

Fikri Farhan <fikrifarhan@upy.ac.id>

Wed, Jul 8, 2020,
1:00 PM

to selamisezgin

Dear Selami Sezgin

I have submitted my manuscript titled *Factors Affecting Muslim Students Repurchase Intention of Halal Food in Yogyakarta*, Indonesia [manuscript id: 748150] to your journal via the DergiPark platform on 6/5/2020. I would be grateful if you could let me know whether there has been any further progress on my submission.

Sincerely

Fikri Farhan

Lecturer at Department of Management
Faculty of Business
Universitas PGRI Yogyakarta

Selami Sezgin

Dear Dr. Fikri FARHAN

I have now received the referee's comments on your paper "748150 - Factor Affecting Muslim Students Repurchase Intention of Halal Food in Yogyakarta, Indonesia". As you can see in the attached report, the reviewer raises a few concerns with respect to your paper. Should you wish to revise your paper along the lines suggested by our referee, I will be happy to consider a revised version for publication, subject to the usual blind review process. When resubmitting the revised version, please also include a list detailing all the changes and revisions undertaken and how you have responded to the reviewer's comments and suggestions.

Selami Sezgin

R-1136772Factor Affecting Muslim Students Repurchase Intention of Halal Food in Yogyakarta
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IndonesiaREF.docx

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Fikri FARHAN

Dear Selami Sezgin

Thank you for the information about the status of my article. I am also grateful to the reviewers for their thoughtful comments and efforts towards improving our manuscript. I attach two files 1) Full revised manuscript. 2) A more detailed list of changes to the article based on suggestions from the reviewers.

Fikri FARHAN

[Detail.docx](#)

July 16, 2020 at 5:33:31 PM [Download](#)

Fikri FARHAN

[Factor Affecting Muslim Students Repurchase Intention of Halal Food in Yogyakarta, Indonesia..docx](#)

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Fikri FARHAN

Dear Selami Sezgin

We have seen the status of our article in this journal, "ready for an issue." Thanks to the editors for their work. But we have a question regarding the publishing process. When is our article scheduled to be published? Because in this October issue, We don't see our article included in it. Please provide us with information about it. Thank you

October 22, 2020 at 3:55:32 PM

Selami Sezgin

Your article will be published in January 2021 3 (1) issue DOI: 10.47103/bilturk.748150

October 29, 2020 at 12:27:24 PM

Fikri FARHAN

Thank you for providing me the requested information

14.07.2020

Dear Dr. Fikri FARHAN

I have now received the referee's comments on your paper "**748150 - Factor Affecting Muslim Students Repurchase Intention of Halal Food in Yogyakarta, Indonesia**". As you can see in the attached report, the reviewer raises a few concerns with respect to your paper. Should you wish to revise your paper along the lines suggested by our referee, I will be happy to consider a revised version for publication, subject to the usual blind review process. When resubmitting the revised version, please also include a list detailing all the changes and revisions undertaken and how you have responded to the reviewer's comments and suggestions.

Thank you for choosing BILTURK as an outlet for your research.



Yours Sincerely

Selami Sezgin**Editor**

Referee Report I

Although the manuscript appears to offer exceptional contributions to the existing literature on consumer behavior, I believe that some aspects of the paper need revision. In particular, I had the following comments:

- The abstract failed to provide a general overview of the methods and results of the manuscript.
- The discussion section needs some revisions. The authors are recommended to highlight the central contributions of the present research to the existing literature on repurchase intention of halal food. How did the present findings expand the on-going theoretical discourse on the antecedents of repurchase intention of halal food? What are the concrete theoretical implications of the research? How did the current study fill gaps that were not addressed by previous research? These issues should be emphasized when revising the discussion and conclusion section.
- What are the managerial implications of this research? What can organizations do with this information? I would have liked if the authors spent longer explaining the implications of these results.
- The authors are recommended to expand the methodological limitations of the present research and propose future research directions.
- Throughout the manuscript, I observed a significant number of grammatical errors and issues in writing style. Hence, it may be a good idea to seek the assistance of a native English speaker to review and edit the manuscript

Referee Report II

Although the halal product label has an effect on the pre-purchase study, it is inadequate both in terms of associating it with the relevant literature and contributing to the results obtained. When the subject of repurchase is studied, it is understood that the respondents place more emphasis on brand image and product quality rather than this factor in the context of their familiarity with the halal product label. In this case, the results of the study cannot provide a specific contribution to the relevant literature. Moreover, even in this state, the results of the study have not been evaluated by comparing the relevant literature.

Response to the reviewer

- **The abstract failed to provide a general overview of the methods and results of the manuscript**

This study uses a quantitative approach. The data used are primary data collected through the distribution of questionnaires to 194 students from four campuses in Sleman district, namely Universitas Islam Indonesia, Universitas Pembangunan Nasional "Veteran" Yogyakarta, Institut Pertanian "stiper" Yogyakarta, and Universitas Amikom Yogyakarta. Data in this study were collected through survey methods. The total respondents collected were 194 students from four universities in Sleman, Yogyakarta. Data were processed using SPSS analysis tools with multiple linear regression techniques.

This study's results indicate that the perceived halal label and religious beliefs do not affect repurchase intention. Conversely, brand image and perceived product quality affect student repurchase intentions.

- **The authors are recommended to highlight the central contributions of the present research to the existing literature on repurchase intention of halal food. How did the present findings expand the on-going theoretical discourse on the antecedents of repurchase intention of halal food? What are the concrete theoretical implications of the research? How did the current study fill gaps that were not addressed by previous research? These issues should be emphasized when revising the discussion and conclusion section.**

In this case, the results of the study cannot provide a specific contribution to the relevant literature. Moreover, even in this state, the results of the study have not been evaluated by comparing the relevant literature (referee report II)

Research on factors that influence consumers' repurchase intention on halal food products is still limited in number, especially in the Indonesian context. Therefore, this study examines the factors that influence Muslim consumers' repurchase intentions on halal food products. Four variables are hypothesized to influence the repurchase intention, namely, perceived halal label, brand image, perception of product quality, and religious belief.

Statistical test results indicate there are two supported hypotheses (H2 and H3). More specifically, this study's results show that brand image has a positive and significant effect on consumer repurchase intention (H2). Thus, the higher the brand image, the higher the intention to repurchase consumers on halal food products. The results of this study are in line with previous research, which states that brand image influences repurchase intentions (Riki Wijayajaya & Tri Astuti, 2018; Sidi Izzudin & Novandari, 2018).

The results of this study are also consistent with previous research (Ariffin et al., 2016; Zhang et al., 2011), which states that perceived product quality influences consumer repurchase intention (H3). This result means that the higher the perceived product quality, the higher the intention to repurchase consumers on halal food products.

There are two unsupported hypotheses in this study (H1 and H4). The results of the hypothesis test showed that the perceived halal label and religious beliefs did not have a positive effect on consumers' repurchase intentions on halal labeled food. This finding is interesting, generally when a person buys a halal product is influenced by the perceived halal label (Abdul Khalek & Mohd Mokhtar, 2016; Hayat Muhammad Awan et al., 2015) and their religious belief. Consumers

consider buying new products if they do not violate or contradict ideas that are considered sacred by their religion (Yun et al., 2008).

In our opinion, this happens because consumers have already bought food products labeled as halal. So that when consumers are asked to repurchase the same product, they no longer make the halal label and religious beliefs as factors that influence their repurchase because they have experienced buying these food products. Their experience in buying shows that food products are halal and following the criteria of their religious teachings.

- **What are the managerial implications of this research?**

The managerial implication in this research is halal-labeled food companies should be more focused on their brand image and perceived product quality when they want to increase consumer repurchase intentions. Because these two variables are proven in research influencing the repurchase intention of Muslim consumers on halal food. But that does not mean religious factors, such as halal labels and religious beliefs, are not necessary. These two factors are more influential on purchase intention rather than repurchase intention.

- **The authors are recommended to expand the methodological limitations of the present research and propose future research directions**

This research has limitations, especially in the sample involved in the study. The study only consisted of 136 student respondents. Although the number is relatively adequate for academic inquiry, the bigger figure should be addressed in future work.