

The Influence of Religiosity on Repurchase Intention with Perceived Behavioral Control and Brand Image as Connecting Factors

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ABSTRACT

The competition that occurs between similar drinking water products and the boycott against buying Aqua drinking water products is a challenge for the Aqua company. This research aims to determine the influence of religiosity on the intention to repurchase Aqua drinking water products with perceived behavioral control and brand image as mediation and moderation. Research was conducted on 254 Aqua consumers. Sampling was carried out using purposive sampling, namely respondents who had consumed Aqua drinking water products at least twice. The data analysis method was carried out using PLS SEM. The research results found that religiosity had a negative impact on the intention to repurchase Aqua drinking water products. Religiosity has a positive impact on perceived behavioral control and brand image. Perceived behavioral control and brand image positively mediate the influence of religiosity on intention to repurchase Aqua drinking water products. Perceived behavioral control positively moderates the influence of religiosity on intention to repurchase Aqua drinking water products. Negatively moderating brand image the influence of religiosity on intention to repurchase Aqua drinking water products. Future research can be limited to certain religions, ages, and regions.

Keywords: brand image, perceived behavioural control, religiosity, repurchase intention

INTRODUCTION

Aqua is the most famous bottled water brand in Indonesia. The competition between similar drinking water products has become a challenge for the Aqua drinking water company to maintain its reputation (Fransiskus & Rakhman, 2023). From 2020 to 2023 Aqua drinking water products received the top brand award.

The issue of Aqua being an Israeli product coupled with Israel's aggression against Gaza is one of the causes of the decline in sales of Aqua products. Israel's aggression against Gaza since October 2023 has sparked global support for Palestine. One of the supports shown by the Indonesian Ulema Council by issuing fatwa number 83 of 2023. One of the points of this fatwa is to avoid transactions and not use products affiliated with Israel, one of which is the Aqua drinking water product. (P. Wibowo et al.,

2024). This is a problem considering that the majority of Indonesia's population is Muslim.

One form of sustainability for a company lies in attracting new customers and retaining old customers. Repurchase intention or the intention to buy again is a form of retaining old consumers from switching to competing products. Repurchase intention is defined as an individual's judgment about purchasing a product again, the decision to engage with the product provider in the future as well as what form that engagement will take (Chen & Chen, 2017). Intention is the closest factor that leads to a person's behavior (Ajzen, 1991).

Repurchase intention is caused by various factors. Satisfaction with online sites is one of the factors that determines the intention to repurchase a product (Pandiangan et al., 2021). Service quality, word of mouth promotion, customer trust, and customer satisfaction are

factors that can determine consumers' intention to repurchase (Ginting et al., 2023). The level of repurchase intention is caused by high or low brand awareness, brand associations and brand loyalty (Pranata & Permana, 2021). Green brand positioning, attitudes towards environmentally friendly brands can increase repurchase intention (Situmorang et al., 2021). Price perception, appearance perception, and brand preference were found to increase repurchase intentions (Yasri et al., 2020). Attitude, subjective norms, and perceived behavioral control lead to high repurchase intention (Mosavi et al., 2012). The level of repurchase intention depends on consumer trust and brand image factors (Wijayajaya & Astuti, 2018). Previous research results show that customer religiosity and knowledge can increase repurchase intentions (Putri et al., 2019). This research includes factors such as religiosity, perceived behavioral control, and brand image in influencing the intention to purchase Aqua drinking water products.

Religion is a person's belief in the full authority and integral truth of a teaching and holy book which acts as a basis for humans to form their attitudes and behavior, therefore religiosity can be interpreted as the intensity of religion and piety.(Nawawi et al., 2018). Religiosity is the extent to which a person applies religious values in everyday life (Putri et al., 2019).

Perceived behavioral control is a person's perception of the ease or difficulty of displaying the desired behavior (Ajzen, 1991). Perceived behavioral control is almost equivalent to the social learning construct of self-efficacy which is an individual's perception of the ability to carry out a series of actions to face prospective situations. (Vamvaka et al., 2020).

Brand image is defined as the sum of customer perceptions about a brand which originates from the interaction of cognitive, affective and evaluative processes in the customer's mind (Lee et al., 2014). Brand image functions to differentiate the company's strengths and is a powerful marketing tool (Park & Park, 2019). Brand image is useful in making decisions regarding better strategic marketing,

targeting certain market segments, and positioning a product (Lee et al., 2014).

This research aims to determine the influence of religiosity on the intention to repurchase Aqua brand drinking water products with perceived behavioral control and brand image as mediating factors as well as moderating factors.

METHOD

This research uses a quantitative causality design to look at the factors that have an impact on repurchase intention. This research is cross sectional. The research respondents were 254 customers of Aqua drinking water products. Sampling used purposive sampling, namely customers who had consumed Aqua products at least twice. Data collection uses a Google form which is distributed via social media Whatsapp, Facebook and LinkedIn.

The repurchase intention and brand image research instruments are the result of adaptations, each consisting of 3 items (Tian et al., 2022). Perceived behavioral control was adapted from previous research with a total of 3 items (Kim & Lee, 2019). Religiosity consists of 5 items and is an adaptation of previous research (Sulaiman et al., 2022).

RESULT and DICUSSION

Respondent Characteristics

Respondents born from 2005 to 2024 were 6 people (2.36%), born from 1982 to 2004 were 189 people (74.41%), born from 1961 to 1981 were 59 people (23.23%). The level of education was 1 person (0.39%), 4 people had a junior high school (1.57%), 48 people had a high school/equivalent level, 12 people had a diploma (4.73%), 12 people had a bachelor's degree. 97 people (38.19%), S2/equivalent as many as 77 people (30.31%), PhD as many as 15 people (5.91%). Respondents with Islam were 222 people (87.40%), Protestants were 12 people (4.73%), Catholics were 14 people (5.51%), Buddhists were 4 people (1.58%), Hindus were 1 person (0.39%), another 1 person (0.39%). The marital status of respondents, namely 151 people (59.45%) were married, 97 people (38.19%) were not married, 6 people (2.36%) answered other. The

employment status of 96 respondents (37.80%) were private employees, 23 people (9.05%) were ASN/PNS, 68 people (26.77%) answered other, 14 people (5.51%) were entrepreneurs, 37 people (14.57%) are students, 16 people (6.30%) are BUMN employees.

Table 1. Research result

	Outer Loading	AVE	Composite Reliability	Cronbach Alpha	R Square	F Square	Q Square
Religiosity		0.699	0.921	0.896		0.027	
RE3	0.872						
RE4	0.868						
RE2	0.860						
RE1	0.795						
RE5	0.780						
Perceived Behavioral Control		0.709	0.880	0.809	0.039	0.263	0.030
PBC3	0.847						
PBC1	0.845						
PBC2	0.835						
Brand Image		0.685	0.864	0.765	0.049	0.255	0.031
BI2	0.918						
BI1	0.901						
BI3	0.634						
Repurchase Intention		0.907	0.967	0.949	0.625		0.559
RI2	0.958						
RI3	0.954						
RI1	0.945						

Outer Loading

Table 1 shows the outer loading values for religiosity ranging from 0.780 to 0.872. The value of outer loading perceived behavioral control ranges from 0.835 to 0.847. The outer loading value of brand image ranges from 0.634 to 0.918. The outer loading repurchase intention value ranges from 0.945 to 0.958. For a number of respondents of 250 and above, an outer loading value > 0.35 can be used and does not have to be discarded (Hair et al., 2019). All outer loading values in this study were > 0.35 so they

were all accepted and could be used in the subsequent analysis process.

Validity Test

Table 1 contains the average variant extracted (AVE) values for religiosity, perceived behavioral control, brand image, and repurchase intention of 0.699, 0.709, 0.685, and 0.907 respectively. All variables in this study were declared valid because they had an AVE value > 0.5.

Discriminant Validity

Table 2. Discriminant Validity

	BI	PBC	RE	RI
BI				
PBC	0.857			
RE	0.267	0.211		
RI	0.823	0.759	0.077	

Table 2 shows the discriminant validity using the hetertrait-monotrait ratio (HTMT). A

value < 0.9 means that the variable has good discriminant validity. All variables in this study

have a discriminant validity value of <0.9 , which means that all variables do not resemble each other or have their own characteristics so they can be differentiated from each other.

Reliability Test

Table 1 contains the Cronbach Alpha value and composite reliability of each variable. All variables in this study have Cronbach Alpha values and composite reliability > 0.7 so that all of them are declared reliable or stable when used at different times.

R Square

Table 1 contains the results of the R Square calculation. Religiosity, perceived behavioral control, brand image contributed to changes in repurchase intention by 62.5% while the remaining 37.5% was caused by factors outside the research.

F Square

Table 1 contains the results of the F Square calculation. The influence of religiosity on repurchase intention obtained an F Square value of 0.027 (> 0.02 and < 0.15) so it can be said to have a small effect. The influence of perceived behavioral control and brand image on repurchase intention obtained an F Square value of 0.263 and 0.255 respectively (> 0.15 and < 0.35) so it is said to have a medium effect.

Q Square

Table 1 contains the results of the Q Square test. The Q Square value was found to be 0.559 for repurchase intention which was influenced by the variables in this research. This value is greater than 0 so this research has good observational value and predictive relevance.

Hypothesis Testing

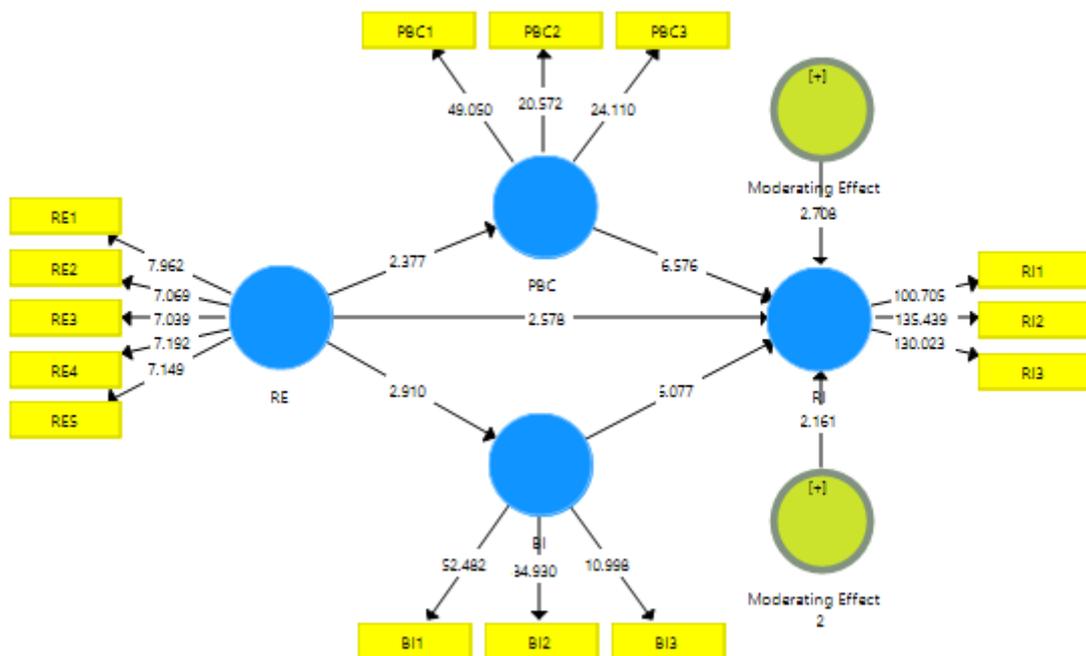


Figure 1. Path Coefficients

Figure 1 contains the path coefficient values. Religiosity functions as an exogenous variable. Repurchase intention functions as an endogenous variable. Perceived behavioral control and brand image function as mediator and moderator variables.

Table 3 shows that all hypotheses are accepted (p value < 0.05). Religiosity has a negative influence on the intention to repurchase Aqua drinking water products ($r = -0.128$, $p = 0.010$). Perceived behavioral control

has a positive influence on the intention to repurchase Aqua drinking water products ($r = 0.425$, $p = 0.000$). Brand image has a positive influence on intention to repurchase Aqua drinking water products ($r = 0.443$, $p = 0.000$). Religiosity has a positive influence on perceived behavioral control ($r = 0.199$, $p = 0.017$). Religiosity has a positive influence on brand image ($r = 0.222$, $p = 0.004$). The influence of religiosity on intention to repurchase Aqua drinking water products is positively moderated

by perceived behavioral control ($r = 0.190, 0.007$). The influence of religiosity on intention to repurchase Aqua drinking water products is negatively moderated by perceived behavioral control ($r = -0.172, 0.031$). Perceived behavioral control positively mediates the influence of religiosity on intention to repurchase Aqua drinking water products ($r = 0.084, p = 0.031$). Brand image positively mediates the influence of religiosity on intention to repurchase Aqua drinking water products ($r = 0.098, p = 0.012$).

Religiosity was found to have a negative effect on intention to repurchase Aqua products (Table 3). Religiosity does not have a direct impact on repurchase intentions and must be bridged by attitudes in order to have an impact on repurchase intentions (Putri et al., 2019). The interaction between religiosity and purchase intention was found in previous research (Nawawi et al., 2018). Religious knowledge, religious commitment, and halal certification influence the actual purchasing behavior of halal cosmetics consumers, which then drives consumers' repurchase intentions (Shahid et al., 2023). Religious beliefs as a predictor of consumer attitudes towards halal cosmetics which in turn develop consumer repurchase intentions (Hussain et al., 2024). In Table 3 it can be seen that religiosity has a negative impact on repurchase intentions due to weakening factors such as brand image. For consumers who have a high brand image, the impact that religiosity has on the intention to repurchase Aqua products becomes weaker to the point of having a negative influence.

Perceived behavioral control was found to have a positive effect on intention to repurchase Aqua products (Table 3). These findings are in line with previous research where perceived behavioral control influences the intention to purchase halal personal care products (Nawawi et al., 2018). Perceived behavior control increases behavioral intentions which then increases the intention to repurchase a product (Mosavi et al., 2012). Repurchase intention is influenced by attitudinal factors and perceived behavioral control (Kim & Lee, 2019). Perceived behavioral control was found to have a positive

impact on the intention to repurchase a product (Ariyanto, 2017). High perceived behavioral control will be accompanied by high intention to purchase an item (Shufiana et al., 2021).

Brand image was found to have a positive effect on intention to repurchase Aqua products (Table 3). These results are in line with previous research where trust and brand image have a positive influence on repurchase intentions (Wijayajaya & Astuti, 2018). Brand image was found to be able to increase repurchase intentions and perceived value (Huang et al., 2019). Brand image is able to link the influence of product quality on repurchase intentions (Ketut, 2018). The company's brand image will increase repurchase intentions and reduce switching behavior to buy other products (Srivastava & Sharma, 2013). Brand image will increase repurchase intentions directly and the effect will be greater when word of mouth is implemented (Prabowo et al., 2019).

Religiosity was found to have a positive effect on perceived behavioral control (Table 3). Religious practices can increase behavioral control and ultimately increase well-being (Jackson & Bergeman, 2011). Religiosity has a significant influence on the formation of personal attitudes and individual perceptions of their ability to carry out an activity (B. Wibowo, 2017) These results contradict previous findings where a person's religiosity had no effect on perceived behavioral control (Karlina et al., 2021). Religiosity and perceived behavioral control both have a positive impact on purchase intentions (Haro, 2016), however, which one has a closer influence on repurchase intention remains to be confirmed.

Religiosity was found to have a positive effect on brand image (Table 3). These results are in line with previous findings where religiosity has a significant influence on brand image (Andini & Rufaidah, 2017). Religiosity was found to have a positive impact on halal brand image in previous research (Nasution et al., 2017). Religious boycotts have significant consequences for company profits and brand image (Abosag & F. Farah, 2014). The influence of religiosity on loyalty intentions is mediated by

a particular brand image (Suhartanto et al., 2018).

The influence of religiosity on intention to repurchase Aqua products is positively moderated by perceived behavioral control (Table 3). The interaction that occurs between religiosity and perceived behavioral control can increase the intention to repurchase Aqua drinking water products. For consumers who have high perceived behavioral control, the impact that religiosity has on their intention to repurchase Aqua products will be more positive.

The influence of religiosity on intention to repurchase Aqua products is negatively moderated by brand image (Table 3). The interaction that occurs between religiosity and brand image is able to reduce the intention to repurchase Aqua drinking water products. For consumers who have a high brand image, the impact that religiosity has on their intention to repurchase Aqua products will be even more negative. The brand image that some people have plays a role in reducing the intention to repurchase Aqua products and explains the negative influence of religiosity on the intention to repurchase Aqua products.

The influence of religiosity on intention to repurchase Aqua products is positively mediated by perceived behavioral control (Table 3). This means that the negative impact of religiosity on repurchase intentions will become positive when through perceived behavioral control. The influence of religiosity on intention to repurchase Aqua products is positively mediated by brand image (Table 3). This means that the negative impact of religiosity on repurchase intentions will become positive when through brand image.

CONCLUSION

The results of this study conclude that religiosity has a negative effect on the intention to repurchase Aqua drinking water products. Perceived behavioral control and brand image positively mediate the influence of religiosity on intention to repurchase Aqua drinking water products. For consumers who have high perceived behavioral control, the impact of

religiosity on the intention to repurchase Aqua drinking water products is increasingly positive. For consumers who have a high brand image, the impact of religiosity on their intention to repurchase Aqua drinking water products is increasingly negative.

This research is not limited to certain religions, ages and regions. Future research can be limited to certain religions, ages and regions in order to obtain generalizable results. This research contributes to knowledge regarding the influence of religiosity on intention to repurchase a product with perceived behavioral control and brand image as mediators and moderators.

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