

Functional Theory of the Development of Religiosity and Knowledge on Intention to Purchase Bubble Tea Drinks in Indonesia

Theory of the Development of Religiosity and Knowledge

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ABSTRACT

Society competes fiercely to produce the best goods and attract customers with various strategies and methods. Due to high demand, the same phenomenon also occurs in Indonesia, especially in the culinary sector. The food and beverage industry in Indonesia experienced an increase from 2020 to 2021 by 2.54 percent to IDR 775.1 trillion, the Central Statistics Agency (BPS) reported that the national food and beverage industry's gross domestic product (GDP) based on current prices (ADHB) was IDR 1.12 quadrillion in 2021. The type of research used in this research is a quantitative research approach. Data collection was carried out through a Google Form survey tool using the convenience sampling method and structural equation modeling (PLS) which was distributed to 121 respondents. The analysis carried out validity, reliability, Goodness-of-Fit and hypothesis testing. The research results show that there is a positive and significant relationship between the utilitarian function, knowledge and religiosity with Attitude Towards Advertising. Apart from that, this research shows that there is a positive and significant relationship between Attitude Towards Advertising and Retailer Brand on Customer Purchase Intentions. This research also shows that attitude towards advertising can mediate religiosity and knowledge on customer purchase intention.

Keywords: *Functional Theory, Religiosity, Knowledge, Attitude, Purchase Intention*

ABSTRAK

Masyarakat bersaing ketat untuk menghasilkan barang terbaik dan menarik pelanggan dengan berbagai strategi dan cara. Karena permintaannya yang tinggi, fenomena yang sama juga terjadi di Indonesia khususnya di bidang kuliner. Industri makanan dan minuman di Indonesia mengalami peningkatan dari tahun 2020 ke 2021 sebesar 2,54 persen menjadi Rp775,1 triliun, Badan Pusat Statistik (BPS) melaporkan produk domestik bruto (PDB) industri makanan dan minuman nasional atas dasar harga berlaku (ADHB) sebesar Rp1,12 kuadriliun pada 2021. Jenis penelitian yang digunakan dalam penelitian ini yaitu pendekatan penelitian kuantitatif. Pengumpulan data dilakukan melalui alat survei google form dengan melalui metode convenience sampling dan model persamaan structural (PLS) yang didistribusikan kepada 121 responden. Analisis dilakukan pengujian validitas, reliabilitas, Goodness-of-Fit, dan hipotesis. Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara fungsi utilitarian, knowledge, dan religiosity dengan Attitude Towards Advertising. Selain itu, penelitian ini menunjukkan bahwa terdapat hubungan positif dan signifikan antara Attitude Towards Avertising dan Retailer Brand terhadap Customer Purchase Intentions. Penelitian ini juga menunjukkan bahwa attitude towards avertising dapat memediasi religiosity dan knowledge terhadap customer purchase intention.

Kata kunci: *Functional Theory, Religiosity, Knowledge, Attitude, Purchase Intention*

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INTRODUCTION

Society competes fiercely to produce the best goods and attract customers with various strategies and methods. Due to high demand, the same phenomenon also occurs in Indonesia, especially in the culinary sector. The food and beverage industry in Indonesia experienced an increase from 2020 to 2021 by 2.54 percent to IDR 775.1 trillion, the Central Statistics Agency (*Badan Pusat Statistik/BPS*) reported that the national food and beverage industry's Gross Domestic Product (GDP) national food and beverage industry on the basis of current prices (*Atas Dasar Harga BerlakuADHB*) was IDR 1.12 quadrillion in 2021. This value accounts for 38.05 percent of the non-oil and gas processing industry or 6.61 percent of national GDP which reaches IDR 16.97 quadrillion. Based on the Bubble Tea in Southeast Asia report in 2021, over the last few decades Indonesia has been the largest bubble tea market in Southeast Asia. Its market share value is predicted to reach US\$1.6 billion or IDR 23.62 trillion. Bubble tea is quite popular among Indonesian people because this product is easy to find in any city. The positive response of Indonesian people to bubble tea has caused many new similar brands to emerge and has made competition for bubble tea even tighter (Hakim et al., 2020).

Bubble tea is defined as a sweet drink from Taiwan whose basic form consists of tea which is usually mixed with milk or fruit syrup and small balls of tapioca. Bubble tea is also most commonly known as boba tea, pearl tea or tapioca tea (Willard, 2013). Currently, bubble tea shops can be seen popping up on almost every street corner, gaining traction and expanding their reach to neighboring countries in East and Southeast Asia, and have spread to various regions throughout the world (Chang, 2017). However, they are still thinking about effective ways to reach their customers. In January 2023, according to the We Are Social report, the number of active social media users in Indonesia was 167 million people, this number is equivalent to 60.4% of the population in the country. Bubble tea companies saw an opportunity to utilize social media advertising to reach as many people as possible in the shortest time possible (by going viral) as internet users increased (Yap, 2020). By leveraging social media, companies can infuse their brand with personality, help people connect with the company through visually appealing content, and increase their reach and engagement through pop culture elements and trends. Apart from that, online marketing media has an impact on the formation of consumer purchase intention (Masnita et al., 2020).

Consumer purchase intention, as defined by Basyir (2019), refers to the possibility of consumers choosing to buy certain products in the future when they feel there is a need that must be met. According to Khusnaeni et al. (2017), a more positive attitude towards a behavior results in a stronger individual intention to engage in that behavior. Therefore, it can be emphasized that a positive attitude will lead to positive actions. In the field of advertising, research by Khusnaeni et al. (2017) show that positive experiences with advertising can increase customer purchase intention. These findings confirm that advertising on social media has a positive relationship with the purchase intention of the millennial generation. This study argues that social media has become an important channel for global marketing communications, especially in reaching the younger generation. The value of advertising on various social media pages such as Instagram, YouTube, and Facebook have attracted significant interest from both organizations and academics. Likewise, Hadinata & Hariasih (2021) argue that advertising messages provided by Facebook contribute to improving consumer attitudes towards brands and purchase intentions.

By applying functional theory, this research can explain how the functional role of media and communication in meeting people's needs, such as information and entertainment, contributes to the development of positive attitudes and, subsequently, customer purchase intention. Considering the research of Ariffin et al. (2022) regarding the influence of attitude functions on Muslim consumer attitude towards social media advertising: a case of bubble tea did not find a positive relationship with customer purchase intention, so this research attempts to review and validate this inconsistency. By

integrating functional theory, this research aims to dig deeper to understand how the functional role of media can influence Muslim consumers' attitudes towards bubble tea advertisements on social media, and subsequently impact their customer purchase intention.

LITERATURE REVIEW

Communication which examines the role of media and communication in meeting society's functional needs (Merskin, 2020). The main concept in this theory is that media and communication function as tools or means to fulfill certain goals in society, such as meeting needs for information, entertainment, or maintaining social norms. The approach in this research leads to an understanding that religiosity and knowledge play an important role in meeting individual communicative needs regarding attitudes towards advertising (Beck & Grayot, 2021). Functional theory provides a framework to explain how these factors contribute to successful communicative functioning, where religiosity and knowledge are not only understood as personal dimensions, but also as elements that meet the needs of society as a whole. important factors in shaping consumer behavior and purchase intentions. According to Singh (2020), the utilitarian concept of maximizing rewards and minimizing punishment directs people towards pleasant or useful objects and away from unpleasant and undesirable objects. Meanwhile, according to Ruslim et al. (2022), utilitarian attributes are defined as attributes related to consumer perceptions of the usefulness and functionality of an object. Roose & Mulier (2020) state that the utilitarian aspect of food advertising is relevant when the food product meets the functional needs of its consumers.

Considerations for consumers according to Sanita et al. (2019) consumers who need organized, structured or meaningful categorization in their lives. According to Singh (2020), needs arise when someone discovers a new product or is involved in an ambivalent situation. Beck & Grayot (2021) individuals with high knowledge about an object (or product) help in achieving the main goal (for example purchase intention). In a study conducted Kairupan (2017), it was stated that consumers with various levels of product knowledge have different perceptions of a product. Consumers with higher levels of knowledge have better cognitive capacity to evaluate comparative alternatives. Knowledge about a product is important because it is the basis for consumer behavioral decisions that influence purchase intention (Mrkva et al., 2021). Knowledge about a product is a means of communication between the company and consumers to provide instructions on the products that will be offered to consumers (Wang et al., 2019). The higher the knowledge about a product in purchasing activities, the greater the consumer's ability to make choices. Customers with high knowledge have better memory, recognition and analysis than customers with low knowledge. Consumers who have more knowledge about a product category tend to use clear criteria in making decisions and assessments in various contexts. Consumers with high knowledge tend not to be influenced by context effects and are more likely to make satisfactory product choices (Hadinata & Hariasih, 2021).

The behavior and attitudes of Muslim customers or consumers are found to be a distinctive consumer segment due to the influence of Islamic values and religious obligations on their daily practices, beliefs and behavior and are found to have great potential for business when their values are understood (Subagio et al., 2022). Although religion and religiosity are often discussed in spiritual aspects, religiosity in the Islamic context is a very complex construct to measure (Adriani & Ma'ruf, 2020). According to Kusdiana et al. (2021) individuals with high religiosity tend to punish or reward brands that do not match or match their self-identification.

Several studies have been conducted to investigate the relationship between attitude towards advertising and consumer behavior. Singh (2020) believes that attitude towards advertising has a significant positive impact on purchase intention among Pakistani consumers. Likewise, Aziz & Sulistiono (2020) argue that attitude towards advertising significantly influences Muslim consumers' beliefs regarding Islamic advertising. In

addition, Adiba & Wulandari (2018) studied Muslim consumers' attitudes towards non-certified cafe advertisements in the context of attitude functions. The utilitarian and value-expressive attitude functions significantly influence Muslim consumers' attitudes towards non-certified cafe advertisements. In contrast, the ego-defensive attitude function and knowledge do not have a significant impact on Muslim consumers' attitudes towards non-certified cafe advertisements. Sofya et al. (2022) investigated Muslim consumers' attitudes towards soft drinks. The findings show that brand, quality and peer pressure have a positive relationship with Muslim consumers' attitudes towards soft drinks. This study also found that quality plays a dominant role in influencing consumer attitudes towards Islamic brand soft drink products. These studies show that attitude towards advertising is an important determinant of consumer behavior and purchase intentions. These findings also highlight the significance of the function of attitudes in shaping Muslim consumers' attitudes towards advertising. According to Basyir (2019), the possibility of consumers choosing to buy a particular product in the future when they feel there is a need that must be met, the better the attitude towards a behavior, the stronger the individual's intention to carry out the behavior (Pakaya et al., 2023). Therefore, it can be said that a positive attitude will produce positive actions (Nasih et al., 2020).

The formation of advertisements based on the motive of achieving desired goals or avoiding undesirable goals will lead to positive attitudes (Ruslim et al., 2022). Argues that advertising appeals will be more effective if they align with consumers' processing styles. A utilitarian function is often demonstrated by individuals seeking information in rational advertising and that rational advertising appeals would serve a better purpose in preventing undesirable goals for consumers. Ariffin et al. (2022) states that the utilitarian aspect of food advertising is relevant when the food product meets the functional needs of its consumers (e.g. energy drinks provide carbohydrates). The findings show that healthy food advertising in Belgium is mostly informative. Therefore, advertisements that depict information or subjects that meet consumer needs will be preferred. On the other hand, Singh (2020) found that Muslim consumers derive utilitarian value from the functions performed by the subject that fulfill functional needs. With utilitarian products, consumers do not seem to prefer certain types of packaging, they evaluate them more based on functional attributes such as performance, cleanliness, and quality. local on product packaging.

According to Ariffin et al. (2022) study results on website attractiveness found that utilitarian aspects had a positive effect on attitudes towards website attractiveness. The study shows that consumer perceptions of utilitarian attributes are a significant and positive predictor of consumer attitudes. Adiba and Wulandari (2018), consumer perceptions of products with low involvement such as toothpaste and detergent are associated with the knowledge function. Consumers will use the Internet to purchase products with low involvement. In research by Ariffin et al. (2022), the knowledge function was found to be insignificant towards attitudes towards advertising for popular and well-known brands. In the context of religiosity on consumer attitudes and behavior, a study conducted by Subagio et al. (2022) showed that when exposed to controversial product advertisements, individuals with high religiosity considered almost all products to be more controversial than low religiosity groups. According to Ariffin et al. (2022), higher religiosity weakens the relationship between American popular culture (imitation, knowledge, consumerism) and Malaysian adolescent behavior. This is also supported by the findings of Soleh (2023) where consumers with a high level of religiosity will respond less favorably to advertisements for coffee shops that are not certified (because they have ambiguous halal status).

The more positive their attitude towards the advertisement, the more likely they will buy the advertised product. Meanwhile, purchase intention can be defined as the possibility of consumers choosing to buy a particular product in the future when they feel there is a need that must be met (Basyir, 2019). According to Khusnaeni et al. (2017), the better the attitude towards a behavior, the stronger the individual's intention to carry out that behavior. Therefore, it can be said that a positive attitude will produce positive

actions. Singh (2020), exposure to advertising will develop a positive attitude which will result in customer purchase intention. The findings of this research indicate that advertising exposure was found to strengthen the relationship between purchase intention and commitment to buying a product. The easier it is for consumers to recall a brand in an unaided recall situation, the higher their purchase intent from that retailer. Previous research shows that a strong retailer brand indicates high reputation and quality, resulting in high customer purchase intention.

H1: There is a positive and significant relationship between consumer utilitarian function and attitude towards advertising

H2: There is a positive and significant relationship between knowledge and attitude towards advertising

H3: There is a positive and significant relationship between religiosity and attitude towards advertising

H4: There is a positive and significant relationship between attitude towards advertising and customer purchase intentions

H5: Retailer brand is positively related to customer purchase intentions

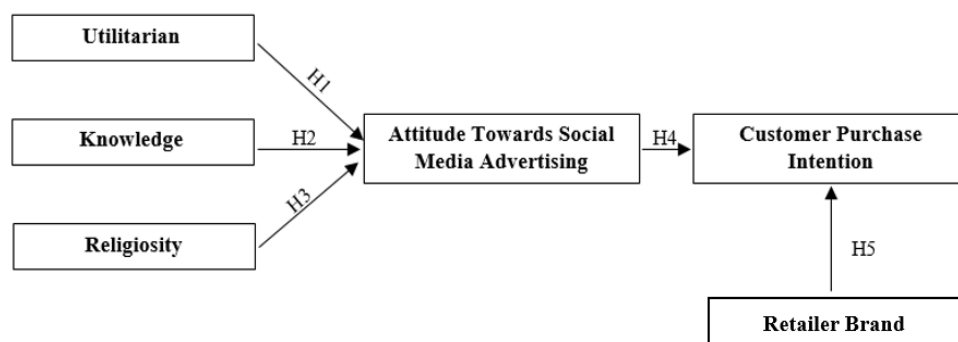


Figure 1. Research Framework

RESEARCH METHODS

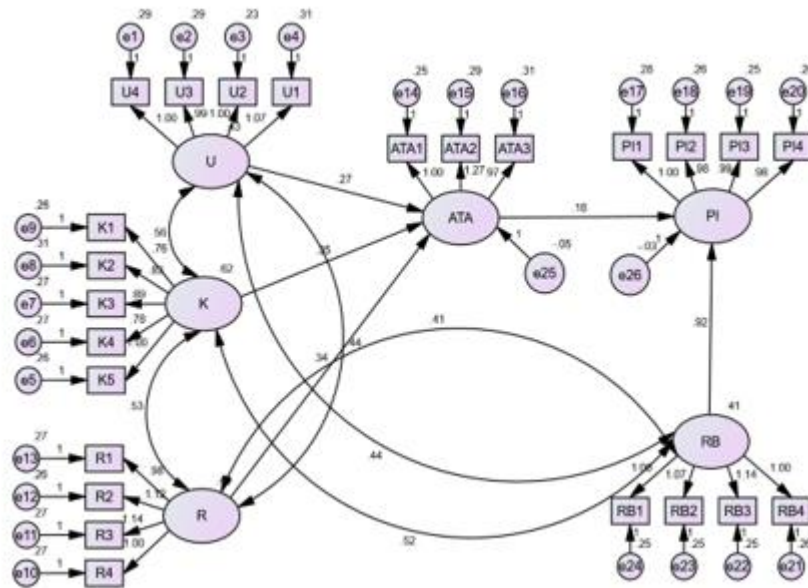
This research employs a quantitative approach through non-probability sampling technique. The associative causal convenient sampling was distributed online to 121 respondents through Google Forms survey tool. The data collection technique in this research utilizes primary materials, namely a structured questionnaire with Likert scale. Measurement of each indicator for each variable uses Likert scale on a Five Point Scale with scores 1-5 (where 1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). The population in this study is the entire population in Indonesia who have consumed bubble tea. Purposive sampling method is used to select respondents, with the criteria that the respondents are aged 20 and above, have consumed bubble tea at least once, and are Indonesian citizens. With 24 statement items used in the questionnaire, the total number of respondents for this study is 121 individuals.

The variables studied consist of independent variables, namely Utilitarian (X1), Knowledge (X2), Religiosity (X3), and Retailer Brand (X4), while the mediating variable is Attitude Towards Social Media Advertising (Z1), and the dependent variable is Customer Purchase Intention (Y). Utilitarian variable is measured with 4 questions adopted from Singh (2020), Knowledge variable is measured with 5 questions adopted from Hadinata and Hariasih (2021), Religiosity variable is measured with 4 questions adopted from Subagio et al. (2022), Attitude towards social media advertising variable is measured with 3 questions adopted from Usman et al. (2010), Customer purchase intentions variable is measured with 4 questions adopted from Chou et al. (2022), and Retailer brand variable is measured with 4 questions adopted from Sayyaf (2023). Thus, the total questionnaire items used to measure the six variables consist of twenty-four (24)

questions. This research uses Structural Equation Modeling (SEM) with AMOS software in testing the relationships between variables.

RESULTS AND DISCUSSION

The validity test shows that all indicators used to measure the variables utilitarian, knowledge, religiosity, attitude towards advertising, customer purchase intention, and retailer brand, are valid because the calculated r-value is greater than the r-table value at the 5% significance level (0.361). Thus, all indicators used have the desired level of accuracy in measurement. Furthermore, reliability tests on all variables produced Cronbach's Alpha values of 0.819, 0.859, 0.829, 0.821, 0.838, 0.794 respectively, all of which were greater than the critical point of 0.6. Therefore, it can be concluded that all the indicators used show good consistency.



Source: Processed data (2023)
Figure 2. Research Model

Table 1. Model Fit Test Results

No	Criteria	SEM Model	Cut of Value	Information
1	Chi-square	196,823	> T table 121; 0,67	Good
2	Probability	0,390	≥ 0,05	Good
3	GFI	0,883	≥ 0,85	Good
4	RMSEA	0,014	≤ 0,08	Good
5	TLI	0,998	≥ 0,90	Good
6	NFI	0,940	≥ 0,80	Good

Source: Processed data (2023)

From the Goodness Fit measurement results in Figure 1 and Table 1 above, it can be concluded that the Chi Square, probability, GFI, RMSEA, TLI, and NFI values obtained by the Cut Off Value have met the expected criteria. So that the analyzed model meets the criteria for a good model (Goodness of Fit Model).

Table 2. Hypothesis Test Results

No	Variable	Estimate	S.E.	C.R.	P
1	ATA <--- K	.350	.072	4.845	.000
2	ATA <--- R	.335	.139	2.416	.016
3	ATA <--- U	.266	.101	2.633	.008
4	PI <--- ATA	.184	.080	2.300	.021
5	PI <--- RB	.922	.120	7.689	.000

In Table 2, all variables exhibit a significant impact, as each possesses a P-value ≤ 0.05 . There exists a positive and significant correlation between the consumer's Utilitarian function and Attitude Towards Advertising, with a significance of $0.008 \leq 0.05$. Therefore, hypothesis H1 is substantiated. Similarly, there is a positive and significant connection between knowledge and Attitude Towards Advertising, with a significance of $0.000 \leq 0.05$, providing evidence for hypothesis H2. The study also reveals a positive and significant association between Religiosity and Attitude Towards Advertising, with a significance of $0.016 \leq 0.05$. Consequently, hypothesis H3 is validated. Furthermore, there is a positive and significant link between Attitude Towards Advertising and Customer Purchase Intentions, with a significance of $0.021 \leq 0.05$, supporting the validity of hypothesis H4. Additionally, Retailer Brand shows a positive relationship with Customer Purchase Intentions, with a significance of $0.000 \leq 0.05$, confirming hypothesis H5.

Hypothesis H1 states that there is a positive and significant relationship between consumer utilitarian function and attitude towards advertising. In the results of hypothesis testing, a P-value of $0.008 \leq 0.05$ was obtained, so hypothesis H1 was proven. This shows that the utilitarian function has a significant and positive effect on attitude towards advertising. The results of this research are in line with research conducted by Susanto & Sugiyanto (2021) which concluded that the utilitarian function has a significant positive effect on attitude toward online shopping. Apart from that, the results of this research also strengthen research conducted by Yuwono & Julyati (2021) which stated that utilitarian has a significant positive effect on attitude towards online purchasing. The principle of utilitarianism provides a strong foundation for forming a positive attitude towards advertising. Effective advertising in this context is one that provides added value or direct benefits to consumers, such as providing useful information about products or services that can improve consumers' quality of life. The principle of utilitarianism can be a strong basis for forming a positive attitude towards advertising and brands. Advertisements that focus on direct benefits for consumers, such as providing information about various flavor variants, quality of raw materials, or innovation in serving bubble tea drinks, can increase consumer satisfaction.

Hypothesis H2 states that there is a positive and significant relationship between knowledge and attitude towards advertising. In the results of hypothesis testing, a P-value of $0.000 \leq 0.05$ was obtained, so hypothesis H2 was proven. This shows that knowledge has a significant and positive effect on attitude towards advertising. The results of this research are in line with and strengthen research conducted by Christiana (2020) which concluded that customer knowledge influences attitudes toward objects for the Shopee Indonesia company. Consumers' knowledge plays an important role in forming positive attitudes towards advertising. Accurate and in-depth information about advertised products or services can increase positive responses to advertising messages. Consumers who have a good understanding of product advantages, brands and company values tend to be more open to advertising messages. Consumer knowledge about bubble tea drinks can play an important role in forming positive attitudes towards advertising and brands. When consumers have more in-depth knowledge about various flavors, quality of raw materials, and innovations in serving bubble tea drinks, consumers tend to respond more positively to advertisements that clearly present this information.

Hypothesis H3 states that there is a positive and significant relationship between religiosity and attitude towards advertising. In the results of hypothesis testing, a P-value of $0.016 \leq 0.05$ was obtained, hypothesis H3 was proven. This shows that religiosity has a significant and positive effect on attitude towards advertising. The results of this research are in line with and strengthen research conducted by Rinuastuti et al. (2018) who concluded that there is a positive and significant influence of the religiosity variable on

customer behavior in deciding to choose banking. Religiosity, or level of religiousness, has a significant and positive impact on individual attitudes towards advertising. High levels of religiousness are often associated with strong moral and ethical values, and individuals with high levels of religiousness tend to develop positive attitudes toward advertising that align with their religious principles. If advertising can reflect religious values or convey messages that are relevant to an individual's religious beliefs, they will likely respond in a positive manner. An individual's religious level can shape attitudes towards bubble tea advertising in a special way. For example, if bubble tea advertising is able to include elements that are in line with moral values or religious ethics, such as halal values and involvement in positive social activities, individuals with a high level of religiousness are more likely to feel connected to the brand.

Hypothesis H4 states that there is a positive and significant relationship between attitude towards advertising and customer purchase intentions. In the results of hypothesis testing, a P-value of $0.021 \leq 0.05$ was obtained, so hypothesis H4 was proven. This shows that attitude towards advertising has a significant and positive effect on customer purchase intentions. The results of this research are in line with and strengthen research conducted by Andrianto (2020) which concluded that attitude towards advertising has an influence on customer purchase intentions in emotional Coca Cola advertising. Attitude towards advertising plays an important role in forming consumer purchasing intentions. The positive and significant relationship between attitudes towards advertising and customer purchase intentions reflects the important impact of consumer perceptions of advertising messages on purchasing decisions. When consumers respond to advertising in a positive manner, for example, through an emotional experience that evokes positive feelings or because the advertising message is perceived as relevant and convincing, consumers are likely to develop trust in the advertised brand. Visual appeal or creativity in advertising can also increase consumer appeal and encourage the desire to buy the product. The importance of attitudes towards advertising becomes very apparent in shaping consumer purchasing decisions. Positive attitudes toward bubble tea advertising can be triggered by a variety of factors, including attractive visual presentation, a compelling message, and the advertising's success in creating a positive experience.

Hypothesis H5 states that retailer brand is positively related to customer purchase intentions. In the results of hypothesis testing, a P-value of $0.000 \leq 0.05$ was obtained, so hypothesis H5 was proven. This shows that retailer brand has a significant and positive influence on Customer Purchase Intentions. The results of this research are in line with and strengthen research conducted by Kuraesin & Eldine (2018) which concluded that brand awareness in retail influences consumer purchase intention for Belsoap products. The importance of the retailer brand in shaping consumer purchasing intentions shows that the brand identity of the retailer has a significant and positive impact on purchasing decisions. When consumers have positive perceptions of a particular store brand, this often reflects strong trust in and satisfaction with their shopping experience. Retail brands that successfully build a unique identity and can differentiate themselves from their competitors have a greater likelihood of creating high purchase intent, as consumers see them as an attractive and reliable option. The role of retailer brand in shaping consumer purchasing intentions becomes important when it is related to bubble tea drinks. The success of a bubble tea retailer's brand in creating an attractive and differentiating identity can be a key factor that encourages consumers to choose to purchase bubble tea drinks from a particular store.

CONCLUSION

The results of this research conclude that there is a positive and significant relationship between utilitarian function, knowledge and religiosity with attitude towards advertising. The results of hypothesis testing indicate that the utilitarian function, knowledge, and religiosity have a positive and significant influence on attitude towards advertising. This research shows that there is a positive and significant relationship between attitude towards advertising and retailer brand on customer purchase intentions. These findings

are consistent with previous research highlighting the important role of these factors in shaping consumers' attitudes toward advertising messages. This research contributes to the understanding of the factors that influence consumer attitudes toward advertising and purchase intentions. The practical implications of this research can help marketers and advertisers to design more effective strategies in promoting products, especially in the context of bubble tea beverage products in Indonesia. By understanding the influence of utilitarian function, knowledge, religiosity, and retailer brand, business people can optimize advertising messages to achieve positive responses from consumers, improve attitudes towards the brand, and ultimately encourage higher purchase intentions.

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