Investigative model of repurchase intention on boycott brand of multinational franchise food and beverage in Indonesia

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Abstract

This study aims to develop an investigative model of repurchase intention from a multidisciplinary service marketing science perspective, focusing especially on conventional and digital franchise retail services. This is supported by psychological consumer purchasing behavior to deepen the analysis of customer repurchase decisions for multinational franchise retail food and beverage products in Indonesia. Following the boycott movement against certain foreign-brand food and beverage goods, the impact of religious beliefs, hostility, and the perception of the country of origin define this process. A causal/explanatory survey was employed as the research method. Participatory observations, interviews, and questionnaires with 220 respondents were used as primary data-gathering methods. These were distributed both digitally and conventionally. Google Form in all randomly selected public and private university analysis units in Indonesia. The observation unit (respondent) used a convenience/accidental sampling technique. The analytical tool employed Lisrel version 88.0. The findings reveal that Islamic religiosity, consumer animosity, and country of origin affect repurchase intention. This original research can generate specific and relevant findings for the Indonesian market context, which companies can use to design more effective marketing, brand management, and product development strategies. This will help companies better understand their customers' preferences and needs, as well as build stronger relationships with consumers.

Introduction

The franchise business model merges individuals' entrepreneurial spirit with the resources and expertise of large organizations. At its core, franchising involves a contractual agreement where the franchisor licenses its brand, trademark, and business methods to franchisees. Franchisees operate under the franchisor's established name while receiving ongoing support, such as training and operational guidance. This relationship enables business growth through shared investments, ensuring sustainability and fostering customer loyalty (Kumar et al., 2013).

In Indonesia, the franchise industry has grown substantially, particularly in the food, beverage, and service sectors. By 2017, the industry was projected to surpass IDR 200 trillion in revenue, with food and beverage franchises leading the market (Kadin Indonesia, 2023). Indonesia's multicultural identity, shaped by diverse traditions and religions, heavily influences

consumer behavior. For example, the Muslim majority often prioritizes halal-certified products, viewing them as essential to their faith-driven decision-making (Lestari et al., 2020).

Religious values significantly shape daily choices for many Indonesians. Consumers often select halal food not just for religious compliance but for its perceived wholesomeness and purity. Research highlights that such religious beliefs positively affect loyalty and repurchase intentions. However, in specific contexts, these beliefs might negatively impact purchasing decisions, particularly when consumers perceive products as misaligned with their values (Mishra et al., 2023; Tabassi et al., 2012).

Consumer tendencies toward ethnocentrism and hostility also shape market dynamics. Ethnocentric consumers often view foreign products negatively, perceiving them as inferior or culturally incompatible. Consumer hostility, a more profound aversion toward certain nations or groups, can significantly impact product evaluations, particularly for goods associated with countries seen as adversaries (Souiden et al., 2018). Although related, ethnocentrism and hostility have distinct drivers. Ethnocentrism stems from moral and cultural loyalty to local products, while hostility arises from specific grievances, such as historical conflicts or economic rivalries (Leong et al., 2008). Interestingly, some consumers may still accept foreign goods from neutral nations, even while rejecting products from specific countries.

In Indonesia's competitive market, country of origin (COO) is a critical factor in consumer decision-making. A product's origin can signal quality and innovation, making it a mental anchor that fosters strong emotional attachments. Given these dynamics, this study delves into how religiosity, consumer animosity, and COO perceptions shape repurchase intentions. By focusing on Indonesian students, a key demographic for international franchises, the research provides insights into the socio-psychological factors influencing consumer loyalty. Integrating perspectives from marketing, psychology, and sociology, the study offers practical strategies for navigating Indonesia's culturally nuanced market.

Literature Review and Hypotheses Development

Islamic Religiosity

Allport and Ross (1967) explored how religion influences behavior through the intrinsic-extrinsic religious orientation scale (ROS), rooted in Allport's earlier theories from the 1950s. Religiosity is a guiding philosophy that shapes beliefs, practices, and spiritual experiences, providing moral direction and clarity in life.

Intrinsic religiosity reflects a deep integration of faith into daily life, where individuals actively prioritize and practice their religious values. In contrast, extrinsic religiosity treats religion as a tool for personal or social gains, such as recognition or status, often resulting in passive engagement with faith. Brewczynski and MacDonald (2006) further divide extrinsic religiosity into personal and social dimensions, while Batson et al. (1991) introduce a "quest" dimension, highlighting a seeker's journey toward spiritual growth.

Focusing on Muslim religiosity, El-Menouar (2014) identified five interconnected dimensions: core beliefs, religious duties, spiritual experiences, religious knowledge, and orthopraxis (correct practices aligned with teachings). These dimensions emphasize how faith influences daily decisions and self-identity. Similarly, Glock and Stark (1970) outlined indicators of religiosity, including creed (belief), sharia (worship), appreciation (personal experience), morals, and knowledge (the science of Islam), providing a framework for understanding religiosity as both personal and social.

Customer Animosity

Customer animosity can influence consumer purchasing behavior in international markets by developing a sense of hostility towards other countries. Therefore, there is a sense of unwillingness to consume products and services from these countries (Kim et al., 2022). Customer animosity between consumers and other countries will become more prominent when international conflict occurs (Hoffmann et al., 2011), and if it occurs for a long duration, it can pose a serious threat to

the country (Shoham & Gavish, 2016). Through the theory of customer animosity, it can be concluded that two things cause consumer anger: First, historical events have occurred. Second, there is an economic conflict between the two countries. This can illustrate the reason for the boycott carried out by the South Korean people with many factors, such as the historical events regarding the Japanese colonization of South Korea during the war or military hostilities and the recent economic problems that are fierce between the two countries. Consumer animosity is defined by Hoang et al. (2022). The remaining hostilities in international markets are caused by military, political, or economic events that impact consumer purchasing behavior.

Consumer animosity indicators from Ahmed et al. (2013) were adapted: feeling angry at Israel for colonizing and insulting other religions, can still be angry at America's role towards the state of Israel, will never forgive America for supporting Israel's war against the Palestinian state, America is responsible for supporting Israel and when doing business with America must be careful.

Country-Of-Origin

Country of origin (COO) refers to the country where a product is made, often identified by labels like "Made in USA" or "Made in Japan." Such labels immediately signal to consumers where the product originates, influencing their perception of its quality and value (Keegan, 2017). Consumers often use this information to assess a product, forming mental associations and opinions based on the country of production (Kotler et al., 2017). Additionally, research by Batra et al. (2012) and Ahuvia et al. (2020) discusses how country-of-origin branding strategies that emphasize shared cultural or ethical values can effectively diminish animosity, fostering a sense of connection and mutual respect between consumers and the country of origin.

These studies suggest that consumer perceptions are influenced by a combination of factors, including trust in the country, impressions of its people, and the desire for positive interactions, collectively shaping attitudes toward products from different nations. Overall, COO perceptions serve as a powerful influence on consumer decisions, linking a product's reputation to its place of origin. According to Laroche et al. (2005), in measuring the influence or performance that a country of origin can provide on a variable, there are three components or indicators, including: (1) Country beliefs. Consumer confidence in a country's technological and industrial development affects purchasing behavior. This factor is an important indicator in consumer decisions; (2) People affect. This is an assessment made by consumers, influenced by those living in the country where a brand or product is produced; (3) Desire interaction. Consumers want a good relationship with the country where the product is produced. Positive relationships build trust. Positive responses to consumer complaints have strengthened trust in the brand and its country of origin.

Repurchase Intention

Online repurchase intention refers to a customer's willingness and intention to participate in future purchases. According to Adekunle and Ejechi (2018), repurchase intention is the buyer's tendency to buy a product that has been purchased previously. Repurchase intention relates to consumers' determination to buy or not buy an item (Li et al., 2021). According to Antonetti et al. (2019), purchasing or repurchasing is closely related to the reasons behind using or purchasing a particular product. Purchase motivation varies for each buyer. Consumers will choose products that have features that they think suit their needs. According to Keiningham et al. (2015), the indicators that can measure repurchase intention are: transactional interest, referral interest, preferential interest, and exploratory interest.

Religiosity (R) and Repurchase Intention (RI)

Bilal et al. (2021) found that higher levels of religiosity among Muslim consumers lead to a stronger preference for halal products, thereby enhancing their likelihood of repeat purchases. According to research by Bilal et al. (2021), Muslim consumers' purchasing behavior toward halal products is

influenced by their level of religiosity. This connection highlights the importance of religious values in influencing consumer loyalty and preferences, as it dramatically impacts their decision to repurchase. In the halal cosmetics industry, the study by Shahid et al. (2023) indicated that religious affiliation is a robust predictor of repurchase intentions for value-based products. In faith-based industries, this highlights the profound impact of religious values on customer choices and loyalty.

It can be concluded that religiosity plays a significant role in influencing repurchase intention, particularly in the context of boycotted products. Based on this explanation, the proposed hypothesis is:

H_1: Religiosity has a significant positive effect on repurchase intention.

Country-of-Origin (COO) and Repurchase Intention (RI)

Using data from the Uniqlo brand in Indonesia, Karimov and El-Murad (2019) studied the effect of COO, brand image, perceptions of price and quality, and repurchase intention. Taken together, these studies show how important the COO is in influencing customer actions and their propensity to buy again.

Brand image and evaluation mediate the positive and significant effect of the country-of-origin image on repurchase intention, according to a study by Bao et al. (2021). The results show that consumers are more likely to trust a brand with a positive perception of its country of origin. Zenan (2021) found that in the smartphone industry, customers' repurchase intentions are greatly affected by their perceptions of the country of origin and the brand. Customers are more likely to remain loyal to a brand if they have a favorable impression of the country of origin. Repurchase intention (RI) is heavily impacted by the country of origin (COO), especially regarding boycotted goods. The following hypothesis is put forth in light of this explanation:

H_2: Country of origin has a significant positive effect on repurchase intention.

Consumer Animosity (CA) and Repurchase Intention (RI)

Nguyen et al. (2022) found that when consumers feel animosity, they are less likely to repeat purchases, especially when nationalistic sentiments are strong. Companies should carefully consider geopolitical factors and consumer sentiments when developing marketing strategies, as these findings demonstrate the substantial impact of consumer animosity on repurchase behaviors.

Anger toward a product's country of origin considerably affects customers' choices not to repurchase products from that country, according to research by Kim et al. (2022). Loyalty from consumers mediates this connection. Mishra et al. (2023) looked at how customer animosity can make people less likely to rebuy the same product, especially if their previous experiences with it were terrible. However, by implementing effective strategies for service recovery, this negative impact can be mitigated. Consumer animosity has a substantial impact on repurchase intention, especially when it comes to boycotted products. The following hypothesis is put forth in light of this explanation:

H_3: Consumer animosity has a significant negative effect on repurchase intention.

Religiosity (R) and Consumer Animosity (CA)

Lestari and Jazil (2024) found that higher levels of religiosity contribute to increased consumer animosity, motivating individuals to participate in boycotts. These findings underscore the complex interplay between religious beliefs and consumer behavior, suggesting that heightened religiosity can amplify feelings of animosity toward certain countries or brands, thereby influencing purchasing decisions.

The study by Sari and Games (2024) highlights how religiosity plays a moderating role in the boycotting behavior of young consumers in emerging markets. Consumer animosity, influenced by religious values, provides a strong motivation for boycotts. The study by Nassè (2021) shows that religious conflicts and economic pressures can increase consumer animosity toward specific countries, influencing international trade decisions. Religiosity serves as a key factor that amplifies this effect. It can be concluded that religiosity has a significant positive effect on consumer

animosity, particularly in the context of boycotted products. Based on this explanation, the proposed hypothesis is:

H_4: Religiosity has a significant positive effect on consumer animosity.

Country-of-Origin (COO) and Consumer Animosity (CA)

The inverted U-shaped relationship between CA and purchase intention, as observed by Park and Halifax (2021), suggests that moderate levels of CA can enhance purchase intentions, while high levels can deter them when the product country image (PCI) is favorable. Another study that found that foreign products launched through acquisitions were more prevalent in high-animosity host countries was Mansori et al. (2015), which suggests that this entry mode can help reduce the harmful effects of CA.

In light of these results, it is clear that the image of the product's origin and the consumer's emotional response play important roles in influencing purchasing decisions. COO has a complex effect on consumer animosity.

The article by Trivedi et al. (2024) highlights that consumers' strong emotional ties to a product's country of origin can mitigate consumer animosity, especially in cases where that country's image is effectively promoted. This proves that a favorable country of origin effect can mitigate consumers' negative impressions. Consumer animosity is significantly reduced when considering the country of origin, especially when considering the possibility of repurchasing boycotted products. The following hypothesis is put forth in light of this explanation:

H_5: Country of origin has a significant negative effect on consumer animosity.

Religiosity (R) and Repurchase Intention Mediated by Consumer Animosity (CA)

Lestari and Jazil (2024) demonstrated that religiosity positively influences consumer animosity and ethnocentrism, affecting judgments about foreign products and purchase intentions. These findings underscore the complex interplay between religious beliefs, consumer sentiments, and purchasing behaviors. These insights highlight the importance of understanding how religiosity can shape consumer animosity and influence repurchase intentions. Businesses should consider these factors when developing marketing strategies to engage with diverse consumer bases effectively.

The study by Koc et al. (2024) shows that religiosity can increase consumer animosity toward specific countries, ultimately reducing the intention to repurchase products from those countries. This effect is particularly evident among consumers deeply connected to religious values. The study by Roswinanto and Suwanda (2021) identifies how dimensions of religiosity can trigger boycotts against certain products, leading to a significant decrease in repurchase intention. The cultural or religious values linked to the product are met with consumer animosity, which mediates between the two. Consumer animosity, fueled by religiosity, significantly reduces repurchase intention, especially when it comes to boycotted products. The following hypothesis is put forth in light of this explanation:

H_6: Religiosity has a significant negative effect on repurchase intention through consumer animosity.

Country-of-Origin (COO) and Repurchase Intention (RI) Mediated by Consumer Animosity (CA)

Zenan (2021) demonstrated that religiosity positively influences consumer animosity and ethnocentrism, affecting judgments about foreign products and purchase intentions. These findings underscore the complex interplay between COO, CA, and RI, highlighting the importance of understanding how consumer perceptions of a product's origin can influence their purchasing decisions.

The study by De Nisco et al. (2016) demonstrates how consumer animosity, influenced by the country of origin, reduces the intention to repurchase products. This effect is more dominant among consumers with a high level of ethnocentrism.

The study by Nguyen et al. (2022) explores how animosity arising from a product's country of origin can affect consumer satisfaction with the brand and repurchase intention. This relationship is strengthened by the negative emotions associated with the country of origin's image. It can be concluded that country of origin has a significant negative effect on repurchase intention through consumer animosity, particularly in the context of boycotted products. Based on this explanation, the proposed hypothesis is:

H₇: Country of origin has a significant negative effect on repurchase intention through consumer animosity.
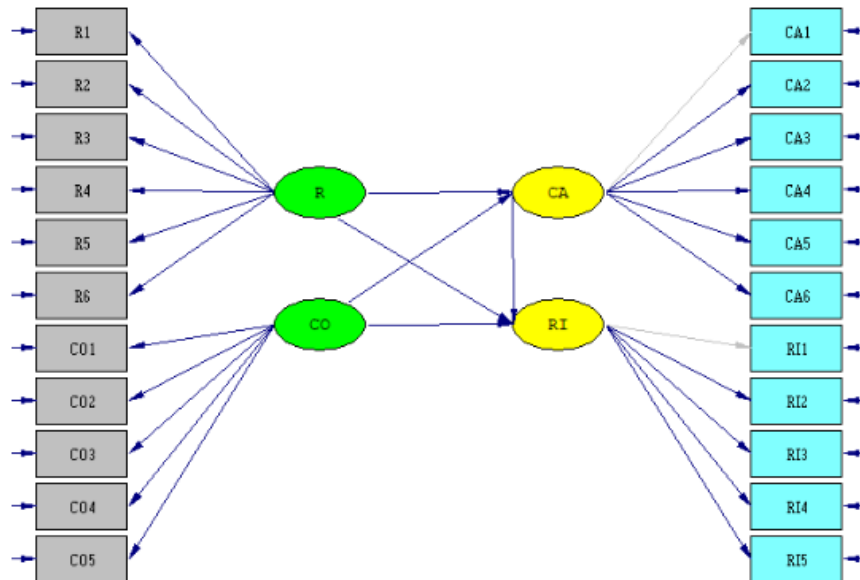

Figure 1. Model Framework and Research Hypothesis
Source: Data processed by the authors, (2024)

Research Methods

The method used quantitative research of causal/explanatory research, which aims to test several research hypotheses. The purpose of this study is to investigate the influence of several research variables that shape repurchase intention, namely, Islamic religiosity, consumer animosity, and country of origin image. Primary data collection techniques involved participatory observation of multinational franchise retailers (such as Pizza Hut, KFC, McDonald, and Starbucks in Jakarta, Semarang, and Yogyakarta to find similarities or differences in customer repurchase intention models in the three major cities), interviews, and structured questionnaires conventionally or in the form of Google Forms distributed to students of selected state and private universities in Indonesia.

A population refers to a defined group of individuals or objects that researchers identify for study, aiming to draw conclusions and generalize findings. This research focuses on students enrolled in public and private universities across Indonesia. Sampling involves selecting a more minor group from the population that accurately reflects its characteristics.

This research utilizes a non-probability sampling method, wherein not all individuals in the population possess an equal likelihood of selection (Malhotra, 2010). The uniformity of the population endorses this methodology. A convenience sampling method was used to establish a sample size of 220 students. Participants were selected from public and private universities in Indonesia.

Data Collection was conducted through participatory observations at multinational franchise retailers (e.g., Pizza Hut, KFC, McDonald's, Starbucks) in Jakarta, Semarang, and Yogyakarta to analyze customer repurchase intentions. Interviews and Questionnaires: Structured surveys were distributed in person and via Google Forms to selected university students.

Table 1. Research Instruments

Variables	Item Code	Statements
Religiosity (Minton, 2023)	R1	Knowing halal food products following Islamic teachings.
	R2	Believing in Islamic teachings that Muslims should only consume halal products.
	R3	Considering the consumption of non-halal products as sinful.
	R4	Feeling safe when choosing food that complies with Islamic teachings.
	R5	Feeling worried or uncertain when unaware of the permissibility of certain foods.
	R6	Consuming halal food promotes honest behavior.
Country-of-Origin (Ahmed et al., 2013)	COO1	Interested in purchasing fast food and beverage franchise products due to their innovative origin.
	COO2	Interested in fast food franchises because the country of origin uses advanced and modern technology.
	COO3	Attracted to fast food franchises because their origin country employs creative workers.
	COO4	Motivated to purchase fast food franchises from countries with globally recognized brands.
	COO5	Attracted to fast food franchises from countries employing high-quality workers.
Consumer Animosity (Laroche et al., 2005)	CA1	Disliking products from countries opposing Islamic teachings.
	CA2	Feeling guilty about purchasing products from countries in conflict with Islamic values.
	CA3	Avoiding products from countries with political and economic hostilities toward Islamic values.
	CA4	This is achieved through boycotts encouraged by the government or religious leaders against such products.
	CA5	They frequently seek alternative products instead of buying those from hostile countries.
	CA6	Feeling disturbed by advertisements or promotions of products from hostile countries.
Repurchase Intention (Adekunle & Ejechi, 2018)	RI1	Interested in purchasing fast food franchise products after seeing their advertisements.
	RI2	Willing to buy fast food franchise products knowing they are healthy and nutritious.
	RI3	Recommending fast food franchise products to friends.
	RI4	Feeling satisfied and unlikely to switch to other brands after purchasing fast food franchises.
	RI5	Continuously seeking information about fast food franchises even after being familiar with them.

For data analysis, the researchers used Structural Equation Modeling (SEM) with LISREL version 88.0 software. SEM is advantageous because it not only identifies causal relationships between variables but also evaluates the magnitude and components of those relationships. It provides a robust method for testing hypotheses and estimating relationships between means and covariances (Little, 2013).

SEM is particularly effective for analyzing complex relationships between independent and dependent variables while accounting for measurement errors in observed variables (Hair et al., 2021). Recent advancements in SEM also enable handling missing data and incorporating moderator models (Enders & Bandalos, 2001; Martens, 2005). This makes SEM a versatile tool for drawing precise and reliable conclusions.

Results and Discussion

Most respondents are female, numbering 128 (58.18%), with 92 male respondents (41.82%). Most respondents are between 20-21 years old, with 79 respondents (35.91%). Regarding study

programs, all respondents are from the faculty of economics and business (FEB), with 220 respondents (100%). Most respondents are from FEB UNMUL, with 46 respondents (20.91%), followed by STIE Sakti Alam Kerinci with 42 respondents (19.09%), and the remainder from FEB Pancasakti Tegal, FEB USU, FEB UNDIKNAS Bali, and FEB Unand.

Table 2. Characteristics of Research Respondents

	Categories	Frequencies (N =220)	Percentage (%)
Sex	Male	92	41.82
	Female	128	58.18
Age (Years Old)	17 – 19	51	23.18
	20 – 21	79	35.91
	22 – 23	76	34.55
	>23	14	6.36
Program Study	Faculty of Economics and Business	220	100
Campus/College	FEB USU	37	16.81
	FEB UNAND	24	10.91
	STIE Sakti Alam Kerinci	42	19.09
	FEB Universitas Pancasakti Tegal	38	17.27
	FEB UNDIKNAS Bali	33	15.01
	FEB UNMUL	46	20.91

Source: Data processed by the authors, (2024)

Measurement Model Evaluation

Structural Equation Modeling (SEM) methodologies were used to verify the measurement model's validity and reliability to ensure the research variables accurately reflect the underlying components. The principal method for evaluating validity and reliability was Confirmatory Factor Analysis (CFA).

Each indicator's Standardized Loading Factor (SLF) value was examined to determine validity. The SLF value must be greater than 0.5 for an indicator to be deemed legitimate. We used two important metrics to evaluate reliability: A composite reliability (CR) value of 0.7 or above indicates that the construct is dependable. When the average variance extracted (AVE) number is more than 0.5, it indicates reliability.

The study examined multiple factors, including customers' antagonism, religiosity, country of origin, and intention to repurchase. It included religiosity as an independent variable and quantified it using six measures. It was viewed as an external component.

Table 3 and Figure 2 summarize the results of the validity and reliability assessments for these variables. By confirming the measurement model's robustness, these evaluations guarantee the validity and reliability of the variables and their indicators, paving the way for future investigation.

A t-count greater than 1.96 and SLF values greater than 0.5 are shown in Table 3 and Figure 2, respectively, for all indicators belonging to the religiosity variable. All indicators in this variable are legitimate because their SLF values are higher than the minimum required for validity.

Table 3. Religiosity (R) Validity and Reliability Test

Indicators	Loading Factor	t-value	Measurement Error	LF²	CR	AVE
R1	0.868	15.266	0.247	0.753	0.888	0.570
R2	0.678	10.712	0.540	0.460		
R3	0.738	12.000	0.455	0.545		
R4	0.778	12.950	0.395	0.605		
R5	0.729	11.799	0.469	0.531		
R6	0.725	11.711	0.474	0.526		
∑	4.516		2.580	3.420		

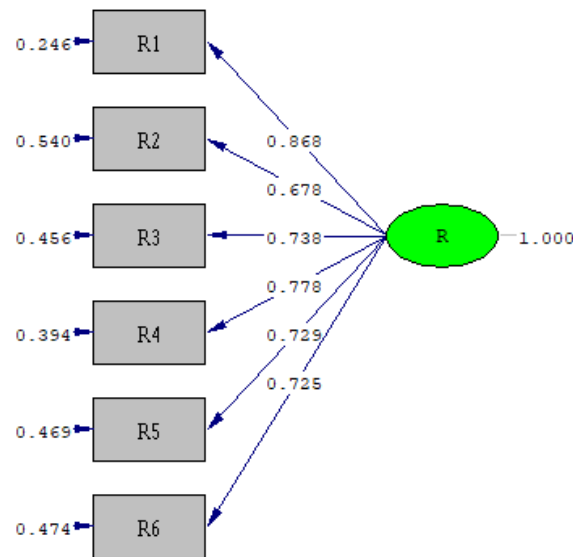Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Figure 2. Validity and Reliability Test of Religiosity
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

The reliability test has shown that this variable's CR and AVE values are reliable since they have reached the minimum threshold. The composite reliability (CR) for this variable is 0.888, and the average variance extracted (AVE) is 0.570. Based on the evidence, we can conclude that the religiosity variable is reliable.

According to this research, customer animosity is an independent variable since it is seen as an outside factor. Six separate metrics were utilized in this investigation. The outcomes of the reliability and validity evaluations for this variable are shown in Figure 3 and Table 4 below.

Table 4. Country-of-Origin (COO)Validity and Reliability Test

Indicators	Loading Factor	t-value	Measurement Error	LF^2	CR	AVE
COO1	0.730	13.289	0.467	0.533	0.898	0.639
COO2	0.818	14.135	0.331	0.669		
COO3	0.895	17.681	0.199	0.801		
COO4	0.746	14.098	0.443	0.557		
COO5	0.796	13.475	0.366	0.634		
∑	3.985		1.807	3.193		

Source: Processed by the authors, 2024 (LISREL 8.8 Output)
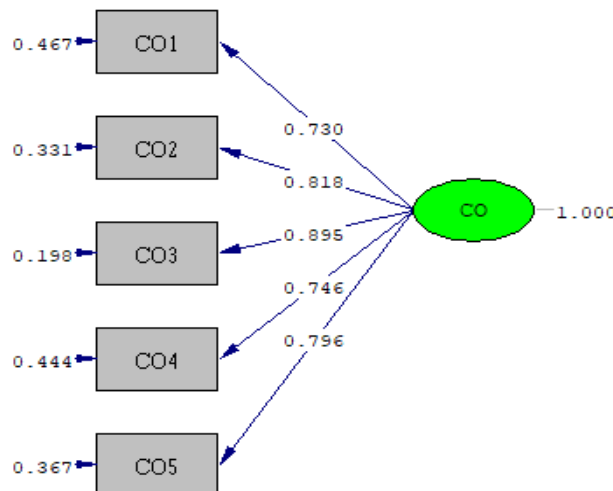

Figure 3. Validity and Reliability Test of Country of Origin
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

As seen in Table 4 and Figure 3, all indicators in the country-of-origin variable have SLF values larger than 0.5 and t-counts greater than 1.96. Since their SLF values are higher than the minimum threshold, all of the indicators in this variable are real.

The dependability test has shown that this variable's CR and AVE values are higher than the minimum threshold, indicating reliability. This variable has an average variance extracted of 0.639 and composite reliability (CR) of 0.898. From this, we may conclude that the reliability of the nation of origin variable is constant.

This study views repurchase intention as an endogenous variable, meaning that various other factors influence it. It employs five distinct indicators.

Table 5. Validity and Reliability Test of Consumer Animosity (CA)

Indicators	Loading Factor	t-value	Measurement Error	LF^2	CR	AVE
CA1	0.771	12.998	0.406	0.594	0.922	0.663
CA2	0.878	15.873	0.229	0.771		
CA3	0.863	15.434	0.255	0.745		
CA4	0.778	13.174	0.395	0.605		
CA5	0.867	15.540	0.248	0.752		
CA6	0.716	11.016	0.487	0.513		
∑	4.873		2.020	3.980		

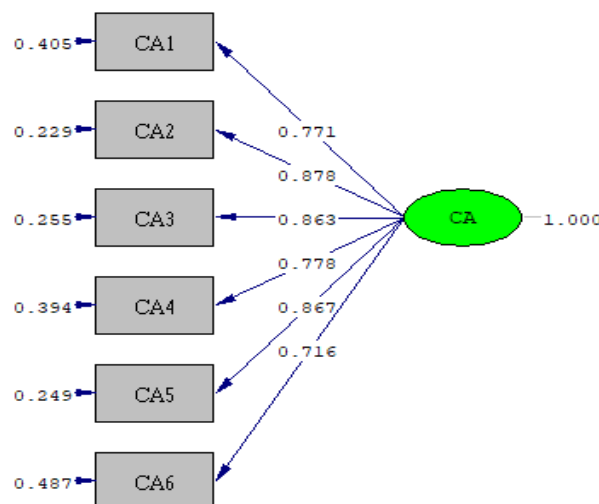Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Figure 4. Validity and Reliability Test of Consumer Animosity
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

As seen in Table 5 and Figure 4, all consumer animosity indications had SLF values greater than 0.5 and t-counts greater than 1.96. Since all indicators in this variable have SLF values more significant than the minimum, they are all valid.

The reliability test has shown that this variable's CR and AVE values are reliable since they have reached the minimum threshold. This variable has a composite reliability (CR) of 0.922 and an average variance extracted (AVE) of 0.663. Therefore, we can deduce that the customer hostility variable exhibits a consistent level of reliability.

The data presents in Table 6 and Figure 5 indicates that the SLF value for all indicators within the repurchase interest variable surpasses 0.5, with a t-count exceeding 1.96. This indicates that all indicators within this variable are valid, as their SLF values exceed the established minimum threshold.

The reliability test results indicate that the CR and AVE values for this variable exceed the minimal threshold, suggesting that they can be relied upon. The composite reliability (CR) and average variance extracted (AVE) values for this variable are 0.917 and 0.689, respectively.

Table 6. Validity and Reliability Test of Repurchase Intention (RI)

Indicators	Loading Factor	t-value	Measurement Error	LF²	CR	AVE
RI1	0.783	12.397	0.387	0.613	0.917	0.689
RI2	0.816	14.497	0.334	0.666		
RI3	0.937	17.596	0.122	0.878		
RI4	0.814	14.288	0.337	0.663		
RI5	0.790	12.790	0.376	0.624		
∑	4.140		1.556	3.444		

Source: Processed by the authors, 2024 (LISREL 8.8 Output)
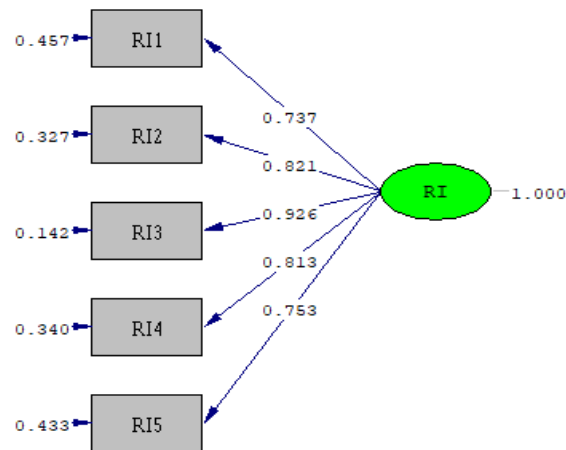
Figure 5. Validity and Reliability Test of Repurchase Intention
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Goodness-of-Fit Evaluation

Multiple goodness-of-fit criteria were employed to assess the adequacy of the model. First, assess whether the data employed can substantiate the assumptions required for structural equation modeling (SEM) analysis. If these assumptions are fulfilled, the model may be tested. The following are some of the key metrics used to assess appropriateness requirements, as well as their cut-off values.

Table 7. Goodness-of-Fit Model Test

No.	Goodness-of-Fit Indices	Cut-Off Value	Results	Description
Absolute Fit Indices				
1	Chi-Square	237.240	196.386	Good Fit
2	Probability	≥0.05	P=0.617	Good Fit
3	RMSEA	≤0.08	0.000	Good Fit
4	RMR	≤0.10	0.051	Good Fit
5	SRMR	≤0.08	0.042	Good Fit
6	Norm. Chi-Square (X^2/DF)	<2	0.001	Good Fit
7	GFI	≥0.90	0.922	Good Fit
8	AGFI	≥0.90	0.902	Good Fit
Incremental Fit Indices				
9	NFI	≥0.90	0.966	Good Fit
10	TLI (NNFI)	≥0.90	1.002	Good Fit
11	CFI (RNI)	≥0.90	1.000	Good Fit
12	RFI	≥0.90	0.961	Good Fit
13	IFI	≥0.90	1.001	Good Fit
Parsimony Fit Indices				
14	PNFI	≥0.50	0.849	Good Fit
15	PGFI	≥0.50	0.740	Good Fit

Source: Processed by the authors, 2024 (LISREL 8.8 Output)

a. Absolute Fit Indices

The chi-square value for the model is 196.386, which is lower than the chi-square table value of 237.240, indicating a strong model fit. The chi-square significance probability stands at 0.617, surpassing the optimal threshold of >0.05, further substantiating the model's robust fit.

The Root Mean Square Error of Approximation (RMSEA) is 0.000, signifying a highly favorable fit, given that the optimal threshold is below 0.08. The Root Mean Square Residual (RMR) value of 0.051 and the Standardized Root Mean Square Residual (SRMR) value of 0.042 suggest that the model fits well, as they satisfy the established thresholds of <0.10 and <0.08.

The Normalized Chi-Square (norm. chi-square) score stands at 0.001, significantly lower than the threshold of <2, indicating a firm fit. The Goodness-of-Fit Index (GFI) stands at 0.922, while the Adjusted Goodness-of-Fit Index (AGFI) is recorded at 0.902. Both values surpass the minimum threshold of >0.90, indicating that the model demonstrates a firm fit.

b. Incremental Fit Indices

The model demonstrates robust performance on incremental fit measures. The Normed Fit Index (NFI) stands at 0.966, while the Non-Normed Fit Index (NNFI) is recorded at 1.002, with both metrics surpassing the ideal threshold of >0.90.

Similarly, the Comparative Fit Index (CFI) reaches a perfect score of 1.000, signifying an excellent fit. The Relative Fit Index (RFI) stands at 0.951, and the Incremental Fit Index (IFI) is at 1.001. Both surpass the ideal threshold of >0.90, illustrating the model's robustness.

c. Parsimony Fit Indices

The measures of parsimony fit further validate the adequacy of the model. The Parsimony Normed Fit Index (PNFI) stands at 0.849, while the Parsimony Goodness-of-Fit Index (PGFI) is at 0.740. Both indices surpass the necessary threshold of ≥0.50.

In summary, as evidenced by Table 7, all Goodness-of-Fit (GOF) measures are categorized as excellent fits. This thorough assessment highlights that the research model demonstrates a firm fit and exceptional reliability for subsequent analysis.

Structural Model Evaluation

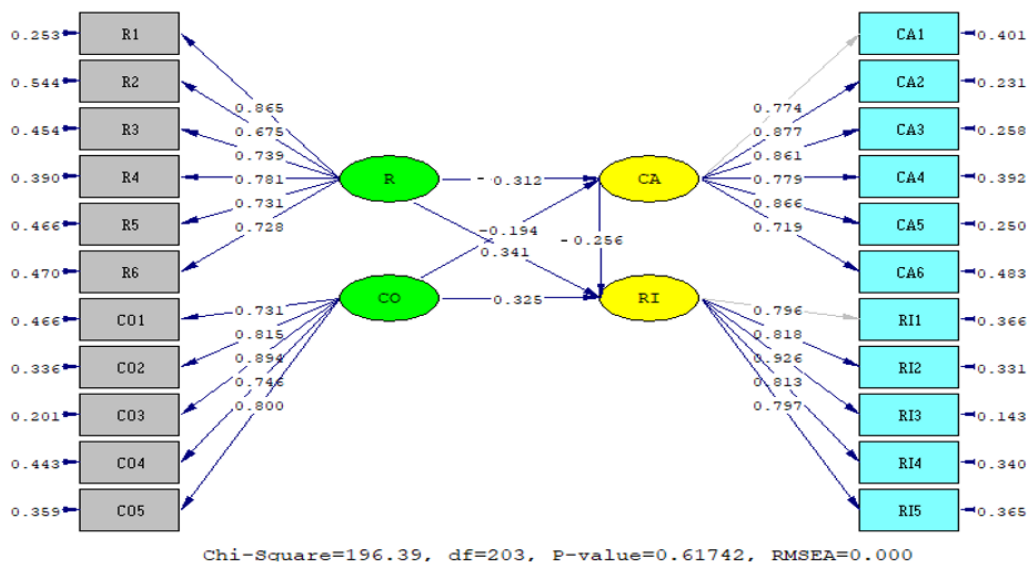Chi-Square=196.39, df=203, P-value=0.61742, RMSEA=0.000

Figure 6. Path Coefficient in the Research Model
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Figure 6 displays the degree of association between the parameters investigated in this study, along with the positive and negative implications for each variable. Before verifying the hypothesis, the route coefficient equation, or structural equation modeling (SEM), is first stated as follows.

$$RI = 0.341 * R + 0.325 * COO - 0.256 * CA, Errorvar. = 0.691, R^2 = -0.309 \tag{1}$$

The equation indicates that the religiosity variable positively impacts repurchase intention, evidenced by a path coefficient of 0.341. Additionally, the country-of-origin variable shows a path coefficient of 0.325, while the consumer animosity variable exhibits a path coefficient of -0.256.

The findings indicate that religion and place of origin serve as exogenous factors positively influencing repurchase intention. In summary, as religion and place of origin increase, influenced by customer dissatisfaction, the intention to repurchase declines further.

The equation above yields a coefficient of determination (R²) of 0.309 (30.9%). This result shows that religion, customer antagonism, and place of origin impact 30.9% of repurchase intention. The Errorvar value is 0.691, indicating that 69.1% is influenced by variables not investigated in this research.

$$CA = -0.312 * R - 0.194 * COO, \text{Errorvar.} = 0.865, R^2 = 0.135 \tag{2}$$

According to Equation (2), the variable religiosity has a path coefficient value of -0.312, while the variable country of origin has a value of -0.194.

These findings imply that religion and place of origin are two exogenous factors negatively impacting consumer antipathy. In other words, as religion rises, consumer antipathy falls. Similarly, the negative impact of country of origin implies that as the nation of origin improves, customer hatred falls.

The equation above yields a coefficient of determination (R²) of 0.135 (13.5%). This suggests that religion and place of origin impact 13.5% of consumer hostility, but the Errorvar value is 0.865, implying that 86.5% is influenced by variables not investigated in this research.
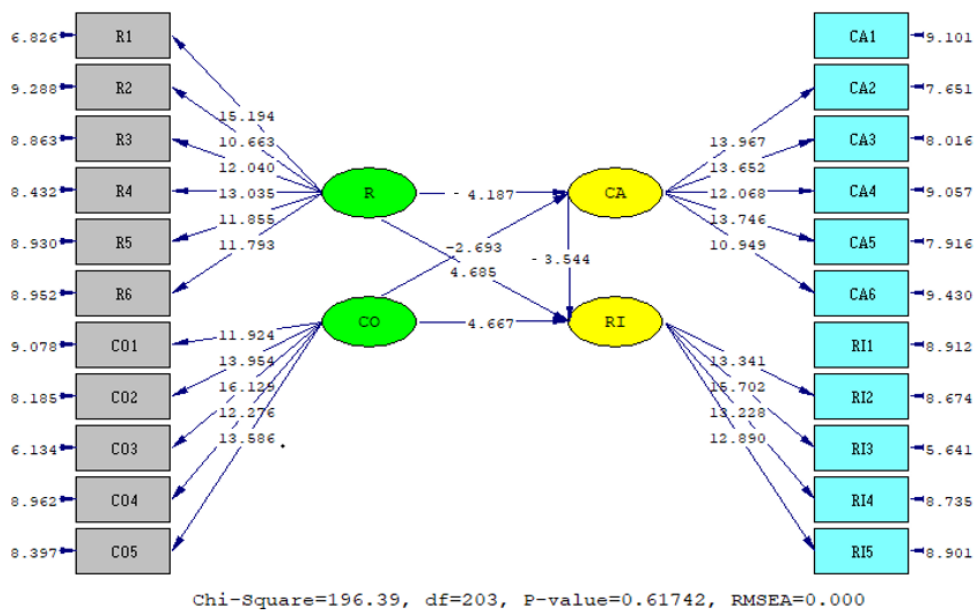

Figure 7. T-Value of the Research Model
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Table 8. Hypothesis Testing Result

Hypothesis	Path Coefficient	t-value	Decision
H1: R (+) → RI	0.341	4.685	H1 Accepted
H2: COO (+) → RI	0.325	4.667	H2 Accepted
H3: CA (-) → RI	-0.256	-3.544	H3 Accepted
H4: R (-) → CA	-0.312	-4.187	H4 Accepted
H5: COO (-) → CA	-0.194	-2.693	H5 Accepted
H6: R (-) → CA (+) → RI	-0.080	-2.823	H6 Accepted
H7: COO (-) → CA (+) → RI	-0.050	-2.141	H7 Accepted

Note. R=Religiosity; COO=Country-of-Origin; CA=Consumer Animosity; RI=Repurchase Intention.
Source: Processed by the authors, 2024 (LISREL 8.8 Output)

Figure 7 depicts the correlation t-value between variables in this research, calculated from data processed using the LISREL 8.80 software. The dark blue arrow represents a t-value of more prominent than 1.96 or less than -1.96, indicating a statistically significant correlation between variables. The appearance of a red arrow on the t-value implies that no connection exists between variables.

Religiosity and Repurchase Intention

The results indicate a distinct and substantial relationship between religiosity and repurchase intention, evidenced by a coefficient of 0.341 and a t-value of 4.685, which exceeds the significance threshold (t>1.96). This indicates that religiosity significantly enhances consumer loyalty by fostering a more profound emotional connection with products that resonate with ethical and religious principles.

Theoretically, this aligns with Ajzen's theory of planned behavior (2012), which explains how personal values and attitudes—shaped by religiosity—influence intentions and actions. Similarly, Maslow's hierarchy of needs (Rouse, 2004) supports this idea by showing that religiosity fulfills higher-level needs for self-actualization, motivating people to choose products that reflect their spiritual and moral principles.

These findings are backed by previous research. For example, Shahid et al. (2023) found that religiosity boosts brand loyalty, especially in industries like halal cosmetics, where trust and ethical alignment matter most. Likewise, Quang et al. (2017) highlighted how religiosity reduces unethical consumption, leading to stronger loyalty toward authentic and ethically made products.

Overall, these results make sense because religiosity naturally influences trust, preferences, and emotional connections with brands that resonate with consumers' values. It encourages ethical consumption and builds sustainable loyalty. By bridging theory and real-world evidence, this insight helps researchers and businesses better understand the important role of spirituality in shaping consumer behavior.

Country-of-Origin on Repurchase Intention

The findings indicate a significant and favorable correlation between a product's country of origin (COO) and customers' likelihood of repurchasing it. The findings reveal a notable coefficient of 0.325 and a t-value of 4.667, indicating that COO is frequently a strong predictor of quality, trustworthiness, and desirability. This is consistent with findings from Ishak et al. (2018), indicating that awareness of a product's origin increases its perceived value and attractiveness. Similarly, Khraim (2022) demonstrated that a favorable COO image enhances trust and loyalty, essential for promoting repeat purchases.

The connection makes intuitive sense: consumers frequently associate products from certain countries with superior quality, advanced innovation, or specialized expertise. These positive perceptions build trust and satisfaction, motivating customers to return. For businesses, this underscores the importance of emphasizing a product's origin in branding and marketing strategies. By leveraging COO perceptions, companies can boost credibility, strengthen customer relationships, and encourage loyalty. These findings offer practical insights into how businesses can use COO as a strategic tool to drive repeat purchases and enhance customer loyalty.

Consumer Animosity on Repurchase Intention

The analysis reveals a clear and significant negative relationship between consumer animosity and the likelihood of repeat purchases. This is evident from a coefficient of -0.256 and a t-value of -3.544, showing that higher levels of animosity significantly reduce the chances of customers repurchasing products, supporting H3. This aligns with previous research, such as Abdul-Talib et al. (2016), who found that political, cultural, or historical tensions often fuel consumer animosity, discouraging purchases from associated brands. Similarly, Abdullah et al. (2024) observed that consumer animosity harms brand loyalty by triggering negative emotions and biases.

Huang et al. (2008) further highlight that consumer animosity not only decreases purchase intentions but also erodes brand trust and equity, making customers even less likely to buy again. This finding is understandable, as animosity creates emotional and psychological barriers that diminish trust and positive perceptions of the brand.

For businesses, this underscores the importance of proactively addressing consumer animosity, particularly in politically sensitive or global markets. Strategies such as promoting shared values, fostering cultural understanding, and distancing the brand from political controversies can help reduce the impact of animosity and preserve customer loyalty. These efforts can go a long way in maintaining trust and ensuring sustained consumer relationships despite challenging circumstances.

Religiosity and Consumer Animosity

The findings indicate a notable inverse correlation between religiosity and consumer animosity, reflected by a coefficient of -0.312 and a t-value of -4.187. Higher levels of religiosity correlate with lower levels of animosity, offering substantial evidence for H4. The findings are consistent with previous studies, including Kusumawardani and Yolanda (2021), which demonstrated that religiosity enhances empathy and tolerance, thereby mitigating negative emotions such as animosity towards individuals from diverse backgrounds. Bao et al. (2021) demonstrated that religiosity promotes ethical decision-making and fairness, potentially alleviating tensions in cross-cultural interactions.

Kiriri (2019) emphasized that individuals with strong religious beliefs tend to exhibit lower levels of hostility. Their values prioritize forgiveness, compassion, and harmony, even when faced with adversity. The relationship is evident, as religiosity frequently highlights moral principles that mitigate hostility and encourage positive emotional responses.

This underscores the importance of businesses promoting tolerance, fairness, and compassion. Fostering these principles can help reduce consumer animosity, whether through marketing campaigns, corporate social responsibility initiatives, or community engagement efforts. This is particularly valuable in international markets, where political or cultural differences could otherwise pose challenges. By aligning with these values, companies can build trust and improve relationships with diverse consumer groups.

Country-of-Origin on Consumer Animosity

The findings indicate a noteworthy inverse correlation between the country of origin and consumer animosity, as evidenced by a coefficient of -0.194 and a t-value of -2.693. This indicates that a favorable view of a product's country of origin may mitigate consumer animosity, thereby reinforcing H5. The results correspond with earlier research, including that of Antonetti et al. (2019), which emphasized that a positive country-of-origin perception fosters trust and respect, alleviating animosity stemming from political or historical conflicts. Similarly, Xu et al. (2020) found that consumers are less likely to feel animosity toward products from countries they perceive as culturally or economically aligned with their values.

Recent research by Van Camp et al. (2016) also emphasized that branding strategies focusing on shared cultural or ethical values can reduce animosity by creating a sense of connection and mutual respect between consumers and the product's country of origin. Furthermore, Sanfelix (2019) found that strong associations with quality and innovation related to the country of origin can help diminish consumer bias and adverse emotional reactions.

This relationship is well-supported because a positive image of a country can foster goodwill and reduce perceived barriers caused by past conflicts or differences. For businesses, this underscores the importance of highlighting the positive aspects of their country of origin, particularly in international markets, to reduce animosity and foster stronger consumer relationships. By focusing on shared values and quality, companies can turn the country-of-origin factor into a strategic advantage.

Mediating Role of Consumer Animosity: Religiosity on Repurchase Intention

The findings indicate a notable negative correlation between religiosity and repurchase intention, mediated by consumer animosity, evidenced by a coefficient of -0.080 and a t-value of -2.823. This

indicates that consumer animosity plays a mediating role in the relationship between religiosity and repurchase intention, thereby supporting H6. The findings indicate that although religiosity promotes ethical conduct, it may also intensify adverse feelings, such as hostility, towards products or brands viewed as incompatible with an individual's religious or cultural principles. This finding aligns with the research conducted by Kusumawardani and Yolanda (2021), which observed that while religiosity can promote ethical behavior, it may also exacerbate animosity in situations involving cultural or religious conflict.

Karimov and El-Murad (2019) observed that religiosity may have an indirect effect on purchase intentions, mainly when animosity is evident, especially in politically or culturally sensitive contexts. Roswinanto and Suwanda (2021) highlighted the significance of consumer animosity as a mediating factor, indicating that more intense religious beliefs may intensify negative sentiments towards specific brands or countries, diminishing consumer loyalty and intentions to repurchase.

This relationship is supported because religiosity, while often promoting moral values, can create substantial barriers when consumers perceive certain brands or countries as incompatible with their ethical or religious standards. For businesses, this implies the importance of understanding the potential mediating role of consumer animosity and addressing any cultural or religious conflicts that might influence consumer behavior. Developing strategies emphasizing inclusivity, respect, and cultural sensitivity can help mitigate these adverse effects and maintain consumer loyalty.

Mediating Role of Consumer Animosity: Country-of-Origin on Repurchase Intention

The findings indicate a negative correlation between country of origin and repurchase intention, mediated by consumer animosity, evidenced by a coefficient of -0.050 and a t-value of -2.141. This indicates that consumer animosity is a significant mediating factor in diminishing repurchase intentions in the context of negative perceptions regarding the country of origin, reinforcing H7. In summary, positive attributes associated with a product's country of origin may not significantly influence repurchase intention when intense consumer animosity exists.

This finding is consistent with earlier studies, including the work of Khraim (2022), which indicated that consumer animosity can influence the effects of country-of-origin perceptions, where intense negative sentiments toward a country can diminish its favorable image. Xu et al. (2020) also highlighted that while a favorable country-of-origin reputation can enhance purchase intentions, animosity weakens this relationship by introducing psychological barriers. Similarly, Van Camp et al. (2016) demonstrated that consumer animosity is a barrier, reducing trust and loyalty toward brands from certain countries, regardless of product quality.

Luo et al. (2024) emphasized the importance of businesses in politically or culturally sensitive markets addressing consumer animosity to capitalize on the potential advantages of a positive country-of-origin image. These findings are well-supported as they highlight the complex role of consumer animosity in shaping consumer behavior, especially in international markets. Companies must recognize the powerful influence of consumer animosity and develop strategies to reduce its impact, such as focusing on shared values, promoting cultural understanding, or distancing their brand from geopolitical tensions.

Implication and Conclusion

The study reveals that religiosity and country-of-origin perceptions significantly enhance repurchase intentions, while consumer animosity strongly deters them. These findings underscore the emotional and cultural dimensions of consumer behavior, suggesting that stronger religious beliefs and favorable perceptions of a product's origin foster consumer loyalty. In contrast, hostility toward a country sharply diminishes it. This insight offers valuable implications for businesses and policymakers, emphasizing the importance of understanding the cultural and emotional drivers of consumer decisions. Companies, especially those targeting Muslim markets like Indonesia, should align their strategies with cultural and religious values, offering certifications like halal and focusing on ethical practices and sensitive messaging. For policymakers, fostering positive perceptions of

local brands and promoting transparency can help mitigate consumer animosity toward foreign goods.

Future research could explore how religiosity, animosity, and country-of-origin perceptions interact across various cultural and regional contexts. Comparative studies, particularly between Islamic and non-Islamic populations or in areas with varying socio-political tensions, could offer richer insights. Incorporating factors like brand loyalty, perceived quality, or trust as mediators or moderators could deepen understanding. Qualitative approaches, such as focus groups, ethnography, and longitudinal studies, could further uncover the psychological and temporal aspects of consumer decisions.

While the study provides valuable insights, its focus on Indonesian university students and the food and beverage sector limits its generalizability. Expanding the research to include diverse demographics, industries, and longitudinal designs could reveal broader and more causal patterns in consumer behavior, helping businesses and policymakers make more informed, contextually relevant decisions.

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