

Halal Marketing Transformation: The Influence of Digital Halal Label on Generation Z Consumers' Purchase Intentions

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ABSTRACT

Digital halal labeling plays a vital role in halal product marketing, particularly for Gen Z consumers. This study examines the influence of halal brand image on purchase intention through factors such as perceived quality, satisfaction, trust, and loyalty among 210 Indonesian Gen Z consumers. SEM-PLS analysis reveals that a strong halal brand image enhances these factors, which in turn increases purchase intention. However, the study is limited to Indonesian Gen Z consumers. It recommends that companies utilize digital marketing to strengthen brand trust and loyalty. Future research should broaden the demographic scope and employ longitudinal methods to track changes in consumer behavior over time.

INTRODUCTION

The development of Indonesia's halal industry, particularly in the food and beverage sector, has surged significantly alongside rising public comprehension of the significance of halal certification. Indonesia is recognized as the world's largest consumer of halal food, highlighting the vast potential of its untapped halal market. This trend is further driven by the growing demand from Generation Z consumers, who are notably tech-savvy and value easy access to information through digital labelling, including for halal products. However, despite the high demand for halal products, there remains a lack of clarity about the specific considerations that genuinely contribute to their decision to purchase halal-labelled products.

This study centers on several key variables believed to impact Generation Z's purchase intentions for halal products, specifically halal brand image, perceived quality, satisfaction, trust, and brand loyalty. Previous research has indicated that a strong halal brand image can foster customer trust and satisfaction, which subsequently enhances brand loyalty. Ali et al. (2020) discovered that halal brand image significantly correlates with perceived quality, satisfaction, trust, as well as brand loyalty among Muslim consumers. This conclusion is further supported by studies showing that consumers' perceptions of quality and the halal integrity of products strongly influence their purchasing choices.

Previous research has examined the relationship between halal brand image and purchase intention, yet there is still a gap in understanding how Indonesian Gen Z, as digital natives, responds to digital halal labels and how halal brand image affects their buying decisions. This study seeks to analyze the impact of halal brand image on purchase intention through mediating factors such as perceived quality, satisfaction, trust, and brand loyalty. The findings aim to inform halal marketing strategies in Indonesia, supporting brands in boosting Gen Z loyalty and purchase intention by enhancing halal brand image and utilizing more effective digital halal labeling.

LITERATURE REVIEW

Halal Brand Image and Perceived Halal Brand Quality

Brand image includes the beliefs and perceptions that consumers associate with a product, with a strong brand image increasing both recall and likelihood of purchase (Ali et al., 2020). For halal brands, an image that aligns with Islamic values significantly shapes the perception, trust, and purchase intent of Indonesian Gen Z consumers, especially in the halal food and beverage sector. Gen Z is inclined to trust brands that demonstrate a sincere commitment to halal principles (Lia et al., 2022). This positive perception, supported by brand consistency and consumer experience, fosters loyalty and enhances perceived quality (Satria & Anggrainie, 2023; Laili & Canggih, 2021). Consequently, it is essential for brands to maintain and strengthen their halal image to attract Gen Z interest in halal products.

H1: Halal brand image has a direct and positive impact on perceived halal brand quality.

Halal Brand Image and Halal Brand Satisfaction

A strong halal brand image is essential for fostering satisfaction among Muslim consumers, especially Gen Z in Indonesia. When consumers perceive a brand as genuinely committed to halal principles, it boosts their trust and confidence, aligning the brand's products with their religious beliefs (Ali et al., 2020; Yahya & Fianto, 2020). Satisfaction arises not only from product quality but also from the brand's consistent dedication to halal standards (Laili & Canggih, 2021; Maharani et al., 2022). This emotional connection cultivates long-term loyalty, as consumers feel the brand understands and fulfills their values and needs (Khofifah & Supriyanto, 2022).

H2: Halal brand image has a direct and positive impact on halal brand satisfaction.

Halal Brand Image and Halal Brand Trust

A positive halal brand image extends beyond simply labeling, embodying a company's dedication to Islamic values, transparency, and attentiveness to the needs of Muslim consumers (Ali et al., 2020; Yahya & Fianto, 2020). For Indonesia's increasingly discerning Gen Z, a strong brand image enhances perceptions of dependability and sincerity, fostering trust and lowering perceived risks in purchasing halal products (Laili & Canggih, 2021; Husna & Aryani, 2023). Consistent branding reinforces quality perceptions, boosting Gen Z's confidence in the brand's integrity and encouraging repeat purchases of halal products (Maharani et al., 2022; Novagusda, 2019).

H3: Halal brand image has a direct and positive impact on halal product trust.

Brand Image of Halal Products and Halal Product Loyalty

Brand loyalty is a key focus in marketing as it aids in customer retention, creates barriers against competitors, and boosts profitability (Ali et al., 2020). In the halal industry, brand loyalty reflects consumers' commitment to continuously choose halal brands that maintain a consistently positive image and reliability. A strong, positive brand image fosters an emotional bond and builds consumer confidence, particularly among Gen Z, who stay loyal when they see a product as not only halal but also high-quality (Hanifah & Sari, 2022; Khasanah & Ariani, 2021). Consistent, positive halal branding deepens attachment and trust, reinforcing long-term loyalty (Novagusda, 2019).

H4: Halal brand image has a direct and positive impact on halal brand loyalty.

Halal Brand Image and Purchase Intention

Brand image is a key factor in consumer purchasing decisions; a positive image strengthens trust, satisfaction, and loyalty, which in turn drive purchase intention (Ali et al., 2020). For Indonesian Gen Z, a strong halal brand image builds confidence that the product adheres to halal standards and aligns with their personal values, enhancing brand preference (Masruroh & Rafikasari, 2022; Hidayati & Yuliandani, 2020). This positive image fosters both preference and trust in product quality, making Gen Z more inclined to choose and purchase halal products over lesser-known brands (Genoveva & Utami, 2020).

H5: Halal brand product image has a direct and positive impact on consumer purchase intention.

Perceived Halal Brand Product Quality and Consumer Purchase Intention

Public awareness of the quality of halal products plays a crucial role in the purchasing decisions of Muslim consumers, who seek products that are not only halal but also safe, high-quality, and aligned with their values. Perceptions of halal product quality, shaped by personal experience, recommendations from others, and media, directly influence the purchase intentions of Muslim consumers, particularly Gen Z, who are highly focused on halal and product safety aspects (Laili & Canggih, 2021; Handayani & Resti, 2022). Indonesian Gen Z is more likely to buy halal products that are both high-quality and compliant with halal standards, as these products meet their consumption needs while aligning with their religious beliefs (Usmandani & Darwanto, 2020).

H6: Perceived halal brand product quality has a direct and positive impact on consumer purchase intention.

Halal Brand Product Satisfaction and Consumer Purchase Intention

Consumer satisfaction with halal products is a key factor in purchase intention, particularly for Muslim consumers who prioritize products that align with their religious values and are of high quality. Factors such as taste, aroma, and the perceived benefits over price contribute to this satisfaction, encouraging consumers to repurchase and recommend halal products (Ali et al., 2020; Laili & Canggih, 2021). For Indonesian Gen Z, high satisfaction with halal products reinforces loyalty and purchase intention, as these products meet their expectations for both quality and halal compliance (Handayani & Resti, 2022). This satisfaction also fosters long-term trust in the brand, creating an emotional connection that increases the likelihood of repeated purchases of halal products (Washil et al., 2023).

H7: Halal brand product satisfaction has a direct and positive impact on consumer purchase intention.

Halal Brand Product Trust and Consumer Purchase Intention

Consumer trust in halal products is essential for fostering loyalty among Muslim customers, who seek products that are both high-quality and reliable (Ali et al., 2020; Laili & Canggih, 2021). This trust is built through personal experiences, recommendations, and the brand's reputation, which all influence consumers' intentions to repurchase halal products that adhere to Islamic law. Additionally, factors such as price, promotions, and product availability also impact purchasing decisions. Therefore, it is crucial for halal producers to consistently deliver positive experiences to cultivate customer loyalty (Handayani & Resti, 2022).

H8: Halal brand product trust has a direct and positive impact on consumer purchase intention.

Halal Brand Product Loyalty and Consumer Purchase Intention

Consumer loyalty to halal brand products is crucial for building a base of loyal Muslim customers, as loyal consumers were more probable to buy from you again, suggest the products to others, as well as remain less susceptible to competing brands (Rahim et al., 2023). This loyalty is shaped by trust, satisfaction with product quality, and positive experiences with halal brands. Studies indicate that loyalty to halal brand products directly and positively influences purchase intentions, particularly among Gen Z, who prioritize halal quality and values (Abelmar et al., 2024). Satisfaction with halal products drives intentions to repurchase and further strengthens trust in the brand, making it a key factor in attracting consumers to choose products that meet both quality expectations and halal principles (Hasib & Anwar, 2020).

H9: Halal brand product loyalty has a direct and positive impact on consumer purchase intention.

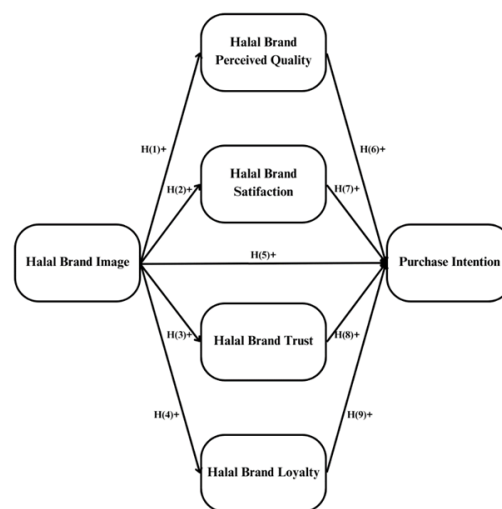


Figure 1. Research Framework.

METHODOLOGY

This study adopts a quantitative explanatory approach to test hypotheses and clarify the causal relationships between halal brand image, halal labeling, and consumer purchasing decisions for halal products in Indonesia. A 5-point Likert scale questionnaire was used to gather data to respondents, measuring variables such as halal brand image and labeling. The target population includes halal product consumers in Indonesia, with purposive sampling used to ensure the samples meet specific criteria. The Cochran formula was used to determine the sample size. The research instrument underwent validation and reliability testing with SPSS before the primary study, and data analysis was carried out utilizing Structural Equation Modeling (SEM) with SmartPLS. The analysis process involved validity and reliability assessments, along with hypothesis testing to explore relationships between variables and assess how independent factors affect the dependent variable. The population for this study focuses on Indonesian Gen Z consumers of halal products, selected through non-probability purposive sampling based

on relevant criteria, with an estimated sample size ranging from 105 to 210 respondents, based on 21 indicators.

RESEARCH RESULTS

Statistical analysis showed significant results, indicating strong relationships between variables like halal brand image, perceived quality, satisfaction, trust, loyalty, along with purchase intention among Gen Z in Indonesia. The dependent variable was significantly impacted by all independent factor, including positive coefficients at a 5% confidence level.

These findings imply that halal brand image plays a key role in influencing Gen Z's perceptions and purchase intentions for halal products, aligning with earlier research by Ali et al. (2020), which underscores the significant effect of brand image on consumer loyalty and trust. Furthermore, the high quality of halal products was found to boost purchase intention, as highlighted by Handayani & Resti (2022), who emphasize the role of quality perception in building loyalty and encouraging repeat purchases among Muslim consumers.

Validity Test

The following below presents the results of the validity test:

Table 1. Validity Test

Variable	Item's	R-Count	R-Table	Description
Halal Brand Image	HBI1	0.847	0.361	Valid
	HBI2	0.867	0.361	Valid
	HBI3	0.846	0.361	Valid
	HBI4	0.850	0.361	Valid
Halal Brand Perceived Quality	HBPQ1	0.882	0.361	Valid
	HBPQ2	0.894	0.361	Valid
	HBPQ3	0.753	0.361	Valid
	HBPQ4	0.684	0.361	Valid
Halal Brand Satisfaction	HBS1	0.697	0.361	Valid
	HBS2	0.800	0.361	Valid
	HBS3	0.828	0.361	Valid
Halal Brand Trust	HBT1	0.907	0.361	Valid
	HBT2	0.914	0.361	Valid
	HBT3	0.828	0.361	Valid
	HBT4	0.856	0.361	Valid
Halal Brand Loyalty	HBL1	0.890	0.361	Valid
	HBL2	0.932	0.361	Valid
	HBL3	0.942	0.361	Valid
	HBL4	0.946	0.361	Valid
Purchase intention	PI1	0.953	0.361	Valid
	PI2	0.956	0.361	Valid

Source: Data Processing (2024)

According to the validity test results, all variable statements provided to respondents are valid, as indicated by the r-count values exceeding the r-table value of 0.361. This confirms that all statements in the questionnaire are appropriate instruments for measuring the research data.

Reliability Test

The following below presents the results of the validity test:

Table 2. Reliability Test

Variable	Cronbach's Alpha	Description
Halal Brand Image	0.874	Reliable
Halal Brand Perceived Quality	0.822	Reliable
Halal Brand Satisfaction	0.672	Reliable
Halal Brand Trust	0.897	Reliable
Variable	Cronbach's Alpha	Description
Halal Brand Loyalty	0.945	Reliable
Purchase intention	0.902	Reliable

Source: Data Processing (2024)

Table 2 shows the reliability test results. All variables in the statement are deemed trustworthy as they satisfy the requirements, which include having a Cronbach Alpha value greater than 0.6.

Measurement Model (Outer Model)

The following below displays the outer model's findings, which consists of a convergent validity test, fornell-larcker criterion, cross loading, and reliability test.

Table 3. Convergent Validity Test

Variable	Items	Loading Factor	AVE	Description
Halal Brand Image	HBI1	0.892	0.766	Valid
	HBI2	0.870		Valid
	HBI3	0.878		Valid
	HBI4	0.860		Valid
Halal Brand Perceived Quality	HBPQ1	0.914	0.719	Valid
	HBPQ2	0.888		Valid
	HBPQ3	0.793		Valid
	HBPQ4	0.790		Valid
Halal Brand Satisfaction	HBS1	0.857	0.794	Valid
	HBS2	0.910		Valid
	HBS3	0.905		Valid
Halal Brand Trust	HBT1	0.907	0.792	Valid
	HBT2	0.891		Valid
	HBT3	0.881		Valid

	HBT4	0.881		Valid
	HBL1	0.924		Valid
Halal Brand	HBL2	0.937	0.852	Valid
Loyalty	HBL3	0.919		Valid
	HBL4	0.911		Valid
Purchase	PI1	0.928	0.867	Valid
intention	PI2	0.935		Valid

From table 3. Indeed, it was established that the loading factor value obtained by each of the indicators is higher than 0.7, while the AVE value is higher than 0.5. Therefore, the indicators are declared as being valid for measuring the latent variables.

Table 4. Fornell-Larcker Criterion Value

Variable	Halal Brand Image	Halal Brand Loyalty	Halal Brand Perceived Quality	Halal Brand Satisfaction	Halal Brand Trust	Purchase intention
Halal Brand Image	0.875					
Halal Brand Loyalty	0.387	0.923				
Halal Brand Perceived Quality	0.290	0.283	0.848			
Halal Brand Satisfaction	0.204	0.243	0.247	0.891		
Halal Brand Trust	0.412	0.088	0.252	0.230	0.890	
Purchase intention	0.375	0.325	0.326	0.320	0.328	0.931

Source: Data Processing (2024)

Table 5. Cross Loading

Items	Halal Brand Image	Halal Brand Loyalty	Halal Brand Perceived Quality	Halal Brand Satisfaction	Halal Brand Trust	Purchase intention
HBI1	0.892	0.349	0.282	0.180	0.385	0.290
HBI2	0.870	0.323	0.262	0.153	0.319	0.296
HBI3	0.878	0.352	0.207	0.183	0.374	0.317
HBI4	0.860	0.331	0.263	0.197	0.360	0.405
HBL1	0.350	0.924	0.258	0.252	0.100	0.303
HBL2	0.342	0.937	0.263	0.216	0.068	0.319
HBL3	0.385	0.919	0.246	0.224	0.126	0.287
HBL4	0.351	0.911	0.277	0.204	0.030	0.292
HBPQ ₁	0.244	0.252	0.914	0.243	0.266	0.349
Items	Halal Brand Image	Halal Brand Loyalty	Halal Brand Perceived Quality	Halal Brand Satisfaction	Halal Brand Trust	Purchase intention
HBPQ ₂	0.258	0.236	0.888	0.196	0.257	0.314
HBPQ ₃	0.282	0.316	0.793	0.181	0.124	0.173
HBPQ ₄	0.204	0.158	0.790	0.214	0.187	0.243
HBS1	0.165	0.233	0.221	0.857	0.192	0.262
HBS2	0.187	0.216	0.233	0.910	0.246	0.323
HBS3	0.194	0.201	0.205	0.905	0.171	0.266
HBT1	0.393	0.070	0.230	0.159	0.907	0.234
HBT2	0.344	0.069	0.264	0.195	0.891	0.304
HBT3	0.376	0.098	0.202	0.254	0.881	0.306
HBT4	0.352	0.076	0.204	0.207	0.881	0.321
PI1	0.319	0.300	0.284	0.288	0.328	0.928
PI2	0.379	0.306	0.322	0.308	0.284	0.935

Source: Data Processing (2024)

As evidenced by Tables 4 and 5, cross loading of each item exceeds 0.70 and the highest value corresponds with the involvement of the same latent variable compared to the other latent variables. This indicates that each variable in this study has provided a good operationalization of the corresponding latent variable, and further validates that all items satisfactorily possess discriminant validity. In the estimation of reliability in PLS, Cronbach alpha and composite reliability values are used, and they can be declared reliable if the composite reliability value is > 0.7 and Cronbach alpha should be > 0.7 . The Cronbach alpha and the composite reliability is available in table 6 stated below.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Halal Brand Image	0.898	0.929
Variable	Cronbach's Alpha	Composite Reliability
Halal Brand Loyalty	0.942	0.958
Halal Brand Perceived Quality	0.869	0.911
Halal Brand Satisfaction	0.871	0.921
Halal Brand Trust	0.913	0.939
Purchase intention	0.847	0.929

Source: Data Processing (2024)

From table 7 above, the composite reliability of all research variables is above the cut-off point of 0.7 while Cronbach alpha is also above 0.7. These findings show that all these variables have achieved the criterion for composite reliability and Cronbach's alpha hence it can be ascertained that all these variables are highly reliable. Thus it is that further examination can be performed by assessing on the goodness of fit of the model through inner model examination.

Structural Model (Inner Model)

Testing the inner model follows the testing of the outer model in this case when testing both models. Inner model or structural model testing is done to analyse construct's parameters, t-values and R-Square of the research model.

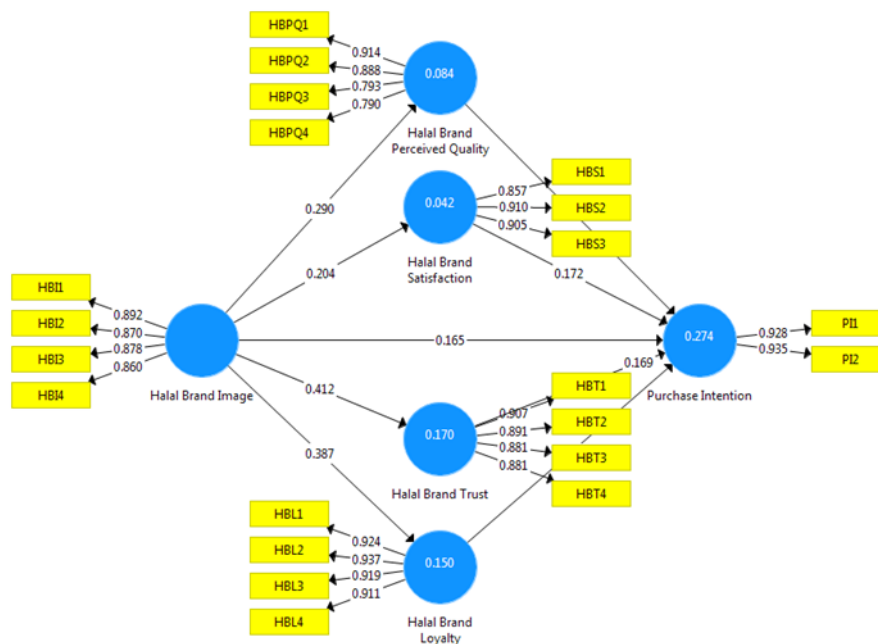


Figure 2. Structural Model

Assessment of the PLS structural model commences by looking at the R-square of each of the dependent construct. Table 8 is the result based upon the analysis of R-square estimate with PLS.

Table 7. R-Square Testing Results

Variable	R-Square	R-Square Adjusted
Halal Brand Loyalty	0.150	0.146
Halal Brand Perceived Quality	0.084	0.079
Halal Brand Satisfaction	0.042	0.037
Halal Brand Trust	0.170	0.165
Purchase intention	0.274	0.255

Source: Data Processing (2024)

Based on table 7. the R-Square value for the Halal Brand Loyalty variable is 0.150, which indicates that 15.0% of the variable is explained by the independent variables, while 85.0% is explained by other variables outside this study. The Halal Brand Perceived Quality variable has an R-Square value of 0.084 (8.4% explained by independent variables and 91.6% by other variables), Halal Brand Satisfaction of 0.042 (4.2% by independent variables and 95.8% by other variables), Halal Brand Trust of 0.170 (17.0% by independent variables and 83.0% by other variables), and Purchase Intention of 0.274 (27.4% by independent variables and 72.6% by other variables).

Table 8. Predictive Relevance

Variable	Q ² (=1-SSE/SSO)	Description
Halal Brand Loyalty	0.122	Has predictive relevance value
Halal Brand Perceived Quality	0.055	Has predictive relevance value
Halal Brand Satisfaction	0.029	Has predictive relevance value
Halal Brand Trust	0.132	Has predictive relevance value
Purchase intention	0.222	Has predictive relevance value

Source: Data Processing (2024)

From the data shown in the above table, we can observe that the Q square value on the dependent variable > 0. From this value, it can be stated that this study has an acceptable/ genuine observation value since the Q square value is greater than zero.

Hypothesis Testing Results

The strength and direction of the variables in the study are given by testing the structural relationship model. Pretty rich description Software used

for structural model testing is performed through the test PLS. In testing the hypothesis directly, the basis employed are the image output and the value in the pathcoefficients output. the null hypothesis directly tested for by comparison with the basis that if the p value <0.05 (significance level = 5%)and the T statistic > 1.960,it can be said that there is an effect of exogenous variables on endogenous variables. What follows is a full explanation of hypothesis testing.

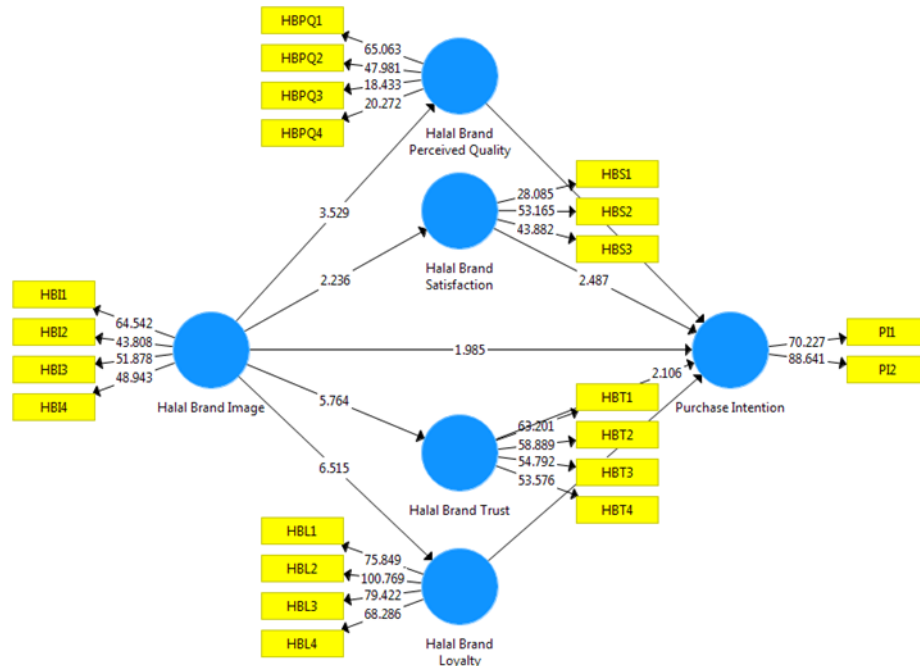


Figure 3. Hypothesis Testing

Table 9. Hypothesis Testing

Variable	Original Sample (O)	T Statistic (O/STDEV)	P Values
Halal Brand Image -> Halal Brand Loyalty	0.387	6.515	0.000
Halal Brand Image -> Halal Brand Perceived Quality	0.290	3.529	0.000
Halal Brand Image -> Halal Brand Satisfaction	0.204	2.236	0.026
Halal Brand Image -> Halal Brand Trust	0.412	5.764	0.000
Halal Brand Image -> Purchase intention	0.165	1.985	0.048
Halal Brand Loyalty -> Purchase intention	0.163	2.241	0.025
Halal Brand Perceived Quality -> Purchase intention	0.147	2.031	0.043

Halal Brand Satisfaction -> Purchase intention	0.172	2.487	0.013
Halal Brand Trust -> Purchase intention	0.169	2.106	0.036

Source: Data Processing (2024)

Table 10. Hypothesis Testing Results

Hypothesis	Results
H1: Halal Brand Image has a positive influence on Halal Brand Perceived Quality	Accepted
H2: Halal Brand Image has a positive influence on Halal Brand Satisfaction	Accepted
H3: Halal brand Image has a positive influence on Halal Brand Trust	Accepted
H4: Halal Brand Image has a positive influence on Halal Brand Loyalty	Accepted
H5: Halal Brand Image has a positive influence on Purchase Intention	Accepted
H6: Halal Brand Perceived Quality has a positive influence on Purchase Intention	Accepted
H7: Halal Brand Satisfaction has a positive influence on Purchase Intention	Accepted
H8: Halal Brand Trust has a positive influence on Purchase Intention	Accepted
H9: Halal Brand Loyalty has a positive influence on Purchase Intention	Accepted

Source: Data Processing (2024)

DISCUSSION

This section provides an opportunity to discuss your findings in an academic context. Rather than presenting numerical data from your statistical tests, you should explain what those numbers signify. The discussion should be supported by relevant academic literature and offer a clear explanation in relation to the specific area of study you are investigating.

The Effect of Halal Brand Image on Halal Brand Perceived Quality

Research indicates that Halal Brand Image has a positive and significant impact on Halal Brand Perceived Quality. A strong halal brand image enhances consumer perceptions of product quality by demonstrating that the product adheres to halal standards. Juniwati et al. (2022) and Ali et al. (2021) support this by highlighting that a positive halal image acts as an added assurance of the product's quality and alignment with halal principles, thereby fostering trust and perceived quality. For companies, this emphasizes the importance of building and reinforcing a halal image, which can be achieved through marketing campaigns and a commitment to halal standards, ultimately boosting consumer loyalty and purchase decisions.

The Effect of Halal Brand Image on Halal Brand Satisfaction

Research demonstrates that Halal Brand Image has a positive and significant impact on Halal Brand Satisfaction, as a strong halal brand image enhances consumer trust and satisfaction. Nawi et al. (2021) and Yusup et al. (2022) argue that a positive halal image reflects the brand's dedication to halal principles, which in turn increases consumer satisfaction and loyalty. Absah et al. (2024) emphasize that favorable perceptions of the halal image not only build trust but also directly contribute to brand satisfaction. This implies that companies should consistently uphold their halal image and adhere to halal standards, using effective communication strategies to enhance the consumer experience and satisfaction.

The Effect of Halal Brand Image on Halal Brand Trust

Research indicates that Halal Brand Image has a positive and significant impact on Halal Brand Trust, as a strong halal brand image enhances consumer trust by reflecting a commitment to adhering to strict halal standards. Utami (2023) and Ali et al. (2021) stress that an authentic and consistent halal image boosts consumer confidence in the reliability of the product, while Shamsudi et al. (2020) highlight that a strong halal brand image fosters a sense of security and reinforces long-term loyalty. For companies, this underscores the importance of managing their halal image through transparency and clear communication about compliance with halal standards, which helps build consumer trust and encourages repeat purchases.

The Effect of Halal Brand Image on Halal Brand Loyalty

Research indicates that Halal Brand Image has a positive and significant effect on Halal Brand Loyalty, as a strong halal brand image enhances consumer loyalty by demonstrating a commitment to halal principles. Utami (2023), Joshi & Garg (2022), and Hussain et al. (2024) agree that a consistent and authentic halal image fosters trust and comfort, motivating consumers to stay loyal, make repeat purchases, and recommend the brand to others. The implication for companies is the need to maintain the consistency and credibility of their halal image in order to build long-term consumer loyalty, which will positively impact brand performance and competitiveness.

The influence of Halal Brand Image on Purchase intention

Research shows that Halal Brand Image has a positive and significant impact on Purchase Intention, as a strong halal brand image boosts consumer purchase intention by fostering trust in the product's adherence to halal standards. Purwanto et al. (2021), Hidayati et al. (2021), and Ali et al. (2017) agree that a positive halal image instills confidence and trust in consumers, making them more likely to choose and purchase these products. A strong halal brand image not only enhances positive perceptions of the brand but also directly influences consumer purchasing decisions.

The influence of Halal Brand Perceived Quality on Purchase intention

Research indicates that both Halal Brand Image and Perceived Quality significantly influence Purchase Intention and Halal Brand Loyalty. Shakil et al. (2018) suggest that high perceived quality boosts purchase intention, as consumers associate quality products with greater value and satisfaction. Nurhasanah & Hariyani (2017) and Purwanto et al. (2021) confirm that a strong halal image enhances consumer loyalty by reflecting brand integrity, fostering emotional connections, and building trust. The implication for companies is the need to maintain a consistent halal image to attract new consumers, retain existing loyalty, and improve market competitiveness.

The Effect of Halal Brand Satisfaction on Purchase Intention

Research indicates that Halal Brand Satisfaction significantly influences Purchase Intention, as consumer satisfaction with halal brands encourages purchase intention when the product meets or surpasses expectations. Shakil et al. (2018), Borzooei & Asgari (2013), and Khan et al. (2021) state that satisfied consumers are more likely to repurchase and recommend the product, which strengthens loyalty and trust in the brand. The implication for companies is the importance of maintaining product quality and consumer satisfaction with halal products to foster repeat purchases and positive recommendations, thereby expanding market share and enhancing competitiveness in the halal market.

The Effect of Halal Brand Trust on Purchase Intention

Research shows that Halal Brand Trust has a positive and significant impact on Purchase Intention, as consumer trust in halal brands boosts their confidence that the products meet strict halal standards and provides a sense of security. Mohamad Salleh (2021), Salleh & Harun (2021), and Putra et al. (2023) state that halal brand trust is a crucial factor that drives purchase intention and enhances consumer loyalty, as the brand's commitment to halal principles alleviates consumer concerns. The implication for companies is the importance of building trust through transparency in the halal certification process, ensuring consistent quality, and upholding ethical commitments, which will increase purchase intention, reinforce loyalty, and expand market share in the halal sector.

The Effect of Halal Brand Loyalty on Purchase Intention

Research shows that Halal Brand Loyalty has a significant positive impact on Purchase Intention, as loyal consumers are more likely to continue choosing these products and recommend them to others, which directly and indirectly influences purchase intention. Saad & Maulani (2023), Abdou et al. (2024), and Khan et al. (2021) highlight that halal brand loyalty is cultivated through trust in quality, alignment with religious values, and emotional connections with halal products, which strengthen consumer preferences. The implication for companies is the need to uphold quality according to halal standards, effectively communicate the product's halal credentials, and foster emotional connections with consumers. By implementing this strategy, brands can sustain loyalty, encourage repeat purchases, and grow their market share.

CONCLUSIONS AND RECOMMENDATIONS

This research shows that Halal Brand Image influenced positively and significantly Halal Brand Perceived Quality, Halal Brand Satisfaction, Halal Brand Trust, and Halal Brand Loyalty which means that a positive and well-developed Halal Brand image improves the consumers' perceptions towards the quality, satisfaction, trust and loyalty towards Halal brands. Moreover, Halal Brand Image, Halal Brand Perceived Quality, and Halal Brand Satisfaction have a positive and significant relationship with Halal Purchase Intention showing the importance of these factors in increasing purchase intention for the Halal product.

ADVANCED RESEARCH

Companies should focus on enhancing the halal brand image by ensuring credible certification, maintaining consistent marketing efforts, and utilizing appealing visual branding to boost perceptions of quality, trust, and consumer loyalty. Additionally, customer service initiatives, such as loyalty rewards and improvements in service quality, can enhance consumer satisfaction and loyalty. Communication strategies that highlight halal products, along with retention programs like halal education and continuous membership, can further strengthen long-term relationships between consumers and halal brands.

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