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The Influence of Brand Equity and Halal Labels on Purchase Intention from an Islamic Marketing Perspective

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ABSTRACT

Purpose – This study aims to analyze the effect of brand equity and halal labels on purchase intention toward Wardah cosmetics from an Islamic marketing perspective in the Bogor region. It builds on previous studies that show inconsistent results regarding the role of halal attributes in consumer purchase behavior. By incorporating halal awareness as a moderating variable and applying the SEM-PLS method, this study seeks to clarify these relationships in a local halal cosmetics market. The findings indicate that brand equity and brand image positively influence purchase intention, while halal awareness does not moderate these effects.

Design/Methods/Approach – This study employed a quantitative approach using a survey method to collect data from consumers who have purchased Wardah cosmetics in the Bogor region. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the relationships between brand equity, brand image, halal awareness, and purchase intention.

Findings – The results show that brand equity and brand image have a positive and significant effect on purchase intention. However, halal awareness does not moderate the relationship between brand equity and purchase intention, nor between brand image and purchase intention. These findings indicate that branding factors play a more dominant role than halal awareness in influencing consumers' purchase intention toward Wardah cosmetics in the Bogor region.

Research Implications/Limitations – This study is limited by its focus on a single halal cosmetic brand (Wardah) and a specific geographic area (Bogor), which may restrict the generalizability of the findings to other brands or regions. The use of a cross-sectional survey and self-reported data may also limit the ability to capture changes in consumer behavior over time. Nevertheless, the findings provide practical implications for halal cosmetic marketers by highlighting the greater importance of brand equity and brand image compared to halal awareness in shaping purchase intention within a local Muslim market.

Originality/Value – This study adds value to Islamic marketing literature by providing empirical evidence on the relative influence of branding factors and halal awareness on purchase intention in a local halal cosmetics market. By incorporating halal awareness as



a moderating variable and focusing on Wardah consumers in Bogor, this research offers a contextual contribution that complements prior studies with mixed findings. Future research may extend this model to different brands, regions, or longitudinal designs to enhance generalizability.

Keywords: *Brand Equity, Brand Image, Halal Awareness, Purchase Intention, Islamic Marketing*

Introduction

Over the past decade, Indonesia's cosmetic industry has experienced significant growth, driven by increasing awareness among women regarding appearance and self-confidence. Cosmetics have become an integral part of the modern lifestyle. In this context, the halal cosmetic market holds substantial potential, particularly among Muslim consumers seeking products that comply with Islamic principles. One of the pioneers in Indonesia's halal cosmetic industry is Wardah, founded by Nurhayati Subakat in 1995. Wardah dominates the domestic market with a 19.30% market share (Top Brand Award, 2023). Its success is closely related to strong brand equity and consistent halal labeling implementation as part of its value-based marketing strategy.

This study is grounded in Brand Equity Theory, proposed by David A. Aaker, who conceptualizes brand equity as consisting of brand awareness, brand association, perceived quality, and brand loyalty (Aaker, 1991). These dimensions create added value that shapes consumer perceptions and purchasing decisions. In the halal cosmetic context, strong brand equity enhances consumer trust in product credibility, thereby stimulating purchase intention.

Furthermore, this study adopts the Customer-Based Brand Equity (CBBE) model developed by Kevin Lane Keller, which emphasizes that brand strength lies in consumer responses formed through stages of awareness, brand meaning, response, and resonance (Keller, 1993). Positive consumer perceptions regarding brand quality and image increase the likelihood of purchase intention. The concept of purchase intention refers to the psychological tendency to buy a product as described by Philip Kotler (Kotler & Keller, 2006). Purchase intention emerges when consumers develop favorable evaluations, trust, and confidence in a product's benefits.

From an Islamic marketing perspective, purchasing decisions are influenced not only by rational and emotional considerations but also by Sharia values. Halal consumption reflects the implementation of *maqasid al-shariah*, particularly the preservation of religion (*hifz al-din*) and life (*hifz al-nafs*) (Dusuki & Abdullah, 2007). Therefore, halal labeling functions as a symbol of Islamic compliance that enhances security and trust among Muslim consumers.

Table 1: Population and Religion

Region	Islam	Christian	Catholic	Hindu	Buddhist	Confucian	Other beliefs
Bogor	5.404.285	95.706	30.665	2.540	17.136	8.478	75

Data Source: BPS, 2023

Bogor, as a predominantly Muslim region with strong market potential (BPS, 2023), represents a relevant research setting. While prior studies generally confirm the significant effect of brand equity on purchase intention (Javed & Ali, 2020), findings regarding the direct impact of halal labels remain inconsistent. Moreover, the moderating role of halal awareness remains underexplored, particularly within local Islamic marketing contexts (Hadi & Junaidi, 2022).

In this study, halal awareness is positioned as a moderating variable. Conceptually, halal awareness strengthens the relationship between brand equity and purchase intention, as consumers with higher halal awareness are more sensitive to halal attributes (Hassan & Shiu, 2016). When strong brand equity is supported by clear halal assurance, its influence on purchase intention becomes stronger. Conversely, among consumers with low halal awareness, this relationship tends to weaken.

By integrating brand equity theory, purchase intention theory, and Islamic marketing principles, this study develops a conceptual model explaining that brand equity and brand image influence purchase intention, with halal awareness strengthening this relationship in the context of halal cosmetics in Bogor.

Method

This research uses a quantitative approach to explore the relationship between the main variables, namely Brand Equity, Brand Image, Halal Awareness, and Purchase Interest. Data collection was carried out through surveys using questionnaires as the main instrument. This approach aims to provide a comprehensive understanding of the influence of these variables in the context of Islamic marketing. The methodology contains several pieces of information, including:

Research Design

Data analysis uses the Structural Equation Modeling (SEM) econometric model with the Partial Least Squares (PLS) approach to test the proposed hypothesis. The software used for data processing is Smart PLS. The analysis process includes validity, reliability, and structural model evaluation tests to ensure that the research results have a high level of accuracy and interpretability. This study employed a five-point Likert scale to measure respondents' level of agreement with each statement in the questionnaire. The Likert scale is commonly used to assess the extent to which respondents agree or disagree with specific statements (Sekaran, 2003). The scale ranged from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, to 5 = strongly agree. The five-point scale was selected because it facilitates respondent understanding and is widely applied in consumer behavior research.

Place and Time

This research was carried out in the Bogor area, which was chosen because of its characteristics as an area with a majority Muslim population and significant market potential for halal products. The data collection process took place during the period from September to October 2024. The purpose of choosing this location and time was to obtain data that was relevant and reflected local market dynamics that were appropriate to the research context.

Population and Sample

The population of this study consisted of consumers who had purchased and used Wardah cosmetics in the Bogor area. The sample was selected using purposive sampling with specific inclusion criteria: Muslim women aged at least 17 years, residing in Bogor City or Regency, who had used Wardah products for a minimum of six months and had made at least two purchases during that period. These criteria were established to ensure that respondents had sufficient experience to objectively evaluate brand equity, brand image, halal labels, and purchase intention. A total of 110 respondents participated in the study, which was considered adequate for SEM-PLS analysis.

Detailed Information About How the Study Was Conducted

This research was carried out by distributing questionnaires to respondents who met the specified criteria. The data obtained from the questionnaire was then collected and analyzed using statistical methods to test the relationship between the main variables in the research.

Definitions are Important Variables

This research focuses on four main variables: Brand Equity (X1), Brand Image (X2), Halal Awareness as moderation (M), and Purchase Interest (Y) as an endogenous variable. Brand Equity (X1) includes brand perception, loyalty, and trust. Brand Image (X2) is the consumer's perception of a brand based on experience. Halal Awareness (M) refers to knowledge and trust in halal labels, while Purchase Intention (Y) describes consumers' desire to buy products.

Table 2: Variable Definitions

Variable	Indicator	Source	Questionnaire Items
Brand Equity	Perception of quality	Zeithaml (1988)	Wardah offers reliable quality.
	Brand loyalty	Aaker (1991)	I will continue to buy Wardah in the future.
	Brand trust	Delgado & Munuea (2001)	I believe Wardah always provides safe and quality products.
Brand Image	Brand identity	Rangkuti (2017)	Wardah is known as a pioneer of halal cosmetics in Indonesia.
	Brand reminder	Keller (1993)	I remember when I heard the "Halal Cosmetics" category was Wardah.
	Brand reputation	Fombrun & Van Riel (2004)	Wardah has a big influence on the reputation of choosing their products.
	Customer satisfaction	Oliver (1997)	I am satisfied with Wardah products.
Purchase Interest	Need	Kotler (2006)	Wardah products meet daily needs.

Variable	Indicator	Source	Questionnaire Items
	Intention to repeat purchase	Oliver (1997)	I intend to continue buying Wardah products after the first purchase.
Halal Awareness	Knowledge of halal certification	Abdul & Hamin (2017)	I am familiar with the concept of halal certification for Wardah.
	Trust the halal label	Hassan & Shiu (2016)	I am sure that the halal label on Wardah has complied with halal standards.

Means of Collection and Data Management

A structured questionnaire with a Likert scale was used as the main instrument in this research. This instrument is designed to measure various dimensions of each variable, such as brand equity, brand image, halal awareness, and purchase intention. The use of a Likert scale allows the collection of quantitative data that systematically represents the respondents' perceptions and views.

Computer Programs Used

Data obtained from the questionnaire were processed using Smart PLS statistical software. Analysis was carried out using SEM-PLS to test the relationship between variables. This program was chosen for its ability to handle complex structural models and ensure the reliability of analysis results.

Result and Discussion

Convergent validity aims to ensure that the indicators used in the model are able to accurately measure the desired construct. Based on Hair et al. (2011), convergent validity can be assessed using two main criteria: the Average Variance Extracted (AVE) value must be greater than 0.5, and the loading factor of each indicator must be greater than 0.7. In this study, 14 indicators with loading factor values below 0.7 were removed to improve the validity of the model.

The test results show that the loading factor values of all remaining indicators meet the convergent validity criteria, as shown in the following table:

Table 3: Outer Loading Value

	M	X1	X2	Y
CM1			0.751	
CM2			0.771	
CM3			0.828	
CM4			0.816	
EM1		0.815		
EM2		0.857		
EM3		0.859		
KH1	0.925			
KH2	0.946			

MB1	0.927
MB2	0.862

Data Source: Primary Data (2024)

In addition, the AVE value of each construct has also met the criteria >0.5 , as shown in the following table:

Table 4: Average Variance Extracted (AVE) Value

	Average variance extracted (AVE)
M	0.875
X1	0.712
X2	0.627
Y	0.801

Data Source: Primary Data (2024)

With these two criteria met, it can be concluded that all indicators in the model are convergently valid. This high convergent validity indicates that the indicators significantly contribute to the measurement of each construct.

Discriminant validity is used to ensure that each construct in the model has indicators that are unique and empirically different from other constructs. Based on Hair et al. (2011), discriminant validity can be assessed using the Fornell-Lacker Criterion, where the root AVE value of each construct must be greater than the correlation between constructs. The test results shown in the following table indicate that the root AVE value for each construct (diagonal value) is greater than the correlation between other constructs, which indicates that each construct is measured uniquely without significant overlap.

Table 5: Fornell-Lacker values

	M	X1	X2	Y
M	0.936			
X1	0.433	0.844		
X2	0.716	0.724	0.792	
Y	0.391	0.571	0.579	0.895

Data Source: Primary Data (2024)

These results confirm that discriminant validity for each construct has been met, so that each latent variable in the model can be considered to have unique characteristics and is different from other constructs.

Variance Inflation Factor (VIF) testing is used to detect the presence of multicollinearity among the independent variables in the regression model. Based on Hait et al. (2011), a VIF value > 5 indicates significant multicollinearity, which can reduce the accuracy of the model estimate.

Table 6: VIF Values

	VIF
CM1	1.893
CM2	2.016

CM3	1.738
CM4	1.519
EM1	1.632
EM2	1.703
EM3	1.802
KH1	2.301
KH2	2.301
MB1	1.586
MB2	1.586
M x X2	1.000
M x X1	1.000

Data Source: Primary Data (2024)

Based on the above results, all VIF values are below 5, which indicates that multicollinearity between the independent variables in this model is low. Thus, there are no significant problems related to multicollinearity that can affect the interpretation of the model results, so the model estimation can be considered accurate.

Reliability testing was conducted to ensure the internal consistency of the research instrument. Based on Hair et al. (2011), reliability indicates the extent to which the instrument produces consistent results. The methods used are Cronbach's Alpha and Composite Reliability, with a threshold of >0.7 and >0.6.

Table 7: Reliability Test Value

	Cronbach's Alpha	Composite Reliability (rho_c)
M	0.858	0.934
X1	0.798	0.881
X2	0.809	0.871
Y	0.756	0.889

Data Source: Primary Data (2024)

The test results show that all variables have values above the threshold, so the research instrument is declared reliable.

The R² measurement is used to assess the extent to which the independent variables explain the dependent variable in the model. According to Hair et al. (2011), the R² value indicates the proportion of variance in the dependent variable that can be explained by the independent variables, with a value range of 0 to 1. The test results show an R² value of 0.389, meaning that 38.9% of the variability in purchase intention (Y) can be explained by brand equity, brand image, and halal awareness, while 61.1% is influenced by other variables outside the model. This indicates a moderate explanatory power of the structural model.

The F² measurement shows that X1 (brand equity) and X2 (brand image) contribute to explaining purchase intention, although the effect size is small. Meanwhile, the interaction variables (M × X1 and M × X2) have a very small effect, indicating weak moderating strength.

The path coefficient describes the strength and direction of the relationship between variables in the structural model (Hair et al., 2011).

Table 8: Path Coefficient Value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.299	0.305	0.130	2.302	0.021
X2 -> Y	0.351	0.359	0.166	2.111	0.035
M x X1 -> Y	-0.091	-0.106	0.086	1.057	0.291
M x X2 -> Y	0.037	0.047	0.083	0.443	0.657

Data Source: Primary Data (2024)

The Results Show:

(1) The Effect of Brand Equity on Purchase Intention

Brand equity (X1) has a positive and significant effect on purchase intention ($\beta = 0.299$; $p = 0.021$). This finding confirms that strong brand equity increases consumers' intention to purchase Wardah cosmetics. Brand loyalty emerges as a key indicator reflecting repurchase intention and product recommendation. This finding supports Aaker's (1991) brand equity theory, which emphasizes that brand awareness, perceived quality, brand associations, and brand loyalty collectively enhance consumer decision-making. In the context of halal cosmetics, trust in the brand becomes highly relevant, especially when aligned with Islamic values such as honesty (*sidq*) and integrity (*amānah*). Thus, brand equity not only functions as a marketing asset but also as a value-based trust mechanism.

(2) The Effect of Brand Image on Purchase Intention

Brand image (X2) also has a positive and significant effect on purchase intention ($\beta = 0.351$; $p = 0.035$). A strong brand image reflecting halal value, product quality, and positive reputation enhances emotional attachment and consumer confidence. This finding reinforces the argument that symbolic and emotional associations embedded in a brand significantly influence consumer behavior. In halal product markets, brand image is not merely visual perception but includes religious and ethical associations. Therefore, Wardah's positioning as a halal and modest beauty brand strengthens consumer trust and purchasing intention.

(3) Halal Awareness \times Brand Equity (M \times X1 \rightarrow Y)

The interaction between halal awareness and brand equity is not significant ($\beta = -0.091$; $p = 0.291$). This indicates that halal awareness does not strengthen or weaken the influence of brand equity on purchase intention. This result requires deeper theoretical interpretation. First, halal may function as a hygiene factor rather than a motivational factor. In consumer behavior theory, hygiene factors are basic attributes that must exist but do not create additional motivation when present. In the context of Wardah, halal certification may already be perceived as a minimum standard. Consumers expect the product to be halal; therefore, halal awareness does not amplify the effect of brand equity.

Second, Wardah is already strongly positioned as a “default halal brand.” Since its inception, the brand has been consistently associated with halal identity. As a result, consumers do not treat halal awareness as an additional evaluative dimension when considering purchase intention. The halal attribute is embedded within the brand equity itself, making the moderating effect statistically redundant. Third, the result may indicate a ceiling effect. If most respondents have high halal awareness levels, the variance becomes limited. Low variability reduces the statistical power to detect moderation effects. Thus, although halal awareness is conceptually important, its empirical variation in this sample may be insufficient to produce a significant interaction effect. These interpretations suggest that halal awareness operates as a foundational belief rather than a strengthening mechanism in the relationship between brand equity and purchase intention.

(4) Halal Awareness × Brand Image (M × X2 → Y)

Similarly, the interaction between halal awareness and brand image is not significant ($\beta = 0.037$; $p = 0.657$). Theoretically, this can be explained by the integration of halal identity within Wardah’s brand image. Since halal values are already embedded in the brand’s positioning, additional halal awareness does not intensify the impact of brand image on purchase intention. In other words, consumers do not separate “brand image” from “halal image.” Both are perceived as a unified construct. Therefore, moderation does not occur because the moderating variable overlaps conceptually with the independent variable. This finding implies that in strongly halal-positioned brands, halal awareness may no longer function as a contingent factor but as an inherent brand characteristic.

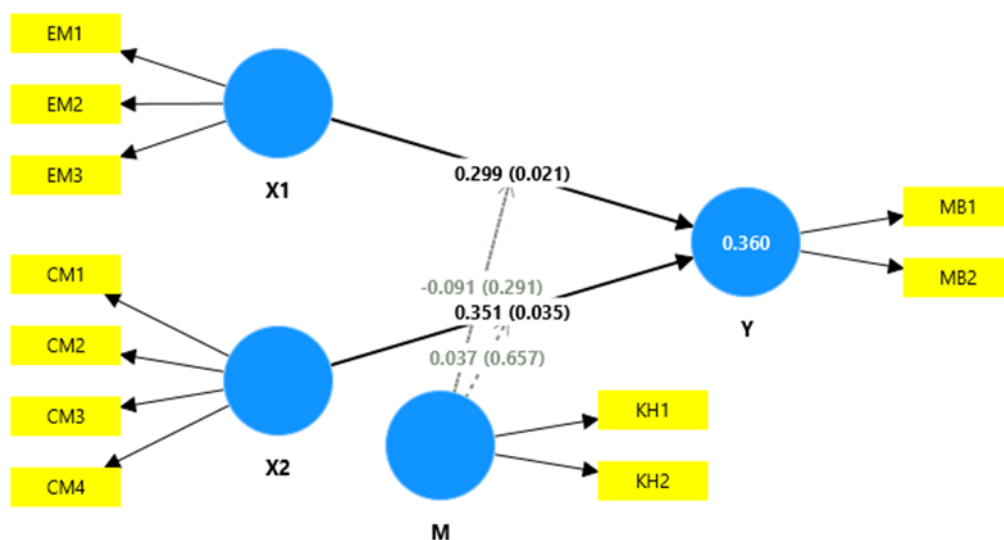


Figure 1. Moderated Regression Analysis

The results of the MRA (Moderated Regression Analysis) test are used to examine the moderating effect of a variable on the relationship between independent and dependent variables. In this study, the variable tested as a moderator is Halal Awareness (M) on the relationship between Brand Equity (X1), Brand Image (X2), and Purchase Intention (Y). The MRA model can be seen in the following figure.

Table 9: Multi-Group Analysis Test Results Based on Domicile

	Difference (Kota Bogor - Kabupaten Bogor)	1-tailed (Kota Bogor vs Kabupaten Bogor) p value	2-tailed (Kota Bogor vs Kabupaten Bogor) p value
M -> Y	0.367	0.086	0.171
X1 -> Y	0.072	0.391	0.782
X2 -> Y	-0.183	0.691	0.618
M x X1 -> Y	0.345	0.15	0.3
M x X2 -> Y	-0.014	0.5	1

Data Source: Primary Data (2024)

The Multi-Group Analysis based on domicile (Bogor City vs Bogor Regency) shows no significant differences across groups (p -values > 0.05). Rather than simply concluding that there is “no difference,” this finding can be interpreted in a broader socio-cultural context. Bogor City and Bogor Regency share relatively homogeneous cultural and religious characteristics. The majority population is Muslim, and halal consumption norms are widely internalized. This cultural homogeneity reduces behavioral variation across groups. In addition, Wardah’s marketing strategy appears to be consistently implemented across both areas. The brand’s positioning, distribution channels, and communication strategies are relatively uniform, minimizing regional differentiation effects.

Therefore, the absence of significant differences suggests:

1. Halal consumption norms are socially embedded across both regions.
2. Brand equity and brand image operate similarly in culturally homogeneous Muslim-majority areas.
3. Domicile does not create meaningful segmentation in the context of halal cosmetic purchasing behavior in Bogor.

This result strengthens the argument that Wardah’s brand strategy successfully creates a stable and uniform perception across different sub-regions within Bogor.

Conclusion

This study aims to analyze the effect of brand equity and brand image on purchase intention, with halal awareness as a moderating variable among consumers of Wardah cosmetics in Bogor. The results indicate that brand equity and brand image have a positive and significant effect on purchase intention. This finding suggests that brand loyalty, trust, perceived quality, and strong brand associations are the primary factors driving consumers’ purchase intention. However, halal awareness does not significantly moderate the relationship between brand equity and purchase intention, nor the relationship between brand image and purchase intention. Furthermore, the results of the Multi-Group Analysis based on domicile (Bogor City and Bogor Regency) show no significant differences between the groups.

From a theoretical perspective, this study contributes to the development of Islamic marketing literature by demonstrating that in a Muslim-majority and culturally homogeneous context, halal awareness tends to function as a baseline expectation

(hygiene factor) rather than as a strengthening variable in the relationship between constructs. The halal attribute of the Wardah brand has been strongly integrated into its positioning, thus no longer acting as a variable that enhances the influence of brand equity and brand image on purchase intention.

From a practical perspective, these findings imply that companies operating in halal markets, particularly brands with a strong halal positioning, should place greater emphasis on strengthening brand loyalty, perceived quality, product innovation, and consumers' emotional associations. Although halal certification remains important, in markets where halal is already considered a standard requirement, differentiation can no longer rely solely on the halal label.

This study has several limitations. First, the sample was limited to respondents in the Bogor area, so generalization to other regions should be made with caution. Second, the R^2 value of 0.389 indicates that other factors outside the model may influence purchase intention, such as price perception, level of religiosity, lifestyle, or product quality. Third, the study relied on self-reported questionnaire data, which may be subject to perceptual bias. Future research is recommended to expand the geographical scope to regions with different cultural and religiosity characteristics, compare halal and non-halal brands, and incorporate additional variables such as religiosity, perceived value, or the influence of digital marketing. Longitudinal or mixed-method research designs may also provide deeper insights into consumer behavior in halal markets.

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