

A meaning of branding: factors that influence purchase intention for food and beverage products SMEs

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Abstract

The purpose of this study is to reveal various factors that influence the interest in purchasing Islamic-based food and beverage products, considering that the majority of Indonesia's population is Muslim, supported by a sustainable system for all food and beverage products that are required to have halal certification, which can have a major impact on whether or not people are interested in consuming Islamic-based products. The analysis method uses a quantitative method, namely SEM-PLS, it is stated that related factors that can influence consumer purchasing interest are product quality, social media marketing supported by brand trust and brand image that can influence it mediately. The population of this study is followers and the sample of this study is 359, while the sampling technique used is proportional random sampling. In addition, other factors such as Islamic branding can also strengthen the increase in consumer purchasing interest to ensure that products produced through Islamic products are in accordance with Islamic religious law and are guaranteed halal.

Keywords: *purchase intention, SMEs, social media marketing, Islamic branding.*

Introduction

Purchase intention is a fundamental element in consumer behavior studies, reflecting an individual's tendency to like, desire, and seek to acquire a product or service. Purchase intention is not merely understood as an attitude or preference, but as a psychological construct closely related to actual purchasing behavior. Rahmi and Nizam (2017) emphasize that purchase intention is an important indicator that can reflect actual purchasing behavior, and is therefore often used as a proxy variable in various marketing and strategic management studies. The study of purchasing intention cannot be separated from theoretical approaches that explain the individual decision-making process, one of which is the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991). This theory states that a person's behavior is directly influenced by intention, which in turn is shaped by three main determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of consumer behavior, the differences between individuals who have purchasing intentions and those who do not can be analyzed through social and psychological approaches as explained in the TPB. Thus, purchasing intention becomes a central point that bridges internal and external consumer factors with actual purchasing behavior.

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explain the individual decision-making process, one of which is the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991). This theory states that a person's behavior is directly influenced by intention, which in turn is shaped by three main determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of consumer behavior, the differences between individuals who have purchasing intentions and those who do not can be analyzed through social and psychological approaches as explained in the TPB. Thus, purchasing intention becomes a central point that bridges internal and external consumer factors with actual purchasing behavior. Purchase intention is also considered one of the most important concepts in the study of consumer behavior due to its strategic role in predicting market response. Listyawati et al. (2016) stated that marketers allocate significant funds annually to advertising and promotional activities with the primary goal of influencing consumer purchase intention. This indicates that purchase intention is not only a concern for academics but also for business practitioners, as purchase intention is believed to be a key antecedent of actual purchasing behavior.

Indonesia is a country with the largest Muslim population in Southeast Asia, this was recorded by the word facebook central intelligence agency, 2017. 87.2% of Indonesian people are Muslim (Data on the Islamic population of Southeast Asia, nd). The majority of Indonesian society is Muslim, namely 87.2% and involves religious law (BPS.go.id). With a predominantly Muslim population, this is a large potential market for various producers of goods and services. Supported by the current era of globalization, information transmission systems have changed from the traditional era to the digital era. One of the interests of this research is the development of digital product marketing for Islamic s in East Java. The main aim of Islamic s is apart from providing knowledge in terms of education, the Government itself has established regulations regarding Islamic s as stated in Law Number 18 of 2019 concerning Islamic s which states that Islamic s have independence to further develop their institutional potential, including entrepreneurship. This institution also provides the potential to become an independent Islamic by selling and buying products made by Islamic s. Therefore, it is necessary to have marketing strategies that are right on target, policies and regulations to provide direction to Islamic business products from time to time, at each level and reference and allocation, especially as a response to Islamic s in facing the environment and conditions of competition and buying interest. consumers are always changing. Supported by statistical data which shows that product recognition is said to be high compared to all averages but regarding promotions to consumer buying interest it is still said to be low in getting to know Islamic business products in Indonesia. Companies must continue to diversify and innovate in order to meet diverse market needs and to retain consumers and be able to compete in the business world, including expanding networks using social media marketing to increase the number of consumers' buying interest.

The aim of Islamic s in digital marketing means that Indonesian producers of goods and services must think about adapting brands to the Islamic category, which is usually called Islamic branding. Islamic Branding is not limited to names, symbols, writing or a combination of all of them. However, furthermore, the brand contains sharia principles which are the embodiment of Islamic values. The emergence of the Islamic brand is based on the company's goal of influencing consumer buying interest, especially Muslim consumers. The awareness of using products labeled Islamic is one of the reasons for the

emergence of brands with Islamic nuances at this time (Ranto, 2013). The influence of Islamic Branding on buying interest is proven by previous research which states that Islamic branding has a significant effect on buying interest, especially Muslim consumers (Utami, 2017).

Methods

To test the structural model and empirically investigate and explain the number of Instagram followers of all Islamic products such as Lirboyo Bakery, Bogasatri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten (Kopi Karya Santri Pesantren) - An Nur II and Santri Mineral Water Sidogiri. The distribution of the questionnaire was based on a Likert scale of 5 (strongly agree), 4 (agree), 3 (somewhat agree), 2 (disagree), and 1 (strongly disagree), this study used a quantitative research methodology with a survey approach. With a sample size of 359 respondents who are followers of bakery Instagram accounts, this study was conducted in Kediri Regency, East Java Province, Indonesia. The main tool for data analysis and hypothesis testing is Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.0. Because PLS-SEM does not require the assumption of normal data distribution and can handle models with many constructs and indicators, this method was chosen.

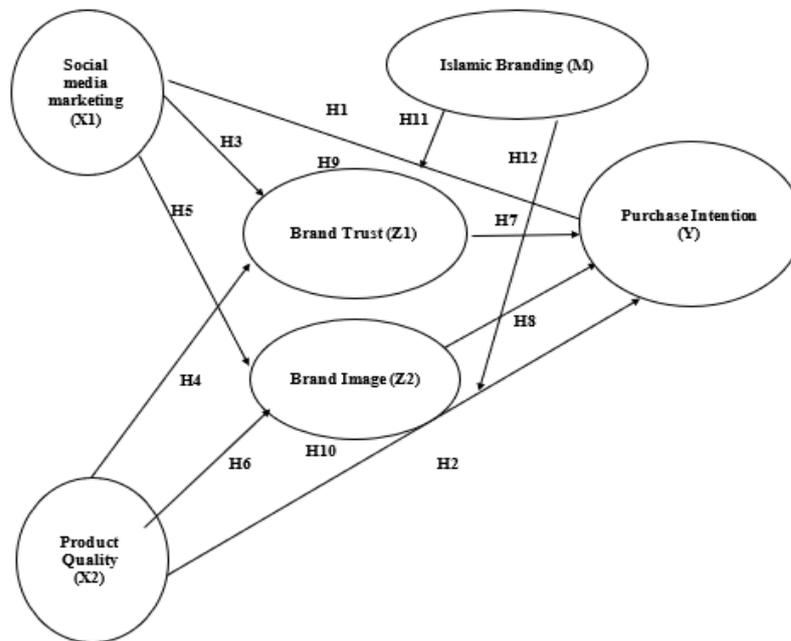


Figure 1. Conceptual Framework

Result and Discussions

The results of research using SEM-PLS analysis show several measurements such as the inner model including validity, reliability, outer loading, AVE tests and for outer model measurements including R square, Q Square, Goodness of Fit Index (GoF) and t test. The following is a description of all the results of this research analysis. The results of this research explain that all research variable constructs that influence purchase intention have

values above 0.05.

Table 1. Results of validity and reliability test research

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BI	0.870	0.872	0.920	0.794
BT	0.889	0.890	0.931	0.818
IB	0.806	0.806	0.912	0.838
PQ	0.932	0.932	0.946	0.745
PI	0.885	0.885	0.929	0.813
SMM	0.868	0.874	0.919	0.791

Table 2 above explains that the social media marketing variable has a Cronbach's alpha value of $0.868 > 0.05$ and an AVE of $0.791 > 0.05$, this shows that the variable is valid and reliable. The product quality variable has a Cronbach's alpha value of $0.932 > 0.05$ and an AVE of $0.745 > 0.05$, this shows that the variable is valid and reliable. The brand trust variable has a Cronbach's alpha value of $0.889 > 0.05$ and AVE of $0.818 > 0.05$, this shows that the variable is valid and reliable. The brand image variable has a Cronbach's alpha value of $0.870 > 0.05$ and an AVE of $0.794 > 0.05$, this shows that the variable is valid and reliable. The Islamic branding variable has a Cronbach's alpha value of $0.806 > 0.05$ and an AVE of $0.838 > 0.05$, this shows that the variable is valid and reliable.

Discriminant validity is how far a construct differs from other constructs. Taking other constructs is based on empirical structure. So that discriminant validity provides a unique category and captures phenomena that are not represented by other constructs in the model. A conservative method for evaluating discriminant validity is the Fornell-Larcker criterion. The AVE values and latent variable correlations were compared with the square root of this criterion. Each construct's AVE must have a square root that is greater than its highest correlation with other constructs. This criterion can also be referred to as AVE must have a greater squared correlation with other constructs. The logic of this method is based on the idea that a construct has more variance in terms of relevant indicators compared to other constructs (Hair et al., 2017). The diagonal value in bold is AVE, and the other values are correlations, as shown in Table 3. The square root of AVE of all buildings is greater than the highest correlation with other buildings. As a result, the discriminant validity criterion is met.

Table 2. Discriminant validity

Variable	BI	BT	IB	PI	PQ	SMM
BI	0.891					
BT	0.881	0.904				
IB	0.432	0.437	0.915			
PI	0.501	0.498	0.495	0.863		
PQ	0.460	0.470	0.874	0.487	0.902	
SMM	0.455	0.467	0.451	0.911	0.458	0.889

Based on the results of the next analysis, we can see that the direct and indirect influence of all independent variable constructs, mediation and moderation influence the dependent variable from the SEM-PLS analysis. The following are the results of the R-square value of

this research which can be seen in table 4.

Table 3. R-square value

Variable	R Square	R Square Adjusted	Q2	Effect Sizes(f2)
BI	0.252	0.247	0.15-0.35	0.060
BT	0.249	0.245	0.15-0.35	0.041
IB	0.296	0.288	0.15-0.35	0.031
PI	0.775	0.772	0.15-0.35	0.033

Based on table 4, the R-Square value of brand image has a value of 0.252 so it can be explained that there is a relationship between variables from social media marketing and product quality while the rest is influenced by other variables. In brand trust, the R-Square has a value of 0.249, this position assumes that the independent variables from this research play almost a total role in influencing the dependent variable. Meanwhile, the R-square purchase intention for SMEs is 0.775, which means that the purchasing intention of SME consumers has variables that influence the independent variables in this research. Next, hypothesis testing in PLS is looking at Q2 which means explaining the goodness of the model and the estimation of its parameters. The Q2 value shows a weak, moderate and strong influence with estimated values of 0.002, 0.15 and 0.35. In this research, table 4. Q2 analysis results show values above 0.15 and $0.35 > 0.247, 0.245$ and $0.288, 0.772$ so it can be concluded that the model has good reconstructed predictive relevance.

Based on table 4, the value of effect sizes (f2) on brand image shows a figure of $0.060 > 0.15$, so it can be concluded that this research has sufficient mediation value for the purchase intention variable. Meanwhile, for brand trust, the f2 value shows a value of $0.041 > 0.02$, so it can be concluded that this research has weak mediation for the purchase intention variable. The next SEM-PLS analysis is to look at the direct and indirect effects between variable relationships which can be seen in Figure 6.

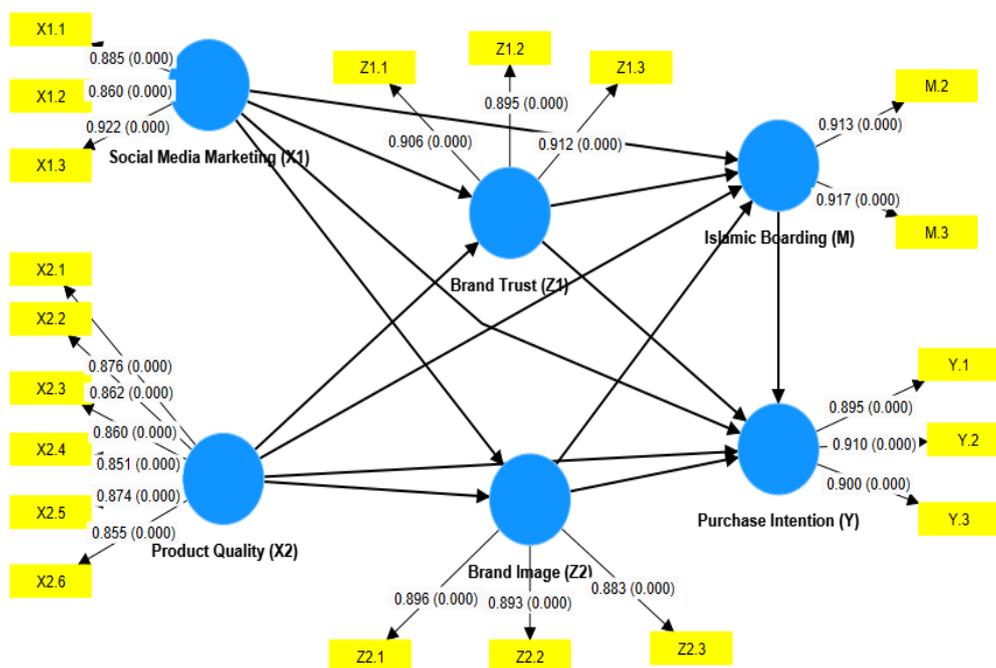


Figure 2. Bootsrap of SEM-PLS

Based on Figure 6. SEM-PLS results of path analysis based on bootsrapping, it is explained that not all variables have a positive and significant influence. The following is detailed information per hypothesis which can be seen in table 5 below.

Table 4. Path Analysis Results (Direct and Indirect Influence)

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
SMM-> PI (H1)	0.246	0.235	0.106	2.398	0.010	Accepted
PQ -> PI (H2)	0.259	0.256	0.104	2.497	0.013	Accepted
SMM -> BT(H3)	0.278	0.267	0.110	2.678	0.020	Accepted
PQ -> BT(H4)	0.427	0.425	0.116	3.691	0.000	Accepted
SMM -> BI(H5)	-0.014	-0.014	0.109	0.128	0.898	Not Accepted
PQ -> BI(H6)	0.514	0.511	0.117	4.413	0.000	Accepted
BT-> PI(H7)	0.202	0.201	0.095	2.126	0.034	Accepted
BI-> PI(H8)	0.218	0.219	0.110	2.265	0.006	Accepted
SSM -> BT -> PI(H9)	0.206	0.215	0.250	6.350	0.001	Accepted
PQ -> BI -> PI(H10)	0.286	0.287	0.150	2.732	0.002	Accepted
SMM -> IB -> PI(H11)	0.234	0.233	0.247	7.190	0.003	Accepted
PQ -> IB -> PI(H12)	0.187	0.188	0.067	2.799	0.005	Accepted

Based on the analysis results, the p-values are equal to $0.010 < 0.050$, so it can be said to have a positive and significant influence. So it can be ascertained that social media marketing has a full influence on purchase intention. Supported by previous research from (Farzin & Fattahi, 2018; Ramadhani & Prasasti, 2023; Sanny et al., 2020; FOUROOZESH, 2022; Alwan & Alshurideh, 2022; Mala et al., 2023).

Based on the analysis results, the p-values are equal to $0.013 > 0.050$, so it can be said that it have a positive and significant influence. So it can be ascertained that product quality does have a full influence on purchase intention. Supported by previous research from (Mohd et al., 2013; Hapsari et al., 2018; Muljani & Koesworo, 2019; Choi et al., 2019). Meanwhile, previous research from Pandjaitan et al. (2013), Silalahi et al. (2023), Haitao, (2022), Wang et al. (2020) has a positive and significant influence between product quality and purchase intention.

Based on the analysis results, the p-values are equal to $0.020 < 0.050$, so it can be said to have a positive and significant influence. So it can be ensured that social media marketing has a full influence on brand trust. Supported by previous research from (Pehlivan et al., 2018; Borishade et al., 2022; Lee & Park, 2013; Yohanna & Ruslim, 2021; Ramadhani & Prasasti, 2023; Nofrizal et al., 2023).

Based on the analysis results, the p-values are equal to $0.000 < 0.050$, so it can be said to have a positive and significant influence. So it can be ensured that product quality and brand trust have a full influence. Supported by previous research from (Faila et al., 2019; Pranowo et al., 2023; Then & Johan, 2021)

Based on the analysis results, the p-values are equal to $0.898 > 0.050$, so it can be said to have not a positive and significant influence. So you can be sure that social media marketing has not a full influence on brand image. Supported by previous research from (L Sanny, 2020; L. Liu, 2020; Nurhadi et al., 2021; I Armawan, 2023; Lukito et al., 2022); Suwandari et al., 2022). Based on the analysis results, the p-values are equal to $0.000 < 0.050$, so it can be said to have a positive and significant influence. So it can be ensured that product quality has a full influence on brand image. Supported by previous research from (Erida & Rangkuti, 2017; Nurminingsih et al., 2019; Muljani & Koesworo, 2019; Winarno et al., 2019; Iqbal et al., 2022; Cahyani, 2024).

Based on the analysis results, the p-values are equal to $0.034 < 0.050$, so it can be said to have a positive and significant influence. So it can be ensured that brand image has a full influence on purchase intention. Supported by previous research from (Benhardy et al., 2020; Lestari & Wahyono, 2022; Yunus et al., 2014; Rahmawaty & Rakhmawati, 2022); Erkmén & Hancer, 2019; Ramadhani & Prasasti, 2023). Based on the analysis results, the p-values are equal to $0.006 < 0.050$, so it can be said to have a positive and significant influence. So it can be ensured that brand image and brand trust have full influence. Supported by previous research from (L Sanny, 2020; Hien, 2020; Siddiqui, 2021; Nurhadi et al., 2021; Iqbal et al., 2022).

Based on the analysis results, the p-values are equal to $0.001 < 0.050$, so it can be said to have a positive and significant influence. So it can be ascertained that social media marketing has a full influence on purchase intention, mediated by brand trust. Supported by previous research from (Lim Sanny et al., 2020; Fataya et al., 2023); Ivan Armawan et al., 2023). Based on the analysis results, the p-values are equal to $0.002 < 0.050$, so it can be said to have a positive and significant influence. So it can be ascertained that product quality has a full influence on purchase intention, mediated by brand image. Supported by previous research from (Subiyakto et al., 2023).

Based on the analysis results, the p-values are equal to $0.003 < 0.050$, so it can be said to have a positive and significant influence. So it can be ascertained that social media marketing on purchase intention is moderated by Islamic branding and has a full influence. Supported by previous research from (Shahwar et al., 2021; Andini et al., 2019; Hermanto, Adawiyah & Patranti, 2022). Based on the analysis results, the p-values are equal to $0.005 > 0.050$ so it can be said that it have a positive and significant influence. So it can be ascertained that the relationship between product quality and purchase intention is moderated by Islamic branding, which have a full influence. Supported by previous research from (Fitriyani, 2021; Zafran, 2022; Hana et al. 2023). However, there is previous research that is not in line with this research, namely (Yunus et al., 2014; Ahmad et al., 2017; Alserhan, 2020; Marom, 2020; Rahmawaty & Rakhmawati, 2022; Iqbal et al., 2022).

The results of the H1 hypothesis test show that social media marketing has a positive and significant effect on purchase intention, as indicated by a p-value of $0.010 < 0.050$. This finding indicates that marketing activities through social media are able to effectively shape consumer purchasing interest. In the context of Islamic boarding school-based food and beverage bakery businesses such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten Kopi Karya Santri An Nur II, and Santri Mineral Water Sidogiri, social media plays a strategic role in conveying product value, quality, and religious and social identities inherent in the

brand. These findings align with previous research Farzin and Fattahi (2018), Aji et al., (2020), Ramadhani and Prasasti (2023) Alwan and Alshurideh (2022), Mala (2023), which confirms that informative, interactive, and credible content on social media can increase consumer trust and interest. Theoretically, these results support the concept of social media marketing, which emphasizes engagement, perceived value, and brand awareness as the primary determinants of purchase intention, particularly for food products that prioritize trust and sustainability.

The analysis results of H2 show that product quality has a positive and significant effect on purchase intention, as indicated by a p-value of 0.013 (<0.05). This finding confirms that product quality plays a significant role in driving consumer purchase intention, particularly in the food and beverage bakery sector. Product quality, including taste, freshness, consistency, raw materials, and food safety, has been shown to increase consumer perceptions of value and trust, thus driving purchasing decisions. The results of this study align with the findings of Mohd et al. (2013), Hulu et al. (2018), Muljani and Koesworo (2019), and JinKyo et al. (2019) which state that product quality is the main determinant of purchase intention. Furthermore, research by Akbar et al. (2013), Aginta et al. (2023), Haitao (2022), and Wang et al. (2020) also confirms a positive and significant relationship between product quality and purchase intention. In the context of bakery products such as Lirboyo Bakery, BanNats Bakery Tebuireng, and Kapiten and Santri Mineral Water Sidogiri, maintaining product quality is a key factor in building sustainable purchasing interest, in accordance with the product quality theory that emphasizes functional excellence and consumer perception as the basis for purchasing behavior.

The results of the H3 hypothesis test indicate that social media marketing has a positive and significant effect on brand trust, as indicated by a p-value of $0.020 < 0.050$. This finding indicates that marketing activities through social media can increase consumer trust in a brand overall. In the context of the food and beverage bakery industry, brands such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten, and Santri Mineral Water Sidogiri, social media plays a primary role in building credibility, transparency, and emotional connection with consumers. This finding aligns with previous research suggesting that informative, interactive, and consistent content on social media can strengthen perceptions of brand reliability and integrity (Nistor et al., 2018; Lee & Park, 2013; Borishade et al., 2022). Furthermore, studies by Yohanna and Ruslim (2021) and Ramadhani and Prasasti (2023) confirm that brand trust is formed through authentic two-way communication. Theoretically, these findings support relationship marketing theory, which emphasizes the role of digital communication in building long-term, trust-based relationships between brands and consumers.

The result of H4 states that product quality has a positive and significant effect on brand trust. The analysis results show a p-value of $0.000 < 0.050$, indicating that product quality has a strong and significant influence on building brand trust. This finding confirms that the better the product quality perceived by consumers, the higher their level of trust in the brand. In the context of Islamic boarding school-based food and beverage bakeries such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten (Kopi Karya Santri Pesantren) An Nur II, and Santri Mineral Water Sidogiri, consistent product quality—including taste,

cleanliness, safety, and halal certification—is a key factor in building consumer brand trust. The results of this study align with the findings of Pandjaitan and Faila (2019), Then and Johan (2021), Paksi et al. (2023), which state that product quality plays a strategic role in creating and strengthening brand trust. Theoretically, these findings support the concept that product quality is a primary antecedent of brand trust, particularly in the food and beverage industry.

Based on the results of the H5 hypothesis test, a p-value of 0.898 (> 0.05) was obtained, indicating that social media marketing does not have a positive and significant effect on brand image. This finding indicates that marketing activities through social media have not been able to form a strong brand perception among consumers of Islamic boarding school-based bakery food and beverage products, such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten, and Santri Mineral Water Sidogiri. The results of this study are in line with the findings of previous studies (Sanny, 2020; Liu, 2020; Suryani et al., 2021; Armawan, 2023; Ellitan et al., 2022; Mukhsoni et al., 2022) which stated that social media marketing does not always have a significant impact on brand image, especially when the content, message consistency, and brand communication strategy are not optimal. Theoretically, brand image is formed through the accumulation of experience, product quality, and consumer trust (Kotler & Keller), so the role of social media is supportive and not dominant if it is not integrated with a holistic brand strategy.

The results of the H6 hypothesis test indicate that product quality has a positive and significant effect on brand image, with a p-value of $0.000 < 0.050$. This finding indicates that product quality is a key determinant in forming a strong and positive brand image in the minds of consumers. Superior product quality—including taste, consistency, food safety, packaging, and compliance with halal and health standards—can increase perceptions of brand trust and reputation. This study's findings align with previous research conducted by Erida and Rangkuti (2017), Kurnianto et al. (2019), Muljani and Koesworo (2019), Rochmawan et al. (2019), Trihudiyatmanto et al. (2022), and Cahyani (2024), which consistently state that product quality plays a significant role in shaping brand image. In the context of Islamic boarding school-based bakery food and beverage industries such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten, and Santri Mineral Water Sidogiri, product quality not only represents functional value, but also reflects moral, religious, and institutional trust values. This reinforces the theory that product quality is the main foundation in building a sustainable brand image.

The results of the H7 hypothesis test indicate that brand trust has a positive and significant effect on purchase intention, with a p-value of $0.034 < 0.050$. This finding indicates that the higher the level of consumer trust in a brand, the greater the consumer's intention to make a purchase. In the context of food and beverage products from Islamic boarding school-based bakeries such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten Kopi, and Santri Sidogiri Mineral Water, brand trust is a crucial factor because it is related to perceptions of halal certification, ingredient quality, taste consistency, and the brand's religious and social values. Theoretically, this finding aligns with the concept of brand trust proposed by Delgado-Ballester, namely consumer confidence in a brand's

reliability and integrity. The results of this study also strengthen previous empirical findings Benhardy et al. (2020), Yunus et al. (2014) Erkmén and Hancer (2019), Lestari and Wahyono (2022), Rahmawaty and Rakhmawati (2022), Ramadhani and Prasasti (2023) which state that brand trust is the main determinant in forming purchase intentions, especially in the consumption of daily products such as bakeries and beverages.

The results of the H8 hypothesis test indicate that brand image has a positive and significant effect on purchase intention, as indicated by a p-value of $0.006 < 0.050$. This finding indicates that a strong brand image can significantly increase consumer purchase intention for bakery food and beverage products. A positive brand image reflects consumer perceptions of product quality, uniqueness, and credibility, thereby encouraging confidence and interest in making a purchase. In the context of Islamic boarding school-based bakery businesses such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten (Kopi Karya Santri Pesantren) An Nur II, and Santri Mineral Water Sidogiri, brand image attached to religious values, halal certification, and santri empowerment is the main differentiation that strengthens consumer purchase intention. The results of this study are in line with the findings of previous studies by Sanny (2020), Hien (2020), Siddiqui (2021), Suryani et al. (2021), and Trihudiyatmanto et al. (2022), which emphasized that brand image is a crucial determinant in shaping purchase intention. Theoretically, these findings support marketing theory, which states that brand image acts as a cognitive and affective cue in the consumer decision-making process.

The results of the H9 hypothesis test indicate that social media marketing has a positive and significant effect on purchase intention through brand trust mediation, as indicated by a p-value of $0.001 < 0.050$. This finding indicates that brand trust acts as a full mediator, so the influence of social media marketing on purchase intention does not occur directly, but rather through the formation of brand trust first. In the context of Islamic boarding school-based food and beverage bakery products such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery, Chizzu Mozzarella Cheese, Kapiten Kopi An Nur II, and Santri Sidogiri Mineral Water, informative, consistent, and religious social media marketing activities can increase consumer credibility and trust in the brand. This finding is in line with research by Lim Sanny et al. (2020), Fataya et al. (2023), and Ivan Armawan et al. (2023) emphasized that brand trust is a key mechanism bridging digital marketing communications and purchasing decisions. Theoretically, these results reinforce the brand trust theory, which states that consumer trust is a key prerequisite for forming purchase intentions in social media-based marketing.

The results of H10 shows that product quality has a positive and significant effect on purchase intention through brand image. The analysis results show a p-value of $0.002 < 0.05$, confirming the existence of full mediation of brand image. This means that product quality does not directly drive purchase intention, but rather works through the formation of a strong brand image first. This finding is in line with the research of Subiyakto et al. (2023) which states that product quality contributes significantly to increasing purchase intention when it is able to build a positive brand perception. Theoretically, this supports the signaling and brand equity theory, where product quality functions as the main signal forming a brand image. In the context of food and beverage bakeries such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, Al-Amanah Bakery,

Chizzu Mozzarella Cheese, Kapiten, and Santri Mineral Water Sidogiri, consistent taste, quality ingredients, and halal product certification strengthen the brand image of Islamic boarding schools, which ultimately increases consumer purchase intention.

The results of H11 states that the influence of social media marketing on purchase intention is moderated by Islamic branding. The analysis results show a p-value of $0.003 < 0.05$, indicating a positive and significant effect. This finding confirms that Islamic branding acts as a full moderator in strengthening the relationship between social media marketing and purchase intention. In the context of food and beverage bakery products such as Lirboyo Bakery, BanNats Bakery Tebuireng, and Kapiten Kopi Santri, social media content packaged with Islamic values—such as halalness, blessings, and Islamic boarding school identity—can increase consumer trust and preference. This finding aligns with research by Waheed Khan et al. (2021), Andini et al. (2019), and Hermanto et al. (2022), which confirms that Islamic branding strengthens the effectiveness of digital marketing communications. Theoretically, these results support signaling theory and the theory of planned behavior, where Islamic symbols and values serve as credibility signals that drive purchase intention.

The discussion of H12 shows that Islamic branding moderates the relationship between product quality and purchase intention positively and significantly. This finding indicates that good product quality will further increase purchase intention when reinforced by Islamic branding values and identity. In the context of Islamic boarding school-based food and beverage bakeries such as Lirboyo Bakery, Bogasantri Snack & Healthy, Amidas Gontor, BanNats Bakery Tebuireng, and Santri Mineral Water Sidogiri, consumers assess not only taste, cleanliness, and packaging but also halal certification, religious values, and the Islamic boarding school's institutional trust. These results align with research by Fitriyani (2021), Zafran (2022), and Hana et al. (2023), which emphasizes the role of Islamic branding in strengthening perceived quality on purchase intention. However, the differences with the research by Yunus et al. (2014) and Alserhan (2020) can be explained by differences in product context, consumer religiosity, and the characteristics of Islamic boarding school MSMEs that have stronger emotional and spiritual ties.

Conclusion

Based on the theory of Purchase Intention, especially in the context of Islamic products, it can be concluded that factors such as consumer trust in the brand (brand trust), perceived quality of Islamic products, and product relevance to religious values and consumer spiritual needs can significantly influence purchase intention. Consumer theories, such as the Theory of Planned Behavior or Expectancy-Value Theory, can be used to understand how attitudes, subjective norms and behavioral control influence the intention to purchase Islamic products. In addition, behavioral economic theory can also provide insight into how the concepts of price, product availability, and consumer preferences play a role in the formation of purchase intentions.

An understanding of these theories that support Purchase Intention for Islamic products can help marketers to design more effective marketing strategies. For example, by building consumer trust in the Islamic brand through clear and consistent communication about religious values, marketers can increase consumer purchase intentions. Knowing the factors that influence purchase intentions also allows marketers to adjust pricing, promotion and distribution strategies for Islamic products according to the preferences and needs of target

consumers. Islamic branding also has a positive influence on purchase intention. A strong brand that is synonymous with Islamic values can increase the trust and attractiveness of Islamic products. Apart from that, Islamic s need to utilize social media to increase awareness, engagement and purchase intention towards their products. This can be done by creating interesting and informative content, interacting with target consumers, and using paid advertising. Thus, a strong understanding of Purchase Intention theory can provide valuable guidance for practitioners in planning and implementing effective marketing strategies for Islamic product.

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