

The Role of The Country's Image and Halal Branding Constructs in Influencing Repurchase Intentions

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Abstract : *The number of Muslims in the World is the second largest after Christianity, and in Indonesia, Islam is the majority religion of its population. In choosing a product to consume, Muslims have special considerations and adapt it to the provisions of their religion, or what is called of halal. Even so, not many scientific studies that have explored the role of the halal brand which is very identical with Muslims. This study tried to do the same thing with previous research conducted by Ali A et al. (2018) to seek answers to the halal brand relationship with repurchase intentions from consumers in Indonesia. On the other hand, this research also seeks to see the influence of the Country Image which is the producer of the consumed product. This study was tested on 252 respondents who were consumers of several Ramen Restaurants in Jakarta, Indonesia from March to May 2020. Then, all data obtained were processed using LISREL 8.51. The findings of this study reveal that the state's image is deemed not to have a significant effect either directly or indirectly on repurchase intention. Besides, two other variables, namely halal brand image and halal brand satisfaction also do not have a significant effect on repurchase intention.*

Keywords : *Indonesia, Halal Brand Construct, Halal Brand Image, Halal Brand Perceived Quality, Halal Brand Satisfaction, Halal Brand Trust, Halal Brand Loyalty, Repurchase Intention, Halal Food*

1. INTRODUCTION

The Republic of Indonesia does set based on Pancasila values and not based on certain religious laws or regulations. However, since the establishment of the sovereignty of the Republic of Indonesia until now, the population is increasingly Muslim. Supporting data on the official website of the Indonesian state relating to the Indonesian population who converted to Islam gained more than 207 million inhabitants or 87.2% of the total population of Indonesia (*Www.Indonesia.Go.Id, n.d.*).

With a large Muslim population, the State of Indonesia has an institution that regulates the procedures for the life of citizens who are following the teachings of Islamic law, the institution is the Indonesian Ulema Council (MUI). MUI has the authority to advise the government and the community on various matters so as not to conflict with Islamic laws ranging from food, drinks, medicines, marriage, inheritance, investment, financing, financial institutions, and many other things (*Www.Mui.or.Id, n.d.*).

One of the products issued by MUI is Halal labeling or certification on all food products, beverages, medicines, cosmetics, and other products that have indeed passed the MUI Halal certification test. The number of halal certifications issued by MUI tends to continue to increase from 2011 to 2018. A significant increase in the number of halal certifications

occurred in 2018 which experienced an increase of 9,000 certifications compared to the previous year (*Www.Halalmui.Org, n.d.*).

This phenomenon implies a high demand for halal food products and medicines for the Indonesian population, so the government is trying to facilitate it. This can happen because halal is used as a prerequisite for any food before considering anything else in the purchase (A. Ahmed, 2008), like comfort, price, and more. Besides, halal is not only considered a brand element for Muslims, but also a part of the belief system and code of ethics in daily life (Wilson & Liu, 2010), because the concept of halal is a matter of pure religion (Bonne et al., 2007) which is trying to apply Indonesian society.

This condition has been responded positively by food producers in Indonesia by offering products with the halal brand. These brands are called halal brands by using the Halal symbol which can then provide guarantees to consumers especially those who are Muslim that the materials used and the production process are following Islamic Sharia (Shah Alam & Mohamed Sayuti, 2011).

The halal brand has lately become a very interesting phenomenon to be examined because it has attracted a lot of attention from consumers, producers, and marketers both in Indonesia and in several other Muslim majority countries. However, it turns out that not much research has explored the halal brand and it has not been widely assumed that the halal brand works in the same way as brands in the West (Ahmad, 2015).

Research on the brand that has been done a lot is by building a relationship between brand quality perception, brand image, brand satisfaction, brand trust, and brand loyalty to predict purchase intentions to consumers (Biedenbach & Marell, 2009; Chen & Tseng, 2010; Demirtas, 2014; Martensen et al., 2000; Matzler et al., 2008). However, no research tries to find whether brand construction with the same relationship can work in the same way or not on halal products (Ali et al., 2018). That way, this research was conducted to retest previous research conducted by Ali et al. (2018) to seek answers to the relationship of halal branding constructs to repurchase intentions to consumers in Indonesia.

On the other hand, products with the halal brand originating from various countries are also widely circulating in the Indonesian market, not even a few products with the halal brand come from countries that are not identical at all with Islamic countries or Islamic law. This might be a contrast between the image of a country which is the overall consumer perception of products originating from certain countries (Roth & Romeo, 1992) with a brand image which is the consumer's perception of the characteristics of a brand (de Chernatony & McDonald, 2012) from products labeled as halal in Indonesia. Besides, a country's image and brand image are assumed to have a direct or indirect relationship to the outcome variables such as purchase intentions to consumers (S. A. Ahmed & D'Astous, 1995; Cordell, 1993).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Halal Brand Concept

The word "Halal" comes from the Islamic religion which refers to everything permissible according to the teachings and ethical codes of the Islamic religion. Whereas to the contrary "Haram" is anything that is not allowed according to the teachings and ethical codes of the Islamic religion. In some Muslim majority countries such as Malaysia, the term "non-Halal" is always used in places or types of food that are forbidden (Wilson & Liu, 2010). This halal brand is also used as a tool or media to reduce cognitive dissonance in Muslim consumers or communities in countries with a majority Muslim population (Ali et al., 2017).

This halal brand has also attracted significant attention in Islamic marketing research in various parts of the world. Several different studies related to halal brands are focused on various topics such as the personality of the Halal brand and its impact on purchase intentions

(Borzoeei & Asgari, 2013), shape Halal into a brand (Wilson & Liu, 2010), and shape Halal into a brand by looking at the factors that influence repurchase intentions (Ali et al., 2017).

These studies were carried out because Muslim consumers who have begun to be meticulous on products with the halal brand. For this reason, these products will try to obtain halal certification that is endorsed by third parties such as independent institutions or associations that are recognized and respected by consumers (Kamins & Marks, 1991).

In choosing a product, consumers will pay attention to the halal brand or halal certification logo on the packaging. If consumers don't find it, they will look for data about the ingredients used in the product in an effort to verify the "halalness" of the product (Noor Afzainiza et al., 2014).

Impact of country image on brand image

In Diamantopoulos et al. (2011) it is mentioned that a direct comparison of COO and brand influence in some literature (S. A. Ahmed & d'Astous, 1995; Cordell, 1993; Tse & Gorn, 1993), country image (CI) is assumed to have a direct and direct relationship possible to the effect of compensation on outcome variables, such as purchase intentions. This implies that consumers' perceptions about the country and brand image are developed independently of each other, that is, the consumer image of a particular country does not affect the particular brand image of that country and vice versa. For example, a consumer's image of Austria will not affect his image of Red Bull (which is an Austrian brand); conversely, positive and negative images of consumers from Red Bull will not be transferred to their overall image of Austria. So under the orthogonality perspective, CI and brand image are expected to have an independent influence (and possibly compensation) on purchase intentions. In this context, the literature shows that while favorable CI can compensate for weak brands, the reverse is not true; strong brands do not always offset negative perceived CI (S. A. Ahmed & d'Astous, 1995; Tse & Gorn, 1993). With these considerations, the hypothesis formed is:

H1 : Country image positively and significantly influences the brand image of halal brands

Impact of Brand Image on Brand Perceived Quality

Brand image has been defined as an emotional perception or reason that consumers attach to certain brands (Low & Lamb, 2000). Keller (2013) views the brand image as a perception of a brand stored in consumers' memories as reflected by brand associations. Cretu & Brodie (2007) define it as a representation of a brand in the minds of consumers related to a series of perceptions or offers about brands whose consumer form is reflected by brand associations. Similar to the role of brand image for traditional products, brand image for halal products create value for companies because it makes it easier for consumers to find information about halal products and helps create associations that gain positive feelings and attitudes that can spread to other products of the same brand.

The perceived quality of a brand represents the overall evaluation of consumers regarding the superiority of a product (Tsotsou, 2006; Zeithaml, 1988). Besides, the perceived quality of the product/service of a brand is the core of the theory that a strong brand adds value to the evaluation of consumer purchases (Low & Lamb, 2000) and influence consumer decision making (Pappu et al., 2005; Sweeney & Swait, 2008). Furthermore, Pappu & Quester (2008) stated that the perception of brand quality influences consumers' willingness to compromise with prices that are somewhat higher and / or pay premium prices, thus resulting in brand equity. From a food perspective, Mathew et al. (2014) define quality based on cleanliness and freshness.

From the perspective of halal branding, the perceived quality of a brand can be defined as a brand that offers conventional performance as well as halal attributes that are deemed acceptable by Muslim consumers under Sharia. Previous research has provided evidence of

the role of brand image, as a specific influence, on the perceived quality of products or services in both quantitative studies (Z. U. Ahmed et al., 2002; Bloemer et al., 1998; Cretu & Brodie, 2007) and qualitative studies (Burton et al., 2001). With this foundation, the hypothesis formed is :

H2 : Brand image of the halal brand positively and significantly influences the brand perceived quality

The impact of brand image on brand satisfaction

In the marketing literature, customer satisfaction is one of the most frequently researched topics because customer satisfaction is very important for maintaining business success (Pappu & Quester, 2006). Oliver (2014) defines satisfaction as an assessment that the product/service itself or product/service feature gives consumers a level of satisfaction related to satisfactory consumption including the level of underfunding or over-fulfillment. There is no consensus among researchers regarding the definition of consumer satisfaction. However, almost all agree on the importance of customer satisfaction.

Specifically, the majority of researchers previously studied the relationship between brand image and customer satisfaction in the service industry (Chien-Hsiung, 2011; Chitty et al., 2007), and several studies have been in the context of the product (Jamal & Goode, 2001). For example, Jamal & Goode (2001) revealed that if there was a match between the brand image and the customer's self-image, this relationship would increase customer satisfaction and customer preferences for the brand. Furthermore, research in marketing has claimed that brand image is beneficial for increasing consumer satisfaction with brands in both product and service categories (Aaker, 1992; Chien-Hsiung, 2011). According to this argument, it is hoped that a favorable brand image will increase brand satisfaction to customers. Based on these considerations, the hypothesis formed is :

H3 : Brand image of the halal brand positively and significantly influences brand satisfaction

The impact of brand image on brand trust

In the marketing literature, trust has been defined as a bond that can be the relationship that occurs between consumers and organizations (Fournier, 1998). Carroll & Ahuvia (2006) defines trust as the extent to which consumers believe that their trust in a particular brand satisfies their desires. Chaudhuri & Holbrook (2001) defines brand trust as "the willingness of the average consumer to rely on the brand's ability to perform the functions that it expresses". Trust is more prominent in situations of information asymmetry, uncertainty, and fear of opportunism (Chiu et al., 2010). Therefore, trust plays an important role to reduce information asymmetry and uncertainty to make consumers feel comfortable with their brand (Pavlou et al., 2007). In short, brand trust plays a central role in forming long-term buyer-seller relationships. Therefore, brand trust in the context of halal branding refers to consumers' willingness to depend on the brand's ability to perform its functions as stated.

Refer to previous studies by Ratnasingham (1998), the image perceived by consumers can significantly influence their behavior. other than that, Flavián et al. (2005) said that the image has a positive influence on consumer confidence because it can reduce the perceived risk of consumers and at the same time increase the probability of purchasing at the time of the transaction. Therefore, the more beneficial the company's brand image, the more positive the firmness or consumer confidence in the branded products and its features (Bennett et al., 2005). As such, brand image can serve as an important substitute for intrinsic product feature information (Pavlou et al., 2007) which can influence consumer decision making by growing customer trust in a brand (Flavián et al., 2005; Pavlou et al., 2007). Finally, the findings of previous studies have supported that there is a positive relationship between brand image and

brand trust in customers (Cretu & Brodie, 2007; Flavián et al., 2005). Thus, the hypothesis formed is :

H4 : Brand image of the halal brand positively and significantly influences brand trust

The impact of brand image on brand loyalty

Brand loyalty is the level of customer attachment to a brand (Aaker, 1992). According to (Oliver, 2014), it is "a firm commitment to repurchase or patronize the product or service of choice consistently in the future, even though situational influences and marketing efforts have the potential to cause switching behavior." Brand loyalty is a prerequisite for company competitiveness and profitability (Chaudhuri & Holbrook, 2001) and that leads to certain marketing benefits, such as reducing marketing costs (Aaker, 1992), more new customers (Dick & Basu, 1994), greater trade leverage (Aaker, 1992), word of mouth that is profitable about the brand/company (Dick & Basu, 1994; Zeithaml et al., 1996), repeat purchases (Zeithaml et al., 1996), and the willingness of customers to pay premium prices and effectively increase market share (Aaker, 1992; Dick & Basu, 1994). Therefore, customers who are loyal to the halal brand can be considered as one of how the customer expresses his satisfaction with the conventional performance of the product received along with its halal attributes.

In research conducted by Tu, Yu-Te. (2012), the relationship between company brand image and brand loyalty was examined in a Starbuck coffee sample in the Taipei Taiwan area and reported a significant positive relationship. Furthermore, a positive brand image is an important antecedent of customer loyalty and significantly influences customer loyalty. Besides, many other studies have suggested that brand image has a positive influence on consumer loyalty (Ogba & Tan, 2009; Sweeney & Swait, 2008). Based on these considerations, the hypothesis formed is :

H5 : Brand image of the halal brand positively and significantly influences brand loyalty

The impact of brand image, brand perceived quality, brand satisfaction, brand trust, brand loyalty to repurchase intention

The relationship between brand perceived quality and purchase intention has also been tested. Researchers have reported that purchase intentions are an important consequence of brand perceived quality (Chaudhuri & Holbrook, 2001; Tsiotsou, 2006; Zeithaml et al., 1996). Consumers who feel a higher brand perceived quality tend to have more purchase intentions. Besides, previous studies have also examined the direct relationship between brand image and consumer purchase intentions, and concluded that improving brand image is beneficial for increasing brand purchase intentions to consumers (Del Río et al., 2001; Keller, 2013; Lee & Tan, 2003). Likewise, previous researchers have also found a direct effect of brand satisfaction on consumers on consumer purchase intentions (REICHHELD et al., 2000; Zeithaml et al., 1996). Furthermore, the direct relationship between brand trust and purchase intention has been widely explored by researchers, and it is concluded that brand trust does have a direct effect on consumer purchase intentions (Chaudhuri & Holbrook, 2001; Esch et al., 2006; Rahbar & Wahid, 2011). Finally, many researchers also report brand loyalty as an important antecedent of consumer purchase intentions (Hennig-Thurau et al., 2002). The study proposes four construction novels, "halal brand image", "halal brand satisfaction", "halal brand trust" and "halal brand loyalty" in the previous hypothesis. Therefore, within the halal brand framework, researchers hypothesize that the higher the halal brand image, the halal brand perceived quality), halal brand satisfaction, halal brand trust, and halal brand loyalty, the greater the consumer's repurchase intention. Therefore, some of the hypotheses formed are :

H6 : Brand image of the halal brand positively and significantly influences repurchase intention

H7 : Brand perceived quality of the halal brand positively and significantly influences repurchase intention

H8 : Brand satisfaction from halal brands positively and significantly influences repurchase intention

H9 : Brand trust from halal brands positively and significantly influences repurchase intention

H10 : Brand loyalty from halal brands positively and significantly influences repurchase intention

Impact of country image on repurchase intention

In the article, Vijaranakorn & Shannon (2017) mentioned that Piron (2000) examines the effect of the country's image on buying intentions and finds that the state's image influences consumers' intention to buy luxury products more strongly than their intention to buy products they consider necessary. Also, the results of exploratory research show that the brand that is perceived to be genuine has a strong effect on the perceived luxury and the subsequent willingness to repurchase and pay at a premium price (Krupka et al., 2014).

Other than that, Wang & Yang (2008) explains that the theory of reasoned action or the so-called The theory of reasoned action (TRA) has been widely used to explain consumer intentions towards products/brands (Davis, 1989; Karahanna et al., 1999). According to Fishbein & Ajzen (1975), purchase intention is a decision to act, or a psychological state that represents an individual's perception of engaging in a certain behavior. TRA shows that an individual's purchase intentions for a product/brand are determined by his attitude and by his belief in the perceived benefits and perceived ease of use (Carr & Sequeira, 2007; Fishbein & Ajzen, 1975).

Therefore, if a country has a positive image, then consumers will consider this product better, and based on TRA, a positive attitude will result in higher purchase intentions and repurchase intentions for products from that country (Roth & Romeo, 1992). Hsieh et al. (2004) also shows that consumers' attitudes towards COO Image can influence their brand purchase intentions. With these considerations, the hypothesis formed is :

H11 : Country image positively and significantly influences repurchase intention

3. RESEARCH METHOD

Sampling and data collection

This research was conducted in two stages namely pre-test and main test. Before conducting the pre-test stage, the researcher first conducted the wording process for all question items in the research questionnaire. This wording is done by consulting with several expert lecturers who aim to ensure that the use of words, phrases, or sentences on each question item is correct so that it can facilitate respondents in filling out the questionnaire.

In the next stage, the researchers conducted a pre-test with 30 respondents who were chosen to fill out the questionnaire given and then processed to determine the level of validity and reliability. After that, the main test.

At the main test stage, the questionnaire distributed was in the form of a self-administrated questionnaire that was filled in independently and distributed through social media such as Whatsapp, Facebook, Line, and Email. In total 410 respondents filled out the questionnaire, but only 252 respondents were able to complete the questionnaire until the final stage. All questionnaire items used a six-point Likert scale (1 = strongly disagree, 6 = strongly agree). Then all respondents' answers were analyzed using Structural Equation Modeling (SEM).

Characteristics of the respondents

Respondents in this study were dominated by women whose numbers reached (60.1%) of the total 252 respondents, while men only amounted to (39.9%). Besides, in terms of age, millennial children have a big role here. For ages 26 to 30 years (27.5%), ages 20 to 25 years (26%), and ages 31 to 35 years (23.3%). In terms of education, it was dominated by respondents with a bachelor's degree (66.7%), senior high school (12.5%), master's degree (11.4%), and D1-D3 (8.6%). Almost all respondents have never been to Japan, so they only know about the country of origin of this ramen from relatives and the mass media.

Tools for analysis

The data in this study were analyzed using LISREL 8.80. This was chosen by the researchers because according to (Wijanto, 2008) Lisrel is a computer program that can simplify analysis to solve problems that cannot be solved by conventional analysis tools. Nowadays the use of Lisrel becomes more interactive, easy, many new statistical features related to the settlement in the event of missing data, data import, and multilevel data analysis.

Other than that, (Wijanto, 2008) explained that in general the analysis in Lisrel can be divided into two parts; the first is related to the measurement model and the second is related to the structural model. Lisrel can analyze complicated structural covariance.

4. DATA ANALYSIS AND RESULTS

Results of CFA

All questions used in this research questionnaire were considered valid according to the validity limit ie SLF more than 0.50 and *t-value* greater than 1.96 (Wijanto, 2008). Then for reliability, Hair et al. (2010) state that the construct has good reliability is if the value of construct reliability (CR) ≥ 0.70 and the extracted variance value ≥ 0.50 . Then Hair et al. (2010) adding an interpretation of the reliability construct size can be said to be good if the value is more than 0.40. Therefore, the authors conclude that the data are reliable following those listed in table 1 below :

Table 1. Validity dan Reliability

Variable	$t\text{-value} \geq 1,96$	SLF $\geq 0,5$	CR $\geq 0,7$	VE $\geq 50\%$
Country Image (CI)			0,87	69%
In my opinion, Japan is a producer of halal food	14,05	0,79		
I consider that Japan is a good producer of halal food	16,81	0,90		
In general, Japan has a good image as a halal food producer	14,49	0,80		
Halal Brand Image (HBI)			0,74	42%
My chosen halal ramen brand currently has the best halal commitment	**	0,57		
My current halal ramen brand currently has a good reputation among other halal ramen brands	7,74	0,64		
My current halal ramen brand is currently fulfilling my interests in the Halal brand	8,45	0,68		
My current halal ramen brand choice can be trusted about its halal guarantee	8,57	0,68		

Halal Brand Perceived Quality (HBPQ)			0,88	6
				5%
My current halal ramen brand is of very good quality	**	0,69		
My current halal ramen brand is of consistent quality	12,11	0,83		
My current halal ramen brand is very reliable	12,49	0,87		
My choice of halal ramen composition at this time is very good	11,92	0,83		
Halal Brand Satisfaction (HBS)			0,90	7
				5%
I am happy with my decision to choose the halal ramen brand because it has a halal commitment	**	0,84		
I believe that my current halal ramen brand is the right thing to buy because of its halal guarantee	17,02	0,87		
Overall, I am satisfied with my current choice of halal ramen brand because of my interest in the halal brand	16,91	0,87		
Halal Brand Trust (HBT)			0,84	5
				7%
I believe in my current halal ramen brand choice	**	0,84		
I rely on my current halal ramen brand choice	12,91	0,75		
My current halal ramen brand is honest	12,41	0,71		
My current halal ramen brand is safe for consumption	12,51	0,70		
Halal Brand Loyalty (HBL)			0,70	4
				4%
I prefer the current halal ramen brand of my choice than other halal ramen brands	**	0,65		
I recommend my current choice of halal ramen brand to others (e.g. Friends, family)	9,59	0,77		
I intend to pay more for my current halal ramen brand choice than other halal ramen brands	7,53	0,56		
Re-Purchase Intention (RPI)			0,76	6
				2%
I will buy back my current halal ramen brand shortly	**	0,74		
Every time I intend to buy ramen, maybe I will buy a halal ramen brand of my choice at this time	8,40	0,83		

Results of SEM

The results regarding the test of influence between variables are listed in table 2. Most of the results of this study support the hypothesis studied by Ali et al. (2018) regarding the relationship of halal brand construction to repurchase intentions. There are three unsupported hypotheses, namely H6 regarding the relationship between Halal Brand Image to Repurchase Intention (*t-value* = -1.06), H8 regarding the relationship of Halal Brand Satisfaction to Repurchase Intention (*t-value* = -0.71), and H11 regarding Country Image of Repurchase Intention (*t-value* = -0.36).

Tabel 2. Result of the structural model

Hypothesized Path	<i>t-value</i>	Result
H1: CI □ HBI	2,52	Supported
H2: HBI □ HBPQ	7,72	Supported
H3: HBI □ HBS	8,87	Supported

H4: HBI □ HBT	8,42	Supported
H5: HBI □ HBL	6,54	Supported
H6: HBI □ RPI	-0,90	Not Supported
H7: HBPQ □ RPI	2,83	Supported
H8: HBS □ RPI	-0,71	Not Supported
H9: HBT □ RPI	3,86	Supported
H10: HBL □ RPI	5,27	Supported
H11: CI □ RPI	-0,81	Not Supported

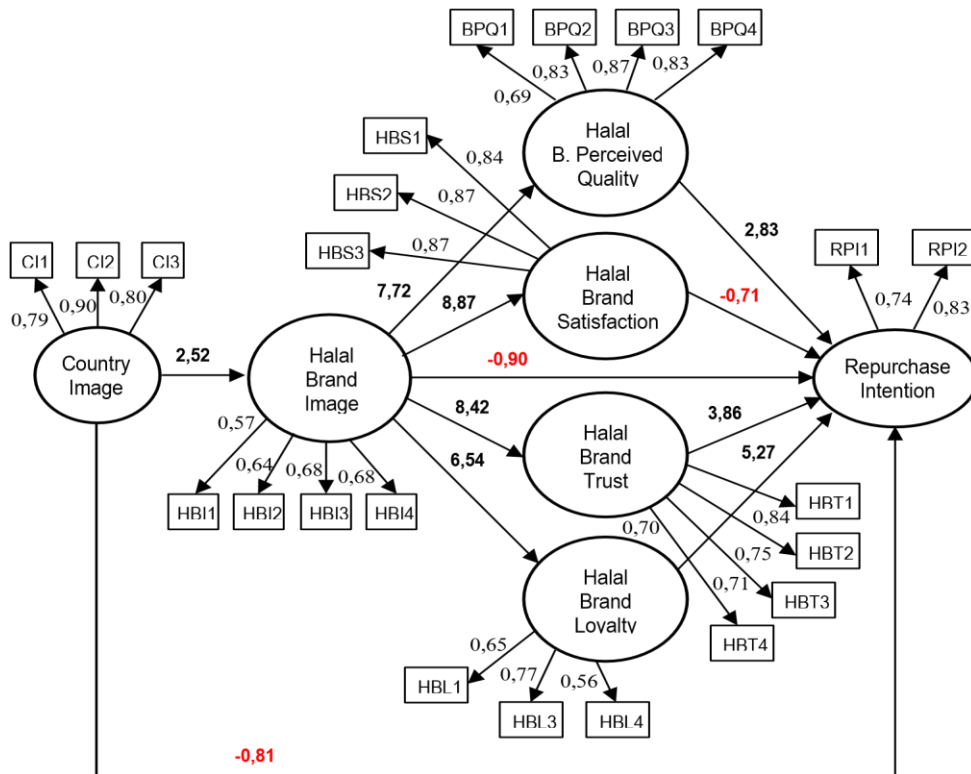


Fig. 1 The structural model

In figure 1 is a picture of structural mode, where the numbers leading to the indicators for each variable are the values of the SLF for each indicator. As for the bolded numbers, it is the value of the t-value that shows how the influence of exogenous variables on endogenous variables. Similarly, the information in table 2 shows that three exogenous variables have an insignificant influence on endogenous variables and this is indicated by the red t-value.

5. CONCLUSION AND IMPLICATIONS

As explained earlier, there have not been many scientific studies that have explored the role of halal products or brands in marketing science either regarding their direct impacts on consumer behavior or indirect impacts. This is what ultimately underlies the research conducted by Ali et al. (2017) which is poured into two articles in 2017 and 2018. Ali et al. (2017) claims that he first developed research relating to traditional brand construction to halal brand construction and then looked at how it affected consumer buying behavior.

Research that is still very little / rarely done needs to be continuously studied to be tested for consistency from the results of his research. For this reason, this study reexamined the research conducted by Ali et al. (2018) but with a little different design. This research was conducted on halal brands in Indonesia which are predominantly Muslim towards food that is widely circulated but originates from countries that are not identical with Islam. Then the

impact of the State's image needs to be considered in the process of forming consumer purchasing behavior.

Researcher's consideration to examine the impact of the country's image turned out to have results that were not supported in this study. In this study, the state's image is deemed not to have a significant effect either directly or indirectly on repurchase intention. Besides, two other variables, namely halal brand image and halal brand satisfaction also do not have a significant effect on repurchase intention. Halal brand image that does not have a significant direct effect on repurchase intention occurs because there is full mediation of halal brand image through three other variables; Halal brand perceived quality, Halal brand trust, and Halal brand loyalty. Similar results also occur in research conducted by Ali et al. (2017) where there is full mediation of the halal brand image through the other four variables on purchase intention. Furthermore, for halal brand satisfaction that does not have a significant direct effect on repurchase intention can occur because of the possibility of mediation through other variables on repurchase intention. The possibility of mediation that occurs in halal brand satisfaction is through halal brand trust as practiced by Ali et al. (2017).

Finally, the results of this study answer the limitations of the research submitted by Ali et al. (2018) that if this research is carried out in other Islamic countries with different food products it can have different results.

Limitations and scope for future research

Research development carried out in this study by looking at the influence of the State's image on the buying behavior of halal food consumers in Indonesia turned out to have insignificant results. These results indicate that in making a purchase, consumers no longer consider the image of the country of origin of the food product they purchased. In the context of halal brands, it can be a guarantee of halal certification issued by MUI being the main consideration for consumers in making purchases. This conjecture needs to be tested for accuracy in further research.

Besides, this study also did not examine the possibility of mediation between the halal brand construction variables to repurchase intention. Mediation between the halal brand construction variables can occur as done by Ali et al. (2017), and testing needs to be done to obtain more possibility of indirect influence from the construction of halal brands on repurchase intention.

Because this research is still very rarely done, it needs to be tested continuously. The same is said by Ali et al. (2018), that the results of this study could be different if carried out in other Islamic countries and on different products such as halal travel, Islamic banking, as well as halal beauty products, etc.

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