



IMPACT OF ISLAMIC BRANDING AND LIFE STYLE ON THE ATTITUDE OF WARDAH SKINCARE BRAND AMBASSADORS IN BENGKULU CITY ACCORDING TO THE THEORY OF REASONED ACTION (TRA)

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ABSTRACT

Purpose: This study aims to examine the influence of Islamic Branding (IB) and Lifestyle (LS) on the attitudes of Wardah skincare brand ambassadors in Bengkulu City. **Methodology:** A quantitative approach was employed, using primary data collected from 32 respondents through Google Form questionnaires. The data were analyzed using Partial Least Squares (PLS) with SmartPLS version 4.1.0.9. **Results:** Both Islamic Branding and Lifestyle were found to have a significant positive effect on brand ambassador attitudes toward Wardah skincare. **Findings:** The study shows that Islamic values embedded in branding, combined with lifestyle alignment, play a crucial role in shaping positive ambassadorial attitudes in a culturally religious setting. **Novelty:** This research uniquely focuses on brand ambassadors rather than general consumers, within the context of an Islamic-oriented brand in a regional Indonesian city. **Originality:** It offers fresh insights into how Islamic Branding and Lifestyle jointly influence promotional attitudes, contributing to the literature on religious-based marketing strategies. **Conclusion:** Islamic Branding and Lifestyle significantly shape positive attitudes of Wardah brand ambassadors. These findings suggest that brands targeting Muslim markets should integrate religious and lifestyle values in their ambassador engagement strategies. **Type of Paper:** Quantitative Empirical research paper.

INTRODUCTION

Indonesia, with the largest Muslim population in the world, is the country with the 4th highest growth rate in the sharia economic market in the world based on *the State of the Global Islamic Economy (SGIE) Report 2022*. According to the Central Statistics Agency in December 2021, the population of Muslims in Indonesia have reached 237 million people. Especially in the cosmetics industry sector, shopping Muslims for the cosmetics sector show an increase from year to year, namely 6.8% in 2021, and 7.2% in 2022 and is projected to continue to increase in 2025 by 7.4%.

In discussing the world of beauty in Indonesia, especially skincare, which is currently experiencing very rapid development, it can be seen that more and more skincare brands are emerging and becoming trending among young people today, supported by the many media that discuss the world of skincare, starting from television, mass media, and various other social media.

Purchasing decisions are a problem-solving process consisting of analyzing or recognizing needs and desires, searching for information, assessing sources of selection of alternative purchases, purchasing decisions and post-purchase behavior. Purchasing decisions are also part of consumer behavior. Where consumer behavior is an action that is directly involved in efforts to obtain, determine, including the decision-making process that precedes and follows these actions is a lifestyle.

The high level of consumption of halal products encourages manufacturers to actively participate in consumer purchasing decisions, namely through identifying consumer purchasing interests. Halal skincare products are reviewed in terms of production, storage, packaging, to BAs or *brand ambassadors* and shipping must be in accordance with Islamic law. As consumers, especially Muslims, the selection of halal skincare products can be seen from the inclusion of the MUI halal certificate logo and the BPOM test logo. The logo proves that the products they sell are official. In its development, the Muslim beauty industry continues to experience rapid growth along with the number of business players in the industry, this can be seen from the emergence of many BAs or *brands ambassador* for various *brand products* Islamic such as Ponds, SR12, Wardah, MS Glow, Emina and others which are skincare *brands new muslim*.

Skinker is a product that is in great demand by women because it can care for and beautify the face. For working women, cosmetics are very important both to meet the demands of work and the pleasure of women themselves. The selection of cosmetic products can be seen from consumer trust and the value of the product. Consumers pay close attention to the cosmetics they will use, such as paying attention to product safety, product halalness, suitability for their skin, affordability and so on. Wardah is a halal beauty product that can meet the skin care needs of women. With the existence of this product, it can add value to the Wardah company in the eyes of consumers. Wardah is a beauty product brand produced by PT Paragon Technology and Innovation in 1995. In 1999 the Wardah brand obtained a halal certificate from PPPOM MUI which was later known as a pioneer in the field of halal beauty brands in Indonesia. To achieve success, the company needs loyal consumers.

Brand ambassador in Indonesian itself means brand ambassador. The task of this brand ambassador is to introduce a product in order to invite and influence the public so that product sales increase. Products or brands can be known and trusted by having influencers such as using celebrities, such as television stars, actors, actresses, scientists, and other famous people. *Brand Ambassador* greatly influences the assessment of consumers who want to buy the product, one of the most important is the attitude of the BA because from this attitude consumers will trust the product

METHOD

Analysis Method

The population in this study were Wardah skinker Brand Ambassadors in Bengkulu City with a sample size of 32 people. This study is quantitative and consists of primary data. The data collection procedure carried out by the researcher was by distributing questionnaires using *Google Form* by sending a link. to respondents. The data testing technique in this study used SMART PLS 4.1.0.9 The data from this study were then processed using several stages of analysis techniques such as Descriptive Statistics, Model Evaluation: Inner Model, Assessing Outer Model or Measurement Model, Convergent Validity (validity test using outer loading), Discriminate Validity (Validity Test using AVE), Composite Reliability, Cronbach's Alpha, Hypothesis.

RESULTS AND DISCUSSION

RESULTS

Respondent profile description of the respondent data of this study describes the characteristics of the respondents in terms of name, age, gender, last education, place of work and income per month. To clarify the identity of the respondents, this study describes the characteristics of 32 respondents, who were the samples in this study. Respondent characteristics include:

Descriptive Statistical Analysis

Descriptive statistical analysis is a statistic used to analyze data by describing or depicting the data that has been collected without intending to make conclusions that apply to the public or generalization (Sugiyono, 2019: 206). In descriptive statistics, it can also be done to find the strength of the relationship between variables through correlation analysis, make predictions with regression analysis, and make comparisons by comparing the average of sample or population data.

Table 1. Descriptive Analysis

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
IBX1	1	MET	0	4.656	5.000	4.000	5.000	4.000	5.000	0.475	-1.629	-0.691	0.000
IBX2	2	MET	0	4.656	5.000	4.000	5.000	4.000	5.000	0.475	-1.629	-0.691	0.000
IBX3	3	MET	0	4.438	4.000	4.000	5.000	4.000	5.000	0.496	-2.063	0.265	0.000
IBX4	4	MET	0	4.750	5.000	4.000	5.000	4.000	5.000	0.433	-0.570	-1.212	0.000
LSX5	5	MET	0	4.719	5.000	4.000	5.000	4.000	5.000	0.450	-1.025	-1.022	0.000
LSX6	6	MET	0	4.688	5.000	4.000	5.000	4.000	5.000	0.464	-1.368	-0.849	0.000
LSX7	7	MET	0	4.719	5.000	4.000	5.000	4.000	5.000	0.450	-1.025	-1.022	0.000
LSX8	8	MET	0	4.656	5.000	4.000	5.000	4.000	5.000	0.475	-1.629	-0.691	0.000
AY9	9	MET	0	4.750	5.000	4.000	5.000	4.000	5.000	0.433	-0.570	-1.212	0.000
AY10	10	MET	0	4.688	5.000	4.000	5.000	4.000	5.000	0.464	-1.368	-0.849	0.000
AY11	11	MET	0	4.688	5.000	4.000	5.000	4.000	5.000	0.464	-1.368	-0.849	0.000
AY12	12	MET	0	4.656	5.000	4.000	5.000	4.000	5.000	0.475	-1.629	-0.691	0.000
AY13	13	MET	0	4.781	5.000	4.000	5.000	4.000	5.000	0.413	0.039	-1.429	0.000
AY14	14	MET	0	4.625	5.000	4.000	5.000	4.000	5.000	0.484	-1.824	-0.542	0.000

Source: SmartPLS 4.1.0.9 Data

The table above describes or depicts the data that has been collected as it is.

Model Evaluation

Inner Model

The inner model is a structural model used to predict causal relationships (cause-and-effect relationships) between latent variables or variables that cannot be measured directly. Through bootstrapping (a non-parametric procedure that allows statistical significance testing of SEM-PLS variants that produce path coefficients, Cronbach's alpha, HTMT and R2 values), the t-statistic test parameters are obtained to predict the existence of causal relationships. The inner model in PLS is evaluated using R2 for the dependent variable, the path coefficient value (a path that describes the strength of the relationship between variables) for the significance test between variables in the inner model (structural model). The R2 value is used to measure the level of variation in changes in independent variables to the dependent variable. The higher the R2 value, the better the prediction model of the proposed research model.

Table 4.2 R Square

Variable	R-Square	R-Square adjusted
Attitude	0,706	0,685

Source: SmartPLS 4.1.0.9 Data

Based on the R Square table, the Attitude variable is 0.685. Based on the R Square table, the Attitude variable is 0.685. This means that the *Islamic Branding* and *Life Style variables* are able to explain or predict 70.6% of the influence of *Attitude*, while the remaining 29.4% is explained by other variables not used in this study.

Assessing the Outer Model or Measurement Model

outer model test aims to specify the relationship between latent variables and their indicators. The outer model has 2 characters, Discriminant Validity and Composite Reliability.

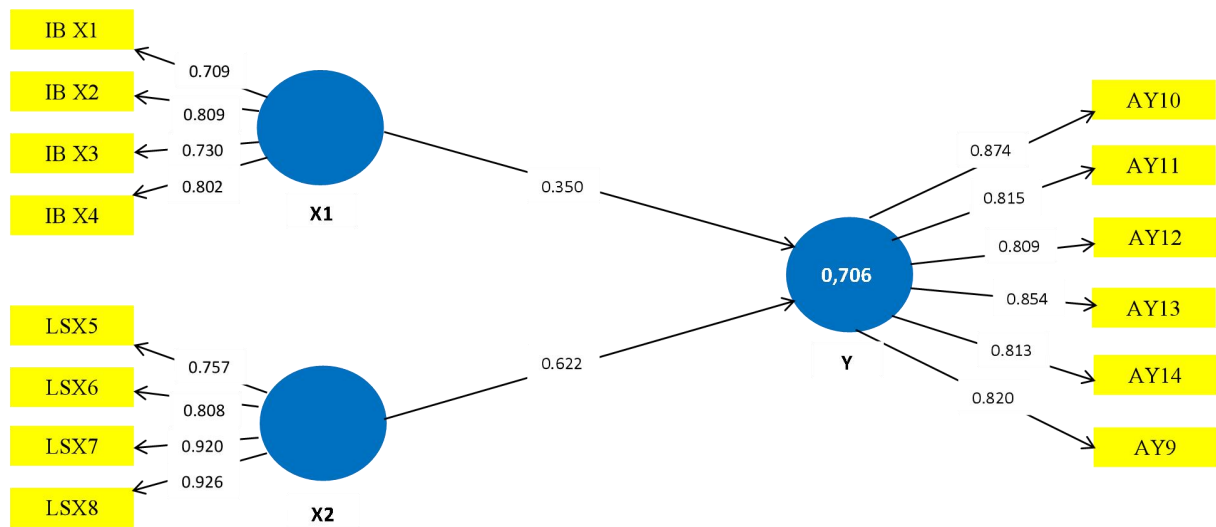
Table 4.3 Outer Model

Variable	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
X1	0,784	0,618
X2	0,916	0,733
Y	0,901	0,612

Source: SmartPLS 4.1.0.9 Data

Based on the table above, it has met the validity and reliability tests with a composite reliability value above 0.7 and an Ave value above 0.5.

Figure 4.6 Outer Model Outlier



Source: SmartPLS 4.1.0.9 Processed Data, 2025

Convergent Validity (Validity Test using Outer Loading)

Convergent validity aims to assess the outer model measured by the outer loading value. Convergent validity of the measurement model with reflective indicators can be seen from the correlation between the item/indicator score and the construct score. An indicator is considered valid if it has a correlation value above 0.50. Convergent Validity test results can be seen on.

Table 4.5 Auto Loading

Variable	X1	X2	Y
AY10			0,874
AY11			0,815
AY12			0,809
AY13			0,854
Ay14			0,831
AY9			0,820
IB X1	0,709		
IB X2	0,809		
IB X3	0,730		
IB X4	0,802		
LS X5		0,757	
LSX6		0,808	
LS X7		0,920	
LS X8		0,926	

Source: SmartPLS 4.1.0.9 Processed Data

Validity testing using correlation between item scores and construct scores. Measurement with reflection indicators shows a change in an indicator in a construct if another indicator in another construct changes or is removed from the model. So it can be concluded that from all the constructs of *Islamic Branding*, *Life Style* and *Attitude Brand Ambassador* have valid data with a value above 0.50.

Discriminant Validity (Validity Test Using AVE)

Discriminant validity analysis aims to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if it has an average variance extracted (AVE) value ≥ 0.5 . The results of the discriminant validity test based on the AVE value can be seen in the following table.

Table 4.6 Discriminant Validity or Cross Loading

Variable	X1	X2	Y
AY10	0,529	0,707	0,874
AY11	0,586	0,650	0,815
AY12	0,404	0,640	0,809
AY13	0,681	0,586	0,854
Ay14	0,349	0,234	0,431
AY9	0,384	0,719	0,820
IB X1	0,609	0,344	0,419
IB X2	0,609	0,248	0,340
IB X3	0,730	0,317	0,364
IB X4	0,802	0,338	0,569
LS X5	0,517	0,757	0,520
LSX6	0,228	0,808	0,470
LS X7	0,407	0,920	0,839
LS X8	0,395	0,926	0,735

Source: SmartPLS 4.1.0.9 Processed Data

Based on the discriminant validity data above, the diagonal value is the square root value of AVE and the value below is the correlation between constructs. The square root value of AVE in the table above is higher than the correlation value, so it can be concluded that the model is valid because it has met discriminant validity.

The following are the reliability test values seen from the AVE values in the table below:

Table 4.7 Verage Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
X1	0,633
X2	0,733
Y	0,612

Source: SmartPLS 4.1.0.9 Processed Data

Based on the table, it gives an AVE value above 0.50 for all constructs. *Islamic Branding* has an AVE of 0.633, *Life Style* has an AVE of 0.733, and *Attitude* has an AVE of 0.612. So it can be concluded that all variable constructs have a high AVE value and all constructs have a value above >5.0.

Composite Reliability

Composite reliability analysis aims to determine the reliability criteria of each variable. The minimum limit for the level of reliability is 0.7. If the variable has a composite reliability value of more than 0.7, then the variable is considered to meet the reliability criteria. The results of the variable reliability test can be seen in.

Table 4.8 Composite Reliability

Variable	Composite Reliability (rho_c)	Information
X1	0,784	Valid
X2	0,916	Valid
Y	0,901	Valid

Source: SmartPLS 4.1.0.9 Processed Data

Shows the results of composite reliability (reliability test) which are very satisfying, namely *Islamic Branding* with a value of 0.784 *Attitude* with a value of 0.901 and *Life Style* Stocks with a value of 0.901. Then it can be concluded that each construct has a high level of reliability test, this can be shown from the composite reliability value of all constructs is greater than 0.70.

Cronbach's Alpha

Cronbach's Alpha analysis is a method to measure the reliability of a measuring instrument. This method compares the amount of covariance between items in a measuring instrument with the total number of variables. A Cronbach's Alpha value greater than 0.70 indicates that the measuring instrument is reliable.

Table 4.9 Cronbach's Alpha

Variable	Composite Reliability (rho_c)	Information
X1	0,864	Valid
X2	0,879	Valid
Y	0,864	Valid

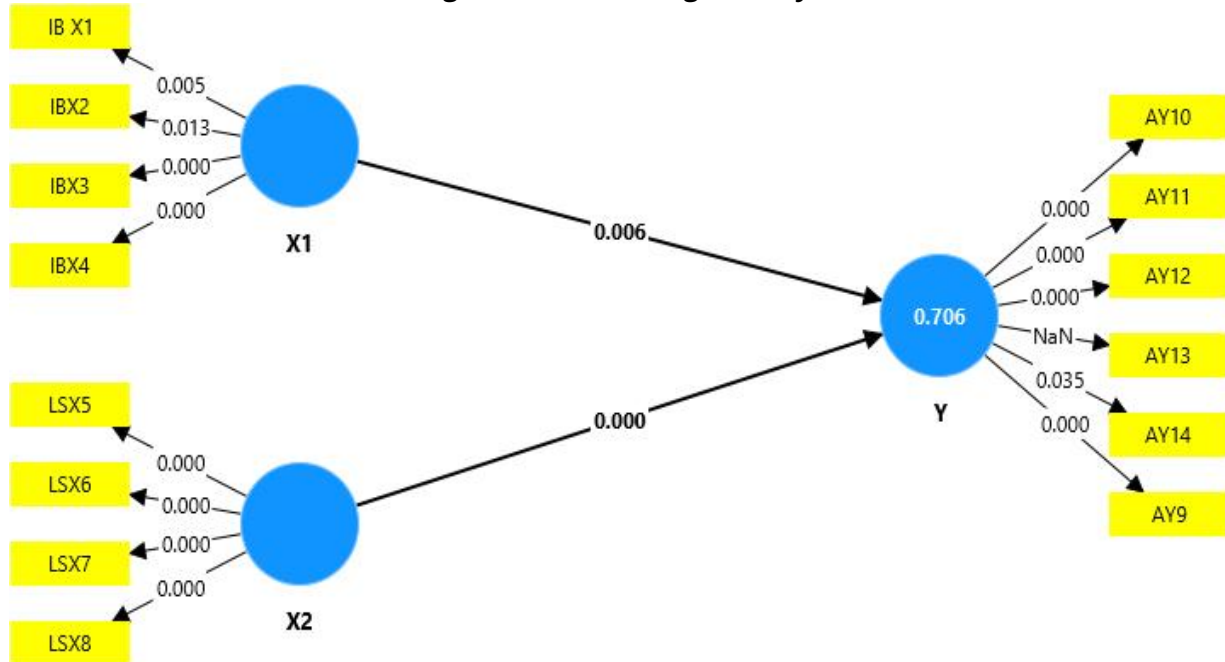
Source: SmartPLS 4.1.0.9 Processed Data

Based on table 2.9 shows the results of cronbach's alpha which are very satisfying, namely *Islamic Branding* with a value of 0.864, *Life Style* with a value of 0.879 and *Attitude* with a value of 0.864. Then it can be concluded that each construct has a high level of cronbach's alpha test, this can be shown from the cronbach's alpha value of all constructs greater than 0.60.

Hypothesis

the research results will be tested with the T-test using the Inner Model. The goal is to see the R Square value which is a goodness-fit test of the normal model and does not require a large sample (minimum 30 samples). The estimated significant parameters provide very useful information about the relationship between the research variables.

Figure 4.7 Inner Weight Analysis



Source: SmartPLS 4.1.0.9 Processed Data, 2025

Table 4.10 Hypothesis Testing Based on Total Effects

Variable	Original Sample (O)	Sample Mean (M)	Std Deviation (STDEV)	T Statistics(O/STDEV)	P Value
X1→Y	0,350	0,365	0,126	2,774	0,006
X2→Y	0,622	0,618	0,151	4,103	0,000

Source: SmartPLS 4.1.0.9 Processed Data, 2025

Based on table 2.2 above, the variable is exogenous if the T statistic value is >1.96 or the P value is <0.05.

1. In the analysis of *Islamic Branding*, it has a significant effect on *Attitude*, it can be seen in the T statistic value table showing a figure of 2.775 which is >1.96 and can also be proven by the P Value value of 0.006 or is said to be smaller than 0.05. This proves that *Islamic Branding* has a significant effect on *Brand Attitude Ambassador* of Wardah skincare in Bengkulu city.
2. In the analysis of *Life Style*, it has a significant effect on *Attitude Brand Ambassador*, this can be seen in the table where the T Statistics value shows a range of 4.103 (> 1.96) and can also be proven by looking at the P Value of 0.000 (<0.05). This proves that *Life Style* has a significant effect on *Attitude Brand Ambassador Skinker* Wardah in the city of Bengkulu

The Influence of Islamic Branding on Attitude Brand Ambassador Skinker Wardah

Based the results research which have in the chapter In the analysis of *Islamic Branding*, it has a significant effect on *Attitude*, which can be seen in the P Value table, which is 0.006 or is said to be smaller than 0.05. This proves that *Islamic Branding* has a

significant effect on *Brand Attitude*. *Ambassador* skinker wardah in Bengkulu city. IB Has a Significant Positive Influence on *the Brand Attitude of Ambassador* Skinker Wardah So Hypothesis 1 In This Study Is Accepted .

The Influence of Lifestyle on Attitude Brand Wardah skincare ambassador in Bengkulu city

Life Style Variable From the Results of This Study It is known that *Life Style* has a significant effect on *Attitude Brand Ambassador* , this can be seen in the table where the P Value of 0.000 (<0.05) is used as a prediction model ($p < 0.05$) or H_0 is accepted . This proves that *Life Style* has a significant effect on *Attitude Brand Ambassador* Skinker Wardah in the city of Bengkulu.

The Influence of Islamic Branding and Lifestyle on Attitude Brand Wardah skincare ambassador in Bengkulu city.

Islamic Branding and *Lifestyle* have a significant influence on *Attitude Brand Ambassador* skinker wardah in Bengkulu city is 0.706 and 0.685

Based on the results of the analysis that has been done, it was found that the three variables simultaneously affect investment interest and the magnitude of r square of the three variables is 70.6%. This means that the three independent variables are only able to explain 70.6% of the dependent variation.

CONCLUSION

The results of this study conclude: *Islamic Branding* and *Life Style* have a positive and significant effect on *the Attitude of Wardah Skinker Brand Ambassadors* in Bengkulu City. The second variable *Life Style* has a positive and significant effect on *the Attitude of Wardah Skinker Brand Ambassadors* in Bengkulu City. And finally, there is a simultaneous influence between *Islamic Branding and Lifestyle* on *the Attitude of Wardah Skinker Brand Ambassadors* in Bengkulu City. The finding of the *Eigen value component* in the *Transactional indicator* as the only factor formed from the 4 factors analyzed in forming the *Attitude Brand Ambassador variable* for Wardah Skinker in Bengkulu City.

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