

Repurchase Intention of Halal Cosmetic Product Among Muslim Consumers: The Roles of Islamic Branding, Halal Awareness, and Trust

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Abstract

This study aims to examine the influence of Islamic branding and halal awareness on trust and repurchase intention. It also investigates the roles of trust in mediating the influence of Islamic branding and halal awareness towards repurchase intention of halal cosmetic products in Kudus regency. The research data is elicited from 275 Muslim consumers of halal cosmetic products in Kudus. The statistic technique is using *Partial Least Squares Path Modeling* (PLS-SEM). The study finding shows that Islamic branding and halal awareness significantly affect consumers' trust and repurchase intention. Trust mediates the influence of Islamic branding and halal awareness towards repurchase intention of halal cosmetic products in Kudus. The finding also intends to contribute to Sharia business players comprehending the factors that improve trust and repurchase intention towards the halal cosmetic products for their business development.

Keywords: *Islamic branding, halal awareness, trust, repurchase intention.*

INTRODUCTION

In the past few years, Indonesia has had a significant development of a modern and Islamic-oriented lifestyle. This lifestyle shift can be identified from the emergence of some phenomena, such as the increment of critical society in assessing the halal status of the products to be consumed, the development of Islamic-based culture, the rise of hijab clothing use and the growth of the halal cosmetic industry (Sahir *et al.*, 2016). This halal industry



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has emerged as a newly developed sector in the global economy. The presence of this halal industry is increasing rapidly in Asia, the Middle East, Europe, and America. Indeed, it is not only limited to the sector of the food industry, but also the sector of pharmaceutical, cosmetic, health product, and services sector components industry, such as logistics, marketing, printing media, electronics, packaging, and branding (Elasrag, 2016).

Branding is one of marketing strategies to create a unique brand name and image for specific products in the minds of consumers (Syazwani, 2017). The products will be more easily communicated, remembered, and well-known by public and potential consumers through the branding process. Islamic branding is a relatively new concept strongly associated with halal products, which are produced by companies to be sold to Muslim communities worldwide. According to Ranto (Ranto, 2013), the emergence of the Islamic branding term as one of the market segmentation efforts brought by companies that provide products or services. These companies consider that Muslim consumers in Indonesia are a potential source and a very large target market. Thus, Islamic branding has an essential role in influencing consumer's buying interest in halal products.

Halal awareness is a primary construction that profoundly levels the brand reputation up and intensively promote consumer's buying interest towards halal products. Through this awareness, consumers are expected to be able to choose and make purchasing decisions on products that have obtained the halal label (Prastiwi & Auliya, 2016). Currently, halal becomes the main reason for consumers in purchasing and using a product. It is particularly associated with the secure and reliable feeling of the consumption process. Then, the development of halal products is not only related to the types of food, drink and medicine, but also in various other supporting products, such as cosmetics, clothing and others.

Furthermore, trust is another aspect that becomes the central pillar of consumer behavior in interacting with others, including business. Trust is an important factor in a highly competitive business environment in order to build good relationships between companies and consumers. This good relationship could be shaped because trust can increase repurchase intention and bargaining power of the company. If consumer's trust increases, it can be predicted that repurchase intention will also increase.

Several previous research that analyses Islamic branding and repurchase intention have been conducted. It includes the study from Khomariyah

(2017) which shows that halal awareness, Islamic branding, and product ingredients partially have a positive and significant effect on buying interest which influenced the purchasing of Luwak White Coffee products in Sragen. In contrast, the study from Yunus *et al.* (2014) indicates that Islamic branding does not affect the Muslim consumer interest towards halal products which produced by non-Muslim producers. Moreover, Khasanah *et al.* (2014) study also proves that halal label does not influence the consumer's buying decision on Wardah cosmetic in Palembang.

On the other hand, previous studies related to halal awareness and repurchase intention, such as Yunus *et al.* (2014) study, show that halal awareness dan product ingredients affect the buying interest of Muslim consumers in halal products produced by non-Muslim producers. Adiba & Wulandari (2018) study presents the results that halal knowledge, Islamic religiosity, and attitude are partially influenced Muslim consumer behavior as the user of halal cosmetics in Surabaya. It is different with the above-mentioned study, the study of Prastiwi & Auliya (2016) applied a multiple linear regression analysis test on 150 consumers of halal instant noodles in Yogyakarta and Surakarta, which shows that halal awareness does not affect repurchase intention.

In addition, previous studies have also shown the relationship between relationship quality and repurchase intention. Balla & Ali (2015) study shows that the dimension of relationship quality, which consists of customer trust, commitment, and satisfaction, affects the repurchase intention of automotive consumers in Sudan. Then, Ali *et al.* (2018) study indicates that halal brand image, satisfaction, trust and loyalty have a positive influence on purchase intention towards halal products in Pakistan. Also, the study of Pitaloka & Gumanti (2019) shows that brand equity and brand relationship quality affect the repurchase intention of Muslim consumers in Surabaya. Borzooei & Asgari (2013) study prove that halal brand personality significantly affects purchase intention through brand trust as a moderating variable.

Based on the research review above, previous studies emphasize the significant roles of Islamic branding on repurchase intention (Khomariyah, 2017). However, Yunus *et al.* (2014) and Khasanah *et al.* (2014) show different results that Islamic branding has no significant effect on consumer buying interest towards halal products. In addition, several previous studies also emphasized the significance of halal awareness on repurchase intention (Adiba & Wulandari, 2018; Yunus *et al.*, 2014). However, Prastiwi & Auliya (2016) study show that halal awareness does not influence consumers'

repurchase intention. Several previous studies have also shown the connection of relationship quality towards repurchase intention (Ali *et al.*, 2018; Balla & Ali, 2015; Pitaloka & Gumanti, 2019). So it can be identified that there is still a research gap regarding the roles of Islamic branding and halal awareness on consumer buying interest towards halal products. In addition, there is currently a few studies that integrate consumer trust in the relationship model of Islamic branding and halal awareness in increasing consumer's interest in buying halal cosmetic products.

Cosmetics are a life necessity and even a lifestyle today. The existence of cosmetics can not be separated as a support for daily appearance. A product cannot be separated from the brand it carries. The more famous a brand is, the more public tends to accept the product quickly. Vice versa, products issued by less popular companies that do not have a public image yet in the hearts of consumers will have extra efforts and take a longer time to be able to acquire a market segment share. Therefore, product awareness is needed for producers to build a brand from the start to dominate the market segment share. Here is the list of halal cosmetics from the Indonesian Ulema Council (MUI), including Wardah, Make Over, Safi, Emina, Pond's, Mustika Ratu, Purbasari, and others.

This study is expected to improve to the progress of Sharia economics and business expertise, especially in increasing the repurchase intention of halal cosmetic products through Islamic branding, halal awareness and trust. Thus, it can be used as a reference model for developing the repurchase intention of halal cosmetic products in Kudus. In addition, it is also expected to contribute towards Sharia business actors in understanding the factors that can increase repurchase intention of halal cosmetic products. Therefore, they will be able to determine their business policies in the context of business development.

LITERATURE REVIEW

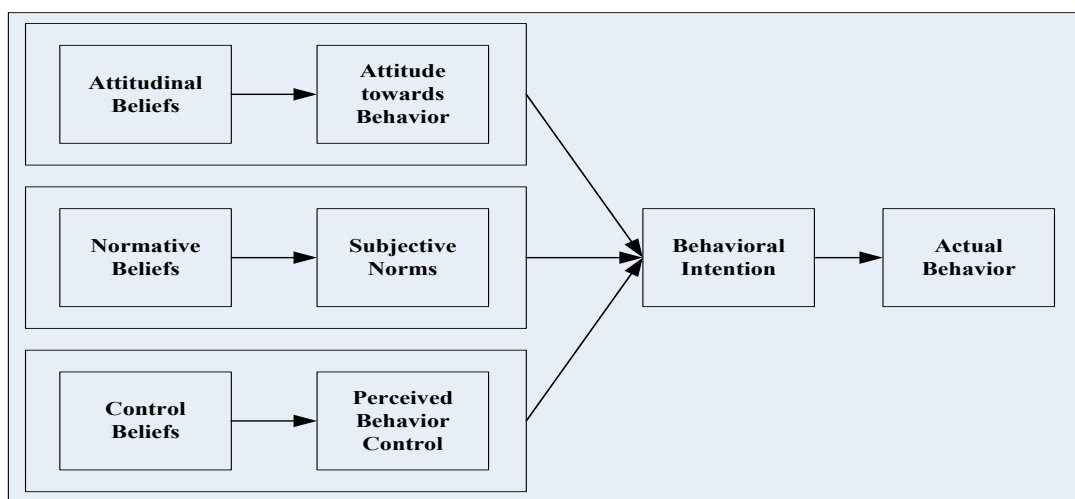
Theory of Planned Behavior

Theory of Planned Behavior (TPB) is one of the theories developed in consumer behavior study formulated by Ajzen (1991). TPB assumes that humans are rational and systematic creatures in the decision-making process, including those related to consumption problems. It is a further developed form of the Theory of Reasoned Action (TRA) model. Ajzen

(1991) added a construction that does not exist yet in TRA, namely *perceived behavioral control*, as an effort to understand the limitations of individuals in performing certain behaviors.

The basic assumption theory of TPB explains that many human behaviors are not entirely under control of the individual; thus, it is necessary to add the concept of perceived behavioral control. This theory assumes that perceived behavioral control has motivational implications for behavioral interest in addition to the possibility of a direct relationship between them. This construction reflects perceptions and behavior's internal-external constructs (Mauro & Afonso Mazzon, 2007).

Based on TPB theory, a behavior with high involvement requires belief and evaluation to cultivate attitudes, subjective norms, and behavioral control with the intention of being an influence mediator for various motivational factors that impact the behavior. The TPB model schematically is described as follows:



Source: Ajzen, 1991; Simon & Paper, 2007

Figure 1. Theory of Planned Behavior (TPB)

Islamic Branding, Trust, and Repurchase Intention

Currently, Islamic branding has become an intriguing and trending topic among academics and business practitioners. This concept might be understood as the use of Islamic names or displaying halal certification for a product. Alserhan (2010) defines Islamic branding in three characteristics that can be identified from the aspects of (1) Islamic brands by compliance (Islamic brands by religion or halal brands), brands follow Islamic values and

rules, (2) Islamic brands by origin, brands come from an Islamic country and (3) Islamic brands by customer, brands are intended for Muslim consumers.

Conversely, Oglivy dan Mather (2010, as cited in Islam & Alias, 2016) stated that “*Islamic brand is a brand approach that follow the Sharia principles*”. This statement can be interpreted that Islamic branding as an effort of getting closer and comply with the applied Sharia principles. Thus, Islamic branding is not only limited to the name itself, but it has a strong character value that describes the product as not contradicting with Islamic Sharia principles, both in terms of product substance and transaction mechanism.

According to Alserhan (2010), there are three sectors of products being developed by producers nowadays, including: (1) the food sector, which is still dominated by non-Muslim brands like KFC, Danone, Nestle, and others; (2) the lifestyle sector, which includes apparel, electronics, and cosmetics; and (3) the service sector, which includes banks, hospitals, and hotels. The service sector in Islamic banking is currently dominated by Muslims, although it is likely that companies from China, UK, and France are also interested in entering the Islamic banking sector.

However, Islamic branding is not limited to the definition of its name, symbol, written form or a combination from all of them. Furthermore, the image of Islamic branding contains Sharia principles that embody Islamic values. The emergence of Islamic brands is based on the company’s goals in influencing consumer buying interest, especially Muslim consumers.

The study from Khomariyah (2017) shows that Islamic branding partially has positive and significant effects on buying interest in Luwak White Coffee products in Sragen. This finding is supported by Sahir *et al.* (2016), who proved that halal label has positive and significant effects on buying decision of Wardah cosmetics on Students of Management Study Program, Faculty of Economics, the University of Medan in Medan, Indonesia. In other words, Islamic branding is one of the important components that can foster consumer confidence, affecting the buying interest of halal cosmetic products for Muslim consumers. Thus, here is the following hypothesis to be proposed in this study:

H₁: Islamic branding significantly influences repurchase intention.

H₃: Islamic branding significantly influences effect on trust.

The term of halal awareness has been defined by several experts. Yunus *et al.* (2014) explains that halal awareness is the level of Muslims' understanding in knowing issues related to the halal concept. This knowledge includes the comprehension of what halal means, how the production process of a product is based on halal standards, and why people should prioritize halal food for their consumption. Meanwhile, Prastiwi & Auliya (2016) define halal awareness as the degree of consumer knowledge on halal products.

The level of halal awareness is largely determined by the level of consumer religiosity and knowledge that is able to raise consumer awareness in consuming halal products. Having full consciousness of consuming halal food because it is an obligation and a necessity for Muslims. Religiosity itself is the level of individual commitment to their religion which is represented through attitudes and actions that have taken. Thus, consumers who have a high level of religiosity will always struggle to be able to consume halal foods and services that comply with Sharia.

In addition to the religiosity level, halal awareness is also largely determined by how much consumers acquire knowledge of a product. Product knowledge is a collection of information related to a product. This information generally includes the characteristics and attributes of the product, the benefits provided by the product, and the level of satisfaction resulting from a product. Consumers who have adequate knowledge will perceive halal not only from a religious point of view but also from the cleanliness and health points of view. In addition, halal products are generally denoted as clean, hygienic, and safe for consumers.

Building awareness of halal products requires good synergy from both consumer and producer sides. Producers have to participate in constructing a conducive situation in order to foster halal awareness. According to Ambali & Bakar (2014), building halal awareness can be referred to from three factors, namely the role of halal certification, exposure, and health analysis. Through the Indonesian Ulema Council (MUI) in collaboration with other relevant institutions, such as the Food and Drug Inspection Agency (BPOM), the government strongly encourages industry players to apply for halal certification guarantees. It should be done to increase the added value of the products. It also essential for promoting product confidence among consumers. Awareness to buy and consume halal products is very important for the Muslim community because halal-certified products are produced

by Muslim producers and produced by a number of non-Muslim producers from various backgrounds.

Based on the description above, it can be concluded that halal awareness plays a crucial role in fostering consumer trust and repurchasing interest. Yunus *et al.* (2014) study show that halal awareness affects Muslim consumer's buying interest in halal products produced by non-Muslim producers. In line with the research above, the findings of a study by Adiba & Wulandari (2018) confirm that halal knowledge partially has a positive and significant effect on Muslim consumers who use halal cosmetics in Surabaya. Thus, the following hypothesis can be possibly formulated as:

H₂: Halal awareness significantly influences repurchase intention.

H₄: Halal awareness significantly influences trust.

Trust and Repurchase Intention

Trust is one of the main pillars in interacting with other parties, including in business matters. Trust is considered a vital factor in a highly competitive business environment to create good relationships between companies and consumers. The definition of trust has been put forward by many experts. Balla & Ali (2015) defines trust as "a willingness to rely on an exchange partner in whom one has confidence." Heijden *et al.* (2003) stated that trust is "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party."

In line with previous statements, Bart *et al.* (2005) stated that trust is "a willingness to accept vulnerability, but with an expectation or confidence that one can rely on the other party." Gefen and Pavlou (2008, as cited in Wong, 2017) define trust as an appraisal of a person's relationship with other individuals who will carry out specific transactions according to the expectations of their trusted people. Thus, trust will be established if others have placed their trust in the partner's dependability and integrity.

Based on the definitions, it can be concluded that trust is the willingness of a certain party towards another party in conducting a transactional relationship based on a belief that the trusted party will act as expected. In other words, trust will measure whether a person or community relies on the other party as a trustworthy party.

Meanwhile, many experts have discussed the topics related to repurchase intention. Pham *et al.* (2018) stated that repurchase represents levels of individual motivation as a consumer in order to reduce the purchase of a particular product. Pitaloka & Gumanti (2019) define repurchase intention as “the customer’s willingness to engage in future repurchase behavior. Consumer is willing to repeat purchase the same brand or product because her expectation level was met”. Pham *et al.* (2018) suggests that “repurchase intention is one of the most important behavioral goals for marketing, so consumers are willing to buy the same product or brand again”. Syazwani (2017) states repurchase intention as “the possibility that consumers will plan or be willing to purchase a certain product or service in the future”. In line with the mentioned definitions, Prastiwi & Auliya (2016) explain that “repurchase intention is an individual assessment to buy another product or service from the same company, taking into account the current possible situation and circumstances.”

Furthermore, previous studies have shown a relationship between trust and repurchase intention. The study of Balla & Ali (2015) shows that customer trust has an effect on the repurchase intention of automotive consumers in Sudan. This finding is also supported by Ali *et al.* (2018) study, which suggests that halal brand trust has a positive and significant effect on buying interest towards halal products in Pakistan. In line with the mentioned findings, the study by Pitaloka & Gumanti (2019) also shows that brand trust has an effect on the repurchase intention of Muslim consumers in Surabaya. Starting from the previous logic of thought, the following hypotheses can be possibly proposed:

H₅: Trust significantly influences repurchase intention.

Mediation Effect of Trust

This study assumes that trust is capable of mediating the effect of Islamic branding and halal awareness on consumer repurchase intention. As explained earlier, trust is a crucial component in building good relationships between companies and consumers. The study of Borzooei & Asgari (2013) shows that halal brand personality significantly affects purchase intention through brand trust as a moderating variable. Based on the theoretical framework above, the hypotheses tested in this study are:

H₆: Trust mediates the influence of Islamic branding on repurchase intention.

H₇: Trust mediates the influence of halal awareness on repurchase intention.

RESEARCH METHOD

Sample and Population

The population in this study were consumers of halal cosmetic products in Kudus Regency. The technique used in determining the sample was the accidental sampling method with a research sample of 275 consumers who use halal cosmetic products. In addition, the data analysis technique of this research applied Partial Least Squares Path Modeling (PLS-SEM) with the assistance of SmartPLS 3.0 statistical software.

Variable Measurement

This study implemented an instrument in the form of a questionnaire in which the variables measurement referred to previous studies. There are four variables in this study, including Islamic branding, halal awareness, trust, and repurchase intention. The grid of the research questionnaire instruments is presented in the following table.

Table 1
Questionnaire Items and References

No	Research Variables	Items	References
1	Islamic Branding	5	Yunus <i>et al.</i> (2014)
2	Halal Awareness	5	Yunus <i>et al.</i> (2014)
3	Repurchase Intention	3	Kala & Chaubey (2018)
4	Trust	4	Chaudhuri & Holbrook (2001)

RESULT

Characteristics of Respondents

Respondents in this study were Muslim consumers who use halal cosmetic products in Kudus Regency. The research questionnaire consisted of 17 question items distributed as many as 275 copy packages via Google Form. Characteristics of respondents can be described in the table as follows:

Table 2
Respondent's Characteristics

Repurchase
Intention of Halal
Cosmetic

Characteristics	Total	Percentage
Gender		
▪ Male	28	10.2
▪ Female	247	89.8
Total	275	100
Age		
▪ 20 - 24 years old	263	95.7
▪ 25 - 29 years old	3	1.1
▪ 30 - 34 years old	6	2.2
▪ 35 - 39 years old	1	0.3
▪ > 40 years old	2	0.7
Total	275	100
Education level		
▪ High school	190	69.1
▪ Associate Degree (Diploma)	3	1.1
▪ Undergraduate Degree (S1)	82	29.8
Total	275	100
Use of halal Cosmetics		
▪ Wardah	124	45.1
▪ Make Over	24	8.7
▪ Safi	14	5.2
▪ Emina	103	37.4
▪ Pond's	10	3.6
Total	275	100

Measurement Model Evaluation (*Outer Model*)

Validity and Reliability Test

Evaluation of the outer model was applied to ensure the measurement is feasible to be used as a measurement tool (valid and reliable). It was used to identify the validity of the output and distinguish the composite reliability and Cronbach's alpha in order to determine the reliability output (Chin, 1998; Ghozali, 2014). The evaluation of this outer model was also implemented to determine the value of convergent validity in the loading factor and discriminatory validity within the cross-loading factor. The results of the validity and reliability testing are presented in the following table:

Tabel 3
Test of Validity and Reliability

Variable	Indicator	Loading Factor	Cronbach's Alpha	CR	AVE
<i>Islamic Branding</i>			0.744	0.831	0.502
X1.1	<i>Brand is vital element</i>	0.575			
X1.2	<i>Purchase halal product based on the brand</i>	0.553			
X1.3	<i>Islamic element physically and emotionally associated to customer</i>	0.779			
X1.4	<i>Islamic brand influence confidence in buying and consuming halal product</i>	0.830			
X1.5	<i>Islamic brand sufficiently enough to indicate the "halalness" of the halal product</i>	0.759			
<i>Halal Awareness</i>			0.834	0.883	0.602
X2.1	<i>Aware of "halalness"</i>	0.742			
X2.2	<i>Aware on halal due to the religious obligation</i>	0.748			
X2.3	<i>Hygiene and product safety</i>	0.736			
X2.4	<i>Knowing halal product being process is very important</i>	0.781			
X2.5	<i>Concern of international halal product</i>	0.865			
<i>Repurchase Intention</i>			0.773	0.868	0.687
Y1	<i>Would buy this product rather than any other brands available</i>	0.856			
Y2	<i>Willing to recommend others to buy this product</i>	0.811			
Y3	<i>Intend to purchase this product in the future</i>	0.819			
<i>Trust</i>			0.833	0.889	0.666
Z1	<i>Trust this brand</i>	0.825			
Z2	<i>Rely on this brand</i>	0.801			
Z3	<i>This is an honest brand</i>	0.821			
Z4	<i>This brand is safe</i>	0.817			

The table 3 shows that the loading factor value generated from all indicators of each variable. It indicates that Islamic branding, halal awareness, repurchase intention, and trust have a loading factor value greater than 0.50 and Average Variance Extracted (AVE) values > 0.50. Thus, these indicators can be declared valid as a measurement of the latent variable. In addition, all variables have high reliability, as indicated by Cronbach's alpha value > 0.70 and composite reliability > 0.70.

Structural Model Evaluation (*Inner Model*)

Repurchase

In evaluating the inner model with Partial Least Square (PLS), the results can be seen from the R-square value for each latent dependent variable. The test results of this inner model show the R-Square value, as explained in the table as follows:

Intention of Halal

Cosmetic

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Tabel 4
R-Square

Variable	R-Square	R-Square Adjustment
<i>Repurchase Intention</i>	0.497	0.490
<i>Trust</i>	0.513	0.510

The table 4 shows that the repurchase intention variable has R-Square value of 0.497, slightly smaller than 0.5. Also, the trust variable has an R-Square value of 0.513, indicating that the structural model can be categorized as moderate. This result implies that Islamic branding and halal awareness are quite strong predictors in influencing the trust and repurchase intention of halal cosmetic consumers in the Kudus Regency.

Hypothesis Testing Results

The hypothesis testing model in analyzing the data carried out in this study used SEM analysis with mediating or intervening effects. According to Ghozali & Latan (2015), there are three stages of the test mediation model, including:

1. The first model examines the influence of the exogenous variable (X) on the endogenous variable (Y), and the results must be significant in t-statistics > 1.96 .
2. The second model examines the influence of the exogenous variable (X) on the mediating variable (Z), and the results must be significant in t-statistics > 1.96 .
3. The third model simultaneously examines the influence of the exogenous variable (X) and the mediating variable (Z) on the endogenous variable (Y).

Based on the analysis of the tests using the SmartPLS version 3.0 statistical software with the evaluation of the inner model, the results are obtained as follow:

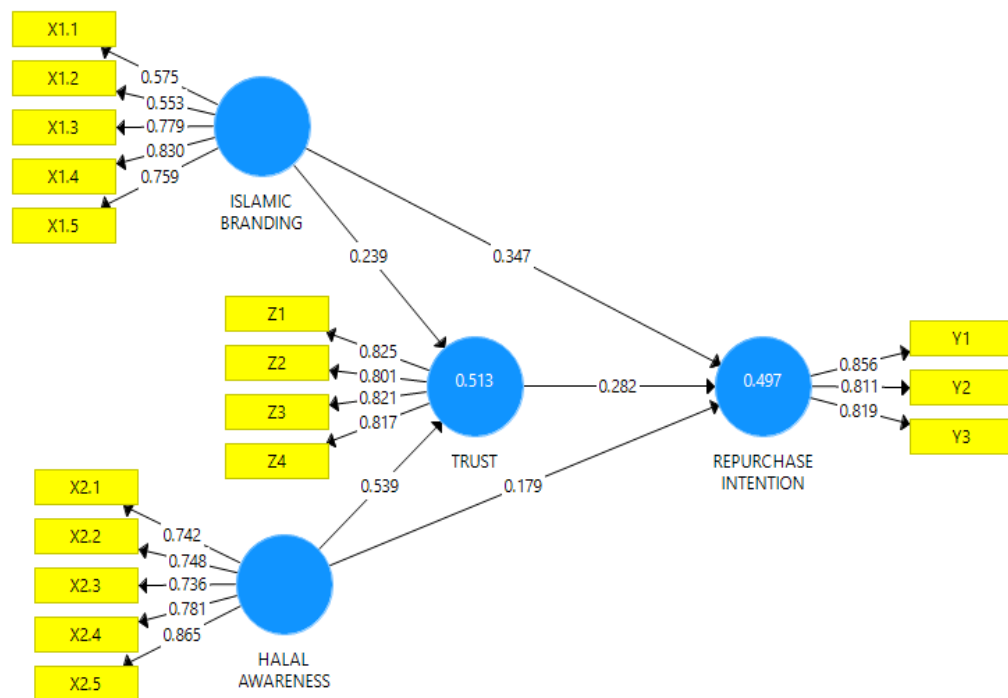


Figure 2. Diagram of Path Coefficient and Hypothesis Test

Tabel 5
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
HALAL AWARENESS -> REPURCHASE INTENTION	0.179	0.183	0.076	2.357	0.019
HALAL AWARENESS -> TRUST	0.539	0.540	0.057	9.518	0.000
ISLAMIC BRANDING -> REPURCHASE INTENTION	0.347	0.354	0.076	4.553	0.000
ISLAMIC BRANDING -> TRUST	0.239	0.244	0.064	3.766	0.000
TRUST -> REPURCHASE INTENTION	0.282	0.272	0.083	3.403	0.001
HALAL AWARENESS -> TRUST -> REPURCHASE INTENTION	0.152	0.146	0.045	3.348	0.001
ISLAMIC BRANDING -> TRUST -> REPURCHASE INTENTION	0.068	0.067	0.028	2.415	0.016

The output results of Mean, STDEV, T-Values, P-Values in table 5 show the results of the hypothesis testing of this study. Based on the results, it can be concluded that all the hypotheses proposed in this study are accepted.

DISCUSSION

The results of this study indicate that Islamic branding significantly influences trust and repurchase intention. This is proved by the results of testing the Islamic branding variable on repurchase intention, the results show that the t-statistics value is 4.553, and the P-value is 0.000. Thus, it can be concluded that Islamic branding significantly influences repurchase intention. Likewise, the testing results of the Islamic branding variable on trust show that the t-statistics value is 3.766 and the P-value is 0.000. These tests indicate that the t-statistics value is 3.766 > the t-table value is 1.96, and the P-value is <0.05. As a result, it can be concluded that Islamic branding significantly influences trust.

Islamic branding is considered a breakthrough applied by companies to benefit their business development. They realize that Indonesia is a country with the largest Muslim population globally. Islamic branding can not be separated only in the form of a brand, logo, symbol or name, but Islamic branding can also be seen from its production process to the marketing process of a product. The products are checked whether it is in accordance with Islamic law or not. Therefore, Islamic branding is very influential on consumer trust because consumers feel safe and secure if the products they use are labelled with halal certification.

In addition, marketers of halal cosmetic products need to improve products branding related to Islamic values in order to increase consumer repurchase interest. This increment in Islamic branding can be done by showing halal labels in cosmetic products and Islamic brands that improve consumer confidence to repurchase the halal-labelled cosmetic products. In addition, marketers can also increase promotional activities by informing consumers that Islamic brands are sufficient to show the halal lifestyle through cosmetic products.

Furthermore, the results of this study also show that halal awareness significantly influences trust and repurchase intention. This is evidenced from the results of testing the halal awareness variable on repurchase intention, the t-statistics value is 2.357 and the P-value is 0.019. Thus, it can be concluded that halal awareness significantly influences repurchase intention. Similarly,

the results of testing the halal awareness variable on trust shows that the t-statistics value is 9.518, and the P-value is 0.000. Consequently, it can be concluded that halal awareness significantly influences trust.

Subsequently, the repurchase intention of halal cosmetic products can be done through awareness efforts about the importance of halal cosmetic products. The halal cosmetic products are associated with hygienic and safe, so that consumers will consider choosing cosmetic products with halal label. Halal labeling on a product is important information for consumers to convince that the product is halal. Therefore, a product needs to have a halal certificate or label obtained from an independent institution that has the authority in the field of halal certification because most consumers currently have a high level of halal awareness.

This study also proves that trust mediates the effect of Islamic branding and halal awareness on repurchase intention. Consumer trust is a crucial factor in developing a product. Therefore, Islamic branding on halal cosmetic products is a necessity. The majority of respondents are Muslims who understand Islamic branding. They feel safe and secure if the product is clean, hygienic, and halal. Moreover, it can foster consumer trust, which can influence them to repurchase the products. Similarly, public awareness of the halal principles towards a product can possibly encourage consumer trust, which also influences consumers to repurchase the products.

CONCLUSION

Based on testing the research hypotheses, here are the following conclusions that can be drawn: first, Islamic branding significantly influences repurchase intention; second, halal awareness significantly influences repurchase intention; third, Islamic branding affects trust; fourth, halal awareness significantly influences trust; fifth, trust significantly influences repurchase intention; sixth, trust mediates the influence of Islamic branding on repurchase intention; and seventh, trust mediates the influence of halal awareness on repurchase intention. The findings of this study indicate the significance of Islamic branding and halal awareness for Sharia business actors. The two factors are considered an important aspect; thus, those factors should be improved to encourage Muslim consumers' confidence in making repurchase of halal cosmetic products.

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