

# The Influence of Brand Image, Marketing Mix, And Religiosity on Zchicken Repurchase Decisions in Boyolali Regency

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**Abstract** - This study investigates the performance disparities among ZChicken outlets in Boyolali Regency, where some outlets consistently achieve average monthly revenues of IDR 10–11 million over an 11-month period, while others suffer losses and eventually close. The research aims to analyze the effects of brand image, marketing mix elements, and religiosity on repeat purchase decisions. A quantitative research design was adopted, employing questionnaires administered to 96 ZChicken consumers in Boyolali. Data were processed using multiple linear regression analysis with IBM SPSS Statistics 30. Findings reveal that brand image and outlet location exert a positive and significant influence on repeat purchase decisions, supported by ZChicken's strong market recognition and strategically placed outlets that improve consumer accessibility. The product variable demonstrates a positive yet statistically insignificant effect, while price, promotion, and religiosity show no significant positive relationship with repeat purchases. These outcomes are attributed to strong competition from rival brands offering comparable prices and halal certification, alongside ZChicken's relatively limited promotional initiatives. The study underscores the critical role of enhancing brand positioning and optimizing outlet locations, while suggesting the need for more competitive pricing strategies and improved promotional efforts to foster customer loyalty.

**Keywords:** Brand Image, Marketing Mix (Product, Price, Place, Promotion), Religiosity, Repurchase Decision

## I. INTRODUCTION

Zakat empowerment programs have become one of the strategic efforts of BAZNAS RI to strengthen the economy of mustahik, particularly in the micro, small, and medium enterprises (MSMEs) sector. One such initiative is the ZChicken program, which provides mustahik with business assistance in the form of fried chicken outlets. In Boyolali, Central Java, the program has been running since May 2023 with the establishment of 30 outlets across various districts, supported through funding and coordination between BAZNAS RI, BAZNAS of Central Java Province, and BAZNAS Boyolali.

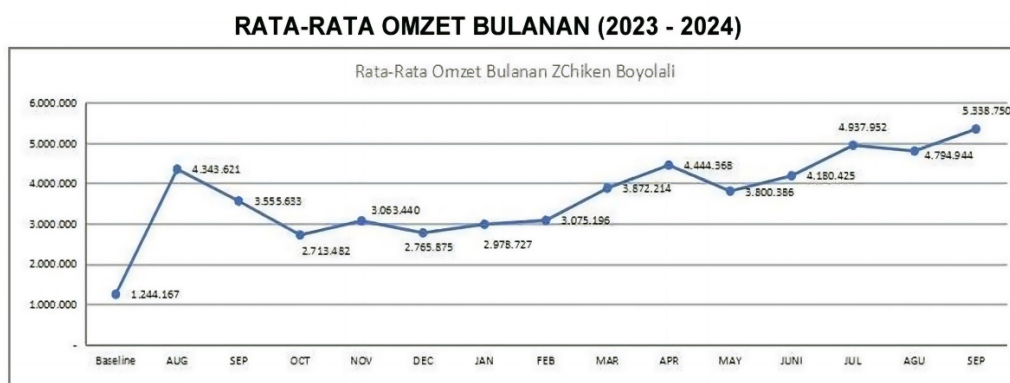


Fig. 1 Table image of the average monthly sales turnover of ZChicken outlets in Boyolali Regency in 2023-2024[1]

Despite uniform assistance in terms of training, mentoring, and financial reporting guidance, ZChicken outlets in Boyolali show varied performance outcomes. While a few outlets have achieved stable monthly revenues of IDR 6–11 million, many others have struggled to maintain sales, and some even ceased operations. This indicates a significant gap in business outcomes among mustahik, despite receiving the same support mechanisms.

Several factors may contribute to this disparity, including outlet location, consumer behavior, and marketing strategies. In addition, ZChicken has attempted to build its brand identity through slogans, quality assurance, and standardized pricing, yet consumer purchasing behavior remains influenced by complex variables such as brand image, marketing mix, and religiosity. These factors are particularly relevant in Muslim-majority communities, where religious values often guide consumption decisions.

Previous studies provide differing conclusions regarding the influence of product, price, place, promotion, and brand image on repurchase decisions. Some research highlights promotion as the most dominant factor, while others emphasize the significance of brand image and consumer satisfaction. Such inconsistencies reveal a research gap that requires further exploration.

Based on these conditions, this study aims to analyze the effect of brand image, marketing mix (product, price, place, promotion), and religiosity on consumers' repurchase decisions for ZChicken in Boyolali. This research is expected to provide deeper insights into the factors influencing consumer loyalty and to support the sustainability of zakat-based MSME empowerment programs.

Brand image is defined as consumers' perceptions or beliefs about a brand, shaped by past experiences and information [2]. It functions as an identity and differentiator from competitors' products and plays an important role in influencing purchasing decisions [3]. The marketing mix refers to a set of tools used by businesses to influence consumer responses. McCarthy (1996) categorized it into four components: product, price, place, and promotion [4]. Products are designed to satisfy consumer needs, price represents the monetary value exchanged for a product, place refers to the distribution channels or locations that ensure accessibility, and promotion involves marketing communication intended to inform, persuade, and encourage repeat purchases [5].

Furthermore, religiosity is a key factor in consumer behavior, especially in Muslim communities. It reflects the extent to which religious beliefs, values, and practices are internalized and applied in daily life [6]. Consumers with high levels of religiosity tend to prioritize halal aspects, spiritual values, and adherence to Islamic principles when making consumption decisions [7]. Thus, brand image, marketing mix, and religiosity are considered key variables that influence consumer repurchase decisions.

## II. METHODOLOGY

This research applies a quantitative method with a positivist approach, focusing on hypothesis testing based on field data. The study was conducted at ZChicken outlets located across Boyolali Regency, including the districts of Boyolali, Musuk, Sawit, Nogosari, and Kemiri, between September 2024 and February 2025. The population targeted in this research consisted of ZChicken consumers in Boyolali. Since the exact population size was unknown, the Lemeshow formula was employed to determine the sample size, resulting in 96 respondents considered representative of the population.

The sampling technique applied was **purposive sampling**, which involves selecting respondents based on specific criteria. These criteria included residing in Boyolali, having purchased ZChicken more than once, and representing outlets classified into high, medium, and low turnover categories. In addition to consumer samples, the outlets themselves were grouped according to their monthly revenue levels. Data collection was carried out through questionnaires and interviews, while the research instruments were tested for validity and reliability to ensure consistency and accuracy of the data.

Data analysis employed statistical methods, both descriptive and inferential. The procedures included instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), and model fit tests (F-test and coefficient of determination). Furthermore, multiple linear regression analysis was used to examine the influence of independent variables on the dependent variable, followed by partial t-tests for hypothesis testing. Through these analytical steps, the study seeks to provide reliable and scientifically accountable findings.

## III. RESULT

The purpose of this study is to examine the characteristics of respondents by employing descriptive analysis, which classifies them according to gender, age, place of residence, and frequency of ZChicken purchases. The respondents consisted of 40 males, accounting for 42%, and 56 females, accounting for 58%. The age distribution of respondents was quite diverse. A total of 14% were under 20 years old, 23% were aged 21–30 years, 22% were aged 31–40 years, 23% were aged 41–50 years, and 19% were aged 51–60 years. The majority of respondents came from Mojosongo District, totaling 23 people or 24%. Furthermore, 21% of respondents were from Musuk District, 18% from Boyolali District, 17% from Nogosari District, and 10% each from Sawit and Cepogo Districts.

The distribution of purchase frequency revealed that the group with 11–15 purchases was the largest, comprising 39% of respondents. The group with 6–10 purchases accounted for 25%, while the group with 1–5 purchases represented 21%. Meanwhile, the groups with 16–20 purchases and more than 20 purchases had smaller proportions, at 7% and 8%, respectively.

The following section presents the results of data processing conducted through the statistical tests described earlier.

Validity Test:

Variable	Statement	R <sub>hitung</sub>	R <sub>tabel</sub>	Information
Brand Image (X1)	X1.1	0,846	0,02	Valid
	X1.2	0,884	0,02	Valid
	X1.3	0,878	0,02	Valid
	X1.4	0,893	0,02	Valid
	X1.5	0,781	0,02	Valid
Product (X2)	X2.1	0,827	0,02	Valid
	X2.2	0,862	0,02	Valid
	X2.3	0,702	0,02	Valid
	X2.4	0,792	0,02	Valid
Price (X3)	X3.1	0,867	0,02	Valid
	X3.2	0,889	0,02	Valid
	X3.3	0,871	0,02	Valid
	X3.4	0,813	0,02	Valid
Place (X4)	X4.1	0,899	0,02	Valid
	X4.2	0,933	0,02	Valid
	X4.3	0,886	0,02	Valid
	X4.4	0,84	0,02	Valid
Promotion (X5)	X5.1	0,887	0,02	Valid
	X5.2	0,846	0,02	Valid
	X5.3	0,892	0,02	Valid
	X5.4	0,879	0,02	Valid
Religiosity (X6)	X6.1	0,624	0,02	Valid
	X6.2	0,761	0,02	Valid
	X6.3	0,858	0,02	Valid
	X6.4	0,803	0,02	Valid
Repeat urchase decision (Y)	Y1	0,85	0,02	Valid
	Y2	0,902	0,02	Valid
	Y3	0,91	0,02	Valid
	Y4	0,83	0,02	Valid

Based on the results of the validity test presented in the table, each item from the variables Brand Image, Product, Price, Place, Promotion, Religiosity, and Repurchase Decision has an r-calculated value greater than the r-table. Thus, it can be concluded that all items across these variables are valid.

Reliability Test:

Variabel	Cronbach Alpha	Parameter	Information
Brand Image	0,905	0,7	Reliabel
Product	0,807	0,7	Reliabel
Price	0,882	0,7	Reliabel
Place	0,909	0,7	Reliabel
Promotion	0,897	0,7	Reliabel
Religiusitas	0,84	0,7	Reliabel
Keputusan Pembelian	0,902	0,7	Reliabel

The reliability test results, as shown in the table, indicate that all variables in this study have a Cronbach's Alpha value greater than 0.70. Therefore, it can be stated that all statements measuring the seven variables are reliable.

Normality Test:

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	-.2084125
	Std. Deviation	1.08400654
	Absolute	.052



b. Predictors: (Constant), Religiusitas, Product, Price, Place, Promotion, Brand Image

The ANOVA results show a significance value of  $< 0.001$ , indicating significance at the 0.05 level. Furthermore, the F-statistic value (22.392) is greater than the F-table value (2.201), meaning that the independent variables—Brand Image, Product, Price, Place, Promotion, and Religiosity—jointly have a significant effect on the dependent variable, namely Repurchase Decision of ZChicken.

Coefficient of Determination Test:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.602	.575	2.07962
a. Predictors: (Constant), Religiusitas, Product, Price, Place, Promotion, Brand Image.				

The Adjusted R-Square value is 0.575, which means that the independent variables collectively explain 57.5% of the variation in the dependent variable. The remaining 42.5% is explained by other variables not included in this study.

Multiple Linear Regression Analysis:

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-2.747	2.800		-.981	.329
	Brand Image	.368	.122	.374	3.008	.003
	Product	.339	.164	.213	2.065	.042
	Price	-.059	.113	-.042	-.521	.604
	Place	.268	.125	.222	2.143	.035
	Promotion	.086	.158	.062	.547	.586
	Religiusitas	.011	.117	.008	.097	.923
a. Dependent Variable: Keputusan Pembelian Ulang						

The regression equation derived from the analysis is as follows:

$$Y = (-2.747) + 0.368X_1 + 0.339X_2 - 0.059X_3 + 0.268X_4 + 0.086X_5 + 0.11X_6 + e$$

**Interpretation of the regression equation:**

1. The constant value (-2.747) indicates that if all independent variables are equal to zero, the dependent variable (Y) will be -2.747.
2. The coefficient of X<sub>1</sub> (Brand Image) is positive (+0.368), indicating that an increase in Brand Image will lead to an increase in Repurchase Decision, and vice versa.
3. The coefficient of X<sub>2</sub> (Product) is positive (+0.339), indicating that an increase in Product quality will increase Repurchase Decision, and vice versa.
4. The coefficient of X<sub>3</sub> (Price) is negative (-0.059), meaning that a decrease in Price will also decrease Repurchase Decision, and vice versa.
5. The coefficient of X<sub>4</sub> (Place) is positive (+0.268), meaning that better Place accessibility will increase Repurchase Decision, and vice versa.
6. The coefficient of X<sub>5</sub> (Promotion) is positive (+0.086), indicating that higher Promotion efforts will increase Repurchase Decision, and vice versa.
7. The coefficient of X<sub>6</sub> (Religiosity) is positive (+0.11), showing that higher Religiosity will increase Repurchase Decision, and vice versa.

Partial T Test:

Test:

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-2.747	2.800		-.981	.329
	Brand Image	.368	.122	.374	3.008	.003
	Product	.339	.164	.213	2.065	.042
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	Place	.268	.125	.222	2.143	.035
	Promotion	.086	.158	.062	.547	.586
	Religiusitas	.011	.117	.008	.097	.923
a. Dependent Variable: Keputusan Pembelian Ulang						

Based on the t-test table, the results can be explained as follows:

1. The Brand Image variable has a t-value of  $3.008 > t\text{-table } 1.662$  and a significance value of  $0.03 < 0.05$ . From this t-test result, it can be concluded that the Brand Image variable has a positive and significant effect on Repurchase Decision.
2. The Product variable has a t-value of  $2.065 > t\text{-table } 1.662$  and a significance value of  $0.42 > 0.05$ . From this t-test result, it can be concluded that the Product variable has a positive effect on Repurchase Decision, but it is not significant.
3. The Price variable has a t-value of  $-0.521 < t\text{-table } 1.662$  and a significance value of  $0.604 > 0.05$ . From this t-test result, it can be concluded that the Price variable does not have a positive and significant effect on Repurchase Decision.
4. The Place variable has a t-value of  $2.143 > t\text{-table } 1.662$  and a significance value of  $0.035 < 0.05$ . From this t-test result, it can be concluded that the Place variable has a positive and significant effect on Repurchase Decision.
5. The Promotion variable has a t-value of  $0.547 < t\text{-table } 1.662$  and a significance value of  $0.586 > 0.05$ . From this t-test result, it can be concluded that the Promotion variable does not have a positive and significant effect on Repurchase Decision.
6. The Religiosity variable has a t-value of  $0.097 < t\text{-table } 1.662$  and a significance value of  $0.823 > 0.05$ . From this t-test result, it can be concluded that the Religiosity variable does not have a positive and significant effect on Repurchase Decision.

#### IV. DISCUSSION

Based on the results of the tests conducted, it can be stated that **Brand Image has a significant impact on Repurchase Decisions**. This is evidenced by the t-test, which shows a significance value of  $0.03 < 0.05$ . Furthermore, the calculated t-value for the Brand Image variable ( $X_1$ ) is 3.008, which is greater than the t-table value of 1.662, thus  $H_1$  is accepted. This finding indicates that a stronger Brand Image positively influences repurchase decisions for ZChicken in Boyolali Regency.

In addition, the sample used in this study can be considered representative of the population regarding the influence of religiosity, as the resulting significance value is less than 0.05. Overall, the presence of ZChicken among the community in Boyolali Regency can be regarded as well-established and its existence is widely recognized.

Based on the results of the tests conducted, it can be stated that **Product has an influence on Repurchase Decisions**. This is supported by the t-test, which shows a significance value of  $0.42 < 0.05$ . Furthermore, the calculated t-value for the Product variable ( $X_2$ ) is 2.065, which is greater than the t-table value of 1.662, thus  $H_2$  is accepted.

This indicates that good product quality positively affects repurchase decisions for ZChicken in Boyolali Regency. The crispy chicken product offered by ZChicken maintains consistent quality across all outlets, as the raw materials used in the production process are sourced from the same supply point of ZChicken. In addition, mustahik involved in the production process have previously received training, ensuring that the preparation of crispy chicken is standardized across all outlets.

Based on the results, the **Price variable does not significantly influence Repurchase Decisions**. The t-test produced a significance value of  $0.604 > 0.05$  and a t-value of  $-0.521$ , which is smaller than the t-table value of 1.662, thus  $H_3$  is rejected. This indicates that pricing does not have a positive or significant effect on repurchase decisions for ZChicken in Boyolali. Although prices are adjusted to local market conditions, variations in consumer preferences—such as choosing smaller portions in larger quantities—show that pricing is not the main factor driving repurchases.

Based on the results, the **Place variable significantly influences Repurchase Decisions**. The t-test shows a significance value of  $0.035 < 0.05$  with a t-value of  $2.143 > 1.662$ , thus  $H_4$  is accepted. This indicates that store location and accessibility have a positive and significant impact on consumers' repurchase decisions for ZChicken in Boyolali.

Based on the results, the **Promotion variable does not significantly influence Repurchase Decisions**. The t-test shows a significance value of  $0.586 > 0.05$  and a t-value of  $0.547 < 1.662$ , thus  $H_5$  is rejected. This means promotional activities do not have a positive or significant effect on repurchase decisions for ZChicken in Boyolali. The promotional efforts remain limited, relying mostly on word-of-mouth rather than broader channels such as social media or printed materials, making them insufficient to sustain repeat purchases.

Based on the results, the **Religiosity variable does not significantly influence Repurchase Decisions**. The t-test shows a significance value of  $0.823 > 0.05$  and a t-value of  $0.097 < 1.662$ , thus  $H_6$  is rejected. Although consumers in Boyolali value halal certification, ZChicken is not the only option in the market. Competing fried chicken products also hold halal certification, providing consumers with multiple choices and reducing ZChicken's position as the primary preference.

## V. CONCLUSION

Based on the analysis, this study concludes that brand image and place have a positive and significant influence on repurchase decisions for ZChicken consumers in Boyolali. Meanwhile, product shows a positive but not significant effect, while price, promotion, and religiosity do not significantly influence repurchase decisions. These findings highlight that consumer loyalty to ZChicken is primarily driven by the strength of its brand and the accessibility of store locations, rather than pricing strategies, promotional efforts, or religious considerations.

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