



Influence Of Halal Brand Image, Halal Brand Trust And Halal Brand Loyalty On Purchase Intention In Wardah Skincare Users

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How to Cite :

Sukmawati, S; Sekarsari, S.L.A., (2026). *Influence Of Halal Brand Image, Halal Brand Trust And Halal Brand Loyalty On Purchase Intention In Wardah Skincare Users*. *Bima Journal : Business, Management and Accounting Journal*, 7 (1). 1-10. DOI: <https://doi.org/10.37638/bima.7.1.1-10>

ARTICLE HISTORY

Received [24 Oct 2025]

Revised [1 January 2026]

Accepted [1 April 2026]

KEYWORDS

Brand Image, Brand Trust, Brand Loyalty, Purchase Intention.

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ABSTRACT

Purpose: This study aims to determine the effect of brand image, brand trust, and brand loyalty on purchase intention of Wardah products. **Methodology:** By using quantitative research with hypothesis testing, this study involved a sample of 156 respondents who used Wardah skincare products. Primary data for research was obtained through questionnaires. The analysis methods used include multiple linear regression, coefficient of determination (R^2), coefficient of correlation and determination, t-test, F-test, and classical assumption tests, using WarpPLS 7.0 software. **Results:** The results of this study indicate that brand image, brand trust, and brand loyalty have a significant effect on the purchase intention of Wardah skincare products. In addition, brand image also has a considerable role in influencing the purchase intention of Wardah skincare products. However, perceived quality does not have a significant influence on the purchase intention of Wardah skincare products. **Findings:** The findings confirm that brand image, trust, and loyalty are key drivers of purchase intention, while perceived quality appears to be less influential in this specific context. **Novelty & Originality:** The novelty of this study lies in the simultaneous examination of brand image, brand trust, brand loyalty, and perceived quality within a single framework for a local halal cosmetic brand in Indonesia. Its originality emerges from the empirical testing of these variables in the context of Wardah products, a leading Indonesian halal skincare brand that has received limited academic scrutiny. **Conclusions:** The study concludes that strengthening brand image, trust, and loyalty is essential for enhancing consumer purchase intention, while perceived quality may not be a primary concern for this product category. **Type of Paper:** This paper is an empirical research paper.

INTRODUCTION

Indonesia will become the country with the largest Muslim population in the world by 2022. Based on the report of The Royal Islamic Strategic Studies Center (RISSC), the number of Muslim population in Indonesia is 237.56 million. The large number of Muslim population in Indonesia, the government has an obligation to fulfill the rights of its population to be able to reach halal products. This also causes the demand for halal certified products and of course can encourage economic growth because Indonesia has the potential to develop the halal industry.

The large Muslim population in Indonesia, the government has an obligation to fulfill the rights of its population to be able to reach halal products. However, there are still many other sectors that can be potential in developing the halal industry such as the pharmaceutical, fashion or travel sectors (www.kompasiana.com, 2023).

A survey conducted by (populix, n.d.) revealed a list of the most used local cosmetic brands in 2022. The first rank was achieved by local cosmetic brand Wardah. As many as 48 percent of respondents in the survey revealed that they used the Wardah cosmetic brand in 2022. According to a survey on beauty trends conducted in Indonesia in 2023, Wardah is the most preferred local skincare brand, with around 26 percent of respondents expressing their preference. Wardah products implement the Halal Green Beauty philosophy in which it contains 5 principles namely halal, natural, alcohol free, local & global expert, and cruelty free. A number of them have gone viral and gained a lot of attention from cosmetic lovers in Indonesia (Angelia, 2022). Wardah's popularity highlights the growing demand for halal-certified cosmetics and skincare products in the country (Nurhayati-Wolf, 2024).

Wardah offers a wide range of products, from face, body, to hair care. One of the main advantages that consumers feel is the affordable price, but still based on user reviews, Wardah skincare products get many positive reviews because of their effectiveness, but there are also criticisms related to unsatisfactory results in some users. Some consumers complained that the lipmatte color did not match the catalog. These issues highlight the challenges that often occur in the beauty world, where product quality greatly influences purchasing decisions where reviews can be seen through ecommerce and social media.

Halal Brand Image is the image and perception formed in the minds of consumers regarding brands that offer halal products. Halal brand image is a strategic tool for brands that have obtained a halal label to create a positive impression among consumers (Lamasi & Santoso, 2022). A good reputation and a high level of trust in the brand are also important components of this image. In addition, moral and ethical values, such as transparency and social responsibility, also contribute to positive consumer perceptions (Ali et al., 2020). Halal brand trust is consumer confidence that certain halal-certified brands can be trusted to consistently meet halal standards, both in terms of product quality and production processes. This trust is built through the brand's reputation for complying with halal regulations, transparency of the production process, and assurance of product quality and safety (Kamilah, G., 2019).

This trust includes aspects of brand compliance with halal principles that are not only relevant to Muslim consumers, but also appeal to general consumers who value product quality, ethics and safety (Djakasaputra et al., 2023). Halal brand loyalty is consumer loyalty or loyalty to halal-verified brands, shown through repeated preferences in choosing and using these halal products over other brands. This loyalty develops because consumers feel that the product is halal. . This loyalty develops because consumers feel that halal-certified products meet the ethical, safety and quality standards they consider important (Hudzaifah et al., 2024). Purchase intention refers to the likelihood of consumers to plan to purchase a particular product within a certain period of time, and is an important indicator of purchasing behavior. (Kotler, 2000) states that in the evaluation stage, consumers will form preferences among various brands and decide to buy one of the brands that is strongest in their preferences (Alif Harvianam, 2022).

Based on the above background, the researcher is interested in researching "The Effect of Halal Brand Image, Halal Brand Trust, and Halal Brand Loyalty on Purchase Intention in Wardah Skincare Users". The results of this study are expected to provide valuable insight for Wardah in developing effective branding strategies to increase consumer loyalty and achieve its business goals.

Brand Image

Halal brand image is an important role for a marketer in shaping consumer perceptions. Brand image itself refers to a brand that has been embedded in consumers' memories and also includes a halal certificate as a guarantee. Halal brand image is a strategic tool for brands that have obtained a halal label to create a positive impression among consumers (Lamasi & Santoso, 2022).

Brand image is one aspect of brand equity that refers to customers' general perceptions and feelings towards a brand, which can influence their behavior, especially through the image that the brand has. Customers' perceptions of a brand are formed by their subjective and perceptual views (Gondo & Mbaiwa, 2022). (Febriana Sulistya Pratiwi., 2022) explains that brand image is a representation of the overall perception of the brand.

Brand Trust

Halal brand trust is consumer confidence that certain halal-certified brands can be trusted to consistently meet halal standards, both in terms of product quality and production processes. This trust includes aspects of brand compliance with halal principles that are not only relevant to Muslim consumers, but also appeal to general consumers who value product quality, ethics and safety (Djakasaputra et al., 2023).

Halal brand trust is built through brand reputation in complying with halal regulations, transparency in the production process, and assurance that the product is safe and in accordance with consumer expectations (Kamilah, G., 2019). Brands that are trusted for their adherence to halal principles are perceived as having integrity and commitment to quality, which reinforces consumer confidence that the product is reliable (Ali et al., 2020).

Brand Loyalty

Halal brand loyalty is the loyalty or loyalty of consumers to halal-verified brands, shown through repeated preferences in choosing and using these halal products over other brands. This loyalty develops because consumers feel that halal-certified products meet the ethical, safety and quality standards they consider important (Hudzaifah et al., 2024). Halal brand loyalty describes consumers' commitment to continue using and recommending halal products that they trust, thus creating a strong bond between consumers and brands (Shamsudin et al., 2020).

Purchase Intention

Purchase intention refers to the likelihood of consumers to plan to purchase a particular product within a certain period of time, and is an important indicator of purchasing behavior. (Kotler, 2000) states that in the evaluation stage, consumers will form preferences among various brands and decide to buy one of the brands that is strongest in their preferences (Alif Harvianam, 2022). According to (Sartika, 2021) purchase intention reflects buying interest which can assess the likelihood of consumers to buy a product; the higher the buying interest, the greater the consumer's desire to make a purchase. Purchase intention is the final level in buying interest in the form of beliefs before a purchase decision is made. Purchase intention is closely related to consumer purchasing decisions, intention is used to predict the tendency of a person to do or not do buying behavior. Intention is an indication of how strong an individual's desire is to realize a behavior, in other words, the stronger the individual's desire, the greater the likelihood of a behavior being realized (DAM, 2020).

Hipotesis

The hypotheses in this study are:

H1 : Halal brand image affects halal brand trust in Wardah consumers

H2 : Halal brand image affects halal brand loyalty in Wardah consumers.

H3 : Halal brand image affects Purchase intention in Wardah consumers.

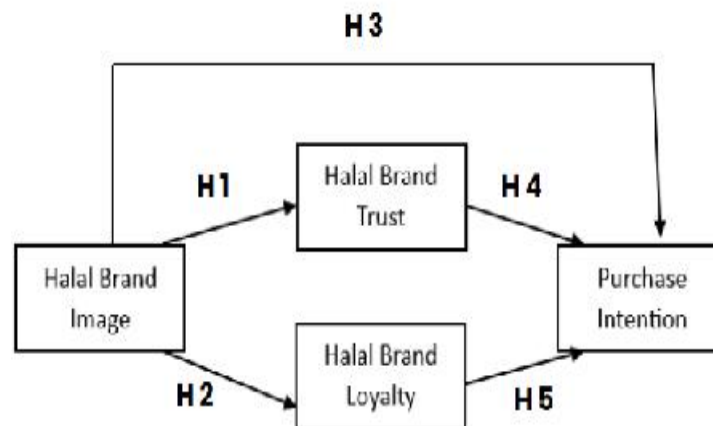
H4 : Halal brand trust affects purchase intention in Wardah consumers.

H5 : Halal brand loyalty affects purchase intention in Wardah consumers.

METHOD

Research Framework

Figure 1. Research Framework



Type of Research

This research uses a quantitative approach with a descriptive method that aims to test the extent to which positive hypotheses can be measured based on data to test a specific population or sample. The data collection technique was carried out using a questionnaire distributed via Google Form and measured using a Likert scale. This causal model approach aims to maximize the variance of the criterion latent variable that can be explained by the predictor latent variable (Prof. Mahfud Sholihin, 2021).

Population and Sample

The population in this study were all people who used Wardah skincare. Sampling was carried out using purposive sampling technique, which is a sampling technique with certain considerations (Sugiyono, 2019). The considerations used in determining the respondents who will be used as research samples are: respondents are at least 19 years old, have bought Emina at least 1 time in the last 1 month, and have used Emina at least 3 times in the last 3 months. The number of samples in this study were 156 respondents.

Analysis Method

Respondents in this study were consumers aged at least 19 years who had bought and used Wardah products at least once in the last month. The number of samples used in this study were 156 respondents, in accordance with the guidelines put forward by (Hair et al, 2020).

RESULTS AND DISCUSSION

Results

This study uses data from 156 respondents who meet the criteria, namely respondents aged at least 19 years, have bought and used Wardah products at least once in the last month. Data was collected through a questionnaire distributed using the Google Form platform through

social media. This questionnaire has been tested for validity and reliability, with the results showing that all research variables meet the criteria, namely having a loading factor value of more than 0.50 and an average above 0.50. In addition, all variable items are also declared reliable because they have a Cronbach's alpha value of more than 0.60 and composite reliability of more than 0.70.

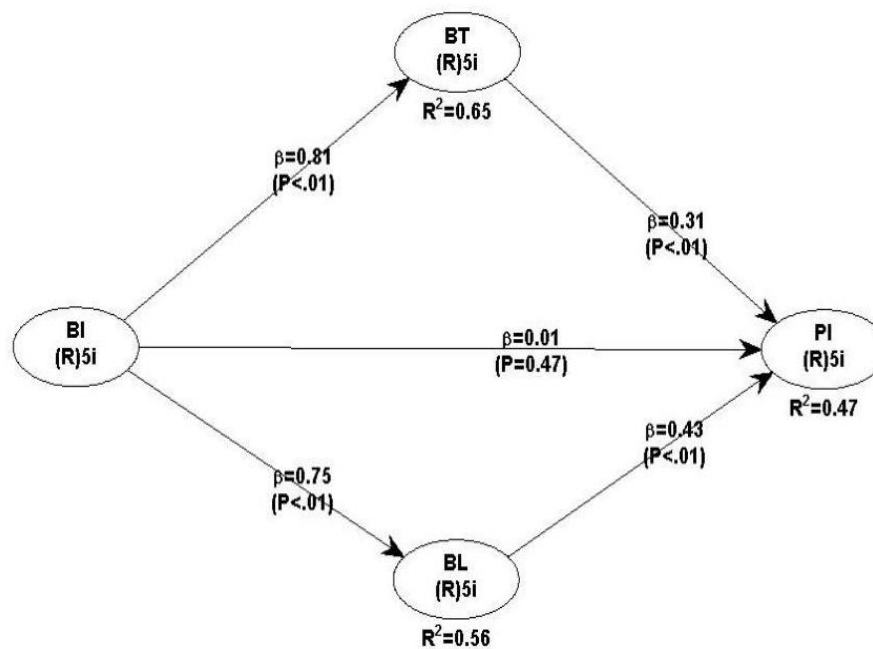
Table 1. Validity and Reliability Test Results

Variable	Code Item	Indicator Reliability	Reliability		validity
			Internal Reliability	Consistency	Convergent Validity
		Loading Factor	Composite Reliability	Cronbach Alpha	AVE
Halal Image	Brand	BI1	0.913		
		BI2	0.933		
		BI3	0.874	0.957	0.943
		BI4	0.898		
		BI5	0.895		
Halal Brand Trust		BT1	0.900		
		BT2	0.911	0.931	0.905
		BT3	0.890		
		BT4	0.915		
		BT5	0.633		
Halal Loyalty	Brand	BL1	0.925		
		BL2	0.888		
		BL3	0.900	0.961	0.949
		BL4	0.927		
		BL5	0.919		
Purchase Intention		PI1	0.878		
		PI2	0.903		
		PI3	0.888	0.953	0.938
		PI4	0.891		
		PI5	0.917		

Source: Data processed, 2025

Hypothesis Testing

This research uses WarpPLS 7.0 software to test the results. The software serves as an analytical tool in predicting the research model based on various factors and relationships analyzed. The final results of processing survey data from respondents with WarpPLS 7.0 software are presented below:

Figure 2 . Coefficient of Determination Guidelines

Source: Data processed, 2025

Based on Figure 4.4, shows the R-Squared value on the Brand Trust variable of 0.65, meaning that 65% of the variability of "Brand Trust" is directly influenced by the "Brand Image" variable. While the remaining 35% can be influenced by other variables outside the research estimate. The R-Squared value on the Brand Loyalty variable is 0.56, meaning that 56% of the variability of "Brand Loyalty" is directly influenced by the "Brand Image" variable. While the remaining 44% can be influenced by other variables outside the research estimate. The R-Squared value on the Purchase Intention variable is 0.45, meaning that 45% of the variability of "Purchase Intention" is directly influenced by the variables "Brand Image", "Brand Trust", and "Brand Loyalty". While the remaining 55% can be influenced by other variables outside the research estimate.

Hypothesis testing is carried out by analyzing the path coefficient and the significance of the P-value to assess the influence between variables in accordance with the predetermined hypothesis. The following presents the results of the model estimation which shows the value of the path coefficient:

Table 2. Path Coefficient Dan P-Value

Hipotesis		β coefficients	P Values	Conclusion
H1	BI $\rightarrow$ BT	0.806	0.001	Accepted
H2	BI $\rightarrow$ BL	0.749	0.001	Accepted
H3	BI $\rightarrow$ PI	0.579	0.001	Accepted
H4	BT $\rightarrow$ PI	0.307	0.025	Accepted
H5	BL $\rightarrow$ PI	0.434	0.001	Accepted

Source: Data processed, 2025

Based on the results of the hypothesis analysis, the researchers conducted the following tests:

Hypothesis 1: The results of data analysis show a path coefficient value of 0.806 with a p-value of 0.001 (<0.05). The results of this test indicate that H1 is accepted, where Brand Image has a significant effect on Wardah Skincare Brand Trust.

Hypothesis 2: The results of data analysis show a path coefficient value of 0.749 with a p-value of 0.001 (<0.05). The results of this test indicate that H2 is accepted, where Brand Image has a significant effect on Wardah Skincare Brand Loyalty.

Hypothesis 3: The results of data analysis show a path coefficient value of 0.579 with a p-value of 0.001 (<0.05). The results of this test indicate that H3 is accepted, where Brand Image has a significant effect on Wardah Skincare Purchase Intention.

Hypothesis 4: The results of data analysis show a path coefficient value of 0.307 with a p-value of 0.025 (<0.05). The results of this test indicate that H4 is accepted, where Brand Trust has a significant effect on Wardah Skincare Purchase Intention.

Hypothesis 5: The results of data analysis show a path coefficient value of 0.434 with a p-value of 0.001 (<0.05). The results of this test indicate that H5 is accepted, where Brand Loyalty has a significant effect on Wardah Skincare Purchase Intention.

Discussion

Brand Image has a significant effect on Wardah Skincare Brand Trust

Brand image affects brand trust in the context of the above research due to the characteristics of respondents who are dominated by young age groups, such as students, who tend to pay more attention to brand image when choosing a product or service. With 81% of respondents being university students, they are most likely looking for brands that reflect value, quality and reliability.

Brand image has a significant effect on brand trust, especially in the context of the respondent demographics described above. In this study, the majority of respondents consisted of women aged 19-24 years old, which is a group that is generally more active in exploring and building relationships with brands through digital platforms.

Brand Image has a significant effect on Wardah Skincare Brand Loyalty

Brand image has a significant effect on brand loyalty because consumers' positive perceptions of a brand can increase their loyalty. Based on the characteristics of respondents in this study, the majority of respondents are female (77%) with a dominant age of 19-24 years (80%) and the majority are students (81%). These respondents tend to have relatively low income and expenses, with income predominantly below IDR 2,500,000 per month.

Brand image affects brand loyalty because consumers' positive views and perceptions of a brand will increase their trust and attachment to the products or services offered. Based on the demographic characteristics of the respondents in this study, the majority of respondents were female (77%), aged between 19-24 years (80%), and dominated by students (81%). This demographic reflects a group that tends to be more influenced by trends, social opinions, and brand images that are relevant to their lifestyle.

Brand Image does not have a significant effect on Purchase Intention Skincare Wardah

From the characteristics of respondents who are dominated by women aged 19-24 years with status as students and relatively low monthly income, it can be concluded that they tend to be more sensitive to brand image in the purchasing process.

Brand image has a significant influence on purchase intention, especially when linked to the demographics of the respondents in this study. With the majority of female respondents

(77%) aged between 19-24 years old (80%), this group is likely to be influenced by strong brand perceptions, which can shape loyalty and purchase intention.

Brand Trust has a significant effect on Purchase Intention Skincare Wardah

Brand trust has a significant influence on purchase intention, which is reflected in the characteristics of respondents in the study above. With the dominance of female respondents and young people who are active consumers, they tend to pay more attention to brand trust before making a purchase decision.

Brand trust has a significant influence on purchase intention, especially in the context of the respondent demographics described above. The majority of respondents in this study are women aged 19-24 years old, which is a young consumer group and tends to be more open to products that they trust.

Brand Loyalty has a significant effect on Purchase Intention Skincare Wardah

Brand loyalty has a significant effect on purchase intention because brand loyalty creates an emotional connection between consumers and the brand. When consumers feel connected or have an affinity with a brand, they are more likely to consider products from that brand when making purchasing decisions.

Brand loyalty has a significant influence on purchase intention, which can be understood through the demographic characteristics of the research respondents above. In the context of respondents being predominantly female (77%) and young (80% under 24 years old), there is a tendency for younger consumers to be more open to new brands and products, but also more susceptible to established brand loyalty. College students, who make up the largest group (81%), typically look for products that not only fulfill functional needs, but also reflect their lifestyle and identity.

CONCLUSIONS

Based on data analysis of 156 respondents who met the research criteria, both descriptively and statistically, the results of this study were obtained using WarpPLS 7.0 software. Halal Brand Image, Halal Brand Trust, and Halal Brand Loyalty affect Purchase Intention in Wardah skincare users throughout Indonesia.

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