THE ROLE OF RELIGIOSITY AS MODERATION IN THE EFFECT OF BRAND IMAGE ON REPURCHASE INTENTION AMONG MCDONALD'S CONSUMERS IN BANDUNG CITY

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ABSTRACT

This research examines how brand image influences repurchase intention among McDonald's customers in Bandung City, with religiosity serving as a potential moderating factor. The study employed quantitative methodology, surveying 200 purposively selected participants aged 17-45. The findings indicate that brand image has a negative effect on repurchase intention, while religiosity does not significantly moderate this relationship. Despite a strong brand image, repurchase intention remains low due to contextual sensitivities. These results highlight the importance of integrating religiosity-related considerations into marketing strategies during global geopolitical tensions.

Keywords: Brand Image; Repurchase Intention; Religiosity

INTRODUCTION

The global business landscape currently faces complex challenges due to geopolitical conflicts, particularly the Israel – Palestine conflict, which has triggered global solidarity movements and influenced consumer behavior toward multinasional brands affiliated with Israel. The impact of this boycott movement is significant in Indonesia, as survey data from Compas (October-Desember 2023) shows a 3% decline in sales from 206 brands affiliated with Israel, with 75% of 75 food and beverage brands experiencing sales declines (Purnama, 2024).

Table 1
Top Brand Index 2020 – 2024

Brand Name	2020	2021	2022	2023	2024
KFC	26,50	27,20	27,20	27,20	23,60
Mc Donald's	22,80	26,00	26,20	25,40	14,30
Hokben	-	-	-	-	11,40
Burger King	-	-	-	-	11,10
A & W	-	-	-	-	9,00

Source : Top Brand Award, 2024Top Brand Award, 2024

McDonald's as one of the major players in the global fast-food restaurant industry, has experienced significant impacts from this situation. Top Brand Index data shows a drastic decline from 26.20% in 2022 to 14.30% in 2024. This decline indicates a significant shift in consumer perception and behavior toward the McDonald's brand in Indonesia.

To address the decline in repurchase intention, Kotler et al. (2021) suggest two main strategies : increasing the total customer benefits or reducing the total customer costs. This study focuses on the first strategy, specifically on the aspect of brand image, which according to Keller & Swaminathan (2019), is characterized by customers views of a brand derived from their associations with it.

This study examines how religion influences the link between brand image and repurchase intention. Prior research has frequently investigated the advantages of brand image, but rarely examined the potential for a strong brand image to become a liability in the context of value conflict. Such risk are particularly visible in cases where brand affiliations clash with consumer values, especially under geopolitical tensions (Klein et al., 2004). In addition, religiosity has been identified as an independent factor that influences customer behavior ; however, its relationship with brand image in determining repurchase intentions remains understudied (Allport & Ross, 1967). Several studies (Delener 1994; Essoo & Dibb, 2004) confirm religiosity as a predictor of consumer decisions, though few explore its moderating role in the context of branding. This research aims to address this discrepancy and enhance our understanding of the complex relationship between these variables in a market sensitive geopolitical issues.

Table 2
Total Muslim Population

No	Country	Total Muslim Population (million)
1	Pakistan	240,8
2	Indonesia	236
3	India	200
4	Bangladesh	150,8
5	Nigeria	97
6	Egypt	90
7	Turkey	84,4
8	Iran	82,5
9	China	50
10	Algeria	43,7

Source : Liputan 6, 2024Liputan 6, 2024

As shown in Table 2, Indonesia ranks second globally in terms of Muslim population, making religiosity a highly relevant factor in consumer decision making. This demographic context reinforces the importance of examining religiosity in branding strategies. As a nation with the second biggest Muslim demographic globally (with 236 million people), religiosity strongly influences Indonesian consumer behavior. According to Murjana & Kesuma (2024), religiosity itself is a system of symbols, beliefs, values, and behaviors that focus on the most important meaning or purpose. Religiosity has two main aspects : intrinsic and extrinsic (Allport & Ross, 1967). Both of these aspects are very important for consumer decision making. Religion is used as the basis for all important evaluations in the consumer decision making process (Saini & Kumar, 2023). This makes religion as major factor in analyzing consumer behavior.

To explore how these national dynamics manifest in a specific regional setting, this study focuses on Bandung City. The significance of religiosity in the context of consumer behavior in Bandung City is confirmed through a pre-survey of 30 respondents showing that 93.3% of respondents are aware of the boycott movement, 90% know about McDonald's involvement, and 86.7% stated that they have reduced their interest in purchasing McDonald's products. More importantly, 93.3% of respondents feel a moral/religious obligation to support this boycott movement, with 86.7% switching to alternative fast-food restaurants.

Based on this phenomenon, the purpose of this study is to obtain data and information on how brand image affects McDonald's customer repurchase intention moderated by religiosity. The objectives of this study are to : 1) Determine the level of people's perceptions of brand image, religiosity, and repurchase intention on McDonald's products in Bandung City ;2) Examine how brand image affects repurchase intention among McDonald's customers in Bandung City ; and 3) Examine how religiosity plays a role in enhancing brand image on repurchase intention. It is expected that this research will provide theoretical and practical understanding of how brand image, repurchase intention, and religiosity interact in geopolotically sensitive markets.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Repurchase Intention

Repurchase intention is the assessment of an individual's likelihood to revisit a company for its services, considering both present circumstances and potential future scenarios (Hellier et al., 2003). Ajzen (1991) defines intention as the level of effort someone is prepared to invest in carrying out a specific action. Prospect theory sheds light on the role institutional contexts play in shaping repurchase behavior, highlighting how individuals

interpret their decisions based on the surrounding environment (Kahneman & Tversky, 1979). This theory posits that individuals tend to frame situations in either a positive or negative light, which influences how they behave even within identical institutional settings (Zou et al., 2023). To maintain long-term success, companies need to enhance their ability to encourage customers to repurchase their offerings (Ratasuk & Gajesanand, 2020). Ali Hasan as referenced in Marcelo et al., (2024) outlines four dimensions crucial for measuring repurchase intention: a) transactional interest, b) referential interest, c) preferential interest, and d) exploratory interest.

Religiosity

Religiosity is a broad concept that represents the extent of an individual's involvement with their religion in various aspects of life. According to Allport & Ross (1967), it is an organized belief system that includes rituals, practices, and symbols aimed at creating a connection with what is considered sacred or transcendent. Beyond mere acts of worship, religiosity also influences daily decision-making processes, including consumer behavior. Stone (1991) emphasizes that religiosity has a big role in shaping a prson's life, more than just a formality. Murjana & Kesuma (2024) further explain that religiosity is a structured framework of symbols, beliefs, values, and behaviors centered on the search for ultimate meaning.

In consumer behavior, Essoo & Dibb (2004) demonstrate that religiosity can impact various purchasing decisions, such as product preferences, brand loyalty, and the intensity of information gathering. Consumers with a high level of religiosity are generally more cautious in their choices and exhibit greater loyalty to brands that align with their religious values. Bukhari et al. (2019) reinforce this notion by showing that highly religious consumers prioritize compliance with religious principles in their consumption patterns. Religiosity is often divided into two main dimensions: intrinsic and extrinsic (Allport & Ross, 1967; Donahue, 1985). The intrinsic dimension reflects personal adherence to religious beliefs and their implementation in everyday life, while the extrinsic dimension pertains to social and practical aspects of religious engagement. In this study, as suggested by Baron & Kenny (1986), religiosity acts as a moderating factor, potentially enhancing or diminishing the impact of brand image on repurchase intention, offering valuable insights into consumer behavior within Bandung's cultural context.
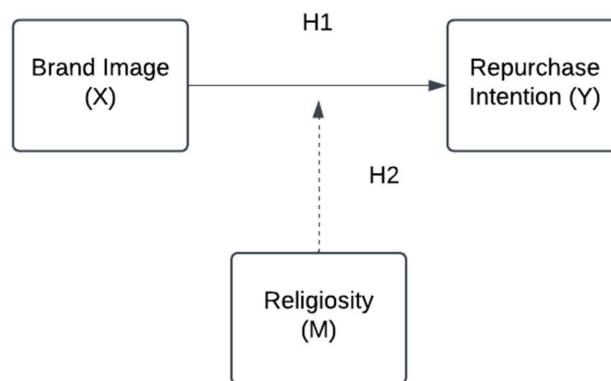
Brand Image

Keller & Swaminathan (2019) define brand image as the perception consumers have of a brand based on the associations they attribute to it. It reflects the public's view of a product or company, shaped by factors often beyond the company's control. Kotler and Keller (2016) identify three key dimensions for measuring brand image : favorable (the ease with which a brand is recognized and recalled), strength (the distinctive advantages that set the brand apart), and uniqueness (the qualities that differentiate it from competitors). From a psychological perspective, Keller (1993) highlights brand image as the way customers perceive and remember a brand. Zhang (2015) further emphasizes that effective marketing strategies for unique and standout products can enhance brand image, making it a focal point of interest for both academics and practitioners.

Sudaryanto et al. (2020) emphasize the critical role of brand image in maintaining customer loyalty and shaping repurchase intentions. Recent studies reinforce this, such as research by Nursaidah and Nurtjahjadi (2024), which shows that brand image significantly and positively influences repurchase intention for Pucuk Harum tea.

Similarly, Yoanda and Adialita (2024) found that for Nivea sunscreen, brand image not only positively affects repurchase intention but also contributes to customer satisfaction as a mediating factor. These findings underline the dual role of brand image : it serves as both a driver of customer retention and an influential factor in shaping perceptions and behaviors across diverse contexts. As an independent variable in this study, the impact of brand image on consumer behavior, particularly in McDonald's and other cases, warrants careful consideration to understand its complexities fully.

Research Framework

Brand image as an independent variable (X), repurchase desire as a dependent variable (Y), and religiosity as a moderating variable (M) is a research framework that can be proposed based on the previous explanation.

Source : Created specifically for this research, 2025

Figure 1
Research Framework

Hypotheses

The following are the research hypotheses :

H_1 : Brand Image has a positive and significant effect on Repurchase Intention among consumers of McDonald's in Bandung.

H_2 : Religiosity strengthens / weakens the influence of Brand Image on Repurchase Intention among consumers of McDonald's in Bandung, such that high religiosity strengthens (or weakens) this relationship.

METHOD

This research employed a quantitative approach utilizing survey methodology, as it enables structured data collection from a large sample to test specific hypotheses (Sekaran & Bougie, 2017). The study applied deductive reasoning, moving from general theories to specific observations, to examine how brand image and religiosity influence repurchase intention (Sugiyono, 2019). Data were gathered from 200 participants who had previously consumed McDonald's products, focusing on individuals between 17 and 45 years of age residing in Bandung. The participant selection process implemented purposive sampling to tarhet respondents with relevant consumption experience, ensuring alignment with research objectives (Sugiyono, 2019).

For data analysis, the research utilized both simple regression analysis and moderation regression techniques to examine the hypothesized relationships between variables (Hair et al., 2019). All statistical analyses were conducted using SPSS version 26 software, providing robust computational capabilities for hypothesis testing and data interpretation.

RESULTS AND DISCUSSION
Validity and Reliability Test

The validity and reliability assessments were conducted to ensure that the research instrument effectively measured the intended constructs. Validity refers to the extent to which an item accurately represents the concept being measured. Pearson's product moment correlation was used to evaluate item validity, and an item is considered valid if its correlation coefficient exceeds the critical r value of 0,2404 (Sekaran & Bougie, 2017).

Reliability, on the other hand, pertains to the internal consistency of measurement items. It was evaluated using Cronbach's Alpha coefficient, where a value of 0,60 or above is deemed acceptable for exploratory research (Hair et al., 2019). The results of the validity and reliability testing are presented in Table 3.

Table 3
Validity and Reliability Test Results

Statement Items	R Count	Description	Cronbach's Alpha	Description
Brand Image				
Brand Image.1	0.304			
Brand Image.2	0.795	Valid	0.623	Reliable
Brand Image.3	0.875			
Brand Image.4	0.675			
Religiosity				
Religiosity.1	0.595			
Religiosity.2	0.808			
Religiosity.3	0.851	Valid	0.845	Reliable
Religiosity.4	0.628			
Religiosity.5	0.725			
Religiosity.6	0.863			
Repurchase Intention				
Repurchase Intention.1	0.748			
Repurchase Intention.2	0.647	Valid	0.687	Reliable
Repurchase Intention.3	0.785			
Repurchase Intention.4	0.795			

Source : Data analyzed using SPSS 26, 2025

Since r count is greater than r table (0.2404), all statements used in this research questionnaire are valid, as shown in Table 3, the instruments used in this study have the ability to measure what should be measured. However, the Cronbach's alpha value of more than 0.60 indicates that each statement in the questionnaire can be trusted. Brand image as the independent variable (X), repurchase desire as the dependent variable (Y), and religiosity as the moderating variable (M) is a research framework that can be proposed based on the previous explanation.

Descriptive Test

Descriptive statistics were employed to privide an overview of respondents perceptions toward each indicator used in the questionnaire. This test reports the mean scores and their corresponding interpretation categories, derived from likert scale responses.

Descriptive analysis plays a crucial role in identifying the general response tendencies for each variable under investigation (Sugiyono, 2019). The results are summarized in Table 4.

Table 4
Descriptive Test Results

Statement Items	Mean Statistic	Category	Total Mean Statistic
Brand Image			
Brand Image.1	4.22	Very good	
Brand Image.2	4.42	Very good	
Brand Image.3	4.47	Very good	4.26
Brand Image.4	3.91	Good	
Religiosity			
Religiosity.1	1.90	Bad	
Religiosity.2	3.67	Good	
Religiosity.3	3.69	Good	
Religiosity.4	2.17	Bad	3.05
Religiosity.5	2.79	Medium	
Religiosity.6	4.06	Good	
Repurchase Intention			
Repurchase Intention.1	2.05	Bad	
Repurchase Intention.2	1.75	Very Bad	
Repurchase Intention.3	1.47	Very Bad	1.87
Repurchase Intention.4	2.19	Bad	

Source : Data analyzed using SPSS 26, 2025

According to Table 4, respondents' answers about brand image tend to agree with a total average of 4.26, which is in the good category; related to religiosity, respondents tend to choose disagree and neutral with a total average of 3.05, which is in the moderate category; and customers in Bandung McDonald's tend to choose disagree with a total average of 1.87, which is in the moderate category.

Classical Assumption Test

This study employed a classical assumption test to ensure the validity and reliability of the regression model. Classical assumption testing is an essential prerequisite for parametric regression analysis, aiming to verify that the underlying assumptions of the model are met (Sekaran & Bougie, 2017). Given that the research involves only a single independent variable, the analysis was limited to the normality test. The criteria, results, and interpretation of the normality test are presented in Table 5.

Table 5
Classical Assumption Test Results

Types of Classical Assumptions	Test Result Acceptance Criteria	Test Results	Interpretation
Normality Test (Kolmogorov Smirnov)	(Sig) > 0,05	(Sig) = 0,000	Data is not normally distributed

Source : Data analyzed using SPSS 26, 2025

As shown in Table 5, the normality test using the Kolmogorov-Smirnov method produced a significance value of 0.000, which is below the 0.05 threshold. This result indicates that the dataset does not follow a normal distribution. However, based on the

recommendation by Hair et al. (2019), large sample sizes specifically those exceeding 200 participants can tolerate deviations from normality without substantially compromising the validity of regression estimates. Since this study involved 200 respondents, the violation of normality can be considered acceptable, and further regression analysis remains statistically appropriate.

Simple Regression Test

To assess the direct influence of brand image on repurchase intention, a simple linear regression analysis was carried out. This method is commonly employed to examine whether a single independent variable significantly predicts variation in a dependent variable (Sekaran & Bougie, 2017) . In this context, the analysis aims to determine both the direction and magnitude of the effect of brand image on consumer repurchase behavior. The regression coefficient, level of significance, and model summary are reported in table 6 (Sugiyono, 2019).

Table 6
Simple Regression Test Results

Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	11.817	1.607		7,354	.000
Brand Image	-.256	.094	-.190	-2.729	.007

Dependent Variable: Repurchase Intention
Source : Data analyzed using SPSS 26, 2025

The regression analysis reveals a significant negative relationship between brand image and repurchase intention. The initial regression model (Y = 11.817 - 0.256 X) demonstrates that as brand image increases, consumers' likelihood of repurchasing decreases. Specifically, a one-unit increment in brand image corresponds to a -0.256 reduction in repurchase intention. This counterintuitive finding suggests that in certain scenarios, particularly those involving value conflicts, a robust brand image may actually diminish customers' willingness to make repeat purchases.

Moderation Regression Analysis Test

Moderated regression analysis (MRA) is employed to determine whether the relationship between an independent variable and a dependent variable is contingent upon the presence of a third variable, known as a moderator. In the context of this study, MRA is utilized to examine whether religiosity moderates the influence of brand image on repurchase intention. This analysis involves creating an interaction term between brand image and religiosity and entering it into a multiple regression equation (Fairchild & MacKinnon, 2009). The detailed output of the analysis is reported in Table 6, while the criteria for significance and interpretation are discussed in the following text.

Table 7
Moderation Analysis Regression Test Results

Model	Unstandarized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.462	.183		40.808	.000
Brand Image	-.378	.191	-.147	-1.984	.049
Religiosity	.570	.197	.221	2.895	.004
Interaction	.009	.247	.003	.037	.970

Dependent Variable: Repurchase Intention
Source : Data analyzed using SPSS 26, 2025

Our moderated regression analysis reveals intricate relationships among the study variables. The resulting equation (Y = 7.462 - 0.378 X + 0.570 M + 0.009 X.M) demonstrates several key findings regarding the interplay between brand image, religiosity, and repurchase decisions.

The statistical evidence indicates that brand image exerts a significant negative influence on repurchase intention, with a coefficient of -0.378 (p = 0.049). This finding quantifies that each unit increase in brand image corresponds to a -0.378 unit reduction in repurchase intention. Conversely, religiosity demonstrates a substantial positive effect, with a coefficient of 0.570 (p = 0.004), indicating that a single unit increase in religiosity associates with a 0.570 unit increase in repurchase intention.

A particularly noteworthy finding emerged regarding the interaction term between brand image and religiosity. The statistical analysis revealed this interaction lacks significance (p = 0.970), providing empirical evidence that religiosity does not function as a moderating variable in the relationship between brand image and repurchase intention. This finding underscores the complexity of consumer behavior patterns, where variables can exert independent influences without necessarily moderating each other's effects.

Effect of Brand Image on Repurchase Intention

Contemporary marketing research reveals a complex relationship between brand image and consumer purchasing behavior that challenges conventional assumptions. Building upon Sudaryanto et al. (2020) emphasis on the critical role of brand image in maintaining customer loyalty, this study unveils a more intricate dynamic, particularly in culturally sensitive markets. While existing studies like those by (Nursaidah & Nurtjahjadi, 2024; Yoanda & Adialita, 2024) traditionally depicted brand image as a positive driver of repurchase intention, the current research discovers a more sophisticated interaction between brand perception and consumer behavior.

The empirical analysis demonstrates a statistically significant inverse correlation between brand image and repurchase intention. Contrary to established marketing theories, the research findings indicate that as brand perception increases, consumers' likelihood of making repeat purchases paradoxically diminishes. This counterintuitive outcome is particularly pronounced in contexts characterized by geopolitical tensions and value-based consumer considerations.

Descriptive statistical analysis provides compelling evidence: despite a favorable brand image perception (mean = 4.26), McDonald's experienced an exceptionally low repurchase intention (mean = 1.87). The dramatic decline in the Top Brand Index from

26.20% in 2022 to 14.30% in 2024 substantiates these research findings, highlighting the complex interplay between brand perception and consumer decision-making.

Theoretical implications challenge linear models of brand perception. The negative correlation suggests that consumer choices are mediated by sophisticated psychological and contextual factors that transcend traditional marketing frameworks. As Sudaryanto et al. (2020) highlighted the importance of brand image, this research extends their understanding by demonstrating how such an image can become a potential liability under specific circumstances.

For marketing strategists, these insights demand a paradigm shift. Brand positioning strategies must evolve to incorporate nuanced understandings of consumer behavior, acknowledging the multifaceted influences that shape purchasing decisions. The research underscores the importance of understanding cultural sensitivities, value conflicts, and contextual factors that can transform a seemingly strong brand image into a potential constraint.

This study contributes significantly to marketing literature by providing empirical evidence of how brand image can dynamically transition from an asset to a potential limitation, particularly in markets characterized by strong cultural and religious considerations. It offers a more sophisticated lens through which to understand the complex mechanisms of consumer behavior and brand perception, building upon and challenging existing theoretical frameworks.

The role of Religiosity in weakening / strengthening the influence of Brand Image on Repurchase Intention

Our moderation regression analysis reveals sophisticated relationships between brand image, religiosity, and repurchase intention. The statistical results demonstrate that the interaction between brand image and religiosity lacks statistical significance, as shown by the t-value of 0.037 (below the t-table value of 1.972, df = 197), with significance at 0.970 exceeding the standard 0.05 threshold. This indicates that religiosity does not function as a moderating element in the brand image-repurchase intention relationship. However, the interaction effect between brand image and religiosity was found to be statistically insignificant (t = 0.037; p = 0.970), indicating that religiosity does not serve as a moderator in the relationship between brand image and repurchase intention.

These findings align with Essoo & Dibb (2004) research highlighting how religious beliefs influence purchasing decisions. However, our study adds nuance by showing that religiosity operates as an independent factor rather than a moderator in shaping repurchase intentions. This finding enriches our understanding of the complex nature of consumer decision-making processes.

From a theoretical perspective, our results challenge simplified assumptions about direct relationships between brand perception and consumer behavior. The discovered negative effect of brand image on repurchase intention, combined with religiosity's positive influence, suggests that consumer choices involve sophisticated psychological and contextual factors beyond traditional marketing assumptions.

These findings carry significant practical implications for marketing strategists and brand managers. Our research indicates that brand positioning strategies must account for contextual variables like religiosity while recognizing that strong brand recognition alone doesn't guarantee customer loyalty. Marketing professionals should develop more sophisticated approaches that acknowledge the complex interaction of psychological, cultural, and perceptual factors in consumer decision-making.

CONCLUSION AND SUGGESTION

This study reveals thas McDonald's brand image in Bandung City is perceived positively. However, despite this favorable perception, consumers exhibit relatively low repurchase intention. This finding suggests that a strong brand image does not automatically translate into consumer loyalty when there is a clash with personal or collective values (Klein et al., 2004).

The regression analysis confirmed a significant negative effect of brand image on repurchase intention. Religiosity, however, did not moderate this relationship, consistent with the depiction in figure 1 and the initial hypotheses. This null result contributes to the theoretical discussion, they do not necessarily interact with brand image in a moderating role (Essoo & Dibb, 2004; Klein et al., 2004). From a practical standpoint, marketers should exercise caution in relying solely on positive brand image. Consumer behaviour in geopolitically or culturally sensitive contexts may be influenced more by internal value systems than by brand perception alone (Essoo & Dibb, 2004).

For future research, employing qualitative methods such as in depth interviews is recommended to uncover the cognitive and emotional underpinnings of repurchase decisions under value conflict. Introducing additional constructs such as consumer ethnocenstrism and moral identity shown to influence consumption in ethical contexts could further enrich the understanding (Aquino & Reed, 2002). Broadening the study to include other cities in Indonesia may also help establish the generalizability of these results across diverse sociocultural environments.

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