

# Repurchase Intention of Total Detergent: Halal Label and Brand Image

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## Abstract

**Purpose:** The aim of the study was to investigate whether the halal label and overall reputation of the Total detergent brand influenced consumers' intentions to buy the product again. explain longer.

**Research methodology:** To do this, the researchers used multiple linear regression analysis on a sample of 120 users in the Lowokwaru district of Malang City. The sample was selected using a questionnaire.

**Results:** The results of the study showed that both the overall image of the brand and the perception of the halal label had an impact on the consumers' intention to purchase the product again in the future.

**Limitations:** This research location is only in Lowokwaru district or Malang City and uses three variables

**Contribution:** The finding would help the Detergent company to analyze customers' repurchase intention.

**Suggestion:** For future researchers, it is hoped that they can use or add other variables so that further research can develop more and add broader insights so that they will get better research results.

**Keywords:** *halal label, brand image, repurchase intention*

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## 1. Introduction

Repurchase intention refers to the likelihood that customers will purchase a specific product or service again in the future. This is an important factor for businesses to consider when forecasting consumer behavior and predicting interest in their products (Reniaty, Akbar, & Rudianto, 2019). Understanding repurchase intention can help businesses make informed decisions about marketing strategies, product development, and other key aspects of their operations (Rana & Paul, 2017). Consumer intention to repurchase is an important factor in the success of manufacturing and service provider businesses, where repurchase intention is a strategic weapon in attracting and retaining consumers (Filieri, Chen, & Dey, 2017). Identifying repurchase intentions is very important because with this it can be used to identify strengths and can reduce weaknesses to maximize the potential for consumers' desire to repurchase a product (Torres, Augusto, & Godinho, 2017).

According to Ariffin, Yusof, Putit, and Shah (2016), consumer emotions and satisfaction play a role in influencing the intention to repurchase a product. If a consumer feels happy and satisfied with a product or service, they are more likely to express repurchase intention, while dissatisfaction can discourage repurchase intention (Sikder, Rana, & Polas, 2021). Identified several other factors that can impact repurchase intention, including perception and brand image (Ebrahim, Ghoneim, Irani, & Fan, 2016).

It is important for businesses to consider these factors when trying to create repurchase intention, as it can be a key factor in retaining customers and competing in the market (Nosike & Egbunike, 2021). Trust is an important consideration purchase (Wang & Hazen, 2016). Repurchase intention is affected

by perceived (Ariffin et al., 2016), and another research also has the same finding (Mgiba & Madela, 2020). Perception of the halal label can also have an indirect impact on repurchase intention (Nguyen, Nguyen, & Vo, 2019).

Multiple studies have demonstrated that there is a positive relationship between perception and repurchase intention. For example, Sullivan and Kim (2018) found that positive perceptions can lead to increased consumer repurchase intentions for products or services. Similarly, (Ou, Wong, Prentice, & Liu, 2020) found that a strong brand image can also increase consumer repurchase intentions. Therefore, it is important for managers to focus on maintaining and improving their brand image. Brand image has a positive impact on consumer repurchase intentions (Tariq, Abbas, Abrar, & Iqbal, 2017). However, when examining the individual dimensions of brand image, only the dimensions of perceived uniqueness and brand image had a modest effect on repurchase intention, according to (H. Ali, 2019). The benefit of brand association, which is derived from consumers' thoughts about a brand based on the match between the attributes and benefits received in order to fulfill their desires and needs, was a particularly significant factor. Brand image has a positive influence on purchase intention, meaning that the better the brand image of a product or service, the higher the intention to repurchase it (Otero & Wilson, 2018).

The results of these studies were used as reasons for choosing the variable perception of the halal label and brand image as the dependent variable and repurchase intention as the independent variable (Zahedi & Khanachah, 2019). In addition, the selection of variables is also due to the large Muslim population in Indonesia. The majority of Indonesia's population is Muslim, namely 87.2% or 207.2 million people, which will certainly have a big influence on the level of purchase of a product in a particular company.

Business people often use the halal label to improve their brand image in carrying out their business strategy, because Indonesian consumers purchasing a product can also be said to be part of activities related to religiosity (Ratnasari, Gunawan, Mawardi, & Kirana, 2020). This religiosity of consumers can be seen from the fact that Indonesian consumers are very concerned about religious issues. In general, consumers like products that carry religious symbols which will trigger repeat purchases (Torabi, 2021).

Indonesian consumers are very concerned about and sensitive to halal. In general, consumers will be extra careful or even wary of products that do not have a halal label on their packaging. This thirst for the halalness of a product can provide its own opportunities for a company that wants to create new product innovations that can later fulfill or even satisfy the desires of consumers, especially Muslim consumers in Indonesia (Sofiana, Utama, & Abdur Rohim, 2021).

The halal predicate is an important aspect for many Indonesian people, who are predominantly Muslim and live in a country with a predominantly Muslim population. This means that products that are considered halal, or permissible according to Islamic law, are in high demand among consumers. The reason for this is that many people in Indonesia view halal products as being of higher quality and safer to use. This perception is likely due to the fact that halal certification is a rigorous process that involves strict guidelines and inspections to ensure that products are made with permissible ingredients and methods. Additionally, halal certification often includes requirements for hygiene and sanitation, which may contribute to the perception that halal products are safer to use. The high demand for halal products in Indonesia is reflective of the cultural and religious importance placed on halal certification by the majority of the population, making it a necessity for many consumers in the country (Girsang, Rini, & Gultom, 2020).

The subjects in this study were total detergent users in the Lowokwaru district, which is a specific geographic location. The researchers likely chose this population because they wanted to study the specific behaviors and attitudes of people who use Total detergent in this area. The research chose to study Total detergent because it offers product innovation and has interesting halal connotations. The innovation in the product sets it apart from competitors and makes it an interesting subject to study.

Additionally, as Total detergent is a product that comes into direct contact with the skin, it may be perceived by consumers as having halal connotations. This perception is of interest to the researchers as halal products are typically associated with food, beverages, cosmetics, and other items that come into direct contact with the skin. Based on the background that has been mentioned, the authors are interested in conducting a research entitled "The Influence of Perceptions of Halal Labels and Brand Image on Repurchase Intention of Total Detergent".

## **2. Literature Review**

### **2.1 Revisit Intention**

Repurchase intention is a manifestation of customer loyalty, as it reflects a customer's tendency to buy a product or service again. Note that while there are other dimensions of customer loyalty, repurchasing behavior has a more direct impact on a company's profits (Xu, Lai, & Tang, 2021). Defined repurchase intention as the likelihood that consumers will buy from the same store and share their experiences with friends and relatives (Meyer, Barnes, & Friend, 2017). According to Chen, Li, and Liu (2019), there are two main factors that influence repurchase intention: the attitudes or perspectives of others, and unresolved situational factors. Some research shows that perceptions, brand image, and intention to repurchase have a positive effect (Afzaal Ali, Xiaoling, Sherwani, & Ali, 2018; Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018; Poturak & Softic, 2019; Sanny, Arina, Maulidya, & Pertiwi, 2020; Vuong & Khanh Giao, 2020). Two factors that influence repurchase intentions are attitudes or attitudes of other people and unresolved situational factors. Indicators of repurchase intention can be measured by the following indicators: 1) Consideration in buying the product as the main choice in the future, 2) Continue to use the same product in the future, and 3) Repurchase the product in the future.

**H1:** Perceptions, Brand Image, and Intention to Repurchase Total Detergent

### **2.2 Perception**

According to Kahar, Wardi, and Patrisia (2019), cognition is the process through which individuals interpret and organize their sensory input in order to make sense of their environment. However, people's perceptions may differ significantly from objective reality. Perception is the process by which people interpret and make sense of stimuli received through their senses (Asif Ali & Bhasin, 2019). The sensation is the initial process of receiving stimuli through the senses, but it does not end there (De Toni, Eberle, Larentis, & Milan, 2018). Generally, the stimulus is transmitted through the nervous system to the brain, where it undergoes the process of perception (Suhaily & Soelasih, 2017). Perceived convenience has a positive effect on repurchase intention and has a high level of satisfaction among consumers until repurchase (Larasetiati & Ali, 2019). Perception of service quality partially has a positive and significant effect on repurchase intention (Santoso & Aprianingsih, 2017). Perceived value has a significant and direct effect on repurchase intention at 3C a leading retailer in Taiwan for example (Pardede, Lopian, & Pandowo, 2018). Perceived value has a positive effect on repurchase intention seen from the difference in patient gender at Pertamina (Shi et al., 2018). Consumers who get good experiences will increase their repurchase intentions and patients will feel satisfied when they feel calm when the examination is carried out and the right treatment they receive get (Aslam, Ham, & Farhat, 2018; Huang, Gao, & Hsu, 2019).

Perception refers to the process of interpreting and organizing sensory information in order to understand and navigate the environment. There are many factors that can affect perception, including a person's expectations, goals, interests, and motives, as well as situational elements such as time, work arrangements, and social context. Additionally, the characteristics of the target being perceived, including its novelty, motion, sound, size, backdrop, proximity, and likeness, can also influence perception. Perception involves two main stages: reception, which is the physiological process of detecting and registering external stimuli through the senses, and evaluation, which is the subjective assessment of those stimuli by the individual. This evaluation can vary widely from person to person, with one person finding a stimulus challenging and dull while another finds it enjoyable and positive.

**H2:** Perceptions and Repurchase Intentions

### **2.3 Brand Image**

Brand image, as defined Izzudin and Novandari (2018) refers to the perception that consumers have of a company or its products. According to Saputra and Ekawati (2020), a strong brand image cannot be established rapidly in the eyes of consumers or communicated through a single channel. Instead, in order to draw in and keep clients, the image must be continuously expressed and spread across a variety of communication channels (Sari & Santika, 2017). It might be difficult for a business to draw in new clients and keep hold of its current ones without having a positive brand image (Dewi & Ekawati, 2019). Brand image has a positive and significant effect on the repurchase intention of Telkom Flexi (Restuputra & Rahanatha, 2020). The dimension that has great value is the advantage of brand association. Brand image has a positive effect on the intention to repurchase Toyota Brand cars at PT (Bupalan, Rahim, Ahmi, & Rahman, 2019). Agung Toyota Denpasar, where shows that the brand image owned by Toyota products is very embedded in the minds of consumers so that consumers feel confident about the product they choose (Wijayajaya & Astuti, 2018). The brand image had a positive and significant impact on repurchasing intention of Zoya's Muslim fashion in Surabaya, the existence of a Muslim fashion brand image in the minds of consumers influenced consumers' intention to spread positive information about Zoya's products to others (Arif, 2019). Brand image has an effect on the intention to repurchase Zara products at Zara Pondok Indah Mall's 2 outlets (Kim & Chao, 2019; Vuong & Khanh Giao, 2020).

The factors that influence brand image include: 1) A brand is a unique identifying feature that sets a seller's product apart from others on the market. The reputation or quality of a brand can significantly influence a consumer's decision to purchase its products. 2) The trustworthiness of a brand, especially when it comes to used goods, can be evaluated by the general public based on their past experiences with the brand's products. 3) The usefulness or benefits of a product refer to its effectiveness in fulfilling its intended purpose and meeting the needs of the consumer. 4) Manufacturers often provide services such as technical support and repair to help customers get the most out of their products. 5) Risks associated with consumer products may include the potential for injury or damage while using the product, or the possibility of a financial loss if the product does not perform as expected. 6) The price of a product can have an impact on its long-term reputation, as customers may be willing to pay more for a product that they perceive to be of higher quality or value. 7) The image that the brand itself owns, specifically in the form of opinions, stances, and data pertaining to a brand or a specific product. There are several factors that can be used to gauge a brand's image and the strength of its associations with customers. These include: 1) The brand benefits that distinguish one brand from another: The unique benefits or features offered by a brand can give it a strong association with customers and help to differentiate it from its competitors. 2) The ease with which people may recall a brand: A brand that is easy for people to remember is more likely to have a strong association with customers. 3) The distinctiveness or qualities of the brand: A brand with unique qualities or characteristics is more likely to have a strong association with customers and stand out in the market.

### **H3: Brand Image and Repurchase Intentions**

### **3. Research Methodology**

In the Lowokwaru District of Malang City, a causal research study was conducted to investigate the total number of detergent users. The sample for this study consisted of 120 respondents who were selected using a purposive sampling method, which involves selecting participants based on predetermined criteria. The criteria for this study included being a user of Total detergent products and being at least 17 years old. The population for this study consisted of all consumers in Malang City who had used Total detergent products. This research was conducted by researchers at the research location.

In this study, the research was conducted using primary data collected through surveys. The surveys were distributed to respondents who had previously purchased Total detergent products and included questions about their opinions on the halal label, brand image, and intention to repurchase the products. The primary data collected included the identities of the respondents and their thoughts on these topics.

This study employed the questionnaire method to gather data. The Likert scale, a tool used to evaluate attitudes, views, and perceptions, was included in the questionnaire to assess the research variables. The researcher selected the Likert scale for this study on social phenomena and used it to generate items in the questionnaire, which could be statements or questions. The questionnaire was tested for validity and reliability, and multiple linear regression was used to analyze the data.

## 4. Results and Discussions

### 4.1 Respondent Characteristic

In this study, 120 respondents who had used Total detergent products were surveyed. The respondents were divided into groups based on their gender and age.

Table 1. Respondent Characteristics Based on Gender and Age

Characteristic	Frequency	Percentage
<b>Gender</b>		
Male	43	35,8%
Female	77	64,2%
<b>Age</b>		
17 – 21 Years	39	32,5%
22 – 26 Years	74	61,7%
27 – 31 Years	7	5,8%

Based on Table 1, it can be seen that 43 (35.8%) of the respondents who had used Total detergent were male respondents and 77 (64.2%) were female respondents. Thus it can be seen that there are more female respondents than male respondents. These results indicate that female respondents are more interested in using and intend to repurchase. Furthermore, 39 (32.5%) were respondents aged 17 – 21 years, 74 (61.7%) were respondents aged 22 – 26 years, and 7 (5.8%) were respondents aged 27 – 31 years. Thus it can be seen that there are more respondents aged 22 – 26 years. These results indicate that respondents aged 22 – 26 years are more interested in using Total detergent because the price is cheap and they intend to repurchase it. The overall picture in this study states that the majority of consumers who use Total detergent in the Lowokwaru sub-district are female and aged 22 – 26 years.

### 4.2 Validity, and Reliability

This validity test uses a significance value of  $\alpha = 0.05$  with a total of 120 respondents, so the r table is 0.1793.

Table 2. Result of Validity Test of Halal Label, Brand Image, and Repurchase Intention

Variable	Item	r	Validity
Perception	1	0,778	Valid
	2	0,796	Valid
Brand Image	1	0,621	Valid
	2	0,804	Valid
	3	0,679	Valid
	4	0,713	Valid
	5	0,664	Valid
	6	0,714	Valid
	7	0,667	Valid
Repurchase Intention	1	0,766	Valid
	2	0,846	Valid
	3	0,808	Valid

Based on Table 2 it is known that all existing statement items or questions have an r count greater than the r table. Therefore it can be seen that all statement items or questions on the variable perception of the halal label show a valid number, followed by the brand image variable which shows



a valid number, and the variable of intention to buy money also shows a valid number. This states that all statement items or questionnaire questions used in this study are appropriate to be used to collect data.

Table 3. Result of Reliability Test of Halal Label, Brand Image, and Repurchase Intention

Variable	Cronbach's Alpha	Reliability
Perception	0,786	Reliable
Brand Image	0,820	Reliable
Repurchase Intention	0,731	Reliable

Table 3 shows that the value of Cronbach's Alpha from the variable perception of the halal label, brand image, and repurchase intention is  $> 0.70$ . So these results indicate that the coefficient values of the three can be trusted to be used in data collection.

### 4.3 Classical Assumption Test

The regression testing model uses the classic assumption test which includes the normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. The following is a description of the results of the classical assumption test calculations:

#### 4.3.1 Normality Test

Before conducting a multiple linear regression analysis, the researchers performed a normality test to check that all necessary conditions have been met. They used the Kolmogorov-Smirnov test for this purpose, and if the significance level is greater than 0.05, it indicates that the data for the regression model is normally distributed. The results of the normality test showed that the variables of brand image, repurchase intention, and perceived quality related to the halal label were normally distributed, as the significant value was greater than 0.05 ( $0.200 > 0.05$ ). This means that the data met the necessary conditions for performing the multiple linear regression analysis.

#### 4.3.2 Multicollinearity Test

In this regression model, the independent variables are not correlated with each other, which is indicative of a good model. The tolerance values for the independent variables show that none of them have a value higher than 0.10. Additionally, the Variance Inflation Factor (VIF) values for the independent variables are all less than 10, indicating that there is no multicollinearity present among the independent variables in this model.

#### 4.3.3 Heteroscedasticity Test

This heteroscedasticity test uses a significant level of 0.05 with a 2-tailed test. If the correlation between the dependent variable and the residual is obtained at a significant level  $> 0.05$ , it is concluded that there is no heteroscedasticity. It is known that the correlation value of perceptions of halal label and brand image with Unstandardized Residual has a significant value of more than 0.05. The conclusion from the results of this test is that each independent variable does not have heteroscedasticity.

#### 4.3.4 Autocorrelation Test

The Durbin-Watson test was used to determine the presence of autocorrelation in this regression model. The Durbin-Watson value and the 4-dU, dU, and dL values are statistics that are commonly used in regression analysis to assess the presence of autocorrelation in the data. Autocorrelation occurs when there is a relationship between the errors or residuals in the regression model. The Durbin-Watson value is a statistic that ranges from 0 to 4, with values closer to 2 indicating the absence of autocorrelation. A value of 2.100 suggests that there is little evidence of autocorrelation in the data. The 4-dU, dU, and dL values are similar to the Durbin-Watson value, but they are based on different assumptions about the distribution of the errors. The 4-dU value is an upper bound for the Durbin-Watson statistic, while the dL value is a lower bound. The dU value is an intermediate value. In general, values of these statistics that are close to 2 also suggest the absence of autocorrelation in

the data. The results of the Durbin-Watson test, which compares the dU, dW, and 4-dU values, showed that there was no autocorrelation in the model, as the dU dW 4-dU value was equal to 1.7361 2.100 2.2639.

#### 4.4 The Coefficient of Determination

The coefficient of determination can be used to predict how much the perceived influence of the halal label (X1) and brand image (X2) contributes to the repurchase intention variable (Y) coefficient of determination (Adjusted R Square) obtained is 0.308 (30.8%).

#### 4.5 Multiple Linear Regression Analysis

The variables used in this study are perceptions of the halal label (X1) and brand image (X2) as independent variables that influence repurchase intention (Y) as the dependent variable. This test was processed using SPSS software version 24.

Table 4. Multiple Linear Regression Analysis

Variable	Regression Coefficient	t	Sig
Constanta	1,195	0,976	0,331
Perception	0,610	5,621	0,000
Brand Image	0,043	3,133	0,002

Based on the multiple linear regression equation above, it can be seen that the conclusions are as follows:

- 1 The constant value in a multiple linear regression model is a constant term that is added to the model to account for the intercept of the regression line. It represents the predicted value of the dependent variable (in this case, repurchase intention) when all of the independent variables (perception of the halal label and brand image) are equal to zero. In this case, the constant value is 1.195. This means that if the consumer's perception of the halal label and brand image is zero, the predicted value of their repurchase intention will be 1.195. This suggests that, under these circumstances, the consumer is not likely to make a repeat purchase. However, it's important to note that this is just a prediction based on the model, and actual behavior may differ.
- 2 In this study, the regression coefficient for the perception variable of the halal label (X1) is 0.610. This value indicates that there is a positive relationship between repurchase intentions and the perception of the halal label. Specifically, it suggests that as the consumer's perception of the halal label becomes more positive, their likelihood of making another purchase (repurchase intention) also increases. This is reflected in the positive value of the regression coefficient. In general, a positive coefficient indicates that as the value of the independent variable (perception of the halal label) increases, the value of the dependent variable (repurchase intention) also tends to increase. Conversely, a negative coefficient would indicate that as the value of the independent variable increases, the value of the dependent variable tends to decrease.
- 3 In this study, the researchers found that there is a positive relationship between repurchase intentions and the brand image of the Total detergent brand. This is indicated by the positive value of the regression coefficient for the brand image variable (X2), which is 0.610. This means that as the consumer's perception of the brand's image becomes more positive, their likelihood of making another purchase (repurchase intention) also increases. In general, a positive coefficient indicates that as the value of the independent variable (brand image) increases, the value of the dependent variable (repurchase intention) also tends to increase. Conversely, a negative coefficient would indicate that as the value of the independent variable increases, the value of the dependent variable tends to decrease. Therefore, the findings of this study suggest that consumers are more interested in making subsequent purchases of the Total detergent brand when they have a positive perception of the brand's image.

#### 4.6 Discussions

The halal label is considered to have a positive and significant effect on consumer's repurchase intention because it serves as a signal of quality and trustworthiness, appeals to consumers who are

looking for products that align with their religious beliefs and values, and also serves as a reliable indicator of sustainable and ethical production methods (Negara, Herdinata, & Padmawidjaja, 2022). The halal label is a certification that indicates that a product or service has been deemed permissible under Islamic law. This certification process is often rigorous and requires regular audits to ensure compliance. This means that consumers may view products with the halal label as being of higher quality and more reliable than those without it.

The halal label also appeals to consumers who are looking for products that align with their religious beliefs and values. For Muslims, the halal label is a way to ensure that the products they consume are permissible under Islamic law. As a result, they may be more likely to repurchase products with the halal label. In addition, the halal certification process typically includes guidelines for animal welfare, environmental protection and fair trade, which may appeal to a wide range of consumers including non-Muslims who are looking for ethically and sustainably produced products. In conclusion, The halal label is a positive and significant factor in consumer's repurchase intention as it provides a reliable indication of quality, adheres to religious and ethical considerations and also ensures sustainable and ethical production methods (Abrori, Agustin, & Sholihin, 2021).

Brand image refers to the overall perception and impression that consumers have of a brand (Sudaryanto, Hanim, & Utari, 2020). It is a combination of factors such as the brand's reputation, products and services, advertising, and customer experiences. A positive brand image is one that is associated with high-quality products and services, reliability, trustworthiness, and a strong reputation. Research has shown that brand image has a positive and significant influence on repurchase intention. This is because consumers who have a positive perception of a brand are more likely to repurchase products or services from that brand in the future. One reason for this is that consumers who have a positive image of a brand may perceive the brand as being trustworthy and reliable, which leads to greater brand loyalty. When consumers perceive a brand as trustworthy and reliable, they are more likely to have confidence in the brand's products and services and are therefore more likely to repurchase them.

Another reason is that a positive brand image can lead to greater brand awareness and familiarity among consumers. When consumers are aware of and familiar with a brand, they are more likely to recognize and remember the brand when they are in the market for a product or service (Bhakuni, Rajput, Sharma, & Bhakar, 2021). This increased awareness and familiarity can lead to greater repurchase intention as it makes it more likely that consumers will think of the brand when making a purchase. In addition, a positive brand image can lead to the greater perceived value of a brand's products or services. When consumers perceive a brand as high-quality, they may be willing to pay a premium price for the brand's products or services. This perceived value can also lead to greater repurchase intention as consumers are willing to pay more for the brand's products or services, because they consider them to be of high quality (Abrori et al., 2021).

## **5. Conclusion**

### ***5.1 Consumer Perceptions About Perceptions of The Halal Label, Brand Image, and Intention to Repurchase Total Detergent***

Consumer perceptions regarding the perception of the Total detergent halal label are included in the good category. This indicates that the consumer's perception of the halal label is good because there is a halal label on the packaging and consumers also give a positive assessment of the halal label given by the MUI. The consumer's perception of the brand image of Total detergent is in a good category. This indicates that Total detergent is always in the minds of consumers because the Total detergent brand is easy to remember, easy to pronounce, has many variants, and has a unique characteristic, namely as the first halal detergent in Indonesia which makes Total detergent able to create a good brand image in the minds of consumers. consumer. The consumer's perception of the intention to repurchase Total detergent is included in the sufficient category. This indicates that consumers will simply consider Total detergent as their first choice, continue to buy Total detergent, and purchase other variants.



### ***5.2 The Effect of Perceptions of the Halal Label on Repurchase Intentions***

The test criteria state that if  $t \text{ count} \geq t \text{ table}$ , there is an individual influence of the perception variable of the halal label and brand image on repurchase intentions and vice versa with a significance level of 0.05. Partially testing the hypothesis on the variable perception of the halal label produces a  $t$  count of 5.621 with a probability  $<0.05$  (alpha). This means that there is a positive and significant influence individually on the variable perception of the halal label on repurchase intention. From these results it can be said that the first hypothesis which states that the perception of the halal label has a positive effect on repurchase intention is accepted, which means that the better the perception of the halal label on the Total detergent packaging, the higher the consumer's intention to make a repeat purchase.

Based on the results of hypothesis testing, indicates that the perception of the halal label has a positive and significant effect on repurchase intention. This means that the better the perception of the halal label, the higher the intention to repurchase. This means that if there is an MUI halal label on the Total detergent packaging, consumers have a good perception and will be interested or intend to make a repeat purchase.

This halal logo is very recognizable, especially by Indonesians who are predominantly Muslim who are familiar with the term halal so this halal label is easy to see and find and attracts consumers' intentions in making repeat purchases.

Evaluation in the form of a positive consumer assessment after seeing the halal label on the Total detergent packaging has an effect and can increase consumer intentions to repurchase Total detergent by considering Total detergent as the first choice, continue to buy, and re-purchase Total in other variants.

### ***5.3 Effect of Brand Image on Repurchase Intentions***

The test criteria state that if  $t \text{ count} \geq t \text{ table}$ , there is an individual influence of the perception variable of the halal label and brand image on repurchase intentions and vice versa with a significance level of 0.05. Testing the hypothesis partially on brand image perception variables produces a  $t$  count of 3.133 with a probability  $<0.05$  (alpha). This means that there is a positive and significant influence individually on the brand image variable on repurchase intention. From these results it can be said that the second hypothesis which states that brand image has a positive effect on repurchase intention is accepted, which means that the better the Total detergent brand image, the higher the consumer intention to make a repurchase.

Based on the hypothesis test, it can be indicated that brand image has a positive and significant influence on repurchase intention. This means that the better the brand image of Total detergent, the consumer's repurchase intention will increase. The many variants of Total detergent packaging, such as Total Bunga which has orange packaging, Total Almeera which has green packaging, and Total detergent which has blue packaging with different capabilities can attract consumers' intention to repurchase Total laundry soap with the needs of each consumer.

Total detergent's halal label is the uniqueness of this Total, where this halal label cannot be found in other brands. The existence of a halal label on the Total detergent packaging can provide consumers with a sense of security in using it and can attract consumers to make repeat purchases. The Total detergent brand is easy to remember, where the word Total is a very simple word so that consumers judge the name used to be Total as having a brand that is easy to pronounce and not easy to forget. Because it is easy to remember, every time a consumer wants to repurchase laundry soap, the Total brand can appear in the consumer's memory and encourage consumers to repurchase.

The Total brand is recognizable and easy for consumers to pronounce, which can contribute to a positive reputation and image among consumers. This may lead consumers to perceive the brand as trustworthy and reliable, and they may be more likely to make repeat purchases of Total detergent. It is possible that the Total brand is well-known in the market, which could also contribute to its positive reputation and the consumer's perception of its brand image. By keeping a good reputation and having

a clear and easy-to-pronounce brand name, Total detergent may be able to attract consumers' intentions to make repeat purchases.

#### 5.4 Limitations

This study focused on the Lowokwaru district or Malang City as the specific location of investigation and included three factors in the analysis: perception, brand image, and repurchase intention. Perception represents an individual's general assessment or evaluation of something, such as a product or brand. Brand image is how a brand is perceived by consumers, which can be influenced by factors such as the brand's reputation, marketing efforts, and product quality. Repurchase intention refers to a consumer's likelihood of buying a product or brand again in the future. These factors may be connected to each other and may impact a consumer's decision to purchase or repurchase a product.

#### 5.5 Suggestion

- 1 The perception of Total detergent's halal label is maintained and broadens the understanding of the advantages of using Total detergent that is labeled halal to the public.
- 2 The brand image of Total detergent must be maintained and improved in terms of the ability of the brand to be easily remembered by consumers, the advantages possessed in question are physical and cannot be found in other brands, because uniqueness can be a distinct characteristic and can attract consumers.
- 3 It is important for Total detergent to maintain high levels of repurchase intention among consumers because it indicates a willingness to purchase the product again. It is also necessary for Total detergent to improve its brand perception and image, as these factors can influence repurchase intention. By focusing on enhancing its brand perception and image, Total detergent can increase the likelihood of consumers choosing to repurchase its products.
- 4 For future researchers, it is hoped that they can use or add other variables so that further research can develop more and add broader insights so that they will get better research results.

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