

Re-Purchase Intention of Muslim Students Towards Halal Fast Food Restaurant McDonald's Affected by Boycotts in Bandung

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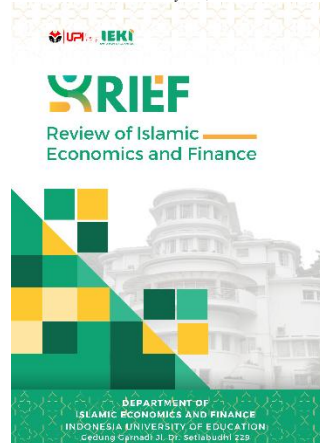
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Abstract

Purpose – The purpose of this study is to determine the effect of price, brand image, service quality, and religiosity on the re-purchase intention of McDonald's products after being affected by a boycott.

Methodology - The research method used is quantitative with a descriptive-causality approach. The data analysis method used was Structural Equation Modeling-Partial Least Square (SEM-PLS). The sampling method used the Siregar formula, with a total of 205 respondents.

Findings – The results of this study indicate that price, brand image, service quality, and religiosity have a positive effect on the re-purchase intention of McDonald's products.

Implication – This study extends consumer behavior theory by demonstrating that religiosity does not always weaken consumption but may rationalize selective consumption under controversial conditions. The findings offer theoretical and managerial insights into halal consumption resilience amid socio-political pressures.

Keywords: Restaurant, boycott, price, service quality, brand image, religiosity.

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1. INTRODUCTION

In today's era, the rapid advancement of technology has made it easier to do everything; this is known as globalization. Many foreign cultures and customs are entering the country, leading to cultural acculturation, one of which is fast food. Jassen (in Riswanti & Bambang, 2017) explains that some busy parents choose to eat fast food when spending time with their families. This is due to its fast and clean preparation and easily accessible restaurants (Monoarfa and Juliana, 2025).

Currently, Indonesian society tends to prefer things that are practical and fast. Many foreign fast-food restaurants have entered Indonesia and changed the public's taste in food. Fast food is also a popular choice because it does not require a long waiting time for serving. Based on the results of a culinary preference survey by GoodStats, the majority of respondents, 48.6%, chose McDonald's as their favorite fast-food restaurant. It is known that McDonald's Indonesia has opened more than 200 outlets with more than 14,000 employees throughout Indonesia (GoodStats.id, 2022).

In late 2023, the war between Israel and Palestine escalated again after Hamas launched an unprecedented attack on October 7, 2023. Massive bombing and an invasion launched by Israel for three weeks after the war left parts of Gaza in ruins and killed about 21,822 people, most of whom were women and children (CNBC Indonesia, 2023). This has led the Indonesian people to boycott companies from countries affiliated with Israel, including those from the United States. Some of these companies are McDonald's, Starbucks, Pizza Hut, Burger King, and many more (Tempo.co, 2023).

The rapid globalization of the food industry has significantly affected consumer behavior, especially in developing countries such as Indonesia. The expansion of international fast food chains has shaped consumption patterns towards a comfort-oriented lifestyle (Kotler & Keller, 2018). Among these brands, McDonald's has become one of the most dominant, especially among young consumers.

Recent studies show that halal consumption behavior is not only driven by religious observance but is also influenced by perceived values, service experiences, and social context (Monoarfa et al., 2024). This suggests that Muslim consumers exhibit complex decision-making processes that go beyond mere religious considerations.

However, recent socio-political dynamics have changed consumption patterns. The escalation of the global conflict has triggered a boycott movement targeting multinational brands. Consumer boycott behavior is often driven by ethical, emotional, and political motivations, rather than purely rational considerations, making it a complex phenomenon to study.

Although the boycott narrative is very strong, empirical evidence suggests that not all Muslim consumers are heeding the call. This shows that there is a difference between religious norms and actual behavior (Nurrachmi & Setiawan, 2020). Previous studies on halal consumption have largely focused on stable contexts, such as halal certification and product knowledge (Mulasakti & Mas'ud, 2020), with limited attention to politically sensitive situations. Therefore, this study aims to fill the gap by examining how economic, psychological, and religious factors simultaneously affect buyback intentions in the context of boycotts.

2. LITERATURE REVIEW

1.1 Consumer Behavior Theory

The Theory of Planned Behavior developed by Ajzen provides a comprehensive framework for explaining how behavioral intention is formed through the interaction of attitude subjective norms and perceived behavioral control. This model has been widely validated in consumer research due to its ability to integrate cognitive evaluation and social influence in predicting behavior (Ajzen, 1991). In the context of halal consumption attitude reflects consumers assessment of product attributes such as price fairness and service quality while subjective norms capture religious expectations and social pressures that guide consumption choices. Perceived behavioral control relates to the perceived ease of accessing halal products which is influenced by availability and affordability.

Recent studies confirm that the Theory of Planned Behavior remains highly relevant in Islamic consumption contexts but requires contextual refinement. Muslim consumers often balance rational evaluation with religious obligations leading to adaptive decision-making processes (Elseidi, 2018; Aji et al., 2020). Empirical evidence shows that religiosity can function as a dynamic normative force that may either strengthen or weaken behavioral intention depending on situational legitimacy and ethical interpretation (Han et al., 2021; Lada et al., 2020). Furthermore, halal consumption behavior is increasingly shaped by contextual factors such as digital platforms and social influence which reinforce the predictive power of TPB (Yeo et al., 2022; Khan et al., 2023). Therefore, this study adopts the Theory of Planned Behavior as an integrative framework to explain how economic psychological and religious factors jointly influence repurchase intention in a boycott context.

1.2 Repurchase Intention

Repurchase intention represents a critical dimension of consumer behavior reflecting the likelihood of individuals engaging in repeated purchasing based on prior experience. Early conceptualizations emphasize that repurchase intention emerges when there is congruence between perceived value and consumer expectations, leading to a positive evaluation of the product or service (Kusdyah, 2012; Prasetya & Yulius, 2018). This indicates that past consumption experience plays a central role in shaping future behavioral intentions (Putri, 2016). From a broader perspective, repurchase intention is not merely a behavioral outcome but also a reflection of cognitive and affective responses including satisfaction, trust, and perceived value.

Contemporary studies extend this view by demonstrating that repurchase intention is influenced by multidimensional factors such as service quality, brand experience, and emotional attachment (Hellier et al., 2003; Ho & Chung, 2020). In digital and service contexts, customer engagement and perceived authenticity further strengthen repurchase behavior by enhancing relational bonds between consumers and brands (Izquierdo-Yusta et al., 2022). Moreover, perceived price fairness and experiential quality have been found to significantly affect repeat purchase decisions, particularly in fast food and hospitality sectors (Moon & Ji, 2023). These findings suggest that repurchase intention is a dynamic construct shaped by the interaction of rational evaluation and emotional experience, making it highly relevant for understanding consumer loyalty in both stable and contested market environments.

1.3 Price

Price represents a fundamental determinant in consumer decision making as it reflects the monetary sacrifice required to obtain a product or service and signals its perceived value (Kotler & Armstrong, 2018). Beyond its traditional definition as an exchange value price functions as a cognitive benchmark through which consumers evaluate fairness affordability and quality alignment (Sitama & Cahyono, 2019). In this sense price is not merely an economic indicator but also a psychological construct that shapes consumer perceptions and behavioral intentions. Prior studies indicate that perceived price fairness significantly influences customer satisfaction and repurchase intention because consumers tend to compare price with expected benefits and alternative options (Hellier et al., 2003; Moon & Ji, 2023).

Recent literature further emphasizes that price perception is context dependent and influenced by experiential and relational factors. For instance price fairness combined with service quality enhances perceived value and strengthens loyalty intentions (Konuk, 2019). In digital and service environments dynamic pricing and promotional strategies also play a crucial role in shaping consumer trust and repeat purchase behavior (Huang et al., 2022). Moreover, in ethically sensitive contexts such as boycott situations price may act as a rational justification that allows consumers to reconcile moral concerns with practical needs. Therefore, price operates as both a rational evaluation tool and a behavioral catalyst in influencing repurchase intention.

1.4 Brand Image

Brand image represents a set of perceptions and associations stored in consumers' memory that shape their evaluation and preference toward a brand (Keller, 2013). It reflects how consumers interpret product attributes experiences and symbolic meanings which collectively form a mental representation of the brand (Iriani & Aida, 2019). Beyond a cognitive construct brand image also encompasses emotional and relational dimensions that influence consumer trust and attachment. A strong brand image is typically built through product excellence brand strength and uniqueness which differentiate a brand in competitive markets (Tumangger et al., 2022).

Recent studies emphasize that brand image plays a crucial role in shaping consumer behavior particularly in influencing repurchase intention and loyalty. Empirical evidence suggests that a favorable brand image enhances perceived value and reduces perceived risk thereby encouraging repeat purchase behavior (Prakoso & Dwiyanto, 2021; Izquierdo-Yusta et al., 2022). In addition, brand image contributes to emotional bonding and brand love which further strengthens behavioral loyalty (Rather et al., 2019). In uncertain or controversial contexts such as boycott situations brand image can act as a resilience factor that mitigates negative perceptions and maintains consumer commitment (Khan et al., 2023). Furthermore, digital engagement and electronic word of mouth increasingly shape brand image formation in contemporary markets (Ho & Chung, 2020). Therefore, brand image functions as both a cognitive evaluation mechanism and a strategic asset that sustains repurchase intention.

1.5 Service Quality

Service quality is the totality of features and characteristics of a product or service related to its ability to satisfy stated or implied needs (Kotler & Keller, 2008). According to Fandy Tjiptono (in Cesariana et al., 2022, p. 216), service quality is the level of excellence expected by consumers to meet their expectations. Krisnawati (2016, p. 224) states that service quality is a company's ability to meet customer expectations and ensure that the services provided are in accordance with customer expectations, so that the quality itself can be seen as good and satisfying to the customer.

Service quality represents the extent to which a service meets or exceeds customer expectations and is widely recognized as a critical determinant of customer satisfaction and behavioral intention (Kotler & Keller, 2008). It encompasses multiple dimensions including reliability responsiveness assurance empathy and tangibles which collectively shape the overall service experience. From a consumer perspective service quality reflects the perceived gap between expected and actual service performance thereby influencing satisfaction and future behavioral responses (Cesariana et al., 2022).

Recent studies emphasize that service quality plays a pivotal role in fostering repurchase intention by enhancing perceived value and emotional attachment. Empirical evidence suggests that high service quality significantly improves customer satisfaction which in turn strengthens loyalty and repeat purchase behavior (Slack et al., 2020). In service intensive industries such as hospitality and food services experiential quality including speed accuracy and employee interaction becomes a dominant factor influencing consumer decisions (Ali et al., 2021). Furthermore service quality contributes to trust formation which is essential in maintaining long term customer relationships particularly in competitive markets (Dam & Dam, 2021). In digital and omnichannel environments service quality also extends to responsiveness and platform usability which further shape customer experience (Huang & Liu, 2020). Therefore service quality functions not only as an operational performance indicator but also as a strategic driver of repurchase intention and customer loyalty.

1.6 Religiosity

Religiosity is the level of belief in God based on a commitment to follow the principles believed in on the basis of one's religion (Shohib, 2018, p. 170). Mcdaniel and Burnett (1990, p. 103) in their research explain that religiosity is a specific level of belief in which there are religious values and ideals that are carried out and practiced by a person. Religiosity is a person's commitment to their religion in the form of worship, belief, and knowledge that is shown in speech and behavior. How strong a person's belief in religious values is, how much knowledge a person has about their religion, how intensely a person performs the worship recommended by their religion, and how great a person's appreciation of their religion is are all related to religiosity (Monoarfa et al., 2024, p. 6).

Religiosity reflects the extent to which individuals internalize and practice religious beliefs values and principles in their daily lives shaping both attitudes and behavioral intentions (Mcdaniel & Burnett, 1990; Monoarfa et al., 2024). It encompasses multiple dimensions including belief knowledge worship and moral commitment which collectively influence decision making processes particularly in consumption contexts. In Islamic markets religiosity is often associated with adherence to halal principles and ethical consumption behavior indicating its role as a normative guide in shaping consumer preferences (Shohib, 2018).

Recent studies suggest that religiosity functions not only as a moral constraint but also as a dynamic and context dependent construct. Empirical evidence indicates that higher levels of religiosity generally lead to stronger intentions to consume halal products due to increased awareness of religious obligations (Elseidi, 2018; Lada et al., 2020). However other studies reveal that religiosity may also operate as a flexible interpretive framework allowing consumers to reconcile religious values with practical considerations such as convenience and affordability (Aji et al., 2020). Furthermore, religiosity interacts with psychological and social factors such as trust and perceived behavioral control in influencing repurchase intention (Ramadhani et al., 2024). In complex contexts such as boycott movements religiosity may not uniformly discourage consumption but instead shape selective moral reasoning. Therefore, religiosity plays a multifaceted role as both a normative influence and an adaptive mechanism in consumer behavior.

3. METHODOLOGY

This study adopts a quantitative approach with a descriptive causality design to examine the relationships among variables. The research process begins with the development of a structured questionnaire based on validated constructs from prior studies to ensure content validity (Hair et al., 2021). The instrument uses a Likert scale to capture respondents' perceptions regarding price brand image service quality religiosity and repurchase intention.

The population consists of Muslim university students in Bandung who have experience purchasing fast food products during the boycott period. A purposive sampling technique is employed to ensure that respondents meet specific criteria relevant to the research objectives (Etikan & Bala, 2017). The minimum sample size is determined using the Siregar formula and results in 205 valid responses which satisfy the requirements for SEM analysis.

Data collection is conducted Google Form an online survey distributed through social media platforms including WhatsApp Instagram and X to increase accessibility and response rate. Data analysis is performed using Structural Equation Modeling Partial Least Squares with SmartPLS4 which is suitable for predictive and complex models (Hair et al., 2022). The analysis involves evaluation of the measurement model through convergent and discriminant validity followed by structural model assessment using path coefficients t statistics and effect size (Sarstedt et al., 2021). This approach ensures robust and reliable findings.

4. RESULTS AND DISCUSSION

The descriptive analysis of the respondents in this study is classified in Table 4.1.

Table 1. Respondent Characteristics

Respondent Characteristics	N	%
Gender		
Male	85	41,20%
Female	120	58,80%
Semester		
1	18	8,78%
2	9	4,39%
3	47	22,93%
4	27	13,17%
5	40	19,51%
6	14	6,83%
7	29	14,15%
8	9	4,39%
9	7	3,41%
14	5	2,44%
University		
Akademi Kebidanan (Akbid) Bandung	3	1,46%
Institut Teknologi Bandung	35	17,07%
Institut Teknologi Nasional Bandung	1	0,49%
Politeknik Kesehatan Kemenkes Bandung	5	2,44%
Politeknik Negeri Bandung	9	4,39%
Politeknik STIA LAN Bandung	1	0,49%
Sekolah Tinggi Pariwisata Bandung	3	1,46%

Telkom University	12	5,85%
UIN Sunan Gunung Djati Bandung	14	6,83%
Universitas Bina Nusantara	4	1,95%
Universitas Islam Bandung	6	2,93%
Universitas Katolik Parahyangan	7	3,41%
Universitas Komputer Indonesia	2	0,98%
Universitas Kristen Maranatha	5	2,44%
Universitas Langlangbuana	3	1,46%
Universitas Padjadjaran	12	5,85%
Universitas Pasundan	6	2,93%
Universitas Pendidikan Indonesia	69	33,66%
Universitas Widyatama	8	3,90%

Source: Processed by the author

Based on the Table 1, the respondents are dominated by females with a percentage of 58.80%, while males account for 41.20%. According to semester characteristics, the respondents are dominated by 3rd-semester students with a percentage of 22.93%. Based on university characteristics, the respondents are spread across various universities in Bandung.

4.1 Outer Model

4.1.1 Convergent Validity

Convergent validity can be assessed based on the outer loading value or the factor weight of each indicator and the Average Variance Extracted (AVE).

Table 2. Outer Loading

	Outer loadings
CM 1 <- Brand Image	0,765
CM 2 <- Brand Image	0,800
CM 3 <- Brand Image	0,796
CM 4 <- Brand Image	0,793
CM 5 <- Brand Image	0,795
CM 6 <- Brand Image	0,780
H 1 <- Price	0,801
H 2 <- Price	0,765
H 3 <- Price	0,795
H 4 <- Price	0,775
H 5 <- Price	0,783
H 6 <- Price	0,784
KP 1 <- Service Quality	0,794
KP 2 <- Service Quality	0,778
KP 3 <- Service Quality	0,794
KP 4 <- Service Quality	0,788
KP 5 <- Service Quality	0,769
KP 6 <- Service Quality	0,784

MPU 1 <- Repurchase Intention	0,797
MPU 2 <- Repurchase Intention	0,810
MPU 3 <- Repurchase Intention	0,822
MPU 4 <- Repurchase Intention	0,805
MPU 5 <- Repurchase Intention	0,808
MPU 6 <- Repurchase Intention	0,804
R 1 <- Religiosity	0,743
R 2 <- Religiosity	0,795
R 3 <- Religiosity	0,728
R 6 <- Religiosity	0,745

Source: Processed by the author

According to Hair et al. (2017, p. 140), a good outer loading value should be greater than 0.5, which indicates that the latent factor can explain at least half of the variance in each indicator.

Table 3. Average Variance Extracted (AVE) Values

Variabel	Avarage variance extracted (AVE)
Price (H)	0.621
Brand Image (CM)	0.615
Service Quality (KP)	0.616
Religiosity (R)	0.652
Repurchase Intention (MPU)	0,567

Source: Processed by the author

4.1.2 Discriminant Validity

Discriminant validity is used to show how well a construct or variable differs from other constructs or variables. There are three methods to evaluate discriminant validity: cross-loadings, the Fornell-Larcker criterion, and the Heterotrait-Monotrait (HTMT) ratio.

Table 4. Fornell-Lacker Criterion

	Brand Image (CM)	Price (H)	Service Quality (KP)	Repurchase Intention (MPU)	Religiosity (R)
Brand Image	0,788				
Price	0,712	0,784			
Service Quality	0,776	0,741	0,785		
Repurchase Intention	0,713	0,685	0,718	0,808	
Religiosity	0,553	0,491	0,503	0,584	0,753

Source: Processed by the author

HTMT is the ratio between the average correlation of indicators measuring different constructs and the average correlation of indicators measuring the same construct. Its purpose is to determine the extent to which different constructs are indeed distinct from one another.

HTMT was proposed by Henseler, Ringle, and Sarstedt (2015), who stated that for adequate discriminant validity, the HTMT value should not exceed 0.90.

Tabel 5. Nilai Heteroit-Monotrait Ratio

	Brand Image (CM)	Price (H)	Service Quality (KP)	Repurchase Intention (MPU)	Religiosity (R)
Brand Image					
Price	0,797				
Service Quality	0,859	0,840			
Repurchase Intention	0,785	0,773	0,801		
Religiosity	0,668	0,606	0,612	0,714	

Source: Processed by the author

Reliability refers to the internal consistency and stability of the measurement of constructs by their indicators. Reliability indicates the extent to which measurement results remain consistent when measurements are repeated under the same conditions. Two values are used to measure this: composite reliability and Cronbach's alpha, with a threshold value greater than 0.7.

Table 6. Composite Reliability and Cronbach's Alpha Values

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image	0.934	0.939	0,908
Price	0,866	0.866	0,905
Service Quality	0.863	0.883	0,906
Repurchase Intention	0.915	0.918	0,918
Religiosity	0.863	0.869	0,840

Source: Processed by the author

4.2 Hypotesis Testing

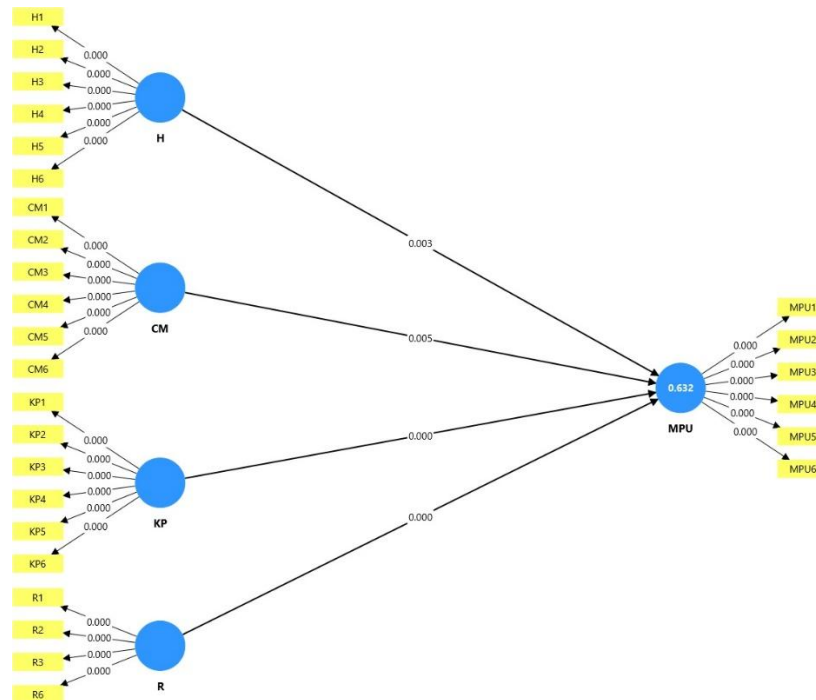


Figure 2. Bootsraping
 Source: Processed by the author using SmartPLS software

Based on the Figure 2, In this study, a one-tailed hypothesis test was used to determine the positive or negative influence of one variable on another. To determine whether a hypothesis is accepted or rejected, the probability value or p-value is observed. If the p-value is greater than 0.05, the hypothesis is rejected, and conversely, if the p-value is less than 0.05, the hypothesis is accepted.

Table 7. Path Coefficient

	Original sample (O)	T statistik (O/STDEV)	P values
Brand Image (CM) -> Repurchase Intention (MPU)	0.230	2.570	0.005
Price (H) -> Repurchase Intention (MPU)	0.214	2.703	0.003
Service Quality (KP) -> Repurchase Intention (MPU)	0.273	3.476	0.000
Religiosity -> Repurchase Intention (MPU)	0.214	3.554	0.000

Source: Processed data using SmartPLS 4 software

4.3 Discussion and Implications

The price variable has a positive direction with a value of 0.214. The t-statistic for the price variable is 2.703, which is greater than the t-table value of 1.64, and the p-value for this variable is 0.003. This value is smaller than 0.05. This indicates that price has a positive and significant effect. It can be concluded that the accepted hypothesis is H_a , meaning price affects repurchase intention for McDonald's products. This occurs because the price offered is in line with what consumers, especially students, desire. Additionally, McDonald's regularly offers discounts or promos through its application, which attracts students to buy and encourages them to

repurchase. The findings of this study provide a deeper and more nuanced understanding of how Muslim consumers make repurchase decisions in a boycott context. The results indicate that consumer behavior is shaped not only by rational evaluation such as price and experiential factors such as service quality, but also by how individuals interpret moral and religious considerations in specific situations. While price, brand image, and service quality consistently demonstrate positive effects on repurchase intention, the role of religiosity appears more dynamic and context dependent than traditionally assumed (Monoarfa et.al, 2024; Marlina et.al 2026). Rather than acting solely as a restrictive moral force, religiosity functions as an interpretive framework through which consumers assess the legitimacy of boycott actions and align them with their personal beliefs. This supports recent findings that religiosity in Islamic consumer behavior is dynamic and may adapt depending on perceived ethical clarity and situational context (Aji et al., 2020; Khan et al., 2023). Price also continues to play a crucial role, particularly among student consumers, where affordability and perceived fairness strongly influence decision making. Studies confirm that price fairness contributes to perceived value and repurchase intention, especially in highly competitive markets (Konuk, 2019; Moon & Ji, 2023). Furthermore, digital engagement and social influence increasingly shape consumer perceptions and normative judgments, amplifying the complexity of decision making in boycott contexts (Ho & Chung, 2020; Yeo et al., 2022).

The brand image variable shows a positive direction, as seen from the original sample value of 0.230. The t-statistic for the brand image variable is 2.570, which exceeds the t-table value of 1.64. The p-value for the brand image variable is 0.005, which is below 0.05. This signifies that brand image has a positive and significant effect, and it can be concluded that the accepted hypothesis is H_a , meaning brand image affects repurchase intention for McDonald's products. This happens because McDonald's has maintained its brand image amidst the ongoing boycott issue. The majority of respondents view that the boycott issue does not significantly affect McDonald's brand image as a long-standing fast-food restaurant. The findings indicate that brand image has a positive and significant effect on repurchase intention, suggesting that consumers continue to rely on established brand perceptions even in the presence of boycott pressures. This result highlights the resilience of strong brand equity, where long-standing associations, trust, and familiarity shape consumer behavior beyond situational controversies. A favorable brand image functions as a cognitive shortcut that reduces uncertainty and reinforces perceived reliability, thereby sustaining repeat purchase behavior (Juliana et.al., 2025; Izquierdo-Yusta et al., 2022; Rather et al., 2019).

From a critical perspective, the persistence of McDonald's brand image despite boycott narratives reflects the strength of accumulated brand associations built over time. Consumers tend to rely on prior experiences and emotional attachment when evaluating brands, which can weaken the influence of external socio-political pressures. This aligns with recent studies indicating that brand image not only influences perceived value but also strengthens psychological commitment, making consumers less sensitive to negative information (Ho & Chung, 2020; Dam & Dam, 2021). In this context, brand image acts as a buffering mechanism that protects consumer loyalty.

Moreover, in highly competitive and saturated markets, brand image plays a strategic role in differentiating products and maintaining customer retention. Research shows that strong brand image enhances brand love and trust, which are critical drivers of repurchase intention (Rather et al., 2019; Khan et al., 2023). In digital environments, electronic word of mouth and online engagement further reinforce brand perceptions, allowing companies to sustain positive images even during crises (Yeo et al., 2022; Bilal et al., 2022). Interestingly, the findings also suggest that boycott issues do not significantly alter consumer perceptions of well-established brands. This may indicate that consumers prioritize functional and experiential benefits over ideological considerations, especially when brand credibility is already high. Such behavior

reflects a form of selective perception, where consumers filter information that aligns with their existing beliefs (Konuk, 2019; Moon & Ji, 2023; Hidayati et.al., 2024). From a theoretical standpoint, this result reinforces the argument that brand image operates not only as a cognitive evaluation mechanism but also as an emotional and symbolic construct that sustains loyalty. It further suggests that consumer behavior in controversial contexts is not solely reactive but influenced by deeply rooted brand relationships. Therefore, brand image remains a critical determinant of repurchase intention, particularly in situations where external pressures challenge consumer decisions.

The service quality variable has a positive direction with an original sample value of 0.273. The t-statistic for this variable is 3.476, exceeding the t-table value of 1.64. The p-value for the service quality variable is 0.000. This means that service quality has a positive and significant effect, leading to the conclusion that the accepted hypothesis H_a is accepted, meaning service quality influences repurchase intention for McDonald's products. This is because the service quality provided by McDonald's is quite satisfactory to consumers, making them inclined to repurchase. Service quality is an important factor for consumers in deciding to repurchase because it is commensurate with what they have paid for. The findings reveal that service quality has the strongest and most significant influence on repurchase intention, indicating that experiential factors play a dominant role in shaping consumer behavior. This suggests that consumers prioritize direct service encounters such as speed accuracy and responsiveness when evaluating their decision to repurchase. In fast food contexts where interactions are frequent and standardized, consistent service delivery becomes a key determinant of perceived value and satisfaction. This finding aligns with recent studies emphasizing that service quality enhances customer satisfaction which subsequently drives loyalty and repeat purchase behavior (Slack et al., 2020; Ali et al., 2021). From a critical perspective, the strong effect of service quality indicates that tangible and immediate benefits often outweigh abstract considerations such as boycott narratives. Consumers tend to rely on personal experience rather than external discourse when making consumption decisions. This supports the notion that service quality acts as a value co-creation mechanism where consumers actively evaluate the benefits they receive relative to their expectations (Rather et al., 2019; Dam & Dam, 2021). Moreover, high service quality contributes to trust formation which strengthens relational bonds between consumers and brands, making them less sensitive to negative external influences (Ho & Chung, 2020). In addition, recent studies highlight that service quality in modern contexts extends beyond physical interaction to include digital responsiveness and platform efficiency, particularly in app-based ordering systems (Huang et al., 2022; Yeo et al., 2022). This reinforces the idea that service quality is multidimensional and continuously evolving. Therefore, the findings confirm that service quality is not only an operational factor but also a strategic driver of repurchase intention, especially in environments characterized by uncertainty and socio-political pressure.

The religiosity variable has a positive direction, as seen from the original sample value of 0.214. The t-statistic for religiosity is 3.554, which is higher than the t-table value of 1.64. The p-value for this variable is 0.000, which is below 0.05. This means that religiosity has a positive and significant effect, and the accepted hypothesis is H_a , meaning religiosity affects repurchase intention for McDonald's products. In the context of this study, consumers with a high level of religiosity tend to perform an in-depth analysis of the reasons behind a boycott before deciding to purchase. If they assess that the boycott is not based on valid religious considerations or contradicts principles in religious teachings, their religious commitment may actually strengthen their loyalty to the brand. The findings indicate that religiosity has a positive and significant effect on repurchase intention, revealing a nuanced and context-dependent role of religious commitment in consumer behavior. Contrary to conventional assumptions that higher religiosity leads to stricter avoidance of controversial products, this study suggests that

religiosity may function as an interpretive and adaptive mechanism. Consumers with strong religious values do not automatically conform to boycott behavior but instead critically evaluate whether such actions align with authentic religious teachings. This supports recent research showing that religiosity can shape consumption decisions through reflective reasoning rather than rigid compliance (Aji et al., 2020; Khan et al., 2023; Monoarfa et.al, 2023). From a critical perspective, this finding highlights the emergence of selective moral reasoning, where consumers reinterpret religious norms based on perceived legitimacy and contextual relevance. In this sense, religiosity interacts with cognitive evaluation and personal judgment, allowing consumers to justify continued consumption when boycott narratives are considered ambiguous or insufficiently grounded. This aligns with studies demonstrating that religiosity influences ethical consumption in a flexible manner, depending on trust, perceived control, and situational clarity (Juliana et.al., 2025; Elseidi, 2018; Lada et al., 2020). Furthermore, recent literature emphasizes that religiosity operates alongside psychological and social factors, including brand trust and emotional attachment, which can reinforce loyalty even in ethically sensitive contexts (Ramadhani et al., 2024; Yeo et al., 2022). In digital environments, exposure to diverse information sources may further shape how consumers interpret religious obligations and boycott legitimacy (Ho & Chung, 2020; Zafar et al., 2022). Therefore, the findings suggest that religiosity is not a deterministic constraint but a dynamic construct that mediates between moral values and practical considerations. This contributes to a more sophisticated understanding of Muslim consumer behavior in complex socio-political contexts.

This study provides significant theoretical implications for the advancement of knowledge in the fields of marketing and consumer behavior, particularly with respect to repurchase intention among Muslim consumers. The findings indicate that the variables of brand image, price, service quality, and religiosity influence repurchase intention toward McDonald's, which is currently facing a boycott issue. These results reinforce consumer behavior theory, which posits that purchasing decisions are not solely influenced by rational factors such as price and service quality, but also by emotional and symbolic factors, such as brand image. Accordingly, this research supports previous literature emphasizing the importance of brand image in fostering consumer loyalty. From a theoretical perspective, the findings also align with Kotler and Keller's theory of consumer behavior. It is expected that this study may serve as a reference for future research in this area.

Furthermore, this study provides an overview of price levels, brand image, service quality, religiosity, and repurchase intention related to McDonald's products under boycott. The results demonstrate that religiosity, brand image, price, and service quality play essential roles in shaping repurchase intention. These findings highlight that consumer decisions are not only individual in nature but are also shaped by prevailing social, cultural, and religious values within society. Therefore, consumers are expected to be more critical and selective in making purchasing decisions, considering not only functional aspects such as price and quality but also moral and religious dimensions that reflect their social identity. This is important to ensure that consumption decisions provide not only personal benefits but also align with the social and religious values upheld by their communities. The outcomes of this research are expected to contribute valuable insights and serve as considerations for both future researchers and McDonald's in identifying the factors that influence consumers' willingness to engage in repurchase behavior.

This study offers important theoretical implications for advancing marketing and consumer behavior literature, particularly in understanding repurchase intention within a socio-political and religious context. The findings confirm that repurchase intention is shaped by a multidimensional interplay of economic, experiential, emotional, and normative factors. Specifically, price and service quality represent rational and utilitarian considerations, while brand image reflects symbolic and emotional attachment, and religiosity captures normative

and value-based influences. This integrative perspective aligns with contemporary consumer behavior research, which emphasizes that purchasing decisions are not purely rational but embedded in broader social and psychological contexts (Ho & Chung, 2020; Izquierdo-Yusta et al., 2022).

From a critical standpoint, the study extends existing theories by demonstrating that religiosity does not always act as a restrictive force but may function as an adaptive mechanism depending on contextual interpretation. This supports recent findings that consumer behavior in Islamic markets is dynamic and influenced by situational legitimacy and individual reasoning (Aji et al., 2020; Khan et al., 2023). In addition, the strong influence of brand image reinforces its role as a key driver of loyalty, particularly in mitigating negative external pressures such as boycott movements (Rather et al., 2019; Dam & Dam, 2021).

Furthermore, the results highlight that consumer decisions are socially embedded, shaped by cultural norms, religious values, and digital information environments. Recent studies show that online engagement and social discourse significantly influence how consumers interpret ethical consumption and brand-related controversies (Yeo et al., 2022; Zafar et al., 2022). The continued relevance of price and service quality also indicates that functional value remains a critical determinant, especially among younger consumers (Moon & Ji, 2023; Slack et al., 2020).

Overall, this study contributes by offering a more holistic framework that integrates rational, emotional, and normative dimensions, providing a richer understanding of repurchase intention in complex and contested consumption contexts.

5. CONCLUSION

The price level is in the high category, indicating that the majority of respondents consider the price before buying a product. The high price level is based on price suitability, meaning that a price that is appropriate for consumers makes them choose to repurchase.

Brand image is in the high category, which indicates that the majority of respondents feel that McDonald's still has a good brand image in their view. The high brand image reflects that McDonald's has maintained its brand image despite the ongoing boycott issue.

Service quality is in the high category, showing that the majority of respondents feel that the service quality provided by McDonald's is very good. This indicates that consumers feel the service is commensurate with the price they pay, despite the ongoing boycott.

Religiosity is in the moderate category, indicating that some consumers feel that religiosity does not influence their decision to repurchase. This suggests that while some consumers have a moderate level of religiosity, they do not particularly heed or link it to the ongoing boycott issue.

Repurchase intention is in the high category, reflecting that the majority of consumers do repurchase despite the ongoing boycott. This also shows that the factors discussed are among the triggers for them to repurchase McDonald's products.

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