
THE INFLUENCE OF MARKETING FACTORS ON REPURCHASE INTENTION OF IMPORTED HALAL PRODUCTS IN BORDER AREAS BETWEEN COUNTRIES: THE CASE OF BATAM CITY

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Abstract

The rapid growth of the halal market has increased consumer attention toward imported halal food products, particularly in terms of trust and repeat purchasing behavior. However, differences in country of origin and information asymmetry often raise concerns regarding product reliability, making trust a critical issue in influencing consumers' repurchase intention. This study addresses the problem of identifying key factors that build consumer trust and how such trust affects repurchase intention toward imported halal products in Batam City. Accordingly, this study aims to analyze the influence of brand image, product quality, halal certification, perceived value, and electronic word of mouth (E-WOM) on trust, as well as the effect of trust on repurchase intention. A quantitative research approach was employed by distributing online and offline questionnaires to 357 respondents aged 17–50 years in Batam City who had previously purchased imported halal food products. The collected data were analyzed using Structural Equation Modelling (SEM) with the SmartPLS application. The results indicate that brand image, product quality, halal certification, perceived value, and E-WOM have a significant positive effect on trust. Furthermore, trust has a significant positive influence on repurchase intention and serves as a mediating variable in the relationship between these antecedent factors and repurchase intention. These findings highlight the central role of trust in shaping consumer loyalty toward imported halal products and provide valuable insights for both academics and practitioners in the halal marketing field.

Keywords: Brand Image, Product Quality, Halal Certification, Electronic Word of Mouth, Trust, Repurchase Intention

INTRODUCTION

Indonesia is the country with the highest Muslim population in the world. The number of Muslim populations in Indonesia reaches 229.6 million people or 87.2% of the total population of Indonesia and 13% of the world's Muslim population. (Ministry of Foreign Affairs, 2022) With such a large Muslim population, domestic and international needs and demand for halal products can make Indonesia the world's market and producer of halal products (Thomson & DinarStandard, 2019), so there is a need for the development of halal product industries such as food, fashion, travel, cosmetics, and medicines (Global Islamic Economy Report, 2022). Therefore, understanding the Repurchase Intention factor is very relevant, especially because Muslim consumers in Indonesia, which is the main market for halal products, pay close attention to the halal aspects and the quality of the products they consume, (Purnapardi & Indrawati, 2022).

However, in practice, consumers often face uncertainty related to the halalness of imported products, such as a lack of transparency of information and doubts about the halal certification listed. This factor can lower confidence levels and negatively impact repurchase intentions (Purnapardi & Indrawati, 2022). In addition, the dynamics of digital marketing show the increasingly important role of perceived value and E-WOM in shaping consumer perception.

This study aims to analyze the influence of brand image, product quality, halal certification, perceived value, and E-WOM on repurchase intention, with trust as a key variable. In contrast to previous studies that placed trust only as a mediating variable, this study positioned trust as the main independent variable.

Research on repurchase intention for halal products is important because halal products have unique characteristics that distinguish them from ordinary food products. With the increasing market value of halal products, which is estimated to reach US\$ 1.3 trillion by 2025 (bpjph, 2024), a better understanding of repurchase intention in designing a more effective strategy. In addition, the relationship between post-purchase behavior and social media influences, such as perceived value and e-wom, is critical to understanding how consumers interact with halal products.

Efforts to increase trust should be a concern for every company in its marketing strategy. This study aims to analyze the influence of brand image, product quality, halal certification, perceived value, e-wom on repurchase intention by testing trust as one of the independent variable indicators. This research can provide insights and practical benefits for halal industry players in determining effective marketing strategies, especially in an effort to increase consumer confidence. Also, it can be theoretically useful for future research.

REVIEW OF LITERATURE

Expectation-Confirmation Theory (ECT)

ECT explains that satisfaction and repurchase intent are formed through the process of confirming expectations. When the actual experience of a product meets or exceeds initial expectations, satisfaction and trust are formed, which ultimately increases the intention to buy again (Oliver, 1980). Repurchase intention according to (Expectation-Confirmation Theory) is a comparison between consumer expectations before buying and the actual experience of consumers after using the product (Oliver, 1980). In the context of imported halal products, before tasting consumer products, they already have initial expectations,

including brand image, halal certification, and E-WOM. After using it, they indicate the quality of the product and the perceived value-in-use. If the natural is in accordance with or better with existing expectations, consumer trust is formed in the product. This trust will be the main basis in the formation of repurchase intention. Therefore, ECT theory is the appropriate theoretical framework to explain the psychological process of consumers in repurchasing imported halal products.

Brand Image and Trust

In ECT, consumers' initial expectations are often formed from brand image. If the brand image built by the company is in accordance with the real experience of consumers, then these expectations are confirmed to arise trust (Oliver, 1980). On the other hand, if the image does not match reality, trust is difficult to form. According to (Aeni & Ekhsan, 2020) trust has a positive and significant influence on purchasing decisions. This means that the more consumer trust increases, the more purchasing decisions for a product will increase. A company that is better at creating a brand image can increase customer trust (Kesumahati & Novianti, 2021; Susilawati & Wufron, 2017). Customers will pay attention to the company that makes the product itself and will pay attention to other customers who also use the product if this is considered good or meets customer expectations, then their trust in the brand of a particular product produced by the company will increase (Susilawati & Wufron, 2017). Brand image is important in building Trust (Benhardy et al., 2020). the better the brand image, the more positive brand trust will be created (Marliawati & Cahyaningdyah, 2020). Brand Image has a positive and significant influence on trust variables. This means that the more the brand image given by a product increases, the more trust in the product will increase. This is supported by research conducted by (Aeni & Ekhsan, 2020; Benhardy et al., 2020; Kusnandar & Afiff, 2020; Marliawati & Cahyaningdyah, 2020; Susilawati & Wufron, 2017).
Hypothesis 1: Brand Image has a positive and significant effect on Trust

Product Quality and Trust

Product quality is a real experience that consumers feel. According to ECT, when the quality of the product meets or exceeds initial expectations, there is confirmation, which strengthens trust. When the quality is lower than expected, there is disconfirmation, and trust decreases (Oliver, 1980). Product Quality has an important role in building consumer trust in the halalness of a product. When the quality of the products offered is good, such as the ingredients used are safe, the production process is guaranteed, and meets halal standards, consumers tend to believe that the product is not only of quality but also in accordance with the principles of halal. According to (Gstngr et al., 2021), the better the product quality, the better customer trust in the product. On the other hand, low-quality products can raise doubts among consumers about their halal and safety. Therefore, maintaining and improving product quality is a strategic step in building and strengthening consumer trust in halal products. Product quality has a positive and significant effect on trust according to (Gstngr et al., 2021; Ni et al., 2021; Nofrizal et al., 2023; Raditya et al., 2019; Uripto & Lestari, 2023).

Hypothesis 2: Product Quality has a positive and significant effect on Trust

Halal Certification and Trust

Muslim consumer expectations are greatly influenced by the existence of halal certification. This certification is a concrete proof (confirmation) that the product is in accordance with religious standards. When the halal label is clear and legitimate, consumer expectations are confirmed → trust is formed (Oliver, 1980). Halal Certification and trust in

halal products are very close because halal certification serves as a guarantee that the product meets the sharia standards set by the competent authority. This certification provides certainty to consumers, especially for those who pay attention to the halal aspects of the product, that the product has gone through a strict inspection process, starting from raw materials, production processes, to distribution (Putri et al., 2021). With halal certification, consumers feel safer and believe that the products they consume are in accordance with their religious principles, thereby increasing trust and loyalty to halal products in the market. According to several researchers (Mahliza & Aditantri, 2022; Mahliza & Prasetya, 2024; V. R. Putri et al., 2021) Halal Certification has a positive and significant effect on Trust.

Hypothesis 3: Halal Certification has a positive and significant effect on Trust

Perceived Value and Trust

Perceived value reflects the value/benefits that consumers feel after the consumption experience. In the framework of ECT, consumers compare the sacrifice (price, time) with the perceived benefits. When the benefits are commensurate with/exceed the expectations → confirmation occurs → trust increases (Oliver, 1980). Perceived value Perceived value or value felt by consumers has an important role in building trust in halal products. Perceived value includes consumers' perception of the benefits and quality of a product compared to the sacrifices they make, such as price or effort to acquire it. According to (Miftahuddin et al., 2022) it is very important to create differentiation, generate goodwill, and increase purchase increases among Muslim customers. Understanding the perceived value of customers has become a core concept for businesses because better value can increase customer trust in halal brand products, ultimately, increasing customer desire to make repeat purchases. According to several studies (Abou Ali et al., 2021; Abror et al., 2021; Chinomona et al., 2013; Miftahuddin et al., 2022; Nugraha & Mandala, 2020; Rosa, 2020; Zeqiri et al., 2023) Perceived Value has a positive and significant effect on Trust.

Hypothesis 4: Perceived Value has a positive and significant effect on Trust

E-Wom and Trust

Before buying, consumers form expectations from online reviews or recommendations. If the actual experience matches the positive reviews, then a confirmed expectation → trust is formed. If it is not appropriate (for example, the review is too exaggerated), then trust decreases (Oliver, 1980). The increasing number of internet and social media users makes E-Wom a place to find relevant information where they feel the impact of credible and trustworthy online opinions or reviews (Chetoui et al., 2021) Electronic word-of-mouth (E-WOM) is the most commonly used medium for sharing viewpoints and reviews about products or services. Trust is one of the factors when interacting using E-WOM as a communication medium. Therefore, building trust and maintaining relationships through E-WOM is very important in encouraging individual participation in making repurchases. According to research (Anjelina & Andni, 2024; Gunawan, 2022; Journal et al., 2023; Lestari, 2022; Mala et al., 2023; Mezza Herawati et al., 2024; Putri & Hasib, 2022; Rosmayanti & Ratnasari, 2024) E-WOM has a positive and significant effect on the Trust. Therefore, the hypothesis of this study is.

Hypothesis 5: E-Wom is positive and significant for Trust

The Role of Trust and Repurchase Intention

In ECT, consumer satisfaction/trust is formed after expectations are confirmed by experience. Trust is the main predictor of repurchase intention: the more consumers believe

that the product consistently meets expectations, the higher their repurchase intention will be (Oliver, 1980). According to (Mandili et al., 2022) trust is the ability of a brand to be trusted which comes from the consumer's belief that the product is able to fulfill what is promised and the brand's intention which is based on the consumer's belief that the product is able to prioritize consumer needs. Trust in the intention of repurchase, repurchase is one of the indications of customer loyalty who makes a repurchase can be said to be a loyal customer. Getting loyal customers is of course the dream of every company, so it is important to know what are the predictors of the appearance of repurchase intentions. For Muslims, consuming halal products is not an option but an obligation. Due to the increasing understanding of religious obligations, the demand for halal products has shown the fastest growth in the world market (Ab Talib et al., 2020). Halal products are central to Muslims but the majority of producers are non-Muslims (Ngah et al., 2015). The concept of halal is not only limited to food, but has penetrated into several other products. The concept of halal is not only limited to food, but has penetrated into several other products such as cosmetics. Trust can evolve into a loyalty stage, where customers who already have confidence in a product will not hesitate to use it again and recommend the product to others. The higher a consumer's trust in the product, the more it will affect the repurchase intention of the product (Khasanah, 2022). According to several researchers (Firdausi, 2022; Khasanah, 2022; Kusnandar & Afiff, 2020; Mandili et al., 2022; Namira & Mardhiyah, 2024) Trust has a positive and significant effect on Repurchase Intention. ECT emphasizes that repurchase intention arises if the initial expectations (brand image, halal certification, E-WOM) are confirmed by actual experience (product quality, perceived value). This process creates trust → encourages repurchase intent.

Hypothesis 6: Trust can act as a mediator of repurchase intention for imported halal products in Batam City).

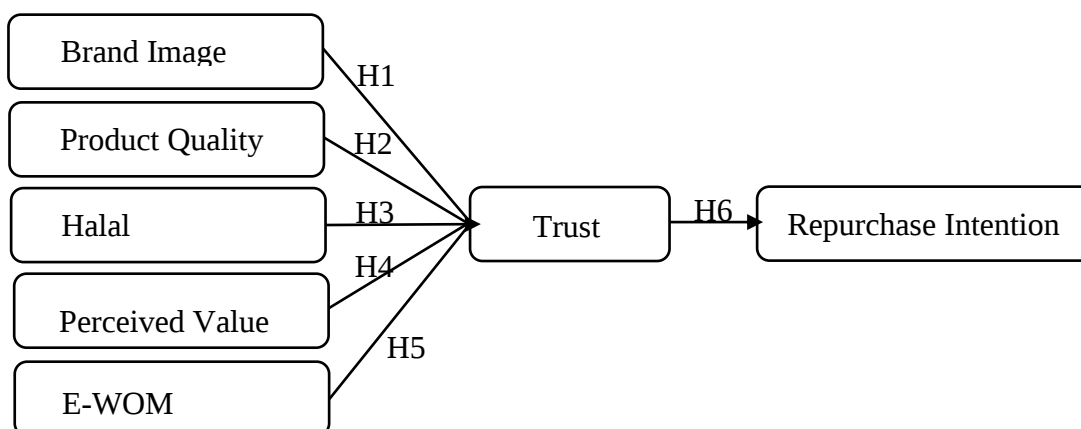


Figure 1. Research Conceptual Model

RESEARCH METHOD

Research Design

This research method uses a quantitative approach with the survey method and the SEM-PLS application which aims to measure and analyze the factors that affect the

repurchase intention of imported halal food products in Batam City. The quantitative approach was chosen because it allows researchers to collect statistically analyzeable numerical data to test hypotheses and identify relationships between variables. This method also allows generalization of research results from a sample to a larger population.

Population and Sample

The population and sample in this study are the people of Batam City who have bought imported halal food products. The sampling technique in this study uses purposive sampling with the criteria of minimum age of 17 years, a maximum of 46> years, domiciled in Batam City, and have purchased imported halal food products in the last 3 months. The number of samples in this study is not known for sure, therefore the sample was determined by multiplying the number of indicators by 10, (Hair et al., 2010). This study has 34 indicators, so 34 times 10 equals 340. The questionnaire was distributed online using googleform. The total number of respondents who filled out the questionnaire was 357, but only 340 were eligible for further processing.

Research Instruments

The type of research instrument is in the form of a questionnaire. The measurement of indicators is based on the existing literature on each variable. Data validity was measured using Average Variance Standard (AVE) and Standardized Loading Factors (SLF), while data reliability was used Composite Reliability (CR) values. Variables are measured on a likers scale of 1- 5 (strongly disagree - strongly agree). Research sourced from relevant previous researchers. All of these research instruments are summarized in Table 1 as follows.

Table 1. Research Instruments

Instrumen	Item	Deskripsi
<i>Brand Image</i> (Tian et al., 2022).	BI1	Superior Characteristics
	BI2	Good Quality Reputation
	BI3	Product Brand Familiarity
	BI4	Benefits Meet Needs
	BI5	Meet Hygienic Raw Material Standards
<i>Product Quality</i> (Purwanto et al., 2020; Tian et al., 2022; Yunus et al., 2014).	PQ1	Good Quality
	PQ2	Informative Packaging
	PQ3	Product Excellence
	PQ4	Product Quality
<i>Halal Certification</i> (Purwanto et al., 2020; Yunus et al., 2014).	HC1	Trust in Halal Label
	HC2	Product Certification is Important
	HC3	Halal Certification Enhances Product Marketability
	HC4	Halal Logo on Packaging
	HC5	Authenticity of Halal Logo
<i>Perceived value</i> (Handriana et al., 2020),(Tian et al., 2022).	PV1	Benefit Value
	PV2	Religious Value
	PV3	Expectation Value
	PV4	Satisfaction Value
	PV5	Product Excellence
<i>E-WOM</i>	E-WOM1	Familiarity with e-WOM Terms

(Noviyana et al., 2022).	E-WOM2	Frequently Provides Reviews on Social Media
	E-WOM 3	Searches for Reviews Before Purchasing
	E-WOM 4	Recommendations Through Social Media
	E-WOM 5	Buys Based on E-WOM Reviews
<i>Trust</i> (Kusnandar & Afiff, 2020) (Handriana et al., 2020) (Tian et al., 2022).	T1	Confidence in Halal Products
	T2	Safe for Consumption
	T3	Product Trust Value
	T4	Product Satisfaction Value
	T5	Confidence in Halal Products
<i>Repurchase Intention</i> (Handriana et al., 2020),(Tian et al., 2022).	RI1	Repurchase in the Near Future
	RI2	Brand Loyalty
	RI3	Recommendation of Halal Products
	RI4	Purchase of the Same Product in the Near Future
	RI5	Halal Product Loyalty

Data Collection Procedure

The collection of research data was carried out by distributing questionnaires to target respondents online through the Googleform application and sent via whatsapp (WA) or email. The data collection time lasted approximately six months, from December 2024 to March 2025. The data collection of this research was carried out by researchers, located in Batam City.

Data Analysis Techniques

Data processing in this study uses SmartPLS software. For statistical data testing, SEM (Structural Equation Modeling) is used. The use of this analysis technique has a reason, among others, because SmartPLS is based on SEM-PLS (Partial Least Square).

RESULTS AND DISCUSSION

Results

The characteristics of the demographics of the respondents of this study are mostly female (56.9%), aged 17-26 years (40.9%), with the last education of S1/Bachelor of (43.7%), and the majority of the respondents' monthly income is in the range of Rp.5,000,001-Rp.10,000,000 (44.3%), then for the origin of imported halal food products that are most often purchased, namely from Malaysia with a percentage of (39.2%). The highest frequency of purchases of imported halal food products is carried out once every two months (36.4%), followed by once every three months (26.3%), and once every month (26.0%).

Table 2. Demographic Characteristics of Respondents

Variable	Kategori	Jumlah (Persen)
Gender	Perempuan	203 (56,9%)
	Laki-laki	154 (43,1%)
		100%
Age Range	17 - 26 Tahun	146 (40,9%)

	27 - 36 Tahun 37 - 46 Tahun > 46 Tahun < 17 Tahun	131 (36,7%) 68 (19,0%) 11 (3,1%) 1 (0,3%) 100%
Last education	S1/Sarjana SMA/SMK Diploma (D1-D3) S2/Magister SMP	156 (43,7%) 103 (28,9%) 85 (23,8%) 11 (3,1%) 2 (0,6%) 100%
Job	Karyawan Swasta Pelajar/Mahasiswa Wiraswasta Pegawai Negeri	140 (39,2%) 83 (23,3%) 68 (19,0%) 66 (18,5%) 100%
Monthly Income	< Rp5.000.000 Rp5.000.001 - Rp10.000.000 Rp10.000.001 - Rp15.000.000 > Rp15.000.000	140 (39,2%) 158 (44,3%) 52 (14,6%) 7 (2,0%) 100%
Country of Origin of Imported Halal Products	Malaysia Thailand Arab Saudi Australia Pakistan Lainnya (Jepang, Amerika, australia)	140 (39,2%) 68 (19,0%) 66 (18,5%) 43 (12,0%) 37 (10,4%) 3 (0,8%) 100%
Purchase Frequency	2 Bulan 1 Kali 3 Bulan 1 Kali 1 Bulan 1 Kali > 1 Kali dalam 1 Bulan	130 (36,4%) 94 (26,3%) 93 (26,0%) 40 (11,2%) 100%

Validity and Reliability Test Results

Reliability testing is an assessment of the level of reliability between several measurement variables. Reliability testing aims to test and confirm whether or not the questionnaire distributed to obtain primary data is trustworthy. The construction value can be considered reliable if the value crosses the 0.60 limit (Ghozali et al., 2016). The results of the Cronbach alpha and Composite Reliability tests shown in Table 3, in the SmartPLS output show that the composite reliability data is declared valid and reliable, because all results pass the 0.60 limit.

The validity test of the instrument aims to determine the validity of each variable indicator. According to Duryadi (2021), the AVE value can be declared valid if the value

exceeds 0.50. The validity test results can be seen in Table 3. Based on these results, it can be seen that all variables show values above 0.50 so that all variables can be declared valid. This shows that all indicator variances are adequate (Hair et al., 2010). The results of the validity and reliability tests are summarized in Table 3 as follows.

Table 3. Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.879	0.881	0.912	0.674
E-WOM	0.820	0.823	0.875	0.583
Halal Certification	0.870	0.871	0.906	0.660
Perceived Value	0.819	0.821	0.873	0.580
Product Quality	0.836	0.836	0.891	0.671
Repurchase Intention	0.815	0.834	0.869	0.570
Trust	0.836	0.840	0.884	0.603

The results of the reliability test for each variable can be seen from the Composite Reliability (CR) value. To strengthen the results of the variable validity test, it can be proven by the discriminant validity or Fornell Lacker value. It is a method used to measure the extent to which a variable does not have similarities or is different from other variables in the research model. The results of the discriminatory validity test in this study are summarized in Table 4. The loading factor value of each indicator for the variable in this study is higher than the cross-loading value. Thus, all variables can be declared to have good discriminant validity.

Table 4. Results of Discriminatory Validity Testing

	BI	E-WOM	HC	PV	PQ	RI	Trust
Brand Image	0.821						
E-WOM	0.686	0.764					
Halal Certification	0.556	0.654	0.812				
Perceived Value	0.667	0.772	0.749	0.761			
Product Quality	0.611	0.724	0.733	0.674	0.819		
Repurchase Intention	0.709	0.747	0.689	0.771	0.685	0.755	
Trust	0.635	0.698	0.674	0.713	0.677	0.804	0.777

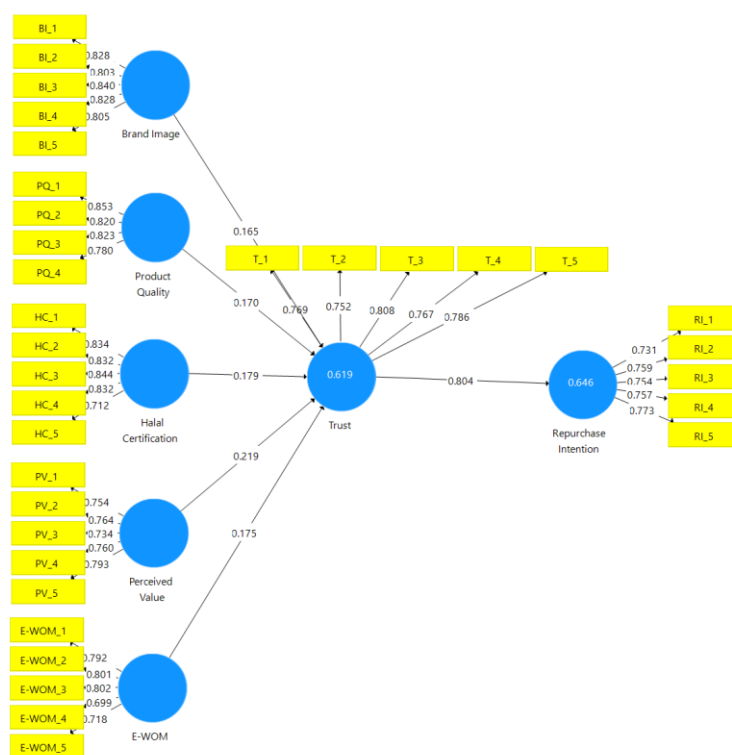
Hypothesis	Relationship Path	T Statistics	P Values	Description
H1	Brand Image -> Trust	2.408	0.016	Significant
H2	Product Quality -> Trust	2.231	0.026	Significant
H3	Halal Certification -> Trust	2.881	0.004	Significant
H4	Perceived Value -> Trust	2.851	0.004	Significant
H5	E_WOM -> Trust	2.522	0.012	Significant

H6	Trust Intention -> Repurchase	4.404	0.000	Significant
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Table 5. Hypothesis Testing Results

Table 5. provides information about the value of T and the value of P. The value of T is used to determine whether a variable has an effect or does not affect other variables. Meanwhile, the P value is used to determine the relationship between significant or insignificant variables. The results of the direct effect hypothesis test showed that the value ($T > 1.96$), so it was declared to have an effect. Finally, all hypotheses (H1–H6) were significant ($p < 0.05$). Trust is proven to be an important factor that mediates the influence of brand image, product quality, halal certification, perceived value, and E-WOM on repurchase intention (Sarstedt et al., 2017). Based on that, it is stated that all variables are directly related and acceptable.

Figure 2. Final Results of Research Model Test



Evaluation of the Goodness and Suitability of the Model

To illustrate the magnitude of variation between endogenous variables that are able to explain exogenous or other endogenous variables, it can be seen from the value of R Square. The value of R Square is qualitatively divided into three categories, namely low influence if the R2 value is 0.25, moderate influence is 0.50 and high influence if the R2 value is 0.75 (Hair, et al., 2019). Based on the data sources obtained by the researcher. It is known that the R2 Trust value is 0.631 (moderate), which means that the variables of brand image, product quality, halal certification, perceived value, and e-wom contribute 63.1% in explaining the variables of trust and repurchase intention of 64.9% (moderate).

The Standardized Root Mean Square Residual (SRMR) value is a measure of model fit to distinguish between the data correlation matrix and the model estimation correlation matrix (Yamin, 2023). Another opinion is that the SRMR value functions as a difference between the observed correlation and the correlation matrix of the inference results of a model (Agustin I, 2023). The results showed an SRMR value of < 0.1 so that it can be said that the model (fit) is in accordance with the data. It can be interpreted that empirical data can explain the influence between variables in this research model.

The Effect of Brand Image on Trust

Based on the results of the study, it can be concluded that brand image has a positive effect on trust, with a T-statistical value of 2.408 and a p-value of 0.016. In line with the findings of Susilawati & Wufron, (2017) and Benhardy et al, (2020), in the context of imported halal food products in Batam City, it is proven that a good brand image has a significant effect on convincing consumers to form trust. This can be caused by consumers' exposure or positive perception of imported products that tend to be considered to have good quality, so that even though the brand is strong, consumers still emphasize more on aspects of product reputation and halalness in forming trust. So, it can be said that Batam City consumers tend to trust imported products with a positive brand image.

The Effect of Product Quality on Trust

Product Quality has been proven to have a significant effect on trust, with a T-statistical value of 2.231 and a p-value of 0.026. In line with research (Gstngr et al., 2021) that consumers tend to trust products that are proven to be of high quality, especially in the aspects of halal and ingredient safety. The better the quality of the product, the greater the level of trust given by consumers to the product. So it can be said that consumers' positive attitudes towards product quality are proven in increasing their confidence in the intention to buy back imported halal food products.

The Effect of Halal Certification on Trust

Halal Certification has a significant effect on trust, with a T-statistic value of 2,881 and a p-value of 0.004. These results are consistent with (Putri et al., 2021; Mahliza & Aditantri, 2022) that the halal logo is a guarantee of halal and increases consumer security. In Batam City, halal certification is the most powerful factor in forming trust. So it can be said that consumers' positive attitudes towards halal certification are proven in increasing their confidence in repurchase intention.

The Effect of Perceived Value on Trust

Perceived Value has a significant effect on trust, with a T-statistic value of 2.851 and a p-value of 0.004. In line with (Miftahuddin et al., 2022), high value benefits encourage the formation of trust. In this study, the perception of benefits was quite strong in forming trust. This may be because consumers view that the halal aspect and product quality are part of the perceived value of benefits, so they do not only consider economic value, but also make halal and quality the main factor in strengthening their trust in a product. So, it can be said that consumers' positive attitudes towards the benefits of a product or service are proven in increasing their confidence in repurchasing a product or service.

The Influence of E-WOM on Trust

The results showed that E-WOM had a significant effect on trust, because the T-statistical value was 2.522 and the p-value was 0.012. In the digital era, online reviews and opinions from fellow consumers have proven to be very influential in forming trust.

Information spread on social media and digital platforms helps consumers build perceptions of brands and products, especially in terms of halal (Mezza Herawati et al., 2024). So it can be said that Batam consumers actually trust online reviews and recommendations as references. In line with (Chetioui et al., 2021; N. Putri & Hasib, 2022), positive reviews on social media can strengthen trust.

The Role of Trust in Repurchase Intention

Trust has been shown to have a significant effect on repurchase intention, with a statistical T-value of 4,404 and a p-value of 0,000. This means that the higher the trust in imported halal products, the greater the intention of Batam consumers to buy again. These results support the theory of Expectation-Confirmation (Oliver, 1980) and research (Khasanah, 2022; Mandili et al., 2022). So, it can be said that consumers' positive attitudes towards trust can increase their trust which ultimately encourages the intention to buy back imported halal food products.

Compared to studies in other big cities (e.g. Jakarta or Medan), this study confirms that Batam consumers pay great attention to halal certification and product quality, not just brand image. This shows differences in preferences based on geographical and cultural contexts.

The results of this study are useful practically, that is, they can provide valuable insights for marketers and manufacturers to improve their strategies and meet consumer needs. On the other hand, if this research is not carried out, there will be a lack of information that can hinder the development of the halal food market. Without a deep understanding of consumer behavior toward trust, companies may not be able to design effective strategies, which can result in lost market opportunities and consumer dissatisfaction. Therefore, companies engaged in the marketing of halal products need to consider the element of sustainability to increase competitiveness in the international market and strengthen long-term relationships with consumers. Based on the results of research on repurchase intention for imported halal food products in Batam City, the company is not only enough to build a brand image, but also needs to strengthen product quality, halal certification, and communication strategies through electronic word of mouth (E-WOM) to build consumer trust. Trust is the main factor that drives consumer loyalty and repurchase intent for halal products. Consumers will trust a product if the product consistently maintains quality, provides halal guarantees, and gets positive reviews from other users. Therefore, companies must continue to maintain brand reliability and credibility through information transparency and a satisfactory consumer experience. Thus, the success of building repurchase intention does not only depend on the strength of brand image and product quality alone, but on the synergy between trust, perceived value, and effective digital communication to create long-term loyalty in the halal market.

CONCLUSION

The results of this study prove that all variables have a significant effect on trust. However, the power of influence is different. Halal Certification is the most dominant factor, followed by Perceived Value, Brand Image, then Product Quality which is in the last position. This illustrates that the people of Batam strongly emphasize halal certainty as the main basis for the formation of trust.

The phenomenon that emerged in Batam City is the uncertainty of imported products related to halal transparency. However, when the product clearly has halal certification, consumers feel safer, and trust is formed. Once trust is created, consumers do not hesitate to make a repurchase.

Thus, Trust proves to be a major predictor of Repurchase Intention. When trust is strong, Batam consumers will have loyalty and a tendency to buy back imported halal products.

Trust has proven to be a key variable that bridges the relationship between marketing factors and consumer loyalty. In line with the framework (Oliver, 1980) Expectation-Confirmation Theory (ECT), which explains that trust is formed when a consumer's actual experience meets or exceeds initial expectations,

In practical terms, this study emphasizes that companies must focus on the clarity of halal certification, strengthen the value of benefits, maintain brand image, and encourage E-WOM-based promotion. That way, consumer confidence can be maintained and repurchase intention increases.

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