

## Unveiling the Impact of Brand Popularity on Consumer Satisfaction and Loyalty Among Halal Cosmetic Users

Buchori Muslim <sup>1</sup>, M. Sulaeman Jajuli <sup>2</sup>

<sup>1,2,3</sup> Universitas Islam Negeri Sultan Maulana Hasanuddin Banten, Indonesia

Email: [buchori.muslim@bksppi.org.id](mailto:buchori.muslim@bksppi.org.id), [sulaeman.jajuli@uinbanten.ac.id](mailto:sulaeman.jajuli@uinbanten.ac.id)

---

### ***Abstract:***

#### **Keywords:**

Brand Popularity, Consumer Satisfaction, Brand Loyalty, Halal Cosmetics Users

*This study investigates the interplay between brand popularity, consumer satisfaction, and brand loyalty, focusing on Halal Cosmetics Users in Indonesia. As consumer preferences increasingly align with brands that resonate with their personal values, understanding the mechanisms driving brand popularity and loyalty becomes crucial. The research examines how brand popularity influences consumer satisfaction and, subsequently, brand loyalty. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, the study finds that brand popularity significantly impacts both consumer satisfaction and brand loyalty, with consumer satisfaction serving as a critical mediator. These findings highlight the importance of effective brand positioning, strategic marketing, and maintaining high standards to foster strong consumer loyalty. The insights gained offer valuable implications for marketing strategies and brand management in the competitive halal cosmetics industry.*

---

## INTRODUCTION

In today's competitive marketplace, the prominence of brand popularity and its impact on consumer behavior has garnered substantial attention. Brand popularity, which reflects a brand's recognition and appeal among consumers, significantly shapes market dynamics and influences consumer preferences (Anwar, 2025; Dreßler & Paunović, 2021; Ngo et al., 2021). This concept extends beyond mere visibility, encompassing how brand positioning, consumer loyalty, and strategic marketing efforts contribute to a brand's standing in the market (Aicha & Bouzaabia, 2023; Anwar, 2024). With consumers increasingly aligning their choices with brands that reflect their personal values and aspirations, understanding the factors driving brand popularity becomes crucial for developing effective marketing strategies (Williams et al., 2022).

The allure of popular brands often translates into enhanced consumer satisfaction, a key determinant of brand loyalty (Ali et al., 2020; J.-L. Chen, 2023; Maghfur, 2023). Consumer satisfaction emerges when the performance of a product or service meets or exceeds expectations, resulting in a positive emotional response (Akunja, 2020; Kurniadi, 2023). This satisfaction not only fuels repurchase intentions but also fosters a deeper attachment to the brand, which is pivotal for long-term brand loyalty (Aborujiah et al., 2021; Rahmani et al., 2021). Brand loyalty reflects a consumer's strong commitment to repeatedly choosing a brand over alternatives, often driven by the brand's perceived value and trustworthiness (Mahlke et al., 2020; Siregar, 2023).

In the context of halal cosmetics in Indonesia, like Wardah Cosmetics, the interplay between brand popularity, consumer satisfaction, and loyalty is increasingly relevant. The Wardah's sustained popularity can be attributed to its strategic brand positioning, high-quality standards, and effective use of influencer marketing and storytelling (Vredeveld & Kara, 2022). These elements not only enhance consumer satisfaction by aligning with user expectations but also cement brand loyalty, as evidenced by the consistent repurchasing behavior observed among Halal Cosmetics Users (Fanandaru, 2023; Ikramuddin & Mariyudi, 2021). Thus, exploring how these factors interact can provide valuable insights into the mechanisms driving brand loyalty and the broader implications for brand management strategies.

This study delves into the dynamics of brand popularity and its influence on consumer satisfaction and loyalty, focusing on Wardah Halal Cosmetics Users in Indonesia. By examining the relationships between brand popularity, consumer satisfaction, and brand loyalty, the study aims to offer a comprehensive understanding of how these constructs interact and contribute to sustained consumer commitment. This focus aligns with existing literature on the importance of brand positioning and consumer alignment with brand values (Anwar, 2025) and seeks to address gaps in understanding the specific effects of these relationships within the context of high-involvement consumer products like halal cosmetics.

## 1. Literature Review

### 1.1. Halal Cosmetics

Halal cosmetics are products that comply with Islamic principles by avoiding alcohol and non-halal animal-derived ingredients, appealing to both Muslim and non-Muslim consumers who seek ethical and safe alternatives (Ibrahim, 2023). The growth of this industry reflects the rising global awareness of ethical consumption and the demand for products aligned with both religious and health considerations (Ibrahim, 2023).

Ingredient safety and halal certification are crucial determinants of consumer purchase intentions, especially among Generation Y consumers in Malaysia who prioritize products with verified halal logos (Khan et al., 2021). Similarly, in Indonesia, halal labeling and price fairness play important roles in influencing consumer behavior, with millennials showing stronger sensitivity to price fairness compared to older generations (Soeroto et al., 2023). Religious and health motivations further strengthen this demand, as consumers associate halal cosmetics with spiritual fulfillment, ethical responsibility, and the use of natural ingredients (Ibrahim, 2023). Moreover, social media campaigns and influencer credibility significantly enhance consumer curiosity and trust, particularly among younger consumers in Malaysia and Indonesia who rely heavily on online networks for product validation (Respati et al., 2024).

The halal cosmetics industry increasingly integrates Industry 4.0 technologies such as Augmented Reality (AR), Virtual Reality (VR), and data analytics to enhance customer engagement and strengthen supply chain transparency (Masood et al., 2024). Through these technologies, companies can offer interactive product experiences and track ingredient origins, thereby improving consumer confidence in halal integrity (Masood et al., 2024).

The halal cosmetics market continues to expand, supported by the growing economic influence and purchasing power of Muslim consumers worldwide (Naseri & Abdullah, 2024). In addition, consumers generally express positive perceptions toward halal cosmetics, associating them with high-quality, natural, and ethically produced ingredients that align with their spiritual and lifestyle values (Ayob et al., 2016).

## 1.2. Brand popularity

Brand popularity is the level of recognition and acceptance a brand has among consumers, leading to widespread appeal and positive perception in the market (Dreßler & Paunović, 2021; Ngo et al., 2021; Yankovska, 2023). Key factors include brand positioning, loyalty, personality, and equity. Brand positioning shapes consumer perceptions (Anwar, 2022; Anwar et al., 2024; Dreßler & Paunović, 2021), while brand loyalty, shown through consistent repurchasing, enhances popularity (Ngo et al., 2021). Consumer beliefs aligning with a brand's values drive popularity, particularly among younger generations (Williams et al., 2022). Effective marketing strategies like influencer use and storytelling also boost popularity (Aicha & Bouzaabia, 2023; J.-L. Chen, 2023). Nostalgic brands highlight the impact of historical perceptions (Q. Chen et al., 2020; Vredeveld & Kara, 2022). Thus, managing these factors is essential for increasing brand popularity and market presence (Akpviroro et al., 2020; Ansari & Riasi, 2020; Anwar, 2023; Santos, 2023).

## 1.3. Consumer Satisfaction

Consumer satisfaction is the emotional response a consumer experiences after comparing a product or service's performance to their expectations (Anwar, 2024; Li et al., 2023). It reflects overall contentment or pleasure resulting from the fulfillment of desires, needs, and expectations (Chen, 2023). Influenced by the discrepancy between expectations and actual performance, satisfaction arises when performance exceeds expectations (Akunja, 2020; Haryanto et al., 2024; Prakoeswa et al., 2022). This involves both cognitive and emotional responses, as well as personal value fulfillment (Rahmani et al., 2021). Satisfaction is linked to how well a product or service meets consumer requirements and provides a pleasurable experience (Aborujiah et al., 2021).

## 1.4. Brand loyalty

Brand loyalty refers to a consumer's strong attachment to a brand, resulting in repeated purchases and resistance to alternatives (Mahlke et al., 2020). It signifies a commitment to consistently repurchase or use a preferred product or service despite potential marketing influences (Siregar, 2023). This loyalty reflects the value a brand holds for consumers and often stems from intangible characteristics that carry symbolic meaning (Fanandaru, 2023). It is crucial for marketing strategies as it boosts consumer satisfaction and retention (Tutor, 2024) and is influenced by factors such as customer satisfaction, trust, brand image, and perceived quality (Ikramuddin & Mariyudi, 2021). Brand loyalty is also linked to perceptions of brand equity, encompassing brand awareness, associations, and perceived quality (Tasci, 2020).

## METHODS

This research focuses on Halal Cosmetics Users in Indonesia, aged 16 to 35, regardless of gender. The sampling method employed was non-probability incidental sampling. Primary data were collected directly from participants through various measurement instruments and interactions. A questionnaire was used to gather data from participants within a specified timeframe. An online survey via Google Forms was conducted to collect quantitative data, which was later processed and analyzed using the PLS-SEM technique (Hair et al., 2020). The study targeted Indonesian Halal Cosmetics Users. Primary data were gathered through a structured questionnaire utilizing a Likert scale and distributed among Halal Cosmetics Users in Indonesia. Data analysis was performed using Smart PLS 4.0 software, adhering to the PLS-SEM

methodology. PLS-SEM was chosen to identify and predict key constructs and their outcomes, modeling and validating the complex relationships between variables affecting destination attachment. The theoretical framework for this research is illustrated as follows:

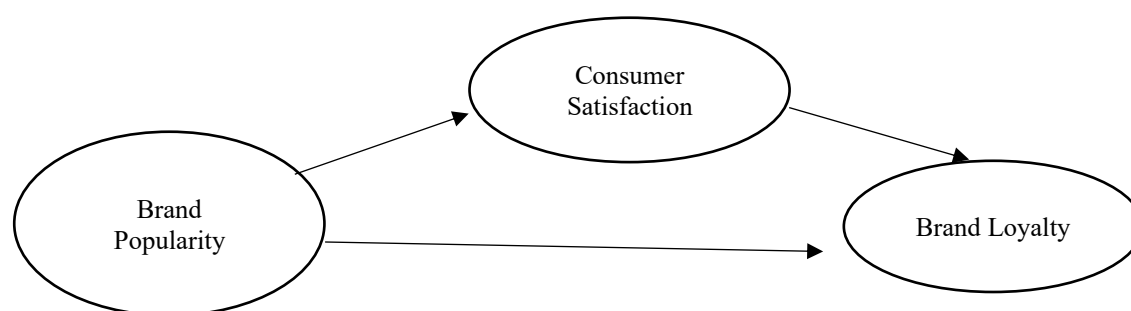


Figure 1 : Conceptual Framework

Source: Authors' own work

Here are the study's hypotheses, formulated based on the established theoretical framework:

- H1. Brand Popularity influences Brand Loyalty in Halal Cosmetics
- H2. Brand Popularity influences Consumer Satisfaction in Halal Cosmetics
- H3. Consumer Satisfaction influences Brand Loyalty in Halal Cosmetics

## RESULTS AND DISCUSSION

To comprehensively determine the structural relationships between various variables and their respective impacts, this research utilizes partial least squares structural equation modeling (PLS-SEM). The application of PLS-SEM involves a detailed, multi-stage data analysis process. Initially, the assessment focuses on the outer model, which examines the reliability and validity of the measurement model. This stage ensures that the indicators accurately represent the underlying constructs. Following this, the evaluation proceeds to the inner model, which assesses the structural model's relationships between the constructs. This step is crucial for understanding the predictive power and significance of the hypothesized paths within the research framework.

### 1.5. Outer Model Testing

The primary goal of evaluating the outer model is to clarify the relationships between latent variables and their respective indicators. This analysis involves a thorough examination of several key components to ensure the model's robustness. Firstly, convergent validity is assessed, which

is measured by the Average Variance Extracted (AVE). This step determines the extent to which indicators of a latent variable share a high proportion of variance. Secondly, discriminant validity is evaluated to ensure that each latent variable is distinct and not overly correlated with others, thereby confirming the uniqueness of the constructs. Lastly, internal consistency is examined through composite reliability, which evaluates the reliability of the indicators collectively in measuring the latent variable. By meticulously analyzing these elements, the outer model provides a comprehensive understanding of the relationships within the data.

### 1.6. Internal Consistency (Composite Reliability)

To ascertain whether the various items within a given construct consistently measure the same attribute, internal composite reliability is utilized as an evaluative method. This analytical approach examines the consistency of responses across different items within the same assessment tool, with a focus on the correlation values among these items. High correlation values among items suggest a strong degree of consistency, indicating that the items reliably measure the same underlying attribute. In this context, composite reliability values are employed to gauge the dependability of the constructed variable. A variable is considered to be reliable if its composite reliability value exceeds the threshold of 0.6, reflecting a satisfactory level of internal consistency within the measurement construct. This method ensures that the assessment tool yields stable and uniform results, enhancing the overall reliability of the measurement.

Table 1 : CA, CR and AVE

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Loyalty	0.852	0.858	0.900	0.693
Brand Popularity	0.827	0.837	0.885	0.659
Consumer Satisfaction	0.795	0.802	0.866	0.617

Source : Author's Work

Table 1 provides evidence that the composite reliability scores for all examined variables are above the threshold of 0.6. This finding signifies that each variable possesses sufficient reliability, ensuring their suitability for inclusion in the testing process. The reliability of these variables is crucial as it confirms their consistency and stability, which are essential for obtaining valid and dependable results in our study.

### 1.7. Convergent Validity

Convergent validity refers to the extent to which a particular measurement correlates positively with other measurements that are intended to assess the same construct. This type of validity is crucial in ensuring that the construct being measured is accurately represented by the indicators used. To evaluate the validity of a construct variable, researchers often look at the outer loading value of an indicator. This outer loading value signifies the strength of the relationship

between the indicator and the construct it is supposed to measure. An indicator is deemed to be valid if its outer loading value exceeds 0.7, with values above this threshold considered optimal. In practice, achieving an outer loading value above 0.7 indicates a strong and reliable indicator, thus affirming the convergent validity of the measurement.

Table 2 : Convergent Validity

	Brand Loyalty	Brand Popularity	Consumer Satisfaction
BL1	0.843		
BL2	0.868		
BL3	0.802		
BL4	0.815		
BP1		0.796	
BP2		0.850	
BP3		0.840	
BP5		0.757	
CS1			0.789
CS2			0.779
CS3			0.793
CS4			0.781

Source : Author's Work

### 1.8. Discriminant Validity

Discriminant validity is a critical assessment method used to determine the extent to which an indicator of a construct variable distinctly measures that specific construct, rather than overlapping with other variables. This evaluation is crucial for ensuring that each construct uniquely contributes to the measurement model and does not share too much variance with other constructs. One of the key tools employed in this assessment is the Heterotrait-Monotrait Ratio of Correlation (HTMT). The HTMT metric is instrumental in evaluating discriminant validity by comparing the correlation between indicators of different constructs to the correlation among indicators of the same construct. For a variable to exhibit robust discriminant validity, it is essential that the HTMT value remains below a threshold of 0.9. This threshold serves as a benchmark indicating that the discriminant validity is sufficient, suggesting that the constructs are adequately distinct from one another. In this study, the obtained HTMT values were consistently below 0.90. This outcome signifies that the indicators employed are valid and effectively capture the essence of the latent variables under investigation. Such results reaffirm the precision and distinctiveness of the indicators, thereby supporting the reliability of the measurement model and enhancing the overall validity of the research findings.

Table 3 : Discriminant validity

	Brand Loyalty	Brand Popularity	Consumer Satisfaction
Brand Loyalty	0.833		
Brand Popularity	0.704	0.812	
Consumer Satisfaction	0.657	0.662	0.786

Source : Author's Work

From Table 3, it is evident that the HTMT value is below 0.9. The maximum correlation value is 0.819, demonstrating that the indicators in this study are valid.

### 1.9. Inner Model Analysis

The evaluation of the inner model aims to analyze the influence of each component of the model through the application of t-tests. This process is designed to determine whether the hypotheses proposed are supported or contradicted based on the findings presented in the bootstrapping report. In addition to this, the evaluation also involves testing for multicollinearity using the Variance Inflation Factor (VIF). This test is crucial for identifying any potential issues related to multicollinearity within the data set. Multicollinearity is assessed by examining the VIF values, where a VIF score of less than 10 indicates that the data is considered to be free from significant multicollinearity issues. This comprehensive approach ensures that the model's reliability and the validity of the hypotheses are rigorously tested and confirmed.

Table 4: Multicollinearity (VIF)

	VIF
Brand Popularity -> Brand Loyalty	1.779
Brand Popularity -> Consumer Satisfaction	1.000
Consumer Satisfaction -> Brand Loyalty	1.779

Source : Author's Work

The inner model of Partial Least Squares (PLS) employs the R-squared statistic as a key metric to evaluate the extent to which the independent variables are able to explain and account for the variance observed in the dependent variable. By calculating R-squared, this approach provides a quantitative measure of the proportion of variability in the dependent variable that is predictable from the independent variables. Essentially, R-squared reflects the degree of fit between the model and the actual data, offering insights into how effectively the independent variables collectively contribute to the explanatory power of the model.

Table 5 : R-square

	R-square
Brand Loyalty	0.561
Consumer Satisfaction	0.438

Source : Author's Work

### 1.10. Path coefficients

Path coefficients serve as critical indicators in assessing both the significance and magnitude of the constructs within a research framework. These coefficients play a pivotal role in the evaluation of research hypotheses, providing insights into the relationships between variables. The analysis of path coefficients involves examining several key statistical measures: the initial sample value, T-statistics, and P-value. The initial sample value offers a baseline for understanding the relationship between the independent and dependent variables, while T-statistics measure the strength of the effect. Specifically, a T-statistic greater than 1.96 indicates a statistically significant

effect, suggesting that the observed relationship is unlikely to be due to chance. Furthermore, the P-value, which represents the probability of observing the data given that the null hypothesis is true, must be less than 0.05 to be considered significant. This threshold confirms that the effect of the independent variable on the dependent variable is both meaningful and statistically reliable. Together, these measures enable researchers to rigorously evaluate and interpret the impact of variables within the framework of their study.

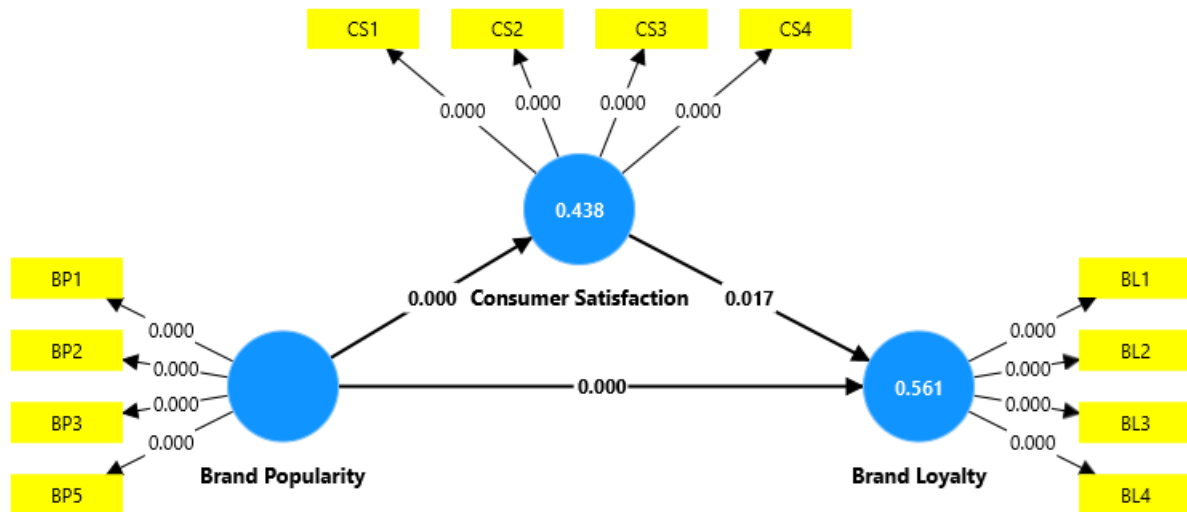


Figure 2 : Path Analysis

Source : Bootstrapping results

Table 6 : Path Analysis – PLS-SEM

Path Analysis	T statistics	P values
Brand Popularity -> Brand Loyalty	3.900	0.000
Brand Popularity -> Consumer Satisfaction	8.940	0.000
Consumer Satisfaction -> Brand Loyalty	2.380	0.017

Source : Author’s Work

To thoroughly examine the proposed hypotheses and explore the relationships between the constructs, a bootstrapping technique was employed to calculate path coefficients, t-values, and p-values. This approach allowed for a robust analysis of the data and the relationships being tested. The comprehensive results of this analysis are detailed in Table 6 and visualized in Figure 2, offering valuable insights into the proposed theoretical connections. In particular, Hypothesis H1 revealed a significant effect of Brand Popularity on Brand Loyalty, with a t-value of 3.900 and a p-value less than 0.000. This result highlights the substantial influence that Brand Popularity exerts on fostering Brand Loyalty. Hypothesis H2 further demonstrated that Brand Popularity has a considerable predictive power regarding Consumer Satisfaction, evidenced by a t-value of 8.940 and a p-value below 0.000. This underscores the critical role that Brand Popularity plays in shaping and enhancing Consumer Satisfaction. Moreover, Hypothesis H3 provided confirmation that Consumer Satisfaction has a significant impact on Brand Loyalty, with a t-value of 2.380 and a p-

value of 0.017. This finding accentuates the importance of Consumer Satisfaction as a key driver in the development of Brand Loyalty. Collectively, these results underscore the intricate and significant relationships between Brand Popularity, Consumer Satisfaction, and Brand Loyalty, providing a deeper understanding of how these constructs interact and influence each other.

## **2. Discussion**

The findings of this study provide significant insights into the relationships among Brand Popularity, Consumer Satisfaction, and Brand Loyalty among Indonesian halal cosmetics users. The evidence highlights the critical role that Brand Popularity plays in shaping both Consumer Satisfaction and Brand Loyalty within the halal cosmetics industry, where trust, ethical compliance, and spiritual alignment are essential to consumer decision-making. In a market driven by both functional performance and religious assurance, the reputation of a halal brand not only signifies product excellence but also reflects adherence to Islamic values that strengthen consumer confidence and loyalty.

### **2.1. Influence of Brand Popularity on Brand Loyalty**

The results demonstrate that Brand Popularity significantly influences Brand Loyalty, reinforcing existing literature on brand positioning and consumer perceptions. In the halal cosmetics context, Brand Popularity is not merely an outcome of effective marketing, but also of perceived religious credibility and halal assurance, which build consumer trust and emotional attachment (Anwar, 2025; Bukhari & Isa, 2020; Dreßler & Paunović, 2021; Fachrurazi et al., 2022). Popular halal brands symbolize purity, safety, and Sharia compliance, values that deeply resonate with Muslim consumers seeking products aligned with their faith. This alignment fosters strong brand commitment and encourages repeat purchases, as consumers perceive popular halal brands as reliable and ethically sound (Ikramuddin & Mariyudi, 2021).

Furthermore, among younger Muslim consumers who are increasingly value-conscious and socially active online, the alignment between brand values and personal beliefs amplifies the impact of popularity on loyalty (Chaudhuri & Holbrook, 2001; Williams et al., 2022). Popular halal cosmetic brands that emphasize sustainability, cruelty-free practices, and halal integrity enhance their symbolic meaning beyond aesthetics, contributing to moral satisfaction and spiritual comfort. Such brands not only meet beauty needs but also reinforce faith-based identity, leading to consistent repurchase behavior and enduring loyalty (Fanandaru, 2023; Fernando et al., 2023).

### **2.2. Brand Popularity's Effect on Consumer Satisfaction**

The study also reveals that Brand Popularity significantly affects Consumer Satisfaction, underscoring the importance of reputation and ethical branding in shaping consumer experiences in the halal cosmetics sector. Popular brands are perceived as higher in quality, trustworthiness, and compliance with halal standards, which enhances consumer satisfaction (Aicha & Bouzaabia, 2023; Joshi & Garg, 2022; Khalid et al., 2024). When halal brands gain popularity, consumers interpret it as a social and moral signal that the products are safe, pure, and approved under Islamic law, reinforcing satisfaction with both the product and its religious conformity (Osman et al., 2024).

Moreover, marketing strategies such as influencer endorsements and authentic storytelling play a vital role in enhancing halal brand popularity and satisfaction (Khasanah, 2024; Sokolova & Kefi, 2020). Influencers who embody Islamic values or promote ethical beauty lifestyles help create

positive brand associations that increase consumer satisfaction. This suggests that in the halal cosmetics context, popularity is not only a reflection of mass appeal but also an indicator of ethical credibility and community endorsement (Supriani et al., 2024). When consumers perceive a brand as widely accepted among their peer and religious groups, their satisfaction extends beyond product quality to a sense of shared moral identity and social belonging (Anwar, 2025).

### 2.3. Impact of Consumer Satisfaction on Brand Loyalty

The findings further confirm that Consumer Satisfaction has a strong positive effect on Brand Loyalty, emphasizing that satisfied consumers are more likely to exhibit repeat purchasing behavior and sustained brand commitment. In the halal cosmetics market, satisfaction emerges from the combination of functional quality and spiritual assurance (Chauhan et al., 2021; Suhartanto et al., 2020). Consumers who are pleased with the performance, ethical sourcing, and halal certification of a brand develop an emotional connection that transcends ordinary consumption, creating a form of faith-based loyalty. This supports the idea that positive consumer experiences, especially those that fulfill both physical and moral expectations, drive loyalty even in the presence of competitive alternatives (Akunja, 2020; Rafdinal et al., 2024).

The emotional and cognitive dimensions of satisfaction are particularly critical in reinforcing halal brand loyalty. Emotional satisfaction stems from the inner peace and trust consumers feel when using products consistent with Islamic principles, while cognitive satisfaction arises from the perceived credibility and authenticity of halal certification (Aji & Muslichah, 2022; Zhou & Chen, 2023). These dimensions foster brand trust, advocacy, and long-term commitment, showing that consumer satisfaction in halal cosmetics is both a rational and spiritual experience. Loyal consumers thus become advocates of halal values through their consumption behavior, helping brands strengthen their position in the growing global halal beauty industry

## CONCLUSION

This study concludes that Brand Popularity plays a pivotal role in shaping both Consumer Satisfaction and Brand Loyalty within the halal cosmetics industry, emphasizing that consumer attachment extends beyond product performance to include trust, ethical assurance, and spiritual alignment. Popular halal brands effectively leverage their reputation to signal quality, purity, and Sharia compliance, which not only heightens satisfaction but also fosters enduring loyalty grounded in faith-based values. The results reveal that Consumer Satisfaction acts as the emotional and cognitive bridge linking brand perception to loyal behavior, suggesting that the sustainability of halal cosmetic brands depends on their ability to integrate religious authenticity, ethical branding, and consistent product excellence. Ultimately, this study underscores that in the halal cosmetics market, loyalty is not merely a transactional outcome—it is a manifestation of consumers' moral confidence, social identity, and spiritual fulfillment through ethical consumption

## REFERENCE

- Aborujiah, A., Nassr, R. M., Othmani, A. A., Long, Z. A., & Husen, M. N. (2021). Post Acceptance Model for Online Teleconsultation Services: An Empirical Study in Malaysia. *International Journal of Electrical and Computer Engineering Systems*, 12, 59–69. <https://doi.org/10.32985/ijeces.12.si.7>
- Aicha, A. B., & Bouzaabia, R. (2023). The Effects of Video Storytelling Advertising on Consumers' Online Reactions on Facebook: A Cross Cultural Study. *Qualitative Market Research an International Journal*, 26(3), 247–268. <https://doi.org/10.1108/qmr-06-2022-0101>
- Aji, H. M., & Muslichah, I. (2022). Is Halal Universal? The Impact of Self-Expressive Value on Halal Brand Personality, Brand Tribalism, and Loyalty: Case of Islamic Hospitals. *Journal of Islamic Marketing*, 14(4), 1146–1165. <https://doi.org/10.1108/jima-10-2021-0327>

- Akpoviroro, K. S., Amos, A. O., Oladipo, A. O., & Adewale, A. G. (2020). Product Branding and Consumer Loyalty in Telecommunication Industry. *Economics and Culture*, 17(1), 94–103. <https://doi.org/10.2478/jec-2020-0009>
- Akunja, L. (2020). Effects of Customer Satisfaction on Customer Loyalty in Selected Hotels in Nairobi, Kenya. *Saudi Journal of Business and Management Studies*, 5(6), 334–342. <https://doi.org/10.36348/sjbms.2020.v05i06.004>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339–1362. <https://doi.org/10.1108/JIMA-03-2019-0063>
- Ansari, A., & Riasi, A. (2020). Modelling the Impact of Activity in Brand Communities on Loyalty. *International Journal of Internet Marketing and Advertising*, 14(1), 1. <https://doi.org/10.1504/ijima.2020.106042>
- Anwar, M. M. (2022). Marketing Mix dalam Dual Persepektif (Konvensional dan Syariah). *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 6(01), 177–186.
- Anwar, M. M. (2023). *The Impact of Islamic Financial Deepening on Economic Growth in Indonesia*.
- Anwar, M. M. (2024). How does TAM affect impulsive buying on halal fashion products via shopping mobile apps? *Journal of Islamic Marketing*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JIMA-03-2023-0096>
- Anwar, M. M. (2025). Halal fashion insights: understanding brand dynamics in consumer perception. *Journal of Islamic Marketing*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JIMA-04-2024-0149>
- Anwar, M. M., Battour, M., Ratnasari, R. T., Herianingrum, S., Fauzi, Q., Absah, Y., & Sari, D. K. (2024). *Antecedent and Consequences of Brand Love: A Conceptual in Behavioral Loyalty*. 1051–1067. [https://doi.org/10.1007/978-3-031-50939-1\\_85](https://doi.org/10.1007/978-3-031-50939-1_85)
- Ayob, A., Awadh, A. I., Jafri, J., Jamshed, S., Ahmad, H. M. A., & Hadi, H. (2016). The enlightenment from Malaysian consumers' perspective toward cosmetic products. *Journal of Pharmacy and Bioallied Sciences*, 8(3), 229–234. <https://doi.org/10.4103/0975-7406.174232>
- Bukhari, S. N. Z., & Isa, S. M. (2020). Islamic branding: insights from a conceptual perspective. *Journal of Islamic Marketing*, 11(6), 1743–1760. <https://doi.org/10.1108/JIMA-02-2018-0035>
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chauhan, S., Banerjee, R., Chakraborty, C., Mittal, M., Shiva, A., & Ravi, V. (2021). A self-congruence and impulse buying effect on user's shopping behaviour over social networking sites: an empirical study. *International Journal of Pervasive Computing and Communications*, 17(4), 404–425. <https://doi.org/10.1108/IJPCC-01-2021-0013>
- Chen, J.-L. (2023). Effect of Perceived Quality of Green Brands on Road Race Participants' Green Word of Mouth and Mediating Roles of Satisfaction With and Trust in Green Brands. *Sustainability*, 15(17), 13121. <https://doi.org/10.3390/su151713121>
- Chen, Q., Huang, R., & Han, B. (2020). Perceived Authenticity of Traditional Branded Restaurants (China): Impacts on Perceived Quality, Perceived Value, and Behavioural Intentions. *Current Issues in Tourism*, 23(23), 2950–2971. <https://doi.org/10.1080/13683500.2020.1776687>
- Dreßler, M., & Paunović, I. (2021). Reaching for Customer Centricity—Wine Brand Positioning Configurations. *Journal of Open Innovation Technology Market and Complexity*, 7(2), 139. <https://doi.org/10.3390/joitmc7020139>
- Fachrurazi, F., Silalahi, S., Hariyadi, H., & Fahham, A. (2022). Building halal industry in Indonesia: the role of electronic word of mouth to strengthen the halal brand image. *Journal of Islamic Marketing*, 14. <https://doi.org/10.1108/JIMA-09-2021-0289>
- Fanandaru, E. M. (2023). Brand Experience, Attitude, and Loyalty in Brand Equity Fashion Luxury Brand. *Ijaeb*, 1(2), 651–669. <https://doi.org/10.24912/ijaeb.v1i2.651-669>

- Fernando, Y., Wahyuni-TD, I. S., Zainul Abideen, A., & Mergeresa, F. (2023). Traceability technology, halal logistics brand and logistics performance: religious beliefs and beyond. *Journal of Islamic Marketing*, 14(4), 1007–1031. <https://doi.org/10.1108/JIMA-06-2020-0183>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.11.069>
- Haryanto, R., Anwar, M. M., Harisah, H., & Fadllan, F. (2024). Tourist satisfaction toward halal tourism: the role of tourism governance and branding. *Journal of Islamic Marketing*.
- Ibrahim, N. H. (2023). Influence of Religious and Health Factors on the Halal Cosmetics Industry. In *Contemporary Discourse of Halal and Islamic Entrepreneurship: Trends and Future Opportunities* (pp. 159–177). [https://doi.org/10.1007/978-981-99-6427-7\\_11](https://doi.org/10.1007/978-981-99-6427-7_11)
- Ikramuddin, & Mariyudi, M. (2021). The Mediating Role of Customer Satisfaction and Brand Trust Between the Relationship of Perceived Value and Brand Loyalty. *Asian Journal of Economics Business and Accounting*, 21–33. <https://doi.org/10.9734/ajeba/2021/v21i1930503>
- Joshi, R., & Garg, P. (2022). Assessing brand love, brand sacredness and brand fidelity towards halal brands. *Journal of Islamic Marketing*, 13(4), 807–823. <https://doi.org/10.1108/JIMA-04-2020-0104>
- Khalid, A., Awan, R. A., Ali, R., & Sarmad, I. (2024). The antecedent cognitions of brand love and its impact on brand loyalty: the moderating role of sustainability marketing. *Corporate Governance (Bingley)*, 24(3), 609–626. <https://doi.org/10.1108/CG-06-2023-0230>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Khasanah, M. (2024). The impact of habit and halal involvement on the intention to purchase international branded food: evidence from Indonesia. *Journal of Islamic Marketing*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JIMA-09-2023-0289>
- Kurniadi, H. (2023). The Power of Trust: How Does Consumer Trust Impact Satisfaction and Loyalty in Indonesian Digital Business? *Innovative Marketing*, 19(2), 236–249. [https://doi.org/10.21511/im.19\(2\).2023.19](https://doi.org/10.21511/im.19(2).2023.19)
- Li, A.-N., Dai, Y.-D., Tsai, T., Yeh, G.-T., & Chen, Y.-C. (2023). Effects of Food Experience, Emotion, and Place Attachment on Heritage Tourists' Revisit Intention. In J. S. Chen (Ed.), *Advances in Hospitality and Leisure* (Vol. 19, pp. 121–139). Emerald Publishing Limited. <https://doi.org/10.1108/S1745-354220230000019007>
- Maghfur, R. f. (2023). The Influence of Brand Image and Experiential Marketing on Consumer Loyalty With Consumer Satisfaction as an Intervening. *MBS*, 1(1), 1–12. <https://doi.org/10.58777/mbs.v1i1.153>
- Mahlke, C., Lahmeyer, S., & Roemer, E. (2020). What Is Love? Exploring the Meaning of Brand Love and Its Role in Determining Brand Loyalty. *Multidisciplinary Business Review*, 13(2), 54–65. <https://doi.org/10.35692/07183992.13.2.6>
- Masood, A., Lee, U. H. M. S., & Hasbullah, N. A. (2024). Sustaining Halal Industry Through Synergising IR4.0 Technologies and Data Analytics: Exploring the Integration of AR, VR, MR, and Consumer Insights. In *Contributions to Management Science: Vol. Part F3298* (pp. 55–69). [https://doi.org/10.1007/978-3-031-61778-2\\_4](https://doi.org/10.1007/978-3-031-61778-2_4)
- Naseri, R. N. N., & Abdullah, R. N. R. (2024). An Overview of Halal Cosmetic Industry in Malaysia. *AIP Conference Proceedings*, 2799(1). <https://doi.org/10.1063/5.0181818>
- Ngo, H. M., Liu, R., Taieb, S. B., Moritaka, M., & Fukuda, S. (2021). Exploring Consumer Loyalty Towards Brands of Safe Vegetables in Vietnam. *International Journal of Retail & Distribution Management*, 50(4), 519–536. <https://doi.org/10.1108/ijrdm-07-2020-0284>
- Osman, I., Omar, E. N., Ratnasari, R. T., Furqon, C., & Sultan, M. A. (2024). Perceived service quality and risks towards satisfaction of online halal food delivery system: from the Malaysian

- perspectives. *Journal of Islamic Marketing*, 15(9), 2198–2228. <https://doi.org/10.1108/JIMA-06-2023-0176>
- Prakoeswa, C. R. S., Hidayah, N., & Dewi, A. (2022). A Systematic Review on Hospital's Patient Satisfaction and Loyalty in Indonesia. *Open Access Macedonian Journal of Medical Sciences*, 10(F), 655–664. <https://doi.org/10.3889/oamjms.2022.10100>
- Rafdinal, W., Setiawardani, M., Raharso, S., & Hardiyanto, N. (2024). Brand loyalty model for halal fashion brands: integrating quality-loyalty model, information sources and religiosity-loyalty model. *Journal of Islamic Marketing*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JIMA-08-2023-0244>
- Rahmani, A. K., Navid, H. H., Seyed, M. A. Z., Ashouri, S., & Khalaji, A. (2021). Investigating the Effect of Pride, Mindfulness, General Self-Awareness, Emotional Satisfaction on Customer Citizenship Behavior Among Green Customers. *Humanities & Social Sciences Reviews*, 9(3), 1007–1017. <https://doi.org/10.18510/hssr.2021.9399>
- Respati, T., Jamilah, L., Alamsyah, I. F., & Abdulhadi, A. (2024). Perception of Halal Cosmetics Consumers towards Halal Awareness in Online Social Network: Study in Malaysia and Indonesia. *Indonesian Journal of Halal Research*, 6(1), 46–57. <https://doi.org/10.15575/ijhar.v6i1.33326>
- Santos, S. R. de O. (2023). Engajamento Do Consumidor E Do Cliente: Revisão De Uma Década (2010-2019) E Direcionamentos Futuros. *Revista Ciências Administrativas*, 29. <https://doi.org/10.5020/2318-0722.2023.29.e13159>
- Siregar, N. (2023). The Role of Social Media in Increasing Customer Interaction and Brand Loyalty. *Jurnal Minfo Polgan*, 12(2), 1865–1873. <https://doi.org/10.33395/jmp.v12i2.13058>
- Soeroto, W. M., Widiastuti, T., Mardhiyah, D., Robani, A., Mawardi, I., Ningsih, S., & Mustofa, M. U. A. (2023). SUSTAINABLE PURCHASING DECISIONS FOR HALAL COSMETICS IN INDONESIA. *Journal of Sustainability Science and Management*, 18(11), 68–86. <https://doi.org/10.46754/jssm.2023.11.005>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.01.011>
- Suhartanto, D., Dean, D. L., Sarah, I. S., Hapsari, R., Amalia, F. A., & Suhaeni, T. (2020). Does Religiosity Matter for Customer Loyalty? Evidence From Halal Cosmetics. *Journal of Islamic Marketing*, 12(8), 1521–1534. <https://doi.org/10.1108/jima-03-2020-0069>
- Supriani, I., Ninglasari, S. Y., & Sri, I. (2024). How social media influencers form Muslim consumers' halal cosmetics purchase intention: religiosity concern. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2024-0085>
- Tasci, A. D. (2020). A Critical Review and Reconstruction of Perceptual Brand Equity. *International Journal of Contemporary Hospitality Management*, 33(1), 166–198. <https://doi.org/10.1108/ijchm-03-2020-0186>
- Tutor, R. R. (2024). Product Quality Towards Brand Loyalty in the Cosmetic Industry. *Asian Journal of Economics Business and Accounting*, 24(6), 135–146. <https://doi.org/10.9734/ajebe/2024/v24i61348>
- Vredeveld, A. J., & Kara, S. (2022). Using Brands to Reconnect With Our Shared Past: Brand Nostalgia in Romantic Relationships. *Journal of Product & Brand Management*, 31(6), 938–950. <https://doi.org/10.1108/jpbm-01-2021-3335>
- Williams, P., Escalas, J. E., & Morningstar, A. (2022). Conceptualizing Brand Purpose and Considering Its Implications for Consumer Eudaimonic Well-being. *Journal of Consumer Psychology*, 32(4), 699–723. <https://doi.org/10.1002/jcpy.1324>
- Yankovska, H. (2023). Brand Formation of Hotel Services Enterprises. *Sj-Economics Scientific Journal*, 49(2), 17–25. <https://doi.org/10.58246/sj-economics.v49i2.625>

Zhou, G., & Chen, W. (2023). Agritourism Experience Value Cocreation Impact on the Brand Equity of Rural Tourism Destinations in China. *Tourism Review*, 78(5), 1315–1335. <https://doi.org/10.1108/tr-11-2022-0539>