

THE INFLUENCE OF RELIGIOSITY AND IDEOLOGY ON CUSTOMER COMMITMENT AT LAPIS TALAS BOGOR

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ABSTRACT

Lapis Talas Bogor is a well-known culinary product originating from Bogor, Indonesia, made from the region's famous taro (talas). This research aims to explore the business model, marketing strategy, and consumer behavior related to Lapis Talas Bogor. The study investigates how local identity is embedded in the product, contributing to its success as a popular souvenir. By analyzing data from interviews, customer reviews, and sales reports, this paper highlights the role of innovative packaging and effective branding in attracting tourists and maintaining customer loyalty. The findings suggest that the integration of cultural identity and modern business practices has been key to Lapis Talas Bogor's market sustainability. Furthermore, the halal certification has strengthened consumer trust, making it a favorable choice among Muslim consumers. This research concludes that Lapis Talas Bogor exemplifies the potential of regional specialties in contributing to local economic growth.

Keywords: Lapis Talas Bogor, local identity, business model, marketing strategy

ABSTRAK

Lapis Talas Bogor adalah produk kuliner terkenal yang berasal dari Bogor, Indonesia, terbuat dari talas (talas) yang terkenal di daerah tersebut. Penelitian ini bertujuan untuk mengeksplorasi model bisnis, strategi pemasaran, dan perilaku konsumen terkait Lapis Talas Bogor. Studi ini menyelidiki bagaimana identitas lokal tertanam dalam produk tersebut, yang berkontribusi terhadap kesuksesannya sebagai souvenir populer. Dengan menganalisis data dari wawancara, ulasan pelanggan, dan laporan penjualan, makalah ini menyoroti peran kemasan inovatif dan branding yang efektif dalam menarik wisatawan dan mempertahankan loyalitas pelanggan. Temuan ini menunjukkan bahwa integrasi identitas budaya dan praktik bisnis modern merupakan kunci keberlanjutan pasar Lapis Talas Bogor. Selain itu, sertifikasi halal telah memperkuat kepercayaan konsumen, menjadikannya pilihan yang disukai konsumen Muslim. Penelitian ini menyimpulkan bahwa Lapis Talas Bogor mencontohkan potensi makanan khas daerah dalam memberikan kontribusi terhadap pertumbuhan ekonomi lokal.

Kata kunci: Lapis Talas Bogor, identitas lokal, model bisnis, strategi marketing

A. INTRODUCTION

Lapis Talas Bogor is one of the most iconic culinary products from Bogor, Indonesia. Made from locally grown taro (talas), the cake has become a popular souvenir for tourists visiting the city. The unique taste and texture of Lapis Talas Bogor set it apart from other traditional cakes, blending local ingredients with modern culinary techniques. Over the years, the brand has gained significant attention due to its innovative marketing strategies, attractive packaging, and commitment to producing halal-certified products. As Indonesia's tourism industry continues to grow, regional specialties like Lapis Talas Bogor play an essential role in promoting local culture and supporting the economy. This study aims to examine the influence of religiosity and ideology on customer commitment at Lapis Talas Bogor, focusing on how these factors shape consumer loyalty, brand perception, and the effectiveness of marketing strategies employed by the brand. By understanding the role of religiosity and ideology in consumer behavior, this study seeks to provide insights into how Lapis Talas Bogor can strengthen its brand presence and build a more committed customer base.

B. LITERATURE REVIEW

Customer commitment can be understood through three main dimensions: affective, continuance, and normative commitment. Affective commitment reflects the emotional attachment a customer feels toward a brand, often driven by positive experiences and personal satisfaction. Continuance commitment involves the perceived costs of leaving or switching brands, where customers remain loyal due to significant time, financial, or effort-related costs associated with changing brands. Normative commitment, on the other hand, stems from a sense of obligation or moral responsibility, where customers believe that remaining loyal is the right thing to do, often influenced by personal values or societal expectations. Together, these dimensions explain the multifaceted nature of customer loyalty and their intentions to continue engaging with a brand (Han & Ryu, 2012).

The influence of religiosity on customer commitment has been the focus of various studies, underscoring its significant role in shaping consumer behavior. Research indicates that higher levels of religiosity can enhance customer commitment by fostering trust and satisfaction with brands that align with religious values. For instance, one study found that intrinsic religiosity positively impacts customer loyalty through ethical judgments and life satisfaction, suggesting that consumers who are more religiously committed are likely to exhibit stronger loyalty towards brands that resonate with their beliefs (Wahyoedi & Winoto, 2021). Additionally, another study emphasized that religious commitment not only affects customer satisfaction but also reinforces loyalty, indicating that as customers deepen their adherence to religious principles, their commitment to brands reflecting those values intensifies (El Junusi et al., 2021).

The term "ritualistic" refers to behaviors, practices, or actions that are performed regularly and follow a set pattern, often with symbolic meaning attached to them. In the

context of religiosity, ritualistic actions involve formal or informal religious ceremonies, prayers, and other acts of devotion that are repeated as part of one's faith expression. These practices serve not only as demonstrations of belief but also as ways to strengthen social bonds within a religious community and reinforce the individual's sense of spiritual identity. Ritualistic behaviors help provide structure and continuity in religious life, offering participants a way to engage with their faith on a personal and communal level (Glock & Stark, 1965).

The ritualistic dimension of religiosity encompasses the practices and rituals that individuals engage in as part of their religious observance. This dimension includes formal rituals such as Christian baptism, Hindu yajna, and Zoroastrian navjote ceremonies, which are often regarded as revealed and follow specific rules and orders (Smart, 1998). Rituals also involve activities that may not be strictly regulated but form consistent practices, such as yoga, prayer, and meditation (Understanding Religion, 2022). These rituals are characterized by formality, conventionality, and repetition, which gradually build meanings that sediment these actions, crystallizing them as rituals (Ries, 2020). Rituals are part of the human condition, subject to precise rules, and imply continuity, making them essential components of religious practice. For example, devout Muslims practice prayer (Salat) five times daily, which is a significant ritual in Islam (Smart, 1998). Similarly, the Catholic practice of the Rosary involves a series of prayers and meditations that link directly to events in the life of Mary and Jesus, demonstrating the interaction of multiple dimensions of religion in one practice (St Edmund's College, 2022). For example, devout Muslims practice prayer (Salat) five times daily, which is a significant ritual in Islam (Smart, 1998).

Customer commitment is defined as the psychological attachment and emotional bond that a customer develops towards a brand or organization, characterized by a willingness to maintain a long-term relationship with that entity. This commitment can manifest in various forms, including affective commitment, which reflects an emotional connection to the brand, and calculative commitment, which is based on the perceived costs associated with switching to another brand. Research indicates that customer commitment is influenced by factors such as trust, satisfaction, and the perceived value of products or services offered, ultimately leading to increased loyalty and repurchase intentions. As noted by Morgan and Hunt (1994), commitment encourages customers to continue their association with a company, fostering cooperative behaviors that are essential for successful long-term relationships (Guenzi & Georges, 2010; Hennig-Thurau et al., 2002).

The influence of ritualistic and customer commitment on consumer behavior is a significant area of study in marketing and consumer psychology. Ritualistic practices, such as those observed in the consumption of wine, are customer-centric processes of value creation that involve sacred moments in customers' lives, separated from the everyday (Suhartanto et al., 2021). These rituals are cocreated by broader customer ecosystems, including customers and their contexts, and other subjects, collectively determining value. For instance, in the field of wine, rituals emerge as ongoing, multilayered processes exerted by customers to feed their need for rituals, illustrating how wines become embedded in customers' lives through these practices (Suhartanto et al., 2021). On the other hand, customer commitment is a psychological or emotional

bond between a customer and a company, characterized by a willingness to maintain a long-term relationship. This commitment can manifest in various forms, including affective commitment, which reflects an emotional connection to the brand, and calculative commitment, which is based on the perceived costs associated with switching to another brand (Talal Abu Ghazaleh University College for Innovation, 2022). Research has shown that affective commitment has a positive impact on customer loyalty, followed by normative commitment and then calculative commitment (Talal Abu Ghazaleh University College for Innovation, 2022). Furthermore, studies have demonstrated that customer satisfaction plays a significant mediating role in the relationship between religious commitments and customer loyalty, highlighting the importance of ethical judgments in enhancing the impact of intrinsic religiosity on consumer loyalty (Roles of religiosity in enhancing life satisfaction, ethical judgements and consumer loyalty, 2021).

In the context of research, the term ideological refers to the set of beliefs, values, and principles that shape an individual's or a group's worldview and guide their behaviors and attitudes. Ideology serves as a framework through which people interpret their experiences and make sense of social, political, and economic phenomena. It encompasses various dimensions, including political orientations (such as liberalism or conservatism), religious beliefs, and cultural values, which collectively influence decision-making processes and social interactions. Scholars argue that understanding ideological dimensions is crucial for analyzing political behavior and social attitudes, as these ideologies often reflect underlying structures that govern political discourse and societal norms (Todosijevic, 2014)

The ideological dimension encompasses the beliefs, values, and principles that shape an individual's worldview and influence their behavior within a specific context, such as consumer behavior or organizational commitment. This dimension reflects the extent to which individuals identify with and are committed to a particular ideology, which can significantly impact their decisions and actions. For instance, in the realm of consumer behavior, ideological commitment may manifest as loyalty to brands that align with one's ethical beliefs or social values, driving customers to prefer certain products over others based on their ideological alignment. This commitment is not merely about passive agreement but involves an active engagement with the ideology, often leading to behaviors such as advocacy for the brand or participation in community initiatives that reflect those values. Understanding this ideological dimension is crucial for organizations aiming to foster deeper connections with their customers and enhance brand loyalty (Guenzi & Georges, 2010; Morgan & Hunt, 1994).

The influence of ideological commitment on customer commitment has been explored in various studies, highlighting how deeply held beliefs can shape consumer behavior and brand loyalty. Research indicates that when customers identify strongly with the ideological values of a brand—such as sustainability, ethical practices, or social justice—they are more likely to develop a strong emotional attachment to that brand, which enhances their overall commitment. For instance, customers who align with a company's mission or values often exhibit higher levels of trust and satisfaction, leading to increased repurchase intentions and advocacy for the brand. Additionally, ideological commitment can create a sense of community among consumers, further reinforcing

their loyalty and commitment to the brand (Guenzi & Georges, 2010; Morgan & Hunt, 1994). This intersection between ideology and customer commitment underscores the importance of aligning marketing strategies with consumers' values to foster long-term relationships.

In the context of research, experiential refers to the subjective and personal nature of an individual's experiences, particularly how these experiences shape their perceptions, emotions, and behaviors. This concept emphasizes the importance of understanding the qualitative aspects of experiences rather than merely quantitative measures. For instance, in customer experience research, experiential dimensions can include sensory engagement, emotional responses, and cognitive evaluations that collectively influence customer satisfaction and loyalty. By focusing on these experiential elements, researchers can gain deeper insights into how individuals interact with products or services, ultimately impacting their commitment and repurchase intentions. This multidimensional approach to experience is crucial for developing effective marketing strategies and enhancing customer relationships (Letto et al., 2021).

The experiential dimension of religiosity encompasses the personal and subjective experiences individuals have in relation to their faith, including emotions, feelings, and transformative moments that contribute to their spiritual lives. This dimension highlights the quality and content of human experiences as they relate to the divine or transcendent, capturing a wide range of emotional responses such as joy, awe, fear, and peace. It includes significant religious experiences like moments of revelation, mystical encounters, or feelings of connection during worship or prayer. These experiences often shape an individual's understanding of their faith and can be deeply personal, making them challenging to communicate to others. The experiential dimension serves as a foundation for other aspects of religious practice, suggesting that these profound personal experiences are essential for fostering commitment and participation in religious activities (Smart, 1998)

The influence of the experiential dimension of religiosity on customer commitment has been explored in various studies, revealing a significant relationship between personal religious experiences and the emotional bonds customers form with brands. Research indicates that individuals who have profound and positive religious experiences often develop a stronger affective commitment to brands that align with their values and beliefs. For instance, customers who feel a deep emotional connection during religious practices may be more likely to exhibit loyalty to companies that resonate with those experiences, leading to increased repurchase intentions. Additionally, the experiential dimension fosters a sense of community and belonging, which can further enhance customer commitment as individuals seek to maintain relationships with brands that reflect their spiritual or ethical values. This interplay suggests that businesses can benefit from understanding the role of experiential religiosity in shaping customer loyalty and commitment, ultimately influencing consumer behavior and decision-making processes (Keh et al., 2007; Fullerton, 2003).

Consequential, in the context of research, refers to the significant and lasting impact of actions or events, encompassing both actual and potential effects. This concept is integral to assessing the validity of tests, as proposed by Samuel Messick, who defined

consequential validity as the aspect of construct validity that evaluates the value implications of score interpretation and the actual and potential consequences of test use, particularly regarding issues of bias, fairness, and distributive justice (Messick, 1989; Sireci, 2012). It emphasizes the importance of considering the broader social consequences of testing, ensuring that assessments are not only valid but also fair and equitable (Messick, 1995). This nuanced understanding is crucial for developing stronger research in the field of psychological assessment, as highlighted by the European Journal of Psychological Assessment (EJPA) in their editorial on consequential validity (Sireci, 2012).

The consequential dimension refers to the implications and effects that arise as a result of an individual's religious beliefs and practices, particularly in relation to their interactions with others and their social responsibilities. This dimension encompasses the ways in which religious prescriptions shape adherents' attitudes and behaviors towards others, emphasizing the importance of actions such as charity, community service, and moral conduct that stem from one's faith. For instance, individuals who are committed to their religious principles may engage in acts of kindness, support those in need, and uphold ethical standards in their daily lives, reflecting the broader societal impact of their beliefs. This dimension highlights how religiosity not only influences personal spirituality but also fosters a sense of obligation towards community welfare and interpersonal relationships, thereby contributing to social cohesion and ethical behavior within society (Zulpahmi & Sunarta, 2018).

The influence of consequential factors on customer commitment has been explored in various studies, highlighting the significant role that the outcomes of customer experiences have on their loyalty to a brand. Research indicates that when customers perceive positive consequences from their interactions with a company—such as enhanced satisfaction, trust, and perceived value—they are more likely to develop a strong commitment to that brand. For instance, a study found that customer satisfaction serves as a crucial mediator between trust and commitment, suggesting that satisfied customers are more inclined to feel committed to the brand, which in turn influences their repurchase intentions (Morgan & Hunt, 1994). Additionally, the consequences of customer engagement and relationship commitment have been shown to positively affect repurchase intentions, further reinforcing the idea that favorable outcomes from customer experiences lead to stronger commitments (Riorini & Widayati, 2019). This interplay emphasizes the importance of understanding the consequential effects of customer interactions in fostering long-term loyalty and commitment.

Religiosity is defined as the degree to which individuals internalize and practice their religious beliefs, encompassing both their spiritual connection and outward expressions of faith through rituals and behaviors. It reflects not only the strength of one's belief in a higher power but also the extent to which these beliefs influence daily life and decision-making processes. This multifaceted construct includes various dimensions such as participation in religious activities, adherence to religious doctrines, and the emotional commitment to one's faith, ultimately shaping how individuals navigate their social environments and personal identities (Minton & Kahle, 2014; Delener, 1990).

Religiosity can be understood through various dimensions that capture the multifaceted nature of an individual's religious experience and expression. According to Glock and Stark, religiosity encompasses five primary dimensions: belief, practice, experience, knowledge, and consequences. The belief dimension refers to the acceptance of religious doctrines and the ideological framework that shapes an individual's understanding of spirituality. The practice dimension involves the rituals and behaviors associated with religious observance, such as prayer and participation in religious services. The experience dimension captures the personal and emotional experiences individuals have in relation to their faith, highlighting the subjective aspect of religiosity. The knowledge dimension assesses an individual's understanding of their faith, including familiarity with sacred texts and teachings. Finally, the consequences dimension reflects the impact of religiosity on an individual's behavior and moral decisions in daily life. Together, these dimensions provide a comprehensive framework for analyzing how religiosity influences personal identity and social interactions (Glock & Stark, 1965; El-Menouar & Stiftung, 2014).

Repurchase intention refers to the likelihood or willingness of consumers to make repeat purchases of a product or service, driven by factors such as satisfaction, trust, perceived quality, and positive experiences with the brand. This intention is a reflection of consumer behavior and commitment to continue buying from a particular brand or company, influenced by various elements including service quality, word of mouth, and social media marketing (Songting Dong, 2021; Mucahit Ozden, 2019; Hellier et al., 2003). Understanding and measuring repurchase intention is crucial for businesses as it helps identify and retain loyal customers, enhance brand loyalty, and improve overall business performance (Songting Dong, 2021; Hellier et al., 2003).

Repurchase intention encompasses several dimensions that influence a consumer's decision to buy a product or service again. Key dimensions include trust, which reflects the consumer's confidence in the brand and its offerings; perceived value, indicating the consumer's assessment of the benefits received relative to the costs incurred; and customer satisfaction, which is the emotional response resulting from previous purchase experiences. Additionally, brand loyalty plays a crucial role, as consumers who feel a strong attachment to a brand are more likely to intend to repurchase its products. Other dimensions may include convenience, which pertains to the ease of purchasing again, and social influence, where recommendations from peers or family can significantly impact repurchase intentions. Together, these dimensions provide a comprehensive understanding of the factors that drive consumers to return to brands they trust and value (Hellier et al., 2003; Chiu et al., 2009).

Previous research has established a significant positive relationship between religiosity and repurchase intention, indicating that higher levels of religious commitment can enhance consumers' likelihood of returning to purchase from a brand. For instance, a study conducted on customers of Islamic banks revealed that religiosity positively influences trust, which in turn affects repurchase intention, suggesting that when consumers feel their purchases align with their religious values, they are more inclined to remain loyal to the brand (Anjar Tri Mahardhika, 2022). Additionally, other studies have shown that religiosity not only affects purchase intentions but also reinforces customer loyalty by creating a sense of obligation and emotional attachment to

brands that resonate with their beliefs (Ekasari & Risk Management, 2015). This intersection of religious values and consumer behavior highlights the importance of understanding how religiosity can serve as a driving force for repurchase intentions in various market contexts.

Ritualistic practices, such as those involving religious ceremonies and devotional activities, have been found to positively influence repurchase intention in various studies. For instance, research has shown that consumers who participate in religious rituals often develop a stronger emotional connection with the brand, leading to increased loyalty and a higher likelihood of repeat purchases. This phenomenon is attributed to the sense of community and shared values that arise from these rituals, fostering a deeper commitment to the brand (Kotler and Keller, 2011). Additionally, studies have indicated that the positive experiences and emotional responses generated by these rituals can enhance customer satisfaction, which in turn drives repurchase intention (Sedianingsih et al., 2016).

The influence of ideological factors on repurchase intention has been explored in various studies, highlighting the significance of shared values and beliefs between consumers and brands. Research indicates that when consumers perceive a brand as aligned with their ideological beliefs—such as ethical sourcing, sustainability, or social responsibility—they are more likely to develop a strong emotional attachment to that brand, which enhances their intention to repurchase. For instance, studies have shown that customers who identify with a brand's ideology tend to exhibit higher levels of trust and satisfaction, leading to increased loyalty and a greater likelihood of repeat purchases (Bhatia, 2018; Amin et al., 2014). Additionally, the alignment of a brand's values with those of its customers can serve as a powerful motivator for repurchase intentions, as consumers are often driven by the desire to support brands that reflect their personal beliefs and ethics (Lee et al., 2017).

The relationship between religiosity, ideology, and customer commitment can be understood through consumer behavior theories such as Value and Decision-Making Theory and Customer Commitment Theory. Religiosity, particularly its ritualistic dimension, influences consumer decisions, especially in the context of halal certification, as religious consumers are more likely to choose products that align with their beliefs. The ideological dimension, which involves personal values and beliefs, plays a crucial role in fostering brand loyalty. When a product, like Lapis Talas Bogor, reflects these values—such as promoting local ingredients and halal certification—it resonates with consumers who hold similar ideologies, thereby enhancing their commitment. Additionally, the consequential dimension of religiosity, which relates to the moral satisfaction derived from consumption, also strengthens customer commitment. If consumers perceive that purchasing and consuming a product like Lapis Talas Bogor has positive moral outcomes (e.g., supporting local farmers or adhering to religious principles), their loyalty to the brand is further solidified. By integrating these dimensions of religiosity, Lapis Talas Bogor can build deeper connections with its customers, fostering long-term commitment beyond just the product's quality.

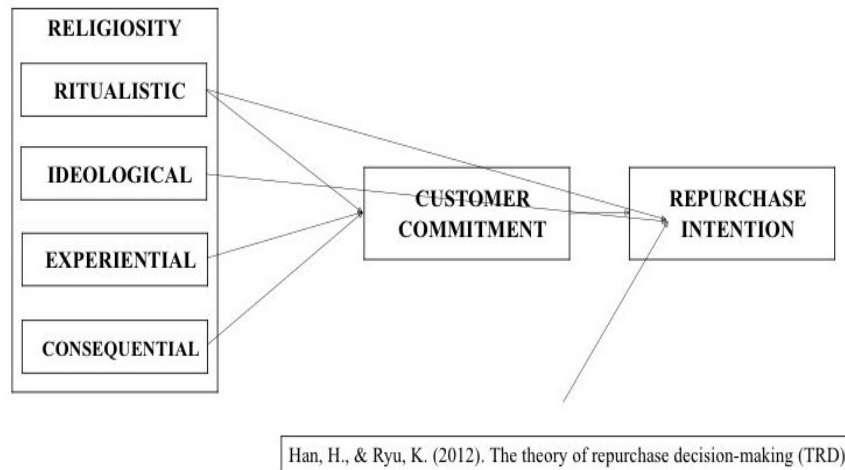


Figure 1 Framework religiosity and repurchase intention

C. METODHOLOGY

The production process of Lapis Talas Bogor, a traditional cake from Bogor, Indonesia, begins with the selection of high-quality ingredients, especially purple taro sourced from local farmers. Other ingredients like wheat flour, eggs, sugar, butter, and natural coloring are mixed in precise proportions, blended thoroughly, and baked in separate layers to create the cake’s soft, spongy texture. After baking and cooling, the cake is topped with buttercream frosting and additional toppings such as cheese. It is then carefully packaged in airtight containers to preserve freshness.

In analyzing consumer commitment to Lapis Talas Bogor, this study incorporates three key dimensions of religiosity: ritualistic, ideological, and consequential. The ritualistic dimension focuses on the role of religious practices in consumer behavior, examining whether religious observances (such as halal certification) influence purchasing decisions. The ideological dimension explores how personal beliefs and values impact brand loyalty, especially in relation to the values promoted by Lapis Talas Bogor. Lastly, the consequential dimension assesses how the outcomes of consumption, including feelings of moral satisfaction or guilt, affect customer commitment. These dimensions will be analyzed alongside the production and marketing strategies to provide a holistic view of the factors influencing customer loyalty. By integrating religiosity with the production process, this study seeks to offer a comprehensive understanding of the factors shaping consumer behavior and their commitment to the brand.

D. RESULT

The data analysis reveals strong relationships among most latent variables, as indicated by high loading values, suggesting reliable internal consistency across constructs. For example, Latent Variable 1 (RIT) includes indicators with loadings from 0.774 to 0.873, showing that the indicators consistently and effectively measure the underlying construct. Latent Variables 2 (IDE), 3 (EXP), 4 (CON), and 5 (COM) similarly display

high internal reliability, with strong indicator loadings, particularly for IDE1 (0.905), EXP4 (0.911), CON2 (0.926), and COM1 (0.936). These results imply that the measurements for these variables are robust and provide an accurate reflection of their intended constructs

Tabel. 1 Outer Loadings

| | Variabel Laten 1 | Variabel Laten 2 | Variabel Laten 3 | Variabel Laten 4 | Variabel Laten 5 | Variabel Laten 6 |
|------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| COM1 | | | | | 0,936 | |
| COM2 | | | | | 0,911 | |
| COM3 | | | | | 0,883 | |
| CON1 | | | | 0,894 | | |
| CON2 | | | | 0,926 | | |
| EXP1 | | | 0,638 | | | |
| EXP2 | | | 0,870 | | | |
| EXP3 | | | 0,878 | | | |
| EXP4 | | | 0,911 | | | |
| IDE1 | | 0,905 | | | | |
| IDE2 | | 0,813 | | | | |
| IDE3 | | 0,675 | | | | |
| REP1 | | | | | | 0,915 |
| REP2 | | | | | | 0,886 |
| REP3 | | | | | | 0,442 |
| RIT1 | 0,844 | | | | | |
| RIT2 | 0,873 | | | | | |
| RIT3 | 0,860 | | | | | |
| RIT4 | 0,806 | | | | | |
| RIT5 | 0,827 | | | | | |
| RIT6 | 0,774 | | | | | |

Data sources are processed independently (2024)

However, Latent Variable 6 (REP) demonstrates some inconsistency, as shown by the low loading for REP3 (0.442) compared to REP1 (0.915) and REP2 (0.886). This discrepancy suggests that REP3 may not align well with the overall construct, potentially compromising the validity of the measurement for Latent Variable 6. According to Hair et al. (2019), high loading values generally indicate reliable measurement alignment with the latent variable, whereas lower values, as seen with REP3, can signal validity issues. Further assessment or revision of REP3 may be needed to enhance the construct's accuracy and ensure consistency across all indicators.

Tabel. 2
Reability & Validity

| | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
|------------------|------------------|-------|-----------------------|-----------------------------------|
| Variabel Laten 1 | 0,910 | 0,913 | 0,931 | 0,691 |
| Variabel Laten 2 | 0,723 | 0,805 | 0,843 | 0,645 |
| Variabel Laten 3 | 0,847 | 0,883 | 0,898 | 0,692 |
| Variabel Laten 4 | 0,794 | 0,811 | 0,906 | 0,828 |
| Variabel Laten 5 | 0,896 | 0,904 | 0,935 | 0,828 |
| Variabel Laten 6 | 0,675 | 0,850 | 0,810 | 0,606 |

Data sources are processed independently (2024)

The reliability and validity measures for each latent variable suggest varying levels of consistency and construct accuracy. Latent Variables 1 (Cronbach's Alpha: 0.910) and 5 (0.896) show high reliability and composite reliability (0.931 and 0.935, respectively), as well as strong Average Variance Extracted (AVE) values of 0.691 and 0.828, indicating that these constructs have high internal consistency and adequately explain variance among their indicators. Latent Variable 3 also performs well, with Cronbach's Alpha of 0.847 and an AVE of 0.692, reflecting reliable measurement. In contrast, Latent Variables 2 and 6 show moderate to lower reliability, particularly with Cronbach's Alpha values of 0.723 and 0.675, respectively. While the composite reliability of Latent Variable 6 (0.810) is within an acceptable range, its AVE (0.606) is lower than other variables, suggesting weaker explanatory power for the variance in its indicators. Latent Variable 4 exhibits high reliability with an alpha of 0.794 and AVE of 0.828, indicating strong construct validity. Overall, while most variables meet acceptable reliability and validity standards, Latent Variables 2 and 6 may require further refinement to enhance measurement consistency.

Tabel. 3
Discriminant Validity

| | Variabel Laten 1 | Variabel Laten 2 | Variabel Laten 3 | Variabel Laten 4 | Variabel Laten 5 | Variabel Laten 6 |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Variabel Laten 1 | 0,831 | | | | | |
| Variabel Laten 2 | 0,514 | 0,803 | | | | |
| Variabel Laten 3 | 0,600 | 0,186 | 0,832 | | | |
| Variabel Laten 4 | 0,739 | 0,561 | 0,513 | 0,910 | | |
| Variabel Laten 5 | 0,665 | 0,336 | 0,687 | 0,522 | 0,910 | |
| Variabel Laten 6 | 0,665 | 0,198 | 0,700 | 0,506 | 0,843 | 0,779 |

Data sources are processed independently (2024)

The discriminant validity analysis, as demonstrated by the Fornell-Larcker criterion, provides insight into the distinctiveness of the latent variables in the study. For a variable to exhibit adequate discriminant validity, the square root of its Average Variance Extracted (AVE) must be greater than the correlation coefficients with other latent variables. This principle is crucial for ensuring that each latent variable is indeed capturing a unique construct rather than overlapping significantly with others. The diagonal values in the table represent the square roots of the AVEs, indicating the degree of variance explained by each variable's indicators.

Latent Variable 1 shows a strong discriminant validity with an AVE square root of 0.831, which is greater than its correlations with any other variables in the analysis. This suggests that Latent Variable 1 is well-defined and distinct from the others, thereby confirming its unique contribution to the model. Similarly, Latent Variables 3 (0.832), 4 (0.910), and 5 (0.910) also exhibit strong discriminant validity, as their AVE values surpass their respective correlation coefficients. This indicates that these constructs effectively measure different aspects of the underlying phenomena and maintain their theoretical separateness.

Conversely, Latent Variable 6 demonstrates some concerns regarding discriminant validity, particularly in its correlation with Latent Variable 5, which has a correlation value of 0.843 that exceeds its AVE square root of 0.779. This suggests a potential overlap between these two constructs, implying they may not be entirely distinct in the context of this study. Addressing this issue may involve revisiting the measurement items associated with Latent Variable 6 or reassessing its theoretical foundation to ensure it accurately captures a unique construct. Overall, while the majority of the latent variables exhibit robust discriminant validity, attention should be paid to those with potential overlaps to strengthen the overall model's integrity.

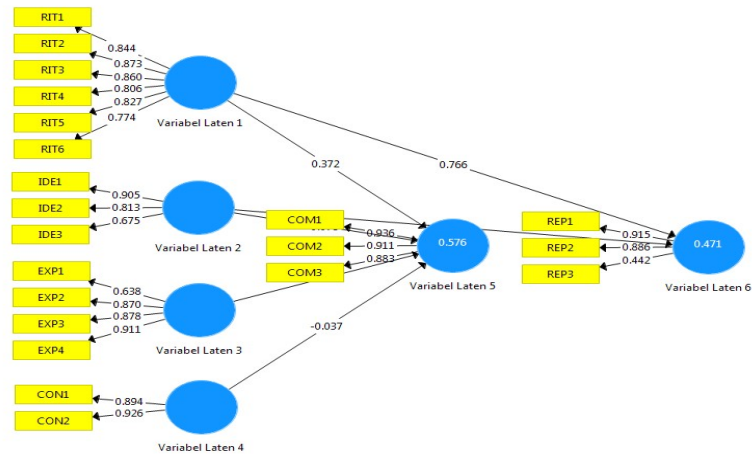


Figure 1 Framework model religiosity and repurchase intention

The structural equation model presented in the diagram offers insights into the relationships among latent variables and their corresponding observed variables. Notably, Latent Variable 1, strongly correlated with a cluster of observed variables (RIT1 to RIT6), appears to be a significant predictor of Latent Variable 5. This suggests

that the construct represented by Latent Variable 1 plays a pivotal role in influencing the outcomes associated with Latent Variable 5. Moreover, Latent Variable 2, connected to observed variables IDE1 to IDE3, demonstrates a substantial relationship with both Latent Variable 5 and Latent Variable 6. This finding implies that the construct underlying Latent Variable 2 exerts influence on a broader range of outcomes.

Further analysis reveals that Latent Variable 5, which is influenced by both Latent Variable 1 and Latent Variable 2, is also connected to observed variables REP1, REP2, and REP3. This pattern indicates that the construct represented by Latent Variable 5 has a direct impact on the observed outcomes related to REP. Additionally, the negative correlation between Latent Variable 3 and Latent Variable 5 is noteworthy, suggesting an inverse relationship between the constructs they represent. In conclusion, the SEM provides a comprehensive overview of the complex relationships among the latent and observed variables, offering valuable insights into the underlying mechanisms driving the observed phenomena.

E. CONCLUSION

Based on the research findings about Lapis Talas Bogor, it can be concluded that this product has a significant appeal to consumers, particularly among local residents and tourists. The study, which involved 100 respondents, indicated that factors such as taste, quality of ingredients, and packaging greatly influence purchasing decisions. The distinctive flavor of Bogor taro, along with its soft texture and the use of high-quality ingredients, are the primary reasons respondents favor Lapis Talas as their go-to snack. Additionally, the affordable price is an important consideration for consumers, indicating that the perceived value aligns well with the quality provided. Respondents also expressed satisfaction with the friendly and prompt service at the store, which positively impacts their shopping experience.

To enhance competitiveness in the market, it is recommended that Lapis Talas Bogor producers continue to maintain and improve product quality while also innovating in marketing strategies, such as utilizing social media and collaborating with culinary influencers. By focusing on product excellence and service, Lapis Talas Bogor can sustain customer loyalty and expand its market share in the culinary industry.

The research also highlights the importance of incorporating cultural identity into marketing strategies. Given that Lapis Talas Bogor is a regional specialty tied to local traditions, promoting its cultural roots can differentiate the brand in a competitive market. By emphasizing the product's local ingredients, traditional production methods, and cultural significance, the brand can strengthen its emotional connection with consumers. Marketing efforts could highlight its role as a cultural symbol of Bogor, appealing to both local pride and tourists seeking authentic, region-specific products. Additionally, leveraging cultural identity in branding can enhance the product's perceived value, foster customer loyalty, and create a unique brand story that resonates with a broader audience, both locally and internationally.

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