

CHAPTER II

THEORITICAL FOUNDATION

2.1 Previous Research

This study draws on previous research that strengthens and refines the results of this study. Previous research not only strengthens the basis of the study, but also helps inspire the approach needed for this study. Their research not only provided additional evidence to support the research findings. but also provided valuable additional perspectives on the research. By taking into account the important contributions of previous studies. this study can take further steps that are better for research. Some of the studies used are as follows.

2.1.1 Ali, Sherwani, Adnan, Zeeshan, Sherwani (2020)

This research was conducted by Ali et al (2020). The purpose of this study was to determine the application of traditional branding construct concepts, namely brand image, brand perceived quality, brand satisfaction, brand trust and brand loyalty to the less explored field of halal brands. The data was collected from 481 Muslim university students in China using face-to-face and online methods. The results of this study have nine findings.

The results of this study are: firstly, halal brand image has a significant positive Influence on halal brand perceived quality. Secondly, halal brand image has a significant positive Influence on halal brand satisfaction. Thirdly, halal brand image significantly has a positive Influence on halal brand trust. Fourthly, halal brand image significantly has a positive Influence on halal brand loyalty. Fifthly, halal brand image significantly has a positive Influence on purchase intention.

Sixthly, halal brand perceived quality significantly has a positive Influence on purchase intention. Seventhly, halal brand satisfaction significantly affects purchase intention. Eighthly, halal brand trust significantly affects purchase intention. Lastly, halal brand loyalty significantly affects purchase intention. Overall, halal brand integrity plays a crucial role in shaping consumer purchase intention through perceived quality, satisfaction, trust and loyalty to the brand. The following research model by Ali, Sherwani, Adnan, Zeeshan, Sherwani (2020):

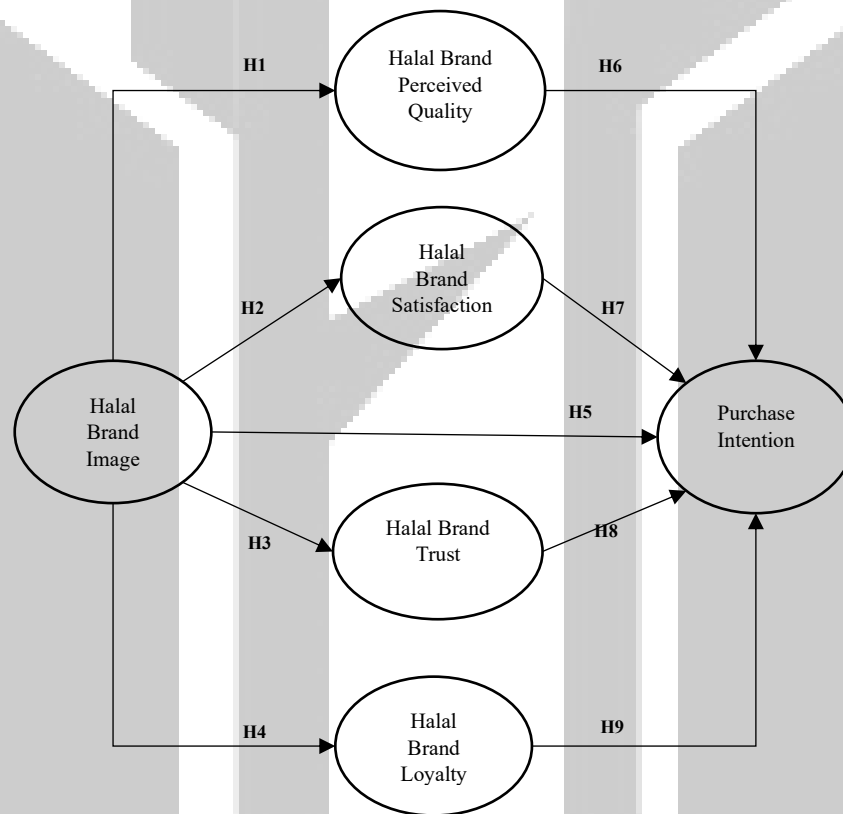


Figure 2.1
The findings of (ali et al., 2020)

The current study and Ali et al (2020) has similarities and differences. The similarities are, firstly, the equation of this research is that the data sampling used is a questionnaire. Secondly, the equation is the variable halal brand image, halal

brand loyalty, halal brand trust, purchase intention. The differences are, firstly, the difference from this research is that the previous variables used halal brand perceived quality, halal brand satisfaction. Secondly, the difference is that previous research used the object of halal milk while the object of this research is Mixue.

2.1.2 Ali, Xiaoling, Sherwani, dan Adnan (2018)

This research was conducted by Ali et al (2018) with the purpose of this study is to apply the concept of traditional branding constructs-brand image, brand satisfaction, brand trust, and brand loyalty to unexplored areas, namely halal products, halal brand trust, and halal brand loyalty. In addition, this study seeks to describe the relationship between perceived brand quality, halal brand image, halal brand satisfaction, halal brand loyalty, halal brand trust, and purchase intention. This study used a questionnaire method to collect data from 347 consumers in Pakistan who have experience buying halal milk. The results of this study have nine findings.

The results of this study are, firstly, brand perceived quality significantly has a positive Influence on halal brand image. Secondly, brand perceived quality has a significant positive Influence on halal brand satisfaction. Thirdly, brand perceived quality significantly has a positive Influence on halal brand trust. Fourthly, brand perceived quality significantly has a positive Influence on halal brand loyalty. Fifthly, brand perceived quality significantly has a positive Influence on brand purchase intention. The findings of this study highlight the significant impact of brand perceived quality on various crucial dimensions within the context of halal branding.

Sixthly, halal brand image significantly has a positive Influence on brand purchase intention. Seventhly, halal brand satisfaction significantly has a positive Influence on brand purchase intention. Eighthly, halal brand trust significantly has a positive Influence on brand purchase intention. Lastly, halal brand loyalty significantly has a positive Influence on brand purchase intention. The following research model by Ali, Xiaoling, Sherwani, and Adnan (2018):

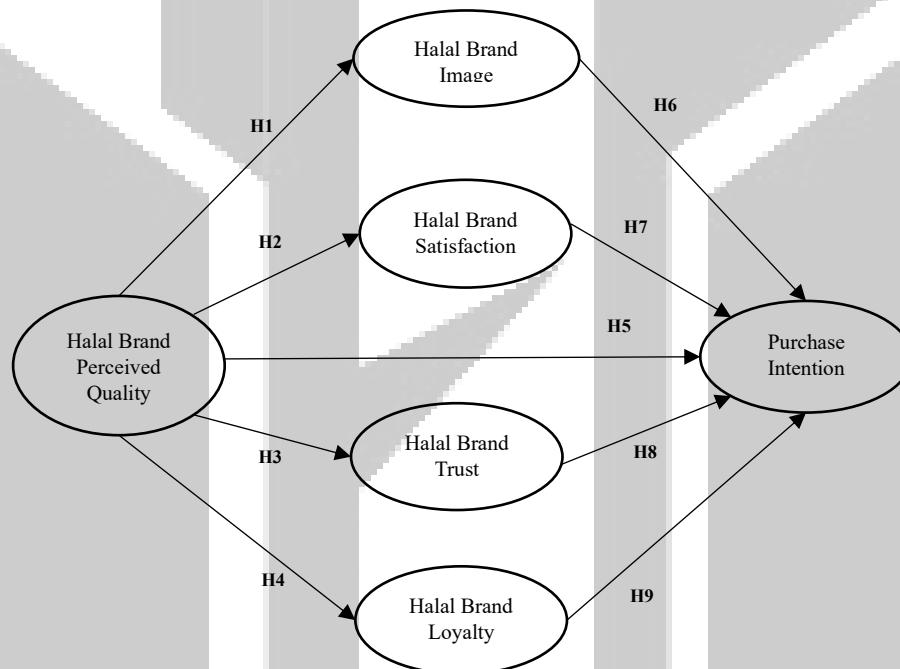


Figure 2.2
The findings of (Ali et al., 2018)

The current study and Ali et al (2018) has similarities and differences. The similarities are, firstly, the equation of this research is that the data sampling used is a questionnaire. Secondly the equation is the variable halal brand image, halal brand loyalty, halal brand trust, purchase intention. The differences are, firstly, the difference from this research is that the previous variables used halal brand

perceived quality, halal brand satisfaction. Secondly, the difference is that previous research used the object of halal milk while the object of this research is Mixue.

2.1.3 Fachrurazi, Silalahi, Haryadi, dan Fahham (2022)

This research was conducted by Fachrurazi et al (2022). The purpose of this study is to examine the Influence of electronic word of mouth behavior on Muslim social media in building a halal brand image and its Influence on purchase intention. This study used a survey given to 320 Muslim halal forum members in Indonesia. The results of this study have five findings. The results of this study are, firstly, altruism has a significantly positif affects e-WOM.

Secondly, obligation has a significantly positif affects e-WOM. Thirdly, e-WOM has a significantly positif affects halal brand image. Fourthly, e-WOM has a significantly positif affects purchase intention. Lastly, halal brand image has a significantly positif affects purchase intention. The above results are summarized in figure 2.3. The following reseach model by Fachrurazi, Silalahi, Haryadi, dan Fahham (2022):

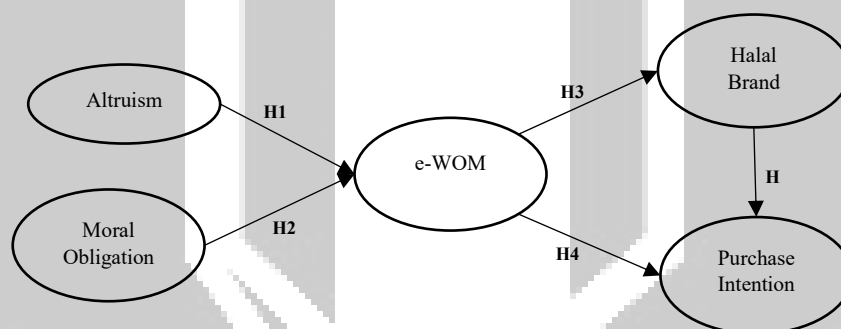


Figure 2.3
The findings of (Fachrurazi et al., 2022)

The current study and (Fachrurazi et al., 2022) has similarities and differences. The similarities are, firstly, the equation of this research is that the data sampling used is a questionnaire. Secondly, the equation is the variable halal brand image and purchase intention. The differences are, firstly, the equation of this research is that the data sampling not used is a questionnaire. Secondly, the equation is the variable halal brand image and purchase intention.

2.1.4 Khan, Hashim, Iqbal, dan Mustafa (2022)

This research was conducted by Khan et al (2022). The purpose of this study is to examine the potential development of Sharia marketing and the relationship between equity antecedents, brand image, brand trust, and consumer satisfaction in halal brands. This study uses a questionnaire media designed in accordance with the variables in the study. The data collected from distributing questionnaires were 250 consumers from Samarahan and Kuching, Malaysia. The results of this study have four findings.

The results of this study are, firstly, halal brand image significantly affects halal brand satisfaction. Secondly, halal brand image significantly affects halal brand trust. Thirdly, halal brand satisfaction significantly affects halal brand equity. Fourthly, halal brand trust significantly affects halal brand equity. The above results are summarized in figure 2.4. The following is a research model by Khan, Hashim, Iqbal, dan Mustafa (2022):

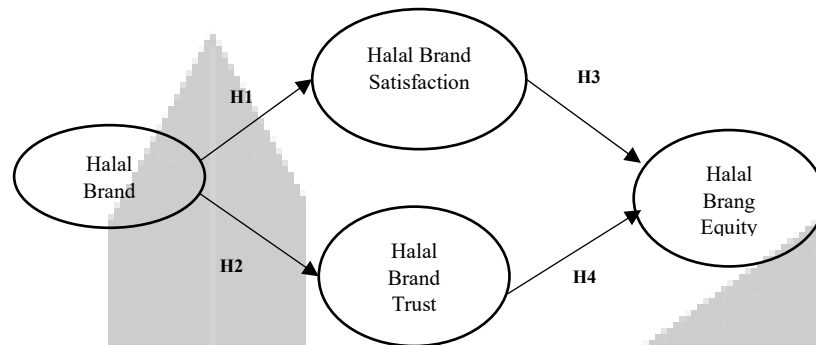


Figure 2.4
Research Model by Khan et al (2022)

The current study and (Khan et al., 2022) has similarities and differences. The similarities are, firstly, this research is that the data sampling used is a questionnaire. Secondly, the variable halal brand image and halal brand trust. The differences are, firstly, that this research uses the object of halal food brands in Malaysia while the object of this research is Mixue. Secondly, that previous research used halal brand satisfaction, and halal brand equity.

Table 2.1
Summary of Previous Research

No	Research	Research Topic	Variable	Sampel	Analisis	Research Results
1	Afzaal Ali, Mehkar Sherwani, Adnan Ali, Zeeshan Ali, Mariam Sherwani (2020)	Investigating the antecedents of halal brand product purchase intention: an empirical investigation	<ol style="list-style-type: none"> 1. Halal brand image 2. Halal brand perceived quality 3. Halal brand satisfaction 4. Halal brand trust 5. Halal brand loyalty 6. Purchase Intention 	481 student samples from 9 universities in China	Structural Equation Modeling (SEM) With AMOS versi-22	<ol style="list-style-type: none"> 1. Halal Brand Image has a significant positive Influence on Halal Brand Perceived Quality. 2. Halal Brand Image has a significant positive Influence on Halal Brand Satisfaction. 3. Halal Brand Image significantly has a positive Influence on halal brand Trust. 4. Halal Brand Image significantly has a positive Influence on Halal Brand Loyalty. 5. Halal Brand Image significantly has a positive Influence on Purchase Intention. 6. Halal Brand Perceived Quality significantly has a positive Influence on Purchase Intention. 7. Halal Brand Satisfaction significantly affects Purchase Intention. 8. Halal Brand Trust significantly affects Purchase Intention. 9. Halal Brand Loyalty significantly affects Purchase Intention.
2	Afzaal Ali, Guo Xiaoling, Mekhar Sherwani, dan Adnan Ali (2017)	Antecedents of consumers' Halal brand purchase Antecedents of consumers' Antecedents of consumers' Halal brand	<ol style="list-style-type: none"> 1. Brand perceived quality 2. Halal brand image 3. Halal brand satisfaction 	This study collected data from 347 consumers in Pakistan who had experience	Structural Equation Modeling Procedure in AMOS	<ol style="list-style-type: none"> 1. Brand perceived quality significantly has a positive Influence on halal brand image. 2. Brand perceived quality has a significant positive Influence on halal brand satisfaction.

No	Research	Research Topic	Variable	Sampel	Analisis	Research Results
		purchase intention: an integrated approach	<ol style="list-style-type: none"> 4. Halal brand trust 5. Halal brand loyalty 6. Purchase Intention 	buying halal milk.		<ol style="list-style-type: none"> 3. Brand Perceived Quality significantly has a positive Influence on Halal Brand Trust. 4. Brand Perceived Quality significantly has a positive Influence on halal Brand Loyalty. 5. Brand Perceived Quality significantly has a positive Influence on Brand Purchase Intention. 6. Halal Brand Image significantly has a positive Influence on Brand Purchase Intention. 7. Halal Brand Satisfaction significantly has a positive Influence on Brand Purchase Intention. 8. Halal Brand Trust significantly has a positive Influence on Brand Purchase Intention. 9. Halal Brand Loyalty significantly has a positive Influence on Brand Purchase Intention.
3	Fachrurazi, Sahat Aditua Fandhitya, Hariyadi dan Acmad Muhaddam Fahham (2022)	Bulding halal industry in Indonesia: The role of electronic word of mouth to strengthen the halal brand image	<ol style="list-style-type: none"> 1. Altruism 2. Moral obligation 3. e-WOM 4. Halal brand image 5. Purchase intention 	This study collected data from 320 people in the halal Muslim forum in Indonesia.	A covariance-based structural equation modeling (CBSEM) technique was used using AMOS 24.0	<ol style="list-style-type: none"> 1. Altruism significantly affects e-WOM. 2. Moral obligation significantly affects e-WOM. 3. e-WOM significantly affects halal brand image. 4. e-WOM significantly affects purchase intention. 5. Halal brand image significantly affects purchase intention.

No	Research	Research Topic	Variable	Sampel	Analisis	Research Results
4	Khan M, hashim S, Iqbal A, dan Mustafa G (2022)	Antecedents of halal brand equity: A study of halal food sector of Mmalaysia	<ol style="list-style-type: none"> 1. Halal brand image 2. Halal brand satisfaction 3. Halal brand trust 4. Halal brand equity 	Data collected from distributing questionnaires to 250 consumers from Samarahan and Kuching, Malaysia	Confirmatory factor analysis (CFA); and Structural equation modeling (SEM).	<ol style="list-style-type: none"> 1. Halal brand image significantly affects halal brand satisfaction. 2. Halal brand image significantly affects halal brand trust. 3. Halal brand satisfaction significantly affects halal brand equity. 4. Halal brand trust significantly affects halal brand equity.

2.2 Theoretical Foundation

This study uses theories that support this research. The following is the theoretical basis used:

2.2.1 Halal Brand Image

Halal brand image is important for marketers to shape consumer perceptions. Brand image refers to a brand that is embedded in consumer memory and includes a halal certificate for assurance (Ali et al., 2020). Brand image is also defined as consumers' perceptions of certain brands about Muslim beliefs and their commitment to halal products Khan et al (2022). Halal brand image not only reflects aspects of product quality, but also illustrates the relationship between religious values and commitment to halalness. In the context of halal, it is important to obtain a halal certificate as a guarantee that can strengthen the brand image.

Halal brand image is important for brands in order to form a positive impression in the minds of consumers. In line with Kusnandar (2020), Halal brand image is a strategic tool that can create a strong appeal to consumers. A deep understanding of the elements that make up the halal brand image is attractive to consumers. This is because consumers have considered halal aspects in the decisions, they make (Shakil & Majeed, 2018). Deeper research on halal brand image is important to do to see how halal brands can influence consumer behavior.

Halal brand image has been studied before. Khan et al (2022) discussed how consumers pay attention to halal brand image, which leads to consumer satisfaction with halal brands. Ali et al (2020) examined that brand image as a link between halal brand identity and preference. Fachrurazi et al (2022) also examined

brand image to attract and help consumers remember halal products. Halal brand image research is still about several brands, but for the context of halal drinks and ice cream, it has not been done in previous studies.

2.2.2 Halal Brand Loyalty

Halal brand loyalty is important for marketers to signify consumer attachment to brands that comply with halal standards. Brand loyalty is a commitment that consumers have to continue to buy and use preferred products, despite marketing influences that can trigger changes in surrounding behavior (Shakil & Majeed, 2018). Halal brand loyalty can be defined as a consumer's commitment to repurchase or continue to use the halal brand (Utami, 2023). A good relationship between consumers and brands occurs not only based on product characteristics, but is influenced by brand compliance with product halal principles. Halal brand loyalty is an important aspect that can create a permanent consumer base.

Consumer attachment to halal brands is a good thing for business and brand sustainability. According to Ali et al (2018) Brand loyalty reflects consumer loyalty to brands through halal. Consumer compliance with halal principles, consumers tend to prefer and show their loyalty to halal brands (Atulkar, 2020). Further research on halal brand loyalty will not only provide an understanding of the factors that influence consumer loyalty to halal brands. This can assist marketers in developing Influenceive strategies in maintaining and increasing consumer loyalty to brands.

Research on halal brand loyalty has been done before. Zainudin et al (2020) examined brand loyalty as consumer attitudes and commitment to brands related to future repurchases. Ali et al (2018) examined the ability of halal brand loyalty to form consumer attachment to products. Previous research on halal brand loyalty focused on the context of halal food (Khan et al., 2022). Halal brand loyalty research is still around the context of halal food, but in the context of halal drinks and ice cream it is still not.

2.2.3 Halal Brand Trust

Halal brand trust is important for marketers to build consumer trust in halal products. Halal brand trust can be defined as the level of consumer confidence in the ability of halal brands to meet expectations (Khan et al., 2022). Halal brand trust can be measured based on consumer perspectives on products that are satisfying for consumers (Utami, 2023). Consumer trust in brands occurs not only based on product characteristics, but is influenced by brand compliance with halal product principles. Halal brand trust is an important aspect for marketers to retain and increase consumers.

This trust can not only create a connection between consumers and brands, but is able to become the foundation of a sustainable relationship. The trust given by a halal brand can foster loyalty to consumers (Putra et al., 2023). Therefore, research on halal brand trust is interesting to be reviewed further. This can assist marketers in developing more Influenceive strategies in building consumer trust in halal products.

Previous research has examined halal brand trust. Khan et al (2022) examined that halal brand trust may not be a significant factor for consumers when paying a high price. Utami (2023) also examines that brand trust is a consumer expectation and belief in halal products. Research on halal brand trust still focuses on shoppers in shopping centers (Atulkar, 2020). Previous research has not discussed the context of halal drinks and ice cream.

2.2.4 Purchase Intention

Purchase intention is important for marketers to understand consumer plans to buy a product. Purchase intention is a strong desire from consumers to buy a product (Khadijah & Wulandari, 2020). This refers to the purchase intention to buy products with a certain brand in the future (Chetioui et al., 2020a) e. Basically, it shows whether consumers are willing to make purchases. Consumers who anticipate purchasing products from a particular brand in the future are likely to become loyal customers of that product (Chae et al., 2020). This is often considered a major challenge faced by marketers.

Marketers need to design a good strategy to attract buyers. In the context of developing marketing strategies, meetings between buyers who have purchased have a significant impact. Customers will feel a good impression that can influence them to want to buy the brand (Shakil & Majeed, 2018). It is therefore important for marketers to maintain relationships with post-purchase buyers. Research on purchase intention is interesting to investigate further.

Purchase intention has been studied in previous research. Chetioui et al (2020) examined how influencers can encourage consumers to encourage purchase

intentions for certain brands. Certain attitudes and brand images can influence purchase intention (Chae et al., 2020). Existing research on purchase intention focuses on online purchases (Putra et al., 2023). Previous research still does not discuss the context of halal drinks and ice cream.

2.3 Variabel Relationship

2.3.1 The Influence of Halal Brand Image on Halal Brand Loyalty

Understanding the impact of halal brand image on halal brand loyalty is crucial for marketers. In marketing research, brand image and brand loyalty constitute essential components of marketing strategies (Ali et al., 2020). Brand image, shaped through consumer interactions, can enhance consumer loyalty to halal brands (Saputra, 2021). Establishing a positive halal brand image is vital for fostering loyalty among consumers towards halal products (Kusnandar, 2020). Intriguingly, the relationship between brand image and loyalty remains unexplored within the context of halal tea and ice cream shops. Although the influence of the relationship between halal brand image and halal brand loyalty has been discussed in the context of ramen restaurants (Kusnandar, 2020).

This study demonstrates that halal brand image significantly influences loyalty towards halal brands. (Ali et al., 2020) contend that a brand image aligning with market desires can enhance brand loyalty for halal products. Kusnandar (2020) also asserts a strong and positive correlation between halal brand image and halal brand loyalty. Ali et al (2018) argued that the brand image associated with halal products can impact consumer loyalty. This underscores that a favorable brand image in consumers' eyes fosters greater loyalty to halal brands.

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2.3.3 The Influence of Halal Brand Image on Purchase Intention

Understanding the impact of a strong halal brand image on purchase intentions is crucial for marketers. A brand image that is attractive and aligns with consumer values can enhance the willingness to purchase products (Khan et al., 2022). Businesses with a positive halal brand image can influence purchase

intentions and increase profits (Rosmayanti, 2023). Halal brand image is often considered a key determinant when consumers intend to make a purchase (Agmeka et al., 2019). Although the Influence of halal brand image on purchase intention has been discussed in the context of fashion, it has not yet been explored in the context of halal food and ice cream.

This study confirms that halal brand image significantly influences purchase intention. Agmeka et al (2019) argued that consumer lifestyles make brand image very important in shaping purchase intentions. Fachrurazi et al (2022) contend that shaping brand image directly affects purchase intention for halal products. Ali et al (2020) suggest that lesser-known brands can impact halal brand image and purchase intention for these products. The Influence of halal brand image on purchase intention aligns with the research conducted by (Watanabe et al., 2019).

2.3.4 The Influence of Halal Brand Loyalty on Purchase Intention

Understanding the impact of halal brand loyalty on purchase intention is essential. Previous research conducted by Kusuma & Anandya (2023) has delved into the concepts of brand loyalty and purchase intention within the context of instant noodle products. Consumer loyalty plays a pivotal role in halal products and significantly influences purchase intention. Consumers who are already loyal to a product tend to have the intention to purchase it (Khan et al., 2022). The influence of halal brand loyalty and purchase intention has not been explored in the context of beverages and ice cream.

This study asserts that halal brand loyalty significantly affects purchase intention. Kusuma & Anandya (2023) argued that brand loyalty can profoundly

influence consumers' purchase intention for similar products. argued that increasing Khan et al (2022) brand loyalty can positively impact purchase intention for products. Ali et al (2020) argue that brand loyalty significantly influences consumers' inclination to buy a specific halal brand. Maintaining halal brand loyalty is crucial for marketers to prevent a decrease in consumer purchase intention.

2.3.5 The Influence of Halal Trust on Purchase Intention

Understanding the relationship between halal brand trust and purchase intention is crucial for marketers. Previous research has explored the impact of halal brand trust on purchase intention, focusing on the context of halal meat products (Shakil & Majeed, 2018). A lack of consumer trust in a product tends to diminish purchase intention (Kwan et al., 2019). Consumers who trust halal products are more inclined to intend to buy the same product in the future (Putra et al., 2023). Previous studies have specifically discussed the Influence of halal brand trust on purchase intention in the context of halal meat products.

This study posits that halal brand trust directly influences purchase intention. (Shakil & Majeed, 2018) argued that brand trust can directly drive purchase intention in halal products. A strong level of halal brand trust can positively impact the intention to make a purchase (Ali et al., 2020; Chae et al., 2020; Sultan & Wong, 2019). This research argues for a direct relationship between brand trust and the intention to purchase halal products (Ali et al., 2020). This demonstrates that halal brand trust can significantly influence consumer purchase intention for halal brands. There is still limited research on drinks and ice cream, especially in the halal context.

2.3.6 The Influence of Halal Brand Image on Purchase Intention through mediation Halal Brand Loyalty

Understanding the impact of halal brand image on purchase intention mediated by halal brand loyalty is crucial for marketers. Brands offering a variety of halal products often aim to cultivate a brand image to enhance purchase intentions (Fachrurazi et al., 2022). Increasing brand loyalty can influence purchase intentions for halal products (Khan et al., 2022). Brand loyalty plays a pivotal role in enabling companies to retain existing customers and attract new ones in the realm of halal products (Ali et al., 2020). The Influence of halal brand image on purchase intention through the mediation of halal brand loyalty has not been discussed in the context of drinks and ice cream.

This study posits that halal brand image influences purchase intention, which in turn is mediated by halal brand loyalty. Saputra (2021) argued for a positive Influence of brand image on purchase intention for halal products. Kusuma & Miartana (2018) contended that brand loyalty significantly influences consumers' choices to purchase products. Positive brand image and increased brand loyalty jointly impact consumer purchase intention for products (Ali et al., 2020). This aligns with the assumption that a positive brand image and enhanced brand loyalty jointly influence consumer purchase intentions for halal products.

2.3.7 The Influence of Halal Brand Image on Purchase Intention Through the Mediation of Halal Brand Trust

Understanding the impact of halal brand image on purchase intention mediated by halal brand trust is crucial for marketers. Brand image plays a vital

role in motivating consumers to purchase products (Ali et al., 2020). Retail companies with appealing brand images can significantly enhance the intention to buy halal products (Putra et al., 2023). Insufficient brand trust in a business can prompt consumers to switch to other halal brands, thereby influencing purchase intention (Kusuma & Anandya, 2023). The Influence of halal brand image on purchase intention through the mediation of halal brand trust has not been further discussed in the context of drinks and ice cream.

This study argues that halal brand image exerts influence on halal brand trust, which is mediated by purchase intention. Kusnandar (2020) contended that increasing interaction with consumers can enhance brand image. Bhattacharya et al (2022) also argued that the strong correlation provides evidence of the relationship between brand trust and purchase intention for halal products. Agmeka et al (2019) emphasize the importance of the impact of brand image on the purchase intention of halal products. Suggesting that consumers tend to believe that brand image will increase their intention to make a purchase

2.4 Research Model

The research model is the basis of thought that includes a combination of theories, facts, observations, and literature reviews that will be used as a basis for conducting research. The purpose of the research model itself is an effort to form a flow of research that can be accepted reasonably and clearly (Sugiono, 2018). Based on the explanation of the research model, it can be developed in research that is based on a literature review. Therefore, the research model in this study is:

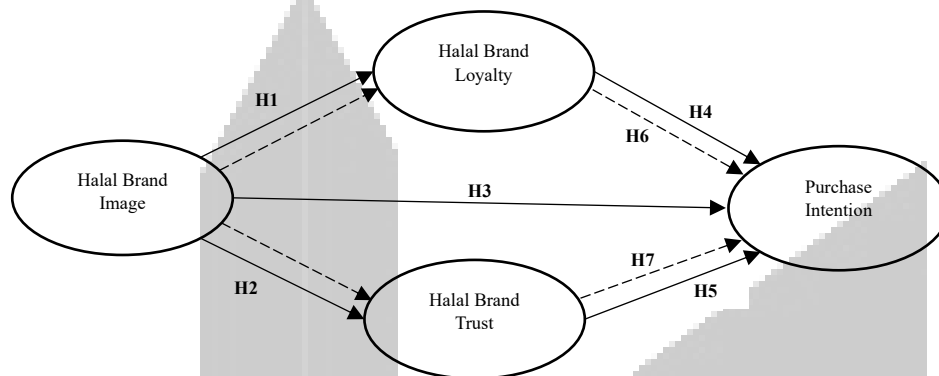


Figure 2.5

Research Model by Reza Nur Saifullah Daldiri (2023)

2.5 Research Hypothesis

This sub chapter explains the research hypothesis that refers to the problem formulation and objectives of this study.

H1: Halal brand image has a significant Influence on halal brand loyalty

H2: Halal brand image has a significant Influence on halal brand trust

H3: Halal brand image has a significant Influence on purchase intention

H4: Halal brand loyalty has a significant Influence on purchase intention

H5: Halal brand trust has a significant Influence on purchase intention

H6: Halal brand image has a significant Influence on purchase intention through mediation halal brand loyalty

H7: Halal brand image has a significant Influence on purchase intention through mediation halal brand trust