Factors Affecting Cimory Repurchase Interest with Consumer Satisfaction as Intervening Variable

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Abstract. This study aims to determine the factors that influence the intention to repurchase Cimory with consumer satisfaction as an intervening variable. This type of research is quantitative. The data collection method used in the form of questionnaires distributed to visitors to minimarkets, cooperatives and shops as consumers who buy or have consumed Cimory products. The sample in this study was 100 people using purposive sampling technique. The analysis used is instrument test, classical assumption test, multiple linear regression analysis, statistical test and path analysis, and Sobel test is used to determine the effect of intervening variables. The results of this study prove that: (1) Simultaneously halal certification, Product Variation and product quality have a significant positive effect on repurchase interest. (2) Partially halal certification and consumer satisfaction have a significant positive effect on repurchase intention, while product variations and product quality have a positive and insignificant effect on repurchase interest. (3) Sobel test shows that there is a positive and insignificant effect on halal certification on repurchase intention with consumer satisfaction as an intervening variable. In addition, the Sobel test also showed a significant positive effect on product variation and product quality on repurchase intention with consumer satisfaction as an intervening variable.

Keywords: halal certification, Product Variation, product quality, buying interest, consumer satisfaction

1 Introduction

Indonesia is known as the country with the largest Muslim population in the world. Based on data from The Pew Forum on Region & Public Life in 2020, there are 229.6 million followers of Islam in Indonesia or about 87.2% of the total population in Indonesia. The amount obtained is 13% of the total number of Muslims in the world (Kholisdinuka, 2021). Moslem consumers in Indonesia seek authentic halal certification from the Institute for the Study of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). According to Akim, Konety, Purnama and Adilla (2018), halal certification is a process to obtain a halal certificate through several stages of inspection to prove that the materials, production processes, and halal assurance system meet the LPPOM MUI standards. The

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purpose of the halal certification is to guarantee the halal status of a product in order to fulfill consumer rights. In addition, the certification gives the company a right to use the halal label to be included in the packaging or product cover or for display on the company's premise.

Currently, all producers in Indonesia are required to apply for halal certification on their products. This is supported by the enactment of the Law of the Republic of Indonesia Number 33 of 2014 concerning the guarantee of Halal Products which is mandatory for producers to apply for halal certification on their products. Halal certification in a company can be used as a solution to face an increasingly fast global market, because it is not only the production process that determines the level of competition but also by paying attention to quality in accordance with Islamic law. Today, the needs of producers are not only motivated by the increasing interest of consumers and the government in food safety, health, and food reliability, but also related to the halal standards set by the authorities to enter the global market.

Product Variation or diversity has become a common thing to talk about in the marketing world. According to Kotler (in Maichael, 2018), product variations are several products offered by companies to consumers. Meanwhile, according to Kotler (in Pelawi, 2018), product variation is a separate unit in a product that can be seen from appearance, size, price and other characteristics. Variation is one of the strategies that are widely used by manufacturers in launching their products. According to Kotler (in Faradisa, Hasiholan & Minarsih, 2016) product variations have more value in a brand or group of products that can be distinguished based on size, appearance, price, and characteristics. So it can be concluded that product variation is the type or type of product available.

Product quality according to Sundalangi et al, (in Denniswara, 2016) is something that is offered to the market to attract attention, demand, purchase, be needed or consumed so that it can meet consumer needs. According to Kotler and Keller (in Anggraeni, Kumadji, & Sunarti, 2016) product quality is the overall nature and characteristics of a product that can meet consumer needs in accordance with their expectations. Companies that present these qualities will create a good customer attitude, so that if this happens in the long term the company can easily fulfill what the customer needs and wants. Product quality is important in influencing consumer purchasing decisions and is related to forming consumers who are loyal to the products offered by a company (Anggraeni, Kumadji & Sunarti, 2016).

Consumer repurchase interest according to Waksito (2015) is a stage where humans tend to act in choosing or buying a product, both goods and services within a certain period of time, considering that everyone must have experience in using an item or service. Therefore, in cultivating consumer repurchase interest, creativity and company innovation is needed in producing its products to suit the wishes and meet consumer needs.

Consumer satisfaction is also sustainable with the quality of goods and services produced by either a company or business, where high-value quality will have a good impact on consumer satisfaction. As stated by Kotler and Keller (in Putro, 2014) that consumer satisfaction is the level of a person's feelings that arise after comparing the performance of the product received with his expectations. According to Yamit (in Anggraeni, Kumadji, & Sunarti, 2016) consumer satisfaction is an emotional expression or expression of one's feelings that arises after comparing what is obtained with what is expected. Satisfaction can be measured after consumers buy or use a product or service. If someone really likes and is satisfied with a product, then the thing that will be shown is behavior in the form of repurchasing the product (Putro, 2014).

Cisarua Mountain Dairy (Cimory) is a dairy industry that was established in 2004. Cimory was first established in the Cisarua area of Bogor by Bambang Sutantio. Cimory cooperates with the Giri Tani Cisarua Bogor Dairy Producers Cooperative (KPS) to obtain

fresh milk supplies. Cimory really maintains the quality of the products to be produced by setting milk standards as its raw material. In addition, Cimory also does not mind having to pay for fresh milk at a higher price in order to maintain quality and improve the welfare of dairy farmers (Saretta, 2019).

Based on research by Arjakusuma, Hartoyo and Fahmi (2014) milk is one of the protein sources that people are interested in because of its content that is needed by the body. Thus, the demands of public consumption require Cimory to continue to innovate in product development. This innovation process is a challenge for PT Cisarua Mountain Dairy, considering that this pasteurized milk product produced by Cimory has a fairly fast expiration rate. This requires Cimory to be able to maximize the supply of fresh milk available to make processed products that are more durable. In addition to dairy products in the form of yogurt, other products from Cimory that are more durable are processed cheese products. Until now, Cimory continues to develop its products in various variations, ranging from product variations, size variations, flavor variants, packaging, prices and others. In addition, Cimory has received halal certification from the Indonesian Ulema Council (MUI), so it is safe to be used as an ingredient for public consumption.

In previous studies there has not been found any combination of variables as in this study. In this study there are several variables combined, namely halal certification, product quality, Product Variation, consumer satisfaction and repurchase interest. The combination of these five variables is what is new in this study. So that it becomes something that distinguishes it from previous research, which has not found the incorporation of the same variables with the same object in previous studies.

Based on the background that has been described, the authors are interested in conducting a study entitled "Factors Influencing Cimory's Repurchase Interest with Consumer Satisfaction as an Intervening Variable."

2 Literature Review

2.1 Theory of Consumer Behavior

According to Karmini (2019), Law no. 8 of 1999 Article 1 paragraph 2 concerning Consumer Protection explains that consumers are every person who uses goods and/or services available in the community, both for the needs of themselves, their families, other people, or other living creatures and not for trading. Consumer behavior according to Kotler and Keller (in Pamungkas, 2018) studies how a person, group of people and organizations choose, buy, use and place goods, services, ideas or experiences to fulfill their wants and needs.

The theory of consumer behavior explains the behavior or attitude of a person in choosing a product to buy. There are two kinds of approaches in this theory, the first is the cardinal use value approach, then the second is the ordinal use value approach. In the cardinal use value approach, the number of benefits obtained by a consumer can be known, while in the ordinal use value approach the benefits obtained by consumers cannot be counted. The theory of consumer behavior is also divided into two forms, namely utility theory and equal satisfaction analysis (Sukirno, 2013).

2.2 Halal Certification

The MUI halal certificate is a written fatwa of the Indonesian Ulema Council which proves and guarantees the halalness of a product in accordance with Islamic rules. This certificate is a requirement to obtain permission for the company's right to be able to legally include the halal logo on product packaging. Based on government regulation number 69 of 1999, concerning halal labels and food advertisements, namely any information regarding food in

the form of images, writing, a combination of both or other forms included in food, inserted into or affixed to the food packaging (Segati, 2018).

With the enactment of the Law of the Republic of Indonesia Number 33 of 2014 concerning the guarantee of Halal Products, the application for halal certification by producers is mandatory (mandatory). According to Abdullah in Akim, Konety, Purnama and Adilla (2018) there is a provision regarding the obligation of halal certification for all these products as stated in article 4 which states that: "Products that enter, circulate, and are traded in the territory of Indonesia must be certified halal" (Law of the Republic of Indonesia, Law No. 33 of 2014). The implementation of the mandatory halal certification for all products in Indonesia will take effect in the next 5 years since the law was enacted, more precisely in 2019.

The following are indicators of halal certification proposed by Shaari and Arifin (in Waksito, 2015):
a. The legality of the certification body, which is a guarantee that an institution has been approved by the relevant party.
b. Information on halal certification in the form of a halal logo or stamp listed on the packaging of a product.
c. Accreditation of certification bodies, namely determining quality standards and evaluating a halal certification body

2.3 Product Variation

Product variation according to Kotler (in Putri, 2018) has its own value in a product that can be distinguished based on size, price, appearance or other characteristics. In addition, product variation according to Groover (in Putri, 2018) can be interpreted as a product display that can be seen in terms of design, type and company that produces it. In other studies, product variation is said to be something that differentiates even though the product category is the same from one company to another.

In other words, product variation is the diversity contained in a product that still has differences that can be seen directly. To be able to create different variations, a company needs two products to be compared simultaneously. In this case it can be proven or compared on size, price, and appearance. Variations can also be seen from the availability of goods, where the many types of products provided will be unique which has an attraction for each individual to buy the product (Pelawi, 2018).

According to Kotler and Keller (in Pelawi, 2018), product variation indicators, including :
a. Size, defined as the shape, model, and physical structure of a product that is seen as real and measurable
b. Price, is an amount of money that has an exchange value to gain the advantage of owning or using a product or service
c. Display, is everything that is presented and can be seen directly. The appearance in a package is attractive, has a certain design and color suitability so that it has its own charm for consumers to buy it
d. Product availability, namely the number of available types of goods provided by a company.

2.4 Product Quality

According to Kotler (in Nurhidayati, 2020) product quality is the totality of features and characteristics possessed by a product or service that depend on its ability to satisfy stated or implied needs. Meanwhile, according to Kotler and Armstrong (in Martono and Iriani,

2014) product quality is the ability of a product to perform its function. It includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other attributes.

Product quality is an important thing that must be owned by a product in a company. In this case, manufacturers are required to produce quality products in order to attract the attention of consumers and win the competition in the global market.

According to Garvin (in Maulana, 2019), product quality has the following indicators :

a. Performance, which is the function of an item so that it becomes the customer's consideration in buying the item. For example, the raw materials used, as well as product manufacturing procedures.

b. Features, product characteristics that are arranged to enhance the benefits contained in the product or something that can increase consumer interest in the product. For example, an attractive packaging design, so that consumers are interested in buying the product.

c. Conformance to specification, the extent to which the design and operating characteristics meet the standards that have been previously set, as well as found or not found defects in a product. For example, whether the product is in accordance with BPOM standards and has been certified halal by the MUI.

d. Durability, which is how long the product can continue to be used. For example, such as the expiration date and how to store it properly and correctly.

e. Reliability, namely the customer's perception of the reliability of the product which is expressed by the quality of the product by the company. For example, the use of special raw materials in the manufacture of products that are not found in other competing companies.

f. Serviceability, including handling complaints against a product. The services provided consist of customer service and responses to complaints/suggestions via e-mail or the company's social media.

g. Aesthetics, namely the attractiveness of the product to the five senses, such as the uniqueness of the product, taste, aroma, shape and artistic design on the color of the packaging of a product.

h. Perceived Quality is the consumer's perception of the overall quality or superiority of a product, the image and reputation of the product as well as the company's responsibility to its consumers.

2.5 Repurchase Interest

According to Kotler and Keller (in Putra & Kusumadewi, 2019), buying interest is a person's behavior that is generated as a response to an object that shows a person's desire to make a purchase. Meanwhile, according to Dodds, Monroe and Grewal (in Saifudin, 2019) buying interest is the possibility that a consumer makes a purchase of a particular product or service. In marketing strategy, consumer behavior is the main concern of producers and service providers. One of them is through purchase intention. Purchase intention is defined as a situation in which the customer is satisfied with the transaction with the manufacturer or service provider (Saifudin, 2019).

According to Ferdinand (in Saidani & Arifin, 2012) several indicators of repurchase interest are:

a. Transactional interest, namely the tendency of a person to always repurchase the product that has been consumed.

b. Referential interest, namely the attitude of someone who tends to provide references about the products he has purchased to others, so that the product is also purchased by others.

c. Preferential Interest, describes the behavior of someone who always has his own taste in the product that has been consumed. A person's taste can change only if something happens to the product of his preference.

d. Exploratory Interest, namely the behavior of someone who tends to seek information about the product they are interested in.

2.6 Consumer Satisfaction

Based on Zeithaml and Bitner (in Ho & Sugiharto, 2017) consumer satisfaction is a form of a person's response or response regarding the fulfillment of his needs. Satisfaction is a value that is owned by a product or service with a characteristic form that is able to provide and meet the level of pleasure for consumer needs. It is different with Kotler (in Majid, 2019) which states that consumer satisfaction is a person's feeling that arises, it can be in the form of pleasure or disappointment where the feeling comes from a comparison between his impression of the work or the results of a product and his expectations.

From Hawkins and Lonney (in Ondiana, 2020) the attributes forming satisfaction are:

a. Conformity of expectations, namely between product performance and the benefits obtained in accordance with consumer expectations

b. Re-visit interest, namely the willingness of consumers to repurchase or return to visit

c. Willingness to recommend, namely the willingness of consumers to recommend the benefits of a product obtained and felt to others.

3 Research Methods

This research is a type of research with a quantitative approach. The population in this study are visitors to minimarkets, cooperatives and shops as consumers who buy or have consumed Cimory products in an unknown amount. This study uses a purposive sampling technique and uses the Lemeshow formula to determine the number of samples because the total population in this study is not known with certainty. The sample size obtained was 96 people, which was then rounded up to 100 people.

The data collection technique in this study used a questionnaire as a research instrument. According to Bawono (2006) data collection techniques are the method of choice for researchers to be able to collect, process and analyze data and draw conclusions. The next method is observation where researchers make observations directly to the research location, namely minimarkets such as Alfamart, Indomaret and cooperatives and shops that sell Cimory products. In addition, researchers use several reference sources that are relevant to the research carried out such as books, journals, scientific articles, and study results in the form of theses. Researchers use a measurement scale in the form of an interval or commonly called a Likert scale. SPSS version 21.0 is used in this study to assist researchers in calculating, processing, and statistically analyzing data.

According to Bawono (2006) data collection techniques are the method of choice for researchers to be able to collect, process and analyze data and draw conclusions. Data analysis techniques used in this study are: validity test, reliability test, classical assumption test, multiple linear regression test, coefficient of determination test (R2), F test (simultaneously), statistical t test (partially) and Path Analysis or path analysis and using the Sobel test which is used to determine the effect of mediation.

4 Results and Discussion

4.1 Instrument Test

Table 1. Reliability Test

Variable	Cronbach's Alpha	Description
Halal Certification (X1)	0,843	Reliable
Product Variation (X2)	0,810	Reliable
Product Quality (X3)	0,768	Reliable
Consumer Satisfaction (Y)	0,852	Reliable
Consumer Repurchase Interest (Z)	0,813	Reliable

Source: Primary Data Processed, 2022

Based on the reliability test in the table above, the value of each variable that produces Cronbach Alpha (α) > 0.60 is obtained. It is hereby stated that all items in the variables used are reliable.

Table 2. Validity test

Variable	Question Items	Sig	R count	R table	Description
Halal Certification (X1)	Question 1	0,000	0,896**	0,3610	Valid
	Question 2	0,000	0,887**	0,3610	Valid
	Question 3	0,000	0,717**	0,3610	Valid
Product Variation (X2)	Question 1	0,000	0,637**	0,3610	Valid
	Question 2	0,000	0,821**	0,3610	Valid
	Question 3	0,000	0,881**	0,3610	Valid
	Question 4	0,000	0,812**	0,3610	Valid
Product Quality (X3)	Question 1	0,000	0,715**	0,3610	Valid
	Question 2	0,000	0,657**	0,3610	Valid
	Question 3	0,000	0,656**	0,3610	Valid
	Question 4	0,000	0,610**	0,3610	Valid
	Question 5	0,000	0,683**	0,3610	Valid
	Question 6	0,000	0,674**	0,3610	Valid
	Question 7	0,000	0,614**	0,3610	Valid
	Question 8	0,000	0,612**	0,3610	Valid
Consumer Satisfaction (Y)	Question 1	0,000	0,843**	0,3610	Valid
	Question 2	0,000	0,886**	0,3610	Valid
	Question 3	0,000	0,899**	0,3610	Valid
Consumer Repurchase Interest (Z)	Question 1	0,000	0,849**	0,3610	Valid
	Question 2	0,000	0,844**	0,3610	Valid
	Question 3	0,000	0,804**	0,3610	Valid
	Question 4	0,000	0,713**	0,3610	Valid

Source: Primary Data Processed, 2022

The table above shows the results of the validity test where the calculated r value for each indicator is greater than the r table value. The number of respondents used as many as 30 people and the value of r table is 0.3610. That way it can be said that the indicators of the variables of halal certification, Product Variation, product quality, consumer satisfaction, and consumer repurchase interest are declared valid as measuring tools

4.2 Classical Assumption Test

It can be seen from the table above that all the variables used in this study have a tolerance value of more than 0.10 and a VIF value of less than 10. Thus, it can be concluded that there is no symptom of multicollinearity in the regression model used.

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,438	2,347		,187	,852		
Halal certification	,239	,089	,218	2,686	,009	,633	1,580
Product Variation	,102	,075	,121	1,362	,176	,526	1,902
Product Quality	,060	,049	,123	1,217	,226	,409	2,443
Consumer Satisfaction	,338	,063	,472	5,354	,000	,537	1,861

a. Dependent Variable: Consumer Repurchase Interest

Source : Primary Data Processed, 2022

Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4,531	1,556		2,912	,004
Halal Certification	,012	,059	,026	,209	,835
Product Variation	-,091	,049	-,249	-1,831	,070
Product Quality	,013	,033	,061	,395	,693
Consumer Satisfaction	-,033	,042	-,107	-,791	,431

a. Dependent Variable: Abs_Res2

Source: Primary Data Processed, 2022

It can be seen in the table above that the significance value for the halal certification variable is 0.835, the significance value for the product variation variable is 0.70, the significance value for the product quality variable is 0.693 and the significance value for the consumer satisfaction variable is 0.431. Thus, each variable shows a significance value of more than 0.05 so it can be concluded that there is no heteroscedasticity symptom in the regression model used.

Table 5. Normality test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,88277069
Most Extreme Differences	Absolute	,047
	Positive	,034
	Negative	-,047
Kolmogorov-Smirnov Z		,471
Asymp. Sig. (2-tailed)		,979

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data Processed, 2022

It can be seen in the table above that the results obtained are 0.979 in sig. (2-tailed) which is greater than 0.05. Thus it can be concluded that the data in this study are normally distributed.

4.3 Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-,657	2,654		-,248	,805
Halal Certification	,250	,101	,228	2,480	,015
Product Variation	,224	,081	,267	2,775	,007
Product Quality	,158	,052	,324	3,042	,003

a. Dependent Variable: Consumer Repurchase Interest
Source : Primary Data Processed, 2022

From the table above, the following conclusions can be drawn:

a. The constant value of -0.657 means that if the variables X1, X2, and X3 = 0, then the variable of repurchasing interest (Y) is -0.657.
b. The regression coefficient value for halal certification (X1) is 0.250 with a positive coefficient direction, meaning that each X1 variable increases by one point, it will increase the repurchase interest variable (Y) by 0.250.
c. The value of the product variation regression coefficient (X2) is 0.224 with a positive coefficient direction, meaning that each X2 variable increases by one point, it will increase the repurchase interest variable (Y) by 0.224.
d. The regression coefficient value of product quality (X3) is 0.158 with a positive coefficient direction, meaning that each X3 variable increases by one point, it will increase the repurchase interest variable (Y) by 0.158.

4.4 Hypothesis Test

Table 7. Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777[a]	,603	,587	2,43950

a. Predictors: (Constant), Consumer Satisfaction, Halal Certification, Product Variation, Product Quality
Source: Primary Data Processed, 2022

It can be seen from the table above that the coefficient of determination (R2) is 0.603. This means that the independent variable can explain the dependent variable by 60.3%, while the rest is explained by other factors outside this study of 39.7%.

Table 8. F test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	860,350	4	215,088	36,142	,000[b]
Residual	565,360	95	5,951		
Total	1425,710	99			

a. Dependent Variable: Consumer Repurchase Interest
b. Predictors: (Constant), Consumer Satisfaction, Halal Certification, Product Variation, Product Quality
Source: Primary Data Processed, 2022

From the table above, the calculated F value is 36,142 which is greater than the table F value, which is 2.47. Then obtained a significance value of 0.000 <0.05, thus it can be concluded that the variables of halal certification, Product Variation, product quality and consumer satisfaction simultaneously have a significant effect on consumers' repurchase interest.

Table 9. Statistical t test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,438	2,347		,187	,852
	Halal Certification	,239	,089	,218	2,686	,009
	Product Variation	,102	,075	,121	1,362	,176
	Product Quality	,060	,049	,123	1,217	,226
	Consumer Satisfaction	,338	,063	,472	5,354	,000

a. Dependent Variable: Consumer Repurchase Interest

Source: Primary Data Processed, 2022

Judging from the table above, it can be explained that:

a. The t value of the halal certification variable (X1) is 2.686 and the t table value is 1.98525 (t count > t table). Then the significance value of 0.009 <0.05 with a positive coefficient direction. This means that the halal certification variable (X1) has a significant positive effect on consumer repurchase interest (Y).

b. The t value of the product variation variable (X2) is 1.362 and the t table value is 1.98525 (t count < t table). Then obtained a significance value of 0.176 > 0.05 with a positive coefficient direction. This means that the product variation variable (X2) has a positive but not significant effect on consumer repurchase interest (Y).

c. The t value of the product quality variable (X3) is 1.217 and the t table value is 1.98525 (t count < t table). Then obtained a significance value of 0.226 > 0.05 with a positive coefficient direction. This means that the product quality variable (X3) has a positive but not significant effect on consumer repurchase interest (Y).

d. The t value of the consumer satisfaction variable (Z) is 5.534 and the t table value is 1.98525 (t count < t table). Then obtained a significance value of 0.000 > 0.05 with a positive coefficient direction. This means that the consumer satisfaction variable (Z) has a significant positive effect on consumer repurchase interest (Y).

4.5 Path Analysis

This test is carried out by regressing the influence between the variables of halal certification (X1), Product Variation (X2), product quality (X3), and consumer satisfaction (Z) on the variable of consumer repurchase interest (Y). The results of the tests carried out are as follows:

Table 10. First Equation Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777[a]	,603	,587	2,43950

a. Predictors: (Constant), Consumer Satisfaction, Halal Certification, Product Variation, Product Quality

Source: Primary Data Processed, 2022

It can be seen from the table above that the results of the first equation regression test show a coefficient of determination (R2) of 0.603. This means that the independent variable can explain the dependent variable by 60.3%, while the rest is explained by other factors outside this study of 39.7%. The table below is the regression model in the first equation:

Tabel 11. Path Coefficient Test Results Model I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,438	2,347		,187	,852
Halal Certification	,239	,089	,218	2,686	,009
Product Variation	,102	,075	,121	1,362	,176
Product Quality	,060	,049	,123	1,217	,226
Consumer Satisfaction	,338	,063	,472	5,354	,000

a. Dependent Variable: Consumer Repurchase Interest

Source: Primary Data Processed, 2022

From the table above, it can be concluded that:

a.   The constant value of 0.438 means that if the independent variable = 0 then the variable of consumer buying interest will increase by 0.438.

b.   The coefficient value of the halal certification variable (X1) is 0.239 and the significance value is 0.009 <0.05 with a positive coefficient direction. This means that the halal certification variable (X1) has a significant positive effect on consumer repurchase interest (Y).

c.   The coefficient value of the product variation variable (X2) is 0.102 and the significance value is 0.176 > 0.05 with a positive coefficient direction. This means that the product variation variable (X2) has a positive but not significant effect on consumer repurchase interest (Y).

d.   The coefficient value of the product quality variable (X3) is 0.060 and the significance value is 0.226 > 0.05 with a positive coefficient direction. This means that the product quality variable (X3) has a positive but not significant effect on consumer repurchase interest (Y).

e.   The coefficient value of the consumer satisfaction variable (Z) is 0.338 and the significance value is 0.000 > 0.05 with a positive coefficient direction. This means that the consumer satisfaction variable (Z) has a significant positive effect on consumer repurchase interest (Y).

This test is carried out by regressing the effect of the halal certification variable (X1), product variation (X2), product quality (X3) on the consumer satisfaction variable (Z). The results of the tests carried out are as follows:

Table 12. Second Equation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,680ᵃ	,463	,446	3,94297

a. Predictors: (Constant), Product Quality, Halal Certification, Product Variation

Source: Primary Data Processed, 2022

It can be seen from table 12 that the results of the second equation regression test show the coefficient of determination (R^2) of 0.463. This means that the independent variable can explain the dependent variable by 46.3%, while the rest is explained by other factors outside this study of 53.7%. The table below is the regression model in the second equation:

Table 13. Path Coefficient Test Results Model II

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-3,240	3,779		-,857	,393
Halal Certification	,033	,144	,022	,232	,817
Product Variation	,361	,115	,309	3,145	,002
Product Quality	,290	,074	,426	3,919	,000

a. Dependent Variable: Consumer Satisfaction

Source : Primary Data Processed, 2022

From the table above, it can be concluded that:

a. The constant value of -3.240 means that if the independent variable = 0 then the variable of consumer satisfaction (Z) will decrease by -3.240.

b. The coefficient value of the halal certification variable (X1) is 0.033 and the significance value is $0.817 > 0.05$ with a positive coefficient direction. This means that the halal certification variable (X1) has a positive but not significant effect on consumer satisfaction (Z).

c. The coefficient value of the product variation variable (X2) is 0.361 and the significance value is $0.002 < 0.05$ with a positive coefficient direction. This means that the product variation variable (X2) has a significant positive effect on consumer satisfaction (Z).

d. The coefficient value of the product quality variable (X3) is 0.290 and the significance value is $0.000 < 0.05$ with a positive coefficient direction. This means that the product quality variable (X3) has a significant positive effect on consumer satisfaction (Z).
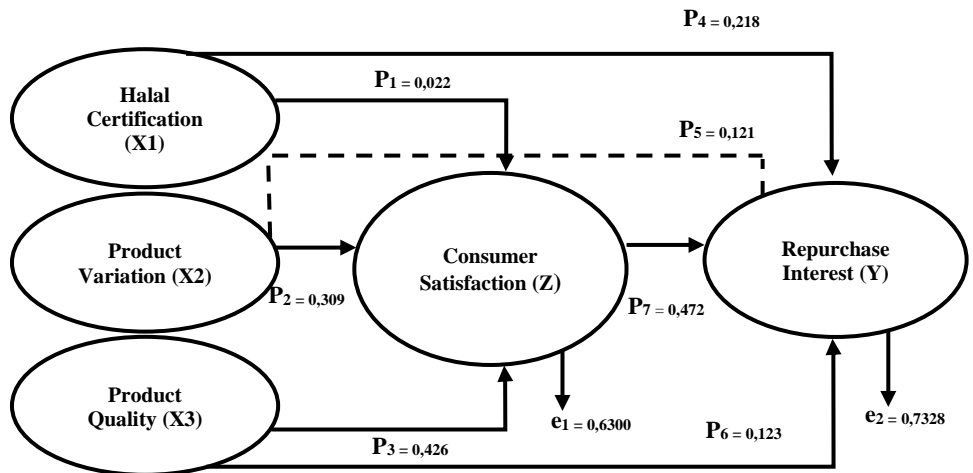

Figure 1. Path Diagram

To determine the indirect effect (mediation), the researchers conducted a Sobel test to test the effect of variable X with variable Y through variable Z or intervening in this study. The Sobel test carried out is as follows:

1. Effect of Halal Certification (X1) on Repurchase Interest (Y) through Consumer Satisfaction (Z) as an intervening variable

    a) The direct effect of X1 on Y = 0.218

    b) Indirect influence

       = P1 x P3

       = 0.022 x 0.472 = 0.0103

    c) Total influence

       = direct influence + indirect effect

       = 0.218 + 0.0103 = 0.2283

    Sobel test can be calculated by the formula:

    $Sp2p3 = \sqrt{p3^2\ Sp2^2 + p2^2\ Sp3^2 + Sp2^2\ Sp3^2}$

    $= \sqrt{(0.472)^2\ (0.089)^2 + (0.022)^2\ (0.144)^2 + (0.089)^2\ (0.144)^2}$

    $= \sqrt{(0.2227)(0.0079) + (0.0004)(0.0207) + (0.0079)(0.0207)}$

    $= \sqrt{0.0017593 + 0.0000082 + 0.0001635}$

    $= \sqrt{0.001931}$

    = 0.043943

    The statistical t value of the mediation effect can be calculated by the formula:

    $$t = \frac{p2p3}{Sp2p3} = \frac{0.0103}{0.043943} = 0.23439$$

Based on the results of the above calculations, the value of t count is 0.23439 with t table of 1.98525 (t count < t table). So it can be concluded that the mediating variable is not significant.

2. The Effect of Product Variation (X2) on Repurchase Interest (Y) through Consumer Satisfaction (Z) as an intervening variable

    a) The direct effect of X2 on Y = 0.121
    b) Indirect influence

       = P2 x P3

       = 0.309 x 0.472 = 0.1458

    c) Total influence

       = direct influence + indirect effect

       = 0.121 + 0.1458 = 0.2668

    Sobel test can be calculated by the formula:

    $Sp2p3 = \sqrt{p3^2\ Sp2^2 + p22\ Sp3^2 + Sp2^2\ Sp3^2}$

$$= \sqrt{(0.472)^2 (0.075)^2 + (0.309)^2 (0.115)^2 + (0.075)^2 (0.115)^2}$$

$$= \sqrt{(0.2227)(0.0056) + (0.0954)(0.0132) + (0.0056)(0.0132)}$$

$$= \sqrt{0.0012471 + 0.0012592 + 0.0000739}$$

$$= \sqrt{0.0025802}$$

$$= \sqrt{0.0507956}$$

The statistical t value of the mediation effect can be calculated by the formula:

$$t = \frac{p2p3}{Sp2p3} = \frac{0.1458}{0.0507956} = 2.87032$$

Based on the results of the above calculations, the value of t count is 2.87032 with t table of 1.98525 (t count > t table). So it can be concluded that the mediating variable is significant.

3. Effect of Product Quality (X3) on Repurchase Interest (Y) through Consumer Satisfaction (Z) as an intervening variable

   a) The direct effect of X3 on Y = 0.123
   b) Indirect influence

   $= P^2 \times P^3$

   $= 0.426 \times 0.472 = 0{,}2010$

   c) Total influence

   = direct influence + indirect effect

   = 0.123 + 0.210 = 0.324

Sobel test can be calculated by the formula:

$$Sp2p3 = p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2$$

$$= \sqrt{(0.472)^2 (0.049)^2 + (0.426)^2 (0.074)^2 + (0.049)^2 (0.074)^2}$$

$$= \sqrt{(0.2227)(0.0024) + (0.1814)(0.0054) + (0.0024)(0.0054)}$$

$$= \sqrt{0.0005344 + 0.0009795 + 0.0000129}$$

$$= \sqrt{0.0015268}$$

$$= \sqrt{0.039074}$$

The statistical t value of the mediation effect can be calculated by the formula:

$$t = \frac{p2p3}{Sp2p3} = \frac{0{,}2010}{0.039074} = 5{,}14408$$

Based on the results of the above calculations, the value of t count is 5.14408 with t table of 1.98525 (t count > t table). So it can be concluded that the mediating variable is significant.

5. Conclusion

From the analysis results obtained in this study, it can be concluded that:

1. Simultaneously halal certification, Product Variation and product quality have a significant positive effect on repurchase interest
2. Partially halal certification and consumer satisfaction have a significant positive effect on repurchase intention, while product variation and product quality have a positive and insignificant effect on repurchase interest.
3. Sobel test shows that there is a positive and insignificant effect on halal certification on repurchase intention with consumer satisfaction as an intervening variable
4. The Sobel test showed a significant positive effect on product variation and product quality on repurchase intention with consumer satisfaction as an intervening variable.

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