
The Role Of Halal Labeling, Brand Image, And Brand Trust On Repurchase Decisions On Mixue Products In Surakarta

Nais Irawati

Universitas Muhammadiyah Surakarta/ Management, Surakarta, Indonesia

Email : naisnais892@gmail.com

Kussudyarsana

Universitas Muhammadiyah Surakarta/ Economics and Business Faculty, Surakarta, Indonesia

Email : kus165@ums.ac.id

Corresponding email: naisnais892@gmail.com

Abstract. *The aim of this research is to investigate how mixue product repurchase decisions in Surakarta are influenced by brand trust, brand image, and halal labeling. This research used a quantitative approach. The population under consideration was the residents of Surakarta. In this study, purposeful sampling was used, and 151 respondents in total fulfilled the predetermined criteria. The study's primary data source was primary data, which was gathered using a questionnaire. The results of this study's analysis demonstrate that halal labeling, brand image, and brand trust all have a favorable and significant impact on consumers' decisions to repurchase.*

Keywords Halal labeling; Brand image; Brand Trust; Repurchase decision

INTRODUCTION

Culinary is a part of lifestyle that is closely related to food consumption in daily life. Along with the changing times, the culinary industry has undergone significant changes. This is supported by changes in a person's needs and lifestyle, especially in terms of eating and drinking needs consumed in daily activities. Especially in drinks, every year there will be a new drink that becomes the target of the community, this happens because of attractive products, good taste, or a strong product marketing strategy. The market value of boba drinks in Indonesia reaches 43.7 percent of the total boba beverage market in Southeast Asia. Indonesia is the largest market share of boba drinks in Southeast Asia, in 2021 it is estimated that the annual turnover will exceed 1.6 billion US dollars (Angelia, 2022).

Mixue is a franchise company favored by many young people that offers a variety of products ranging from ice cream, boba and tea drinks. Drinks that are being favored by the public because of their distinctive flavors and marketing methods that attract consumers to decide to buy. With quality products and relatively cheap prices, Mixue is favored by consumers compared to other competitors. With the largest beverage outlets in Southeast Asia, Indonesia is currently seeing a growth of franchisees under the Mixue brand.

According to data from Momentum Works, Mixue has more than 21,000 stores located in Vietnam, Malaysia, the Philippines, Singapore, Thailand, and Indonesia (Pahlevi, 2022). Since Muslims make up the majority of the population in Indonesia, all food and drink must be halal. Halal labeling is a significant determinant of how consumers view companies and goods

in the food and beverage industry. In research on Mixue products is one of the brands that produce food and beverage products that market themselves as halal products. Even with halal-labeled products, it does not guarantee that consumers will have a positive perception of the brand. The Food, Drug, and Cosmetic Assessment Institute (LPPOM MUI) of the Indonesian Ulema Council has released new statistics that shows the nation's demand for halal products is still growing.

Customers will be immediately influenced to use the goods if the halal label is prominently displayed on the product packaging. A choice to buy a product will be made by someone when they start to feel secure and at ease using it. In her research, Fatmasari Sukesti claims that the halal label significantly influences Indonesian consumers' decisions to buy. Additional elements influencing consumer purchase decisions are religious factors or the religions to which individuals belong. Shopping habits for halal cuisine According to experts, food purchase behavior with halal labels falls under the purview of consumption theory (Ali et al., 2018). This clarifies how a consumer's decision to purchase a commodity is an actualization of their needs and wants grounded in norms and reason.

Brand trust and image can also have an impact on purchasing decisions. Making items seem distinctive and memorable helps brands grab consumers' attention and facilitate decision-making. According to (Song et al., 2019), a brand's image is the sum of all the impressions that are created when customers interact with it through consumption and observation. When customers have faith in the dependability and honesty of service providers, there is brand trust. According to Kwon et al. (2020), brand trust is a crucial element in customer interactions and commercial partnerships. It gauges consumers' level of confidence in the brand's ability to perform the activities it is supposed to.

Repurchase decisions are made under the specific premise that customers exhibit favorable brand behavior, are loyal to the brand, and plan to keep making purchases from it in the future.

limitations

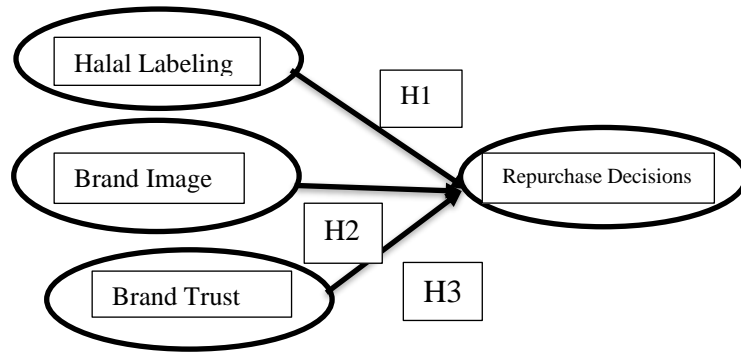
1. In the data collection process, the researcher only distributed questionnaires which were then filled in by the respondents. So that researchers cannot intensely examine the intended respondents.
2. Researchers do not know the level of repurchase decisions of the respondents studied, thus causing the characteristics of the respondents to be less specific and less in explaining the actual situation of the respondents.

Research hypothesis

H1: Variabel Halal label has a positive effect on repurchase decisions

H2: Variabel Brand Image has a positive relationship with repurchase decisions

H3: Variabel Brand trust has a positive effect on repurchase decisions



METHOD

This study employs quantitative research methods. Using statistical tools and data analysis, quantitative research is a study approach that may be used once all the data has been gathered through dispersed questionnaire questions. This study employed a questionnaire-based survey research design. Questionnaires will be distributed to respondents who purchase Mixue goods in Surakarta as part of this survey. The proposed hypothesis will be tested through statistical analysis of the obtained data. SPSS Statistics 25 was used to examine the data that was collected. Information gathered from 151 respondents using a questionnaire consisting of 20 question items. The Surakarta Community was given questionnaires via Google Forms as part of the data collection method.

RESULTS AND DISCUSSION

Instrument test

1. Validity test

A research instrument's degree of accuracy is evaluated using a validity test. The person product moment method was used in the validity test of this investigation. If the significance value is less than 0.05 and the r-count value is greater than the r-table value, it is considered valid. The r-table value for the 151 respondents included in this study is 0.159 at a significance level of 5%.

Table 1. "X1 Variable Validity Test Results (Halal Labeling)"

No item	r-hitung	r-tabel (5%)	Sig	Description
1	0,583	0,195	0,000	"valid"
2	0,531	0,195	0,000	"valid"
3	0,624	0,195	0,000	"valid"
4	0,527	0,195	0,000	"valid"
5	0,610	0,195	0,000	"valid"

All statement items in variable X1 (Halal Labeling) are deemed acceptable based on the study output results above, as each statement item's r-count value is more than the r-table

value and has a significance level of less than 0.05.

Table 2. "X2 Variable Validity Test Results (Brand Image)"

No item	r-hitung	r-tabel (5%)	Sig	Description
1	0,583	0,195	0,000	"valid"
2	0,531	0,195	0,000	"valid"
3	0,624	0,195	0,000	"valid"
4	0,527	0,195	0,000	"valid"
5	0,610	0,195	0,000	"valid"

The study's findings indicate that all of the statement items from variable X2, or brand image, are deemed legitimate as their respective r-count values are greater than 0.159 and have significant values less than 0.05.

Table 3. "X3 Variable Validity Test Results (Brand Trust)"

No	r-hitung	r-tabel (5%)	Sig	Description
1	0,754	0,159	0,000	"valid"
2	0,817	0,159	0,000	"valid"
3	0,793	0,159	0,000	"valid"
4	0,826	0,159	0,000	"valid"
5	0,802	0,159	0,000	"valid"

The research output results indicate that all statement items from variable X2, or brand trust, are deemed legitimate because their respective r-count values are greater than 0.159 and have significance values less than 0.05.

Table 4. "Validity Test Results of Variable Y (Repurchase Decision)"

No item	r-hitung	r-tabel (5%)	Sig	Description
1	0,762	0,159	0,000	"valid"
2	0,825	0,159	0,000	"valid"
3	0,790	0,159	0,000	"valid"
4	0,816	0,159	0,000	"valid"
5	0,805	0,159	0,000	"valid"

The research output above leads to the conclusion that all statement items on variable Y, or repurchase decisions, are deemed acceptable because their respective r-count values and significance values are less than 0.05 and more than the r-table value, respectively.

2. Reliability test

This reliability test is used to gauge how consistent a research instrument is; in this study, a questionnaire is the research instrument measuring tool. If a questionnaire yields consistent findings, it is considered dependable. The Cronbach Alpha approach, which is the foundation of this study's reliability testing, holds that a variable can be considered reliable if its Cronbach Alpha value is larger than 0.6. The reliability test findings for the inquiry are listed below.

Table 5. "Reliability test results"

Variabel	Nilai Cronbach Alpha	Std. Reliabilitas	Description
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X1	0,835	0,6	"Reliabel"
X2	0,889	0,6	"Reliabel"
X3	0,882	0,6	"Reliabel"
Y	0,883	0,6	"Reliabel"

The variables related to halal labelling, brand image, brand trust, and repurchase decision have a Cronbach Alpha value larger than 0.6, as shown by the reliability testing findings in table 5. As a result, it can be said that the factors for halal labelling, brand image, brand trust, and repurchase choice can be deemed consistent or dependable for use in research.

Classic assumption test

1. Multicollinearity test

For the purpose of identifying significant relationships or intercorrelations among the independent variables, the multicollinearity test is employed. Robust regression models are those that do not exhibit large levels of correlation or multicollinearity. Using the Variance Inflation Factor (VIF) and Tolerance techniques, the authors of this study checked the regression model for multicollinearity. The following is the basis for decision-making when using these strategies.

1. Multicollinearity is absent if the tolerance value is greater than 0.1.
2. There is no multicollinearity if the VIF value is less than 10.

Table 6. "Multicollinearity test results"

Variabel	Tolerance	VIF	Description
Halal Labeling	0,644	1,554	"No multicollinearity"
Brand Image	0,199	5,033	"No multicollinearity"
Brand Trust	0,190	5,261	"No multicollinearity"

None of the variables display multicollinearity according to the findings of the multicollinearity test, which were conducted on all variables with tolerance values greater than 0.1 and VIF values less than 10.

2. Heteroscedasticity test

If the residual variance is unequal across datasets, the heteroscedasticity test will reveal it. an appropriate regression model free of heteroscedasticity. The presence or absence of heteroscedasticity is not cause for alarm if the significance value (the cutoff for drawing inferences from this test) exceeds 0.05. This study checked for heteroscedasticity using the Glejser test.

Table 7. "Heteroscedasticity test results"

Variabel	Nilai Sig.	Std. Sig.	Description
Halal Labeling	0,964	> 0,05	"No heteroscedasticity"
Brand Image	0,700	> 0,05	"No heteroscedasticity"
Brand Trust	0,166	> 0,05	"No heteroscedasticity"

Based on Table 7's heteroscedasticity test results, the following variables have significant values above 0.05: the brand trust variable has a significance value of 0.166; the brand

image variable has a significance value of 0.700; and the halal labelling variable has a significance value of 0.964. Thus, it may be inferred that the study's regression model is not heteroscedastic. Thus, it may be inferred that the study's regression model is not heteroscedastic.

Multiple regression analysis

Table 8. "multiple regression analysis results"

Variabel	Koefisien β	Std. Error
Konstanta	-0,014	0,105
Halal Labeling	-0,002	0,005
Brand Image	0,010	0,008
Brand Trust	0,993	0,008

Drawing from the outcomes of the multiple regression analysis, specifically:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -0,014 - 0,002 X_1 + 0,10 X_2 + 0,993 X_3 + e$$

Hypothesis test

1. The t-test

Table 9. t-test results

Variabel	Nilai t hitung	Nilai Sig.	Description
Halal Labeling	8,920	0,000	"Signifikan"
Brand Image	24,498	0,000	"Signifikan"
Brand Trust	273,342	0,000	"Signifikan"

Table 9 above displays the t test findings. The t-count value of 8.920 for the halal labeling variable is clearly larger than the t-table value of 1.976, so the significance value is 0.000 < 0.05. This implies that the tendency of customers to make additional purchases may be impacted by halal labeling. T-count value of 24.498 and significance value of 0.000 < 0.05 show that the brand image variable is greater than the t-table value of 1.976. This implies that the repurchase decision variable and the brand image variable are related. At the significance level of 0.000 < 0.05, there is a significant difference between the t-count value of 273.342 and the t-table value of 1.976 for the brand trust variable. It is reasonable to conclude that there is a smaller relationship between the brand trust variable and the repurchase decision variable.

2. Test f

Table 10. "The result of f test"

Variabel	Nilai f hitung	Nilai Sig.	Description
Halal Labeling; Brand Image; Brand Trust; Repurchase Decision	24829,806	0,000	"Signifikan"

Table 10 above displays the F-count value, which is 24829.806 based on the F-test findings. The significance level of this number is 0.000, which is less than 0.05, and it exceeds the F-table value of 2.67. We can thus infer that the halal labeling variable

influences the repurchase decision variable simultaneously with the brand trust, brand image, and brand image components.

3. Test the coefficient of determination

Table 11. "Results of the coefficient of determination test"

Variabel	Nilai R Square	Nilai Adjusted R Square
Halal Labeling; Brand Image; Brand Trust; Repurchase Decision	0,998	0,998

A R Squared value of 0.998 represents 99.8%, according to the results of the coefficient of determination test in Table 11 above. The results demonstrate that halal labeling, brand image, and brand trust were all independent variables with an equal impact on the dependent variable, repurchase decisions, with a coefficient of 0.998 (or 99.8%). Other factors, which were not considered in this study, accounted for the remaining 0.2%.

The Effect of Halal labeling on Repurchase Decisions on Mixue Products in Surakarta.

The t-test computation findings indicate that repurchase decisions are significantly impacted by the halal labelling variable. I can validate this with a t-count value of $8.920 > t\text{-table} (1.976)$ and a significance value of $0.000 < 0.05$. Apparently, Surakarta customers' choices to repurchase Mixue products are influenced by halal labeling. Research by Diah (2022) demonstrates that repurchase decisions are significantly influenced by the halal label. Thus, it can be demonstrated that halal labelling has a considerable impact on consumers' decisions to repurchase Mixue items in Surakarta, at least in part.

The Effect of Brand Image on Repurchase Decisions on Mixue Products in Surakarta.

Repurchase decisions are significantly influenced by brand image, according to test results obtained using the t test. The t-count value of $24.498 > t\text{-table value} (1.976)$ and the significant value of the intellectual variable ($0.000 < 0.05$) provide support for this. Thus, it can be said that Surakarta customers' decisions to repurchase Mixue items are influenced by their perception of the brand. Febri's (2022) studies show that decisions to repurchase are positively and significantly impacted by brand image. Thus, it may be inferred, at least in part, from the justification provided above that brand perception affects consumers' decisions to repurchase Mixue products in Surakarta.

The Effect of Brand Trust on Repurchase Decisions on Mixue Products in Surakarta.

Repurchase decisions are significantly impacted by brand trust, according to test results obtained using the t test. The t-count value of $273.342 > t\text{-table value} (1.976)$ and the significant value of $0.000 < 0.05$ for the intellectual variable confirm this. Thus, it can be said that Surakarta customers' decisions to repurchase Mixue items are influenced by their perception of the brand. According to research by Yuli and Heri (2020), brand trust has a favourable and considerable impact on decisions to repurchase items. Therefore, it can be concluded, in part, from the reason

given above, that brand trust significantly influences decisions to repurchase Mixue products in Surakarta.

CONCLUSION

The following conclusions can be made in light of the findings of a study conducted in Surakarta on the impact of halal labeling, brand trust, and brand image on repurchase decisions for Mixue products:

1. In Surakarta, consumers' decisions to repurchase Mixue products are significantly influenced by factors such as halal labelling, brand trust, and brand image. The F test, which has an F-count value of 2482.806 > and a significance value of 0.000, meaning that the value is less than 0.05, illustrates this. F-table 2.67.
2. Halal labelling has a big impact on Surakarta customers' decisions to keep buying Mixue products. The value is less than 0.05, according to the t-test test, and the halal labelling variable's t-count value is 8.920 > t-table value of 1.976 with a significance value of 0.000.
3. Repurchase decisions for Mixue items in Surakarta are largely impacted by perceptions of the brand. This is supported by the results of the t-test tests, which revealed that the brand image variable's t-count value is 24.498 > t-table value of 1.976 and a significant value of 0.000 < 0.05.
4. Brand trust has a significant impact on Mixue item repurchase decisions in Surakarta. The t-count value of the brand trust variable is 273.342, which is greater than the t-table value of 1.976. Its significance value is 0.000, indicating that the value is less than 0.05, as demonstrated by the t-test tests.

Based on the research that has been done, there are several suggestions aimed at further research to research respondents in order to produce perfect research, it is necessary for researchers to interact intensely with respondents so that researchers can explore the respondents under study. Future researchers should use more samples and respondents to maximize research results.

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