

Halal Perception, Product Quality, and Customer Satisfaction as Determinants of Repurchase Intention in Halal Coffee Beverages

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Abstract

This research aims to examine the influence of health awareness, previous product quality experience, halal literacy, and risk perception on attitudes that drive repurchase intentions toward halal coffee beverages. This research specifically focuses on halal coffee beverages sold in franchised coffee outlets that have obtained halal certification from the Indonesian Ulema Council (MUI). The sampling method used in this research was non-probability sampling. Questionnaires were administered to a sample of respondents using the KoboToolbox application. The data processing method used AMOS SEM. The results of this research indicate that health awareness and perceived risk have no positive or significant impact on repurchase intention mediated by attitude. Past product quality experience and halal literacy have a positive and significant impact on repurchase intention mediated by attitude. Attitude has a positive and significant impact on repurchase intention. The results are expected to contribute to the government and franchise businesses in encouraging increased consumer repurchase intentions for halal coffee beverages.

Keywords: *Attitude, Halal Literacy, Health Consciousness, Past product quality experience, Perceived Risk, Repurchase Intention*

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INTRODUCTION

Coffee beverages are produced through a series of coffee bean processing steps, from roasting to grinding. When consumed in moderation, coffee contributes positively to health. The transformation in coffee consumption behavior demonstrates a fundamental shift from the tradition of home-brewing to a contemporary lifestyle that prioritizes experiences at coffee shops, with a variety of innovative coffee drink menus.

According to statistics from the United States Department of Agriculture (USDA), coffee consumption in Indonesia reached 4.7 million bags, each weighing approximately 60 kilograms, during the 2023/2024 period (Yonathan, 2024). A Goodstat survey found that 40% of participants regularly consumed two cups of coffee daily, reflecting the ingrained nature of coffee drinking in Indonesians' daily lives.

While brewing coffee at home offers lower cost efficiency, coffee from franchise outlets offers distinct flavor characteristics due to the use of modern technology. A

Goodstats survey shows that Indonesian consumers have a high preference for ready-to-drink coffee, with around 70% choosing to buy ready-to-drink coffee over preparing it themselves (Yonathan, 2024).

Indonesia's position as a major global coffee producer offers promising investment opportunities for both domestic and international businesses. Competition among franchised coffee outlets is dynamic, striving to create high-quality products. As the industry expands, the issue of halal coffee products has become a significant focus, given Indonesia's predominantly Muslim demographic.

The halal status of coffee drinks in Indonesia emerged in 2022 when it was revealed that several franchised coffee shops were using rum syrup, rum-flavored syrup, or other alcohol-containing ingredients in their coffee drinks. This controversy was sparked by the launch of a menu item like "Soerum" by a major coffee chain brand, which drew widespread criticism from Indonesian Muslim consumers due to questions about its halal status. The Indonesian Ulema Council (MUI) has emphasized that any product that resembles, adopts the name of, or imitates drinks that are prohibited by Islamic law remains haram. This provision also covers the use of ingredients such as rum, Baileys, Kahlua, and Irish, even if only in the form of essence or flavored syrup (DetikFood, 2022).

Another issue arises from the practice of various franchised coffee shops offering menus containing alcoholic beverages. For example, one franchised coffee shop serves an iced rum coffee with 25 ml of rum, while another franchised coffee shop offers a coffee drink with Bailey's added. Although some franchised coffee shops claim to use halal rum or non-alcoholic syrup, the Indonesian Ulema Council (MUI) has emphasized that there is no such thing as halal rum because the name still refers to a prohibited beverage.

Understanding halal literacy plays a fundamental role, both for consumers in choosing products that align with Islamic sharia principles, and for businesses in fulfilling regulatory requirements and strengthening consumer credibility in the coffee beverage industry. Recognizing the importance of halal certification for coffee products, various franchised coffee outlets have initiated efforts to obtain halal certification from the Indonesian Ulema Council (LPPOM MUI).

Businesses in the ready-to-drink beverage industry, including the coffee beverage sector, are obligated to ensure that the entire production and distribution process adheres to halal principles based on Islamic law. The halal dimension of coffee beverage products extends beyond the base coffee ingredient to encompass all additional components used, such as milk, creamer, syrup, and boba or jelly toppings (MUI, 2021).

Changes in people's lifestyles have contributed to the intensification of coffee consumption, particularly in urban areas. This phenomenon raises concerns about consumer awareness of the health implications of coffee consumption. Today's consumers are showing a more critical attitude in selecting coffee drinks, considering aspects such as sugar content, creamer type, total calories, and other additional components, considering that uncontrolled sugar consumption has the potential to trigger diabetes mellitus. Ministry of Health statistics in 2024 identified approximately 19.5 million diabetes sufferers in Indonesia with a projected increase to 28.5 million individuals by 2045 (Indonesia.go.id, n.d.).

The health risks of excessive sweetened coffee consumption are not limited to those with diabetes, but also include obesity and insulin resistance. Consuming foods and drinks high in sugar causes the body to develop insulin resistance, which leads to elevated blood sugar levels and can lead to complications in the kidneys, eyes, and heart. Doctors warn that chronic diseases such as diabetes and heart disease, which previously appeared in people in their 40s, are now commonly found in individuals in their 20s . year due to the trend of consuming contemporary coffee and boba drinks containing sugar, milk, and high-calorie coffee drink toppings.

Consumers who purchase halal coffee drinks from franchised coffee outlets tend to make repeat purchases. Various factors contribute to this repurchase intention, including previous experiences with the taste quality of coffee drinks, health awareness, the presence of a halal logo, customer satisfaction, and so on. According to (DE CORRAL, 1959), repurchase intention is a manifestation of consumer behavior that desires to repurchase a product based on previous product usage experiences, positive perceptions of product quality, emotional connection with brand image, and customer satisfaction. In addition, health awareness and halal literacy can influence repurchase intentions for food products, as found in previous studies (Patrisia et al., 2025)that health awareness and halal literacy have a positive effect on repurchase intentions for halal culinary products.

(Patrisia et al., 2025)explained that his research explored how health awareness, subjective norms, past product quality experiences, individual attitudes, and halal literacy as antecedents can influence consumer repurchase intentions. The study recommended further development by adding other variables as both consequences and antecedents of repurchase intentions for halal culinary products, including levels of religiosity, environmental awareness, consumer loyalty, and perceived risk (Xu et al., 2020).

The novelty of this study is identified through the addition of a variable that includes potential risks. As in previous research, (Fadhila et al., 2024)this study examined factors that could influence repurchase intentions at McDonald's Kediri, East Java, namely perceived quality, brand experience, and perceived risk. One of the findings of this study indicated that perceived risk had a positive and significant effect on repurchase intentions at McDonald's Kediri.

This study aims to analyze how health awareness, past product quality experiences, halal literacy, and perceived risks influence attitudes toward repurchase intentions for halal coffee beverages. Unlike previous studies that focused on halal food products, this study specifically explores halal coffee beverages marketed through franchised coffee outlets that have obtained halal certification from LPPOM MUI. The results of this study are expected to provide a strategic contribution for the government and franchised coffee outlet managers in increasing consumer intentions to repurchase halal coffee beverages while addressing halal and health issues that remain challenges in the halal coffee beverage industry in Indonesia.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains that a person's behavior is determined by his or her intentions (Ajzen, 2020). TPB states that human behavior can

be consciously predicted through intentions, which are formed by attitudes, social norms, and perceived control over behavior, with the note that contextual appropriateness and actual control greatly influence the achievement of the behavior. Attitude refers to the function of behavioral beliefs, which lead to certain outcomes or experiences. Based on *the Theory of Planned Behavior (TPB)* , compliance with halal standards increases the trust, comfort, and spiritual value perceived by consumers, thus encouraging behaviors such as loyalty and revisit intentions (Farizkhan et al., 2023). Compliance with halal standards increases the trust, comfort, and spiritual value perceived by consumers, thus encouraging behaviors such as loyalty and revisit intentions.

Health Consciousness

Health consciousness has a significant impact on attitudes toward halal culinary products (Patrisia et al., 2025). *Health consciousness* is an individual's behavior in realizing the importance of personal health by choosing safe and nutritious food products (Parashar et al., 2023). In previous research, consumers with a high level of awareness have a positive attitude towards organic seeds, so consumers have a positive attitude towards organic seed products, ultimately having a willingness to pay more and a tendency to make repeat purchases (Thanki et al., 2022). Therefore, this study proposes the following hypothesis:

H1. *Health consciousness* has a positive and significant impact on *Repurchase Intention* mediated by *Attitude* .

Past Product Quality Experience

Past product quality experiences have a significant and positive impact on attitudes toward halal culinary products (Patrisia et al., 2025). Previous research has shown that past product quality experiences significantly influence consumer attitudes and behavior (Hógye-Nagy et al., 2023). Therefore, this study proposes the following hypothesis:

H2. *Past product quality experience* has a positive and significant impact on *Repurchase Intention* mediated by *Attitude* .

Halal Literacy

Research conducted by [1] (Patrisia et al., 2025) shows that halal literacy has a significant and positive impact on repurchase intentions for halal culinary products. Halal literacy is a person's knowledge of information related to halal products. Halal certification, which includes halal literacy, has a significant influence on consumer purchase intentions for culinary products (Khan et al., 2022). Halal principles significantly influence the formation of positive attitudes that encourage the intention to re-select destinations or services that comply with halal principles (Farizkhan et al., 2023). Therefore, this study proposes the following hypothesis:

H3. *Halal Literacy* has a positive and significant impact on *Repurchase Intention* mediated by *Attitude* .

Perceived Risk

When purchasing a product, either directly or *online* , some consumers believe that in addition to the quality and benefits of the product itself, there is also a perceived risk *associated* with purchasing the product. In previous research, the perceived risk variable has a positive and significant impact on repurchase intentions

for products sold directly or *offline* (Fadhila et al., 2024). According to (Nofrialdi, 2021) perceived risk, it has an effect on repurchase intentions for products sold *online*. Consumers who rarely shop *online* have a negative influence on perceived risk and repurchase intentions compared to consumers who shop *online more frequently*. (Martin et al., 2015). Perceived risk has a big influence on consumer intention to make repeat purchases (Hieronanda & Nugraha, 2021). Therefore, this study proposes the following hypothesis:

H4. *Perceived Risk* has a positive and significant impact on *Repurchase Intention* mediated by *Attitude*.

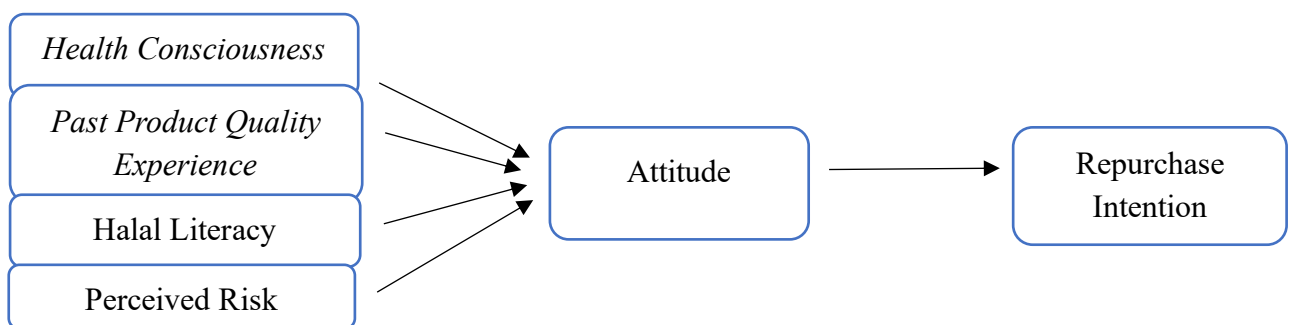
Attitude and Repurchase Intention

Consumers behave towards certain objects such as products, services or brands after consumers receive either positive or negative evaluations. Repurchase intention is a type of behavioral intention that refers to consumers' intention to repurchase a particular product or service (Anshu et al., 2022). In previous research, according to (Patrisia et al., 2025) stated that there is a significant relationship between consumer attitudes towards halal culinary products and repurchase intention. Repurchase intention formed by consumer attitudes can be influenced by previous experiences, product quality, perceived value, and consumer satisfaction. A positive consumer attitude can potentially increase consumer repurchase intention towards a product or brand, and vice versa, if the consumer attitude is negative, it can reduce consumer repurchase intention towards a product or brand (DE CORRAL, 1959). A positive *attitude contributes directly to repurchase intention*, meaning the more positive the consumer's attitude towards the platform, the greater the likelihood of consumers to use the service again (Sanjaya & Kurniawati, 2024). Therefore, this study proposes the following hypothesis:

H5. *Attitude* has a positive impact and significantly influences *Repurchase Intention*.

These hypotheses can be seen in the following image:

Figure 1. Author's Framework of Thought



METHOD

Sampling Method

This study is a development of previous research with changes in the measurement variables. The population in this study is people who have had a minimum of 1 (one) year of work experience and work in the Greater Jakarta area. The distribution of questionnaires was carried out in the Jakarta Bogor Depok Tangerang Bekasi (Jabodetabek) area with consideration of diverse demographic characteristics

with diverse economic, social, cultural and educational backgrounds and the Greater Jakarta area is known as the center of development of consumption trends both from food and beverages, halal lifestyles, and modern consumer preferences.

The sampling method used in this study was non-probability sampling, which does not provide an equal opportunity for each member of the population to be selected. The sampling method also involved selecting respondents based on specific criteria tailored to the research objectives. The respondents were consumers who consumed halal food and beverages and had previously purchased halal coffee from a halal-certified franchise coffee shop.

Research Instruments

A research instrument is a tool or method used to collect data in a study (Dutta & Mandal, 2018). The questionnaire is created based on indicators of the variables used as research instruments. Indicators for the variables of health awareness, past product quality experience, halal literacy, attitudes, and repurchase intentions as found in the study (Patrisia et al., 2025). Meanwhile, indicators for additional variables are perceived risks as found in the study (Fadhila et al., 2024). In this study, there are 29 (twenty-nine) indicators in the questionnaire. The calculation of the number of samples is based on the rule of 5-10 times the number of questionnaire items. The questionnaire was distributed through the KoboToolbox application and the questions were adjusted to the variables and indicators in this study.

Respondents were given a questionnaire containing questions relevant to the research variables and were asked to choose one answer based on the answer options from very positive to very negative on a Likert Scale of 1-5. The Likert Scale is used to measure perceptions and/or attitudes rather than objective facts. The use of the Likert Scale must also consider the validity and reliability of the instruments in this study.

This study applies AMOS (Analysis of Moment Structures), a visual-based statistical software designed to run the Structural Equation Modeling (SEM) method. SEM is a multivariate statistical technique that allows researchers to test the causal relationship between latent constructs (variables that cannot be measured directly) and observable variables simultaneously. According to (de Jonge, 2006), SEM consists of two main components, namely a measurement model that focuses on the relationship between constructs and their indicators, and a structural model that analyzes the relationship between constructs.

This study also tested the validity and reliability of the instrument. Validity testing aims to assess whether the indicators used are truly capable of measuring the intended variables. In other words, the indicators must accurately reflect what is intended to be measured (Dutta & Mandal, 2018). Validity testing is carried out through *factor loading analysis*. The validity of an indicator is determined by the magnitude of the *factor loading value*, which is influenced by the number of respondents. If the *factor loading value exceeds 0.45*, then the statement is considered valid. Conversely, if the *factor loading value is below 0.45*, then the indicator is declared invalid.

Reliability testing aims to determine whether respondents provide consistent answers to items measuring a variable (Dutta & Mandal, 2018). The method used is *Cronbach's Alpha*. If the coefficient value is greater than 0.60, then the statements in the questionnaire are considered consistent and reliable. However, if the value is less than 0.60, then the item is considered unreliable.

RESULTS AND DISCUSSION

A total of 197 respondents completed the questionnaire. However, 168 met the initial criteria to continue answering questions related to the research variables. Respondent demographics are shown in Table 1.

Table 1. Respondent Demographics

Respondent Demographics	Number of Respondents	Valid Percentage
Gender		
Man	52	31
Woman	116	69
Total	168	100
Age		
21 - 30 years old	44	26.2
31 - 40 years old	72	42.9
41 - 50 years old	42	25.0
>50 years	10	6.0
Total	168	100
Income		
< Rp. 1,000,000	12	7.1
≥ Rp. 1,000,000 - Rp. 5,000,000	34	20.2
> Rp. 5,000,000 - Rp. 10,000,000	63	37.5
> Rp. 10,000,000	59	35.1
Total	168	100
Level of education		
High School/Vocational School/Equivalent	7	4.2
Diploma I/II/III	14	8.3
Bachelor degree)	112	66.7
Masters (S2)	33	19.6
Doctorate (S3)	2	1.2
Total	168	100

Source: Processed Data (20 25)

Validity and Reliability Test Results

The results of processing the validity and reliability test data are shown in Table 2.

Table 2. Validity and Reliability Test Results

Variables	Indicator	Validity Testing		Reliability Testing		Mean	Standard Deviation
		Factor Loading	Conclusion	Cronbach Alpha	Conclusion		

Health Consciousness (HC)					4.2946	.54397
	I think a lot about my health (HC1)	0.856	Valid		4.2738	.69818
	I am very conscious about my health (HC2)	0.862	Valid		4.3929	.58969
	I generally pay attention to my deepest feelings about my health (HC3)	0.864	Valid	0.877	Reliable	4.1607 .67753
	I am alert to changes in my health (HC4)	0.848	Valid		4.3512	.57011
Past Product Quality Experience (PPQE)					3.8080	.60868
	Visually appealing presentation of halal coffee drinks (PPQE1)	0.685	Valid		4.0893	.69928
	Halal coffee drinks offer healthy drinks (PPQE2)	0.678	Valid	0.735	Reliable	3.5595 .96466
	Halal coffee drinks are delicious drinks (PPQE3)	0.801	Valid		3.9048	.71960
	Halal coffee drink tastes fresh (PPQE4)	0.839	Valid		3.6786	.84995
Halal Literacy (HL)					4.4167	.49975
	I understand Islamic law regarding halal and haram food and drinks (HL1)	0.842	Valid		4.4405	.58629
	I feel able to differentiate between food and drink that is permitted (halal) and which is prohibited (haram) (HL2)	0.868	Valid	0.908	Reliable	4.4345 .55413
	I feel that I know enough about the foods or drinks that are prohibited by Islam (HL3)	0.908	Valid		4.4107	.55078
	I have sufficient knowledge to differentiate between permissible (halal)	0.925	Valid		4.3810	.56663

and prohibited (haram) goods (HL4)						
Perceived Risk (PR)				2.6417	.63145	
In my opinion, halal coffee drink products do not match the price I paid (PR1)	0.720	Valid		2.9167	.86458	
In my opinion, halal coffee beverage products have large tax/levy costs (PR2)	0.575	Valid		3.1845	.84513	
In my opinion, the quality of halal coffee beverage products is very poorly maintained (PR3)	0.806	Valid		2,5000	.94140	
When the halal coffee drink product does not match what was ordered, the franchise coffee shop is not willing to replace it (PR4)	0.530	Valid		2.6488	.89670	
In my opinion, halal coffee drink products do not match what is advertised (PR5)	0.803	Valid		2.6667	.83821	
Halal coffee drinks have long service (PR6)	0.811	Valid	0.902	Reliable	2.4583	.75704
Halal coffee drinks have inappropriate product packaging when the product is taken home (PR7)	0.778	Valid		2.4821	.80398	
Halal coffee drinks do not meet the expectations of responses from family and friends (PR8)	0.850	Valid		2.5238	.74987	
Halal coffee drinks are not safe for everyone (PR9)	0.692	Valid		2.5595	1.05933	
Halal coffee drinks misuse identification when making purchases (PR10)	0.785	Valid		2.4762	.86136	
Attitude (AT)				3.8765	.77285	

In my opinion, consuming halal coffee drinks is a must (ATT1)	0.455	Valid			3.3393	1.15209
I will not drink unless I drink halal coffee drinks (ATT2)	0.898	Valid			4.0536	.94304
I have a positive urge to only drink halal coffee drinks (ATT3)	0.936	Valid	0.804	Reliable	4.0774	.85469
I have a strong belief to only consume halal coffee drinks (ATT4)	0.929	Valid			4.0357	.92142
Repurchase Intention (RI)					4.0615	.65320
Intention to repurchase halal coffee drinks in the future (RI1)	0.858	Valid			4.0655	.64872
Halal coffee drinks will be my main choice in the future when I am relaxing or traveling (RI2)	0.892	Valid	0.834	Reliable	3.9464	.80611
Whenever I buy halal coffee drinks again in the future, I will only buy halal coffee drinks (RI3)	0.857	Valid			4.1726	.79668

Source: Processed Data (2025)

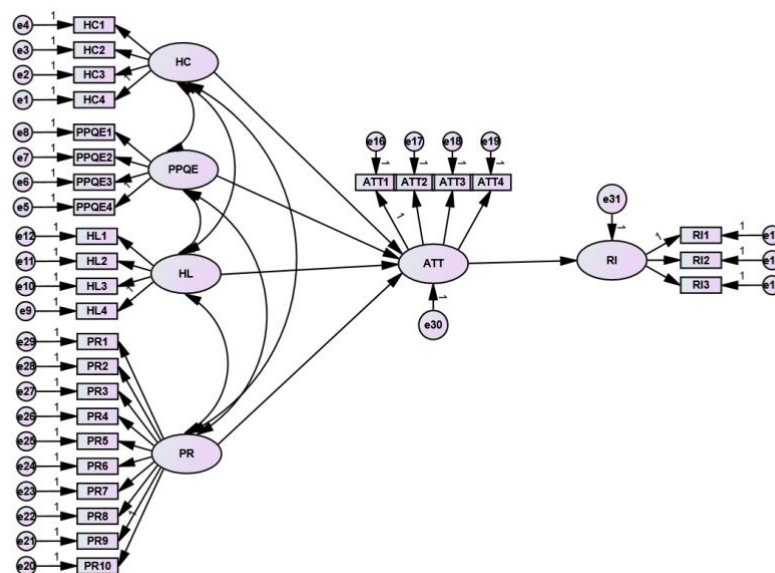
four indicators measuring the *Health Consciousness* variable were declared valid with a factor loading value of > 0.45 and reliable with a Cronbach's Alpha value of $0.877 > 0.6$. This means that the four indicators are valid and consistent in measuring the variables. Four indicators of the *Past Product Quality Experience (PPQE)* variable were declared valid with a factor loading > 0.45 and reliable with a Cronbach's Alpha value of $0.735 > 0.6$. This proves that all PPQE indicators are valid and consistent in their measurements.

four indicators measuring the *Halal Literacy (HL)* variable were proven valid with a factor loading value of >0.45 and reliable with a Cronbach's Alpha of $0.908 >0.6$. This indicates that the indicators are consistent and suitable for use. Ten indicators of the *Perceived Risk* variable were proven valid with a factor loading value of >0.45 and reliable because they produced a Cronbach's Alpha of $0.902 >0.6$. This indicates that all indicators are valid and consistent in measuring the variable.

Four indicators in the *Attitude* variable were proven valid with a factor loading > 0.45 and reliable with a Cronbach's Alpha value of $0.804 > 0.6$, so the indicators were declared consistent and suitable for use in measurement. Three indicators of the *Repurchase Intention* variable were declared valid with a factor loading > 0.45 and reliable because the Cronbach's Alpha value of $0.834 > 0.6$. This indicates that all indicators are consistent and can be used in measurement.

Model fit testing is the initial step that needs to be carried out as a requirement before hypothesis analysis in SEM, as shown in Figure 2.

Figure 2. SEM Research Model



The processing for model fit testing is shown in Table 3. The information in Table 3 presents the results of the model fit test, where 2 (two) indicators, namely RMSEA and CMIN/DF, show Model Fit, 3 (three) indicators, namely IFI, TLI, and CFI, show Marginal Fit, and 3 (three) others, namely p-value, chi-square, GFI, and NFI, show Poor Fit. Because most of them meet the criteria for Model Fit and Marginal Fit, the hypothesis testing can be continued.

Table 3. Model Suitability Testing Indicators

Type Measurement	Measurement	Model Fit Decision	Results Processed	Decision
Absolute fit measures	Chi-square	low Chi Square	699,565	
	p-value Chi-Square	≥ 0.05	0,000	Poor Fit
	GFI	≥ 0.90	0.773	Poor fit

	RMSEA	≤ 0.10	0.074	Fit model
	NFI	≥ 0.90	0.785	Poor fit
	IFI	≥ 0.90	0.884	Marginal fit
	TLI	≥ 0.90	0.870	Marginal fit
	CFI	≥ 0.90	0.883	Marginal fit
<i>Parsimonious fit measure</i>	CMIN/DF	Between 1 and 5	1,911	Fit model

Hypothesis Testing Results

The processing results for hypothesis testing are in Table 4.

Table 4. Hypothesis Testing Results

	Hypothesis	Estimate	CR	P	Conclusion
H1	<i>Health consciousness has a positive and significant impact on Repurchase Intention mediated by Attitude</i>	-0.0170	-0.243	0.403	Hypothesis not supported
H2	<i>Past product quality experience has a positive and significant impact on Repurchase Intention mediated by Attitude.</i>	0.2123	2,467	0.006	Hypothesis supported
H3	<i>Halal literacy has a positive and significant impact on Repurchase Intention mediated by Attitude</i>	0.1245	1,741	0.040	Hypothesis supported
H4	<i>Perceived risk has a positive and significant impact on Repurchase Intention mediated by Attitude</i>	-0.052	-1.175	0.119	Hypothesis not supported
H5	<i>Attitude has a positive impact and has a significant</i>	0.896	4,028	0.000	Hypothesis supported

Hypothesis	Estimate	CR	P	Conclusion
influence on <i>Repurchase Intention</i>				

Health consciousness has a positive and significant impact on Repurchase Intention mediated by Attitude

The first hypothesis was proposed to test whether *health consciousness* has a positive effect on repurchase intention with the mediation role of consumer attitudes. However, the analysis results showed an estimated coefficient value of -0.0170. This value indicates that increasing *health consciousness* actually decreases repurchase intention when mediated by consumer attitudes, and conversely, decreasing *health consciousness* can increase repurchase intention. The negative coefficient indicates that the hypothesis regarding the positive effect of *health consciousness* on repurchase intention through the mediation of consumer attitudes is not supported. Health awareness alone is not enough to form a positive attitude and trigger repurchase intention (Permatasari et al., 2024).

Past product quality experience has a positive and significant impact on Repurchase Intention mediated by Attitude.

The second hypothesis aims to determine whether *past product quality experience* has a positive influence on repurchase intention mediated by consumer attitudes. The results of data processing produce an estimated coefficient of 0.2123, which indicates that consumers' positive experiences with previous product quality can increase repurchase intention through their attitudes toward the product. A t-value of 2.467 and a p-value of 0.0006 (less than 0.05) indicate that this hypothesis is supported by the data, so it can be concluded that the influence is significant and proven. In line with previous research, having a positive experience with a product or technology in the past can strengthen a favorable attitude towards the product or technology, ultimately encouraging the intention to reuse or repurchase. Attitude can be a bridge in the relationship between the influence of previous product experience and repurchase intention (Hógye-Nagy et al., 2023).

Halal literacy has a positive and significant impact on Repurchase Intention mediated by Attitude

The third hypothesis was designed to assess whether *halal literacy* has a positive influence on repurchase intention mediated by consumer attitudes. Based on the calculation results, an estimated coefficient of 0.1245 was obtained, which means that the higher the consumer's understanding of halal literacy, the greater the consumer's tendency to make a repeat purchase, with attitude as a mediator. Conversely, a decrease in the level of halal literacy will have a negative impact on this intention. With a t-statistic of 1.741 and a p-value of 0.040 (<0.05), this hypothesis is declared proven. Consumer understanding of *halal literacy* has a positive impact on the desire to repurchase with attitude as a mediator in the relationship. The better *the halal literacy* possessed by consumers, the more positive the consumer's attitude towards halal products becomes, thereby increasing repurchase intention (Damit et al., 2018).

Perceived Risk has a positive and significant impact on Repurchase Intention mediated by Attitude

The fourth hypothesis was proposed to test the positive influence of *perceived risk* on repurchase intention mediated by consumer attitudes. However, the estimation results produced a coefficient of -0.052, indicating that an increase in perceived risk correlates with a decrease in repurchase intention. Conversely, a decrease in perceived risk has the potential to increase repurchase intention. Because the direction of the relationship found does not align with that predicted in theory, this hypothesis is not supported by the data and is declared unproven. Previous research explains that *Perceived Risk* has a negative impact on consumer attitudes, thereby reducing consumer (Braje et al., 2022) *Repurchase Intention*. *Perceived Risk* is not the main factor that directly influences repurchase intention (Erma Laelatul Zahroq & Asiyah, 2022).

Attitude has a positive impact and has a significant influence on Repurchase Intention

The fifth hypothesis aims to test whether consumer attitudes have a positive effect on repurchase intentions. The analysis results show an estimated coefficient of 0.896, indicating that the more positive consumer attitudes are, the higher the consumer's tendency to make repeat purchases. Conversely, a decrease in positive attitudes will decrease such intentions. With a *t-statistic value* of 4.028 and a *p-value* of 0.000, which is far below the significance threshold of 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, it can be concluded that consumer attitudes have a significant positive effect on repurchase intentions. In line with previous research, consumers who show positive attitudes towards *functional foods* are more likely to make repeat purchases. This finding indicates that consumer attitudes play a significant and direct role in shaping the intention to repurchase the product (Nguyen, 2020). The more positive the consumer's attitude towards halal products, the greater the consumer's desire to repurchase the product (Hussain et al., 2024).

CLOSING

This study identified various factors influencing repurchase intentions for halal coffee beverages. Halal literacy has been shown to shape positive consumer attitudes, as a better understanding of the concepts of halal and haram encourages a desire to repurchase halal coffee beverages in the future. Past consumption experiences also contribute to positive consumer attitudes, as consumers are impressed with the quality of coffee beverages from halal-certified franchise coffee outlets, building consumer trust, thus strengthening their intention to repurchase halal coffee beverages.

Respondent characteristics indicate a predominance of women, who are generally more sensitive to health issues. However, in practice, the decision to consume coffee is more influenced by emotional and social factors, as a complement to activities such as work, leisure, or socializing, rather than solely by health considerations. The majority of respondents are of productive age with high work and family responsibilities, thus tending to prioritize convenience and coffee consumption habits. Preference for halal coffee drinks is driven more by taste, routine, and the need for an energy boost than health benefits. Respondents with middle incomes also prefer

products that offer practical value and enjoyment, so health awareness is not a primary determinant of repurchase intention.

The presence of a halal label on coffee beverages provides consumers with a sense of security regarding health, safety, and halal status, thereby minimizing perceived risk. This helps reduce the influence of perceived risk on attitudes and repurchase intentions. Productive-age consumers tend to be guided by consumption habits rather than concerns about perceived risks. A bachelor's degree allows respondents to understand halal product quality standards, thus reducing concerns about perceived risks. Previous positive experiences with halal coffee beverages also strengthen trust in the product, so perceived risk is no longer a relevant factor in repurchase intentions.

The managerial implications of this research include several strategic recommendations. Companies need to improve the overall quality of coffee beverages, not only in terms of visual presentation but also by ensuring the best quality raw materials and compliance with Islamic law. Transparency in information regarding the composition of coffee beverage ingredients needs to be provided to consumers, along with the inclusion of a clear halal label on the packaging. Companies also need to evaluate the safety aspects of packaging to prevent spills during transportation and use environmentally friendly and recyclable materials to reduce plastic waste. Furthermore, the implementation of measurable service standards needs to be published in franchised coffee outlets, including the duration of the brewing process until serving, by displaying a timer as a form of operational transparency. These steps are expected to improve company compliance with service standards while educating consumers.

This study's limitations lie in the geographic scope of the sample, which was limited to the Greater Jakarta (Jabodetabek) urban area, making it unrepresentative of the Indonesian population as a whole. The limited timeframe for data collection also posed a challenge. Further research is recommended over a longer period to reach a broader sample of respondents outside the Greater Jakarta (Jabodetabek) area. Exploration of additional variables such as consumer satisfaction, loyalty, and marketing communication factors is also recommended to deepen our understanding of repurchase intentions for halal coffee beverages and other halal food and beverage products.

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