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Repurchase Intention of Dried Fruit Chips: An Application Extended Theory of Planned Behaviour

Juli Winando Lumban Toruan[1*], Suharno[2], Yusalina[3]

[1]Magister Program of Agribusiness, Departement of Agribusiness, Faculty of Economic and Management IPB University
[2,3] Departement of Agribusiness, Faculty of Economic and Management, IPB University Jl. Kamper Wing 4 Level 5, IPB Dramaga Campus, Bogor 16680, Indonesia.
*Correspondence Email: Juliwinando@apps.ipb.ac.id

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ABSTRACT

The development of the food industry in Indonesia, especially dried fruit chips from Batu City, shows great potential in meeting consumer demand. Price, brand, taste, and health awareness are some of the variables that will be added to the repurchase intention of chips in order to test the Extended Theory of Planned Behaviour (E-TPB). This study uses primary data obtained through an online survey. The sample in this study was 183 people. Determination of the sample using a purposive sampling method. Data analysis in this study used descriptive analysis and Partial Least Square (PLS-SEM). The results showed that all hypothesized variables did not significantly influence repurchase intention. Attitude toward behavior, subjective norms, behavioral control perceptions, and brand and health awareness proved to have a significant influence. However, taste and price showed no significant impact. This study concludes that E-TPB can provide new insights into understanding consumer behavior, which can help industry players formulate effective marketing strategies to increase sales of Batu City's typical dried fruit.

Keywords: *Dried Fruit Chips, E-TPB, Repurchase Intention*

BACKGROUND

Developing Indonesia's food and beverage industry is the main focus of the government's promotion policy as it contributes significantly to the country's economy. According to the latest data from the Ministry of Industry for 2024, this sector contributes 40.33 percent to the Gross Domestic Product (GDP) of the non-oil and gas processing industry (Revanda, 2024). In the East Java region, particularly Batu City, this sector contributed 5.99 percent (GDP at current prices) and 6.53 percent (GDP at constant prices). Fruit chips are a leading product that contributes significantly to Batu City with promising export potential, where the value per transaction of shipping chip products to Singapore reaches IDR 700 million (Lazuardi, 2023). The sector is also characterized by the diverse types of food available in the market, ranging from staple foodstuffs to various snacks and drinks.

The fruit chip industry significantly impacts the regional and national economy. In 2023, Batu City's Gross Regional Domestic Product (GRDP) was dominated by the processing industry sector, which contributed around 86.7 percent of the total GRDP of IDR 18.5 trillion. There are around 2,897 processing industry units, most of which produce fruit chips (Richa, 2023). This condition further

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proves that the fruit chip industry in Batu City is beneficial for increasing the economic growth rate in Indonesia and for many people who depend on this industry.

Data from the Central Bureau of Statistics (2024) shows that the Indonesian population has an average annual household expenditure of IDR 2.052 million for snack consumption. Snack food products in Indonesia consist of several types, including pastries, macaroni, nuts, and crackers; one recognizable product is chips. Chips are one of the processed food categories. Chips are processed from main ingredients such as tubers, fruits, or vegetables. The material is thinly sliced and then fried in oil. Research by Oktaningrum et al. (2013) and Suciati et al. (2021) showed that chips produce a savory taste and crunchy texture. In addition, chips have a dry texture, making them more durable and easy to serve at any time. Based on these characteristics, chips are very suitable as a side dish.

Chips consumption in Indonesia is estimated at an average of 4.9 kg of chips or other snacks (Statista Global Consumer Survey, 2021). According to (Lusiani, 2022) as reported by UKM Indonesia.id, chips are consumed domestically and have high export potential. In 2020, several Indonesian SMEs successfully penetrated the international market with their chip products, for example, PT Parestu Estu Guna, which exported chips to the United States, and PT Mirasa Food Industry, which penetrated the European market. The increasing demand for snacks, including chips, shows that chips are still among the favorite snacks growing in Indonesia and abroad.

Various main ingredients are used in making chips to be consumed properly and accepted by consumers, including fruit chips. Fruit chips are processed from multiple fresh fruits that contain nutrients, bioactive compounds, and antioxidants, making them a healthy snack. The presence of fruit chips is an important step in creating new creations as an alternative food product in the dry food category. The market opportunity for dried food is wide open and prospective due to the growing popularity of healthy foods that contain fiber. Perdana, (2022) states that dried fruit chips made from apples, bananas, and jackfruit are the most popular and easily found in the market. Thus, many also process fruits into chips to make them more delicious (Ekayani et al., 2020)

The fruit chip industry has been developed in various places in Indonesia, including Batu City and East Java. Batu City is one of the areas known as the center of dried fruit chip production. Hamdi et al. (2021) stated that the dried fruit chip industry in Batu City is an effort to utilize the availability of fruit commodities by the community. In particular, the apple commodity produced in Batu City Malang reached an average of 40.148 million tonnes from 2017 to 2021 (BPS Kota Batu, 2022). This increase in production makes Batu City one of Indonesia's largest apple commodity-producing areas, and it can increase the added value of the apple fruit. In addition, the trend of Indonesian people towards fresh fruit consumption is greater than that of processed fruit products. Consumers can consume fruit directly or choose processed products from fruit, one of which is dried fruit chips typical of Batu City (Wakhidah & Frianto, 2023).

Batu City's dried fruit chips are a special attraction for tourists. As one of the leading souvenirs, this product is much sought after by consumers for souvenirs and personal consumption. The sales center located in Batu City encourages visitors to come directly to the location to make purchases. In addition, the growth of this industry is supported by the abundant availability of fresh raw materials, such as apples, jackfruit, and bananas.

Competition in the dried fruit crisps industry is getting tougher. Consumers recognize Batu City as the center of this industry and other areas, such as Lumajang and Lampung, which produce dried fruit chips (Dewi, 2017; Madyaratry et al., 2020). With many dried fruit chip industries emerging, consumers now face various choices. The process of selecting typical Batu City products becomes more complex because the variety of options available adds a lot of consideration for consumers to find products that meet their expectations. Simamora, (2004)reveals that when faced

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with many choices, not all of them can be accepted, so a choice that attracts attention is needed. Therefore, the dried fruit crisps industry players in Batu City need to understand these dynamics.

The importance of re-research on the theme of repurchase intention remains relevant when considering the business environment, both in internal business procedures and changes in the external environment. These changes are likely factors that shift consumer interest. If not anticipated, this could result in a loss of competitiveness and desirability of the dried fruit crisps business. Therefore, this study was conducted to look at the consumer's point of view in the context of the external business environment of dried fruit chips typical of Batu City.

Previous studies examine the consumer behavior of dried fruit chips typical of Batu City, but development studies are still needed to analyze consumer behavior more broadly. Previous research has identified product quality, price, brand image, and price perception as influential in Batu City's repurchase interest in dried fruit chips (Wakhidah & Frianto, 2023; Wilanggono, 2020). However, the application of the results of this study is not entirely appropriate because it does not reflect the basic use of behavioral theory in the formation of the research model. so further studies are needed to explore its influence in more depth.

Regarding consumer repurchase interest, this study will use the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which explains human behavior and contains three things: consideration, will, and behavior. Behavior is formed due to interest, where attitudes towards behavior, subjective norms, and perceived behavioral control influence interest. However, several studies (Carfora et al., 2019; Jun et al., 2014; Qi & Ploeger, 2021)reveal that using TPB alone is not enough to see a clear and better relationship between repurchase intention, so in this study, an extension model is carried out on TPB by applying E-TPB.

The research novelty that this study seeks to examine is the idea of linking new explanatory factors to the existing theory that has been used, namely the TPB theory, and related to the process of forming consumer interest in repurchasing dried fruit chips typical of Batu City with the assumption that there are things that can influence the formation of consumer repurchase interest using TPB. This study aims to develop an extended Theory of Planned Behaviour (TPB) by including new variables: price, brand, taste, and health awareness. It seeks to prove that the Extended Theory of Planned Behaviour (E-TPB) applies in the context of repurchase interest in dried fruit chips typical of Batu City.

Firstly, price is an important factor influencing consumer decisions to make repeat purchases. Consumers tend to pay for products if they feel the price is reasonable (Bettray et al., 2017; Malc et al., 2016). Other studies show a positive relationship between price and consumer repurchase intention (Grewal et al., 2004; Hanaysha, 2016; Konuk, 2019). Secondly, the brand is the unique product identity that creates an overall impression in the eyes of consumers, including past experiences, current quality, and future projections (Ferrell and Hartline 2017). Brands play an important role in shaping consumer perceptions; brands with a positive image tend to encourage repurchase intention, although the effect may vary depending on the product context.

Third, flavor is considered a major factor influencing repurchase intention, with good taste expected to increase consumer satisfaction and encourage them to repurchase products. Other studies say that the taste that consumers like has a positive relationship with their desire to repurchase (Messa, 2022; Yuliana & Pratiwi, 2024). The last variable, health awareness, is important to consider in the context of repurchase intention. (Irianto, 2015) shows that health awareness significantly influences consumers toward product purchases. Other studies also confirm that health awareness is a major positive determinant in repurchase decisions. As health awareness increases, healthy products are in greater demand, influencing repurchase decisions (Marcella, 2024; Pebrianti & Rosalin, 2021).

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Considering these additional research variables, it is hoped that it can predict repurchase interest in dried fruit chips typical of Batu City, East Java, more specifically. So the problem to be studied in this study is to answer 1) How do attitudes towards behavior, subjective norms, and perceived behavioral control influence repurchase intention for dried fruit chips in Batu City, East Java, and 2) How does the effect of price, brand, taste, and health awareness) on the interest in repurchase intention in dried fruit chips in Batu City, East Java. This research benefits the dried fruit chips industry or business actors as a material consideration in implementing strategies in marketing a product to create positive perceptions in consumers and create a competitive business advantage. This study proposes seven hypotheses, consisting of seven dependent and one dependent factor. The conceptual framework is illustrated in Figure 1.

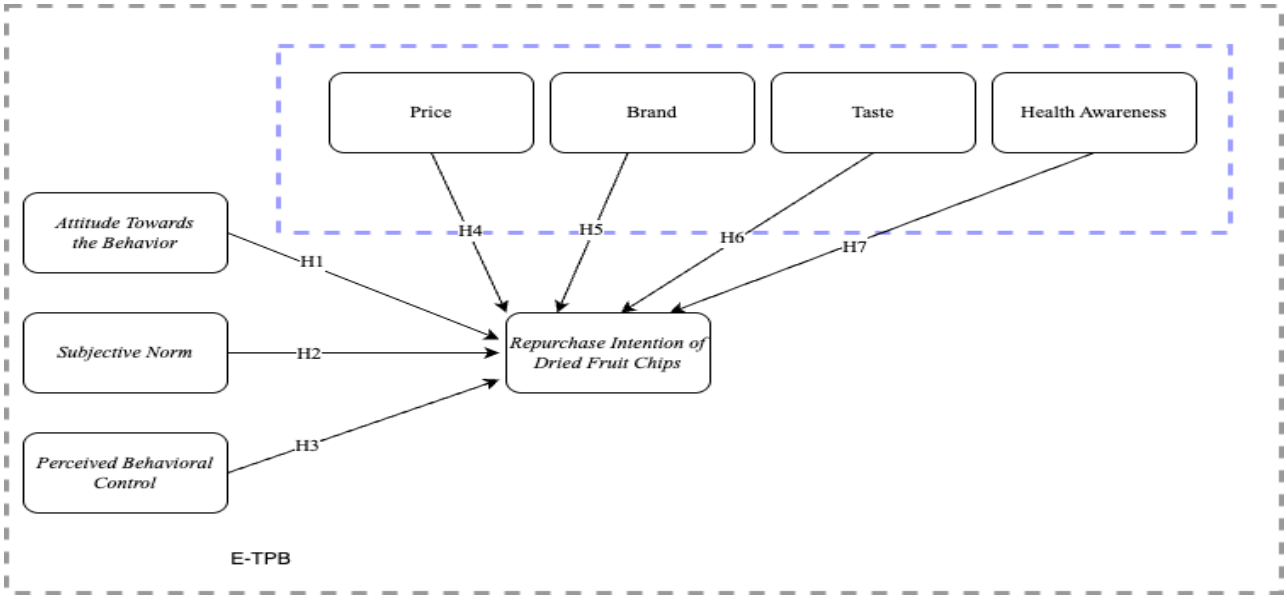

Figure 1. Conceptual framework of the Extended Theory of Planned Behaviour regarding repurchase intention of dried fruit chips.

Based on the theoretical foundation, the proposed conceptual framework, and the literature above, the following hypotheses are proposed:

H1: Attitude towards behavior is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

H2: Subjective Norms are thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

H3: Perceived Behavioural Control is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

H4: Price is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

H5: Brand is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

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H6: Taste is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

H7: Health Awareness is thought to significantly affect repurchase intention in dried fruit chips typical of Batu City, East Java.

RESEARCH METHODS

This research was conducted using online survey media, such as the Google Form platform, which was distributed through questionnaires through social media. The type of data used is cross-section data. This research relies on primary data sourced from distributing questionnaires online. The sampling technique was carried out using purposive sampling, which is the withdrawal of samples based on certain considerations of the characteristics or nature of the population (Andrade, 2021). Researchers should consider the application of purposive sampling to internal and external validity when designing and interpreting research. The identified population consists of consumers aged at least 17 years old who have purchased dried fruit crisp products at least twice, although the exact number is unknown.

The purposive sampling principle was applied by designing a questionnaire that screened respondents based on certain criteria. For example, the questionnaire began with the question, 'Have you ever purchased dried fruit chips?' Respondents who answered 'no' were directed not to continue with the questionnaire. This questionnaire was distributed via social media to the target group that was believed to fulfill the criteria. In this way, only respondents who met the requirements could provide answers, making the data collected more relevant. After data collection, analyses were conducted only on those respondents who met the criteria. This ensures that the research results are reliable and valid. This data collection method follows the rules of non-probability sampling, specifically the voluntary response sampling model. In this model, respondents choose voluntarily to participate without any control from the researcher. With this approach, it is expected to avoid sampling bias and ensure the purity of the information submitted.

According to Hair et al., 2019) the minimum sample size needed in this study is 150 respondents (5x30 indicators). According to Hair et al., (2019) the minimum number of respondents that can be processed using SEM-PLS is five to ten times the number of indicators formulated. Of the 200 people who filled out the questionnaire, 183 respondents were successful. Respondents' perceptions and opinions are collected through numerical assessment codes, following the Likert scale rules. In this case, the rating scale range used is 1 to 5, where a score of one means 'strongly disagree,' while a score of five means 'strongly agree' (Sugiyono, 2013). Here, the respondent's agreement assessment is the 'truth' of the statement written in Google Forms. The statements and questions written in the Google form are derived from the theoretical framework written here.

This study uses the SEM method with the PLS approach because PLS offers more convenience, for example, by using samples that do not have to be large in number (Hair et al., 2019). In SEM-PLS analysis, according to Hair et al., (2019) there are two main stages, namely measurement model testing (outer model) and structural model testing (inner model).

This study uses the Extended Theory of Planned Behavior (E-TPB) framework; there are eight latent variables: attitude towards behavior, subjective norms, perceived behavioral control, price,

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brand, taste, health awareness, and repurchase intention. Of the eight latent variables, an exogenous variable is repurchase intention.

RESULT AND DISCUSSION

The respondents in this study were consumers who had bought typical fruit chips in Batu City, East Java, totaling 183 samples. The characteristics of respondents discussed are age, gender, domicile, latest education, marital status, occupation, and income per month. These characteristics are expected to provide an overview of the distribution and conditions of the respondents. The characteristics of the respondents in this study can be seen in Table 1.

Table 1 Respondent Characteristics of Batu City Typical Dried Fruit Chips

Profile	Category	Frequency (Person)	Persentase (%)
Gender	Male	63	34.4
	Filame	120	65.6
Age(years)	17-24	82	44.8
	25-32	76	41.5
	33-40	20	11
	41-48	5	2.7
Domicile	East Java	51	27.9
	Central Java	49	26.8
	Central Java	17	9.3
	DIY	9	4.9
	DKI JAKARTA	13	7.1
	Banten	13	7.1
	Outside Java Island	31	16.9
Education	High school/equivalent	66	36.1
	3rd Diploma	1	0.5
	Undergraduate	109	59.6
	Postgraduate (Master)	7	3.8
Married Status	Not married	107	58
	Married	76	42
Jobs	Student	64	35
	Private Employee	50	27.3
	Honourarium	6	3.3
	Civil Servant	18	9.8
	Self-employed	32	17.5
	Housewife	11	6
	Athlete	1	0.5
	Civil Servant & Entrepreneur	1	0.5
Icome/month	Less than Rp 1,000,000	49	27
	Rp 1,000,000 - 2,500,000	43	23
	Rp 2,500,000 - 5,000,000	73	40
	More than Rp 5,000,000	18	10

Source: Data processed, 2024

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The majority of respondents involved in this study were known to be female, 120 people or 65.6 percent of the total sample. The results of this study show that the results are in line with previous research where most of the respondents in studies related to the innovation of processed snack products are dominated by women; even women are considered to be able to more significantly influence interest in buying these processed products (Fikri et al., 2022; Masrurin, 2020).

Respondents aged 17-24 years, namely 82 people, with a percentage reaching 44.8 percent. Respondents aged 17-25 years are the consumers who consume the most dried fruit chips typical of Batu City. The results of this study show that it is in line with previous research. Generally, millennials tend to be more open to new products and pay more attention to health aspects, influencing their decision to choose dried fruit as a healthy snack. In addition, the tendency to try new products (neophilia) is also an important factor in purchasing decisions, which is often stronger among younger consumers (Testa et al., 2023). In addition, this is reinforced by GLANZ et al., (1998) statement that snack consumption, which considers both pleasure and cost factors, is more prevalent among adolescent to adult consumers.

In the domicile category, respondents who are known to have bought and consumed dried fruit chips typical of Batu City are spread across several provinces including East Java, West Java, Central Java, DKI Jakarta, Banten, DIY, Bali, Riau Islands, Riau, Lampung, North Sumatra, South Sumatra, Central Kalimantan, South Kalimantan, East Kalimantan, West Kalimantan, North Kalimantan, South Sulawesi, Central Sulawesi, Maluku and Papua. Most respondents came from East Java Province, namely 51 people, with a percentage of 27.9 percent. This proves that dried fruit crisps typical of Batu City have been recognized and started to be consumed by people outside of East Java Province (Table 1).

Most respondents had a marital status in the ‘unmarried’ category of 107 people (58 percent); as stated in Raygor's (2016) study, family approval is highly considered in the purchase of local food. It should be noted that the consumer demographic data in this study cannot be generalized for future research. This is reinforced by the fact that marital status can influence an individual's eating habits in favor of more convenient foods (Wei et al., 2023).

.The majority of respondents' last level of education was the bachelor's level, with 109 people (59.6 percent of the total respondents), and the majority of respondents' work backgrounds came from students (35 percent). Properly received information about products will guide consumers in making the right product assessment and selection. Therefore, the level of education is an important variable that influences consumer behavior in buying an item for consumption (Zhao et al., 2014; Zhao et al., 2021).

Most respondents' income is IDR 2,500,000 - 5,000,000, with 73 people (40 percent). Income can illustrate consumer purchasing power. As stated in the Keynesian theory of the consumption function, the higher the income received, the higher the purchasing power of consumers. This is in line with previous research, which found that the respondents' income level significantly affects product purchasing decisions, especially processed innovation food. Respondents with higher incomes tend to have the ability to buy quality products even though they are more expensive and pay more attention to the quality of raw materials and nutritional value. In contrast, low-income respondents may be more sensitive to price and choose more affordable products. Higher-income may also increase purchase frequency, with consumers buying processed products more frequently for personal consumption or as gifts (Rian et al., 2021; Zukryandry et al., 2020).

The calculation results obtained for all variables have an outer loading value> 0.5. In addition, the AVE value shows that all variables have an AVE value> 0.5. The detail can be seen in Table 2 below. Convergent validity testing shows that all latent variable indicators related to the repurchase intention of Batu City's typical chips are valid because the loading factor (LF) value exceeds 0.7. This

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finding is consistent with (Hair et al., (2019), which states that the outer loading value for an indicator must be above 0.7. Specifically, the highest LF value for each variable is as follows: AT3 indicator for attitude towards behavior, SN4 indicator for subjective norm, PBC4 indicator for perceived behavioral control, HGR3 indicator for the price, MRK1 indicator for the brand, CRA4 indicator for taste, KST3 indicator for health, and RI4 indicator for repurchase intention. These results are summarised in Table 2.

Table 2 Results of Outer Model Evaluation

Variabel	Validity		Reliability	
	LF	Path		
Attitude towards Behaviour (AT)		0,965	0,982	0,988
AT1	0,976			
AT2	0,984			
AT3	**0,988**			
Norma Subjektif (SN)		0,908	0,966	0,9875
SN1	0,908			
SN2	0,963			
SN3	0,973			
SN4	**0,966**			
Subjective Norms (PBC)		0,549	0,726	0,829
PBC1	0,750			
PBC2	0,719			
PBC3	0,711			
PBC4	**0,781**			
Price		0,575	0,754	0,844
HGR1	0,784			
HGR2	0,736			
HGR3	0,718			
HGR3	**0,794**			
Brand		0,985	0,978	0,985
MRK1	**0,983**			
MRK2	0,970			
MRK3	0,962			
Tase		0,599	0,777	0,973
CRA1	0,792			
CRA2	0,732			
CRA3	0,742			
CRA4	**0,826**			
Health Awareness		0,899	0,963	0,973
KST1	0,894			
KST2	0,962			
KST3	**0,978**			
KST4	0,956			
Repurcchase Intention		0,602	0,782	0,858
RI1	0,762			
RI2	0,786			
RI3	0,761			
RI4	**0,794**			

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Discriminant validity testing is an important step in assessing the outer model. This test ensures that no indicator measuring a construct has a stronger correlation with other constructs. This validity can be evaluated using the cross-loading value or by comparing each construct's square root of the Average Variance Extracted (AVE) with the correlation value between constructs. As stated by Jogiyanto & Abdillah (2016), a model is considered to have discriminant validity if the square root of the AVE for each construct exceeds the correlation value with other constructs. In this study, all latent variables show the highest construct value for each indicator compared to other constructs. The values obtained were 0.983 for attitude towards behavior, 0.953 for subjective norm, 0.741 for perceived behavioral control, 0.759 for the price, 0.979 for the brand, 0.774 for taste, 0.948 for health, and 0.776 for repurchase intention. These results indicate that the constructs are valid.

Reliability Test: Variables declared reliable can be evaluated using the composite reliability (CR) value. The composite reliability value is used to assess a reliable or unreliable variable where the variable is said to be trustworthy if the composite reliability value is above 0.7 (Hair et al. 2006). In the attitude towards behavior variable, the CR value is 0.988. In the subjective norm variable, the CR value is 0.975. In the perceived behavioral control variable, the CR value is 0.829. In the price variable, the CR value is 0.844. In the brand variable, the CR value is 0.985. On the taste variable, the CR value is 0.856. In the health variable, the CR value is 0.973. In the repurchase interest variable, the CR value is 0.858.

In addition to composite reliability, variable reliability can be assessed using Cronbach's alpha (CA). A variable is considered reliable if its Cronbach's alpha value exceeds 0.70 (Kline, 2016). In this study, the CA values for various variables are as follows: The attitude towards behavior variable has a CA value of 0.982, which indicates high reliability; the subjective norm variable has a CA value of 0.966, which means strong reliability. The perceived behavioral control variable shows a CA value of 0.726, which is acceptable. The price variable has a CA value of 0.754, which indicates reliability. The brand variable has a CA value of 0.978, while the taste variable has a CA value of 0.777. The health variable had a CA value of 0.962, and the repurchase intention variable showed a CA value of 0.782. Overall, these results confirm that all variables in this study are reliable.

Evaluating the internal (structural) model is essential for assessing the impact of independent latent variables on dependent latent variables. This evaluation involves two main parameters: the R-squared value and the path coefficient value (or t-value) for each path. The R-squared value measures the degree of variation in the dependent latent variable that the independent latent variables can explain. This assessment provides insight into the strength and significance of the relationships in the model. R-square values range from 0 to 1, indicating that the higher the R-square value, the greater the model's explanatory power. The guidelines for R-square assessment consist of 0.75, which means substantial; 0.50, which means moderate; and 0.25, which means weak (Sarstedt et al., 2017).

The r-square shows that the repurchase intention variable can be explained by the dependent latent variable consisting of attitude towards behavior, subjective norms, perceived behavioral control, price, brand, taste, and health by 50.4 percent. In comparison, the remaining 49.6 percent can be explained by other variables outside the model proposed in this study. The r-square value of 50.4 percent can be categorized as having moderate predictive power. In evaluating the inner model, the next stage of testing can be done by looking at the significance of the influence of attitude variables on behavior, subjective norms, perceived behavioral control, price, brand, taste, health, and repurchase intention. The significance of the test results can be seen through the bootstrapping test output in SmartPLS 3. The level of significance is indicated by the path coefficiency score with a t-statistic value> 1.64, $\alpha = 5\%$, and p-value <0.05 (Hair et al., 2019) The complete significance test results can be seen in Table 3.

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Table 3 Bootstrapping Hypothesis Test Results

Jalur Pengaruh	Path Coefficient	T-statistic	P-value	Description
Attitude towards behaviour ⟶ Repurchase intention	0.815	10.504	0.000	Accepted
subjective norm ⟶ Repurchase intention	0.403	2.635	0.009	Accepted
Perceived behavioural control ⟶ Repurchase intention	0.568	6.248	0.000	Accepted
Price ⟶ Repurchase intention	0.026	0.249	0.803	Rejected
Brand ⟶ Repurchase intention	0.729	6.581	0.000	Accepted
Taste ⟶ Repurchase intention	0.042	0.402	0.688	Rejected
health awareness ⟶ Repurchase intention	0.439	2.243	0.025	Accepted

Source: processed data SmartPLS 3, 2024

Based on the test results through a series of PLS-SEM procedures that have been carried out, the results show that the variables of attitude towards behavior, subjective norms and perceived behavioral control, brand, and health have a direct and significant effect on repurchase intention of dried fruit chips typical of Batu City. Meanwhile, price and taste do not significantly impact the intention to repurchase dried fruit chips, which is typical of Batu City. As Ajzen, (1991) stated in the proposed theory, namely the Theory of Planned Behavior (TPB), generally, a person's interest in behaving can be determined by attitudes toward behavior, subjective norms, and perceived behavioral control. This study shows results that align with this statement that attitudes towards behavior, subjective norms, and perceived behavioral control can directly and significantly affect repurchase intention for dried fruit chips products typical of Batu City.

Based on the results of the E-TPB model significance test, all variables in the model have a significant positive effect on repurchase intention directly. The attitude towards behavior variable has a significant positive effect on repurchase intention with a t-statistic value of 10.504 and a P-value of 0.000, so H1 is accepted. Attitude towards behavior was found to contribute significantly to directly explaining repurchase intention. This finding also shows that respondents have a strong mindset towards the processing process and nutritional content in dried fruit chips, where for the processing process respondents consider that the processing process using vacuum fraying carried out on dried fruit chips products is better than the usual frying process because it can maintain the content in the fruit. Knowledge related to the processing process and nutritional content can encourage a positive attitude in consumers to form the repurchase intention. In line with previous research, learning about products can influence attitudes towards behavior to repurchase processed products (Bakti et al., 2020; Maichum et al., 2016; Utami et al., 2015)

The subjective norm variable was found to have a significant positive effect on repurchase intention with a t-statistic value of 2.635 and a P-value of 0.009, so H2 is accepted. Subjective norms can directly influence consumers to repurchase dried fruit chips. The recommendation factor and the support of respected people, such as family and friend recommendations, drive this. This finding supports the research of Dharmadji et al., (2024) and (Gutierrez et al., 2024) , which showed that young consumers who feel supported by their social environment (such as family and friends) to consume functional foods tend to have a higher interest in doing so. Subjective norms also play an important role in shaping consumer interest, and social pressure from friends, family, and neighbors can influence their repurchase intention. Fachruddin et al., (2014) where subjective norms are

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conditioned on a product that can be said to be a staple food, the result is that subjective norms have a weak influence; in this case, the social environment is deemed unnecessary to increase consumer normative beliefs. Therefore, under different conditions, it will affect a person's subjective norms differently for repurchase intention for processed products.

The perceived behavioral control variable has a significant positive effect on repurchase intention directly based on the t-statistic value of 6.248 and a P-value of 0.000, so H3 is accepted. This influence shows that income and opportunities were fulfilled when realizing their interest in repurchasing dried fruit, and the respondents felt confident enough to buy the product. This finding also supports research conducted by Cammarata et al., (2024),Utami et al., (2015) and Wong et al., (2018)that related to processed products, perceived behavioral control is the best predictor of direct repurchase intention.

The price variable does not affect repurchase intention directly based on the t-statistic value of 0.239 and the P-value of 0.803, so H4 is rejected. This influence shows that respondents, in realizing repurchase interest in dried fruit chips, do not see the price of a product, so respondents feel they have the confidence to buy dried fruit chip products at any price. This result is in line with the research of (Nanda, (2021) and Putri et al., (2021) which found that price has no significant effect on consumer decisions to repurchase snacks. These studies confirm that consumers pay more attention to other aspects, such as quality and satisfaction than just price. Respondents‘ decisions to repurchase dried fruit chips are more influenced by consumer confidence in product quality and previous positive experiences than by the price itself; this is based on the respondents’ answers that the reason they buy dried fruit crisps is the perceived benefit.

Brand variables significantly affect repurchase interest based on the t-statistic value of 6.58148 and a P-value of 0.000, so H5 is accepted. This influence shows that respondents realize that their interest in repurchasing dried fruit chips has been fulfilled. The following findings align with Amron, (2018)asserting that brands with a good reputation and are known positively by consumers can build a good image. This image encourages consumers to choose products from that brand compared to products from other brands that are less well-known or have a negative image. This means the stronger the brand reputation, the greater the influence on consumers to make repeat purchases.

The taste image variable does not affect repurchase intention directly based on the t-statistic value of 0.402 and a P-value of 0.688, so H6 is rejected. This contradicts previous research conducted by Moon & Ji, (2023),which shows that taste significantly positively affects consumer decisions to repurchase a processed product. This indicates that improving the taste quality of a product increases the level of consumer satisfaction. However, although flavor contributes to satisfaction, its effect on repurchase decisions is insignificant. This suggests that although consumers are satisfied with the flavor, it is not enough to encourage them to repurchase. One possible explanation is that other factors, such as the overall in-store experience, atmosphere, and service quality, may have a greater role in determining repeat purchase decisions.

The health awareness variable shows a significant positive effect on repurchase intention directly. In the direct impact, the t-statistic value is 2.243, and the P-value is 0.025, so H7 is accepted. This effect indicates that the health benefits contained in dried fruit crisps encourage health-conscious consumers to intend to purchase the product. So, in this case, respondents tend to consider more health factors when consuming food. This finding supports the research of Fahlevi et al., (2024) and (Irianto, 2015), which also supports these findings that health-conscious consumers are very concerned about the health and safety aspects of products. Hence, producers need to communicate the health benefits of products in conveying information about processed products such as fruits and vegetables. In research by Fathia et al. (2018), product information is one of the attributes rated highly by

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respondents, so in this case, product information is an important thing for respondents related to functional food.

This finding is reinforced by the results of the conducted survey, which also reinforces these findings. The reason consumers make repeat purchases of typical Batu City chip products where the main reason respondents buy dried fruit chips is health benefits, with 85 respondents (46.4 percent) stating this. This shows that consumers are very concerned about the health and nutritional aspects of the products they buy. Overall, this data provides valuable insights into consumers' priorities and preferences in choosing dried fruit crisps, confirming that health consciousness is a major factor in repurchase intention.

CONCLUSION AND SUGGESTION

CONCLUSION

The results showed that the ETPB model can explain the interest in repurchasing typical Batu City chips. The extended Theory of Planned Behaviour describes the repurchase intention of Batu City's typical fruit chip buyer respondents. The repurchase intention of Batu City typical chips is positively and significantly influenced by all variables in the E-TPB model tested. The variables that strongly influence interest are attitude toward behavior and behavioral control.

The findings also show that brand variables and perceived healthiness directly and significantly influence repurchase intention, while other variables are not significant. This indicates that psychological and social factors, not just price and taste, influence consumers' decision to repurchase.

SUGGESTION

Batu City's typical dried fruit chips industry players are advised to focus on psychological aspects in marketing strategies by building campaigns emphasizing the product's social and emotional benefits. Developing a positive brand image through strong branding and promotions is also important to increase consumer confidence. In addition, education about the health benefits of dried fruit crisps needs to be done through information on packaging and social media, which can also increase buying interest. Implementing these suggestions will increase repurchase interest and strengthen the product's market position.

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