

Building Brand Equity on Halal Cosmetics Brand in Indonesian

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Abstract

This study is to determine whether there is a relationship between brand image and brand trust on brand equity through brand loyalty to halal cosmetics brand. Research methodology is quantitative methods with 224 samples consumers who have criteria to be active users for a minimum of 2 years, and make purchases at least twice in a year. Analysis technique uses the Structural Equation Model with 2 exogenous variables with 10 observed variables and 2 endogenous variables with 10 observed variables, data processing with software Stata 14. The results showed that brand image and brand trust have an important part in the formation of brand loyalty. The attitude of loyal consumers towards the halal cosmetics brand acts important to strengthen of brand equity which is a long-term strength advantage for the company. Halal cosmetics are a necessity for Indonesian women to help their appearance beauty and consumers build trust that halal products have the image of being safe and healthy product to use. These findings are beneficial for management science, especially in marketing management so that the company continues have to build a positive brand image, strong brand trust to provide value to consumers, and building strong commitment between the consumer and the halal cosmetic brand.

Keywords: Halal cosmetics brand, brand image, brand trust, brand loyalty, brand equity, SEM.

Abstrak

Penelitian ini bertujuan untuk mengetahui ada tidaknya hubungan antara brand image dan brand trust terhadap brand equity melalui brand loyalty pada merek kosmetik halal. Metodologi penelitian yang digunakan adalah metode kuantitatif dengan sampel sebanyak 224 konsumen yang memiliki kriteria sebagai pengguna aktif minimal 2 tahun, dan melakukan pembelian minimal 2 kali dalam setahun. Teknik analisis menggunakan Structural Equation Model dengan 2 variabel eksogen dengan 10 variabel teramati dan 2 variabel endogen dengan 10 variabel teramati, pengolahan data dengan software Stata 14. Hasil penelitian menunjukkan bahwa brand image dan brand trust memiliki peranan penting dalam pembentukan brand loyalty. Sikap konsumen yang loyal terhadap merek kosmetik halal berperan penting dalam memperkuat brand equity yang merupakan kekuatan jangka panjang bagi perusahaan. Kosmetik halal merupakan suatu kebutuhan bagi wanita Indonesia untuk membantu kecantikan penampilannya dan konsumen membangun kepercayaan bahwa produk halal memiliki citra sebagai produk yang aman dan sehat untuk digunakan. Temuan ini bermanfaat bagi ilmu manajemen, khususnya manajemen pemasaran sehingga perusahaan terus harus membangun citra merek yang positif, kepercayaan merek yang kuat untuk memberikan nilai kepada konsumen, dan membangun komitmen yang kuat antara konsumen dan merek kosmetik halal.

Kata Kunci: Merek kosmetik halal, brand image, brand trust, brand loyalty, brand equity, SEM.

INTRODUCTION

Tight competition in an industry is inevitable. Various products and services every day more and more flooding the market by offering various attributes and ease to obtain it. The facilities and infrastructure of advertising and product promotion are made easier by digital technology, which can easily be accessed through social media or various market places. In the minds of consumers, a lot of information passing by bombarding with attractive offers. The company must realize that there is a need to maximize the company's assets so that the company's survival can be maintained.

Companies in similar industries are competing to win consumers not only on functional products but are associated with the ability of brands to provide a special image for the wearer. Without a brand, the product or service will not be recognized by consumers and if the product or service has a brand then the brand will have a higher value (Foroudi, 2019) in the customer's mind. A product or service that has a brand will make it easier for customers to recognize the brand compared to competing brands. Brands are said to have brand equity positive customer-based if consumers have a pleasant experience of a particular product or service so that it has a pleasant reaction to a product or service. Companies must avoid brand equity negative customer-based, because consumers will react unpleasantly even in the same marketing activity situation. Building brand equity plays an important role in marketing.

Women are increasingly aware to do facial treatments along with the needs and demands of the social environment. Having a clean and healthy face will have the effect of increasing self-confidence in women. Make up cannot be separated from women's daily lives. Seeing the enthusiasm of women at this time and the wide-open market, many beauty products are trying their luck playing in the same class. The need to look beautiful but remain in the teachings of religion is a serious concern. The cosmetics industry responds to marketing related to consumption and faith. Cosmetics companies recognize the need to answer the target market's need for halal cosmetics, which are friendly and safe products for Muslims that are becoming consumption trends (Sama & Trivedi, 2019).

Muslim women in Indonesia want the cosmetics used to be halal-certified products from the Indonesian ulama council through MUI LP-POM (Food, Drug and Cosmetic Research Institute). Halal certification organizations have an important role as a liaison between halal producers and consumers and halal in supply chain partners as quality assurance (Annabi et al., 2017). With a large number of Muslim women faced with the choice of brands or halal products (Feizollah et al., 2019). The halal industry developed, which at first experienced food development in the non-food industry, namely cosmetics, Islamic finance, toiletries and tourism. The cosmetics market is one of the promising halal industries.

Brand image, brand trust and brand loyalty play an increasingly important role in marketing (Sasmita & Mohd Suki, 2015). Brand loyalty has a strategic role for the company among which is obtaining market share, new customers, support for brand expansion, reduced marketing costs and can strengthen the position of the brand in the face of competition (Ainin et al., 2020). Brand loyalty can prevent the entry of competing

brands in the minds of customers, become the basis for setting price premiums, the time needed to respond to innovations by competitors and is a bulwark against price competition aimed at damaging prices. The building of customer trust must be maintained, because trust is the key of brand equity which is the main factor of building long-term successful relationships (Sukeesi & Akbar Hidayat, 2019).

LITERATURE REVIEW

Awareness is knowledge and understanding of the subject in certain situations. In the context of Halal, this is part of the process of providing information to further increase awareness of what is permitted in Islam for products that can be consumed or used. The consciousness of the Muslims describes the perception and cognitive reactions to the products that can be consumed on the market. Awareness is an internal condition in the form of deep feelings by means of sensory perceptions of the products used or consumed. Halal awareness explains a high understanding regarding the provisions, rules and regulations of religion so that awareness of Muslims to be in accordance with Islamic sharia and absolutely for the products consumed (Handriana et al., 2020).

Awareness in Halal's context is a feeling of special interest or experience in related to information obtained by something related to the halal product used (Ambali & Bakar, 2014). The awareness of halal products is affected by the level of faith of Muslims, the higher the level of faith, the more awareness of the halal needs that are consumed. The awareness of halal is knowledge related to understanding information about halal products (Shahid et al., 2018). Halal's concept in Islam has comprehensive range and a very broad also applies to all aspects of community life including food, behavior, use of cosmetics, use of clothing, financial, distribution and logistics (Wilson, 2014).

Cosmetics is a necessity sought by Muslim women because using a brand or product requires trust which is built on the belief that cosmetics are halal so they don't have to worry about using cosmetics. The definition of halal in cosmetics is the content of ingredients in accordance with Islamic law, which include not using ingredients that contain animal origin and no alcohol content. Companies that compete in the cosmetics industry must consider halal in relation to religious values in promoting them (Feizollah et al., 2019). Halal criteria not only in the food industry, but developing in consumables industry such as medicines, personal care, cosmetics, toiletries and others. Halal certificates must guarantee Muslims what they consume or the materials used in accordance with the law and encourage producers to meet halal standards. Within the scope of halal cosmetics and personal care products include halal ingredients, substances used halal, packaged, stored, and shipped in accordance with sharia requirements.

Brand image is about a brand that is reflected by consumers based on consumers' memories. Brand image is a collection of brand associations which are formed and embedded in the minds of consumers. Brand image is a collection of impressions in the minds of consumers about everything related to a brand that is assembled from consumers' memories of that brand. Halal cosmetics must pay attention to the Halal logo or label used. The need to use appropriate procedures so that the brand or product gets Halal certification from a credible authority. Institutions that guarantee halal certification in Indonesia are

MUI LP-POM Food, Drug and Cosmetic Assessment Institute. There are three parts in measuring brand image, namely product attributes, product benefits and evaluation (Altaf et al., 2017). Attributes are divided into two namely attributes that are directly related and not directly related to the product. As for the benefits of functional benefits, symbolic benefits and experience benefits. For the overall evaluation stage is the subjective value the customer adds to the consuming experience. Brand image is important as an antecedent of brand loyalty (Chinomona, 2016). In this study, the first research hypothesis proposed is

H1: Brand image influences brand loyalty on halal cosmetics.

Brand trust is the perception of consumers to believe in the brand's ability or reliability based on sequences or experience interactions and transactions with the brand so that hope and expectation that the brand can provide positive results. Consumers who get positive results are expected to lead brand loyalty. Brand loyalty will be more easily formed if the product or service has brand trust strong that will determine consumer loyalty to the brand and has the potential to create relationships that have high value (Edris, 2009). Trust is one of the qualities that is the desired subject in any relationship. Brand trust has a role in developing brand equity (Annabi et al., 2017). Brand trust is developed in the results of past interactions or experiences with brand, and related to positive things about brand loyalty which in turn maintains a positive relationship with brand equity (Flores-Hernández et al., 2020). Customer trust has affect on customer loyalty (Marakanon & Panjakajornsak, 2017). Customer trust in relation with brand trust can be measured by reputation, performance, commitment and expectation (Hapsari et al., 2017).

Consumer loyalty is influenced by several factors including satisfaction which is a measurement of the difference between expectations and reality perceived by consumers, emotional ties that are due to certain attractions of a product or service between consumers, trust that is the willingness to entrust a company or brand to carry out its functions, convenience, namely the feeling of comfort over the quality felt by consumers when they make transactions and experience with the company, namely the formation of a behavior because of getting good service from the company. Brand trust is important, it is as antecedent of brand loyalty (Kataria & Saini, 2019). In this study, the second research hypothesis proposed is

H2: Brand trust influences brand loyalty on halal cosmetics

Brand image and brand trust as antecedents of brand loyalty (Chinomona, 2016). Loyalty is an emotional attachment which is a manifestation of the basic human need to support each other, have, get a sense of security and build bonds. Consumer loyalty is a behavioral drive to make repeat purchases and build customer loyalty to a product or service. Loyal consumers will make regular purchases or repeat purchases and are not easily influenced by offers from competing brands.

Consumer loyalty can also be relied upon that consumer will make purchases between product lines. Another advantage of having loyal customers is that they will recommend products or services to others which means consumers have carried out marketing activities for the company indirectly and can even attract other consumers to the company (Shahid et al., 2018). Consumer loyalty will also make consumers not easily

swayed or immune to attractive offers from competing products or services (Parihar & Dawra, 2020).

Brand equity is a balance between brand assets and liabilities associated with a brand, symbol and name that can add or even reduce the value given by a product or service. Value can be visualized in how consumers feel, think and act towards the brand, price, market share and profitability owned by the company (Moorthi & Mohan, 2017). The totality of brand perceptions which includes the real quality of a product or service, customer loyalty, financial performance, satisfaction and overall appreciation of the brand (Arbak et al., 2019). Brand equity is a relational market-based asset arising from relationships owned by brand and consumers. Consumers develop brand loyalty by creating positive outputs that affect brand equity which will positively bring out brand preferences (Ray et al., 2021). In this study, the third research hypothesis proposed is

H3: Brand loyalty influences brand equity on halal cosmetics.

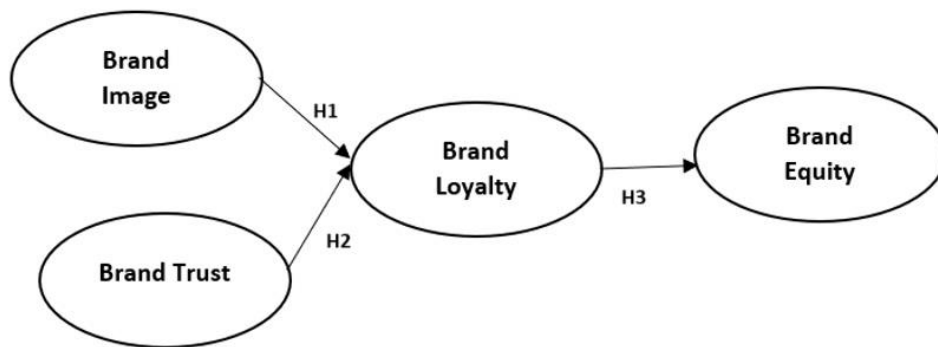


Figure 1.
Research Conceptual Framework

RESEARCH METHODS

This study aims to explain how to build brand equity which is a long-term benefit for companies by strengthening brand image, brand trust, and brand loyalty. The approach used is confirmatory factors analysis by building model structural equation modeling (Xiong et al., 2015). Generalization consisting of subjects or objects that have the characteristics required in research to further draw conclusions is population (Majid, 2018). The population in this study were consumers of halal cosmetic brands. This research was conducted from December 2024 to January 2025. This research used random sampling probability with 224 respondents. The sample was chosen to represent the characteristics of the existing population with the following criteria: women who use halal cosmetic brand as active users for a minimum of two years and purchase halal cosmetic brand at least twice a year. Primary data and secondary data are used in this study. In obtaining primary data, questionnaires were distributed to respondents with predetermined criteria. For secondary

data obtained from literature studies, journals, and also online media. This data will be processed using Stata software version 14.

In this study are two variables, namely exogenous and endogenous variables. Exogenous variables are two, namely brand image (BI) and brand trust (BT). Whereas endogenous variables consist of 2 namely brand loyalty (BL) as endogenous intervening variables and brand equity (BE) as endogenous dependent variables. Brand image variable is the consumer's perception of all matters relating to the brand image that exists in the consumer's mind. Consisting of six indicators namely personality, identity, association, behavior and attitude, competence and benefit (Wijaya, 2013). Brand trust variable is the consumer's perception of trust in the brand that the brand can provide results according to the needs and desires of consumers. Consisting of four indicators namely, meet expectation, high reputation, trusted, reliable. Brand loyalty is the behavior of consumers who make repeated purchases of brand cosmetics and have trust in the brand and consistently use the brand (Saha et al., 2020). Consists of five indicators or variables, observed namely loyal, willing to pay more, will not switch to another brand, positive word of mouth and recommend. Brand equity is the consumer's perception of the value built, felt and trusted by consumers and actions towards the brand, which consists of five indicators about attitude towards the brand (Altaf et al., 2017).

RESULTS

Questioner that has been distributed that received answers that can be used as a sample of 224 respondents. This questionnaire uses a measurement scale with a Likert scale of 1 which means strongly disagree to 9 which means strongly agree, it is necessary to do a validity test and reliability test. In testing the validity of the research instrument required r table with the formula $df = n - 2$ where df is the degree of freedom and n is the number of samples. With a total sample of 224 people with a significant level of 5%, the r table was 0.131. Of the 20 statements all had r arithmetic greater than 0.131 except the statement for B16 which had r arithmetic of -0.1166. Cronbach's Alpha is a measure of reliability ranging from zero to one (Hair et al., 2014). From the Cronbach Alpha test results obtained a value of 0.833 which means greater than 0.7 (Vaske et al., 2017) then the items in the questionnaire statement used in this study are valid and reliable.

Confirmatory Factor Analysis

Confirmatory factors analysis (CFA) on variables aims to test the unidimensionality of the indicators forming latent variables (constructs) both exogenous and endogenous.

Table 1.
Standardized confirmatory factor loadings.

Construct and indicators		CFA Loading	z	p
Brand Image				
BI1	I can easily recognize the logo, color and packaging of the halal	0.50	7.98	Sig

	cosmetic brand			
BI2	I describe the halal cosmetic brand with a polite and elegant character	0.64	11.71	Sig
BI3	I associate that the halal cosmetic brand is a product that is in accordance with religious sharia	0.61	10.57	Sig
BI4	I think halal cosmetic brands are products to support my daily appearance	0.57	9.82	Sig
BI5	I feel more confident and comfortable when using a halal cosmetic brand	0.58	10.05	Sig
BI6	I have a pleasant experience when wearing halal cosmetic brand.	0.01	0.16	Sig
Brand Trust				
BT1	I think the halal cosmetic brand gave me what I wanted.	0.78	23.51	Sig
BT2	I think halal cosmetic brands always live up to my expectation level in usage	0.82	27.63	Sig
BT3	I think halal cosmetic brands give certainty and confidence in usage.	0.81	26.09	Sig
BT4	I think Halal cosmetic brands are reliable	0.65	14.88	Sig
Brand Loyalty				
BL1	I feel myself loyal to the halal cosmetic brand	0.62	12.64	Sig
BL2	I don't mind paying more for halal cosmetic brand than for other brands	0.49	8.60	Sig
BL3	If a halal cosmetic brand is not available in a shop, I will try to buy it in another shop	0.55	10.12	Sig
BL4	I like to tell positive things about this brand to others.	0.70	16.07	Sig
BL5	I recommend others to use this brand	0.60	11.85	Sig
Brand Equity				
BE1	I would choose this brand even though other brands have the same features	0.51	7.43	Sig
BE2	I felt smart about choosing this brand, even though other brands are no different in any way from this brand	0.45	6.47	Sig
BE3	I would choose this brand even though there are other brands that are as good as this brand.	0.35	5.20	Sig
BE4	I would choose this brand even though there are other brands that are as good as this brand.	0.19	2.73	Sig
BE5	I am happy to choose this brand because I have had a positive experience with this brand	0.40	6.19	Sig

Z value is greater than 1.96, all correlations between latent variables and indicators have significant values except for indicator BI6, and this indicator is decline. Furthermore, in modeling confirmatory analysis factors, loading factors with z values less than 1.96 are not used to build the SEM model. The minimum loading factor required is above 0.4 so that BE3, BE4 and BE5 are decline.

Structural Equation Modeling Analysis

The next step after determining the latent variables and indicators used is a full analysis Structural Equation Modeling. Models are built with the aim of testing the models and hypotheses developed. Testing in SEM is carried out in two ways, namely the significance test of causality, namely the regression coefficient test and the model suitability test. Indicators that have value loading factor below 0.5 have a weak contribution to latent variables. Likewise, the indicators above 0.5 have a strong contribution to the latent variable. Indicators that have correlations below 0.5 are not used to build models. The required variance extracted test limit value is > 0.50 . Extracted variance (VE) value > 0.50 indicates that the variance of the indicators extracted by the latent construct is higher than the error variance.

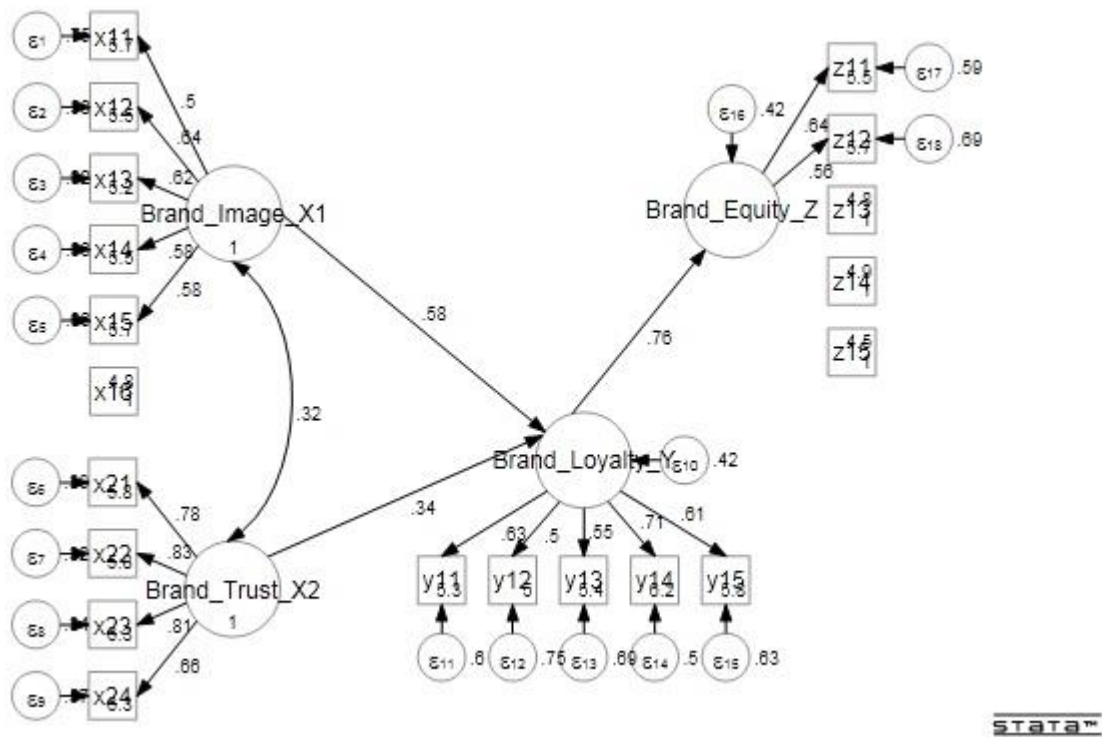


Figure 2.
Structural Equation Model Test Results

The loading factor value used is minimal 0.5, so that loading factor values below 0.5 will not be used in this study. The results of the confirmatory analysis show that the five indicators for measuring brand image have values above 0.5, which illustrates that the five

indicators are able to build the brand image construct. Figure 2 shows that the brand image consisting of six indicators turns out that only five indicators contribute to building the construct. This illustrates that the pleasant feeling of using halal products is no longer a requirement but a necessity that is attached to the product. Meanwhile, the four brand trust indicators are also able to contribute to building the brand trust construct, as well as the five brand loyalty indicators are able to build the brand loyalty construct. While in brand equity, it turns out that of the six indicators proposed in the study, only two contribute to building the brand equity construct. This gives an illustration that customers build brand equity towards halal product brands with a very strong belief that they do not want to use other brands even though there are similar product brands that provide the same service, quality, content, benefits. Customers also feel confident in using the halal product brand even though other brands offer the same service, quality, content, benefits. This information can be useful to provide input to the Company to maintain customer brand loyalty by maintaining the brand image and brand trust of the brand.

Table 2.
Weighted Regression Structural Equation Model

Regression	CFA Loading	z	p	Information	AVE
Brand Image					
BI ← BI1	0.50	7.82	0.00	Sig	0.68
BI ← BI2	0.64	11.67	0.00	Sig	
BI ← BI3	0.61	10.52	0.00	Sig	
BI ← BI4	0.58	9.93	0.00	Sig	
BI ← BI5	0.58	9.94	0.00	Sig	
Brand Trust					
BT ← BT1	0.78	23.51	0.00	Sig	0.78
BT ← BT2	0.82	27.63	0.00	Sig	
BT ← BT3	0.81	26.09	0.00	Sig	
BT ← BT4	0.65	14.88	0.00	Sig	
Brand Loyalty					
BL ← BL1	0.63	12.68	0.00	Sig	0.64
BL ← BL2	0.49	8.40	0.00	Sig	
BL ← BL3	0.55	10.00	0.00	Sig	
BL ← BL4	0.70	15.77	0.00	Sig	
BL ← BL5	0.60	11.75	0.00	Sig	
Brand Equity					
BE ← BE1	0.64	9.00	0.00	Sig	0.62
BE ← BE2	0.56	8.09	0.00	Sig	

The AVE results for BI are 0.68, BT is 0.78, BL is 0.64 and for BE is 0.62. It can be concluded that AVE on the four constructs has met the requirements of convergent validity.

Table 3.
Conclusion of Hypotheses

	Hypothesis	Test Results (z and p index)
H ₁	Brand image influences brand loyalty on halal cosmetics.	Accepted (z: 8.04 dan P:0.000)
H ₂	Brand trust influences brand loyalty on halal cosmetics.	Accepted (z: 4.68 dan P:0.000)
H ₃	Brand loyalty influences brand equity on halal cosmetics.	Accepted (z:9.62 dan P:0.000)

Brand image has a positive effect on brand loyalty, it means first hypothesis is accepted. While brand trust has a positive effect on brand loyalty it which means that the second hypothesis is accepted, and brand loyalty has a positive effect on brand equity, it means the third hypothesis is accepted. In the modeling Structural Equation Model, test is needed Goodness of Fit for the model that is built.

Table 4.
Goodness of Fit

Criteria	Cut of value	Result	Information
RMSEA	≤ 0.08	0.08	Good Fit
CFI	≥ 0.90	0.82	Marginal Fit
TLI	≥ 0.90	0.80	Marginal Fit

The results of the goodness of fit test show that the model is in accordance with the empirical data, supported by a CFI value of 0.82 and a TLI value of 0.80. It can be concluded that the proposed research model is acceptable.

DISCUSSION

Halal industry has experienced rapid development with lifestyle offerings triggered by changes in Muslim consumer mindset and ethical consumer trends around the world (Zailani et al., 2017). Halal label has become a guaranteed product that is permitted, not only for Muslims but a global symbol of lifestyle choices and quality assurance. Religious values strengthen the relationship between awareness and purchasing decisions (Nghah et al., 2019).

Consumer decisions to buy cosmetics and body care products labeled as halal are influenced by subjective norms, attitudes, behavioral control and consumer purchase intentions (Sama & Trivedi, 2019). To predict the needs of halal cosmetics, marketers must study consumer buying behavior so that appropriate marketing strategies can be designed to meet the needs of consumers, which in turn will stimulate the growth of the halal product industry in Indonesia (Sukesi & Akbar Hidayat, 2019). The role of Indonesia in the development of the halal product industry in the world is quite large. the large number of

adult Muslim women in Indonesia currently opens up market opportunities. Public enthusiasm for halal products is increasing. Bank Indonesia encourages the growth of the halal industry in Indonesia by making Indonesia a global halal industry production base with five steps namely competitiveness, certification, coordination, campaign and cooperation.

Data from the International Monetary Fund is predicted in 2030 the increase in the world Muslim community by 27.9 percent which means there will be an increase in the need for halal products in the world. The halal cosmetics industry is one of the world's biggest consumers. According to International Monetary Fund data, the expenditure of halal cosmetics products reaches US \$ 61 billion per year in 2019 and it is estimated that in 2024 there will be a growth of around nine percent of the consumption of halal cosmetics which will be spent globally at US \$ 90 billion per year.

The influence brand image of halal cosmetics on brand loyalty

In the research hypothesis that the brand image of halal cosmetics brands has an influence on brand loyalty proven. By having a brand image positive, consumers have a perception that is embedded in their minds that the brand can fulfill their desires and expectations. Brand based on the experience gained has a number of attributes and benefits expected by consumers (Ngah et al., 2019). By having good experience with a brand, consumers will build a bond with the brand which of course is beneficial for the company (Espinosa et al., 2018). Brand has personality and impression. Brand personality is related to a brand that is recognized and remembered by consumers and consumers can accept it (Joshi & Garg, 2020). Consumers often interact with brands and there are similarities between the self-concept of consumers and brand personality, so this connection fosters consumer confidence in brands.

The influence brand trust of halal cosmetics on brand loyalty

Building brand trust is an important role in the marketing world, because trust is one way to build and maintain relationships with customers in the long term. Trust is an indicator of customer believe in quality and reliability. Trust is considered as an antecedent of loyalty where consumers feel a degree of risk which is a consideration for consumers (Handriana et al., 2020).

The dynamic environment in business forces marketing within companies to always look for innovative, creative and flexible ways to adapt. The company's marketing agility in seeing opportunities and trends desired by consumers is a reminder for companies to serve these requests and not be complacent. The company will look for ways to form collaborations with customers. This relationship must begin with creating trust in consumers (Parihar & Dawra, 2020). Marketing companies will innovate to create brand loyalty, which of course cannot be separated from trust in brands. Positive impression of the brand must be maintained properly (Kataria & Saini, 2019) to gain the trust of consumers (Akın & Okumuş, 2020). Feeling satisfaction after having experience related to the quality of the product or service will be the basis for consumers to re-buy or switch to competitors' products or services. Repurchases made by consumers are an important

attitude. Loyal customers in large numbers are competitive assets for the brand and have been identified as the main determinant of brand equity (Chinomona, 2016).

The influence brand loyalty of halal cosmetics on brand equity

Building brand equity, a high, the company will get customer loyalty because customers trust the brand's ability to meet customer expectations and desires and are willing to accept all risks that accompany the brand (Marakanon & Panjakajornsak, 2017). Halal cosmetic brand tried to create a product in a short time to meet market demand so that it has high competitiveness and can meet consumer expectations. To meet the demand for halal cosmetics for Indonesian women, speed is needed to see trends and market changes that occur. Strong brand loyalty will form brand equity in consumer relations with the brand's strategy is to develop products by adding new variants so that consumers remain loyal and do not switch to competing products (Sasmita & Mohd Suki, 2015). Times becomes something very valuable in such intense competition while still paying attention to product quality.

CONCLUSION

The company will strive to gain customer loyalty in several ways including providing added value to consumers and building strong bonds with products or services in the long run. The company also provides good service and innovates products and creates new variants. Brand equity must be built by companies in order to enjoy competitive and substantial economic advantages generated from brand equity which is a relationship asset market-based.

The results of this study provide a report that customers are aware and choose to use halal cosmetic products so that it is very important for companies to build brand image and brand trust as antecedents that can build customer brand loyalty which will ultimately encourage customers to build brand equity towards the halal product brand. Brands must have a positive image because it is related to brand trust that is inseparable from sharia issues regarding the use of halal products. Customers build brand image and brand trust through positive experiences while using the brand. This positive attitude fosters customer commitment to buy or support the brand in the influence of situations and marketing that can cause customers to switch. Loyalty describes the willingness of customers to continue using the brand. Companies can boost their brand equity by creating quality, memorable, and recognizable products.

Research Implications

This research provides an overview for marketing practitioners and the application of Marketing Management. Adapting quickly by innovating quickly to capture market opportunities while still paying attention to product quality to maintain a good image of the brand and strengthen consumer confidence in the brand. Armed with brand image and brand trust as antecedents of brand loyalty, a long-term relationship and consumer commitment with a brand will be obtained that will benefit the company. By having consumers who have brand loyalty, will be stronger brand equity in the perception of

consumers that makes consumers not easily move to competitors. Extensive marketing campaigns also play a role in building brand equity.

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