Influence of Assurance on Repurchase Intention of Halal Logistics Providers in Malaysia

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ABSTRACT

The growth of the halal industry has increased the importance of reliable halal logistics services in maintaining the integrity of halal products throughout transportation, warehousing, handling and related logistics activities. While service quality has been widely examined in conventional logistics, halal logistics requires additional consideration because customers expect logistics providers to demonstrate confidence, competence and assurance in handling halal products. This study examines the influence of assurance on repurchase intention among users of halal logistics providers in Malaysia. A quantitative research design was adopted using a structured questionnaire administered to Malaysian halal-certified companies. A total of 463 usable responses were obtained and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmartPLS 4. Assurance was operationalized as a dimension of halal logistics service quality, while repurchase intention represented the intention of customers to continue using or repurchase logistics services from the provider. The findings indicate that assurance has a positive and statistically significant influence on repurchase intention, with a path coefficient of $\beta = 0.291$ and t-value of 2.598. The result provides empirical evidence that customers' perceptions of confidence, competence, reliability and security associated with halal logistics services are relevant to their intention to continue using the services. The study contributes to the halal logistics literature by focusing specifically on assurance as an individual service-quality dimension rather than examining a broader multidimensional model. From a managerial perspective, halal logistics providers should strengthen assurance-related service practices to maintain customers' confidence and encourage continued business relationships. The findings provide useful implications for halal logistics providers seeking to improve service quality and customer retention in Malaysia.

Keywords: Assurance, Halal Logistics, Service Quality, Repurchase Intention, Malaysia

INTRODUCTION

The continued growth of the global halal industry has increased the importance of maintaining halal integrity throughout the entire supply chain, extending beyond manufacturing and production activities to include transportation, warehousing, material handling and other logistics operations. Halal logistics plays an important role in ensuring that halal products are handled, stored and transported in accordance with applicable halal requirements. Any failure in logistics operations may expose halal products to potential contamination or compromise their halal integrity, thereby affecting customers' confidence in the products and the organizations responsible for their distribution (Tieman et al., 2013; Zulfakar et al., 2014). In Malaysia, the importance of maintaining halal integrity throughout logistics activities is also reflected in the Malaysian Standard MS 2400 series, which establishes management system requirements for assuring halal integrity in transportation and warehousing activities (Department of Standards Malaysia, 2019a, 2019b). Consequently, the quality of logistics services has become an important consideration for organizations operating within the halal supply chain.

In this context, service quality represents an important factor in customers' evaluations of logistics service providers. The SERVQUAL framework developed by Parasuraman et al. (1988) provides an established

approach to assessing perceived service quality through five dimensions: tangibility, reliability, responsiveness, assurance and empathy. These dimensions represent different aspects of service delivery that influence customers' evaluations of service providers. Within halal logistics, however, assurance deserves particular attention because customers require confidence that logistics providers possess the necessary knowledge, competence and operational capabilities to handle halal products appropriately. Assurance refers to employees' knowledge and courtesy and their ability to inspire confidence and trust among customers (Parasuraman et al., 1988). Therefore, assurance is relevant to halal logistics because customers depend on service providers' professional competence and ability to manage logistics activities in a manner that supports the preservation of halal integrity (Tieman et al., 2013).

Previous studies have established the relevance of service quality and assurance within the Malaysian halal logistics industry. Zailani et al. (2018) developed and empirically examined a halal logistics service-quality model using data collected from 253 Malaysian food and beverage firms. Their research provided an empirical foundation for assessing service quality within the halal logistics context and demonstrated the relevance of service-quality criteria in evaluating logistics providers. Similarly, Selim et al. (2022) investigated halal logistics services among Malaysian third-party logistics (3PL) service providers and found that halal assurance services were positively associated with manufacturers' trust and satisfaction. These findings highlight the importance of assurance-related practices in supporting customers' confidence and evaluations of halal logistics services. Nevertheless, halal assurance services and the SERVQUAL assurance dimension represent related but conceptually distinct perspectives. The former concerns halal-related service and control practices, whereas the latter focuses on employees' knowledge, courtesy, competence and ability to inspire customer confidence.

Beyond customers' evaluations of service quality, maintaining long-term relationships with logistics providers is also important in business-to-business (B2B) relationships. Repurchase intention represents customers' willingness to continue using or repurchase services from an existing provider and is therefore an important behavioral intention in ongoing logistics relationships. Previous research has demonstrated that perceived service quality is associated with customers' behavioral intentions, including their intentions to maintain or discontinue relationships with service providers (Zeithaml et al., 1996). In the logistics service context, Kurniawati, H (2020) examined the relationships between perceived service quality, trust, customer satisfaction and repurchase intention in instant courier services. More recent studies have also investigated the relationship between logistics service quality and repurchase intention, demonstrating the continuing relevance of service-quality perceptions in understanding customers' future behavioral intentions (Hui et al., 2025; Şişman & Orel, 2025).

Despite the growing body of research on halal logistics service quality, the specific relationship between the SERVQUAL assurance dimension and repurchase intention remains insufficiently examined in the Malaysian halal logistics context. Existing studies have primarily investigated halal logistics service quality through multidimensional frameworks or examined halal assurance services in relation to outcomes such as trust, satisfaction and logistics performance (Zailani et al., 2018; Selim et al., 2022). Although these studies provide valuable insights into the importance of service quality and halal assurance, they offer limited empirical understanding of whether customers' perceptions of assurance, particularly employees' knowledge, competence and ability to inspire confidence, are associated with their intention to continue using the same halal logistics provider. Furthermore, examining assurance as an individual service-quality dimension provides an opportunity to understand its specific relationship with customer behavioral intention without assuming that all SERVQUAL dimensions have equivalent relationships with repurchase intention.

Addressing this research gap, the present study focuses specifically on the influence of assurance on repurchase intention among users of halal logistics providers in Malaysia. By examining assurance as an individual dimension of SERVQUAL, the study provides a focused empirical assessment of its relationship with customers' intentions to continue using or repurchase services from existing halal logistics providers. Using questionnaire data from 463 respondents and Partial Least Squares Structural Equation Modelling (PLS-SEM), this study contributes to the halal logistics literature by extending the examination of assurance beyond customers' evaluations of trust and satisfaction towards a behavioral outcome associated with continued service-provider

relationships. The findings are also expected to provide practical insights for halal logistics providers seeking to strengthen employee competence, customer confidence and customer retention.

The objective of this study is:

To examine the influence of assurance on repurchase intention of halal logistics providers in Malaysia.

The research question is:

Does assurance significantly influence repurchase intention of halal logistics providers in Malaysia?

Problem Statement

The maintenance of halal integrity throughout logistics operations remains an important consideration for organizations participating in the Malaysian halal supply chain. Unlike conventional logistics services, halal logistics requires service providers to consider the specific requirements associated with the handling, transportation and storage of halal products. These requirements place additional expectations on logistics providers to demonstrate appropriate operational knowledge, employee competence and the ability to manage halal-related procedures. The Malaysian Standard MS 2400 series provide requirements for halal supply chain management in transportation and warehousing, highlighting the importance of appropriate controls in maintaining halal integrity throughout logistics operations (Department of Standards Malaysia, 2019a, 2019b). However, compliance with operational requirements alone does not necessarily explain how customers evaluate the quality of services delivered by logistics providers or how such evaluations influence their intention to maintain existing business relationships.

From a service-quality perspective, assurance represents an important dimension through which customers evaluate the competence and credibility of service providers. According to Parasuraman et al. (1988), assurance concerns employees' knowledge and courtesy and their ability to inspire confidence and trust among customers. In the halal logistics context, these characteristics are particularly relevant because organizational customers depend on logistics providers to demonstrate sufficient knowledge and competence in handling halal products. Customers may therefore consider employees' ability to provide accurate information, demonstrate professional competence and communicate confidence when evaluating the quality of logistics services. Nevertheless, the specific contribution of the SERVQUAL assurance dimension to customers' future behavioral intentions within halal logistics requires further empirical investigation.

Previous research has provided useful evidence regarding halal logistics service quality and assurance-related practices. Zailani et al. (2018) developed and empirically tested a halal logistics service-quality model among Malaysian food and beverage firms, establishing a foundation for evaluating service quality in the halal logistics industry. In addition, Selim et al. (2022) examined halal logistics services among Malaysian 3PL service providers and found positive associations between halal assurance services, manufacturers' trust and satisfaction. Although these findings demonstrate the importance of service quality and halal assurance in supporting customer evaluations, the emphasis on trust and satisfaction provides a different perspective from examining customers' intentions to continue using an existing logistics service provider. In particular, the relationship between the SERVQUAL assurance dimension and repurchase intention remains an area requiring further empirical attention.

This research gap is important because repurchase intention represents a behavioral outcome associated with the continuation of customer relationships with service providers. In B2B logistics relationships, organizations may need to maintain long-term arrangements with logistics providers to support their transportation, warehousing, material handling and other supply-chain requirements. Customers' confidence in a provider's competence and service delivery may therefore be relevant when evaluating whether to continue engaging the same provider. Previous research has established the relationship between perceived service quality and behavioral intentions (Zeithaml et al., 1996), while logistics-related studies have also examined the relationship between service quality and repurchase intention (Kurniawati, H, 2020; Hui et al., 2025). However, these findings do not

sufficiently establish the specific relationship between SERVQUAL assurance and repurchase intention among users of halal logistics providers in Malaysia.

Furthermore, although halal logistics service quality has been examined through multidimensional approaches, investigating individual service-quality dimensions may provide a more specific understanding of their respective relationships with customer behavioral outcomes. Assurance is particularly relevant for independent examination because it captures the knowledge, courtesy, competence and confidence demonstrated by employees, which are important considerations in a service environment involving halal-related operational requirements. Examining assurance independently therefore provides an opportunity to determine whether customers' perceptions of this specific service-quality dimension are positively associated with their intention to continue using a halal logistics provider. Such an examination also avoids assuming that all service-quality dimensions contribute equally to customers' behavioral intentions.

Therefore, this study addresses the identified research gap by examining the influence of assurance as an individual SERVQUAL dimension on repurchase intention among users of halal logistics providers in Malaysia. Rather than incorporating the complete multidimensional service-quality framework and additional relationship mechanisms, the study adopts a focused research framework consisting of assurance as the independent variable and repurchase intention as the dependent variable. Using data from 463 respondents and PLS-SEM analysis, the study provides empirical evidence concerning the relationship between customers' perceptions of assurance and their intention to continue using or repurchase services from halal logistics providers. The findings are expected to contribute to a more specific understanding of assurance within the Malaysian halal logistics context while offering practical insights into strengthening customer confidence and retention.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Halal Logistics Services in the Malaysian Context

Halal logistics plays an important role in maintaining the integrity of halal products throughout the supply chain. Unlike conventional logistics, halal logistics requires appropriate handling, transportation, storage and distribution practices to minimize the risk of contamination and preserve the halal status of products. These requirements are particularly important for halal food and beverage companies, where the integrity of halal products must be maintained beyond the manufacturing process and throughout subsequent logistics activities (Tieman et al., 2013; Zulfakar et al., 2014).

In Malaysia, halal-related standards provide an important reference for logistics service providers in managing halal supply chain requirements. The MS 2400 series establish requirements relating to halal supply chain management, including transportation, warehousing and retailing activities (Department of Standards Malaysia, 2019a, 2019b). Compliance with these requirements is relevant to companies seeking to maintain confidence in the handling and distribution of halal products.

However, compliance with halal-related requirements alone does not necessarily determine how customers evaluate the overall quality of logistics services. Business customers also assess the competence, knowledge, professionalism and service delivery capabilities of logistics providers. Consequently, service quality remains an important consideration in developing business relationships and encouraging customers to continue using logistics services.

Service Quality and the SERVQUAL Assurance Dimension

Service quality is commonly understood through customers' evaluations of the service received in comparison with their expectations. The SERVQUAL model developed by Parasuraman et al. (1988) identifies five dimensions of service quality: tangibility, reliability, responsiveness, assurance and empathy.

Among these dimensions, assurance concerns employees' knowledge and courtesy, together with their ability to inspire confidence and trust among customers (Parasuraman et al., 1988). In logistics services, assurance may

be reflected in employees' professional conduct, their ability to provide accurate information, their knowledge of operational procedures and their capacity to respond confidently to customer enquiries.

For halal logistics providers, assurance is particularly relevant because business customers need confidence that their logistics partners understand the requirements associated with handling halal products. Employees who demonstrate appropriate knowledge, professionalism and competence may strengthen customers' perceptions of service reliability and operational confidence.

Nevertheless, SERVQUAL assurance should be distinguished from halal certification or halal assurance systems. The former concerns customers' perceptions of employees' knowledge, courtesy and ability to inspire confidence, whereas halal certification and assurance systems concern compliance with halal-related requirements and controls. Although these areas may complement one another in the halal logistics environment, they represent different aspects of service evaluation.

Previous studies have examined service quality in relation to customer evaluations and behavioral intentions (Zailani et al., 2018; Selim et al., 2022). However, the specific contribution of the assurance dimension to repurchase intention in the Malaysian halal logistics business-to-business context warrants further examination.

Repurchase Intention in Business-to-Business Logistics Relationships

Repurchase intention refers to a customer's intention to continue purchasing or using a product or service from an existing provider. In a business-to-business (B2B) environment, repurchase intention is particularly relevant because organizations depend on service providers to support their operational activities and supply chain requirements.

In the logistics industry, companies may continue engaging an existing logistics provider when the services received meet their operational expectations and provide confidence in the provider's ability to fulfil agreed requirements. Such decisions may involve considerations relating to service performance, employee professionalism, communication and the provider's ability to manage logistics activities consistently.

For halal food and beverage companies, the decision to continue using a logistics provider may also involve confidence in the provider's understanding of halal-related operational requirements. Therefore, the quality of interactions between logistics employees and business customers may contribute to the customer's overall assessment of the service provider.

Previous research has associated service quality with customers' behavioral intentions, including their intention to continue using services (Zeithaml et al., 1996). In the context of halal logistics, examining repurchase intention from an organizational perspective provides an opportunity to understand whether customers' perceptions of service assurance are associated with their intention to maintain an existing logistics service relationship.

Assurance and Repurchase Intention

The assurance dimension of SERVQUAL represents customers' perceptions of employees' knowledge, courtesy and ability to inspire confidence (Parasuraman et al., 1988). These attributes may be particularly important in B2B logistics relationships because organizational customers require professional communication, operational knowledge and confidence in the service provider's ability to fulfil its responsibilities.

In halal logistics, the importance of assurance may be further reinforced by the need to maintain appropriate handling and transportation practices for halal products. Customers may place greater confidence in logistics providers whose employees demonstrate an understanding of relevant operational requirements and communicate information professionally. Such confidence may contribute to more favorable evaluations of the service provider and encourage continued business engagement.

From a service quality perspective, positive customer evaluations may influence future behavioral intentions, including the intention to continue using a service provider (Zeithaml et al., 1996). Similarly, research examining service quality in halal-related business settings provides a basis for further investigating the role of individual service quality dimensions in customer behavioral outcomes (Zailani et al., 2018; Selim et al., 2022).

Although service quality consists of several dimensions, the present study focuses specifically on assurance. This focused approach enables the study to examine the independent relationship between customers' perceptions of assurance and their repurchase intention towards halal logistics providers in Malaysia. Accordingly, the following hypothesis is proposed.

Hypothesis Development

Based on the SERVQUAL perspective, assurance reflects the extent to which employees demonstrate knowledge, courtesy and the ability to inspire customer confidence. In B2B halal logistics relationships, these attributes may strengthen customers' evaluations of the logistics provider and their willingness to continue using its services. Therefore, the study proposes the following hypothesis:

H1: Assurance has a positive and significant influence on repurchase intention towards halal logistics providers in Malaysia.

METHODOLOGY

Research design

This study adopted a quantitative research design to examine the relationship between assurance and repurchase intention among users of halal logistics providers in Malaysia. A quantitative approach was considered appropriate because the study aimed to examine the relationship between measurable constructs using structured data collection and statistical analysis (Sekaran & Bougie, 2016).

Primary data were collected in 2026 through a structured questionnaire administered to business representatives from companies involved in the Malaysian halal industry. The study focused on respondents who had experience or involvement in using halal logistics services. The research context covered logistics activities associated with halal supply chain operations, including transportation, warehousing, material handling and procurement.

For this article, the research model focuses specifically on assurance as the independent variable and repurchase intention as the dependent variable. Both constructs were selected from the broader research instrument examining halal logistics service quality and customer behavioral intentions. Accordingly, this article provides a focused examination of the relationship between these two constructs.

Population and sample

The target population comprised Malaysian halal-certified companies that use or have experience engaging halal logistics service providers. The sampling frame was established using records of halal-certified companies identified through the relevant Malaysian halal certification records.

Purposive sampling was employed to identify respondents who met the research requirements and possessed relevant knowledge or experience concerning their organizations' use of logistics services. This sampling technique was appropriate because the study required responses from individuals familiar with logistics service arrangements and their organizations' experiences with halal logistics providers.

The respondents comprised a mixture of company owners, directors, managers and personnel involved in logistics, supply chain and procurement functions. Their professional involvement provided relevant organizational perspectives for evaluating assurance and repurchase intention in the context of halal logistics services.

A total of 463 usable responses were included in the final analysis. These responses provided the empirical basis for examining the proposed relationship between assurance and repurchase intention among users of halal logistics providers in Malaysia.

The unit of analysis was the individual business respondent, who provided responses based on their knowledge, professional responsibilities and experience concerning their organization's use of halal logistics services.

For this focused article, the study deliberately limits the model to one independent variable and one dependent variable:

Assurance → Repurchase Intention

This simplified structure allows the paper to focus specifically on the role of assurance without including the mediating and moderating variables examined in the broader doctoral study.

Measurement

This study examined two constructs: assurance and repurchase intention. Both constructs were measured using items retained from the questionnaire employed in the broader research instrument. A total of 14 measurement items were used to assess the two constructs.

Assurance

Assurance was operationalized as the independent variable in this study. It represents customers' perceptions of the knowledge, competence, credibility, confidence and security demonstrated by halal logistics service providers in delivering their services.

The assurance construct was measured using the relevant items from the original research questionnaire, in which assurance formed one of the dimensions of halal logistics service quality. These items assessed respondents' perceptions of the service provider's ability to demonstrate professional competence and inspire confidence in the delivery of halal logistics services.

Repurchase Intention

Repurchase intention was operationalized as the dependent variable. It refers to the organizational customer's intention to continue using or re-engage the same logistics service provider for future logistics requirements.

The measurement items for repurchase intention were retained from the existing questionnaire used in the broader research instrument. These items assessed respondents' intentions to maintain their business relationships with their existing halal logistics service providers.

Measurement Scale

A five-point Likert scale was employed to measure all questionnaire items, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale enabled respondents to indicate their level of agreement with each statement and facilitated the quantitative assessment of the research constructs.

Data Analysis

The collected data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) through SmartPLS 4. PLS-SEM was employed to assess the measurement properties of the constructs and examine the hypothesized relationship between assurance and repurchase intention.

The analysis involved two main stages: measurement model assessment and structural model assessment.

First, the measurement model was assessed to establish the reliability and validity of the constructs. Internal consistency reliability was evaluated using Cronbach's alpha and composite reliability, while convergent validity was assessed through indicator loadings and average variance extracted (AVE). Discriminant validity was evaluated to establish whether assurance and repurchase intention represented empirically distinct constructs.

Second, the structural model was assessed to examine the proposed relationship between assurance and repurchase intention. The hypothesis was evaluated using the path coefficient (β), t-value and corresponding significance level. The coefficient of determination (R^2) was also considered to assess the explanatory power of the model. Additional structural model indicators, including effect size (f^2), predictive relevance (Q^2) and confidence intervals, were considered where applicable and available from the SmartPLS analysis.

The hypothesis tested in this study was:

H1: Assurance has a positive and significant influence on repurchase intention towards halal logistics providers in Malaysia.

RESULTS AND ANALYSIS

Measurement Model Assessment

The measurement model was assessed to establish the reliability and validity of the constructs before examining the proposed structural relationship. The assessment focused on internal consistency reliability, convergent validity and discriminant validity for Assurance and Repurchase Intention.

Internal Consistency Reliability and Convergent Validity

Internal consistency reliability was evaluated using Cronbach's alpha and composite reliability (CR), while convergent validity was assessed using the average variance extracted (AVE). As presented in Table 1, Assurance recorded a Cronbach's alpha of 0.957 and composite reliability of 0.960. Repurchase Intention recorded a Cronbach's alpha of 0.938 and composite reliability of 0.941. These values exceed the commonly applied threshold of 0.70, indicating satisfactory internal consistency reliability for both constructs.

The AVE values were 0.797 for Assurance and 0.731 for Repurchase Intention. Both values exceed the recommended threshold of 0.50, demonstrating that the constructs explain more than half of the variance in their respective indicators. Therefore, the results provide evidence of satisfactory convergent validity.

Table 1. Reliability and Convergent Validity

Construct	Measurement items	Cronbach's alpha	Composite reliability	AVE
Assurance	A1–A7	0.957	0.960	0.797
Repurchase Intention	RI1–RI7	0.938	0.941	0.731

Overall, the results indicate that the Assurance and Repurchase Intention measurement constructs demonstrate satisfactory internal consistency reliability and convergent validity.

Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion and the heterotrait–monotrait (HTMT) ratio. Under the Fornell–Larcker criterion, the square root of the AVE for each construct should be greater than its correlation with the other construct.

As shown in Table 2, the square root of AVE was 0.893 for Assurance and 0.855 for Repurchase Intention. Both diagonal values exceed the correlation between the two constructs (0.707). This indicates that the constructs share more variance with their respective indicators than with each other.

Table 2. Fornell–Larcker Criterion

Construct	Assurance	Repurchase Intention
Assurance	**0.893**	-
Repurchase Intention	0.707	**0.855**

Note: Diagonal values in bold represent the square root of AVE. The off-diagonal value represents the correlation between the constructs.

The HTMT ratio was also examined to provide additional evidence of discriminant validity. The HTMT value between Assurance and Repurchase Intention was 0.739, which is below the conservative threshold of 0.85. This result further supports the establishment of discriminant validity between the two constructs.

Table 3. HTMT Ratio

Construct relationship	HTMT value
Assurance – Repurchase Intention	0.739

Taken together, the Fornell–Larcker and HTMT results indicate that Assurance and Repurchase Intention are empirically distinct constructs. Therefore, the measurement model demonstrates satisfactory discriminant validity.

Structural Model Assessment

Following the assessment of the measurement model, the structural model was examined to evaluate the hypothesized relationship between Assurance and Repurchase Intention. The hypothesis was assessed using the bootstrapping results generated through SmartPLS 4, considering the path coefficient, t-statistic and p-value.

Hypothesis Testing

The proposed hypothesis examined whether Assurance positively influences Repurchase Intention towards halal logistics providers in Malaysia. The bootstrapping results are presented in Table 4.

Table 4. Structural Model Path Coefficient and Hypothesis Testing

Hypothesized relationship	Path coefficient (β)	Standard deviation	t-statistic	p-value	Decision
Assurance → Repurchase Intention	0.291	0.112	2.598	0.009	Supported

The results indicate a positive and statistically significant relationship between Assurance and Repurchase Intention ($\beta = 0.291$, $t = 2.598$, $p = 0.009$). The t-statistic exceeds the 1.96 threshold for a two-tailed test at the 5% significance level, while the p-value is below 0.05. Therefore, the proposed hypothesis is supported.

The positive path coefficient suggests that higher perceived Assurance in halal logistics services is associated with stronger repurchase intention among the surveyed business respondents. This finding indicates that Assurance is an important service quality dimension in shaping organizational customers' intention to continue using halal logistics providers in Malaysia.

DISCUSSION

The findings reveal that Assurance has a positive and statistically significant relationship with Repurchase Intention among users of halal logistics providers in Malaysia ($\beta = 0.291$, $t = 2.598$, $p = 0.009$). This indicates that customers' perceptions of employees' knowledge, competence and ability to inspire confidence are important considerations in their intention to continue using halal logistics services.

This finding supports the SERVQUAL framework proposed by Parasuraman et al. (1988), which identifies assurance as an essential dimension of service quality. In the halal logistics context, assurance is particularly relevant because business customers require confidence that logistics providers understand and appropriately manage halal-related requirements throughout transportation, warehousing and handling activities.

The result is consistent with previous halal logistics research by Zailani et al. (2018), which highlighted the importance of service quality in evaluating halal logistics providers. It also complements Selim et al. (2022), who identified positive associations between halal assurance services, trust and satisfaction in Malaysian third-party logistics. However, this study extends the discussion by demonstrating that SERVQUAL assurance is significantly associated with customers repurchase intention, rather than focusing primarily on trust and satisfaction.

Overall, this study provides empirical evidence that Assurance is a meaningful service-quality dimension associated with B2B customers' intention to maintain their relationships with halal logistics providers. It highlights the importance of demonstrating professional competence and inspiring customer confidence to support customer retention in Malaysia's halal logistics sector.

Practical Implications

The findings offer practical implications for halal logistics providers in Malaysia. Since Assurance has a positive and significant relationship with Repurchase Intention, providers should strengthen customers' confidence through competent employees, professional service delivery and clear communication. In particular, continuous employee training on logistics operations and halal-related requirements is essential to ensure that staff can provide accurate information and respond confidently to customers' concerns.

Furthermore, halal logistics providers should demonstrate their operational competence by maintaining transparent procedures, communicating service commitments clearly and ensuring consistent compliance with relevant halal requirements. These practices can strengthen business customers' confidence in the provider's ability to protect halal integrity throughout transportation, warehousing and cargo handling activities.

For logistics managers, Assurance should therefore be treated as a strategic service-quality priority rather than merely an operational requirement. By developing employee competence and consistently demonstrating professional reliability, providers can strengthen customer relationships and support customers' intention to continue using their halal logistics services.

Theoretical Implications

This study contributes to the service quality literature by providing empirical support for the Assurance dimension of the SERVQUAL framework (Parasuraman et al., 1988) in the context of halal logistics services. The significant positive relationship between Assurance and Repurchase Intention ($\beta = 0.291$, $p = 0.009$) demonstrates that employees' knowledge, competence and ability to inspire customer confidence are relevant in understanding organizational customers' intention to continue using halal logistics providers.

Furthermore, this study extends the application of SERVQUAL to the specialized B2B halal logistics environment, where service quality involves not only conventional logistics performance but also customers' confidence in the provider's understanding of halal-related operational requirements. By examining Assurance

as an individual service-quality dimension, this study offers a more focused understanding of its relationship with repurchase intention.

Overall, the findings reinforce the relevance of SERVQUAL in explaining behavioral intentions in specialized logistics services and provide a basis for future research to examine how individual service-quality dimensions relate to customer retention in the halal logistics industry.

CONCLUSION

This study examined the relationship between Assurance and Repurchase Intention among customers of halal logistics providers in Malaysia. Based on 463 responses from business representatives of halal-certified companies, the findings revealed that Assurance has a positive and statistically significant relationship with Repurchase Intention ($\beta = 0.291$, $t = 2.598$, $p = 0.009$). This indicates that employees' knowledge, competence and ability to inspire customer confidence are important considerations in customers' intention to continue using halal logistics services.

The study contributes to the service quality literature by extending the application of the SERVQUAL assurance dimension to the B2B halal logistics context. The findings also highlight the importance of employee competency, professional service delivery and customer confidence in supporting long-term business relationships. Accordingly, halal logistics providers should strengthen assurance-related service practices to maintain customer confidence and encourage continued service usage.

Despite these contributions, the study is limited to halal logistics customers in Malaysia and examines only Assurance as an individual service quality dimension. Future research could investigate other service quality dimensions, incorporate additional organizational and relational factors, and examine different geographical settings to provide a broader understanding of repurchase intention in halal logistics. Overall, this study highlights Assurance as a relevant service quality dimension associated with B2B customers' intention to continue using halal logistics providers in Malaysia.

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Declaration Of Competing Interests

The author(s) declare no competing interests. No financial or personal relationships have influenced the research, analysis, or interpretation of the findings presented in this manuscript.

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