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Development of waqf forest in Indonesia: Brand equity analysis of Bogor *waqf* forest purchase intention

Yusup Firmannudin, Deni Lubis, Khalifah Muhamad Ali

Department of Islamic Economics, Faculty of Economics and Management, IPB University, Bogor, Indonesia

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Corresponding author:
Yusup Firmannudin
h54190034yusup@apps.ipb.ac.id

Author's email:
denilubis@apps.ipb.ac.id
khalifahma@apps.ipb.ac.id

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Center for Islamic Economics Studies and Development, Faculty of Business and Economics, Universitas Islam Indonesia

Abstract

Purpose – This study aims to analyze the characteristics of respondents who donate, visit, or endow Bogor Waqf Forest and the influence of brand awareness, brand association, brand loyalty, and perceived quality on the purchase intention of Bogor Waqf Forest.

Methodology – The data obtained in this study were primary data from questionnaires with 136 respondents and secondary data from literature studies such as foundations, journals, books, and related articles. The methods used in this research are descriptive analysis and structural equation modeling–partial least squares (SEM-PLS).

Findings – The results of this study show that brand loyalty and perceived quality have a positive and significant influence.

Implications – Maintaining and increasing perceived quality and brand loyalty so that consumer loyalty and perceptions remain high and well maintained.

Originality – This research is original in measuring brand equity analysis of intention to purchase a Bogor Waqf Forest.

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Introduction

According to Global Forest Watch data, Indonesia's forest area in 2020 is approximately 96.4 million hectares, or around 57% of the country's total land area. However, this forest decreased by 0.2 million hectares from the previous year. The following are the data on Indonesia's forest area from 2015 to 2020. In Figure 1, it can be explained that Indonesia's forest area decreased from 2015 to 2018 by approximately 1 million hectares annually; in 2015, the forest area was 97.5 million hectares. In 2016, the forest area was 96.7 million hectares; in 2017, it was 95.7 million hectares; and in 2018, it was 95 million hectares. In 2019, there was an increase of approximately 1.6 million hectares, namely 96.6 million hectares. Then, there was a decrease again in 2020 by 0.2 million hectares, namely to 96.4 million hectares. Even though there has been an increase in 2020, total deforestation is greater than the increase in forests (Global Forest Watch 2023).

Forests support the Sustainable Development Goals (SDGs) because they have the benefits of reducing poverty and hunger, protecting the climate, health, biodiversity, and providing water (Ali and Kassim 2020). In addition, other studies have suggested that forests can reduce carbon

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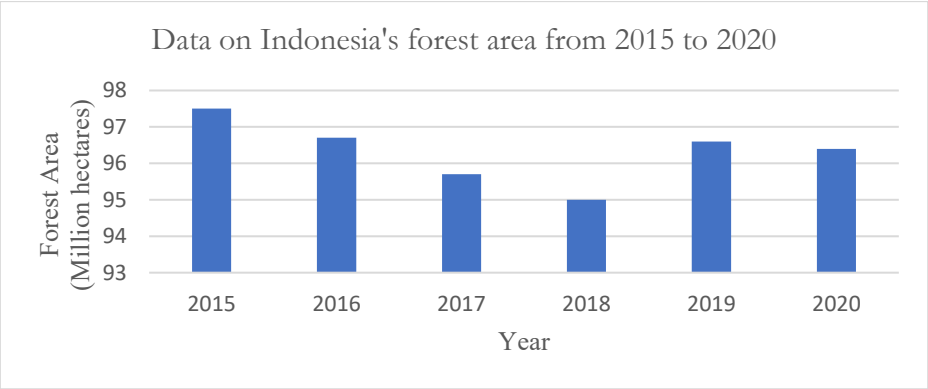
emissions and increase biodiversity (flora and fauna) (Paul et al. 2015). Forest development can help people become more prosperous (Sadeq 2002).



Source: Global Forest Watch (Processed 2023).

Figure 1. Data on Indonesia's forest area from 2015 to 2020

One of the efforts to overcome deforestation and the benefits offered by Islam today is waqf forests. Waqf is defined in Article 1 of Law Number 41 of 2004 as "a waqif's legal act to separate and/or surrender part of his assets to be used forever or for a certain period by his interests for worship and/or public welfare." According to Ali and Kassim (2020), Waqf is an eternal concept. According to Law No. 41 of 2004, Article 6, six components make up waqf: wakif, nazir, waqf property, waqf pledge, allotment of waqf property, and waqf period.

Indonesian waqf does not develop as quickly as in other countries because mosques, madrasas, cemeteries, and orphanages continue to be a community paradigm in waqf (Ministry of Religion 2013). Although it is quite large, it seems that the potential for waqf assets is only used for the construction of mosques and has not been managed very well (Fauzan et al. 2019). Therefore, a productive waqf is needed to prevent climate change and protect the natural environment.

Waqf in the form of waqf forests is one way to preserve forests (Jannah et al. 2021). Waqf-based forest conservation with long-term goals for ecological interests can be viewed as an innovative movement for environmental preservation (Purnama 2020). In Islamic law, waqf embodies the achievement of social and economic benefits; therefore, the concept of developing waqf forests is relevant (Sup, 2021). The development of waqf forests has enormous potential (Setyorini et al. 2020; Syawal & Handayani 2021; Rohmaningtyas 2022). Waqf forests also have the opportunity to contribute to the environmental preservation agenda, both globally and locally, through government initiatives such as Social Forestry (Ali et al. 2021) and the Sustainable Development Goals (SDGs) Action Plan (Ali and Kassim 2020). However, the waqf allocated to forests remains small.

Bogor Waqf Forest is one of the forest waqf practices in Indonesia. The Bogor Waqf Forest Foundation is one of the brands that has become a competition in the forest waqf sector, especially the Bogor Waqf Forest brand. The Bogor Wakaf Forest Foundation was established in 2018 in the Cibunian Village, Pamijahan District, Bogor Regency. Bogor Waqf Forest tries to provide a different concept with three main programs, abbreviated as 3E: ecology, economy, and education. The Bogor Waqf Forest Foundation already has three areas in five waqf forest locations covering approximately one hectare in just four years.

The development of research on waqf forests has not discussed much about Indonesian waqf branding. This research focuses on "Brand Equity, which consists of four dimensions on purchase intention: brand awareness, brand association, perceived quality, and brand loyalty in Bogor Waqf Forest. The purchase intention intended in this study is to visit, donate, or make endowments, because purchase intention is a consequence or an impact of the brand equity dimension (Aaker 2010). The four key components of brand equity identified by Aaker are perceived quality, brand association, brand loyalty, and brand awareness. Therefore, this study intends to understand the extent to which the dimensions of brand equity (brand awareness, brand

association, perceived quality, and brand loyalty) result in purchase intention in waqf, donations, or visits, to formulate relevant strategies to increase the targets of the Bogor Waqf Forest Foundation program.

Literature Review

Waqf Concept

According to its etymology, waqf comes from the Arabic term "Waqafa" which means "hold," "stop," "stay in place," or "stay standing" (Ahmad 2007). In line with Ibn Umar's hadith, Umar Bin Khattab radhiyallahu 'anhu acquired land (garden) in Khaibar, and he came to the Prophet sallahu' alaihi wa sallam to ask for instructions about the land. He said: "O Messenger of Allah, I got land in Khaibar that I have never obtained property that is better for me than that land. What is your order to me regarding it?" The Prophet shallahu' alaihi wa sallam replied: "If you want, you endure the point and you give the results in charity." Waqf is sadaqah jariah. This is by the hadith narrated by Muslim priests that the Prophet sallallaahu' alaihi wa sallam said: "When a human dies, his deeds are cut off, except for three cases: sadaqah jariyah (endowment), useful knowledge, or a pious child who prays for him".

Waqf is defined in Article 1 of Law Number 41 of 2004 as "a waqif's legal act to separate and/or surrender part of his assets to be used forever or for a certain period by his interests for worship and/or public welfare." According to Ali and Kassim (2020), Waqf is an eternal concept. The Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) also defines waqf, which is defined in Sharia terms as protecting property from any disposition resulting in ownership and providing the beneficiary with the results of its use. According to Law Number 41 of 2004 Article 6, six components make up waqf: wakif, nazir, waqf assets, waqf pledges, allotment of waqf assets, and the waqf period.

Waqf Forest

The argument of the Qur'an regarding waqf forests is contained in Surah Ali Imran verse 92, which means that you will never reach (perfect) virtues before you spend part of the wealth you love. And whatever you spend, Allah knows. Hadith narrated by Imam Bukhori from Anas Bin Malik radhiyallahu 'anhu. He said: The Messenger of Allah shallahu 'alaihi wa sallam said: "It is not a Muslim who plants or cultivates crops, then the plants are eaten by birds, people, or animals, unless it becomes charity for him." According to Jannah et al. (2021), waqf forests are forests built on waqf lands. According to Ali and Kassim (2020), waqf forests can be built on waqf land or obtained from the cash waqf collected by the community.

Ali and Kassim (2020) claim that waqf instruments in the forestry sector can help achieve Sustainable Development Goals. According to Ali and Kassim (2020), the tangible benefits are in the da'wah, education, health, social, economic, and ecological sectors. Clean air, clean water, natural beauty, soil protection, and other benefits are intangible. According to Ali (2019), waqf forest development protects the environment from natural disasters.

Brand Equity

According to Kotler and Keller (2012), a brand is a name, word, sign, symbol, design, or a mixture of all of these that tries to identify the products or services of one seller or group of sellers and differentiate them from competitors to make it easier for someone to identify a particular item or service by competitors (Kotler and Armstrong 2017). According to Aaker (2010), brand equity is a collection of assets and liabilities associated with brand names and symbols that increase (or decrease) a company's value in consumer perceptions through goods or services. The four key components of brand equity identified by Aaker are perceived quality, brand association, brand loyalty, and brand awareness.

According to Aaker (2010), brand awareness is the capacity of potential customers to recognize or recall that a brand is part of a certain product category. Several levels of brand

awareness, namely, new awareness of the brand, brand recognition, brand recall, and Top of Mind. According to Aaker (2010), brand association is driven by brand identity, which can be developed by (1) considering emotional benefits, individual expression, and function, and (2) using four perspectives of brand identity: brand as product, brand as an organization, brand as a person, and brand as a symbol. Brand associations can also be strengthened through communication through experiences or sightings. According to Aaker (2010), loyalty is a state in which consumers have a relationship with a particular brand and many factors obtain the main aspect of equity. Brand loyalty has several levels: switcher buyer, habitual buyer, satisfied buyer, liking brand, and committed buyer.

Purchase Intentions

According to Aaker (2010), purchase intention is a consequence or impact of brand equity dimensions. Consumers base their purchase intention on several variables, including expected opinion, price, and product superiority (Kotler and Armstrong 2017). The frequency of requests for information, urgency of purchase, and preference level are indicators that can be used to determine consumer purchase intentions. Consumer buying behavior is predicted by purchase intention (Ajzen 1991). The purchase intention intended in this study is to visit, donate, or donate.

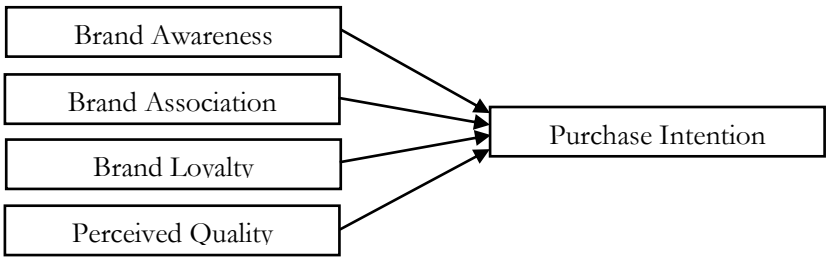


Figure 2. Research model

Methodology

This study used primary data. Primary data were obtained using an online questionnaire in Google Forms. Data were collected from March to May 2023.

Sample Selection

A non-probability sampling method with a purposive sampling technique was used for primary data collection. Generally, there should be at least five observations more than the variables to be analyzed (Hair et al., 2014). The minimum total sample equals the observation of 25 indicators multiplied by five, so it becomes a minimum of 125 samples (minimum). A total of 136 respondents were tested.

Based on Table 1, the respondents in this study were predominantly men, with as many as 88 people (65%). The respondents were female, with as many as 48 people (35%). The domiciles of respondents from Bogor district included 59 people (45%), Bogor city 44 people (35%), and addresses outside the two were 33 people (20%), namely Bandung, Bekasi, Depok, Jakarta, East Java, Kuningan Regency, Balangan Regency, Riau Regency, Bandar Lampung City, Blitar City, Tasikmalaya City, Mentawai, Situbondo, Sukabumi, and South Tangerang. The age group in this study was 15 to 25 years, namely 85 people (62%), followed by the age group of 26 to 35 years, and as many as 32 people (23%). Furthermore, the age group of 36 to 45 years was eight people (6%), the age group of 46 to 55 years was 6 people (5%), and the age group over 56 years was 5 people (4%). The marital status of unmarried respondents was 99 (73%). The last level of education was dominated by undergraduate degrees, 64 (47%). Most respondents' occupations were students (n = 70, 52%). Respondents with the highest income, or 90 people, had an income of more than IDR 3,000,000 (66%). One hundred and four people (76% of respondents) constituted the majority of those with expenses of IDR 3,000,000. Respondents who chose to donate, visit, or provide waqf in the Bogor Waqf Forest were dominated by 71 people (52%).

Table 1. Profile of Respondents

Respondent Characteristics	Category	Amount (people)	Percentage (%)
Gender	Man	88	65
	Woman	48	35
Domicile	Bogor City	44	35
	Bogor Regency	59	45
	Apart from both	33	20
Age	15 – 25 years	85	62
	26-35 years old	32	23
	36 – 45 years old	8	56
	46-55 years old	6	5
	Over 56 years old	5	4
Marital Status	Not married yet	99	73
	Marry	37	27
	Widow/widower	-	-
Last Education	High school equivalent	46	34
	Diploma	5	4
	Bachelor	64	47
	Postgraduate	21	15
Work	Student/Students	70	52
	Government employees	15	11
	Private employees	27	20
	Self-employed	10	7
	Retired	-	-
	Housewife	3	2
	Professional	4	3
	Other	7	5
Monthly Receipts	< Rp3,000,000	90	66
	IDR3,000,0001 – IDR5,000,000	18	13
	IDR5,00,.001 – IDR10,000,000	15	11
	IDR10,000,001 - IDR20,000,000	11	8
	> IDR20,000,000	2	2
Monthly Expenses	< Rp3,000,000	104	76
	IDR3,000,0001 – IDR5,000,000	15	11
	IDR5,00,.001 – IDR10,000,000	11	8
	IDR10,000,001 - IDR20,000,000	4	3
	> IDR20,000,000	2	2
The Decision to Donate, Visit or Give Waqf	Planned	50	37
	Sudden	15	11
	According to the needs	71	52
	Other	-	-

In the questionnaire, questions about sources of information about Bogor Waqf Forest, preferred brand program, and considerations in donating, visiting, or waqf in Bogor Waqf Forest, you can choose more than one option. Based on the research results, an overview of information sources, preferred brand programs, and considerations in donating, visiting, or waqf in Bogor Waqf Forest can be obtained as follows. Table 2 shows that most of the sources of information about

Bogor Waqf Forest were 94 friends, 56 social media, 36 WhatsApp, 11 families, 2 print media, and two sponsors. The program brands that respondents liked were dominated by economic program brands, namely, as many as 93 people, followed by 77 people from the ecological program brand, 57 people from the educational program brand, and 30 other program brands. Considerations in donating, visiting, or waqf in Bogor Waqf Forest consist of six categories: branding, benefits (quality), price, safety, service, and others. Respondents chose the most benefits (quality) for as many as 122 people. Then, 50 people were for service, 37 for prices, 35 for security, 32 for branding, and five for others.

Table 2. Sources of information, preferred program brands, and considerations in donating, visiting, or waqf in the Bogor Waqf Forest

Respondent Characteristics	Category	Amount (people)
Resources	Family	11
	Friend	94
	Social media	56
	Print media	2
	Sponsors	2
	Whatsapp	36
	Other	-
Favorite Brand Program from Bogor Waqf Forest	Brand ecological program: land acquisition and reforestation.	77
	Brand economic program: waqf forest ecotourism, and support for livestock group businesses, waqf forest coffee, goldfish/tilapia cultivation.	93
	Brand educational program: fostering Quran reading and conservation education.	57
	Other brand programs: direct assistance, and research and publications.	30
Considerations when donating, visiting, or providing waqf in the Bogor Waqf Forest	Branding	32
	Benefits (quality)	122
	Price	37
	Security	35
	Service	50
	Other	5

Data analysis

Structural equation Modeling (SEM) analysis using SmartPLS version 4.0 application. According to Ghozali (2014), the SEM structural equation model is a multivariate analytical technique that allows researchers to see complex variable relationships to gain a broad perspective of the complete model. The SEM-PLS measures latent variables or constructs that are not observed (Hair et al., 2014). The main variables are latent and observed (Schumaker and Lomax 2004).

Results and Analysis

Analysis Evaluation Measurement Model (Outer Model)

This study analyzed the effects of the dependent variable on the independent variable. The variables tested were brand awareness, brand association, perceived quality, and brand loyalty toward the purchase intention of Bogor Waqf Forest. The validity and reliability can be tested by evaluating the measurement model. The assessment of the loading factor was first carried out in the evaluation of the measurement model. A loading factor value of > 0.700 indicates that the construct is valid (Schumaker & Lomax, 2004). Dropping was performed if the initial model did not satisfy the requirements. In this study, dropping was performed, and the final model was obtained. The outer measurement results of the final model are shown in Figure 3.

Table 3. Variable Measurement

Variable	Measurement Indicator	Code	Source
Brand Awareness	Brand just realized	BA1	Aaker (2010); Foroudi et al. (2018); Lee at al. (2019)
	Brand recognition	BA2	
	Brand recall	BA3	
	Top of mind	BA4	
	Brand dominance	BA5	
Brand Association	Product differentiation	AB1	
	Create positive attitudes and feelings.	AB2	
	Create value for brands	AB3	
	Trust in brand	AB4	
	Brand benefits	AB5	
Brand Loyalty	Loyalty to a superior brand	BL1	
	Loyalty to a brand	BL2	
	Choose the brand as the first brand	BL3	
	Provide recommendations	BL4	
	Desire not to switch to another brand	BL5	
Perceived Quality	Services provided	PQ1	
	Know the superior quality of the product	PQ2	
	Assessment of the added value of the product	PQ3	
	Perceived quality	PQ4	
	Quality match with price	PQ5	
Purchase Intention	Frequency of seeking information	PI1	Kotler and Amstrong (2017)
	Desire to buy immediately	PI2	
	Preferential wishes	PI3	
	Select a purchasing alternative	PI4	
	Referential desire	PI5	

Source: Primary data processed (2023).

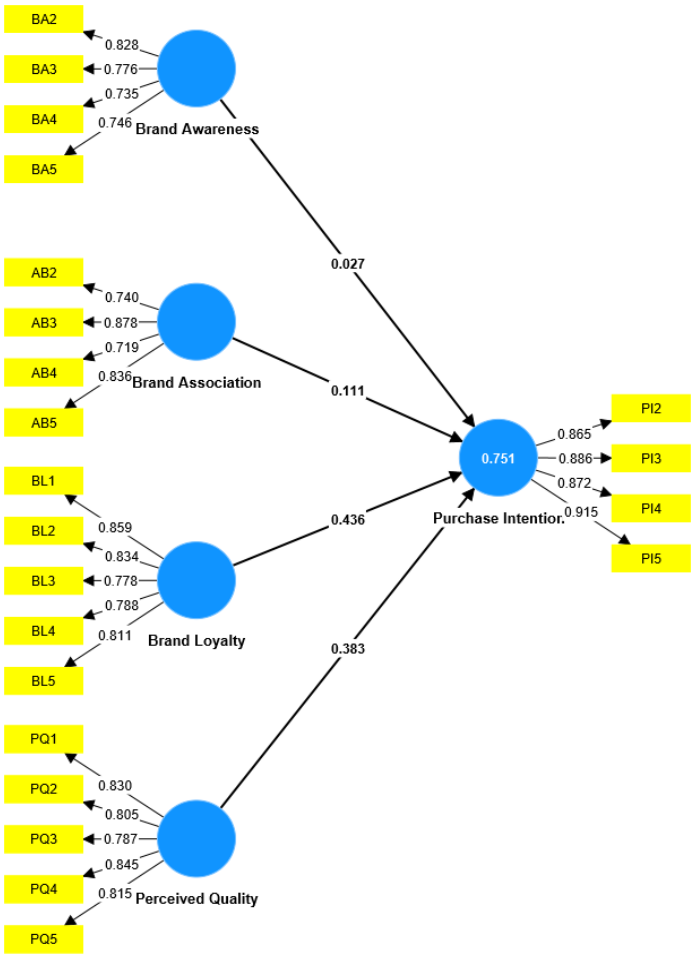


Figure 3. Final model

The indicators that were dropped in this study were BA1, AB1, and PI1. The three indicators each have a loading factor value of less than 0.700, so the constructs, namely, BA1 of 0.177, AB1 of 0.465, and PI1 of 0.637, are declared invalid. The BA1 is an indicator of brand awareness. This indicator cannot explain why the Bogor Waqf Forest brand is only recently realized, depicting brand awareness of Bogor Waqf Forest. AB1 is an indicator of the brand association variables. This indicator cannot state that it can recognize the Bogor Waqf Forest brand among other competing brands, describing its association with Bogor Waqf Forest. PI1 is an indicator of the purchase intention variable. This indicator cannot state that continuously seeking the latest information about the Bogor Waqf Forest brand illustrates the purchase intention of Bogor Waqf Forest. Dropping was not carried out for brand loyalty and perceived quality variables because each indicator had a loading factor value of >0.700.

The highest loading factor value in the brand awareness variable is found in the BA2 indicator, namely the top of the mind, with a loading factor value of 0.828. This value illustrates that Bogor Wakaf Forest is well known. The highest loading factor value in the brand association variable was found for the AB3 indicator (0.878). This value illustrates that you are proud to donate, visit, or donate to the Bogor Waqf Forest brand. The highest loading factor value for the perceived quality variable was 0.845 in the PQ4 indicator. This value illustrates that the Bogor Waqf Forest brand has an influence. The highest loading factor value in the brand loyalty variable was found for the BL1 indicator, at 0.859. This value illustrates that they still chose the Bogor Waqf Forest brand compared to other brands with better benefits. The highest loading factor value in the purchase intention variable was for the PI5 indicator (0.915). This value illustrates consumers' desire to recommend the Bogor Wakaf Forest brand.

Convergent validity was tested by assessing validity through the AVE value. AVE value > 0.500. If the AVE value was <0.500, it was considered insufficient (Vinzi et al., 2010). The results of the data analysis are presented in Table 4.

Table 4. AVE validity test output

Latent Variables	Average variance extracted (AVE)
Brand Association	0,634
Brand Awareness	0,596
Perceived Quality	0,667
Brand Loyalty	0,663
Purchase Intention	0,783

Table 4 shows that the AVE value after dropping > 0.500 belongs to all the latent variables. Thus, the scale has convergent validity. Furthermore, reliability testing aims to prove the accuracy and consistency of the instrument in measuring constructs. These test data were obtained from the value of composite reliability or Cronbach's alpha. It is considered reliable if the value is greater than 0.700 (Hair et al. 2014). The results of the data testing are presented in Table 5.

Table 5. Construct reliability test output

Latent Variables	Composite Reliability
Brand Association	0,873
Brand Awareness	0,855
Perceived Quality	0,909
Brand Loyalty	0,908
Purchase Intention	0,935

Table 5 shows that all variables have values above 0.700, which proves that they are reliable and have high internal consistency values for each indicator. The next step is to evaluate discriminant validity, namely, examining the extent to which latent variables measure what is meant to be measured (Hair et al., 2014). By examining the cross-loading value, one of the methods used to assess discriminant validity is. An indicator can be declared eligible if the tested latent variable

has a greater cross-loading value than the other variables (Hair et al., 2014). The value of the results of the cross-loading test indicates that each indicator in each variable is greater than the value between variables, which is worth > 0.700, indicating that there is no problem with discriminant validity. Furthermore, the stage of correlation comparison between constructs with the AVE square root was used to test discriminant validity. The criterion for a good model is if the AVE square root for each construct is greater than the correlation between the construct and the other constructs. The value of the test results (Fornell–Larcker criterion) explains that the AVE squared value between constructs is greater than the correlation between the constructs and other constructs. The constructs of all variables, namely brand awareness (BA), brand association (AB), brand loyalty (BL), perceived quality (PQ), and purchase intention (PI) have a high value of discriminant validity. Therefore, all constructs have met convergent validity, composite reliability, Cronbach's alpha, and discriminant validity, so they can be continued for inner model analysis.

Evaluation of the Structural Model or Inner Model

The inner model analysis is seen from the R-squared value and path coefficient results resulting from the bootstrapping process. The aim is to determine the positive or negative value of the relationship between independent and dependent variables (Ghozali, 2014). The R-square value aims to determine how much influence endogenous latent variables have on exogenous latent variables (Hair et al., 2014).

The result of the R-square value is 0.751, meaning that the variables brand awareness, brand association, perceived quality, and brand loyalty affect purchase intention by 75.1%. The remaining 24.9% can be explained by variables other than those used in this study. Subsequently, a significant path coefficient test was carried out, which can be seen from the bootstrapping results, which show the original sample values, t-statistics, and p-values. The hypothesis is accepted if the t-statistic value is greater than the t-table (1.960 at the 5% level) and the p-value <0.05. The results of the path coefficients are listed in Table 6.

Table 6. Path coefficient values

	Original sample	T-statistics	P-values
Brand Association → Purchase Intention	0,111	1,177	0,239
Brand Awareness → Purchase Intention	0,027	0,405	0,685
Perceived Quality → Purchase Intention	0,383	5,198	0,000
Brand Loyalty → Purchase Intention	0,436	6,037	0,000

Discussion

Based on the test results in Table 6, the brand awareness variable on purchase intention has a direct effect of 0.027, with a t-statistic value of 0.405. Hypothesis 1 is rejected because the t-statistic value is less than 1.960 (t-table) and the p-value of 0.685 is less than 0.05. There is a positive but insignificant direct effect between the brand awareness and purchase intention variables. This means that the greater the brand awareness, the higher the purchase intention, although not significantly so. These results are the same as those of Purnamasari et al. (2021), where the brand awareness variable is insignificant. Doddy et al. (2020) also found that the brand awareness variable had no significant effect. Awareness begins with knowledge and experience. Many people are still unaware of the existence of waqf forests, causing little awareness of waqf forests. Bogor Waqf forests are still not widely known; therefore, donor awareness is still low. However, those who have visited and interacted with the waqf forest will have a good awareness of donating to the waqf debt.

Brand association had an insignificant relationship with purchase intention. This can be observed from the p-value of 0.239, which is greater than 0.05, and the t-statistic value of 1.177, less than 1.96 (t-table). Meanwhile, the direction of the relationship with the brand association variable was positive, as seen from the original sample value of 0.111. This can be explained by the positive but insignificant direct effect between the brand association variables and purchase intention. This means that the greater the brand association, the higher the purchase intention,

although not significantly so. These results are in line with the research of Apriliani and Hayuningtias (2023), who state that the brand association variable is not significant. The Waqf Forest has not been established in Bogor for a long time, and there are still many Muslims in Indonesia who are not familiar with the Waqf Forest, so the brand of the Waqf Forest is still inferior to other waqf branding, such as cash waqf, cash waqf link sukuk, education waqf, and other types of waqf that have been widely available in Indonesia. Currently, there are very few waqf forests in Indonesia, and the area covered by waqf forests in Indonesia is still small. The branding of waqf forests is not widely found on social media or websites because there are still not many waqf forest management institutions.

The relationship between perceived quality and purchase intention is significant, with a p-value of less than 0.05, which is 0.000, and a t-statistic value of 5.198 is greater than 1.960 (t-table). Meanwhile, the direction of the relationship between the perceived quality variables was positive. This can be observed in the original sample value of 0.383. It can be interpreted that the higher the perceived quality, the higher is the purchase intention. The above results also occur in the study of Fachry et al. (2021), which states that the perceived quality variable significantly affects muzakki's decision to pay zakat at the Amil Zakat Institution (LAZ). Doddy et al. (2020) also state that the perceived quality variable has a significant effect. Puspitasari et al. (2017) state that perceived quality has a significant effect. Although the waqf forest is new, the donors involved in the waqf forest are quite confident in the professionalism and accountability of waqf forest management, so that when donors give waqf to the waqf forest they feel ownership. In addition, many donors are invited to visit the location of the waqf forest, which causes them to feel that they own the waqf forest and feel part of it. Meanwhile, for those who have never visited waqf debt, their sense of ownership will be less.

The results of the path coefficient test show that brand loyalty has a significant influence on purchase intention. This can be observed from the p-values greater than 0.05, 0.000, and the t-statistic value of 6.037, greater than 1.96 (t-table). The direction of the relationship between brand loyalty and purchase intention is positive, as seen from the original sample value of 0.436. It can be interpreted that the greater brand loyalty affects a person, the higher the purchase intention for Bogor Waqf Forest. These results are in line with Doddy et al. (2020), who stated that the brand loyalty variable has a significant effect. Puspitasari et al. (2017) state that brand loyalty has a significant effect. The majority of waqf forest donors are those who have interacted with waqf forest management, and some have visited the Bogor waqf forest. Therefore, they are very loyal to the waqf forest as they feel part of the waqf forest. In addition, waqf forests offer something different from other waqfs. This makes loyalty influential in their willingness to donate back to the waqf forest to develop the Bogor Waqf forest.

Conclusion

Based on the research findings outlined above, it is evident that the majority of respondents were male, predominantly hailing from Bogor District, with ages ranging from 15 to 25 years. Most were unmarried, holding bachelor's degrees, and were employed as students, with monthly incomes and expenses typically not exceeding IDR 3,000,000. Decision-making regarding donations, visits, or waqf to Bogor Waqf Forest was primarily planned, with information mainly acquired through friends. Economic program brands were favored by respondents who primarily considered the benefits or quality of the Bogor Waqf Forest.

The two significant variables affecting purchase intention were perceived quality and brand loyalty, indicating respondents' strong loyalty and positive perceptions of the Bogor Waqf Forest brand. To maintain and enhance consumer loyalty and perceptions, it is recommended that the Bogor Waqf Forest Foundation focus on maintaining perceived quality and brand loyalty effectively.

Future research should address the lack of gender diversity among respondents, as this could influence purchase intention differently. Additionally, expanding the demographic scope beyond student-aged individuals and incorporating a wider range of occupations and ages would provide a more comprehensive understanding. Targeting married respondents in future studies can

offer insights into their potential contribution to Bogor waqf forest development. Furthermore, exploring other forest waqf areas using varied variables and analytical approaches will enrich and broaden the field of forest waqf research.

Author Contributions

Conceptualization: Yusup Firmannudin
Data curation: Yusup Firmannudin
Formal analysis: Yusup Firmannudin
Investigation: Yusup Firmannudin
Methodology: Khalifah Muhamad Ali
Project administration: Yusup Firmannudin
Supervision: Deni Lubis and Khalifah Muhamad Ali
Validation: Deni Lubis
Visualization: Yusup Firmannudin
Writing - original draft: Yusup Firmannudin
Writing - review & editing: Deni Lubis and Khalifah Muhamad Ali

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