Behaviour on Repurchase Intention in a Moslem Ethnic Store in Indonesia

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This study aims to investigate consumer behaviour on repurchase intention in the Basmalah ethnic Moslem store in Indonesia. Researchers used Moderated Regression Analysis (MRA) to analyse the data with the following results; (1) Brand Image is a significant influence on customers' Repurchase Intention, (2) Store Atmosphere is a significant influence on customers' Repurchase Intention before employing a moderator, (3) online promotion is not a moderating variable on strengthening the regression model and does not influence customers' repurchase intention. Research implies that brand image and store atmosphere are essential factors in maintaining and influencing customers' repurchase intention. Moreover, online promotion does not moderate customer repurchase intention in the Moslem ethnic store in Indonesia.

Key words: *Brand Image, Store Atmosphere, Repurchase Intention. Online promotion, MRA, Moslem ethnic store*

INTRODUCTION

Retail stores with the style of the Islamic ethnic concept are growing tremendously in Indonesia (Nasution & Putri, 2012;Warsito, 2019). Consumers who apply Islamic law in their daily lives affects the products they buy and where they shop. This becomes an opportunity for the Islamic ethnic store to compete in the retail markets of the world as retail consumers tend to give more attention to the products they consume (M. Levy & Weitz, 2012).

Whether the product violates Islamic sharia or not, Moslem society in Indonesia will pay attention to some selected retail stores (Nasution & Putri, 2012; Warsito, 2019). The store

atmosphere of retail with Moslem ethnicity puts weight on Islamic values (Saad & Madiha Metawie, 2015; Nasse, Ouédraogo, & Sall, 2019). Nasse et al. (2019) on their study of Religiosity on consumer behaviour in developing countries with respect to Africa found that (Moslem) religiosity affects consumer behaviour such as buying halal products. The Moslem's ethnicity store includes providing products entirely with halal certification, having a selling-purchasing ethic, shop cleanliness, the shop steward wearing modest clothing, and the presence of the music in an Islamic style. The uniqueness of the ethnic store would push competition among the retail businesses in Indonesia

A survey conducted by Bank Indonesia indicates that retail sales increased in the year 2019. In January, the retail sales were at 218.1%, experiencing a slight increase in February to be 218.2%. In March this increased to 225.9%. Up to the end of the year the government is targeting the development of retail business in the year 2019 to increase by 10%. Many types of business are contributing to the economic growth in the country.

Basmalah is an ethnic Moslem convenience store established by the Cooperative Pondok Pesantren Sidogiri with 278 stores spread out across 31 districts in East Java. In 2019 the Basmalah has 14 stores compared to Indigenous modern retail stores; Alfamart has as many as 131 stores and Indomaret 157. The uniqueness of the Basmalah store is that it is an ethnic Moslem convenience store that reflects the daily life of the Moslem population on doing business sharia. Moreover, like other retail stores, the convenience store Basmalah provides products that consumers need and want. However, every retail store has their own concept to make the consumers interested to buy (Berman, Harry and Joel R, 2007).

The products available in the Basmalah store have the Islamic ethnicity, with brand imaging that is not inferior to the products sold in a big market, and their prices are more affordable. This makes Basmalah appealing to consumers to make a purchase. Also, Basmalah applies the concept that the store is not inferior to its competitors, such as Indomaret and Alfamart.

The Basmalah store has some identity with Moslem ethnicities, such as the shop assistant wearing the attributes of a Moslem, the presence of Islamic music, and perfumes inducing a sense of comfort for the customer (Hussain & Ali, 2015; Sudaryanto, Subagio, Awaliyah, & Wulandari, 2019) . The colours of the interior are part of the ethnicity in retail, and it is a green and white colour. Green is the favourite colour of the Prophet Mohammad, and white is a symbol of sanctity (dailymoslem.com). The concept of the transaction following Islamic law with the term 'sell-buy ethic', its price tag, and halal, means consumers who are Moslem will not be afraid to buy.

In the tight competitive retail business it is crucial to develop customer's Brand Image into a thing that must be considered by the owner (Kotler & Armstrong, 2018). Because the law of the excellent brand image would be the creation of value-emotional value on the consumer, the emotional value will appear with the onset of positive feelings in consumers at the time of purchase. Moreover, the right brand image will create a buying interest for the consumer (Nilasari & Saudi, 2019) and vice versa if the brand image is terrible in the minds of

consumers, then most likely, the consumer will not be interested in purchasing such products. The presentation of the products provided by the Basmalah as affordable makes the Basmalah have a unique attraction to the customers. According to Kotler and Keller (2012), brand image has several ideas, impressions, and beliefs held by consumers towards a company.

Given the importance of both brand image and store atmosphere for potentially influencing repurchase intention, online promotion has also potentially strengthened those variables for repurchase intention. According to Urban (2004:2), the internet, and technology for information is a digital marketing goal to expand the market and improve the traditional marketing function.

Haque, Khatibi, & Al Mahmud, (2009) underlined that the potential customer has more detail for comparison from visiting websites before making a choice. Nevertheless, in sharia, the online promotion is still less trusted and the author has mentioned that the importance of e-commerce, which is online promotion, is a part that needs to be studied (Yusron Sholikhin & Nurul Fitri Amijaya, 2019). Things commonly used in online-promotion include discounts, gifts, tie-in, trading stamps, cents-off offer, and sweepstakes (Chan, Cheng, & Hsien, 2011).

Researchers conducting studies in specific retail business mostly are in modern stores and there is a lack of studies in the area of retail ethnic moslem stores. Therefore, this research investigates the factor of online promotion as moderating the variables of brand image and store atmosphere on influencing repurchase intention.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Most authors doing research found the consumer tends towards repurchase in retail convenience stores, with enjoyment of store atmosphere, consideration of brand image and online promotion (Momtaz & Karim, 2011; Lai & Vinh, 2013; Saad & Madiha Metawie, 2015). Behaviour on purchase and post purchase explains how the attitude before and after making a decision to purchase (Engell, Blackwell, & Miniard, 1995; Kotler & Keller, 2012). Review of literature and empirical research will enrich little though on the behaviour of repurchase intention, brand image, store atmosphere and online promotion.

Repurchase Intention Behaviour

Repurchase intention is the individual customer's willingness to rebuy from the same company based upon his or her post purchase experience (Hellier, Geursen, Carr, & Rickard, 2003). Schiffman & Kanuk, (1997:648) explain that "[…] consumer behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas". The behaviour of repurchase intention (Kotler & Keller, (2012:166) describes the basic psychological buying decision process; (1) problem recognition, (2) information search, (3) evaluation of alternative, (4) purchase decision, (5) post purchase behaviour. This means that when customers repurchase, they have to have passed the last stage and tend to have an experience of brand image , that is, an experience of

their attributes and services that creates loyalty. The theory of consumer behaviour is the scholarly books that the consumer buying decision making process is already explained by Engell et al., (1995).

Repurchase intention is also influenced by brand image and online promotion (Nilasari & Saudi, 2019). As a specific Islamic issue, the Islamic store brands are conceptually expected to have an engagement towards the Muslim customer (Warsito, 2019). Accordingly the repurchase intention is the holistic process of a number of repurchases of goods or services from the same company with experience of information search and previous post purchase.

Brand Image

Kotler and Keller (2012) stated that brand image involves many beliefs, ideas, and impressions held by a person about an object. With the brand image that already exists in the mind of the consumer, the consumer will be more interested in buying again. Irma Nilasaria & Saudi (2019) found that brand image has a significant impact on repurchase intention of Suzuki Ignis in Bandung Indonesia. A good brand image will create a buying interest for the consumer (Shamma and Hassan, 2011). In a specific Islamic brand image, the Muslim consumer will have brand loyalty toward Islamic brand (Warsito, 2019). One researcher conducting his research on brand image by comparing two brands founds that there are different influences, consequences, and beliefs among two brands and found that brand image beliefs have an impact on brand purchase intention (Batra & Homer, 2004). If the brand image is terrible in the minds of consumers, then most likely, the consumer will not be interested in repurchasing such products. Therefore, this research hypothesis of the influence of brand image on repurchase intention is as follows:

H_1 : Brand image significantly influences repurchase intention in the Basmalah Store Moslem Store

Store atmosphere

The store atmosphere is the planned environment, signed and tailored to in-house stores to provide comfort to the customer so that it can attract consumers to purchase with the company or store (Berman and Evans, 2007). Similarly, Michael Levy & Weitz, (2001:556) mentioned that "customer purchasing behaviour is also influenced by the store atmosphere".

Several authors have done research on the influence of store atmosphere on purchase intention. Research on the other variable of store atmosphere, the store environment, affects the consumer to make a purchase in international retail market in Karachi Pakistan being the first study with employing collective atmospheric variable (Hussain & Ali, 2015). The authors also argue that the store atmosphere such as cleanliness, scent, lighting, and display have a positive influence on purchase intention. Regardless, the variable that had been used by authors mostly adopts the definition that atmosphere includes design of environmental, lighting, colour, music and scent on stimulating costumers emotional perception on

behavioural purchase (Levy & Weitz, 2001:458). The hypothesis of store atmosphere influencing repurchase intention is as follow:

H_2 : Store atmosphere significantly influences the repurchase intention in the Basmalah ethnic Moslem Store .

Online Promotion

Online promotion is an overview of the business of the company to provide information, communicate, promote, and market products and services through the internet (Urban, 2004). Promotional offers have a significant impact on customer intention around internet marketing in Malaysia (Haque et al., 2009). A study of online shopping for computer peripherals found that promotion would enhance profitability and incline customers towards repurchase intention (Chan et al., 2011). Scholars doing research in the tourism industry found that online promotion has a positive influence on repurchase (revisit) intention and has significant effect on the decision of tourist destinations (Lai & Vinh, 2013). Another research study on online promotion also showed influence on online purchase behaviour (Hasim, Hassan, Ishak, & Razak, 2020). Online Promotions such as social media advertising, search engine advertising, and also email advertising can attract customers due to the convenience offered to consumers with accessing the internet.

There has been little study conducting research into investigating the influence of online promotion on repurchasing intention. In sharia, online promotion (advertising) is less trusted and needs to be studied further (Yusron Sholikhin & Nurul Fitri Amijaya, 2019). Moreover, the company needs to provide information which must be transparent with no lying in its messages as it is devoted to public audience (Yousaf, 2014). For an Islamic customer, the Islamic brand would engage more loyalty. Due to the majority (+/- 86%) of Indonesia population being Moslem, researchers must therefore try to investigate online promotion as a moderator as this area needs further study.

H_3: Online promotion moderates brand image variable? on influencing repurchase intention in the Basmalah Store.
H_4: Online promotion moderates store atmosphere variable? on influencing repurchase intention in the Basmalah Store

RESEARCH METHODS

This study focuses on the causal research by which to explain the relationship between brand image and store atmosphere on influencing repurchase intention with online promotion as being a moderator. The population of the study is the Basmalah customers in Jember District where around 20% of the 278 Basmalah stores operate, spread out across 31 districts in East Java, Indonesia. Using convenience sampling, 156 samples is the source of primary data which is conducted through a questionnaire. This research is using Likert scale from 1 to 5

(very agree to very disagree) to enumerate the respondents' perception on brand image, store atmosphere, and online promotion towards Repurchase intention.

Methods of Data Analysis

Methods of data analysis in this research is by using Moderated Regression Analysis (MRA). MRA is similar to polynomial non-linear regression analysis and is part of a statistical method to test the contingency hypothesis (Hartmann & Moers, 2003). This statistical modelling employed when independent-dependent variable relationship is affected by another independent variable (moderator) and creates an effect. "…moderator effect, which occurs when the moderator variable, as a second independent variable changes the form of the relationship between dependent another independent variable and the dependent variable…" (Joseph F. Hair, William C. Black, Babin, & Anderson, 2014:176). The research framework can be drawn as follows:
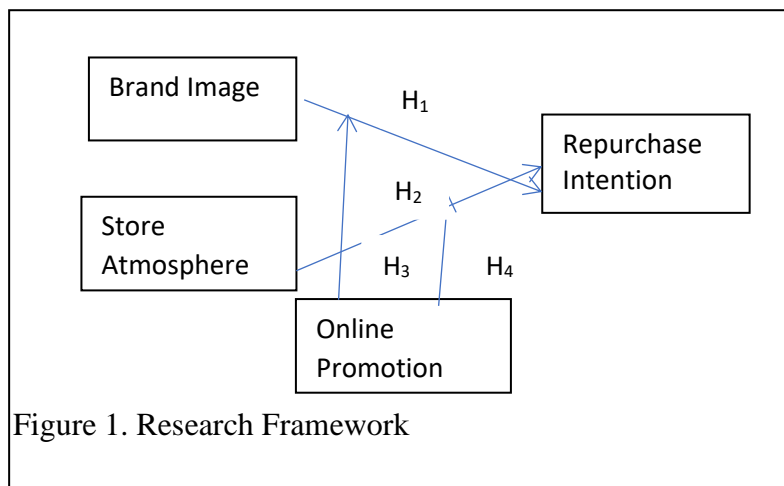

Figure 1. Research Framework

The hypotheses statements are as follow:

H_1 : Brand image significantly influences on repurchase intention in Basmalah ethnic Moslem Store.

H_2 : Store atmosphere significantly influences on repurchase intention in Basmalah ethnic Moslem Store.

H_3: Online promotion moderates brand image on influencing repurchase intention in Basmalah ethnic Moslem Store

H_4: Online promotion moderates store atmosphere on influencing repurchase intention in Basmalah ethnic Moslem Store

H0: b = 0; there is no relationship between IV and DV

Ha: b ≠ 0; there is a relationship between IV and DV

Fail to reject H0: p-value $> \alpha = 0.05$

To measure the significant effect of moderator, researcher is able to use the three following steps (Hair et al., 2014:176):

1. Estimate the original equation

2. Estimate the moderate relationship

3. Asses the significant change of R^2 in incremental effect

In this study, the first modelling is estimating the brand image and store atmosphere variables to predict the Repurchase Intention in the ethnic Moslem Basmalah Store (Equation 0). The second one is estimating the variables of brand image with Online Promotion as moderator to predict Repurchase Intention (Equation 1). The third one is estimating the variables of store atmosphere and Online Promotion as moderator on predicting Repurchase Intention (Equation 2). The equation (eq.) 1 is the original equation before employing moderator (1) while the eq. 2 and 3 are the eq. (2) after employing moderated variable. This step follows Liana, (2009) and (Hair et al., 2014).

$$Y = a_0 + b_1 X_1 + b_2 X_2 + e_0 \qquad\qquad (1)$$
$$Y = a_2 + b_2 X_2 + b_3 Z + b_6 X_2 Z + e_3 \qquad\qquad (2)$$

a_0, a_1, a_2 = intercept

b_1 = regression coefficient of brand image

b_2 = regression coefficient of store atmosphere

b_3 = regression coefficient of online promotion on brand image

b_4 = regression coefficient of online promotion on store atmosphere

b_5 = regression coefficient of moderator on brand image

b_6 = coefficient of moderator on store atmosphere

e = residual value

Rule of thumb on evaluating the role of moderator explained in Table 1.

Table 1. The Role of Thumb Variable Moderator

Interaction variables between predictors and moderator (X*Z)	Relationship IV and DV Y = f(X,Z)	
	Indicated relationship	**Indicated no relationship**
No interaction	Intervening. Exogenous, Antecedent or Predictor	HOMOLOGIZER MODERATOR
Indicated interaction	QUASI MODERATOR	PURE MODERATOR

Table 1. shows the role of variable moderator. There are 3 types of moderator:

(1) Quasi Moderator; there is an indication interaction between predictor and moderator (X*Z), but there is indication of relationship between IV and DV.

(2) Homologizer Moderator: there is no indication interaction between predictor and moderator (X*Z), and also no indication of relationship between IV and DV

(3) Pure Moderator; there is an indication of interaction between predictor and moderator (X*Z), but there is indication of relationship between IV and DV.

RESULTS AND DISCUSSIONS

Before conducting a statistical analysis of MRA, we first of all did a descriptive statistical analysis of the demographic characteristics of respondent and following the original regression (Eq.0) and the last is MRA (Eq. 2 and Eq.3). Enumeration of the response of the respondent is used to draw the picture of demographic characteristics of the respondent presented in Table 2.

1. **Demographic Characteristics**

    Table 2 . Demographic Characteristics of Respondent

No	Description	N	%
1.	Gender		
	a.Male	64	41.0
	b.female	92	59.0
2.	Age		
	a.< 25	24	15.38
	b.25 to 30	69	44.31
	c. over 30	63	40.38
3.	Education		
	a. Primary-Junior High School	35	22.44
	b. Senior High School	72	46.15
	c. University	49	31.41
4.	Employment		
	a. Student	34	21.79
	b. Entrepreneurs	21	13.46
	c. Government officer	10	6.41
	d. Private business officer	21	13.6
	e. Housewife	57	36.53
	f. Others	13	8.33

Table 2. presents the demographic characteristics of each respondent. Based upon the responses of the questionnaire, the majority of customers in Basmalah ethnic Store is female (59.0%) with 44.2% aged between 25-30 years old. The level of education of respondents with senior high school education is about 46.2% and the majority being house wives (36.53%).

2. **Moderated Regression Analysis (MRA)**

According to Hartmann & Moers, (2003); Sugiono, (2004) Liana (2009) and Joseph F. Hair et al.(2014), researchers need to carry out the MRA carefully step by step in order to see whether or not the moderator plays a significant role in the regression analysis. Step one will analyse the multiple regression analysis original model without the moderator. The second

step is investigating the interrelationship of the variables in the regression model with employing the moderator. The rule of thumb is presented in Table 2. (Sugiono, 2004:64):

a. Original Equation Estimation

From the statistical analysis using SPSS 14 the original estimation of the predictors (X_1, X_2) towards predicted variable (Y) is presented in Table 3.

Table 3. Regression Coefficient of Original Estimation

Model	Variable	Unstandardized Coefficients		Standardize Coefficients		
		B	Std. Error	Beta	t	p-value
	Constant (a1)	1.720	.878		1.958	.052
	Brand Image (X1)	.112	.048	.143	2.362	.019
	Store Atmosphere (X_2)	.499	.044	.679	11.226	.000
	R = .761, R^2 = .578, Adjusted R^2 = .573 F= 104.976, sig = 0.000					

*Predicted variable is Y= repurchase intention

Table 3. presents the original mathematical equation with dependent variable (DV) is Y= Repurchase Intention and the Dependent Variable (DV) with a confidence interval 95% (α = 5%)) found that brand image and store atmosphere concurrently have significant influence on repurchase intention, indicated by F = 104.976 with *p-value* = 0.00 < α =0.05. The predictors' strength is indicated by parameter determination, R^2 = 0.578 with Adjusted R^2 = .573, means that the model for repurchase intention being explained by brand image and store atmosphere is strong at 57.8% and the rest is explained by other factors that are not included in this research.

Individually, the variable of Brand Image has significant influence with b = 0.112, SE= 0.048, *p-value* = 0.019 < α =0.05, fail to accept Ha_1 and not to reject Ha_1. This means that the costumers of Basmalah ethnic retail store consider the image of the store when purchasing again. This finding supports the research of (Batra & Homer, 2004) due to the use of Islamic brand (Warsito, 2019). These findings also support the statement that when brand image is deep in customer's mind, they will come back to buy (Nilasari & Saudi, 2019).

Another predictor, the Store Atmosphere, was indicated to have a significant influence on Repurchase Intention b = 0.499, SE= 0.044, *p-value* = 0.00 < α =0.05, (failure to accept $H0_2$ and no to rejecting Ha2.) The findings mean that the customer of the Basmalah ethnic retail stores take into account the importance of store atmosphere, supporting the research of Hussain & Ali, (2015). This is relevant to the demographic characteristics of respondents whereby the majority of customers are women and educated senior high school.

The statistical model will be as follow:

$$Y_0 = 1.720 + 0.112\,X_1 + 0.499X_2 + e \qquad\qquad (Eq.0)$$

b. Interrelationship variable with moderator

This is the second step in conducting the variables' interrelationship in the regression model with employing the moderator. This third step is comparing the R^2 before and after MRA and assessing the probability value of variable coefficient (b_i). The result of MRA in the variables' relationship is shown in Table 4.

Table 4. Relationship among variables in moderation

Model	Variable	Unstandardized Coefficients		Standardize Coefficients		
		B	Std. Error	Beta	t	p-value
*1.**	Constant (a1)	-6.587	5.797		-1.136	.258
	Brand Image (X1)	.541	.288	.689	1.879	.062
	Online Promotion (Z)	.968	.364	1.275	2.660	.009
	Moderator 1	-.025	.018	-1.027	-1.411	.160
	R = .715, R^2 = .513, Adjusted R^2 = .503 F= 53.332, sig = 0.000					
*2.**	Constant (a2)	3.040	3.100		.981	.328
	Store Atmosphere (X2)	.165	.199	.218	.830	.408
	Online Promotion (Z)	.328	.214	.446	1.532	.128
	Moderator 2	.004	.013	.147	.293	.770
	R = .774, R^2 = .599, Adjusted R^2 = .591 F= 75.593, sig = 0.000					

*Predicted variable is Y= repurchase intention

The variable relationship equation can be derived as follow:

$$Y = 5{,}525 + 0{,}119X_1 + 0{,}088Z + 0{,}225X_1Z + e_{i\ldots} \qquad (Eq. 1)$$
$$Y = 9{,}115 + 0{,}645X_1 + 0{,}422Z + 0.148X_2Z + e_i \qquad (Eq. 2)$$

Table 4. explains the relationship between the variables in the MRA to interpret the statistical result of MRA analysis and investigate the role of the moderator on this research

Equation 1

From the equation 1, statistical analysis found that the Brand image (X1) is still a significant influence on repurchase intention with Online Promotion with p-value $= 0.062 < \alpha = 0.05$.

Online Promotion being an independent variable is also significantly influencing repurchase Intention with p-value $= 0.009 < \alpha = 0.05$.

An interaction variable of $X_1 * Z$ (Moderator 1) is not significantly influencing on moderated $X_{1 \text{ to }} Y$ with p-value $= 0.160 > \alpha = 0.05$, fail to reject H_{03} and not to accept Ha_3.

The p-value exceeding the value of $\alpha = 0.05$ indicates that Online Promotion is not a moderating variable towards Brand Image on influencing Repurchase Intention. This means that when repurchasing, the customer of the Basmalah ethnic Moslem Store is influenced by Brand Image without considering Online Promotion and this does not not support the research of Chan et al., (2011) and Hasim et al., (2020). This would happen due to majority of customer being housewives.

Equation 2

From equation 2, statistical analysis found that both Brand Image and Store Atmosphere have no significant influence on Repurchase Intention with p-value $0.408 > \alpha = 0.05$ and Store Atmosphere with p-value $0.128 > \alpha = 0.05$. The interaction variable of $X_2 * Z$ (Moderator 2) is not significantly influencing on moderated Brand Image to Repurchase Intention with p-value $= 0.770 > \alpha = 0.05$, fail to reject $H0_4$ and not to accept Ha_4. Therefore, Online Promotion is not the variable moderation towards store atmosphere on influencing Repurchase Intention; fail to reject H_{04} and not to accept H_{a4}. This means that the customer of the Basmalah ethnic Moslem Store tends to come back to buy because of the influence of Store Atmosphere without considering Online Promotion when they shop in the store.

The indication that the role of Online Promotion is not a Moderator is shown by the change of R^2 from 0.578 to 0.513. When there is no indication of a relationship both Moderator 1,2 $(X*Z)$ and f (X,Y) then the type of moderator is Homologizer Moderator (Sugiono, 2004).

Best Linear Unbiased Estimation (BLUE)

All variables pass from BLUE as the requirement of linear estimation of regression analysis. The normality of the data measured by skewness and kurtosis were in between $+-1.96$ for $\alpha = 0.5$. The value of VIF of all dependent variables is less than 5 ;1.065 for Brand Image and 1.083 for Store atmosphere, means that both brand image and store atmosphere have no symptoms of multi-collinearity. There is no indication of heteroscedasticity as indicated by the clear pattern of the groove distribution, the points spread above and below the number 0 on the Y axis does not happen.

However, the BLUE does not apply for the moderator as the model is not linear anymore when employing the moderator (Hartmann & Moers, 2003).

LIMITATION

This research only uses a closed questionnaire survey method so the desires and expectations of participants and information that the researchers obtained was less clear.

IMPLICATIONS

Brand image and store atmosphere are essential factors in maintaining and influencing customers' repurchase intention, and online promotion does not moderate those two variables towards repurchase intention in the Basmalah Store in Indonesia.

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