (2017): 83–94.  
[https://doi.org/10.26533/eksis.v12i1.  
85](https://doi.org/10.26533/eksis.v12i1.85).

Sugianto, Jimmy, and Sugiono Sugiharto.  
“Analisa-Pengaruh-Service Quality-  
Food-Qu.” *Jurnal Manajemen  
Pemasaran Petra* 1, no. 2 (2013): 1–  
10.

Weliani, Steffi. “Analisa Pengaruh Food  
Quality, Service Person Customer  
Orientation, Dan Physical  
Environment, Terhadap Repurchase  
Intention, Melalui Customer  
Satisfaction.” *ULTIMA Management*  
7, no. 1 (2017): 39–61.  
[https://doi.org/10.31937/manajemen.  
v7i1.923](https://doi.org/10.31937/manajemen.v7i1.923).