DETERMINANTS OF MUSLIM CONSUMERS' LOYALTY AND REPURCHASE AT MARKETPLACE IN PADANG CITY

DETERMINANTS OF LOYALTY AND REPURCHASE INTENTION OF MUSLIM CONSUMERS IN PADANG CITY

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Abstract

The purpose of this study was to look at the determinants of loyalty and repurchase intention, which are mediated by the satisfaction of Muslim consumers in the city of Padang. Questionnaires were distributed to 200 samples of Muslim consumers in Padang City who had used the top 5 marketplaces (Tokopedia, Shopee, Bukalapak, Lazada, and Blibli) and were analyzed using SEM-PLS. Exogenous variables in this study are religiosity, perceived usefulness, perceived ease of use, trust, and brand image. This study found that the variables perceived ease of use and trust through customer satisfaction have a complete mediation relationship with the repurchase intention of Muslim consumers at the Marketplace in Padang City. The variable perceived usefulness through consumer satisfaction has a partial mediation relationship with the repurchase intention of Muslim consumers at the Marketplace in Padang City. While the other hypotheses show no mediation results.

Keywords: Loyalty, Repurchase Intention, Satisfaction, TAM, Religiosity

INTRODUCTION

Currently, conducting digital-based transactions through e-commerce or online marketplaces has become a lifestyle and a necessity for everyone. However, there are not many marketplaces specifically for selling halal products (goods/services).(National Committee on Sharia Finance 2018:317). Marketplaces that are currently developing in Indonesia are dominated by marketplaces that have a dual system, which runs both conventional and sharia systems simultaneously (Wahyu Setyorini, 2020). From a survey conducted to find out Indonesia's online shopping habits, the results obtained were that the majority or 43.2% of respondents stated that currently the intensity of their online shopping has not changed from when the Covid-19 case was still high. In fact, as many as 37.7% of people said that currently they are doing more and more online shopping(June 2022). With the dominance of Muslims of 86.9% of the total population of Indonesia(June 2022)those who do shopping in the marketplace, of course, research is needed on the behavior of Muslim consumers in using the marketplace.

Studies on the factors that influence the use of the marketplace have been carried out, such as(Prakosa and Sumantika 2021),(Natakusumah et al. 2023)And(Muflih 2022)who examines the effect of TAM (technology acceptance model) on technology acceptance (marketplace, and mobile payment). Furthermore, there is research on(Mardiana and Kasim 2016),(Bao et al. 2016), And(Fernandes and Moreira 2019)who examines the factors that influence the use of the marketplace. However, from a lot of literature, there is still little that examines the factors that influence the use of marketplaces with Muslim consumer research objects. This study aims to determine the factors that influence loyalty and repurchase intention mediated by Muslim consumer satisfaction in the marketplace in the city of Padang. The TAM (perceived usefulnessand perceived ease of use) is needed to see how Muslim consumers accept the marketplace. Religiosity is needed to see the level of understanding of the consumer's religion, then include elements of trust and brand image from the marketplace to find out whether these variables affect Muslim consumers in the city of Padang.

Based on this research gap, this study investigates how religiosity variables, perceived usefulness, perceived ease of use, trust, and brand image affect loyalty and repurchase intention through Muslim consumer satisfaction in marketplaces in Padang City. This research is based on the criticism that several halal marketplaces have recently appeared in the Indonesian trade industry, but the use of these marketplace platforms is still low (Setyorini et al. 2021:96). So this research provides an overview to see what are the factors that influence the behavior of Muslim consumers in using marketplaces that are not fully sharia. As well as what is needed for the halal marketplace to develop in the future.

LITERATURE REVIEW

According to Oliver (1999) Loyalty is a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future resulting in purchasing the same brand or set of the same brand repeatedly, regardless of situational influences and marketing efforts that have potential to cause behavior change(Oliver 1999:34). Loyalty plays an important role in marketing because it positively influences profits with a portfolio of loyal customers(Servera-Frances and Piqueras-Tomás 2019:73). Several studies use loyalty indicators as follows: 1) Positive word of mouth, 2) Retention, 3) Willingness to pay more(Janita and Miranda 2013:820).

Repurchase intention is a commitment that occurs after consumers buy goods or services. This commitment comes from the positive impression of consumers towards the brand, and consumers also feel satisfaction with the purchase(Asmarina, Yasa, and Ekawati 2022:18–19). For consumers, obtaining value is a fundamental and very important goal for all transactions to be considered successful and it is a major driver of repeat purchase intention(Chiu et al. 2014:90). Indicators of repurchase interest are presented as follows: 1) transactional interest, 2) referential interest, 3) preferential interest, and 4) explorative interest(Princess and Yasa 2023:17).

Satisfaction is the consumer's feeling that consumption results in a standard of pleasure or displeasure with something (Oliver 1999:34).Satisfaction is both a goal and a marketing tool(Kotler and Keller 2012:130). Satisfaction has an influence on increasing the number of purchases and recommendations for products and services to other potential consumers(Servera- Frances and Piqueras-Tomás 2019:73). Several studies have confirmed the mediating effect of such consumer satisfaction (Prawita, Lukitaningsih, and Welsa 2020),(Suryani and Ramdhani 2022),(Dirnaeni et al. 2021),(Agrhiantika and Rosha 2021)And(Yuda and Suartina 2022)whichproves the mediating effect of consumer satisfaction.

The indicators used to measure customer satisfaction are as follows: 1) convenience, 2) merchandising, 3) site design, 4) security and 5) serviceability(Ranjbarian, Fathi, and Rezaei 2012). The international psychological association of the American Psychological Association defines Religiosity as the quality of the extent of one's religious experience.(a person's level of religious experience)(Suryadi and Hayat 2021:8).If you examine the world's religions, it is clear that the details of how to express religion vary greatly(Glock 1962:98). But there is one thing thatis certain, namely religion has a role in determining economic growth(Barro and McCleary 2003:779). In Islam, religiosity is not only belief and action practice, but also includes a spiritual dimension known as the Ihsan dimension ((Ahmad 2020:23). The indicators used in measuring religiosity according to Glock and Stark are: 1) belief, 2) religious practice, 3) experience, 4) religious knowledge and 5) practice(El-Menouar and Stiftung 2014). Scholars have explored the effect of religiosity mediated by consumer satisfaction such as (Nurrachmi and Setiawan 2020),(Marifah and Trishananto 2021)and so forth. For this reason, the hypothesis is described as follows:

H1: Satisfaction mediates the effect of religiosity on Muslim consumer loyalty in the marketplace in Padang City

H2: Satisfaction mediates the influence of religiosity on Muslim consumers' repurchase intention in the marketplace in Padang City.

Perceived usefulness in general has a meaning as the extent to which a person believes in using the system so that it helps in improving his performance.(Kamal, Shafiq, and Kakria 2020:4). Sandy and Firdaus (2021) state that people will be more inclined to use the system if they believe that a system is considered and trusted to improve performance in completing the tasksand responsibilities of its users.(Asmarina et al. 2022:15). Several studies related to the mediation of consumer satisfaction on the effect of perceived usefulness on loyalty and repurchase intention such as(Princess Dwi Astuti et al. 2022),(Elisabeth Fionna Evania Harianto 2023)And(Prawita etal. 2020). The indicators used to measure perceived usefulness are as follows: 1) use of the system can improve individual performance, 2) use of the system can increase productivity, 3) use of the system can increase performance effectiveness and 4) use of the system benefits individuals(Venkatesh and Davis 2000). Thus the hypothesis is proposed as follows:

H3: Satisfaction mediates the effect of perceived usefulness on Muslim consumer loyalty in the marketplace in Padang City

H4: Satisfaction mediates the effect of perceived usefulness on Muslim consumers' repurchase

intention in the marketplace in Padang City. Perceived ease of use (perceived ease of use) has a meaning as the extent to which an individual believes to use technology so as to produce a minimum effort for spending(Kamal etal. 2020:3). Perceived ease of use has a significant effect on intention so that complicated electronic procedures need to be avoided so that users feel comfortable and willing to adopt the service(Prakosa and Sumantika 2021:3). Several studies were conducted to see the mediating effect of consumer satisfaction on perceived ease of use on loyalty and repurchase intention(Riza and Sutopo 2017),(Natalia and Bro Ginting 2018)And(Suryani and Ramdhani 2022). The indicators used to measure perceived ease of use are as follows: 1) individual interaction with the system is clear and easy to understand, 2) it doesn't take much effort to interact with the system,

3) the system is easy to use and 4) it's easy to operate the system according to what desired by the individual(Venkatesh and Davis 2000). Thus the hypothesis offered is

H5: Satisfaction mediates the effect of perceived ease of use on Muslim consumer loyalty in the marketplace in Padang City

H6: Satisfaction mediates the effect of perceived ease of use on Muslim consumers' repurchase intention in the marketplace in Padang City.

The definition of trust according to Moorman et al. (1992) is a willingness to depend on an exchange partner one has trusted. Exchanges made electronically are believed to present many risks for customers, as they do not have direct contact with the company and must submit sensitive information, such as credit card numbers, to complete transactions.(Ribbink et al. 2004:447). For trust to exist, consumers must believe that sellers have the ability and motivationto deliver goods and services reliably of the quality that consumers expect.(Jarvenpaa et al. 1999:47).In measuring trust, measurement is needed from two sides, namely trust through online sellers and infrastructure(Pavlou 2003:107). Several studies have been carried out such as(Cindy Mahardika Sari and Lestariningsih 2021),(Yuda and Suartina 2022)And(Saidani, Lusiana, and Aditya 2019). The indicators used to measure trust are: 1) willing to provide personal information to online companies, 2) willing to provide credit card numbers to online companies, 3) willing topay in advance to make purchases, 4) believe online companies will fulfill their promises and 5) believe online companies are companies that are professional in their field(Ribbink et al. 2004). Thus the hypothesis offered in this study is:

H7: Satisfaction mediates the effect of trust on Muslim consumer loyalty in the marketplace in Padang City

H8: Satisfaction mediates the effect of trust on Muslim consumers' repurchase intention in the marketplace in Padang City

Brand image can be explained as an image of a product in the minds of consumers in bulk(Supriyadi, Fristin, and Indra 2016:137).The more favorable the brand image, the more positive the attitude towards the branded product and its attributes(Aghekyan-Simonian et al. 2012:326). The best brands are better known and more desirable(Isoraitė 2018:1). Several studies have been conducted on the mediation of consumer satisfaction in the influence of brand image on loyalty and repurchase intention, such as(Sanosra, Nursaid, and Sugroho 2022),(Pramudyo 2012)And(Fakaubun 2019). The indicators used to measure brand image according to Aaker and Biel are as follows: 1) maker image, 2) product image, and 3) user image(Supriyadi et al. 2016). Thus the hypothesis proposed in this study is:

H9: Satisfaction mediates the effect of brand image on Muslim consumer loyalty in the marketplace in Padang City

H10: Satisfaction mediates the effect of brand image on Muslim consumers' repurchase intention in the marketplace in Padang City

Figure 1. Research Model
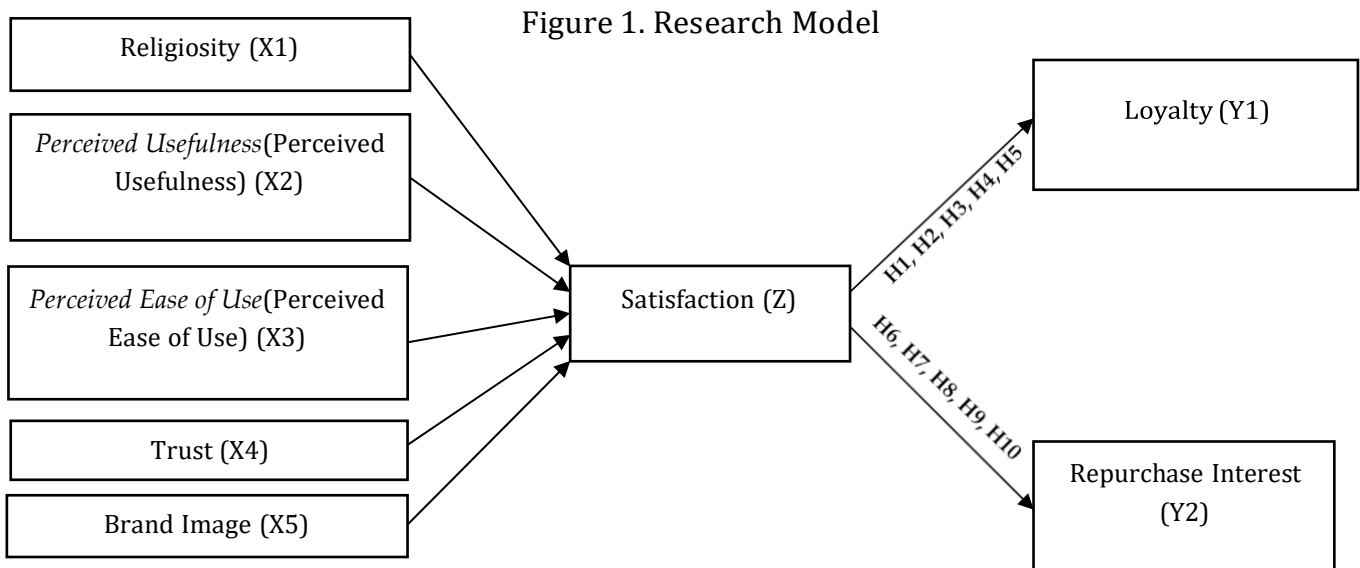
RESEARCH METHODOLOGY

This research isquantitative in nature, namely research whose data analysis has a numerical form. The location used as a place of research is the city of Padang, West Sumatra. The time of conducting the research starts from February to May 2023.The data taken in this study is data on Muslim consumers in the city of Padang. The data collection technique used is*Purposive*

Sampling (Sujalu et al. 2021:75)with criteria 1) respondents are aged 17-55 years, taking into account that this age is an age that is adjusted to the conditions set by Marketplace regarding the age that is allowed to do online shopping, 2) Respondents are users of Tokopedia, Shopee, Bukalapak, Lazada and Blibi , 3) Respondents have used the application more than 3 times. As

well as using accidental sampling(Sujalu et al. 2021:78)i.e. random sampling. This study conducted a survey of 200 respondents obtained by using the hair formula 5 times the number of indicators.

Using the structural equation model (SEM-PLS) procedure, this study used a measurement model in the form of validity (discriminant and convergent) and reliability tests. As well as structural models in the form of r-square test, path coefficient test, t-statistic test, predictive relevance test, model fit test and indirect effect test(Hair et al. 2019).

RESULTS AND DISCUSSION

Table 1. Description of Respondents

Variable	Description	Frequency	%
Gender	Woman	166	83%
	Male	34	17%
Age	17-20	91	45.5%
	21-25	56	28.0%
	26-30	25	12.5%
	31-35	8	4.0%
	36-40	5	2.5%
	41-45	4	2.0%
	45-50	6	3.0%
	51-55	5	2.5%
Work	Civil Servant/TNI/Polri	3	1.50%
	Teacher	10	5%
	Trader	3	1.50%
	ADMS staff	2	1%
	Employee	12	6%
	Housewife	19	9.50%
	Student	72	36%
	Student	54	27%
	Self-employed	16	8%
	Other	9	4.50%

Table 1 provides details of the respondents in this study, showing that the majority of respondents observed were women (83%), the majority being in the age group between 17-25 years (45.5%). Most of the respondents in this study were college students (36%) and students

(27%) while the rest were civil servants, traders, private employees, housewives, and so on.

Table 2. Indicator Measurement Model

Indicator	*Outer Loading*	α	CR	AVE
L1	0.817			
L2	0.862	0.702	0.834	0.629
L3	0.689			
MBU1	0.784			
MBU 2	0.822	0.814	0.878	0.642
MBU3	0.811			
MBU4	0.788			
KK1	0.703			
KK2	0.834			
KK3	0.826	0.817	0.873	0.582
KK4	0.635			
KK5	0.799			
R1	0.783			
R2	0.773			
R3	0.831	0.867	0.903	0.651
R4	0.825			
R5	0.821			
PU1	0.807			
PU2	0.780	0.845	0.897	0.685
PU3	0.877			
PU4	0.842			
PEoU1	0.841			
PEoU2	0.892	0.893	0.925	0.756
PEoU3	0.893			
PEoU4	0.852			
K1	0.667			
K2	0.680			
K3	0.708	0.784	0.853	0.539
K4	0.829			
K5	0.773			
CM1	0.868			
CM2	0.855	0.809	0.887	0.723
CM3	0.828			

Based on Table 2, the results of the measurement model are obtained to see whether the indicators are appropriate to measure what should be measured. The outer loading value must exceed 0.6(Chin, Gopal, and Salisbury 1997:354), the AVE value is expected to be at least 0.5(Hair et al. 2014:111). It can be seen that the convergent validity in the form of outer loading and AVE values has exceeded the respective rule of thumb so that it is declared valid. This finding shows

the value that the latent variables and indicators selected are appropriate. Besides that, the reliability test is in the form of CR (composite reliability) and valueα (cronbach alpha) must exceed 0.7(Hair et al. 2019:15). The results obtained by the CR and α values are fulfilled and indicate that the data has a high level of reliability.

Table 3 Forner Larcker Test Results

	CM	K	KK	L	MBU	PEoU	PU	R
CM	0.850							
K	0.687	0.734						
KK	0.639	0.596	0.763					
L	0.626	0.635	0.615	0.793				
MBU	0.694	0.566	0.718	0.741	0.801			
PEoU	0.633	0.488	0.641	0.572	0.631	0.870		
PU	0.693	0.564	0.652	0.709	0.766	0.665	0.827	
R	0.356	0.207	0.354	0.321	0.371	0.369	0.344	0.807

Based on table 3, the results of the Forner Larcker test can be seen from the AVE square root value of each construct that is greater than the correlation value between constructs and other constructs in the model(Fornell and Larcker F. 1981:49). It can be seen in the table that the values have fulfilled the predetermined rule of thumb. These results indicate a very good value of discriminant validity.

Table 4 Goodness of Fit

Variable	R Square	Q Square	NFIs
Loyalty	0.600	0.358	
Repurchase Interest	0.691	0.431	0.683
Consumer Satisfaction	0.567	0.313	

Based on table 4, the results of the model feasibility test were obtained, in the form of R2 seen fromvalue of R2 = 0.75 (strong model), R2 = 0.50 (moderate model) and R2 = 0.25 (weak model)(Hair et al. 2014:113), and the obtained model results are moderate. The Q2 value is categorized as small below 0.25, moderately categorized above 0.25 and large categorized above 0.50(Hair et al. 2019:15)the results obtained are medium category. If the NFI value is close to 1,the model is getting better(Hair et al. 2019:638)and the value obtained is good at 0.683. The results of the model feasibility test showed satisfactory results.

Table 5 Results of the t test (Bootstraping)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information

Religiosity -> Loyalty	0.055	1,236	0.216	Not significant
Perceived Usefulness-> Loyalty	0.400	5,817	0.000	Significant
Perceived Ease of Use-> Loyalty	0.059	0.830	0.407	Not significant
Trust -> Loyalty	0.286	4,085	0.000	Significant
Brand Image -> Loyalty	0.025	0.289	0.773	Not significant
Religiosity -> Repurchase Intention	0.049	1.148	0.251	Not significant
Perceived Usefulness-> Repurchase Interest	0.402	5,856	0.000	Significant
Perceived Ease of Use-> Repurchase Interest	0.040	0.594	0.553	Not significant
Trust -> Repurchase Intention	0.014	0.207	0.836	Not significant
Brand Image -> Repurchase Intention	0.177	2,082	0.037	Significant
Religiosity -> Consumer Satisfaction	0.086	1,573	0.116	Not significant
Perceived Usefulness-> Consumer Satisfaction	0.230	2,855	0.004	Significant
Perceived Ease of Use-> Consumer Satisfaction	0.266	3,830	0.000	Significant
Trust -> Consumer Satisfaction	0.238	3,339	0.001	Significant
Brand Image -> Consumer Satisfaction	0.117	1,388	0.165	Not significant

Based on table 5, the results of the path coefficient test were obtained which showed a positive value indicating the direction of the relationship between variables. Then to see whether it is significant or not in terms of the t-statistic value of more than 1.96 or the p-value less than 0.05 indicates a significant relationship(Hair et al. 2019:301). The results of the study found that there were 7 significant relationships.

Table 6 Indirect Effect Results

	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Religiosity -> Customer Satisfaction -> Loyalty	0.011	0.834	0.405	Not significant
Perceived Usefulness-> Customer Satisfaction -> Loyalty	0.024	1.053	0.292	Not significant
Perceived Ease of Use-> Customer Satisfaction -> Loyalty	0.027	1.106	0.269	Not significant
Trust -> Customer Satisfaction -> Loyalty	0.023	1.137	0.255	Not significant

Brand Image -> Consumer Satisfaction -> Loyalty	0.016	0.828	0.407	Not significant
Religiosity -> Consumer Satisfaction -> Repurchase Intention	0.017	1,491	0.136	Not significant
Perceived Usefulness-> Consumer Satisfaction -> Repurchase Intention	0.029	2,285	0.022	Significant
Perceived Ease of Use-> Consumer Satisfaction -> Repurchase Intention	0.027	2,814	0.005	Significant
Trust -> Consumer Satisfaction -> Repurchase Intention	0.027	2,573	0.010	Significant
Brand Image -> Consumer Satisfaction -> Repurchase Intention	0.026	1,320	0.187	Not significant

Table 6 shows the results of the indirect effect to determine the effect of mediation by grouping it into groupspartial mediation and complete mediation. In addition, there is also no mediation effect or no mediation effect(Hair et al. 2019:408). Based on the results obtained, the partial mediation effect of consumer satisfaction on the effect of perceived usefulness on Muslim consumers' repurchase intention at the Marketplace in Padang City. Then there is a complete mediation effect of consumer satisfaction on the influence of perceived ease of use and trust in the repurchase intention of Muslim consumers on the Marketplace in Padang City. On the other hand the relationship of other variables shows no mediation relationship.

CONCLUSION

Research Findings

The findings of this study provide an overview of the factors that influence loyalty and repurchase intention mediated by Muslim consumer satisfaction at the Marketplace in Padang City. This study has clearly described what influences Muslim consumers to use dual marketplaces (Tokopedia, Shopee, Bukalapak, Lazada and Bli-bli) which dominate the online market in Indonesia.

Based on the results of the study, consumer satisfaction does not have a mediating effect in influencing religiosity on loyalty and repurchase intention of Muslim consumers at marketplaces in Padang city (partially). This means that for Muslim consumers in the city of Padang, aspectsbelief, religious practice, experience, religious knowledge, and practice through satisfaction do not influence their loyalty and repurchase intention. This finding is in line with(Marifah and Trishananto 2021),(Hosniah 2021)And(Ahmad, Siswadhi, and Sarmigi 2022), but not in line with research(Nurrachmi and Setiawan 2020). Whereas conventional Marketplaces

rarely pay special attention to the halalness of a product, including the suitability of transactions and business models with Islamic sharia(National Committee on Sharia Finance 2018)For this reason, a halal marketplace is needed again, both in terms of products and payment systems.

Furthermore, the results of the study show that the role of consumer satisfaction in mediating the effect of perceived usefulness on Muslim consumer loyalty in the marketplace in the city of Padang is not visible. This illustrates that Muslim consumers in loyalty are not based on perceived usefulness. Unlike the case with the partial mediation relationship obtained through the mediation of satisfaction on the effect of perceived usefulness on the repurchase intention of Muslim consumers in the marketplace in the city of Padang. These results illustrate that with or without consumer satisfaction it does not have an impact on the effect of perceived usefulness on Muslim consumers' repurchase intention. Perceived usefulness in this case has a direct influenceon Muslim consumers' repurchase intention. This research is in line with(Elisabeth Fionna Evania Harianto 2023)And(Prawita et al. 2020), but not in line with research(Princess Dwi Astuti et al. 2022).

The findings of the mediating role of satisfaction on the effect of perceived ease of use on Muslim consumer loyalty in the marketplace in Padang City show a no-mediation relationship. These results indicate that Muslim consumers do not pay attention to perceived ease of use to be loyal to the marketplace. On the other hand, there is a complete mediation relationship with satisfaction on the effect of perceived ease of use on Muslim consumers' repurchase intention in the marketplace in the city of Padang. These results illustrate that Muslim consumers in Padang City consider indicators of perceived ease of use to intend to repurchase products on marketplaces. This finding is in line with(Mandasari and Glantari 2017), but contrary to(Riza and Sutopo 2017),(Natalia and Bro Ginting 2018),(Dirnaeni et al. 2021)And(Princess Dwi Astuti et al. 2022).

Then, the results obtained from the relationship mediating satisfaction on the effect of trust on consumer loyalty is no mediation. These results illustrate that the trust indicator in the form of being willing to provide a debit card number or personal information is not a reason for Muslim consumers to be loyal to the marketplace. These results are in contrast to the findings of the complete mediation effect obtained from the mediation of satisfaction on the effect of trust on Muslim consumers' repurchase intention in the marketplace in the city of Padang. These results illustrate that the satisfaction of Muslim consumers influences their trust to repurchase on the

marketplace. these results are in line with(Cindy Mahardika Sari and Lestariningsih 2021)And(Saidani et al. 2019), but different from the results obtained(Agrhiantika and Rosha 2021)And(Yuda and Suartina 2022).

Another finding is from the mediation of consumer satisfaction on the influence of brand image on the loyalty and repurchase intention of Muslim consumers in the marketplace in Padang City (partially). These findings indicate that the brand image of the marketplace (Tokopedia, Shopee, Bukalapak, Lazada and Bli-Bli) through customer satisfaction is not a factor used to be loyal and repurchase. these results are in line with(Nugraheni, Effendy, and F 2019)And(Fakaubun 2019). But contrary to(Sanosra et al. 2022)And(Pramudyo 2012).

Implications

Theoretical implications

This study provides an overview of the determinants of loyalty and repurchase intention mediated by Muslim consumer satisfaction in marketplaces (Tokopedia, Shopee, Bukalapak, Lazada and Bli-bli) in the city of Padang, where it is important to note that these marketplaces are not fully halal but have started operating conventionally. and sharia. Second, by using religiosity, TAM, trust and image as variables, so that it is easier to know what are the factors that influence Muslim consumers in the city of Padang. Third, research that is developing on marketplaces still rarely uses research objects for Muslim consumers in general, so these findings are not only useful for looking at Muslim consumer behavior but can also be useful for halal marketplaces that are currently developing.

Managerial Implications

This finding has implications for both conventional and sharia-operated marketplaces (dual), as well as the developing halal marketplace regarding Muslim consumer behavior. These findings indicate that there are several factors that influence Muslim consumer behavior, but there are also several factors that have an influence but are not significant (the effect is not optimal) so that they can be further developed so that the marketplace can still take sides and establish good relationships with its customers. Even though the mediating effect through consumer satisfactionis not fully optimal, it is expected that marketplace managers can pay more attention to consumer satisfaction, both in the short and long term, because satisfaction is the first step for loyalty and having consumer repurchase intentions.

Limitations and Future Research

Although this study has described the mediating effect of consumer satisfaction on factors influencing Muslim consumer loyalty and repurchase intention, this study has several limitations that need to be considered. First, the respondents to this study were only respondents with domiciles in the city of Padang. so this research cannot describe the behavior of Muslim consumers in all regions of Indonesia. For better findings, it is suggested to expand the scope ofthe research area. Second, this research was conducted on marketplaces that operate with conventional and sharia systems so that when applied to a halal marketplace, it is feared that theresults obtained will be different. For this reason, it is hoped that research will be carried out onthe halal marketplace. Third, the variables used are considered not optimal in describing the influence on loyalty and repurchase intention mediated by consumer satisfaction. These findings suggest that further adding other variables that might describe the behavior of Muslim consumers in the marketplace.

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