

behavior of repurchase intention

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Behavior on Repurchase Intention In Moslem Ethnic Store in Indonesia

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Abstract

This study aims to investigate the consumer behavior on repurchase in Basmalah ethnic Moslem store in Indonesia. Researchers use Moderated Regression Analysis (MRA) to analyze the data with the results; (1) Brand Image is influencing significantly to customer's Repurchase Intention, (2) Store Atmosphere are influencing significantly to customer's Repurchase Intention before employing moderator, (3) online promotion as the not moderating variable on strengthening the regression model and not influencing customer's repurchase intention. Research implies that brand image and store atmosphere are essential things to maintaining and influencing customers' repurchase intention. Meanwhile, online promotion will not moderate customer repurchase intention in Moslem ethnic store in Indonesia

Keywords: Brand Image, Store Atmosphere, Repurchase Intention. Online promotion, MRA, Moslem ethnic store

INTRODUCTION

Retail stores with the style of the Islamic ethnic concept is growing tremendously in Indonesia (Nasution & Putri, 2012; Warsito, 2019). Consumers who apply Islamic law in their daily lives affect the products and where they shop. It becomes an opportunity for the Islamic ethnic store to compete in the retail market of the world. Even though, 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 on pressures on the Islamic values (Saad & Madiha Metawie, 2015; Nasse, Ouédraogo, & Sall, 2019). Nasse *et. al.* (2019) on their study of Religiosity consumer behavior in developing countries respectively in Africa found that religiosity (Moslem) affects consumer behavior such as halal products. The Moslem's ethnicity store means providing products entirely with halal certification, selling-purchasing

ethic, cleanliness shop, the shop steward wearing modest clothing, and the presence of the music is 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 at 218.1%, experiencing a slight increase in February to be 218.2%. In March has increased at 225.9%. Up end of the year,, the government is targeting the development of retail business in the year 2019 increase by 10%¹. 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 31 districts in East Java. ². In 2019 the Basmalah has 14 stores compares to Indigenous modern retail stores; Alfamart as many as 131 units and Indomaret 157. The uniqueness of Basmalah store is an ethnic Moslem convenience store that reflects daily life of Moslem population on doing business sharia. Meanwhile Like the other retail store, the convenience store Basmalah provides products that consumers need and wants. However, every retail stores have their concept to make the consumers interested to buy (Berman, Harry and Joel R, 2007).

The products available in the Basmallah store have the Islamic ethnicity, with the brand image that is not inferior to the products sold in a big market, and his prices are more affordable shop. It makes Basmalah has an appeal to consumers to make a purchase. Also, Basmalah applies the concept of the store that is not inferior to its competitors, such as Indomaret and Alfamart.

Basmalah store has some identity of Moslem ethnicities, such as the front-officer is wearing the attributes of a Moslem, the presence of Islamic music, perfumes with a sense of comfort on the customer (Hussain & Ali, 2015; Sudaryanto, Subagio, Awaliyah, & Wulandari, 2019) . The colors of the interior are part of the ethnicity in retail, and it is a green and white color. Green is the favorite color 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 consumers who are Moslem do 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

¹ Source: <https://ekonomi.bisnis.com/read/20191118/12/1171528/meneropong-prospek-bisnis-ritel-modern-pada-2020>

² Source: <https://bmtugtsidogiri.co.id/tentang-kami-6.html>

purchase. Besides, the right brand image will create a buying interest for the consumer (Nilasari & Saudi, 2019). 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 provides by the Basmalah is affordable that 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 potentially influence on repurchase intention, online promotion has also potentially strengthened those variables on repurchase intention. According to Urban (2004:2), the internet, and technology as information is a digital marketing goal is to expand the market and improve the marketing function traditional.

Haque, Khatibi, & Al Mahmud, (2009) underlined that potential customer has more detail comparison after visiting websites before making a choice. Nevertheless, in sharia, the online promotion is still has less trust, author has mentioned the importance of e-commerce which is online promotion is apart needs to be studied (Yusron Sholikhin & Nurul Fitri Amijaya, 2019). The commonly- used in online-promotion is about discount, gift, tie-in, trading stamps, cent-off offer, and sweepstakes (Chan, Cheng, & Hsien, 2011).

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

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Most author doing research on the consumer tend repurchase in retail convenience store with enjoyment of store atmosphere, brand image consideration and online promotion (Momtaz & Karim, 2011; Lai & Vinh, 2013; Saad & Madiha Metawie, 2015). Behavior 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 behavior of repurchase intention, brand image, store atmosphere and online promotion.

Repurchase Intention Behavior

Repurchase intention is the individual customer 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 behavior is the behavior that

consumers display in searching for purchasing, using, evaluating and disposing of products, services and idea". Means that the behavior of repurchase intention is

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 behavior. Means that when customer doing repurchase, they have to pass the last stage and tend to have an experience brand image toward their attributes and services that creates loyalty. The theory of consumer behavior 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). In a specific Islamic issue, the Islamic store brands is conceptually expected to have an engagement towards Muslim customer (Warsito, 2019). Accordingly the repurchase intention is the holistic process of a number of purchasing again 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 is 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, then the consumer will be more interested in buying back. 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). Scholar conducts his research on the brand image by comparing two brands founds that there are different influence, consequences, and belief 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 follow:

H₁ : 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 that can attract consumers to purchase with the company or store to provide comfort to the customer (Berman and Evans, 2007). Similarly, Michael Levy & Weitz, (2001:556) mentioned that "customer purchasing behavior is also influenced by the store atmosphere".

Several authors doing research on 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. Store atmosphere has a positive effect on repurchase intention. Regardless, the variable that had been used by authors mostly adopts the definition of author stated that atmosphere includes design of environmental, lighting, color, music and scent on stimulating costumers emotional perception on behavioral purchase (Levy & Weitz, 2001:458). The hypothesis of store atmosphere influencing repurchase intention is as follow:

H₂ : 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 offer have a significant impact on customer intention about internet marketing in Malaysia (Haque et al., 2009). Study in online shop of computer peripherals found that promotion would enhance profitability and incline repurchase intention (Chan et al., 2011). Scholar doing research in tourism industry and found that online promotion has a positive influence on repurchase (revisit) intention and has significant effect on decision of tourist destination (Lai & Vinh, 2013). Another research on Online promotion is also influence significantly towards online purchase behavior (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 to access the internet.

Little study conducting research to investigate the influence of online promotion on repurchases intention. In sharia, online promotion (advertising) has less trust and needs to be studied in further (Yusron Sholikhin & Nurul Fitri Amijaya, 2019). Moreover, the company needs to provides information must be transparent with no lie messages as it is devoted to public audience (Yousaf, 2014) . In Islamic customer, the Islamic brand would engage more loyalty. Due to the majority (+/- 86%) of Indonesia population is Moslem, therefore researcher try to investigate the online as moderator and needs to study more.

H₃: Online promotion moderate brand image on influencing repurchase intention in the Basmalah Store.

H4: Online promotion moderate store atmosphere 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 moderator. Population of the study is the Basmalah customer in Jember District where around 20% out of 278 Basmalah store operated spread out 31 districts in East Java Indonesia. Using convenience sampling, 156 samples is the source of primary data which is conducted throughout 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 part of statistical method to test the contingency hypothesis (Hartmann & Moers, 2003). This statistical modeling employed when independent-dependent variable relationship 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 follow:

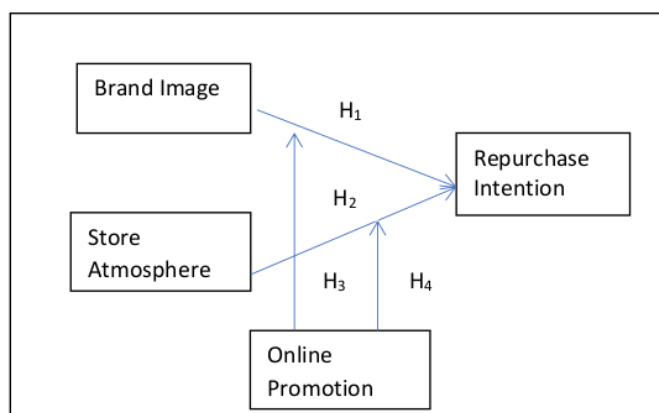


Figure 1. Research Framework

The hypotheses statements are as follow:

H₁ : Brand image significantly influences on repurchase intention in Basmalah ethnic Moslem Store.

H₂ : Store atmosphere significantly influences on repurchase intention in Basmalah ethnic Moslem Store.

H₃: Online promotion moderate brand image on influencing repurchase intention in Basmalah ethnic Moslem Store

H₄: Online promotion moderate store atmosphere on influencing repurchase intention in Basmalah ethnic Moslem Store

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

H_a: $b \neq 0$; there is a relationship between IV and DV

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

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 R² in incremental effect

In this study, the first modelling is estimating the brand image and store atmosphere variables to predict the Repurchase Intention in ethnic Moslem Basmalah Store (Equation 0). The second one is a 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).

$$Y = a_0 + b_1X_1 + b_2X_2 + e_0 \quad (1)$$

$$Y = a_2 + b_2X_2 + b_3Z + b_6X_2Z + e_3 \quad (2)$$

$a_0, a_1, a_2 =$ 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 interaction between predictor and moderator (X*Z), but there is indication of relationship between IV and DV.

RESULTS AND DISCUSSIONS

Before author conducting statistical analysis of MRA, first of all we do 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 respondent is used to draw the picture of demographic characteristics of 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-Yunior 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 respondent. Based upon response of the questionnaire, customer in Basmalah ethnic Store majority is female with 59.0% with age 25-30 years old is (44.2%). The level of education of respondent with senior high school education is about 46.2% and majority is being house wife (36.53%).

2. Moderated Regression Analysis (MRA)

According to Hartmann & Moers, (2003) ;Sugiono, (2004) Liana (2009) and Joseph F. Hair et al .,(2014), researcher needs to carry out the MRA carefully step by step in order to see whether or not the moderator play significant role in regression analysis. Step one will analyze the multiple regression analysis original model without moderator. Second step is conducting variables interrelationship in regression model with employing moderator. 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 (X_1)	.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 Dependent Variable (DV) and confidence interval 95% ($\alpha = 5\%$) found that brand image and store atmosphere concurrently have significantly influence on repurchase intention, indicated by $F = 104.976$ with $p\text{-value} = 0.00 < \alpha = 0.05$. The predictors strength is indicated by parameter determination, $R^2 = 0.578$ with Adjusted $R^2 = .573$, means that the model on repurchase intention is explained by brand image and store atmosphere as strong as 57.8% and the rest is explained by other factors that not includes in this research.

Individually, the variable of Brand Image has significant influence with $b = 0.112$, $SE = 0.048$, $p\text{-value} = 0.019 < \alpha = 0.05$, fail to accept H_{a1} and not to reject H_{a1} . This means that the costumers of Basmalah ethnic retail store consider the image of the store when doing purchase again. This finding support the research of (Batra & Homer, 2004) due to the use of Islamic brand (Warsito, 2019). This findings also support the statement that when brand image is deep in customer's mind, they will buy back (Nilasari & Saudi, 2019).

Another predictor, the Store Atmosphere, indicated to have a significant influence on Repurchase Intention $b = 0.499$, $SE = 0.044$, $p\text{-value} = 0.00 < \alpha = 0.05$, fail to accept H_{02} and no to reject H_{a2} . The finding have a meaning that the customer of Basmalah ethnic retail store taking into account the importance of store atmosphere and support the research of Hussain & Ali, (2015). This is relevant with demographic characteristics of respondent by which majority of customer are women and educated senior high school.

The statistical model will be as follow:

$$Y_0 = 1.720 + 0.112 X_1 + 0.499X_2 + e \quad (\text{Eq.0})$$

b. Interrelationship variable with moderator

This is the second step is conducting variables interrelationship in regression model with employing moderator. This is the 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 variable relationship is showing in Table 4.

Table4. Relationship among variable 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 (X ₂)	.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:

$$Y = 5,525 + 0,119X_1 + 0,088Z + 0,225X_1Z + e_i \dots\dots\dots \quad (\text{Eq. 1})$$

$$Y = 9,115 + 0,645X_1 + 0,422Z + 0,148X_2Z + e_i \quad (\text{Eq. 2})$$

Table 4. explains the relationship among variable in MRA. To interpret the statistical result of MRA analysis and investigates the role of moderator on this research

Equation 1

From the equation 1, statistical analysis found that the **Brand image (X1) is still significant influence on repurchase intention** with Online Promotion with $p\text{-value} = 0.062 < \alpha = 0.05$. Online Promotion as being variable independent is also significant influence repurchase Intention with $p\text{-value} = 0.009 < \alpha = 0.05$.

An interaction variable of $X_1 * Z$ (Moderator 1) is not significantly influence on moderated X_1 to Y with $p\text{-value} = 0.160 > \alpha = 0.05$, fail to reject H_{03} and not to accept H_{a3} .

The $p\text{-value}$ exceeds value of $\alpha = 0.05$ indicates that Online Promotion is not the variable moderation towards Brand Image on influencing Repurchase Intention. This means that when doing repurchase, customer of Basmalah ethnic Moslem Store is influenced by Brand Image without considering Online Promotion and not support the research of Chan et al., (2011) and Hasim et al., (2020). This would happen due to majority of customer are housewife.

Equation 2

From the equation 2, statistical analysis found that both **Brand Image and Store Atmosphere have no significantly influence on Repurchase Intention** with $p\text{-value} 0.408 > \alpha = 0.05$ and Store Atmosphere with $p\text{-value} 0.128 > \alpha = 0.05$. The interaction variable of $X_2 * Z$ (Moderator 2) is not significantly influence on moderated Brand Image to Repurchase Intention with $p\text{-value} = 0.770 > \alpha = 0.05$, fail to reject H_{04} and not to accept H_{a4} . 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 costumer of Basmalah ethnic Moslem Store tends to do buying back with influence of Store Atmosphere without considering Online Promotion when they do shopping in the store.

The indication the role of Online Promotion is not the Moderator by the change of R^2 from 0.578 to 0.513. When there is no indication 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 are less than 5 ; 1.065 for Brand Image and , 1.083 for Store atmosphere, means that both brand image and store atmosphere have no symptom of multicollinearity. 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 is 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 that the desires and expectations and information that obtained researchers less sharp.

IMPLICATIONS

Brand Image and store atmosphere are essential things to maintaining and influencing customers ' repurchase intention, and online promotion will not moderate those two variables towards repurchase intention in Basmallah Store in Indonesia.

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