The Role of Halal Labeling, Consumer Experience and Product Knowledge in Increasing Satisfaction and Repurchase Intention

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Abstract: *This study aims to analyze the effect of halal labeling, consumer experience, and product knowledge on consumer satisfaction and repurchase intention of Jenang Mubarok Kudus. Using a quantitative approach with the AMOS-based Structural Equation Modeling (SEM) technique, data were collected from 200 Muslim respondents who had purchased the product in the past year. The results showed that product knowledge had a significant effect on satisfaction and repurchase intention, while halal labeling and consumer experience did not have a significant direct effect. In addition, satisfaction was proven to be an important mediator in forming repurchase intention. This finding confirms that in the context of traditional products that are known for their halalness, the halal label is considered an attribute that should be there and is no longer the main differentiating factor. This study provides strategic implications for manufacturers to place more emphasis on product education, strengthening cultural values, and improving the quality of consumption experiences in order to maintain consumer loyalty.*

I. INTRODUCTION

The halal lifestyle has become a global trend, not only as a form of adherence to religious teachings, but also as a symbol of product quality, cleanliness, and safety. In Indonesia, this trend is getting stronger with the increasing awareness of Muslim consumers of the importance of consuming halal products. In *the State of The Global Islamic Economy (SGIE) 2022 report* [1], Indonesia is ranked second in the world in the halal food and beverage sector, and fourth in the development of the global sharia economy. Halal products are now not only an obligation, but also a modern lifestyle necessity that promises great market opportunities.

Halal labels are an important attribute that Muslim consumers consider when making purchasing decisions. According to Alfian (2017) [2], a halal label is a sign or evidence that shows the halalness of a product based on official certification from Indonesian Council of Ulama (MUI). A study by the Center of Halal Lifestyle and Consumer Studies (CHCS) research institute stated that 72.5% of Muslim consumers consider the importance of consuming halal food as part of their religious obligations [3]. However, in practice, halal labels often only play a role in initial purchasing decisions. Several studies have shown that halal labels do not always have a significant effect on repurchase intentions [4].

In a competitive industry, retaining customers is more strategic than attracting new customers. Therefore, repurchase intention is one of the important indicators of a brand's success. Repurchase intention is a post-purchase reaction that arises from consumers' experience and evaluation of the product [5]. This stage, according to Engel et al. (1995) [6], is influenced by the satisfaction felt by consumers after the consumption process. Consumers who feel satisfied are more likely to make repeat purchases and form brand loyalty.

Consumer satisfaction is the result of an evaluation of the extent to which a product meets or exceeds expectations. Kotler and Keller (2016) [7] explain that satisfaction is part of post-purchase behavior that is important for maintaining customer loyalty. Faizah et al. (2023) [8] and Santi (2020) [9] found that high levels of satisfaction encourage consumers to repurchase the same product. Conversely, dissatisfaction can reduce loyalty and encourage consumers to look for alternative products.

Another factor that influences satisfaction and repurchase intention is consumer experience. A pleasant experience, such as ease of transaction, good service, and consistent product quality, will strengthen the consumer's emotional attachment to the brand. Sartika's research proves that positive consumer experience has a significant effect on

repurchase intention [10]. In addition, product knowledge also plays an important role in forming purchasing decisions. The higher the consumer's understanding of the composition, halalness, and production process, the greater the likelihood that consumers will feel confident and satisfied. Research by Kusuma et al. (2018) [11] and Alzahir and Lestari (2021) [12] shows that product knowledge has a positive influence on satisfaction and repurchase intentions.

In this context, Jenang Mubarok Kudus is an interesting example of a traditional halal product that competes in the modern market. Produced by PT. Mubarokfood Cipta Delicia since 1910, this product is not only known in Indonesia, but is also exported to various countries. Despite having halal certification and a strong brand image, PT. Mubarokfood faces competition from various local producers in Kudus who offer similar products. To maintain consumer loyalty, companies need to understand more deeply how halal labels, consumer experience, and product knowledge contribute to satisfaction and repeat purchases.

Previous studies have shown that the three factors—halal label, experience, and knowledge—influence satisfaction and loyalty. However, differences in findings across contexts indicate the need for further studies, especially on local halal products such as Jenang Mubarok which have high traditional and spiritual values. This study aims to fill this gap by empirically examining the influence of halal label, consumer experience, and product knowledge on consumer satisfaction and repurchase intention of Jenang Mubarok Kudus.

II. LITERATURE

Halal Labeling

The halal label is an official mark given to a product after going through a certification process by an authorized institution, such as the Indonesian Council of Ulama (MUI), which states that the product is in accordance with sharia principles. According to Alfian (2017) [2], the halal label not only functions as an identification of halalness, but also as a form of guarantee that the product has gone through a strict inspection process. This label is important in building consumer trust, especially among Muslim communities who make halalness a top priority in choosing products. Research conducted by Hidayat and Resticha (2019)[13], and Jumeri et al. (2021) [14], shows that the presence of a halal label can increase consumer confidence, satisfaction, and loyalty. However, the results of research conducted by Suardi et al. (2024) [15] and Fajar et al. (2022) [16] show that in certain contexts, halal labels do not directly influence satisfaction or repurchase intentions. This occurs especially when the halal label is considered something that is taken for granted, so that it does not become an added value that differentiates a product from other products in the same market.

Consumer Experience

Consumer experience includes all interactions that occur between consumers and brands or products, both physical and emotional. Schmitt in Chatzoglou et al. (2022) [17] stated that consumer experience is an important element in creating emotional involvement and long-term relationships with customers. In the context of traditional food products such as Jenang Mubarok, experience can be in the form of ease of purchase, taste, attractive packaging, to cultural values contained in the product. A positive experience will form a good perception of the product and increase the possibility of repeat purchases. Research by Mardiah and Anugrah (2020) [18], Mustika et al. (2023) [19], and Sartika et al. (2023) [10] shows that consumer experience has a positive influence on repeat purchase intentions. However, the experience must be strong and memorable enough to be able to lead to satisfaction and loyalty, especially if the product is functional and does not have significant differences compared to competitors.

Product Knowledge

Product knowledge refers to the level of consumer understanding of the attributes, benefits, and manufacturing processes of a product. This knowledge allows consumers to make more objective evaluations, form realistic expectations, and feel more confident in making purchasing decisions. According to Paramita et al. (2021) [20], product knowledge has a significant effect on consumer loyalty and repurchase intentions. Consumers who have good knowledge of the product tend to feel more satisfied, because their expectations are more in line with the reality of the product received. This is supported by research by Alzahir and Lestari (2021) [12] and Wang et al. (2019) [21], who found that product knowledge can increase perceived quality and build trust in the brand. In the context of halal products, knowledge about the halalness of ingredients, the certification process, and the religious values inherent in the product is essential to creating long-term loyalty.

Satisfaction

Consumer satisfaction is an evaluation of the suitability between expectations and reality of the performance of the product consumed. If consumer expectations are met or even exceeded, then satisfaction will be created; conversely, if not met, then consumers will feel disappointed. Kotler and Keller (2016) [7] stated that satisfaction is one of the main elements in creating customer loyalty. In the context of consumer behavior, satisfaction acts as a mediating variable between consumption experience and repurchase intention. Research by Santi (2020) [9], Amroni et al. (2020) [22], and

Faizah et al. (2023) [8] shows that satisfaction has a significant effect on repurchase intention. This is also supported by the Expectation Confirmation Theory (ECT), which explains that satisfaction arises when product performance matches or exceeds consumer expectations. Thus, creating a pleasant experience and providing accurate product information are key to forming consumer satisfaction.

Repurchase Intention

Repurchase intention *refers* to the tendency of consumers to repurchase the same product after evaluating previous consumption experiences. According to Cronin and Taylor (1992) [5], repurchase intention is a form of positive response to the satisfaction felt by consumers towards a product or service. Engel et al. (1995) [6] added that repurchase intention is part of post-purchase behavior that arises after consumers assess whether their purchasing decisions are in accordance with expectations. Repurchase intention is an important indicator in building consumer loyalty and maintaining business sustainability, because loyal consumers not only make repeat purchases but also become brand ambassadors through recommendations to others. Therefore, understanding the factors that shape repurchase intention is important, especially in the context of the halal food and beverage industry which faces high competition.

III. METHODS

This study uses a quantitative approach with a causality design to test the relationship between halal labeling, consumer experience, and product knowledge variables on satisfaction and repurchase intention of Jenang Mubarok consumers in Kudus Regency. The population in this study were all Jenang Mubarok consumers, but because the exact number is not known for certain due to the wide distribution of sales through various channels, this study used a non-probability sampling technique with a purposive sampling approach. The sample consisted of 200 respondents selected based on the following criteria: Muslim, had purchased Jenang Mubarok at least once in the past year, and were at least 17 years old. Data were collected through a closed questionnaire using a six-point Likert scale. Data analysis was carried out in stages, starting with descriptive analysis to describe the characteristics of respondents and responses to the research variables, and continued with inferential analysis using covariance-based Structural Equation Modeling (SEM) through the AMOS application. SEM was chosen because it is able to test simultaneous relationships between latent variables and assess the suitability of the model as a whole through goodness of fit measures.

IV. RESULTS

Profile Respondent

The respondents in this study were 200 people. Based on gender , the majority were female (53%), while males were 47%. In terms of age , the majority of respondents were aged 21–25 years (55%), followed by the age group 17–20 years (21.5%) and 26–30 years (19%). Respondents over the age of 30 years were very small in number. In terms of education , most respondents were bachelor's graduates (58.5%), followed by high school graduates (28.5%), and postgraduates (6.5%). Other respondents were diploma and basic education graduates. Regarding employment status , 49.5% of respondents had worked, 32% had not worked, and 18% had their own business. Only 0.5% of respondents were retired. In terms of marital status , the majority of respondents were single (79.5%), while those who were married were 18.5%. The rest were those who were separated/divorced (1.5%) or whose partner had died (0.5%).

Respondents' Responses

Based on the results of processing questionnaire data on 200 respondents, a general description was obtained regarding respondents responses to five research variables, namely halal labeling, customer experience, product knowledge, satisfaction, and repurchase intention.

Table 1
Average Perception and Category of Respondents' Responses to Research Variables

Variables	Average Perception*	Perception Category
Halal Labeling	80.22	Very high
Customer Experience	75.72	Tall
Product Knowledge	77.90	Tall
Satisfaction	75.42	Tall
Repurchase Intention	76.11	Tall

Source: Primary Data, 2025 (processed)

Respondents gave a very high response to the halal labeling variable . This shows that the majority of respondents have high attention and confidence in the existence of the halal label on the Jenang Mubarok Kudus product. The halal label is considered an important indicator in providing a sense of security and certainty regarding the halal aspect of the product. For the customer experience variable , respondents' responses are in the high category. This shows that in general, their experience in interacting with the product—both in terms of ease of purchase, quality of service, and consumption experience—has given a fairly positive impression, although it has not yet entered the very high category. Responses to product knowledge are also in the high category. The majority of respondents stated that they have a good understanding of the composition, production process, and benefits of Jenang Mubarok Kudus. This shows that product information has been sufficiently conveyed to consumers. In the satisfaction variable , respondents' perceptions also show a high category. This means that the Jenang Mubarok product has generally been able to meet consumer expectations in terms of taste, packaging, price, and brand image as a typical Kudus souvenir. Finally, the repurchase intention variable shows a high response. Most respondents have a strong desire to repurchase Jenang Mubarok in the future, which indicates loyalty formed from previous consumption experiences.

Goodness of Fit

Before conducting hypothesis testing, a model feasibility test is first conducted to ensure that the structural model built is in accordance with the existing data. This test is important to assess the extent to which the model is able to represent the relationship between variables as a whole. The test results are presented in Table 2.

Table 2
Goodness of Fit Test Results

Goodness of Fit	Hasil	Cut-off Value	Keterangan
Probability	0.102	≥ 0.05	Fit
GFI	0.913	≥ 0.90	Fit
AGFI	0.876	≥ 0.90 (minimal 0.85)	Marginal Fit
RMSEA	0.025	≤ 0.08 (ideal ≤ 0.05)	Good Fit
TLI	0.995	≥ 0.90	Good Fit
NFI	0.965	≥ 0.90	Good Fit
PCFI	0.750	≥ 0.50	Acceptable Fit
PNFI	0.727	≥ 0.50	Acceptable Fit

Source: Primary Data, 2025 (processed)

The structural equation model (SEM) used in this study showed a very good level of fit based on various relevant statistical indicators. The probability value of 0.102 exceeds the minimum threshold of 0.05, indicating that the model is not significantly different from the empirical data, so it can be categorized as fit. In addition, the GFI (Goodness of Fit Index) of 0.913 indicates that the proportion of variance and covariance in the data that can be explained by the model is quite high. Although the AGFI (Adjusted GFI) value of 0.876 is slightly below the ideal limit of 0.90, it is still in the marginal fit category, and thus the model is still acceptable for further analysis.

Furthermore, the RMSEA (Root Mean Square Error of Approximation) value obtained of 0.025 is far below the maximum threshold of 0.08, even below the ideal limit of ≤ 0.05, indicating that the model has a very low level of approximation error or good fit. Other fit indices also show very good results, namely TLI (Tucker-Lewis Index) of 0.995 and NFI (Normed Fit Index) of 0.965, both exceeding the minimum value of 0.90 indicating very good model fit. Meanwhile, PCFI (Parsimonious CFI) of 0.750 and PNFI (Parsimonious NFI) of 0.727 are also above the fit threshold of ≥ 0.50, indicating that the model is not only statistically appropriate, but also quite parsimoniously efficient.

Overall, the combination of all these indicators provides strong evidence that the structural model in this study has a high level of fit and is reliable. Therefore, the model is suitable for analyzing the relationship between variables in hypothesis testing, both directly and indirectly, in order to understand the dynamics that influence consumer satisfaction and repurchase intentions.

Hypothesis Testing

To test the relationship between variables in the structural model, Structural Equation Modeling (SEM) analysis was used with the help of IBM SPSS AMOS software. The path diagram of the data processing results is presented in Figure 1, which illustrates the relationship between latent constructs and their indicators visually. This diagram also shows the direction of influence and the initial estimate of each relationship analyzed.
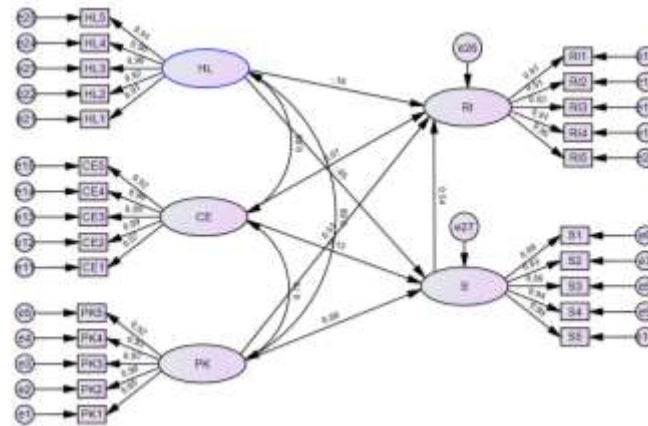

Figure 1.
SEM-AMOS Path Diagram

After the model meets the goodness of fit criteria, hypothesis testing is carried out to determine the significance of the influence between latent variables in the model. The results of the test are summarized in Table 3, which includes the estimated value, standard error (SE), critical ratio (CR), significance value (p-value), and interpretation of the significance of the relationship between variables.

Table 3
Hypothesis Test Results

Relationship Between Variables	Estimate	SE	CR	P	Information
HL →RI	-0.063	0.091	-0.695	0.487	Not significant
CE →RI	-0.044	0.084	-0.518	0.604	Not significant
Republic of Indonesia Constitution→	0.486	0.133	3,666	***	Significant
HL →S	-0.033	0.094	-0.352	0.725	Not significant
CE →S	0.071	0.081	0.880	0.379	Not significant
PK →S	0.998	0.082	12,186	***	Significant
S →RI	0.694	0.121	5,725	***	Significant

Source: Primary Data, 2025 (processed)

The results of the test of the relationship between variables show that the Halal Label does not have a significant effect on Repurchase Intention (β = -0.063; p = 0.487). This means that the existence of the halal label does not directly encourage consumers to make repeat purchases. Customer Experience also does not have a significant effect on Repurchase Intention (β = -0.044; p = 0.604), which shows that consumer experience is not directly the main driver of repeat purchases in this context.

In contrast to the two variables, Product Knowledge shows a significant influence on Repurchase Intention (β = 0.486; p < 0.001). This result shows that consumer knowledge of the product plays an important role in driving repurchase intention. Consumers who have sufficient information tend to feel more confident and sure about their repurchase decisions.

In terms of the influence on the Satisfaction variable , the Halal Label again showed insignificant results (β = -0.033; p = 0.725), as did Customer Experience (β = 0.071; p = 0.379). However, Product Knowledge has a very strong and

significant influence on satisfaction (β = 0.998; p < 0.001). This indicates that product knowledge not only has an impact on repurchase intentions, but also directly increases consumer satisfaction.

Furthermore, the influence of Satisfaction on Repurchase Intention is also significant (β = 0.694; p < 0.001), indicating that consumers who feel satisfied tend to have higher intentions to make repeat purchases.

Discussion

The findings of this study indicate that product knowledge is the strongest factor in influencing both consumer satisfaction and repurchase intention . The higher the consumer's understanding of the product—both in terms of ingredients, production process, and benefits—the greater their confidence in the quality of the product. This knowledge not only forms rational beliefs but also fosters emotional attachments that drive the decision to repurchase.

These results reinforce the view in consumer behavior theory, especially the cognitive approach, that purchasing decisions are influenced by the level of knowledge and information possessed. In the context of traditional halal products such as Jenang Mubarok, product knowledge is not only about safety or content, but also about cultural values, local heritage, and the story behind the making of the product. When this information is communicated well, it not only creates satisfaction but also ongoing loyalty.

On the other hand, halal labeling does not show a significant role in influencing satisfaction or repurchase intention. Although normatively the halal label is very important for Muslim consumers, in the context of products that are already widely known and associated with halal, such as Jenang Mubarok, the label tends to be considered as something that should be there (expected attribute). Consumers are likely to have believed in the halalness of the product from the start, so that the existence of the label is no longer a primary consideration in repurchase decisions. This is in line with the results of previous studies which stated that the influence of the halal label is stronger on initial purchase decisions than repurchases.

The same thing happens with customer experience , which also does not provide a significant direct influence. Although the experience of consuming a product in general remains valuable, in the case of traditional products such as jenang, the experience may not be strong or emotional enough to form satisfaction or loyalty. Consumption of jenang is often seasonal, as a souvenir or treat for a particular event, so it does not create a continuous attachment. However, the positive direction of the relationship indicates that there is potential that can be optimized. With better management— for example in terms of packaging, customer service, brand stories, and the overall purchasing experience—consumer experience can be a strategic factor in strengthening loyalty.

Another important finding is that consumer satisfaction has a significant effect on repurchase intention . This confirms that satisfaction is the end result of the consumption process that reflects the fulfillment of consumer expectations. Satisfied consumers are more likely to recommend the product, build a stronger relationship with the brand, and continue to purchase the product in the future. This finding is consistent with the *Expectation Confirmation Theory (ECT) framework* which explains that repurchase intention is greatly influenced by the extent to which consumers' initial expectations are confirmed by their actual experiences.

In practice, the results of this study bring a number of implications for business actors. First, communication strategies need to be focused on increasing consumer knowledge, either through education in packaging, strong brand narratives, or informative and inspiring promotions. Second, business actors cannot simply rely on halal labels as the main marketing element. A greater focus must be directed at product quality, taste innovation, packaging design, and the cultural values that accompany the product.

In addition, creating a more meaningful consumer experience can be a competitive advantage. This experience is not only limited to the taste at the time of consumption, but also how consumers interact with the brand throughout their entire journey—before, during, and after the purchase. When this experience is associated with local values and personalization, it creates a deeper emotional connection between consumers and products.

Thus, to drive long-term satisfaction and loyalty, traditional product producers like Jenang Mubarok need to develop a holistic strategy—combining product education, strengthening cultural values, and managing the overall consumer experience. The halal label remains the basis of trust, but it is not enough to ensure consumer retention without being supported by the quality and relevance of the product in their lives.

V. CONCLUSION

This study concludes that product knowledge is the most significant and dominant factor influencing consumer satisfaction and repurchase intention of Jenang Mubarok Kudus. Consumers who have a deep understanding of the ingredients, production process, and product value tend to feel more satisfied and have a strong desire to make repeat purchases. In contrast, halal labeling and consumer experience do not show a significant direct effect on satisfaction or repurchase intention. This finding indicates that in the context of traditional products that are already known to be halal

such as Jenang Mubarok, the halal label tends to be perceived as a basic attribute, while the consumption experience is not strong enough to form consumer loyalty. In addition, satisfaction is proven to play an important role as a significant mediator in driving repurchase intention.

VI. IMPLICATIONS

Practically, these results provide important insights for halal food industry players, especially traditional products. Consumer education regarding product information, from raw materials to cultural values and product spirituality, is a more effective strategy for building loyalty than relying solely on halal labels. In addition, although the consumption experience has not been significant in this study, it still has strategic potential that can be optimized through packaging innovation, customer service, and brand narratives that touch on emotional and local aspects.

VII. RESEARCH LIMITATIONS

This study has limitations in the scope of the area and the characteristics of the respondents which are relatively homogeneous, namely only involving Jenang Mubarok consumers in Kudus Regency. In addition, the quantitative approach used does not explore in depth the psychological or cultural factors that may influence consumer satisfaction and loyalty. Other variables such as brand trust, risk perception, or emotional involvement have also not been analyzed in this model.

VIII. SUGGESTIONS

Further research is recommended to expand the scope of the area and combine quantitative and qualitative approaches to obtain a more comprehensive understanding. Researchers can also consider additional variables such as brand trust, emotional attachment, or perceived value. For Jenang Mubarok producers and other small halal food business actors, it is important not only to maintain the halalness of the product, but also to increase consumer literacy through education, enriching the consumption experience, and building a strong narrative about the history, culture, and unique values contained in the product.

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