



Analysis of Halal Brand Image, Perceived Quality, And Brand Satisfaction On Wardah Consumer Purchase Intention

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ABSTRACT

Purpose: This study analyzes the effects of Halal Brand Image, Perceived Brand Quality, and Halal Brand Satisfaction on consumer purchase intention for Wardah products in Indonesia. **Methodology:** A quantitative survey method was used, with data collected through questionnaires distributed to Wardah product users. Structural Equation Modeling (SEM) with WarpPLS 7.0 was applied to test the relationships between variables. **Results:** The findings reveal that Halal Brand Image, Perceived Brand Quality, and Halal Brand Satisfaction significantly influence consumer purchase intention for Wardah products. **Findings:** The study highlights the critical role of maintaining a strong halal brand image, improving perceived quality, and fostering satisfaction to drive consumer interest in halal cosmetics. **Originality:** This study contributes to the literature on purchase intention for halal cosmetics in the Indonesian market, addressing gaps in understanding these variables. **Novelty:** The research explores the interplay between branding, perceived quality, and satisfaction in the halal cosmetics context. **Conclusions:** Practical insights are offered to Wardah and similar brands to craft effective marketing strategies that align with consumer expectations in the halal cosmetics industry. **Type of Paper:** Survey-based quantitative research paper.

INTRODUCTION

The halal cosmetics market in Indonesia has great potential given that the government is actively encouraging halal product assurance through Law No. 33 of 2014 concerning Halal Product Assurance. This law is designed to provide convenience, safety, and legal certainty for consumers on the availability of halal products in the market. The demand for halal products continues to increase

along with the dominance of the Muslim population in Indonesia, including in the cosmetics category. Halal cosmetic products incorporate Islamic sharia principles, Good Manufacturing Practice (GMP) standards, and halal raw materials, which is an added value for Muslim consumers.

Globally, the cosmetics market is projected to reach USD 473.21 billion by 2028, with an annual average growth rate of 5.5%. In Indonesia, the development of the cosmetics industry is also spurred by the increasing penetration of e-commerce. Between 2018 and 2022, the personal care and cosmetics category consistently ranked in the top three best-selling products on *marketplace* platforms, with transaction value reaching IDR 13,287.4 trillion (money.kompas.com, 2024).

Wardah, a local cosmetics brand produced by PT Paragon Technology and Innovation, is one of the major players in the halal cosmetics market. Based on a Populix survey in 2022, 48% of respondents reported using Wardah products, making it the most popular local cosmetic brand in Indonesia. Wardah's advantage lies in the combination of affordable price, good product quality, continuous innovation, and strong halal brand image (Khotimah & Nurtantiono, 2021). However, some consumers still report dissatisfaction with certain product outcomes, indicating room for improvement (Fauziah et al., 2024).

Although Wardah's success has been recognized, increasing competition in the cosmetics industry requires companies to better understand the factors that influence consumer buying interest. Previous studies have extensively discussed halal branding, but research exploring the interactions between brand satisfaction, perceived quality, and purchase intention in the context of local brands such as Wardah is limited (Azzari & Pelissari, 2020 ; Suhud et al., 2022).

This study aims to analyze the relationship between Halal Brand Image, Brand Perceived Quality, and Halal Brand Satisfaction to Purchase Intention in Wardah consumers. By studying these relationships, this research is expected to make a practical contribution to a more effective marketing strategy, as well as strengthen the literature on halal branding in Indonesia's local cosmetics industry.

METHOD

In this study, a series of data analyses were conducted to ensure accurate and reliable results. The analysis includes validity and reliability analysis, descriptive and statistical analysis, and hypothesis testing. All of these analyses aim to ensure that the tested model can accurately describe the relationship between variables.

This research uses quantitative methods with data collection through surveys involving respondents. The sample was randomly selected to ensure representativeness, where each individual has an equal chance of being selected. This random sampling aims to reduce the potential for bias and increase the validity of the research results (Sugiyono, 2019). The questionnaire distributed consisted of 19 indicators used to measure variables related to the object of research.

Structural Equation Modeling (SEM) was used for data analysis, with Warp PLS 7.0 software. To determine the minimum sample size required, this study follows the formula developed by (Sugiyono, 2019). According to the research findings based on the objects studied through respondents' responses. Through this step, the distribution of the analyzed variables will be explained. One method in descriptive analysis is to calculate the average value (mean) using the formula according to the interval class:

$$\frac{\text{Highest score} - \text{Lowest score}}{\text{Number Of Classes}} = \frac{5 - 1}{5} = 0,8$$

Based on the calculation results of the above formula, the class interval is obtained with a value of 0.8. This interval can then be used to develop criteria as follows:

Table 1. Class Interval Table

Interval	Description	Score
$1 \leq x \leq 1,80$	Strongly Disagree (STS)	1
$1,80 < x \leq 2,60$	Disagree (TS)	2
$2,60 < x \leq 3,40$	Neutral (N)	3
$3,40 < x \leq 4,20$	Agree (S)	4
$4,20 < x \leq 5$	Strongly Agree (SS)	5

Source : Sugiyono (2019)

The sample in this study consisted of respondents aged at least 19 years who had made at least one purchase in the last three months. Data collection was carried out by distributing questionnaires to consumers who met the criteria, namely those who had bought and used Wardah products (Ali et al., 2020). The sample size determination is based on the target population, namely Wardah consumers in Indonesia, taking into account the general rules in SEM (Structural Equation Modeling) analysis, where the minimum sample size is 5-10 times the number of indicators used in the research model. This study successfully collected responses from 156 respondents, which met the statistical analysis requirements for data processing using WarpPLS 7.0.

WarpPLS 7.0 was chosen as the analysis software in this study due to its advantage in handling small to medium sample data, which matches the characteristics of this study. In addition, WarpPLS is able to identify non-linear relationships between variables, thus providing a more comprehensive analysis than other more conventional statistical software such as SPSS or AMOS, which are more optimal for linear relationships and large datasets. Another advantage is the availability of detailed model quality indicators, such as Average Variance Extracted (AVE) to measure convergent validity and Composite Reliability (CR) to test reliability. Before the main analysis was conducted, a pilot test of the instrument was conducted on 30 respondents to ensure reliability and validity. Reliability was measured using Cronbach's alpha and CR values, each of which yielded values >0.7 , indicating that the instrument had good reliability. Convergent validity was tested through AVE values > 0.5 , while discriminant validity was tested by ensuring that the square root of the AVE was greater than the correlation between constructs. The test results show that the instruments meet the validity and reliability criteria, so they can be used for the main analysis.

Table 2. Operational Definition Of Variables

Variable	Item Measurement	Reference
Halal Brand Imge (X1)	a. I believe that the Wardah Brand adheres to strict halal standards. b. The Wardah brand has a good reputation as a halal brand. c. The Wardah brand can be trusted to fulfill its halal promise. d. I feel at ease using the Wardah Brand because of its halal guarantee. e. The Wardah brand is my top choice because of its commitment to halal.	Ali et al (2020)
Brand Perceived	a. I feel that the Wardah products I currently use are of very good quality. b. I feel that the Wardah products I currently use are of	Suhud et al (2022)

Quality (X2)	<p>consistent quality.</p> <p>c. I feel that the Wardah products I currently use are very reliable.</p> <p>d. I feel that the ingredients offered by Wardah products have good benefits.</p>	
Halal Brand Satisfaction (X3)	<p>a. I feel satisfied with my decision to choose the Wardah Brand because of its halal commitment.</p> <p>b. I believe that Wardah Brand is the right choice because of its halal guarantee.</p> <p>c. Overall, I am satisfied with the Wardah Brand as it fulfills my concerns about halalness.</p> <p>d. I feel my decision to use the Wardah Brand is a satisfying choice because of its halal commitment.</p> <p>e. I believe that Wardah Brand is the right product to buy because of its halal assurance.</p>	Ali et al (2020)
Purchase Intention (Y)	<p>a. I intend to buy the Wardah Brand again in the near future.</p> <p>b. Whenever I plan to buy cosmetics or skincare products, I tend to choose the Wardah Brand.</p> <p>c. I will consider buying the Wardah Brand in the future because of its halal commitment.</p> <p>d. I feel confident that I will buy the Wardah Brand again based on my previous experience.</p> <p>e. When I need cosmetic or skincare products, I am more likely to choose Wardah Brand over other brands.</p>	Cuong (2020)

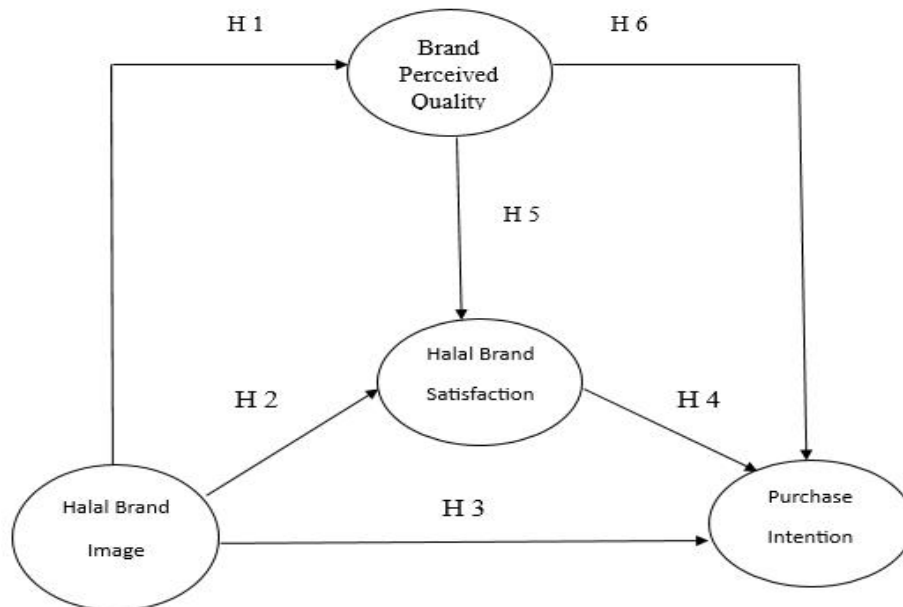
Source: Primary data processed in 2024

The type of exploration used in this research is quantitative exploration with a customer review approach. The purposive sampling method was used for sampling, with the main criteria for respondents being consumers who have used Wardah products, are at least 19 years old, and have purchased Wardah products at least once in the last three months. This method was chosen to ensure the suitability of the sample to the research focus. However, purposive sampling can lead to potential selection bias as the sample is not randomly selected, so the results may not fully represent the general Wardah consumer population. To mitigate this bias, the questionnaires were distributed through various social media platforms for greater diversity. Information collection was carried out through questionnaires distributed online using the Google Forms platform. The variables in this study were measured using a 1-5 Likert scale, which assesses the respondent's level of agreement with certain statements. Before being distributed, the questionnaire was tested for validity and reliability by involving 30 respondents in an initial pilot test. Convergent validity was tested using the Average Variance Extracted (AVE) value, with the minimum accepted value being > 0.5. Meanwhile, reliability was measured using Cronbach's Alpha and Composite Reliability (CR) values, each of which must be >0.7 to be considered adequate. The pilot test results showed that the research instruments met the necessary validity and reliability criteria. The final sample consisted of 156 respondents who met the study inclusion criteria. The collected data were then analyzed using SPSS software for descriptive statistics and WarpPLS 7.0 to test the relationship between variables in the research model.

SEM is used as an analytical tool because it is able to handle complex relationships, including direct and indirect effects between variables. With the ability to evaluate the fit of the theoretical

model and identify mediating effects or moderating effects, SEM is an appropriate method for testing relationship models involving many variables and indicators.

Figure 1. Conceptual Model of Research



Hypotheses :

H1 : Halal Brand Image has a significant positive effect on Brand Perceived Quality.

When the halal brand image is strong and trusted by consumers, this will increase the perception of brand quality in the eyes of consumers.

H2 : Halal Brand Image has a significant positive effect on Halal Brand Satisfaction.

A positive halal brand image will increase consumer satisfaction with products that meet halal standards, thus strengthening their experience with the brand.

H3 : Halal Brand Image has a significant positive effect on Purchase Intention.

A good halal brand image will encourage consumer purchase intention, because consumers feel more confident and comfortable in choosing products that match their values.

H4 : Halal Brand Satisfaction has a significant positive effect on Purchase Intention.

Consumer satisfaction with the halal products they choose will increase their desire to make repeat purchases.

H5 : Brand Perceived Quality has a significant positive effect on Halal Brand Satisfaction.

High quality perception of halal products will increase the level of consumer satisfaction with the brand.

H6 : Brand Perceived Quality has a significant positive effect on Purchase Intention.

When consumers perceive the quality of halal products to be good, this will increase their intention to buy the product.

RESULTS AND DISCUSSION

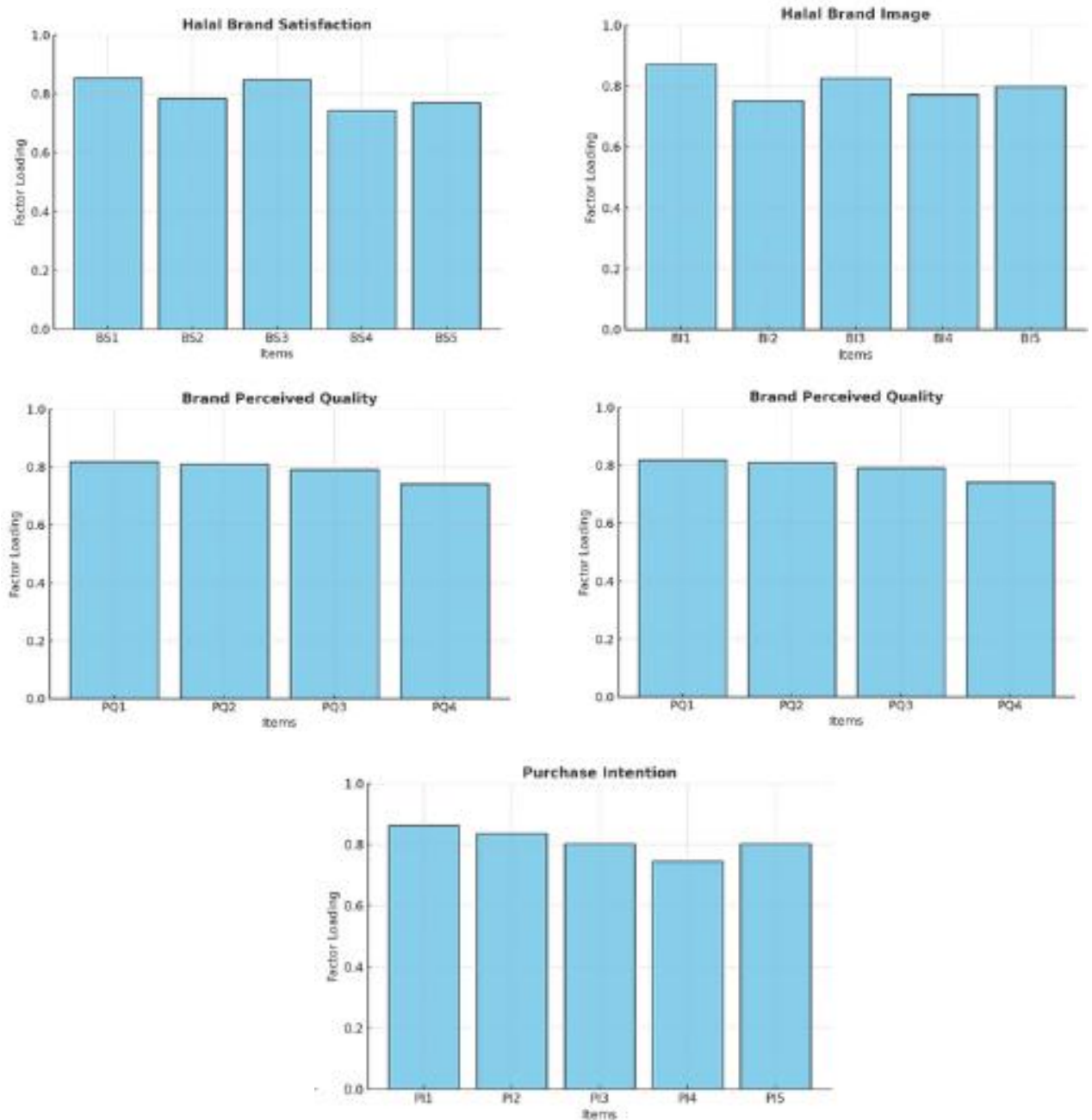
Validity tests were conducted to assess the research instrument's validity and reliability using WarpPLS 7.0 software. The analysis included both convergent and discriminant validity tests to ensure the accuracy and consistency of the instrument. Table 2 presents the validity and reliability test results:

Table 3. Validity & Reliability Test Results

Variable	Item	Factor Loading	Construct Reliability	Average Variance Extracted
Halal Brand Image	BI1	0,871	0,902	0,648
	BI2	0,753		
	BI3	0,825		
	BI4	0,772		
	BI5	0,799		
Brand Perceived Quality	PQ1	0,818	0,869	0,625
	PQ2	0,809		
	PQ3	0,790		
	PQ4	0,742		
Halal Brand Satisfaction	BS1	0,855	0,900	0,642
	BS2	0,784		
	BS3	0,848		
	BS4	0,743		
	BS5	0,770		
Purchase Intention	PI1	0,862	0,901	0,645
	PI2	0,836		
	PI3	0,803		
	PI4	0,746		
	PI5	0,802		

Source: Primary data processed in 2024

Figure 2. The following is a graph of the results of the Validity and Reliability Test table



Validity and Reliability Testing :

The convergent validity test verified that each research instrument met the criteria with Average Variance Extracted (AVE) values ≥ 0.5 and factor loadings > 0.6 (Hair et al., 2012). All items achieved these thresholds, indicating that the constructs measured were valid. The reliability test further confirmed the stability of the research instrument. With Cronbach's Alpha values > 0.6 and Composite Reliability > 0.7 (Hair et al., 2017), all variables demonstrated reliability. These findings validate the research instrument for further analysis.

Key Observations:

1. The Halal Brand Image variable showed high factor loading values, emphasizing its strong representation in the dataset.

2. The Brand Perceived Quality and Halal Brand Satisfaction variables also exhibited consistent reliability and validity, reinforcing their relevance to understanding purchase intention.
3. The Purchase Intention variable demonstrated solid reliability, with all items scoring above the threshold.

These results align with prior studies, confirming the robustness of the instrument. The consumer demographic a young, predominantly female audience aligns with Wardah's branding strategy, emphasizing its appeal to this market segment.

Inner Model Analysis The coefficient of determination (R^2) was analyzed to assess the model's explanatory power. Values were classified into three levels: substantial (≥ 0.75), moderate (≥ 0.50), and weak (≥ 0.25). No overfitting was detected as no R^2 value exceeded 0.90. Additionally, the predictive relevance test (Q^2) yielded values > 0 , with higher values indicating strong predictive power (Hair et al., 2019). These results further validate the model's suitability for hypothesis testing.

Demographic analysis

This study involved 156 respondents who had been selected based on certain criteria, namely individuals aged at least 19 years who had purchased Wardah products in the last three months. The classification of demographic data aims to provide an overview of the profile of respondents in this study.

Table 4. Chracteristics Of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	4	3%
	Female	152	97%
	Total	156	100%
Age	19-24 year	142	91%
	25-30 year	13	8%
	31-42 year	1	1%
	>42 year	0	0%
	Total	156	100%
work	Housewife	4	3%
	Student	119	76%
	Private Employee	16	10%
	Civil Servant	5	3%
	Self-employed	12	8%
	Total	156	100%
Monthly Income / Monthly pocket money (for those who are students)	< 1.000.000	26	17%
	1.000.000-2.500.000	76	49%
	2.500.001-4.000.000	35	22%
	4.000.001-5.500.000	17	11%
	5.500.001-7.000.000	2	1%
	Total	156	100%
Monthly Expenses / Monthly pocket money (for those who are students)	< 1.000.000	92	59%
	1.000.000-2.500.000	46	29%
	2.500.001-4.000.000	18	12%
	Total	156	100%

Source: Primary data processed in 2024

Figure 3.The following is a graph of Age Respondent Characteristics

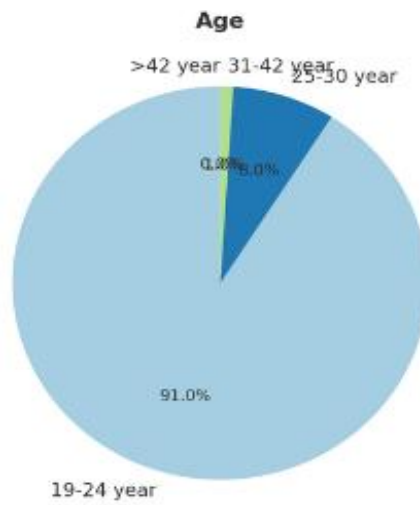


Figure 4.The following is a graph of Gender Respondent Characteristics

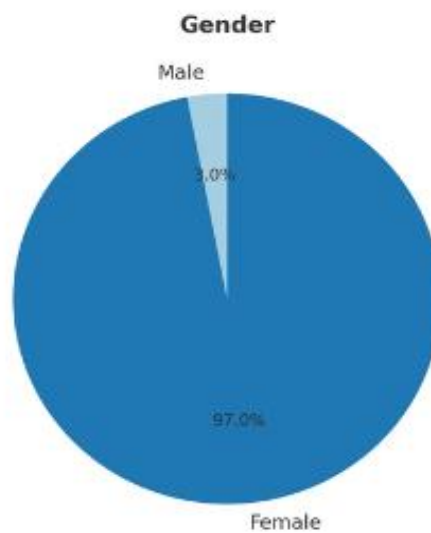


Figure 5.The following is a graph of Monthly Income Respondent

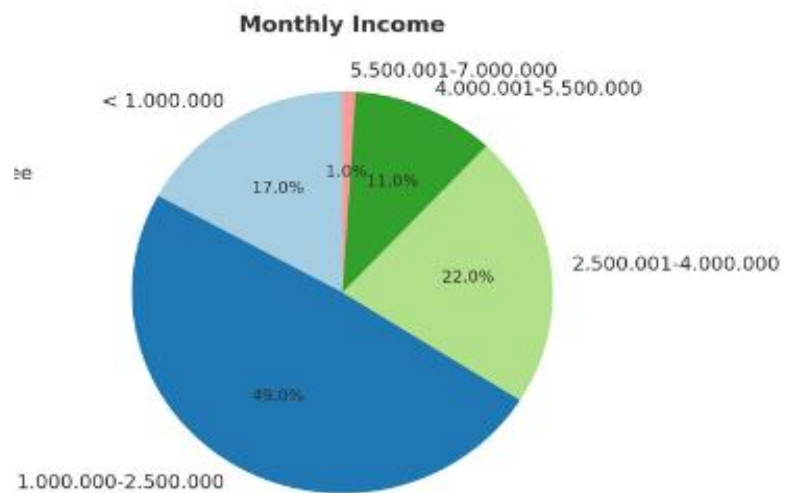


Figure 6..The following is a graph of Work of Respondent Characteristics

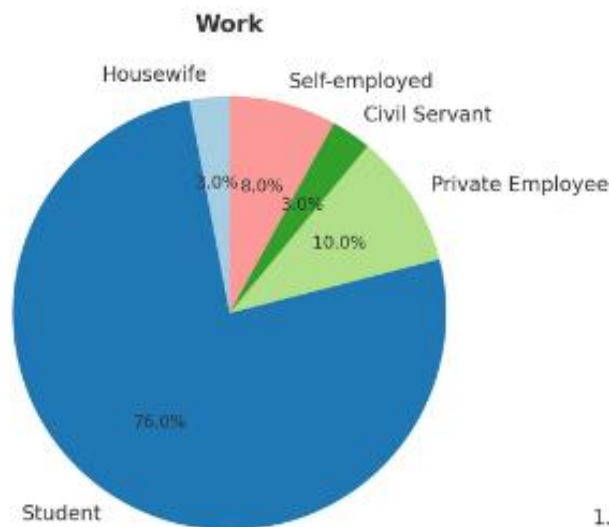
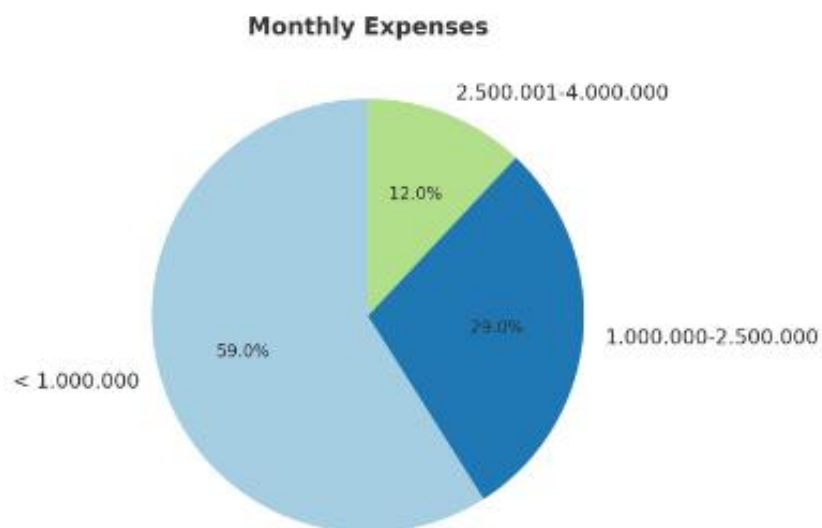


Figure 6..The following is a graph of Monthly Expenses of Respondent Characteristics



Demographic analysis testing:

Table 4 shows that the majority of research respondents are women, as many as 152 people, compared to only 4 men. This indicates that users of Wardah products are highly dominated by women. In terms of age, the majority of respondents were in the age range of 19 to 24 years with a total of 142 people, followed by the age range of 25 to 30 years with 13 people. This finding indicates that most of Wardah's buyers come from the young age category, specifically late teens to early adults.

In terms of profession, the majority of respondents are students with a total of 119 people. Other professions include private employees (16 people), self-employed (12 people), civil servants (5 people), and housewives (4 people). This data shows that Wardah products are especially appealing to the student and young worker segments.

These demographic characteristics provide strategic insights for Wardah to maintain focus on the needs of young women. Halal certification, consistent product quality, and affordable prices remain key elements in maintaining consumer loyalty. Relevant marketing campaigns, such as

student discount promotions, beauty programs on campus, or collaborations with student communities, can strengthen Wardah's position in this segment. Wardah can also consider product innovations that attract young women, such as products with environmentally friendly natural ingredients, practical packaging, and on-trend colors or formulations. In addition, consumer education on halal cosmetics through seminars or workshops at universities can be a means to build closer relationships with young customers.

The results of this study are in line with previous literature that emphasizes the importance of halal branding in building consumer trust (Azzari & Pelissari, 2020 ; Suhud et al., 2022). However, the dominance of young female respondents suggests there are limitations in generalizing the findings to older age segments or male consumer groups. For future research, a broader exploration of consumers from different age groups and genders may provide a more comprehensive view. The findings provide practical contributions to the halal cosmetics industry, especially in understanding how halal branding can influence purchase intention within the young consumer segment. For Wardah, focusing on community-based and digital approaches can further strengthen market penetration and brand relevance in the face of increasingly fierce industry competition.

Inner Model Analysis

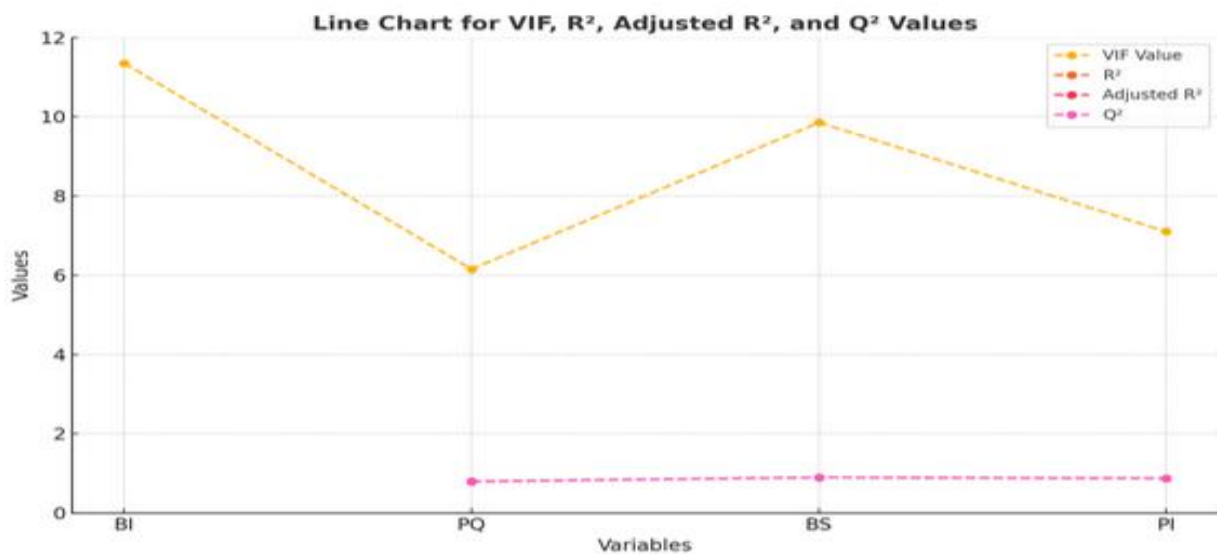
The measurement model test results provide an overview of the validity and reliability of the research instruments used to measure each variable. This test ensures that the indicators used are able to accurately represent latent variables.

Table 5. Measurement Model Result

Variabels	Code	VIF Value	R2	Adjusted R2	Q2
Brand Image	BI	11.353			
Perceived Quality	PQ	6.155	0.798	0.796	0.791
Brand Satisfaction	BS	9.857	0.899	0.898	0.897
Purchase Intention	PI	7.103	0.876	0.873	0.870

Source: Primary data processed in 2024

Figure 7. The following is a graph of the Measurement Model Results



Inner Model Analysis Testing:

The results of testing the structural model show the R² value which provides insight into the strength of the relationship between the variables in this study.

Strength of Relationship for Brand Satisfaction (BS) : The R² value of 0.899 indicates that 89.9% of the variance in the Brand Satisfaction variable can be explained by the independent variables in the model, namely Brand Image and Perceived Quality. This value is higher than the Purchase Intention variable, which has an R² of 0.876. This indicates that the Brand Satisfaction variable has a stronger relationship with its predictors than the Purchase Intention variable.

Strength of Relationship for Purchase Intention (PI) : The R² value of 0.876 indicates that 87.6% of the variance in Purchase Intention can be explained by the Brand Satisfaction and Perceived Quality variables. Although the value is slightly lower than that of Brand Satisfaction, it still indicates a very strong relationship.

Practical Implications for Marketers The difference in R² values between Brand Satisfaction and Purchase Intention provides important insights for marketing strategies:

Brand Satisfaction, which has the highest R² value, is a variable that is strongly influenced by Brand Image and Perceived Quality. Therefore, marketers need to prioritize improving factors that influence Brand Satisfaction, such as product quality and brand communication consistency. Purchase Intention, although strongly influenced by Brand Satisfaction and other variables, also shows that the direct relationship with Brand Satisfaction is more moderate. This implies the need for additional strategies, such as promotions and incentives, to directly encourage consumers to make purchase decisions.

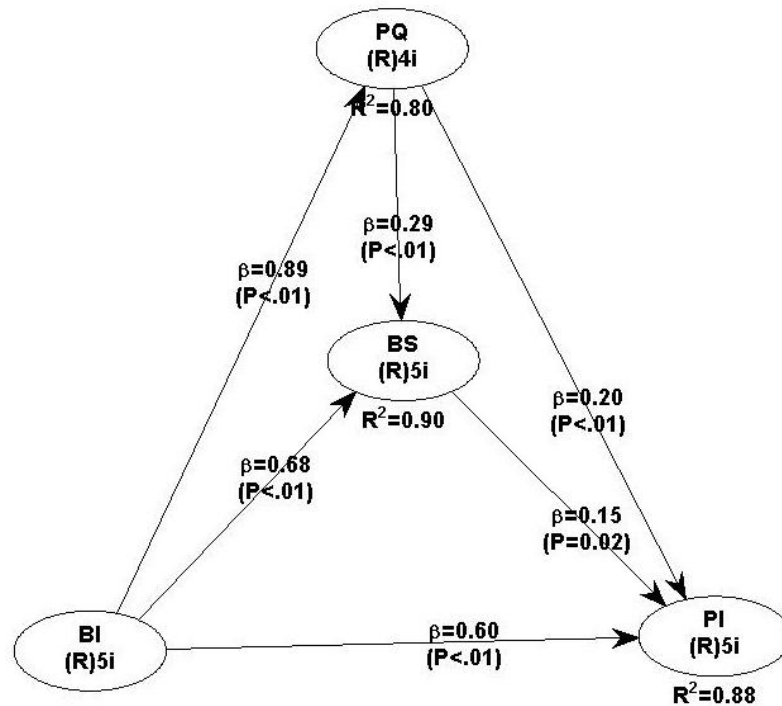
Hypothesis Testing

The goal of this research hypothesis test is to discover the answers to the questions posed and analyze how structural models relate to each other. To find out how big and significant the influence between variables is, this process is very important. Table 5 presents the outcomes of hypothesis data analysis conducted with reference to the standardized regression weight value.

Table 6. Relationship Between Variables

→		Path Coefficient	P Value	Conclusion
BI	PQ	0,893	0,001	Accepted
BI	BS	0,681	0,001	Accepted
BI	PI	0,599	0,001	Accepted
BS	PI	0,153	0,025	Accepted
PQ	BS	0,288	0,001	
PQ	PI	0,205	0,004	

Source: Primary data processed in 2024

Figure 8. Research Model Test Results

The results of path analysis indicate that there is a relationship between the research variables of the Path Coefficient value which shows the level of significance in hypothesis testing (Memon et al., 2017). Based on the results of testing the data that has been processed, the following is the conclusion of hypothesis testing:

1. Hypothesis Test 1 (H1): The coefficient value (B) for the effect of Brand Image on Perceived Quality is 0.893 with a p value of 0.001. This shows that Brand Image has a significant effect on Perceived Quality, which is expressed by ($B = 0.893$, $p < 0.001$), thus supporting hypothesis 1 (H1).
2. Hypothesis Test 2 (H2): The coefficient value (B) for the effect of Brand Image on Brand Satisfaction is 0.681 with a p value of 0.001. This indicates that Brand Image has a significant effect on Brand Satisfaction, which is expressed by ($B = 0.681$, $p < 0.001$), thus supporting hypothesis 2 (H2).
3. Hypothesis Test 3 (H3): The coefficient value (B) for the effect of Brand Image on Purchase Intention is 0.599 with a p value of 0.001. In conclusion, Brand Image has a significant influence on Purchase Intention, which is expressed by ($B = 0.599$, $p < 0.001$), thus supporting hypothesis 3 (H3).
4. Hypothesis Test 4 (H4): The coefficient value (B) for the effect of Brand Satisfaction on Purchase Intention is 0.153 with a p value of 0.025. This shows that Brand Satisfaction has a significant effect on Purchase Intention, which is expressed by ($B = 0.153$, $p < 0.025$), thus supporting hypothesis 4 (H4).
5. Hypothesis Test 5 (H5): The coefficient value (B) for the effect of Perceived Quality on Brand Satisfaction is 0.288 with a p value of 0.001. This shows that Perceived Quality has a significant effect on Brand Satisfaction, which is expressed by ($B = 0.288$, $p < 0.001$), thus supporting hypothesis 5 (H5).
6. Hypothesis Test 6 (H6): The coefficient value (B) for the effect of Perceived Quality on Purchase Intention is 0.205 with a p value of 0.004. This shows that Perceived Quality has a significant effect on Purchase Intention, which is expressed by ($B = 0.205$, $p < 0.004$), thus supporting hypothesis 6 (H6).

CONCLUSION

This study highlights the importance of halal brand image, perceived brand quality, and halal brand satisfaction in influencing consumers' purchase intention towards Wardah products. The findings suggest that these three elements play a significant role in purchase decisions, particularly among young and female consumers who are Wardah's main targets. Based on these results, brands like Wardah can strengthen their halal image through marketing strategies that focus more on consumer education and strengthening halal values in brand communication. Going forward, this study provides practical implications for halal-certified brands in the cosmetics industry and other sectors. Given the dominance of halal values in purchasing decisions, other brands can utilize similar approaches to increase their appeal in the halal market. Future research should broaden its scope to explore the application of these findings in various halal product industries, with the aim of deepening the understanding of halal consumer behavior more broadly and creating more effective marketing strategies.

Halal Brand image To strengthen Wardah's halal brand image, the company can increase marketing campaigns targeting key demographic segments, such as university students and women aged 19-24. This strategy can be done through Digital Advertising Focusing on platforms such as Instagram or TikTok that are popular among the younger generation, Influencer Campaigns Involving reputable public figures in promoting Wardah's halal values, thus increasing consumer trust, towards the brand, Consumer Education: Providing informative content that highlights the advantages of halal products, such as its safety for sensitive skin.

Brand Perceived Quality To strengthen the perception of quality, Wardah can emphasize the advantages of halal-certified products. Strategies include Packaging and Labeling Highlighting premium ingredients and halal certification on packaging, Product Communication Using detailed quality claims in marketing materials, such as product durability or natural ingredient advantages, Reviews and Testimonials Increasing transparency by publicizing positive reviews from satisfied users.

Halal Brand Satisfaction To maintain and improve brand satisfaction, Wardah can consider responsive customer service, especially to handle complaints such as skin irritation or color mismatch, Launch a try before you buy program, so that consumers can test the product before buying, Provide more product options that meet consumers' specific needs, such as colors that suit different skin types.

1. Brand Image → Perceived Quality (H1) :

A positive brand image can improve the quality perceived by consumers, reinforcing their perception of the product as high quality. As consumers' trust in the brand increases, the perceived quality will get better, which in turn increases their loyalty to the product.

2. Brand Image → Brand Satisfaction (H2) :

A good brand image increases customer satisfaction by reinforcing their experience and increasing their overall level of satisfaction. When consumers feel that a brand has a positive image, they tend to feel more satisfied with the products they buy, which strengthens their emotional connection and trust in the brand.

3. Brand Image → Purchase Intention (H3) :

A strong brand image increases consumers' purchase intention by reinforcing their positive perceptions of the brand's quality and credibility. Consumers who are satisfied with the brand image tend to have higher purchase intentions, as they believe that the product will fulfill their needs and expectations.

4. Brand Satisfaction → Purchase Intention (H4) :

High brand satisfaction has a direct influence on purchase intention, as consumers who are satisfied with their experience are likely to purchase the product again. The positive experience gained increases their trust and confidence to invest further in products from the same brand.

5. Perceived Quality → Brand Satisfaction (H5)

Consumer perceived quality plays an important role in increasing brand satisfaction. Products with high quality create a more satisfying experience for consumers, which in turn increases their level of satisfaction with the brand. The better the perceived quality, the greater the satisfaction obtained by consumers.

6. Perceived Quality → Purchase Intention (H6)

High perceived quality increases consumers' purchase intention, as they feel more confident that the product will meet their expectations and needs. Good product quality creates trust in the brand and increases consumers' chances of making a purchase decision.

Recommendations for Business:

1. Strengthening Halal Brand Image Based on the findings that show the importance of brand image in shaping perceived quality and purchase intention, Wardah can further strengthen its halal brand image.
2. Customer Satisfaction Improvement Strategy. Given that customer satisfaction plays a big role in increasing purchase intention, Wardah should focus on efforts to provide an optimal customer experience.
3. Emphasis on Perceived Quality: To maintain a positive perception of quality, Wardah needs to ensure that every product launched can meet or even exceed consumer expectations. One practical step is to emphasize the premium quality of halal certified ingredients in marketing materials, while ensuring transparency in the production process.

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