How Halal Labelled Products Influence on Repurchase Intention

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ARTICLE INFO	ABSTRACT

Innovation is a source of competitive advantage. Halal labelled as an output of innovation is still very rare in research and publication. This study examines the influence of innovation attributes on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The respondents are people who have purchased Indofood products and live in Jabodetabek area, amounting to 188 respondents. Data analysis applied simple linear regression test using SPSS software. Quantitative method conducted in this research and data collected through digital form questionnaire derived from each variable. The research results indicated that four dimensions of innovation attributes, namely relative advantage, trialability, observability, and compatibility, have a positive effect on repurchase intention, while one dimension, namely complexity, has a negative effect. It indicates that innovation attributes will be able to increase repurchase intention.

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SARI PATI

Inovasi adalah sumber keunggulan kompetitif. Label halal sebagai hasil inovasi masih sangat langka dalam penelitian dan publikasi. Penelitian ini menguji pengaruh atribut inovasi terhadap niat beli ulang produk berlabel halal PT Indofood Sukses Makmur Tbk. Responden adalah masyarakat yang pernah membeli produk Indofood dan berdomisili di wilayah Jabodetabek yang berjumlah 188 responden. Analisis data menggunakan uji regresi linier sederhana dengan menggunakan software SPSS. Metode kuantitatif dilakukan dalam penelitian ini dan data dikumpulkan melalui kuesioner berbentuk digital yang diturunkan dari masing-masing variabel. Hasil penelitian menunjukkan bahwa empat dimensi atribut inovasi yaitu relative advantage, trialability, observability, dan compatibility berpengaruh positif terhadap repurchase intention, sedangkan satu dimensi yaitu kompleksitas berpengaruh negatif. Hal ini menunjukkan bahwa atribut inovasi akan mampu meningkatkan niat beli ulang.

INTRODUCTION

Currently, halal products become a commodity with a major contribution to the global economy as the halal product industry becomes a world trend and experiences constant and positive growth annually. Referring to the data from the State of The Global Islamic Report in 2019, there are approximately 1.8 billion Muslims of the world population who are consumers of the halal product industry (Fathoni and Syahputri, 2020). This figure has increased by 5.2% annually with total consumer spending covering food, medicine, and lifestyle reaching USD 2.2 trillion (Fathoni and Syahputri, 2020). The large contribution of halal products to the world economy shows that the halal industry has positive growth prospects and benefits various parties, both consumers and producers. One of the factors that ensure the important role of the halal product industry in the global economy is the large number of Muslim population in the world. The data reported by the *world population review* in 2021 estimate that the Muslim population in the world reaches 1.9 billion people, making Islam the second largest religion behind Christianity (worldpopulationreview.com, 2021).

One of the companies in Indonesia whose all products have already obtained halal certification is PT Indofood Sukses Makmur Tbk. Based on the information obtained from an analyst of BRI Danareksa Sekuritas, Natalia Sutanto, the company experiences a surge in net profit supported by revenue growth reaching 6.7% to IDR 81.7 trillion in 2021 (investor.id, 2021). The data also record that the profit obtained by Indofood in 2020 increases to IDR 6.46 trillion or 32% from that of 2019 (kontan.co.id, 2021). The revenue growth is inseparable from the role of the increasing sales of halal-labelled food and beverage products as the consequence of, among others, the repurchase intention of the consumers. According to several previous literature studies, including a study by Butcher (2005), repurchase intention is the interest to repurchase arising from previous buying experiences. The intention to repeat purchases of a product arises

from the influence of various factors. Saputra et al. (2020) show that repurchase intention of green products is influenced by innovation. Innovation is essential for Indofood considering there are currently numerous competitors providing similar food and beverage products such as instant noodles. Indomie as a product of Indofood has several competitors, including Mie Sedap from Wings Food, Mie ABC from PT Heinz ABC Indonesia, Mie Lemonilo from PT Lemonilo Indonesia Sehat, and Gaga from PT Jakarana Tama (Andini, 2021). Associated with the object of the study, namely halal-labelled products of PT Indofood Sukses Makmur Tbk, the authors will analyze the influence of innovation attributes on repurchase intention.

Repurchase Intention

According to Xu et al. (2020), a marketer investigates marketing elements that have important factors in influencing consumers to buy products, such as purchase interest influenced by previous buying experiences. Interpreting this explanation, purchase interest influenced by previous buying experiences is one measure to be analyzed in implementing an effective marketing strategy. Butcher (2005) defines repurchase intention as an interest to repeat purchases based on previous buying experiences. The decision to either repeat purchases or not depends on whether the customers like or dislike the purchased products following the consumption of the said products. Higher consumer satisfaction will lead to higher repurchase intention. Conversely, a low level of satisfaction will result in low repurchase intention. Butcher (2005) also argues that repurchase intention is one of the benchmarks for a successful company. As consumer behavior, repurchase intention indicates that the consumers provide a positive response to the quality of the products offered by the company and intend to re-consume the said products (Cronin Jr and Taylor, 1992).

Innovation Attributes

Innovation attributes are another term for a theory known as the diffusion of innovation

initiated by Everett Rogers in 1962 through a book entitled "*Diffusion of Innovation*". It is a social and psychological theory that aims to help predict how people make decisions to adopt new innovation (Rogers, 2003). The decision-making process starts with knowing about the existence of the innovation by collecting information from various sources to determine the advantage of the innovation. The process is carried out to form attitudes towards the innovation, decide whether to adopt or reject the innovation, and to confirm the implementation of the new idea (Oldenburg and Glanz, 2008). As stated by Rogers (2003), the theory is applied to describe patterns of innovation adoption, explain mechanisms, and help predict regarding what and how the innovation will be successful.

The theory of diffusion of innovation does not stand alone, but also involves the dimension known as innovation attributes. Therefore, Rogers (2003) categorizes innovation into five dimensions. The first dimension, namely relative advantage, measures the extent to which innovation is considered better than the previous idea (Rogers, 2003). According to Taylor and Todd (1995), consumers are more likely to adopt new products with a greater relative advantage than previous products. In addition, Ozaki (2011) states that relative advantage has a positive effect on the adoption of a product. Compatibility is the second dimension that measures the extent to which innovation is considered consistent with existing values, past experiences, and the needs of potential adopters (Rogers, 2003). New products will be more accepted by consumers supposing they are more compatible with the behavior of these consumers in using similar products based on cultural backgrounds and values believed (Holak, 1988). Ostlund (1974) reveals that compatibility has a positive effect on behavioral intention.

Complexity, as the third dimension, measures the extent to which innovation is considered relatively difficult to understand or use (Rogers, 2003). Hobday (1998) states that complexity has a negative relationship with the rate of adoption. The fourth dimension, namely trialability, is defined by Rogers (2003) as a dimension that measures the extent to which innovation can be tested on a limited basis. Chou, Chen, and Wang (2012) discover that trialability has a direct positive effect on behavioral intention. The last dimension is observability, measuring the extent to which the results of innovation are perceived and communicated by others (Rogers, 2003). Ostlund (1974) as well as Chou, Chen, and Wang (2012) also state that observability has a positive relationship to the rate of adoption of innovation.

METHODS

As the study attempted to test certain theories by examining the relationship between variables, a quantitative approach was employed (Creswell, 2014). A survey was distributed to 188 male and female respondents aged 18 years at the minimum who had purchased halal-labelled food and beverage products of PT Indofood Sukses Makmur Tbk. The sampling technique applied was purposive sampling. This study also used supporting data obtained through literature study to emphasize the analysis of the raised issues, namely innovation attributes and repurchase intention. The data were analyzed and processed using bivariate analysis and SPSS software.

The interval scale used ranges from 1 to 5, namely (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree. The interval between groups was determined at 0.8, used for the analysis of means. The questionnaires were distributed to 30 respondents to ensure the validity and reliability of each statement. Several methods were employed to test the validity of the indicators, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy, Barlett's Test of Sphericity, Anti-Image Matrix, and Factor Loading of Component Matrix. Meanwhile, Cronbach's Alpha was applied to measure the reliability of the indicators. In general, an indicator is reliable supposing it has an alpha value of ≥0.6 (Nunnaly, 1981)..

RESULTS AND DISCUSSION
Frequency Distribution Analysis
The authors analyzed the profile of the respondents using frequency distribution analysis. The profile was grouped into 6 sections, including age, gender, area of domicile, latest education level, profession, and Indofood products that have been purchased as presented in the Table 1.

Majority of the respondents are 21 to 23 years old, comprising 143 respondents or 76.1% of the total respondents. A total of 41 respondents (21.8%) are 18 to 20 years old while 4 respondents (2.1%) are 24 to 26 years old. The female respondents, amounting to 122 respondents, constitute 64.9% of the total respondents, while the remaining 35.1% are males with a total of 66 respondents. The majority of the respondents, precisely 107 respondents (56.9%), live in Jakarta, followed by 31 respondents (16.5%) in Depok, 22 respondents (11.7%) in Bekasi, 15 respondents (8%) in Tangerang, and 13 respondents (6.9%) in Bogor.

In terms of the latest education level, the majority of the respondents only graduate from high school/equivalent, with a total of 99 respondents (52.7%). A total of 83 respondents (44.1%) have a bachelor degree, 5 respondents (2.7%) have a Diploma degree (D1/D2/D3/D4), and only 1 respondent (0.5%) has a doctoral degree. The majority of the respondents are students, amounting to 152 respondents or 80.9% of the total respondents. The others are private employees (25 respondents), a businessman (1 respondent), a housewife (1 respondent), fresh graduates (2 respondents), freelancer (2 respondents), a teacher (1 respondent), co-assistant (1 respondents), and unemployed (3 respondents). The most purchased products are Indomie (11%), followed by Pop Mie and Indomilk (10%), La Fonte, Chitato, Cheetos, and Lays (9%), Qtela (8%), Ichi Ocha, Supermi, and Milkuat (7%) and Club (4%).

Descriptive Statistical Analysis
Descriptive statistical analysis was conducted to analyze the average value or mean of each indicator of the variables and dimensions used in the study. It aims to discover the tendency of the answers provided by the respondents to all indicator points.

Observed from the Table 1, it is concluded that means of the four indicators of relative advantage are 4.31, 4.12, 4.37, and 4.10 respectively, constituting the total mean of the dimension of 4.22. The significantly high value implies that the majority of respondents strongly agree that Indofood products reflect products originating from hygienic ingredients or sources. This is in line with Rosnan (2015) that a halal labelled on product packaging provides the consumers with confidence that the products are processed and prepared hygienically. The next dimension, namely compatibility, has a total mean of 4.29. This value is also included in the significantly high category. The first indicator obtains the highest mean of 4.44 since the majority of population in Indonesia are religious and Islam is the largest religion in Indonesia.

The total mean of the dimension of complexity is 2.02, with the highest mean is obtained by the first indicator (2.06). It means complexity is included in the low category. According to Rogers (2003), complexity has a negative relationship with innovation. The higher the complexity, the more difficult it is for the innovation to be understood or used by individuals, hence the negative correlation. Meanwhile, the total mean of the dimension of trialability is 4.05 and the highest mean of 4.43 is obtained by the fifth indicator. The significantly high values strengthen the theory of Rogers (2003) that innovation can be accepted or adopted supposing it is easy to try without any restrictions from the surrounding environment.

Furthermore, observability obtains a total mean of 4.07, in which the value of each indicator is 3.54, 4.21, 3.96, and 4.59 respectively, making the dimension included in the significantly high category as well. It is in line with the theory of Rogers (2003) that the more product innovation is perceived and communicated by someone, the

Table 1. The Means of Innovation Attributes and Repurchase Intention

Variable	Dimension	Indicator	Mean	Category	Total Mean
Innovation Attributes	Relative Advantage	1. Obtaining satisfaction by consuming Indofood products	4.31	Significantly high	4.22
		2. Obtaining benefits from consuming Indofood products	4.12	High	
		3. Indofood products reflect products originating from hygienic ingredients or sources	4.37	Significantly high	
		4. Indofood products have a better brand image compared to other competitors	4.10	High	
	Compatibility	1. Consuming Indofood products is in accordance with my religion	4.44	Significantly high	4.29
		2. Consuming Indofood products is in accordance with the values I believe in	4.38	Significantly high	
		3. Consuming Indofood products fulfil my primary needs	4.07	High	
	Complexity	1. Having difficulty in obtaining halal labelled information on Indofood products	2.06	Low	2.02
		2. Having difficulty in accessing Indofood products	1.98	Low	
	Trialability	1. Not feeling any worry concerning health when consuming Indofood products	3.46	High	4.05
		2. Feeling that Indofood products are quite affordable	4.34	Significantly High	
		3. Not feeling any worry to experience cost overrun when consuming Indofood products	3.84	High	
		4. Not facing financial constraints when consuming Indofood products	4.18	High	
		5. Not experiencing restrictions from the surrounding environment when consuming Indofood products	4.43	Significantly High	
	Observability	1. Believing to be greatly rewarded when consuming Indofood products	3.54	High	4.07
		2. Thinking that most people will consume Indofood products	4.21	Significantly high	
		3. Observing the behavior of people who prefer to consume Indofood products	3.96	High	
		4. Observing that Indofood products are easy to obtain by the community in their residential areas	4.59	Significantly high	
Repurchase Intention		1. Will buy Indofood products because of previous buying experiences	4.47	Significantly high	4.41
		2. Will buy Indofood products because of the satisfaction from previous purchases	4.52	Significantly high	
		3. Will buy Indofood products because they are one of the main choices among other similar brand products	4.22	Significantly high	
		4. Will continue to purchase Indofood products because of their good quality	4.43	Significantly high	

Source: Processed by author, 2021

higher the consumer acceptance of the product innovation. Lastly, the total mean of the variable of repurchase intention is 4.41 and the highest mean is obtained by the second indicator (4.52). These values are included in the significantly high category. As stated by Butcher (2005), there is an influence between previous buying experiences and repurchase intention.

This study examined the effect of each dimension of innovation attributes on repurchase intention. The simple linear regression method is used to observe model summary, ANOVA, and coefficients that are processed through SPSS software. The hypotheses tested are as follows:

H_1: Innovation attributes have an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

H_2: Relative advantage has an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

H_3: Compatibility has an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

H_4: Complexity has an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

H_5: Trialability has an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

H_6: Observability has an effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk

As presented in Table 2, model 1 is the result of the analysis of the influence of innovation attributes on repurchase intention using simple linear regression test. The result shows a correlation coefficient (R) value of 0.535 or 53.5% and an R Square value of 0.287 or 28.7%. These figure mean that innovation attributes have an effect on repurchase intention of halal-labelled food and beverage products of Indofood by 28.7%, while the remaining 71.3% are influenced by other factors. Several of these other factors, according to Saputra et al. (2020), are customer value, brand attitude, and perceived quality. Furthermore, the significance value obtained is 0.000 or less than 0.05 while the t-count value is 8.647 or higher than the t-table value of 1.972. Thus, it can be concluded that H1 is accepted, confirming that innovation attributes have a positive and significant impact on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk.

Model 2 is a simple linear regression test carried out to discover the extent of the influence of relative advantage on repurchase intention. The result shows a correlation coefficient (R) value of 0.605 or 60.5% and an R Square value of 0.366 or 36.6%. The significance value obtained is 0.000 or less than 0.05 while the t-count value is 10.359 or higher than the t-table value of 1.972. Thus, it can be concluded that H2 is accepted, indicating that relative advantage has a positive and significant impact on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The result is in line with that of a study by Ozaki (2011) that relative advantage has

Table 2. The Results of Simple Linear Regression Test

Model	Variable/dimension	R	R Square	t count	Sig.	Description
1	Innovation attributes	0.535	0.287	8.647	0.000	H_1 is accepted
2	Relative advantage	0.605	0.366	10.359	0.000	H_2 is accepted
3	Compatibility	0.394	0.155	5.849	0.000	H_3 is accepted
4	Complexity	0.170	0.029	-2.357	0.000	H_4 is accepted
5	Trialability	0.475	0.226	7.368	0.000	H_5 is accepted
6	Observability	0.379	0.143	5.581	0.000	H_6 is accepted

Source: Processed by author, 2021

a positive influence on the adoption of a product. It shows that higher relative advantage attached to a product means higher probability that the consumer will accept and adopt the innovation.

Model 3 tests the influence of compatibility on repurchase intention. The result shows a correlation coefficient (R) value of 0.394 or 39.4% and an R Square value of 0.155 or 15.5%. The significance value obtained is 0.000 or less than 0.05 while the t-count value is 5.849 or higher than the t-table value of 1.972. Thus, it can be concluded that H3 is accepted, showing that compatibility has a positive and significant effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. It is in line with a study conducted by Ostlund (1974) that compatibility has a positive effect on behavioral intention in which repurchase intention is included.

The simple linear regression test in model 4 measures the extent of the influence of complexity on repurchase intention. Observed from the table, the correlation coefficient (R) has a value of 0.170 or 17% and the R Square value is 0.029 or 2.9%. The significance value obtained is 0.019 or less than 0.05 and the t-count value is -2.357 or less than the t-table value of 1.972. Thus, it can be concluded that H4 is accepted, revealing that complexity has a negative and significant impact on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. This result is similar to that of a study conducted by Rogers (2003) that complexity has a negative relationship with innovation. This means that the public will have difficulty in accepting innovation supposing the product has a high level of complexity. Another study conducted by Hobday (1998) also states that complexity has a negative relationship with the rate of adoption.

In model 5, a simple linear regression test was carried out to determine the extent of the influence of trialability on repurchase intention. The result shows a correlation coefficient (R) value of 0.475 or 47.5% and an R Square value of 0.226 or 22.6%.

The significance value obtained is 0.000 or less than 0.05 while the t-count value is 7.368 or higher than the t-table value of 1.972. Thus, it can be concluded that H5 is accepted, indicating that trialability has a positive and significant effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The results are also in line with a study conducted by Chou, Chen, and Wang (2012) showing that trialability has a direct positive effect on behavioral intention.

The simple linear regression test in the last model was carried out to examine the influence of observability on repurchase intention. The table shows that the correlation coefficient (R) value is 0.379 or 37.9% and the R Square value is 0.143 or 14.3%. The significance value obtained is 0.000 or less than 0.05 while the t-count value is 5.581 or more than the t-table value of 1.972. Thus, it can be concluded that H06 is rejected and H6 is accepted, revealing that observability has a positive and significant effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The results are in line with studies conducted by Ostlund (1974) and Chou, Chen, and Wang (2012) that observability has a positive relationship to the rate of adoption of innovation.

MANAGERIAL IMPLICATIONS

The following recommendations are provided by the authors based on the results of data analysis and conclusion to be taken into consideration by PT Indofood Sukses Makmur Tbk:

a. In relation to the increasing competition in the Fast-Moving Consumer Goods (FMCG) industrial sector, brand image as one of the aspects of relative advantage obtains the lowest mean. Therefore, Indofood needs to further improve its brand image through branding and product promotion on social media such as Facebook, Instagram, Twitter, and Tiktok to help people easily discover the relative advantage of each product that other competitors do not have.

b. The first indicator in the dimension of trialability

obtains a low score. Thus, Indofood needs to convince the target market that its food and beverage products are hygienic, healthy, and in compliance with the halal principles of MUI. It is expected to prevent doubt from arising in the minds of potential buyers when they purchase the products of Indofood. One way is to collaborate with brand ambassadors who have relevance to the values of the company.

c. Observed from the dimension of compatibility, the coefficient interval is included in the weak category. Therefore, Indofood needs to readjust to the primary needs of the community regarding food and beverage products to ensure that the products have a high level of conformity and needed by the target market. More importantly, the products have to be in accordance with the values believed by the target market, such as hygiene and safety.

d. In an effort to increase repurchase intention of Indofood products, the aspect of innovation needs to be continuously improved. For example, innovation in creating halal food and beverages in accordance with the needs of the community.

e. In order to further measure repurchase intention in a more comprehensive manner, future studies can conduct an analysis using other independent variables than innovation attributes to enrich the literature study discussing repurchase intention.

CONCLUSION

Based on the results of data analysis, several conclusions are drawn as follows:

a. Relative advantage has a positive effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of relative advantage, the higher the value of repurchase intention.

b. Compatibility has a positive effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of compatibility, the higher the value of repurchase intention.

c. Complexity has a negative effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of complexity, the lower the value of repurchase intention.

d. Trialability has a positive effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of trialability, the higher the value of repurchase intention.

e. Observability has a positive effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of observability, the higher the value of repurchase intention.

f. Innovation attributes have a positive effect on repurchase intention of halal-labelled products of PT Indofood Sukses Makmur Tbk. The higher the value of innovation attributes, the higher the value of repurchase intention. ■

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