

Measuring the Repurchase Intention of Islamic Retail Stores through the Concepts of Islamic Brand Image, RSQS, and Price Perception

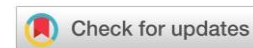
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ABSTRACT

Keywords:

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This study examines the effect of Islamic Brand Image, Retail Service Quality Scale, and Price Perception on Repurchase Intention at Suryamart Islamic Retail Stores. The survey method for data collection in this study uses a questionnaire, where respondents who have purchased more than one purchase. Multiple Linear Regression using SPSS 24 was applied to examine the proposed connections within the analysis model. The results demonstrate that every direct effect in the suggested model has an important impact, with the exception of the connection between RSQS and Repurchase Intention which has no significant effect. The result of this study that Suryamart Islamic Retail Store, Islamic Brand Image positively influences repurchase intention, while Service Quality (RSQS) does not significantly affect repurchase intention. However, Price Perception significantly enhances repurchase intention. When considered simultaneously, all independent variables collectively have a positive influence on repurchase intention

INTRODUCTION

Retail stores are now a major necessity for people to fulfill their daily needs. Retail stores function as the final part of the goods provider, which is the end of the economic supply chain. With a 12.96% GDP contribution, the retail industry contributes to a significant role in the national economy, according to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, (2024) the retail sector has an important. Many businesses across Indonesia and optimal employment contribute to this GDP. The retail sector also plays a role in purchasing domestically produced goods to support the national economy after the pandemic. Going forward, the modern retail sector is expected to be an outlet for fulfilling basic needs and maintaining price stability.

The concept of modern retail stores gives consumers the freedom to choose products conveniently, price transparency, and electronic payment methods (e-money) to

increase satisfaction and repeat purchases. Retail stores must maintain service quality as measured by the RSQS scale, including physical aspects, problem solving, service consistency, and rules that support quality (Zia, 2020). Retail stores in Indonesia have experienced various models, including Islamic retail stores. As a nation with a significant Muslim population, Indonesia has developed an Islamic-based business concept. This is measured through the level of religiosity. Islam teaches the importance of being fair in the economy. Sharia principles in business between sellers and buyers include justice, kindness, adequacy, balance, responsibility, honesty, and truth (Windianti & Rambe, 2023). This model can be important if well researched.

Analysis of Muslim consumer behavior is important for Islamic-based retail stores to achieve competitive advantage and sustainability and maximize profits. Muslim consumers are different from conventional customers because they follow religious teachings. To take advantage of the Muslim market, retail businesses must include Islamic retail principles into their business operations. (Aziz et al., 2016). They must obey the rules of Allah and consume only Halal food (Al-Qaradawi, 2013). Islamic retail stores must operate according to Islamic rules to attract customers from the Muslim community (Hashim et al., 2014). A strategy is needed to generate customer repurchase intention. Wu et al., (2014) explain that repurchase intention is a possibility for customers to acquire goods from a specific retailer. Repurchase intention is a significant consideration when making a purchase. Therefore, businesses need to trigger repurchase intentions so that customers become loyal. If customers have this intention, the business can survive sustainably because consumers become an important part of the company (Danurwindo et al., 2021).

For businesses to survive and thrive, marketing activities are essential. Marketing is an effort to maintain business survival and deal directly with customers (Kotler et al., 2018). The application of sharia principles in the retail business in Indonesia is very interesting to study, so its marketing analysis is also important. Marketing in Islam deals with policies that shape customer attitudes to satisfy demands by providing Halal goods and services that bond to principles of Islam. It also involves an agreement between the seller and the buyer for the sake of prosperity both in this life and afterlife (Abuznaid, 2012). The idea of Islamic branding is also important to attract Muslim consumers in order to distinguish between Islamic-based businesses and conventional businesses (Isnaini, 2022).

The concept of Islamic branding is the development of a brand image that meets the social needs of Muslim communities (Munawwaroh & Rahayu, 2024). Branding has grown into a crucial component in the management of business organizations. Brand image affects customer perception and serves to achieve satisfaction and loyalty (Tahir et al., 2024). Islamic branding describes brands that comply with sharia principles and originate from Islamic countries, targeting both Muslim and non-Muslim consumers

(Alserhan, 2010). Islamic branding is a marketing tactic that emphasizes a product's halal character by using a name or brand associated with Islamic principles. This includes the use of halal logos on packaging. The main market is Muslim consumers in Indonesia, with Islamic principles used as guidelines (Ramadhanti & Cahyono, 2024).

Retail store competition is often on price. Consumers compare prices across different stores. Consumer price perceptions vary, making product pricing critical to competition. Price perception is the value of money and the sacrifices customers make for products (Petrick, 2004). It includes customers' emotional experiences that can influence purchase intentions, both positively and negatively (Yasri et al., 2020). Good price perception increases the likelihood of repurchase (Liu & Lee, 2016). Customers perceive price as the amount charged and the value received (Kotler & Armstrong, 2016). In setting prices, companies must consider factors such as price analysis, costs, demand, and competitors (Alma, 2014). Islamic retail stores need to offer competitive prices to show that they also have affordable prices.

Standard operating procedures must be followed by retail businesses in order to satisfy clients by offering quality service. The ideal service quality described in several studies must have good and ideal service quality (Akbar et al., 2024; Konalingam, 2017; Kurniawan et al., 2024; Zia, 2020). The SERVQUAL concept uses five dimensions—tangibles, assurance, responsiveness, empathy, and reliability—to measure the quality of services (Parasuraman et al., 1998). The Retail Service Quality Scale (RSQS), on the other hand, is a unique idea used to assess the quality of current services in retail businesses. This scale, which was initially created by Dabholkar et al., (1995), uses the dimensions of physical aspects, reliability, personal interaction, Problems solving, and policy to assess the quality of retail business services. These dimensions can be modified by Islamic retail businesses to boost the intention to repurchase.

The focus of this model is an exploration of the concept of Islamic retail stores that are developing in Indonesia. This research uses several variables to gain objectivity based on previous research. It is projected that the findings would offer novel perspectives on the effective operating procedures used by Islamic retail businesses, particularly Suryamart Surabaya, which is managed by the Muhammadiyah organization, focuses on Islamic principles in selling daily necessities and providing benefits to the community. The Muhammadiyah organization as the owner of the Suryamart Islamic retail store, has encouraged its stores to implement the concept of Islamic branding, for example, all employees must wear Muslim clothing, smile at customers, commit to always answering when there are complaints. The dimensions of RSQS have also been attempted to occur in Suryamart. For example, the Physical aspect dimension, Suryamart has provided a comfortable, cool room, and a representative layout as a professional retail store. For the Reliability dimension, Suryamart always researches to examine what customer needs are and provides them. For the dimensions of personal interaction and problem solving,

Suryamart conducts coaching and training for its employees, so that customer satisfaction can occur. Last but not least, the policy dimension also plays a role in realizing the concept of Islamic retail stores. In addition, Suryamart has carried out a low price strategy, so that consumers have a good price perception compared to other retail stores. This discussion all aims to increase repurchase intention in consumers, and are willing to make sustainable purchases.

LITERATURE REVIEW

Islamic Brand Image

Islamic branding is a marketing strategy that uses Islam-related names or brands to show the Islamic identity of the product. This includes the use of halal logos on packaging in accordance with Islamic principles such as trustworthiness, honesty, and responsibility (Ramadhanti & Cahyono, 2024). For Muslims, branding is closely related to faith, where all actions must be in accordance with Allah's commands. In trade, although the goal of business is profit, the intention must be in line with worship. This suggests that producers are not only making goods, but also righteousness; sellers are not only selling, but inviting righteous living; and buyers are not only seeking material comfort, but also worship. This understanding strengthens the relationship with customers compared to conventional branding (Alserhan, 2010).

Hypothesis 1. Islamic Branding will be positively related to Repurchase Intention.

RSQS

Service quality is measured by how well the service received matches customer expectations. There are 5 dimensions to evaluate customer perceptions in the SERVQUAL model: Empathy, Assurance, Responsiveness, Reliability and Tangibles (Parasuraman et al., 1988). After SERVQUAL was introduced, researchers found that the model was less suitable for retail businesses. They conducted research with three qualitative methodologies and proposed new dimensions for retail service quality known as RSQS, consisting of physical elements, reliability, human interaction, problem-solving, and policy (Dabholkar et al., 1995). Service quality also contributes positively to customer repurchase intentions, as satisfied customers tend to make future purchases (Akbar et al., 2024).

Hypothesis 2. RSQS will be positively related to Repurchase Intention.

Price Perception

The emotional experience a buyer arrives when purchasing a product is referred to as price perception. This can be a positive or negative signal for action; for instance, a customer's purchase intention will be positively impacted if they have a favorable price perception. (Yasri et al., 2020). In addition, price perception can also increase repurchase

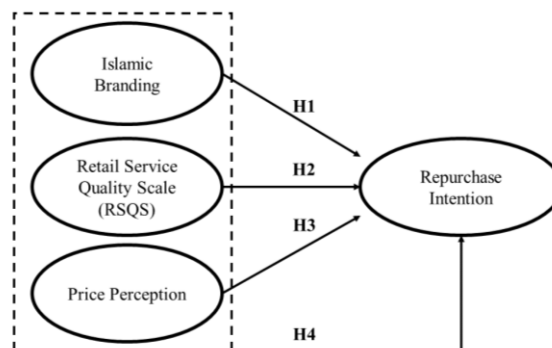
intentions, both marketing studies also show that price perception positively influences repurchase intentions (Liu & Lee, 2016).

Hypothesis 3. Price Perception will be positively related to Repurchase Intention.

Repurchase Intention

Repurchase intention occurs when consumers buy a product or service more than once (Danurwinda et al., 2021). This intention refers to the possibility of consumers to return to the store, even if it is online or not, and make a repurchase. This is an important factor in consistent purchase actions (Wu et al., 2014). This research connects repurchase intention with Islamic branding which can increase customer loyalty and influence repurchase intention behavior (Ramadhanti & Cahyono, 2024). In addition, price perception has an effect because smarter consumers tend to manage their money before buying (Yasri et al., 2020). Service quality in retail stores, using the RSQS concept, can also drive repurchase behavior (Kurniawan et al., 2024).

Hypothesis 4. At the same time, purchasing decisions will benefit from price perception, product quality, and Islamic brand image.



Source: Researcher (2024)

Figure 1. Research Conceptual Framework

METHOD

This study will utilize a quantitative approach with multiple linear regression, utilizing SPSS software version 24. Questionnaires completed by respondents who had made purchases from Suryamart Retail Stores were used to gather data. Based on specific criteria, the sample applies purposive and non-probability sampling approaches. Customers who fulfill these requirements have made at least one transaction in the past month. According to Hair et al., (2013)'s guidelines for exploratory research using the total number of indicators of each variable multiplied by 5-10. In this research model, there are 18 indicators consisting of Islamic Branding 5 indicators, RSQS 5 indicators, Price Perception 4 indicators, Repurchase Intention 4 indicators. Which if the total number of indicators research is 18 indicators of all variables. 100 respondents were

chosen, meaning that $5 \times 18 = 90$ samples were chosen, which was rounded to 100 respondents.

RESULT AND DISCUSSION

Result

Respondent Profile

Table 1. Descriptive Statistic of Respondent Demographic and number of Respondent Transactions

Criteria	Frequency	Percentage
Age		
10-19 Years	13	13.0 %
19-31 Years	48	48.0 %
31-41 Years	19	19.0 %
> 41 Years	20	20.0 %
Religion		
Islam.	89	89.0 %
Protestantism	7	7.0 %
Catholic Christianity.	2	2.0 %
The Hindu religion	0	0.0 %
Buddhism.	1	1.0 %
The Confucian way	1	1.0 %
Income Average		
Less than Rp. 3.000.000	57	57.0 %
Between Rp. 3.000.000 - Rp 6.000.000	36	36.0 %
Between Rp.6.000.000 - Rp. 9.000.000	3	3.0 %
More than Rp. 9.000.000	4	4.0 %
Respondent Transactions in the past month.		
1-5	74	57.0 %
5-10	11	36.0 %
10-15	9	3.0 %
> 15	6	4.0 %

Source: Data processed by researchers, 2024

The selection of respondents for this study was based on a number of factors that assisted in the collection of primary research data. Based on table 1, the age data shows that buyers at Suryamart retail stores include teenagers who sometimes like to buy coffee and snack products to hang out. Ages 19-31 are mostly filled by university students due to Suryamart's location near the campus, while ages above 31 consist of lecturers and workers who live around Suryamart. This shows the importance of location in determining the target market. Moreover, the data of religion shows that most of the customers at Suryamart are Muslim. However, there are also consumers from other religions, such as Christianity, Hinduism, Buddhism, and Confucianism, considering that the location of the store is close to non-Islamic communities. Although Suryamart is based on Islamic branding, they are still accepted by customers from different religious backgrounds. The data on respondents' income which is necessary to understand customers' perceptions of price, indicating that sufficient income makes it easier for

individuals to comprehend how the cost of goods and services relates to their quality. In addition, data on the number of purchase transactions shows the number of respondents' shopping activities at Suryamart.

Data Analysis

Instrument Test

To determine whether the questionnaire is feasible, instrument testing is required.. All questionnaire questions must pass the validity and reliability test to 30 respondents outside the specified sample. Based on Table 2, the validity test on the islamic branding, price perception, RSQS, and repurchase intention variables demonstrates that every question is appropriate for testing hypotheses. The indicator value, which shows a Corrected Item-Total Correlation > 0.30 , demonstrates this (Sugiyono, 2017).

Table 2. Validity Test Results

Variable	Indicator	Measurements	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Valid
Islamic Branding (Isnaini, 2022)	Positive Image	Suryamart reflects the concept of an Islamic retail business.	.422	.806	Valid
	Islamic Products	The products sold by Suryamart consist of halal products, and do not sell haram or makruh items.	.525	.790	Valid
		The products sold by Suryamart consist of halal-certified products.	.524	.790	Valid
	Price Fairness Principle	The price of goods sold and discounts by Suryamart are clearly displayed without any cheating..	.576	.781	Valid
	Responsibility for risk	Suryamart guarantees good service if there are damaged goods by replacing new ones.	.546	.787	Valid
		Suryamart sells products that have a long expiry date.	.679	.765	Valid
	Islamic Promotion	Suryamart conducts Islamic promotional activities, which include aspects of employee uniforms, logos, and Islamic nuances.	.572	.782	Valid
RSQS (Zia, 2020)	Physical aspect	Suryamart sells products that are available with a variety of choices to meet the needs of teenagers to adults.	.511	.784	Valid
		Suryamart provides a comfortable place that can compete with other retail company competitors.	.640	.762	Valid
	Reliability	The products sold by Suryamart are in accordance with the demands and needs of visitors..	.365	.805	Valid
	Personal Interaction	Suryamart employees are very concerned about customer comfort.	.524	.781	Valid
		Suryamart employees are always responsive when there are questions about product and service needs.	.325	.807	Valid
	Problem Solving	Suryamart's company management has fostered its employees well when there are problems and questions from consumers about products.	.584	.772	Valid

		Suryamart is able to provide a good solution when there are products that are currently empty.	.565	.775	Valid
	Policy	Suryamart offers goods and services that comply with laws set forth by the local government.	.621	.767	Valid
Price Perception (Yasri et al., 2020)	Price Affordability	The price of products sold by Suryamart is quite affordable.	.524	.811	Valid
		The price of products sold by Suryamart is cheaper than competitors' products..	.583	.803	Valid
	Price Suitability with Product Quality	The price of the products sold by Suryamart is consistent with the quality of the product.	.688	.787	Valid
		The quality of the products sold by Suryamart is better than my expectations.	.357	.832	Valid
	Price Suitability with Benefits	The price of the products sold by Suryamart is in accordance with the benefits that I get from the product.	.602	.800	Valid
		When buying products at Suryamart, I constantly evaluate the product's cost with the advantages I require.	.615	.799	Valid
	Price according to financial capability	The price of products sold by Suryamart is able to compete with other retail stores.	.505	.813	Valid
		The price of the products sold by Suryamart is in accordance with my income or salary.	.543	.809	Valid
Repurchase Intention (Kotler & Keller, 2009)	Steadiness in a product	I buy at Suryamart because the products sold are halal.	.659	.806	Valid
		I buy at Suryamart because it is complete according to my needs	.412	.834	Valid
	Habit in buying products	I buy at Suryamart because it is an Islamic-based retail store.	.535	.821	Valid
		I buy at Suryamart because the products are hygienic and sealed.	.482	.828	Valid
	Giving recommendations to others	I am willing to recommend buying at Suryamart to friends, family and others because the products are good and diverse.	.649	.806	Valid
		I am willing to give advice to buy at Suryamart because of the interest in advancing Islamic-based retail stores.	.634	.808	Valid
	Making repeat purchases	I often buy my daily product needs at Suryamart (more than 1 purchase).	.626	.809	Valid
		I am willing to become a loyal customer of Suryamart.	.530	.823	Valid

Source: SPSS 24 Output Results, 2024

Table 3 displays the reliability test findings for the variables of Islamic branding, price perception, RSQS, and repurchase intention. The reliability test is intended to demonstrate how reliable the measuring tool is.

Table 3. Validity test results

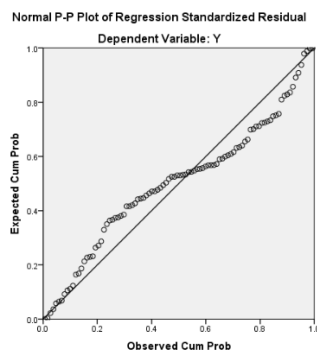
Variable	Cronbach's Alpha	Description
Islamic Branding	0,811	Reliabel
RSQS	0,804	Reliabel
Price Perception	0,827	Reliabel
Repurchase Intention	0,836	Reliabel

Source: SPSS 24 Output Results, 2024

When the Cronbach's Alpha score is more than 0.6, it can be inferred from the reliability test findings that every item in the questionnaire on every variable utilized in this study is credible (Riduwan & Akdon, 2020).

Classical Assumption Test

In multiple linear regression analysis, the normality, multicollinearity, and heteroscedasticity tests are necessary assumption examinations. This assumption test aims to ensure that the resulting regression equation has precise, unbiased, and consistent estimates (Riduwan & Akdon, 2020). The normality test evaluates for a normal distribution in the model of regression or residuals. (Ghozali, 2011). Results that show the probability numbers in figure 2 around the straight line on the Normal P-P Plot indicate that The variable data has a normal distribution, allowing statistical testing to continue.



Source: SPSS 24 Output Results, 2024

Figure 2. P-P Plot Normality Test

Determining whether the independent variables in the regression have a perfect linear relationship is the goal of the multicollinearity test. The analysis results based on Table 4 indicate that VIF values < 10 or tolerance values > 0.1 . We may infer that there are no multicollinearity issues in the regression model equation.

Table 4. Multicollinearity Test Results

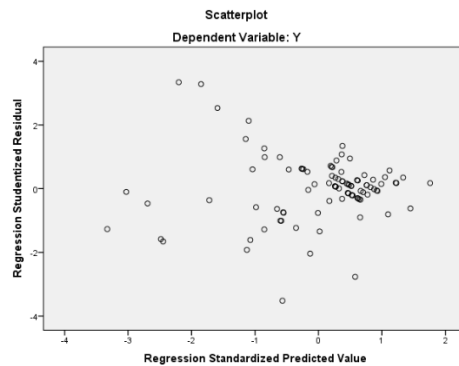
Collinearity Statistics	
Tolerance	VIF
.977	1.023
.550	1.818
.551	1.814

a. Dependent Variable: Y

Source: SPSS 24 Output Results, 2024

The heteroscedasticity test is required because heteroscedasticity can appear when the variance of the probability distribution of the disturbance is not constant for all observations of the research variables. A scatterplot diagram is the tool applied in this study to test for heteroscedasticity. Figure 3 indicates that there is no heteroscedasticity

since there is no discernible pattern in the testing of the purchase choice variable and the points are scattered above and below 0 on the Y axis.



Source: SPSS 24 Output Results, 2024

Figure 3. Scatterplot Diagram

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.344	.424		.812	.419
X1	.174	.080	.158	2.185	.031
X2	.180	.107	.162	1.673	.098
X3	.553	.094	.568	5.884	.000

a. Dependent Variable: Y

Source: SPSS 24 Output Results, 2024

Table 5 allows for the creation of the following multiple linear regression model to examine the impact of the variables of Islamic Brand Image (X1), RSQS (X2), and Price Perception (X3) on Repurchase Intention (Y):

$$Y=0,344+0,174X_1+0,180X_2+0,553X_3+e$$

The results of the regression equation are explained as follows: The constant (α) of 0.344 means that if the independent variable Islamic Branding (X1), RSQS (X2) and Price Perception (X3) has a value of 0, then Repurchase Intention (Y) has a positive value of 0.344. The coefficient of the regression equation for the Islamic Brand Image (X1) variable is $b_1 = 0.174$. This indicates that Repurchase Intention (Y) will rise by 0.174 units if Islamic Branding rises by 1 unit and all other factors remain unchanged. The coefficient of the regression equation for the Price Perception variable (X3) is $b_3 = 0.553$. This indicates that Repurchase Intention (Y) will rise by 0.553 units if the price increases by 1 unit and all other factors remain unchanged.

Coefficient of Determination (R^2)

The degree to which the model can provide explanation for the dependent variable is determined by the R2 test. The R2 value is used as the coefficient of determination in this investigation.

Table 6. Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.528	.512	.45323

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS 24 Output Results, 2024

The R2 value is 0.528, or 52.80%, based on the coefficient of determination data in Table 6. This indicates that Islamic Branding (X1), RSQS (X2), and Price Perception (X3) are the independent variables that account for 52.80% of Repurchase Intention (Y). In the meantime, characteristics other than the independent variables in this study account for 47.20% of the Repurchase Intention (Y) attribute.

t-Test

The independent variable's partial impact on the dependent variable was identified using the t test. Repurchase intention is determined by a significance value of 5%. Based on Table 5 the resulting t-statistics variable (X1 = 2.185), t-statistics variable (X2 = 1.673) and t-statistics variable (X3 = 5.884), $df_1 = (4-1) = 3$, and $df_2 = (100-(4)-1) = 97$, so that the t-table 1.9863 is obtained through the calculation of $dk=n-1$. Table 10 indicates that the t-statistic for the Islamic Branding variable is 2.185, with a significance (Sig.) value of 0.031. Since the t-statistic exceeds the critical t-table value of 1.9863 and the Sig. value is below the 0.05 threshold, Hypothesis 1 is supported, and the null hypothesis (H_0) is rejected. This implies that the Islamic Branding variable has a significant impact on Repurchase Intention. For the RSQS variable, the t-statistic is 1.673, and the Sig. value is 0.098. In this case, the t-statistic is below the t-table value of 1.9863, and the Sig. value exceeds 0.05. As a result, Hypothesis 2 is not supported, and the null hypothesis (H_0) is accepted. This indicates that the RSQS variable does not significantly influence Repurchase Intention. Finally, the Price Perception variable has a t-statistic of 5.884 and a Sig. value of 0.000. Since the t-statistic is greater than the t-table value of 1.9863 and the Sig. value is well below 0.05, Hypothesis 3 is supported, and the null hypothesis (H_0) is rejected. This demonstrates that the Price Perception variable significantly affects Repurchase Intention.

F-Test

The effects of the Islamic Brand Image (X1), RSQS (X2), and Price Perception (X3) variables on the Repurchase Intention (Y) variable were determined using the F-test. Table 7 displays the F-test findings in the following approach:

Table 7. Results of the F-test

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.101	3	7.034	34.241	.000 ^b
	Residual	18.899	92	.205		

Total	40.000	95
a. Dependent Variable: Y		
b. Predictors: (Constant), X3, X1, X2		

Source: SPSS 24 Output Results, 2024

And based on Table 7 shows F-statistic 34.241, $dF 1 = (4-1) = 3$, and $dF 2 = (100-(4)-1) = 97$, so that the F-table 2.7047 is obtained through the calculation of $dk = n-1$. Table 11 shows that the F-statistic value is 34,241 with a 0.000 Sig. value. This indicates that the Sig. value is less than 0.05 and the F-statistic value is higher than the F-table 2.7047. Consequently, H_a is rejected and H_4 is approved. This indicates that the Repurchase Intention (Y) variable is influenced by the Islamic Brand Image (X1), RSQS (X2), and Price Perception (X3) factors. The conclusion is that every independent variable significantly affects the dependent variable.

Discussion

Analyzing repurchase intention is very important to understand consumer behavior in a business. Repurchase intentions can indicate the level of consumer loyalty. At Suryamart, repurchase intention helps business owners and other relevant parties to understand consumer preferences and the factors that influence these intentions. This understanding is important for developing more effective marketing strategies, customizing products, and improving customer experience. Through preference analysis of Islamic brand image (Aziz et al., 2016), price perception (Liu & Lee, 2016; Yasri et al., 2020), and RSQS (Dabholkar et al., 1995; Zia, 2020), organizations can recognize the obstacles that prevent consumers from repurchasing, thereby increasing the competitiveness of Suryamart Islamic Retail Stores.

Islamic Brand Image and Repurchase Intention

The analysis results from the multiple linear regression indicate that the Islamic Brand Image variable has a t-statistic value of 2.185 with a significance (Sig.) value of 0.031. This finding suggests that the t-statistic exceeds the critical t-table value of 1.9863, and the Sig. value falls below the 0.05 threshold. Consequently, it can be concluded that Islamic Brand Image significantly impacts Repurchase Intention. These results align with the findings of Ramadhanti & Cahyono, (2024), who argue that Islamic Brand Image fosters customer loyalty, particularly when sellers meet customers' expectations related to Islamic branding. Loyal customers are the final behavior of consumers who have made several purchases repeatedly. In addition, some research states that many Muslim consumers believe that sellers must have certain values to be considered an Islamic Store. These include services according to the sunnah of the Prophet Muhammad, products according to Islamic law, and a valuable shopping experience. (Abuznaid, 2012; Alserhan, 2010; Hashim et al., 2014; Isnaini, 2022; Marina et al., 2021). Based on the research results, there are several ways to maintain the Islamic Brand Image for the manager of the Suryamart Islamic Retail Store. First, make effective Islamic promotions

by determining the target market in detail so that the promotion is right on target. Second, use the services of Muslim influencers to improve Suryamart's brand image. Third, utilize social media by creating special accounts such as Instagram, Facebook, Tik Tok, and Youtube to interact with consumers, answer questions, and provide promo info. Also, apply comedy-based meme marketing that attracts attention without eliminating Islamic values such as honesty and politeness (Razzaq et al., 2024).

RSQS and Repurchase Intention

The findings of the multiple linear regression analysis reveal that the t-statistic value for the product quality variable is 1.673, with a significance (Sig.) value of 0.098. Since the t-statistic is less than the critical t-table value of 1.9863 and the Sig. value exceeds 0.05, it can be concluded that RSQS does not significantly influence Repurchase Intention. These results contrast with the assertion of Kotler & Armstrong, (2016), who define quality as the totality of product or service characteristics that determine its ability to meet expressed or implied needs. Consequently, it is inferred that Suryamart retail stores have not succeeded in delivering satisfactory service quality to their customers. Service quality, as measured using the RSQS scale, may not always align with consumer preferences related to satisfaction, which in turn affects repurchase intentions (Mulyadi & Tiorida, 2024). This could be attributed to the inherent challenges faced by retailers in achieving optimal outcomes across RSQS indicators, such as Physical Aspects, Reliability, Personal Interaction, Problem Solving, and Policy. Additionally, inadequate service quality can deter consumers from developing repurchase intentions, as demonstrated by prior research (Laia & Handini, 2022; Tanjung et al., 2022). Based on these findings, it is evident that Suryamart Islamic retail stores have not yet achieved a level of service quality that ensures customer satisfaction and encourages repurchase behavior. Therefore, it is imperative for the management of Islamic retail stores to enhance the implementation of RSQS indicators by integrating them with Islamic values and principles

Price Perception and Repurchase Intention

The multiple linear regression analysis demonstrates that the t-statistic for the price perception variable is 5.884, with a significance (Sig.) value of 0.000. As the t-statistic surpasses the critical t-table value of 1.9863 and the Sig. value is below 0.05, it is evident that price perception has a significant impact on repurchase intention. These findings align with previous studies, which highlight the relationship between price perception and repurchase intention. The perceived pricing of products and services plays a pivotal role in shaping consumers' decisions to make repeat purchases (Mahendrayanti & Wardana, 2021; Prihatini & Gumilang, 2021; Yasri et al., 2020). Accordingly, it can be concluded that consumers of Suryamart Islamic Retail Store perceive the product prices as favorable, leading to repeat purchasing behavior.

Simultaneous Effect On Repurchase Intention

Additionally, the simultaneous effect of Islamic Brand Image, RSQS, and Price Perception on Repurchase Intention was assessed using an F-test. The analysis yielded an F-statistic value of 34.241, with a Sig. value of 0.000. Since the F-statistic exceeds the critical F-table value of 2.7047 and the Sig. value is below 0.05, it can be concluded that Islamic Brand Image, RSQS, and Price Perception collectively influence Repurchase Intention. This implies that stronger perceptions of Islamic Brand Image, RSQS, and Price Perception contribute to higher levels of Repurchase Intention among consumers. The rationale behind this is that consumers who perceive a significant value in the Islamic brand image of Suryamart are more likely to develop a strong intention to repurchase. In addition, Suryamart has effectively integrated Islamic principles into its operational standards. Referring to Table 2, 89% of respondents identify as Muslim, which suggests they are familiar with the advantages of Islamic principles in businesses that adhere to Sharia concepts. Furthermore, the RSQS (Retail Service Quality Scale) also plays a crucial role in influencing repurchase intention, as consumers generally expect high quality from businesses they engage with. While the direct link between RSQS and repurchase intention may be less pronounced, its interaction with other independent variables demonstrates a significant effect. Regarding the price perception factor, consumers are more likely to have a favorable view of Suryamart's pricing if it aligns with their expectations. This is evident as the partial relationship between price perception and repurchase intention shows a significant correlation. Furthermore, the R^2 value of 0.528 indicates that 52.80% of the variance in Repurchase Intention is explained by the independent variables in this study, while the remaining 47.20% is attributed to factors outside the scope of this research.

CONCLUSION

The study concludes that at Suryamart Islamic Retail Store, Islamic Brand Image positively influences repurchase intention, while Service Quality (RSQS) does not significantly affect repurchase intention. However, Price Perception significantly enhances repurchase intention. When considered simultaneously, all independent variables collectively have a positive influence on repurchase intention.

This research is subject to certain limitations, including a small sample size and the absence of an exploration into mediation and moderation effects. Future research should address these limitations by focusing on RSQS and exploring the role of meme marketing within the context of digital marketing strategies.

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