

Impact of Haikal Hassan Endorsement on Repurchase Intention of Pizza Hut Muslim Consumers: Mediated by Religiosity

Syamsul Bahri^{1*}, Juliana Nasution¹, Marliyah¹

¹ State Islamic University of North Sumatera, Indonesia

Received : September 21, 2024

Revised : December 19, 2024

Accepted : December 24, 2024

Online : December 30, 2024

Abstract

The controversy surrounding Haikal Hassan's endorsement of Pizza Hut products in Indonesia has sparked debates about the intersection of religious influence and consumer behaviour in the Muslim market, particularly following public concerns about the brand's perceived connection to Israel through its parent company's business relations. This situation raises questions about how religious figures' endorsements impact Muslim consumers' purchasing decisions, especially when promoting international food brands that face scrutiny over their global business affiliations. This research aims to quantitatively measure the effect of Haikal Hassan's endorsement on Muslim consumers' repurchase intention for Pizza Hut products, considering religiosity as an intermediary variable. Using a quantitative method with an explanatory design, this research involved 100 respondents of Pizza Hut Muslim consumers in Indonesia, which were determined using a purposive sampling approach. Information was obtained from a structured questionnaire and then examined using Path Analysis with SmartPLS version 4. According to the results, endorsement has a positive and significant effect on repurchase intention but a negative and significant effect on religiosity. On the other hand, religiosity has a negative and significant impact on repurchase intention and also significantly mediates the effect of endorsement on repurchase intention. These findings contribute to the understanding of Muslim consumer behaviour and the role of religiosity in marketing, and this can be a reference for companies in developing more appropriate marketing tactics that are sensitive to the religious values of Muslim consumers in Indonesia.

Keywords *Endorsement, Repurchase Intention, Pizza Hut, Religiosity, Muslim Consumer*

INTRODUCTION

The fast-food restaurant industry has grown significantly in recent years as it is considered practical for busy individuals (Nurhalizah, 2023). One of the major players in this sector is Pizza Hut, an international franchise now one of Indonesia's leading fast-food restaurants (Muhammad, 2015). On June 15, 1958, Dan and Frank Carney established Pizza Hut in Wichita, Kansas, United States, using a \$600 loan as initial capital to transform a small bar into the first Pizza Hut outlet (Kumparan, 2021). Since then, Pizza Hut has grown rapidly and become one of the world's most recognized fast-food restaurant brands.

In Indonesia, Pizza Hut started its operations in 1984 by opening its first restaurant at the Djakarta Theater Building, Thamrin, Central Jakarta. This restaurant became the beginning of its long journey as a pioneer of pizza restaurants in Indonesia. On December 16, 1987, PT Sarimelati Kencana Tbk was established to operate Pizza Hut in Indonesia. The company became the sole franchisee of Pizza Hut in Indonesia and, in 2004, was acquired by PT Sriboga Raturaya, a leading wheat flour producer in the country (IDN Financials, 2018). Pizza Hut offers a variety of service concepts such as carry-out, dine-in, and restaurant-based delivery (RBD) to reach diverse market needs (Muhammad, 2015).

Pizza Hut's global expansion strategy has targeted Indonesia as a potential market since 1984, supported by a large population of around 162 million and an average economic growth of 6.1% per year in the 1980s, which created a new middle-class open to modern lifestyles, including fast food (Badan Pusat Statistik, 1985; World Bank, n.d.). By the end of 2017, PT Sarimelati Kencana



Tbk had operated 237 Pizza Hut Restaurant outlets and 156 Pizza Hut Delivery outlets in 76 cities/regencies in 28 provinces ([Liputan6.com, 2018](#)). In 2018, the company listed its shares on the Indonesia Stock Exchange (IDX) under the code 'PZZA' and raised IDR 664.8 billion in IPO funds for expansion, including the opening of new outlets and network development to regions such as Sumatra, Kalimantan, and Eastern Indonesia ([Kusuma, 2018](#)).

However, amid its success, Pizza Hut also faced challenges in the form of social controversies that affected its image in Indonesia. Pizza Hut has been in the spotlight in the country over the issue of affiliation with Israel, which sparked controversy among Muslims. This issue arose due to the relationship between Pizza Hut's parent company and entities in Israel, where the franchise first arrived in 1990 through Clal Chains, a subsidiary of Clal Industries ([Kurniawan, 2023](#)). In 2021, Pizza Hut's operating rights in Israel were transferred to Yum! Brands, owner of global brands such as KFC and Taco Bell, before being sold to Udi Shamai, a local Israeli entrepreneur ([Sandria, 2021](#); [Mukaromah, 2020](#)).

This controversy is all the more sensitive as it relates to the Israeli-Palestinian conflict. Many Muslims in Indonesia support the Palestinian cause and oppose products deemed to be connected to Israel. Calls for boycotts against brands operating in Israel, including Pizza Hut, are often linked to the Boycott, Divestment, Sanctions (BDS) movement, which says that franchises in Israel support the occupation and the Israeli military ([Pratiwi, 2023](#)). The Indonesian Ulema Council (MUI), through Fatwa Number 83 of 2023, even urged Muslims not to support Israeli aggression, including through the consumption of products related to the country ([Majelis Ulama Indonesia, 2023](#)).

On January 20, 2024, a video of Haikal Hassan promoting Pizza Hut went viral on social media. In the video, Haikal said he regularly eats at Pizza Hut because of its deliciousness and praised the Rp1 billion donation for Gaza victims through PMI. This statement sparked widespread public interest, as it coincided with ongoing boycott calls against Pizza Hut due to its alleged affiliation with Israel. The video was subsequently re-shared by the Instagram account @kumparancom, further amplifying the discussion (please refer to [Kumparan \(2024\)](#) as the source of the video). Although Pizza Hut has been operating in Indonesia since 1984 through PT Sarimelati Kencana Tbk and is experiencing rapid growth, this controversy has triggered negative reactions from many Muslims who support the boycott movement against products considered to support Israel.

The boycott movement in Islam is a form of protest against actions considered contrary to sharia, including in the economic aspect ([Majid et al., 2019](#)). Research shows that religiosity and consumer awareness are the main factors driving the boycott movement, which can put significant economic pressure on companies ([Mokobombang et al., 2023](#)). In Indonesia, boycott movements against certain brands are often triggered by solidarity with Palestine, such as the boycott of Israeli and US products, including Pizza Hut, in Padang in 2017 ([Sugandi & Anggraini, 2024](#)). Although this movement affected local companies and labour, moral solidarity and nonviolent jihad remained the main reasons underlying the action ([Khoiriyah, 2024](#)).

In this context, religiosity plays an important role in influencing Muslim consumer behaviour. Research shows that intrinsic and extrinsic religiosity, as well as trust in product halalness, can influence purchasing decisions and consumer loyalty ([Vristiyana, 2019](#); [Wulandari, 2021](#); [Nurrachmi & Setiawan, 2020](#)). In addition, marketing strategies such as endorsements by religious figures also have great potential in shaping consumer perceptions of brands, especially in sensitive situations such as boycotts triggered by political or social issues. However, the effectiveness of endorsements by religious figures in overcoming the impact of boycotts on certain brands has not been widely studied ([Purnama, 2020](#); [Fenny & Loisa, 2021](#)).

In the case of Pizza Hut Indonesia, preacher Haikal Hassan's endorsement through a viral

video is a strategic step to manage consumer perceptions. Haikal emphasized that Pizza Hut is safe to eat and showed concern for humanitarian issues, such as donations for Gaza victims. However, how these endorsements influence Muslim consumers' repurchase intention during the boycott period remains unanswered.

This study aims to fill the research gap by analyzing the effect of religious figures' endorsements on Muslim consumers' repurchase intention on Pizza Hut, which was boycotted due to its affiliation with Israel, with religiosity as an intervening variable. Specifically, this study answers two main questions:

1. How did Haikal Hassan's endorsement influence Muslim consumers' intention to repurchase Pizza Hut products during the boycott?
2. Does religiosity mediate the relationship between Haikal Hassan's endorsement and Muslim consumers' repurchase intention on Pizza Hut products during the boycott?

This research is expected to provide new insights into the role of religious figures in overcoming boycott campaigns against certain brands, as well as how religiosity influences consumer behaviour in sensitive issues such as political or social affiliations. In addition, this research also aims to contribute to the academic and practical understanding of brand communication strategies in the face of reputational challenges influenced by social, religious and political factors.

LITERATURE REVIEW

Endorsement

Endorsement is a marketing practice in which individuals with public reputations, such as celebrities or influential figures, use their influence to promote products or services, primarily through social media. The endorser, as the party doing the endorsement, can build consumer trust in the promoted product, increasing customer buying interest ([Sabilla & Drajat, 2023](#)).

The success of endorsements depends on four main elements: visibility (endorser popularity), credibility (knowledge and objectivity), attractiveness (personality), and power (ability to persuade) ([Maulidina, 2022](#)). A prior study by [Praptiwi et al. \(2021\)](#) shows that celebrity endorsement has a significant influence on consumer purchase intention, with endorser attractiveness, suitability, and credibility being the main factors that increase consumer attention and trust in the brand.

In addition, the match between the endorser and the advertised product creates positive associations that strengthen the brand image. In crises, such as boycotts or backlash against a product, endorsements by influential figures, including religious figures, can help restore consumer confidence and maintain customer loyalty. Research also confirms that relevant and highly credible celebrities can increase perceptions of product quality, customer appeal, and purchase decisions ([Elakarci & Fadli, 2024](#)). Thus, endorsements serve not only as a marketing tool, but also as a strategy to build a strong brand image and effectively influence consumer perceptions.

Repurchase Intention

The customer's desire to repurchase goods or services used before is known as Repurchase Intention. This concept reflects consumer beliefs and desires formed after they are satisfied with previous purchases ([Dewi & Kusuma, 2019](#)). There are three main indicators that can be used to measure Repurchase Intention, namely the desire to buy products, plans to use products in the future, and the need for products ([Shabrina & Budiarmo, 2020](#)). Research shows that consumers tend to buy based on needs (Problem Recognition), search for information based on their own knowledge (Information Search), consider price, feedback, and quality before buying (Evaluation of Alternatives), make purchasing decisions when price, quality, and delivery time match

expectations (Purchase Decision), and provide feedback after purchase (Post-Purchase Decision). In addition, research also reveals that attitudes, norms, and intentions play an important role in consumer purchasing decisions. Cultural factors, demand, and willingness to buy products have also proven vital in decision-making (Marcelo et al., 2024).

Cronin Jr. and Taylor (1992) emphasize that Repurchase Intention is a positive customer response to previous experiences with a company. Repurchase intention is shaped by several key factors, one of which is customer satisfaction. Customers who are content with a product or service are more likely to make subsequent purchases (Faradisa et al., 2016). Another influential factor is individual attitude, where a favourable perception of a brand or product—shaped by customer evaluations and perceptions—can significantly enhance repurchase intention (Nasution et al., 2020). Lastly, social influence, or subjective norms, plays a crucial role, as customers' decisions to repurchase are often swayed by social pressures from their social circles, such as friends, family, and even public figures (Nasution et al., 2020).

Religiosity

Religiosity refers to the depth of understanding and practice of religious teachings that influence individual behaviour in everyday life (Yafiz et al., 2020). In Islam, religiosity includes religious observance and behaviour that can be measured through indicators such as the importance of religion to individuals and the frequency of religious activities, such as attending mosques, praying, and reading the Koran (Nurhayati et al., 2022). Jalaluddin (2010) defines religiosity as an internal condition that motivates a person to act according to their level of religious observance. Thus, religiosity reflects religious observance, manifesting in people's attitudes and actions towards their beliefs. In addition, religiosity also involves intellectual, moral, and spiritual potential in a balanced manner (Chaerowati et al., 2021).

Ancok and Suroso (2011) adapted Glock and Stark's ideas into the Islamic context by dividing religiosity into three main dimensions: (a) *Aqidah*, which includes faith and belief in the main teachings of religion; (b) *Sharia*, which includes obedience in carrying out required religious rituals; and (c) *Akhlak*, which includes behaviour inspired by religious teachings in a social context (Aida, 2017). These three dimensions show that religiosity is not only related to internal aspects but also affects the external behavior of individuals.

Research shows that consumers with high levels of religiosity tend to be more selective in choosing products that are in accordance with Islamic religious principles, such as product halalness and conformity with Sharia values. Religiosity is also one of the main variables that influence millennials' investment interest in the Islamic capital market, along with other variables such as financial literacy, ease of access, lifestyle, and sharia branding (Rahmi et al., 2023). This confirms that religiosity plays an important role in shaping consumer preferences, especially for products related to religious values. In this context, endorsements by religious figures can increase consumer confidence in products because religious figures are considered capable of guaranteeing product conformity with religious values (Asiyah & Hariri, 2021). In addition, religiosity acts as a moderator that strengthens the influence of social values on conscious consumption behaviour in halal products. However, research shows that societal norms and influences often mediate a person's purchase intention for a particular type of product, while individual awareness does not always change the overall awareness of society (Putri & Windasari, 2022).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) developed by Ajzen (1995) is a development of the Theory of Reasoned Action (TRA). TPB explains that a person's intention to perform a behavior is influenced by three main factors, namely: attitude towards behavior, subjective norms, and

perceived behavioral control. These three factors simultaneously form behavioural intentions, ultimately affecting a person's actual actions ([Muqarrabin, 2017](#)):

Attitude Toward Behavior

According to [Mahyarni \(2013\)](#), attitudes towards behaviour reflect an individual's positive or negative evaluation of a particular action. In the context of this study, Muslim consumers' attitudes towards repurchasing Pizza Hut products can be influenced by their perceptions of religiosity values and endorsements by religious figures such as Haikal Hassan. Previous research shows that positive attitudes towards brands can increase repurchase intentions, especially if the brand is in accordance with consumers' values ([Ain & Ratnasari, 2015](#)).

Research by [Larasati et al. \(2018\)](#) shows that religiosity significantly influences Muslim consumer attitudes toward choosing halal products. In this context, a positive attitude towards brands that are considered in accordance with religious values can increase repurchase intentions. In this study, consumer religiosity can influence their attitude towards repurchasing Pizza Hut products.

Subjective Norms

Subjective norms refer to the social pressure individuals feel to perform or not perform an action ([Dwikurnia et al., 2024](#)). In this study, endorsement by Haikal Hassan can influence the subjective norms of Muslim consumers because Haikal Hassan is a respected religious figure with strong social influence. Previous research shows that subjective norms play an important role in purchasing decisions, especially in communities strongly influenced by religious and social values ([Alam & Anis, 2024](#)).

A study by [Anjani \(2023\)](#) found that endorsements by credible figures can influence consumers' subjective norms, especially in communities strongly influenced by social and religious values. In this study, endorsements by Haikal Hassan may influence Muslim consumers' subjective norms, which in turn influence their repurchase intentions.

Perceived Behavioral Control

Perceived behavioural control refers to the extent to which individuals feel capable of performing an action, which is influenced by internal factors (such as self-confidence) ([Rawi et al., 2023](#)). In the context of this study, perceived behavioural control may include consumers' perceptions of their belief that the purchase of these products does not conflict with their religious values.

Research by [Maslim and Andayani \(2023\)](#) shows that perceived behavioural control, such as the belief that the product is in accordance with personal values, can influence consumers' repurchase intentions. In the context of this study, perceived behavioural control may include consumers' perceptions of their belief that the purchase of Pizza Hut products does not conflict with their religious values.

In the context of this study, TPB can explain how endorsements by religious figures and religiosity influence Muslim consumers' repurchase intention towards Pizza Hut products, especially in controversial situations such as boycotts. Haikal Hassan's endorsement may influence consumers' subjective norms, while religiosity may influence attitudes towards behaviour. In addition, consumers' perceptions of their behavioural control (e.g., whether they feel comfortable buying products associated with controversy) may also influence their repurchase intentions. Consequently, drawing upon the theoretical framework and the preceding discussion, the following hypothesis is proposed:

- H1: Endorsement by Haikal Hassan significantly influences Muslim consumers' Repurchase

Intention towards Pizza Hut products.

- H2: Endorsement by Haikal Hassan significantly influences the Religiosity of Muslim consumers.
- H3: Religiosity significantly influences Muslim consumers' Repurchase Intention for Pizza Hut products.
- H4: Religiosity significantly mediates the relationship between Haikal Hassan's endorsement and Muslim consumers' repurchase intention towards Pizza Hut products.

Here is a detailed explanation of the interrelationship between the hypotheses:

- H1: tests the direct relationship between endorsement and repurchase intention, which reflects the influence of subjective norms on behavioural intention in TPB.
- H2: tests the effect of endorsement on religiosity, which may influence consumer attitudes towards purchasing behaviour.
- H3: examines the relationship between religiosity and repurchase intentions, reflecting how attitudes toward behaviour are influenced by religious values.
- H4: Examine the role of religiosity as a mediating variable, reflecting the indirect path from endorsement to repurchase intention through attitude towards behaviour.

The research conceptual framework describes the relationship between variables and is organized based on existing theories and developed hypotheses. Figure 1 shows a visual representation of this framework.

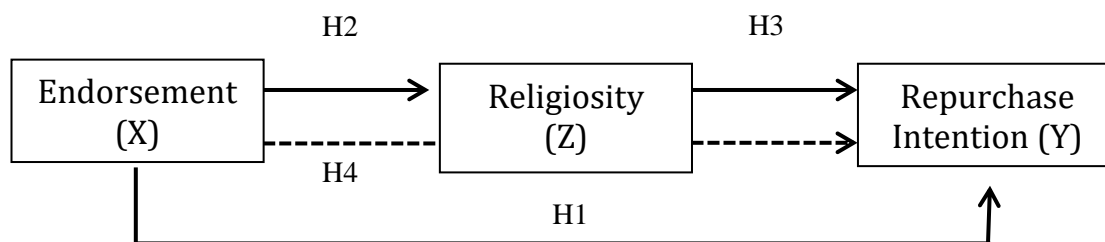


Figure 1. Conceptual Framework

Source: Author's Process (2024)

RESEARCH METHOD

A quantitative approach was used in this study to assess the impact of the endorsement of preacher Haikal Hassan on Muslim consumers' repurchase intention for Pizza Hut products affiliated with Israel through religiosity as an intervening variable. This research applies an explanatory design with the aim of measuring the causal correlation between the variables of endorsement, religiosity, and repurchase intention. In this study, the population consisted of Muslim consumers in Indonesia who knew about Haikal Hassan's endorsement and Pizza Hut's affiliation with Israel. As the population size is unknown, this study applied Cochran's formula to calculate the sample size, which is suitable when the population is unknown or the number is too large. According to [Rosada \(2019\)](#), the Cochran formula is as follows,

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = 96,04$$

Where,

n = Number of samples required

Z = Z value for 95% confidence level ($\alpha = 0.05$), which is 1.96

p = The proportion of the population estimated to have the characteristics under study (0.5)

$q = 1 - p$ (0.5)

e = Desired margin of error (10% or 0.1)

Explanation:

- Z value of 1.96 is used for 95% confidence level.
- p and q are each set at 0.5 to maximize the sample size.
- A margin of error of 10% was chosen as the limit of error tolerance in sampling.

According to calculations using the Cochran formula, the minimum sample size required was 96 respondents. To increase precision, the total sample for this study was adjusted to 100 respondents. This study used a purposive sampling approach, a non-probability technique that determines the sample according to specific requirements (Sugiyono, 2017). The researcher has determined the criteria for the selected respondents. The sample criteria that must be met are as follows:

1. Muslim Pizza Hut Indonesia consumers aged 18-55 years
2. Purchasing Pizza Hut products at least in the last 12 months.
3. Know Haikal Hassan's endorsement of Pizza Hut.
4. Know Pizza Hut's affiliation with Israel.

Table 1. Conceptual and Operational Definition of Variables

Variables	Conceptual Definition	Indicator	Scale
Endorsement (X)	A marketing strategy involves using a well-known or influential figure (endorser) to promote a product or brand.	a. Credibility b. Attractiveness c. Strength (Maulidina, 2022)	Likert
Repurchase Intention (Y)	The tendency of consumers to repurchase goods or services in the future.	a. Desire to buy the product b. Plans to use the product in the future c. The need for a product (Shabrina & Budiatmo, 2020)	Likert

Religiosity (Z)	The level of belief, understanding, and practice of one's religious teachings.	a. <i>Aqidah</i> b. Sharia c. Akhlak (Imamuddin, 2017)	Likert
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Source: Author's Process (2024)

The following questionnaire statements represent each indicator of variables X (Endorsement), Y (Repurchase Intention), and Z (Religiosity):

Variable X (Endorsement)

1. I consider Haikal Hassan's recommendations in assessing Pizza Hut, regardless of his affiliation with Israel.
2. The way Haikal Hassan promotes Pizza Hut makes me interested in considering a repurchase.
3. Haikal Hassan's opinion about Pizza Hut influences my repurchase decision, regardless of his affiliation with Israel.

Variable Y (Repurchase Intention)

1. My desire to buy Pizza Hut remains, regardless of its affiliation with Israel.
2. I have plans to make Pizza Hut one of my choices when I want to eat pizza.
3. Haikal Hassan's endorsement of Pizza Hut affects my perception of the need for the product.

Variable Z (Religiosity)

1. I consider the suitability of a product with my faith principles before buying it, including in the case of Pizza Hut being affiliated with Israel.
2. Information about Pizza Hut's affiliation with Israel affects my assessment of the Sharia aspects of buying its products.
3. I consider social impact and religious solidarity in my decision to buy or not buy Pizza Hut products.

The research instrument used in this study is a structured questionnaire developed by researchers based on theory and previous research related to endorsement (Maulidina, 2022), religiosity (Imamuddin, 2017), and repurchase intention (Shabrina & Budiarmo, 2020). This questionnaire aims to assess participants' attitudes, views, and perceptions regarding social events using a 5-point Likert Scale. The Likert scale was chosen because it is one type of measurement scale commonly used in research to measure respondents' attitudes, opinions, and perceptions of a phenomenon (Sugiyono, 2017). On this scale, a score of 1 is given for the answer Strongly Disagree, a score of 2 for the answer Disagree, a score of 3 for the answer Neutral, a score of 4 for the answer Agree and a score of 5 for the answer Strongly Agree. The questionnaire was created using the Google Forms platform and distributed directly to respondents via the link provided. After the data was collected, this study applied the Path Analysis approach with the support of SmartPLS edition 4 analysis software to analyze the data obtained from the questionnaire.

FINDINGS AND DISCUSSION

Findings

Respondent Characteristics

To provide an overview of the characteristics of respondents in this study, the following is a demographic table that presents data related to the age, gender, and employment status of

respondents.

Table 2. Respondent Demographics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	55	55%
	Female	45	45%
Age	18 – 25 Years	68	68%
	26 – 35 Years	29	29%
	36 – 45 Years	3	3%
	46 – 55 Years	0	0%
	>55 Years	0	0%
Status/Employment:	Student	58	58%
	Teacher	3	3%
	Civil Servant (PNS)	6	6%
	Self-employed/Businessman	11	11%
	Professional (Doctor, Lawyer, Accountant, etc.)	1	1%
	Employee	9	9%
	Housewife	11	11%
	Others	1	1%

Source: Data Processing Results (2024)

The majority of respondents in this study were male (55%) and in the age range of 18-25 years (68%), which indicates that the younger age group dominates respondents. Most respondents were students (58%), followed by self-employed/business owners (11%) and housewives (11%). This data shows that the research respondents have diverse backgrounds but are dominated by young students, which is relevant to the context of research on consumer behaviour towards endorsements and religiosity.

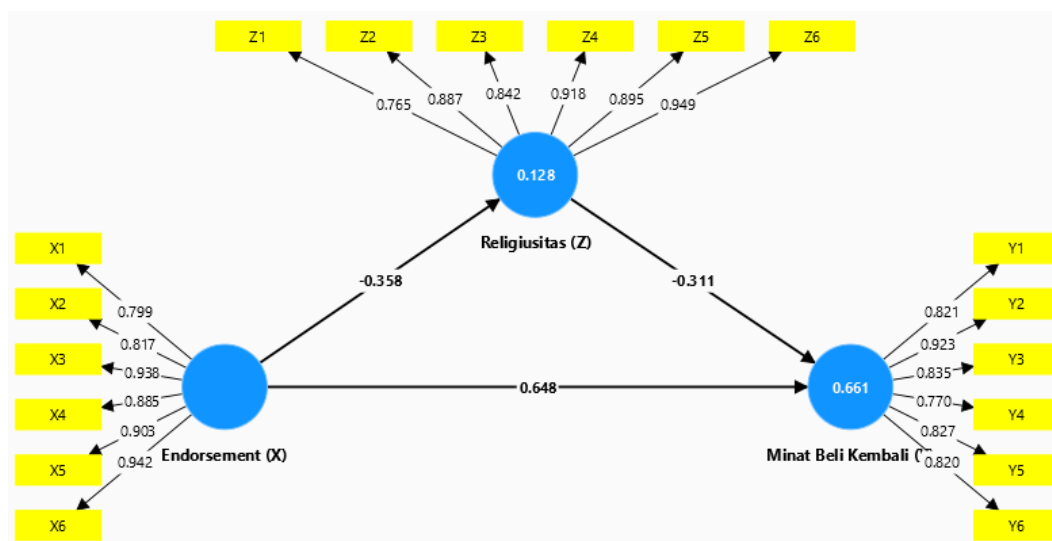


Figure 2. Path Diagram

Source: Data Processing Results (2024)

Outer Model Testing**1. Validity Test****a. Convergent Validity**

Convergent validity focuses on evaluating the extent to which the relationship between indicators and constructs or latent variables is valid (Ghozali, 2016). In testing convergent validity, two main parameters are used: outer loadings (loading factors) and Average Variance Extracted (AVE) (Sekaran & Bougie, 2016).

According to Chin and Dibbern (2010), the criteria for testing convergent validity must at least meet two values. For the indicator to be deemed to adhere to convergence validity and possess a high degree of validity, both the loading factor and the Average Variance Extracted (AVE) value must surpass 0.70 and 0.50, respectively. It may be said that the indicators are convergently valid when these two requirements are satisfied. Tables 3 and 4 below provide the loading factor and AVE data from SmartPLS version 4.

Table 3. Loading Factor Value

Variables	Indicator	Loading Factor	Rule of Thumb	Description
Endorsement	X.1	0.799	0,7	Valid
	X.2	0.817	0,7	Valid
	X.3	0.938	0,7	Valid
	X.4	0.885	0,7	Valid
	X.5	0.903	0,7	Valid
	X.6	0.942	0,7	Valid
Repurchase Intention	Y.1	0.821	0,7	Valid
	Y.2	0.923	0,7	Valid
	Y.3	0.835	0,7	Valid
	Y.4	0.770	0,7	Valid
	Y.5	0.827	0,7	Valid
	Y.6	0.820	0,7	Valid
Religiosity	Z.1	0.765	0,7	Valid
	Z.2	0.887	0,7	Valid
	Z.3	0.842	0,7	Valid
	Z.4	0.918	0,7	Valid
	Z.5	0.895	0,7	Valid
	Z.6	0.949	0,7	Valid

Source: Data Processing Results (2024)

Table 4. Average Variance Extracted (AVE) Value

Variables	Average Variance Extracted (AVE)	Description
Endorsement	0.779	Valid
Repurchase Intention	0.695	Valid
Religiosity	0.771	Valid

Source: Data Processing Results (2024)

In Table 3, the Loading Factor (Outer Loadings) value for each item (Independent, Dependent, and Intervening variables) exceeds 0.70. This indicates that the assumption of Convergent Validity based on the Loading Factor has been met, indicating the validity of the

data. Furthermore, Table 4 shows that the AVE values of the three variables are > 0.50 . This confirms that the assumption of Convergent Validity based on AVE values is also met, confirming the validity of the data.

b. Discriminant Validity

Discriminant Validity is a crucial dimension in the evaluation of measurement models, aiming to ensure that each concept in the latent model is completely different from other variables. According to [Ghozali \(2016\)](#), this test evaluates the accuracy of the measuring instrument in performing its function. Although the traditional approach has long been used, [Henseler et al. \(2015\)](#) found that the method is less effective in detecting discriminant validity issues in general research situations. As a solution, they proposed a new approach based on a multitrait-multimethod matrix: the Heterotrait-Monotrait correlation ratio (HTMT).

The official SmartPLS website confirms that discriminant validity is considered met if the HTMT value is less than 0.90 between two reflectively measured constructs. In addition, [Sekaran and Bougie \(2016\)](#) highlighted the importance of cross-loading values in testing discriminant validity. They stated that the cross-loading value of each indicator should be higher on its own construct than on other constructs, both horizontally and vertically, to ensure adequate discriminant.

Referring to these two criteria, this study uses two parameters to test discriminant validity: the HTMT ratio and the cross-loadings value. Table 5 and Table 6 below present the results of testing discriminant validity based on HTMT values and cross-loadings, illustrating the discriminant quality between constructs in the research model.

Table 5. Heterotrait-Monotrait Ratio (HTMT) Values

	Endorsement (X)	Repurchase Intention (Y)	Religiosity (Z)
Endorsement (X)			
Repurchase Intention (Y)	0.815		
Religiosity (Z)	0.364	0.570	

Source: Data Processing Results (2024)

Table 6. Cross Loadings Value

Indicator	Variables		
	Endorsement	Repurchase Intention	Religiosity
X.1	0.799	0.545	-0.248
X.2	0.817	0.608	-0.238
X.3	0.938	0.728	-0.347
X.4	0.885	0.645	-0.334
X.5	0.903	0.735	-0.332
X.6	0.942	0.733	-0.374
Y.1	0.598	0.821	-0.586
Y.2	0.695	0.923	-0.499
Y.3	0.670	0.835	-0.407
Y.4	0.596	0.770	-0.302
Y.5	0.654	0.827	-0.345
Y.6	0.584	0.820	-0.550
Z.1	-0.159	-0.327	0.765

Z.2	-0.329	-0.517	0.887
Z.3	-0.274	-0.392	0.842
Z.4	-0.347	-0.527	0.918
Z.5	-0.367	-0.511	0.895
Z.6	-0.351	-0.526	0.949

Source: Data Processing Results (2024)

Tables 5 and 6 above show the results of the discriminant validity test based on the HTMT value and cross-loadings. Based on the HTMT approach, Table 5 demonstrates that all constructs have HTMT values less than 0.90, satisfying the requirements for discriminant validity. Meanwhile, Table 6 presents the cross-loading values, where each indicator has a greater value in its own construct than the others, both vertically and horizontally. This pattern is consistent across all variables: endorsement (independent), repurchase intention (dependent), and religiosity (intervening). Therefore, it can be formulated that all elements in this study's framework have met the discriminant validity criteria based on both HTMT and cross-loading values.

2. Reliability Test

Reliability testing is a way to assess the consistency of a questionnaire that reflects markers (indicators) of research variables. According to [Ghozali \(2011\)](#), a questionnaire is considered reliable if participants give regular or stable responses. Two parameters were used in this research to test for dependability: Cronbach's Alpha and Composite Reliability. To satisfy the dependability requirements, both parameters' values must be more than 0.70, claim [Chin and Dibbern \(2010\)](#). Table 7 below displays the findings of Cronbach's Alpha and Composite Reliability computations made using SmartPLS 4.

Table 7. Cronbach's Alpha and Composite Reliability Values

Variables	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Description
Endorsement	0.943	0.952	0.955	Reliable
Repurchase Intention	0.911	0.915	0.932	Reliable
Religiosity	0.940	0.957	0.953	Reliable

Source: Data Processing Results (2024)

Table 7 indicates that Cronbach's Alpha and Composite Reliability numbers for all variables (Independent, Dependent, and Intervening) exceed 0.70. These results indicate that the reliability testing criteria have been met, and the research instrument can be declared reliable.

Inner Model Testing

1. Path Analysis

Path Analysis, also known as the Mediation Test, is an extension of Regression Analysis, which aims to identify indirect effects between variables in a model ([Ghozali, 2016](#)). Independent, mediating, and dependent variables are the three variables tested in this procedure ([Noor, 2011](#)). As an intermediate that indirectly transmits the impact of the Independent Variable to the Dependent Variable, the Mediating Variable is crucial to Path Analysis.

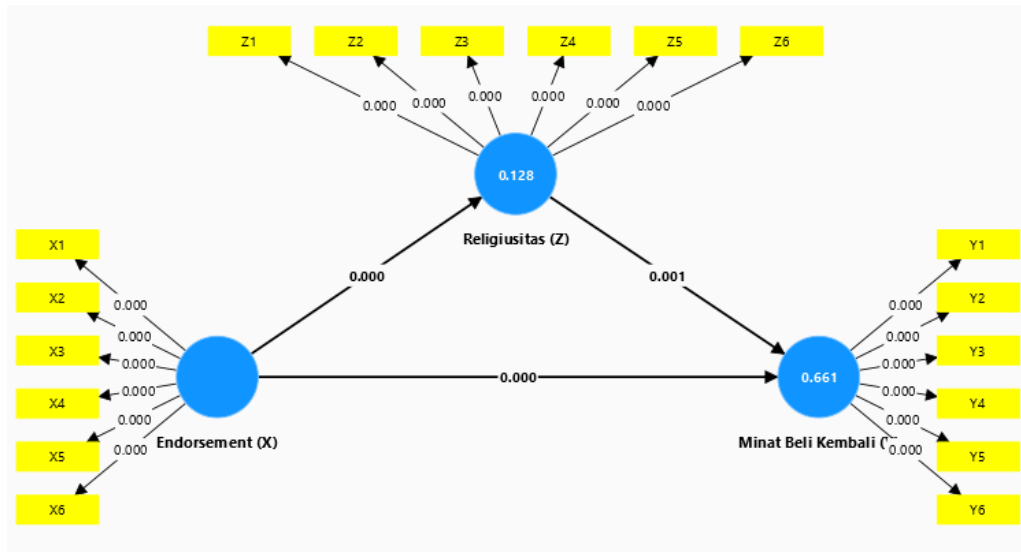


Figure 3. Recapitulation of Path Analysis
Source: Data Processing Results (2024)

a. R-Square

The degree to which independent (exogenous) factors influence dependent (endogenous) variables is shown by the R-Square indicator. The coefficient of determination, or R-Square, ranges from 0 to 1 and quantifies how effectively the independent variables collectively explain the variation in the dependent variable. If the value is close to one, then the model is considered better. There are 3 classes for the R-Square value, namely: strong (≥ 0.75), moderate (around 0.50), and weak (around 0.25) (Hair et al., 2010). Table 8 below displays the findings of the R-Square computation used in this investigation.

Table 8. R-Square Value

Variables	R-Square	R-Square Adjusted
Repurchase Intention (Y)	0.661	0.654
Religiosity (Z)	0.128	0.119

Source: Data Processing Results (2024)

According to the preceding chart, the coefficient of Determination (R-square) value for the Dependent Variable (Repurchase Intention) is 0.661. This indicates that the Endorsement variable has an impact of 66.1% on Repurchase Intention, which is classified in the moderate category because it is more than 0.50. In contrast, the Intervening Variable (Religiosity) has an R-square value of 0.128, indicating that the independent variable affects it by only 12.8%. Other factors not included in this research will probably impact the remainder.

b. Goodness of Fit Test

The Goodness of Fit (GoF) evaluates the feasibility and accuracy of the overall model as a validation method in PLS-SEM, as noted by Pangestu (2022). According to Ghazali and Latan (2020), if a model's SRMR value is less than 0.10, it meets the GoF requirement; if it is less than 0.08, it is said to be a perfect match. The table below displays the SRMR values derived from the computations:

Table 9. Standardized Root Mean-square Residual (SRMR) Value

	Saturated Model	Estimated Model
SRMR	0.077	0.077

Source: Data Processing Results (2024)

Table 9 shows that the SRMR value is 0.077, which means that the model in this study is declared fit and even perfect fit because the value is less than 0.08.

c. f-Square (Effect Size)

The f-Square (effect size) test is needed to determine how much effect between variables. This test aims to assess the strength of the relationship or effect between variables in a study (Hair et al., 2019). Chin (1998) provides an interpretation of the f-Square value to determine the magnitude of the impact at the structural level of a research framework. According to this interpretation, an f-Square value of 0.02 indicates a small effect, 0.15 signifies a moderate effect, and 0.35 represents a large effect. Table 10 below will provide the outcomes of the f-Square computation.

Table 10. Value of f-Square

Variables	Endorsement (X)	Repurchase Intention (Y)	Religiosity (Z)
Endorsement (X)		1.082	0.147
Repurchase Intention (Y)			
Religiosity (Z)		0.248	

Source: Data Processing Results (2024)

The independent variable (X) and the dependent variable (Y) have an f-Square value of 1.082, as seen in Table 10. Given that the result is more than 0.35, this suggests that the independent variable has a significant impact on the dependent variable. Furthermore, the independent variable (X) has an f-Square value of 0.147 on the intervening variable (Z), which indicates that the effect is relatively small because the value is less than 0.15, although it is almost close to the moderate category. Finally, the f-Square value between the intervening variable (Z) and the dependent variable (X) is 0.248, which means that the effect is classified as moderate because the value is greater than 0.15 and less than 0.35.

d. Path Coefficients (Direct Effect)

Path coefficients are numbers that show how strongly and in which direction variables in the research model are directly related to one another (Ghozali, 2016). In the path coefficient table, the value to note is the Original Sample (O), because this number shows if there is a positive or negative link between the constructs. The path coefficient is helpful in ascertaining if a hypothesis has a positive or negative connection direction. A connection is positive if the path coefficient value falls between 0 and 1, and negative if it falls between -1 and 0 (Ghozali, 2016).

Using the T-Statistic, the path coefficient's significance is examined. If the T-Statistic score is higher than 1.96, the link is deemed statistically significant at a 5% significance level (Ghozali, 2011). The probability that the observed findings were the result of chance is indicated by the P-Value. When the P-Value is below 0.05, the relationship between the variables is considered

significant. However, if the P-Value exceeds 0.05, the relationship is not significant (Beers, 2024). In other words, a significant P-Value indicates a real influence or relationship, not just a coincidence. For clearer results, see Table 11 below.

Table 11. Path Coefficient Value (Direct Effect)

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Endorsement (X) → Repurchase Intention (Y)	0.648	0.650	0.102	6.362	0.000
Endorsement (X) → Religiosity (Z)	-0.358	-0.369	0.091	3.942	0.000
Religiosity (Z) → Repurchase Intention (Y)	-0.311	-0.314	0.092	3.386	0.001

Source: Data Processing Results (2024)

Table 11 above present the link between the Endorsement variable (X) and Repurchase Intention (Y). The measured coefficient value of 0.648 shows a substantial positive correlation between the variables. The P-value of 0.000 (below the 0.05 threshold) and the T-statistic value of 6.362, which is more than 1.96, confirm that this statistically significant direct relationship is not due to chance.

The coefficient value of -0.358 illustrates a negative relationship between the Endorsement variable (X) and Religiosity (Z). The T-Statistic value of 3.942, which is greater than 1.96, indicates that this association is statistically significant. Additionally, the P-Value of 0.000, which is less than 0.05, indicates a substantial direct relationship between the Endorsement variable (X) and Religiosity (Z), and this effect is not due to chance.

A negative correlation is shown by the coefficient value of -0.311 between the Religiosity variable (Z) and Repurchase Intention (Y). The statistical significance of this association and the fact that it is not the result of chance are shown by the P-Value of 0.001, which is less than 0.05, and the T-Statistic value of 3.386, which is more than 1.96.

e. Specific Indirect Effect

By using mediating or intervening factors, the indirect effect idea assesses how robust the link between exogenous and endogenous variables is (Haryono, 2016). Hoyle (2014) defines mediation as a third variable that influences the connection between independent and dependent variables. Table 12 below presents the mediation test results.

Table 12. Mediation Test Results (Indirect Effect)

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
(X) → (Z) → (Y)	0.111	0.115	0.042	2.664	0.008

Source: Data Processing Results (2024)

Table 12 shows that the Coefficient (O) of 0.111 indicates a positive indirect effect from Endorsement to Repurchase Intention through variable Z (Religiosity). The T-Statistic value of 2.664 indicates that this effect is significant, as it exceeds the limit of 1.96, which is usually considered significant at the 0.05 level of significance. The P-Value of 0.008 (<0.05)

corroborates that Religiosity (Z) significantly mediates the impact of Endorsement (X) on Repurchase Intention (Y), not just coincidentally.

Discussion

The Effect of Endorsement (X) on Repurchase Intention (Y)

The results of this study indicate that endorsement by Haikal Hassan has a significant positive influence on Muslim consumers' repurchase intention for Pizza Hut products (path coefficient = 0.648; T-Statistic = 6.362; P-Value = 0.000). This finding is consistent with the research of [Fadhili et al. \(2023\)](#) and [Utami \(2023\)](#), which both state that endorsers who are relevant to the target audience can increase consumers' positive perceptions of the brand and repurchase intentions. In this study, Haikal Hassan, as a religious figure who is emotionally close to Muslim consumers, succeeded in creating a strong emotional appeal that significantly influences repurchase intentions.

The Effect of Endorsement (X) on Religiosity (Z)

The results show that endorsement has a negative influence on Muslim consumers' religiosity (path coefficient = -0.358; T-Statistic = 3.942; P-Value = 0.000). Although endorsements have been shown to be effective in increasing repurchase intentions, Muslim consumers tend to feel that the use of religious figures is more of a marketing strategy than a reflection of the brand's authentic religious values. This finding aligns with [Asiyah and Hariri's \(2021\)](#) research, which states that religiosity can strengthen consumer resistance to brands that are considered incompatible with religious values. This negative relationship indicates that a religiosity-based marketing approach must be done carefully to avoid creating negative consumer perceptions.

The Effect of Religiosity (Z) on Repurchase Intention (Y)

The results showed that religiosity has a negative influence on Muslim consumers' repurchase intentions for Pizza Hut products (path coefficient = -0.311; T-Statistic = 3.386; P-Value = 0.001). This finding aligns with [Habriyanto's \(2019\)](#) research, which shows that consumers with high levels of religiosity tend to be more critical of brands that are not in line with their religious values. However, this result contradicts [Sidiq and Putra's \(2024\)](#) research, which states that religious values usually strengthen consumer loyalty to brands. In the context of this study, highly religious Muslim consumers' resistance to Pizza Hut is most likely due to their awareness of the brand's affiliation, which is perceived to be less in line with their religious values.

The Mediating Role of Religiosity in the Relationship between Endorsement and Repurchase Intention

The results show that religiosity significantly mediates the relationship between endorsement and repurchase intention with an indirect effect coefficient of 0.111 (T-Statistic = 2.664; P-Value = 0.008). However, this mediation effect is relatively weak compared to the direct effect of endorsement on repurchase intention. Based on the results of the analysis, the weak mediation effect indicates that endorsements have a stronger direct impact on repurchase intention than when mediated through the religiosity variable. This finding implies that other factors, such as product quality or brand perception, may play a more critical role in fostering consumer loyalty. When applying these findings to the case of Pizza Hut, it is evident that while endorsements successfully enhanced consumer religiosity, this effect was insufficient to significantly drive repurchase intention. Therefore, it is recommended that the endorsement strategy be integrated with other approaches to achieve more optimal outcomes.

Characteristics of Muslim Customers in the Context of the Research

This research highlights the characteristics of Muslim customers as the main respondents, focusing on their level of religiosity and awareness of brand affiliation. A high level of religiosity influences their perception of Pizza Hut, especially in the context of religious values. In this study, religiosity is defined as the level of understanding and practice of religious teachings that influence individual behaviour in daily life (Yafiz et al., 2020). In Islam, religiosity includes three main dimensions: *aqidah* (belief), *sharia* (adherence to religious rituals), and *akhlak* (social behaviour inspired by religious teachings) (Aida, 2017).

To measure religiosity, this study uses a questionnaire developed based on Glock and Stark's theory, which has been adapted to the Islamic context by Ancok and Suroso (2011). This questionnaire includes three main indicators (Imamuddin, 2017): (1) product conformity to the principles of faith, (2) the influence of brand affiliation information on the assessment of sharia aspects, and (3) consideration of social and religious solidarity in purchasing decisions. Respondents with high scores on these three indicators are categorized as having a high level of religiosity.

This study further examined distinct characteristics of Muslim consumers that influence their perceptions of Pizza Hut. The first notable characteristic pertains to Awareness of Political Issues. Muslim consumers who are aware of Pizza Hut's affiliation with Israel tend to show initial resistance to the brand. This resistance is reflected in the negative relationship between religiosity level and repurchase intentions.

For the second aspect, this study examines the influence of religious figures. This study found that endorsements by religious figures such as Haikal Hassan succeeded in reducing the resistance of some consumers, especially those with low religiosity levels or less affected by political issues. However, resistance remains high for consumers with very high religiosity levels despite endorsements from religious figures.

Pizza Hut Affiliation and Muslim Consumer Resistance

In the context of the Pizza Hut case, the brand's affiliation with Israel has triggered resistance among Muslim consumers, especially those with high levels of religiosity. This is consistent with the findings of Alfina and Tresnawaty (2024), who stated that the boycott movement against brands with ties to Israel is often driven by moral solidarity and religious values. Another study by Khoiruman and Wariati (2023) also revealed that religiosity and consumer awareness factors play a significant role in motivating the boycott movement against brands with controversial political affiliations.

Pizza Hut's endorsement strategy, especially through the support of religious figures such as Haikal Hassan, is an attempt by the brand to attract back Muslim consumers who previously showed resistance due to political affiliation issues. Although this strategy has succeeded in reducing the resistance of some consumers, especially those who are less religious or do not care much about political issues, its limitations remain in several aspects.

1. Effectiveness on Consumers with Low Levels of Religiosity
Endorsements from religious figures give the brand new legitimacy in the eyes of consumers with low to moderate religiosity. This helps the brand rebuild a positive image and increase repurchase intentions.
2. Limitations for High Religiosity Consumers
Highly religious Muslim consumers remained skeptical and reluctant to buy products from Pizza Hut, despite endorsements from religious leaders. This suggests that endorsement strategies alone are not enough to change the perceptions of this group of consumers, as they tend to cling more to religious and moral values.

3. Ethical Implications

The use of religious figures in marketing, such as endorsements by religious figures, raises ethical questions regarding the exploitation of religious values for commercial purposes. While this strategy may increase repurchase intentions, there is a risk that consumers will feel their religious values are being manipulated for business gain. [Aruman \(2024\)](#) notes that consumers with high religiosity tend to be sceptical of controversial brands that utilize religion as a marketing tool. Therefore, this approach should be approached carefully to avoid negative perceptions that could undermine consumer trust.

4. Long-term Impact

In the long run, the use of religious figures in marketing can have mixed impacts. On the one hand, this strategy can strengthen the emotional connection between brands and consumers, especially among those who identify with religious values. However, if this strategy is perceived as insincere or manipulative, it can damage the brand image and reduce consumer loyalty, especially among highly religious consumers. Therefore, companies need to balance marketing effectiveness with the authenticity and integrity of the values they represent through religious figures.

Unique Aspects of the Research

This research is unique in exploring how endorsements from religious figures can influence consumer behaviour in controversial situations, such as brand boycotts. The findings make a new contribution to the marketing and consumer behaviour literature, especially in the context of the relationship between religious values and marketing strategies. Some of the unique aspects revealed by this study are as follows.

1. Endorsements in Controversial Situations

This research shows that endorsements by religious figures can be an effective strategy to overcome consumer resistance to brands in controversial situations. However, the effectiveness of this strategy depends on the level of religiosity of the consumer. Consumers with low to moderate levels of religiosity tend to be more receptive to brands they previously rejected, while consumers with high levels of religiosity continue to show resistance. These findings provide new insights into how marketing strategies can be tailored to segment consumers based on their religious values.

2. Religiosity as an Inhibiting Factor

One of the important findings of this study is that religiosity can be an inhibitor in building brand loyalty. Highly religious consumers tend to be more sceptical of brands that are perceived to be inconsistent with their religious values, even when the brand tries to improve its image through the endorsement of religious figures. This suggests a complex relationship between religious values and consumer behaviour, which has not been widely explored in previous literature.

3. Use of Religious Figures as a Crisis Strategy

This research also reveals that religious figures can effectively address brand crises, especially among consumers who have an emotional affiliation with religious values. However, this strategy has its limitations, especially if consumers feel that the use of religious figures is manipulative or insincere. Therefore, this research highlights the importance of authenticity and integrity in the use of religious figures as part of a marketing strategy.

4. Contribution to Marketing Literacy

This study makes a significant contribution to marketing literature by introducing a new approach in understanding Muslim consumer behavior, particularly in the context of political and religious issues. The findings can serve as a basis for further research on how religious

values influence purchasing decisions.

5. Practical Implications for Companies

In addition to academic contributions, this study also provides practical guidance for companies in designing marketing strategies that are more sensitive to consumers' religious values. This is important for building long-term relationships with religious consumer segments.

CONCLUSIONS

After conducting the research, this study resulted in several important conclusions. First, endorsement by Haikal Hassan has a positive impact on Muslim consumers' repurchase intention on Pizza Hut products, even though the product has an affiliation with Israel. Second, the endorsement had a negative impact on the religiosity of Muslim consumers. An increase in endorsements tends to reduce the level of religiosity because it is considered contrary to religious values. Third, religiosity itself negatively affects repurchase intention. Muslim consumers with high religiosity often have lower repurchase intention for Pizza Hut products, as they are more critical of the product's affiliation with Israel. Finally, religiosity acts as a significant intervening variable. Although religiosity directly reduces repurchase intention, Haikal Hassan's endorsement can indirectly increase repurchase intention through changing consumer perceptions.

LIMITATION & FURTHER RESEARCH

This study acknowledges several important limitations that should be considered when interpreting its findings. First, the research utilized a limited sample size of 100 respondents obtained through online questionnaires. This sample may not fully represent the diverse Indonesian Muslim consumer population and might have excluded certain demographic groups with limited internet access. Additionally, the study's geographical scope was primarily focused on Indonesian Muslim consumers, which limits its generalizability to other Muslim-majority countries. It also fails to account for regional differences within Indonesia that might affect consumer behaviour and religious perspectives.

Another limitation lies in the temporal nature of the research, as the study was conducted during a specific period when the Israel-Palestine conflict was particularly prominent in media coverage. This timing might have influenced consumer sentiments and responses, potentially biasing the results. Furthermore, the study's methodological approach relied solely on quantitative methods and focused on only three main variables (endorsement, religiosity, and repurchase intention). This approach might have overlooked other influential factors in consumer behaviour and missed deeper insights that could be gained through qualitative approaches.

The low R-square value for religiosity (0.128) further highlights the model's limitations in explaining this variable's variability. This suggests that other unexamined factors—such as psychological, social, or cultural influences—might play a significant role in shaping religiosity but were not included in the study.

Several promising directions could be explored for future research. Researchers could employ mixed methods approaches, combining quantitative surveys with qualitative interviews or focus groups to gain deeper insights into consumer motivations and decision-making processes. Longitudinal studies could also be conducted to examine how consumer attitudes change over time, particularly in response to evolving geopolitical situations and changing market conditions. Expanding similar studies to other Muslim-majority countries would enable cross-cultural comparisons and provide a broader understanding of how religious endorsements influence consumer behaviour in different contexts.

Future studies could also investigate additional psychological and social factors that might

influence the relationship between religious endorsements and purchase decisions. This would help develop more comprehensive theoretical frameworks. Moreover, research could focus on practical applications, such as developing guidelines for ethical religious endorsements in marketing and examining the cost-effectiveness of religious endorsements compared to other marketing strategies. These future research directions would contribute to a better understanding of the complex relationship between religious endorsements, consumer behaviour, and marketing effectiveness in Muslim markets.

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