

THE INFLUENCE OF PERCEIVED QUALITY AND BRAND IMAGE ON REPURCHASE INTENTION OF HALAL FOOD PRODUCTS AL MA'SOEM DRINKS

M Yosi Ramadan¹, Ahmad Saputra², Muhibban³

^{1,2,3}Sekolah Tinggi Ilmu Syariah Al Wafa

Email : muhamadyosi666@gmail.com¹, muhajirahmadmuhajir1@gmail.com²,
afaafu123@gmail.com³

Abstrak

Studi ini menyelidiki dampak persepsi kualitas dan citra merek terhadap niat pembelian ulang di antara konsumen minuman al ma'soem. Mengacu pada literatur yang ada dalam perilaku konsumen dan pemasaran, studi ini menyatakan bahwa persepsi konsumen terhadap kualitas suatu produk dan citra merek secara keseluruhan secara signifikan memengaruhi kemungkinan mereka untuk melakukan pembelian ulang. Data dikumpulkan melalui survei yang diberikan kepada sampel konsumen minuman al ma'soem. Hasilnya menunjukkan bahwa persepsi kualitas dan citra merek berkorelasi positif dengan niat pembelian ulang. Lebih jauh, studi ini menemukan bahwa persepsi kualitas memediasi hubungan antara citra merek dan niat pembelian ulang, yang menunjukkan bahwa citra merek yang positif mengarah pada niat pembelian ulang yang lebih tinggi terutama melalui pengaruhnya terhadap persepsi kualitas. Temuan ini menawarkan wawasan berharga bagi pemasar dan bisnis di industri makanan halal, yang menyoroti pentingnya mempertahankan kualitas produk yang tinggi dan menumbuhkan citra merek yang kuat untuk menumbuhkan loyalitas pelanggan dan mendorong penjualan.

Kata Kunci: Kualitas Yang Dirasakan, Citra Merek, Niat Pembelian Ulang

Abstract

This study investigates the impact of perceived quality and brand image on repurchase intention among consumers of al ma'soem drinks. Drawing on existing literature in consumer behavior and marketing, the study posits that consumers' perceptions of a product's quality and the brand's overall image significantly influence their likelihood of making repeat purchases. Data was collected through a survey administered to a sample of al ma'soem drink consumers. The results indicate that both perceived quality and brand image are positively correlated with repurchase intention. Furthermore, the study finds that perceived quality mediates the relationship between brand image and repurchase intention, suggesting that a positive brand image leads to higher repurchase intentions primarily through its influence on perceived quality. These findings offer valuable insights for marketers and businesses in the halal food industry, highlighting the importance of maintaining high product quality and cultivating a strong brand image to foster customer loyalty and drive sales.

Keywords: Perceived Quality, Brand Image, Repurchase Intention

INTRODUCTION

This study focuses on the effect of perceived quality and brand image on the repurchase intention of Al-Ma'soem Drinks halal beverage products. In the context of the increasingly competitive halal food and beverage industry, a deep understanding of the factors that influence consumer decisions is essential. Consumer perceptions of product quality and strong brand image are considered the key to success in maintaining customer loyalty. This study aims to test the hypothesis that perceived quality and brand image positively influence the repurchase intention of Al-Ma'soem Drinks products. In addition, this study will also examine the mediating role of perceived quality in the relationship between brand image and repurchase intentions. Thus, the results of this study are expected to contribute to the development of more effective marketing strategies for halal beverage manufacturers

LITERATURE REVIEW

A. Religiosity and Customer commitment

Religiosity can be defined in various ways according to different scholars. Firstly, it is often viewed as the degree of an individual's adherence to religious beliefs and practices, which significantly

influences their behavior and decision-making, particularly in financial contexts, as evidenced by its positive impact on saving interests in Islamic banks.(Junaidi et al., 2022) Secondly, religiosity encompasses the moral and ethical dimensions that guide individuals in their daily lives, suggesting that a strong sense of religiosity can lead to more responsible and results-oriented business activities. Lastly, some researchers highlight the social aspects of religiosity, indicating that it can shape community interactions and trust, which are crucial for customer engagement in financial institutions. These definitions collectively illustrate the multifaceted nature of religiosity and its implications in various domains, including consumer behavior and financial decision-making.

• Dimension Dari Variabel Religiosity

The dimensions of religiosity, as identified by various scholars in the article, provide a comprehensive framework for understanding Muslim piety. According to Yasemin El-Menouar, there are five distinct dimensions of Muslim religiosity:

1. Basic Religiosity: This dimension encompasses fundamental beliefs and devotional practices, reflecting a

minimum level of commitment to faith and a sense of divine presence in everyday life.

2. **Central Duties:** This dimension focuses on the observance of the central religious obligations in Islam, primarily represented by the Five Pillars, which include practices such as prayer, fasting, and pilgrimage.
3. **Religious Experience:** This dimension measures the subjective and responsive experiences individuals have in relation to their faith, capturing the emotional and spiritual aspects of religiosity.
4. **Religious Knowledge:** This dimension assesses an individual's understanding of Islamic teachings, including knowledge of the Quran and the life of the Prophet Muhammad, as well as their self-perceived level of religious knowledge.
5. **Orthopraxis:** This dimension emphasizes the importance of practicing religious norms and rules in daily life, reflecting the behavioral aspects of religiosity that guide a Muslim's actions and interactions within their community.

These dimensions collectively illustrate the complexities of Muslim religiosity and highlight the need for a nuanced approach to studying religious engagement among Muslims.

B. Food Quality and Customer Commitmen

Food quality can be defined in several ways according to various experts. Knight and Kotschevar (2000) describe food quality as the level of consistency in food quality assessed against product standards and criteria necessary to ensure the desired quality is achieved. Potter and Hotchkiss (2012) further elaborate that food quality encompasses characteristics acceptable to consumers, including size, shape, color, consistency, texture, and taste. (Purnasari & Yuliando, 2015) Additionally, Lakni and Mudalige (2009) emphasize that food quality represents the information consumers have the right to know about the quality of food products, particularly those that are sensitive and widely available in the market.

• Dimensions Dari Fariable Food Quality

Food quality encompasses various dimensions as defined by several experts in the field.

1. According to Knight and Kotschevar (2000), food quality is characterized by the consistency of food assessed against specific product standards and criteria necessary for achieving the desired quality.
2. Potter and Hotchkiss (2012) expand on this by identifying dimensions such as size, shape, color, consistency, texture, and taste, which are essential for consumer acceptance.
3. Lakni and Mudalige (2009) highlight the importance of transparency, asserting that food quality includes the information consumers have the right to know about food products, particularly those that are sensitive and widely available in the market.
4. Additionally, Sugianto and Sugiharto (2013) emphasize that food quality is maintained through the preservation of taste according to consumer preferences and the appropriate portion sizes.
5. Lastly, the ability of food to meet consumer needs and enhance the value of a restaurant is also a critical dimension of food quality, as noted in the research findings.

C. Religionsity And Customer Perceived Value

Religiosity is defined in various ways by different scholars in the article. Eid and Gohary (2015) describe religiosity as the extent of knowledge, beliefs, worship, and adherence to the rules and appreciation of the embraced religion. Additionally, Khraim (2010) emphasizes that religiosity significantly influences consumer and social behavior, indicating its role in shaping attitudes and decisions. (Eid & El-Gohary, 2015) Furthermore, Mukhtar and Butt (2012) highlight that religiosity affects the adoption of new products by Muslim consumers based on their beliefs regarding which products align with their religious values. These definitions collectively illustrate the multifaceted nature of religiosity and its impact on consumer behavior and satisfaction in the context of Islamic banking.

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Religiosity encompasses various dimensions as defined by several scholars in the article.

1. Eid and Gohary (2015) define religiosity as the extent of knowledge, beliefs, worship, and adherence to the rules and appreciation of one's

religion, highlighting its foundational role in shaping individual behavior.

2. Khraim (2010) further elaborates that religiosity significantly influences consumer behavior, suggesting that it affects purchasing decisions and social interactions.
3. Mukhtar and Butt (2012) emphasize that religiosity impacts the intention to choose Halal products, indicating a direct correlation between religious beliefs and consumer preferences.
4. Additionally, Farrag and Hassan (2015) explore how religiosity shapes attitudes towards fashion among Egyptian Muslim youths, demonstrating its influence on lifestyle choices.
5. Lastly, Mokhlis (2009) discusses the relevance and measurement of religiosity in consumer behavior research, underscoring its importance in understanding market dynamics within Islamic contexts.

Collectively, these definitions illustrate the multifaceted nature of religiosity and its profound impact on various aspects of consumer behavior and social interactions.

D. Food Quality and Customer Perceived Value

Food quality is defined in various ways by different scholars. Grunert (2005) emphasizes that food quality is a key determinant in food selection, where consumers first assess the external features and ingredients of a product to ensure its health benefits. Nelson (1970) adds that food quality primarily derives from appearance and quality labels, highlighting the importance of visual and informational cues in consumer decision-making. (Slack et al., 2021) Furthermore, Ryu, Lee & Kim (2012) assert that food quality serves as a predictor of customer perceived values, indicating a direct relationship between food quality and customer satisfaction, which is influenced by personal comparisons of perceived benefits and costs associated with the purchase.

• Dimensions Dari Fariable Food Quality

Food quality dimensions are defined through various perspectives by different scholars.

1. According to Grunert (2005), food quality encompasses both safety and quality attributes, which are crucial in consumer decision-making when purchasing food products.

2. Nelson (1970) emphasizes that food quality is primarily derived from visual aspects such as appearance and quality labels, indicating the importance of these cues in influencing consumer choices.
3. Ryu, Lee, and Kim (2012) further elaborate that food quality acts as a predictor of customer perceived values, establishing a direct relationship between food quality and customer satisfaction, which is influenced by personal evaluations of benefits and costs associated with food purchases.
4. Additionally, Nmakung and Jang (2008) highlight that food quality is a key attribute of satisfaction for diners in restaurants, suggesting that the dining experience is significantly affected by the perceived quality of food.
5. Lastly, the interrelation between food quality and safety is underscored by Jervell and Borgan (2004), who assert that both dimensions are essential in understanding consumer preferences and behaviors, as they reflect the evolving standards and expectations of customers in a changing lifestyle.

E. Customer Perceived Value and Customer Commitment

Customer perceived value can be defined in several ways according to various scholars. Zeithaml (1988) describes it as the consumers' overall assessment of the benefits of a product or service, based on perceptions of what is received and what is given. Al-Debei, Al-Lozi, and Papazafeiropoulo (2013) conceptualize it as a trade-off between total benefits and total sacrifices, which can be monetary or non-monetary. Additionally, Kuo, Wu, and Deng (2009) define service perceived value in the mobile communications sector as the evaluation of the benefits derived from the service, considering both the advance sacrifices and the perceived performance experienced by customers when using mobile services.

• Dimensions customer perceived value

Customer perceived value encompasses several dimensions as defined by various scholars.

1. Zeithaml (1988) emphasizes that perceived value is derived from the consumers' assessment of the benefits received relative to the costs incurred, highlighting the importance of price and quality in this evaluation.

2. Kuo, Wu, and Deng (2009) further elaborate that perceived value in mobile services is shaped by the balance between the sacrifices made by customers and the performance they experience, indicating a dynamic interplay between expectations and actual service delivery.
3. Additionally, Lu, Lu, and Jen (2011) identify that value for money is a critical component, suggesting that perceived value increases when consumers feel they pay less for the services received.
4. Gerpott et al. (2001) also contribute to this understanding by noting that customer satisfaction is influenced by perceived network quality and customer care, which are integral to the overall value perception.
5. Lastly, the work of Kim et al. (2004) underscores the significance of service quality dimensions, such as interpersonal interactions and physical aspects, in shaping customers' perceptions of value in the mobile communications sector.

F. Food Quality and Repurchase Intention

Food quality is defined through various dimensions by several experts in

the article. Firstly, it encompasses freshness, which indicates that the food is recently prepared and not spoiled, contributing to its overall appeal. Secondly, presentation is crucial, as it refers to the visual arrangement and serving of food, which can significantly enhance the dining experience. (Hidayat et al., 2020) Thirdly, the concept of being well-cooked is essential, ensuring that food is prepared to appropriate standards, thereby affecting both taste and safety. Additionally, a variety of food and beverages offered is considered a dimension of food quality, catering to diverse consumer preferences and enhancing satisfaction. Lastly, good quality food is characterized as being served well, fresh, and delicious, which aligns with consumer expectations and desires.

- **Dimensions food quality**

Food quality is defined through five distinct dimensions according to various experts in the article.

1. Firstly, freshness is emphasized, indicating that food should be recently prepared and not spoiled, which significantly enhances its appeal.
2. Secondly, presentation is crucial, as it pertains to the visual arrangement and

serving of food, thereby impacting the overall dining experience.

3. Thirdly, the concept of being well-cooked is essential, ensuring that food is prepared to appropriate standards, which affects both taste and safety.
4. Additionally, the variety of food and beverages offered is considered a dimension of food quality, catering to diverse consumer preferences and enhancing satisfaction.
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G. Customer Perceived Value and Customer commitment

Customer perceived value (CPV) can be defined in various ways according to different scholars. Firstly, it is viewed as the overall assessment of the utility of a product or service based on perceptions of what is received and what is given, emphasizing the importance of economic value in enhancing customer trust and commitment in omni-channel environments. Secondly, CPV is described as a critical factor that influences customer engagement and loyalty, where the perceived value derived from interactions across multiple channels significantly

impacts customer satisfaction and long-term relationships with brands.(A. Kungumpriya* K. Malarmathi**, 2018) Lastly, it is recognized as a multidimensional construct that encompasses not only economic considerations but also emotional and social dimensions, highlighting the necessity for businesses to integrate their offline and online services to maximize perceived value and foster deeper customer connections.

H. Customer Perceived Value and Customer Commitment

Customer perceived value (CPV) encompasses several dimensions as defined by various scholars.

1. Firstly, it is often described as the trade-off between the benefits received and the costs incurred, highlighting the economic aspect of value perception.
2. Secondly, CPV includes emotional dimensions, where customers assess the feelings and experiences associated with a product or service, which can significantly influence their overall satisfaction.
3. Thirdly, social dimensions are recognized, where the perceived value is shaped by social interactions

and the influence of peers, emphasizing the role of community in value perception.

4. Fourthly, the functional dimension focuses on the practical benefits and utility derived from a product or service, which is crucial for customer decision-making.
5. Lastly, the experiential dimension highlights the importance of the overall experience a customer has with a brand, which can enhance loyalty and commitment.

Together, these dimensions illustrate the multifaceted nature of customer perceived value, underscoring its significance in fostering customer engagement and loyalty.

I. Customer Commitment and Repurchase Intention

Repurchase intention is defined in various ways by experts in the field, highlighting its complexity and significance in consumer behavior. Firstly, it is described as a reflection of customer commitment, which serves as a crucial driver for repurchase intentions, insulating firms from negative impacts such as product failures and corporate scandals. Secondly, the concept encompasses

different dimensions of commitment, including affective, economic, forced, and habitual commitments, each influencing repurchase intentions in unique ways; for instance, habitual commitment has been identified as a positive predictor of repurchase intentions, suggesting that familiarity and convenience play a significant role in consumer loyalty.(Alireza Mosavi, 2012) Lastly, repurchase intention is also viewed through the lens of normative commitment, which posits that consumers engage in behaviors that align with their identities and social norms, thereby reinforcing their intention to repurchase. Together, these definitions underscore the multifaceted nature of repurchase intentions and their critical role in shaping consumer loyalty.

• DimensiONS repurchase intention

Repurchase intention is characterized by five distinct dimensions as identified by experts in the field, each contributing uniquely to consumer behavior.

1. Firstly, affective commitment reflects emotional attachment and is strongly associated with repurchase intentions, indicating that positive feelings towards a brand can drive repeat purchases.

2. Secondly, normative commitment involves a sense of obligation to repurchase based on social norms or expectations, which can influence consumer decisions even in the absence of strong emotional ties.
3. Thirdly, economic commitment is based on the financial sacrifices made by consumers, suggesting that higher investments can lead to a greater likelihood of repurchase.
4. Fourthly, forced commitment arises when consumers perceive limited alternatives, compelling them to continue purchasing from a specific brand despite potential dissatisfaction.
5. Lastly, habitual commitment refers to the routine nature of consumer behavior, where familiarity and convenience lead to repeat purchases without much deliberation.

Together, these dimensions provide a comprehensive understanding of the factors influencing repurchase intentions and highlight the complexity of consumer loyalty.

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 of Al-Ma'soem Drinks products. The research sample was randomly drawn from the population of Al-Ma'soem Drinks 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 Al-Ma'soem Drinks products.

Table 1 Reability and validity

	Cronbach's Alpha	AVE	Composite Reliability	Average Variance Extracted (AVE)
brand awareness	0.726	0.721	0.843	0.541
brand loyalty	0.828	0.828	0.897	0.744
perceived behavior control	0.843	0.844	0.909	0.797
product knowledge	0.826	0.826	0.898	0.742
purchase intention	0.817	0.817	0.892	0.714
social influence	0.811	0.812	0.898	0.747

indicators. For reliability, we looked at two commonly used methods: Cronbach's Alpha and Composite Reliability. The results show that all variables have a very good level of reliability. For example, for brand awareness, the Cronbach alpha reaches 0.720; while the composite reliability is even higher with a ratio of 0.843. Similar

results were found for other variables such as brand loyalty (Cronbach alpha = 0.828), perceived behavior control (composite reliability = 0.905), product knowledge (Cronbach alpha = 0.825), purchase intention (Cronbach alpha = 0.817) and social influence (composite reliability = 0.898). In addition, all variables also meet the minimum requirements for composite reliability with numbers above 0.7. Translated with DeepL.com (free version)

For validity, we use Average Variance Extracted (AVE) as one measure. If the AVE value exceeds 0.5 then the variable is considered valid. Here, all of them managed to meet this standard as they far exceeded this minimum threshold-for example, brand awareness had an AVE of 0.641; brand loyalty was 0.744; perceived behavior control was around 0.761; product knowledge was 0.742; purchase intention was 0.734; and finally social influence was 0.747. Meanwhile, rho _A also provides additional information about validity which is equally positive - with a range of values ranging from 0.721 to 0.862.

The results of the discriminant validity test show how each variable can be distinguished from other variables in a model. The correlation value between pairs of variables provides information about the degree of relationship between each variable. For example, customer commitment has a significant correlation value with customer perceived value (0.472), religiosity (0.343), repurchase intention (0.517), and food quality (0.401); as well as other variables. However, to ensure full discriminant validity, it is recommended to calculate $\sqrt{\text{AVE}}$ (Square Root of Average Variance Extracted) for each variable and compare the value with the correlation value between pairs of variables. If the $\sqrt{\text{AVE}}$ value is greater than the correlation value between pairs of variables, then discriminant validity is satisfied. Therefore, further analysis such as $\sqrt{\text{AVE}}$ calculation and bandwidth analysis is essential to verify the discriminant validity results definitively and accurately

Table 2 Discriminant validity

	CUSTOMER COMMITMENT	CUSTOMER PERCEIVED VALUE	RELIGIOSITY	REPURCHASE INTENTION	FOOD QUALITY
CUSTOMER COMMITMENT	0.608				
CUSTOMER PERCEIVED VALUE	0.472	0.691			
RELIGIOSITY	0.343	0.343	0.731		
REPURCHASE INTENTION	0.517	0.509	0.577	0.708	
FOOD QUALITY	0.401	0.738	0.481	0.529	0.647

RESULTS AND DISCUSSION

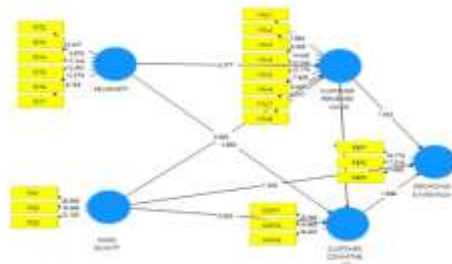


Table 3 Outer Loadings

	Original Sample (FS)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (Z-SCORE)	P-Value
COM1 = CUSTOMER COMMITMENT	0.899	0.891	0.219	25.068	0.000
COM2 = CUSTOMER COMMITMENT	0.841	0.821	0.248	14.443	0.000
COM3 = CUSTOMER COMMITMENT	0.874	0.868	0.247	18.430	0.000
FQ1 = FOOD QUALITY	0.936	0.873	0.310	26.569	0.000
FQ2 = FOOD QUALITY	0.863	0.866	0.313	16.268	0.000
FQ3 = FOOD QUALITY	0.981	0.888	0.242	20.169	0.000
REP1 = REPURCHASE INTENTION	0.896	0.896	0.215	35.716	0.000
REP2 = REPURCHASE INTENTION	0.800	0.808	0.248	17.516	0.000
REP3 = REPURCHASE INTENTION	0.511	0.787	0.114	1.995	0.047
REL1 = RELIGIOSITY	0.786	0.738	0.268	13.327	0.000
REL2 = RELIGIOSITY	0.633	0.636	0.172	9.876	0.000
REL3 = RELIGIOSITY	0.895	0.895	0.252	25.544	0.000
REL4 = RELIGIOSITY	0.750	0.747	0.259	17.803	0.000
REL5 = RELIGIOSITY	0.983	0.896	0.266	20.374	0.000
VAL1 = CUSTOMER PERCEIVED VALUE	0.658	0.618	0.204	7.804	0.000
VAL2 = CUSTOMER PERCEIVED VALUE	0.731	0.721	0.219	9.358	0.000
VAL3 = CUSTOMER PERCEIVED VALUE	0.782	0.791	0.243	14.424	0.000
VAL4 = CUSTOMER PERCEIVED VALUE	0.734	0.726	0.249	16.248	0.000
VAL5 = CUSTOMER PERCEIVED VALUE	0.696	0.706	0.248	15.174	0.000
VAL6 = CUSTOMER PERCEIVED VALUE	0.827	0.838	0.269	17.849	0.000
VAL7 = CUSTOMER PERCEIVED VALUE	0.680	0.679	0.261	9.442	0.000
VAL8 = CUSTOMER PERCEIVED VALUE	0.630	0.648	0.171	9.777	0.000
REL6 = RELIGIOSITY	0.636	0.648	0.173	9.703	0.000

The outer loadings test results show how well the survey items measure the tested constructs, with highly significant T-statistic values for most components. For example, on the customer commitment construct, items COM1, COM2, and COM3 have very high T-statistic values (25.068; 14.443; and 18.430), indicating a strong relationship with the construct. For food quality, items FQ1, FQ2, and FQ3 also show significant values (26.569; 16.268; and 20.169). On the repurchase intention construct, item REP1 has a very high T-statistic (35.716), while REP2 is also significant (17.516), but REP3 shows a

lower value (1.995), indicating a potential problem in measurement. The religiosity and customer perceived value constructs also showed good results with significant T-statistic values for almost all items. Overall, these results support the validity of the survey instrument used in this study, although there are some items that may need further review.

Table 4 Patch coefficients

	Original Sample (FS)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (Z-SCORE)	P-Value
CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.267	0.302	0.133	1.986	0.048
CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT	0.330	0.347	0.118	2.580	0.010
CUSTOMER PERCEIVED VALUE → REPURCHASE INTENTION	0.340	0.369	0.179	1.940	0.050
RELIGIOSITY → CUSTOMER COMMITMENT	0.103	0.123	0.113	0.683	0.492
RELIGIOSITY → CUSTOMER PERCEIVED VALUE	0.295	0.294	0.125	2.277	0.023
FOOD QUALITY → CUSTOMER COMMITMENT	0.117	0.123	0.104	0.609	0.539
FOOD QUALITY → CUSTOMER PERCEIVED VALUE	0.062	0.056	0.119	0.080	0.938
FOOD QUALITY → REPURCHASE INTENTION	0.215	0.138	0.105	1.389	0.162

The patch coefficients test results show the relationship between the variables in the tested model, focusing on the strength and significance of the influence between variables. In this analysis, the relationship between customer commitment and repurchase intention has a coefficient value of 0.267 with a T-statistic of 1.986 and a P-value of 0.048, indicating that the effect is significant at the 5% level. Furthermore, customer perceived value has a positive effect on customer commitment with a coefficient of 0.330, a T-statistic of 2.580, and a P-value of 0.010, which is also significant. However, the relationship between customer perceived value and

repurchase intention shows a coefficient of 0.345 with a T-statistic of 1.943 and a P-value of 0.053, which is close to the significance limit. On the other hand, the effect of religiosity on customer commitment (coefficient 0.103) and food quality on customer commitment (coefficient 0.117) is not significant with a P-value of 0.372 and 0.526 respectively. However, food quality has a strong influence on customer perceived value with a coefficient of 0.582 and a highly significant T-statistic (4.890) and a P-value of less than 0.001. Overall, these results suggest that customer perceived value and food quality are important factors in increasing customer commitment and repurchase intention.

Table 5 Specific Indirect Effects

	Original Sample (B)	Sample Mean (M)	Standard Deviation (S.D.)	T-Statistics (Z)	P-Values
RELIGIOSITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT	0.097	0.094	0.012	1.080	0.280
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT	0.193	0.218	0.132	1.081	0.281
RELIGIOSITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.026	0.028	0.024	1.081	0.281
CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.088	0.106	0.068	1.364	0.173
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.021	0.003	0.042	0.220	0.829
RELIGIOSITY → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.020	0.021	0.024	0.800	0.421
FOOD QUALITY → CUSTOMER COMMITMENT → REPURCHASE INTENTION	0.021	0.001	0.010	0.440	0.660
RELIGIOSITY → CUSTOMER PERCEIVED VALUE → REPURCHASE INTENTION	0.103	0.101	0.096	1.017	0.310
FOOD QUALITY → CUSTOMER PERCEIVED VALUE → REPURCHASE INTENTION	0.345	0.257	0.138	1.872	0.060

The specific indirect effects test results show how variables interact with each other in a complex model. In this analysis, we see the relationship between religiosity, food quality, customer perceived value, customer commitment,

and repurchase intention. For example, the indirect effect of religiosity on customer commitment through customer perceived value has a coefficient of 0.097 with a T-statistic of 1.886 and a P-value of 0.060, although it is not significant at the 5% level. Similarly, the effect of indirect food quality on customer commitment through customer perceived value shows a coefficient of 0.192 with a T-statistic of 1.881 and a P-value of 0.061, still at the significance threshold. The relationship between religiosity, customer perceived value, and repurchase intention shows a coefficient of 0.026 with a T-statistic of 1.065 and a P-value of 0.287, which is not significant. The indirect effect of customer perceived value on repurchase intention through customer commitment also shows a coefficient of 0.088 with a T-statistic of 1.364 and a P-value of 0.173, but not strong enough to be considered significant. In addition, the effect of the effect of food quality on repurchase intention through customer commitment is not strong enough to be considered significant. customer committed shows a coefficient of 0.051 with a T-statistic of 1.228 and a P-value of 0.220, which is also not significant. Finally, the indirect effect of religiosity on repurchase intention through customer

committed shows a coefficient of 0.28 with a T-statistic of 806 and a Pvalue of 421, which is not significant. This indicates that the indirect effects between these variables still need to be further verified to ensure the validity of the model used.

CONCLUSION AND SUGGESTIONS

This study aims to examine the effect of perceived quality and brand image on the repurchase intention of Al-Ma'soem Drinks 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 Al-Ma'soem Drinks 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.

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