

BUILDING BRAND LOYALTY THROUGH HALAL MARKETING STRATEGY: ANALYSIS OF THE ROLE OF HALAL AWARENESS AND PRODUCT KNOWLEDGE WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE

Azlan Azhari^{*1}, Amrial², Hasnidar³

^{1,3}Faculty of Economics and Business, Universitas Negeri Makassar

²Postgraduate Program, Universitas Lamappoleonro

E-mail: azlan.azhari@unm.ac.id*

Submitted:
17 April 2026

Revised:
29 April 2026

Accepted:
07 May 2026

Abstract

This study aims to analyze the influence of Halal Awareness and Product Knowledge on Purchase Intention and its impact on Brand Loyalty of halal cosmetic products. This research employs a quantitative approach using the accidental sampling method, where respondents consist of consumers who have purchased and used halal cosmetic products. A total of 100 respondents participated in this study. Data were collected through online questionnaires and analyzed using the Partial Least Squares (PLS) method with SmartPLS 3 software. The results indicate that Halal Awareness and Product Knowledge have a positive and significant effect on Purchase Intention. Furthermore, Purchase Intention has a positive and significant effect on Brand Loyalty. Halal Awareness and Product Knowledge also have a positive and significant direct effect on Brand Loyalty. In addition, the indirect effect analysis reveals that Purchase Intention significantly mediates the influence of Halal Awareness and Product Knowledge on Brand Loyalty. These findings highlight the crucial mediating role of Purchase Intention in linking halal awareness and product knowledge with halal cosmetic brand loyalty. Therefore, halal cosmetic manufacturers are encouraged to continuously strengthen the communication of halal values and product education to build strong purchase intention and drive sustainable brand loyalty.

Keywords: *Halal Awareness, Product Knowledge, Purchase Intention, Brand Loyalty, Halal Cosmetics*

1. INTRODUCTION

The global halal beauty and cosmetics industry is experiencing tremendous growth. According to the State of the Global Islamic Economy (DINAR Standard, 2023) report, the global halal cosmetics and personal care market value reached USD 79 billion in 2022 and is projected to exceed USD 108 billion in 2027 with a compound annual growth rate (CAGR) of 7.2 percent. Indonesia, with the world's largest Muslim population of over 237 million, or approximately 86.9 percent of the total population (BPS, 2023), is one of the largest and most strategic markets in the global halal cosmetics industry. This market growth is driven by increasing public halal literacy, a growing trend towards an Islamic lifestyle, and growing awareness among Muslim consumers of the importance of ensuring the halalness of everyday products, including cosmetics and skincare products.

Amidst these market dynamics, Wardah emerged as a pioneer of Indonesian halal cosmetics, founded by PT Paragon Technology and Innovation in 1995 and receiving halal certification from the Indonesian Ulema Council (MUI) in 1999. Wardah's position as the first and most trusted halal cosmetic brand in Indonesia has made it a market leader in the national halal cosmetics segment. Based on data from the 2022-2026 Indonesian Top Brand Index, Wardah consistently ranks among the top brands in various cosmetic categories, including facial care, lipstick, powder, and skincare products. However, data shows fluctuations in the Wardah brand index in recent years, from 20.3 percent in 2022 to 17.8 percent in 2024 in the face powder category, before recovering slightly in 2025-2026. This fluctuation indicates that consumer loyalty to the Wardah brand has not yet been fully established, although brand awareness and halal perception of Wardah are generally still very high among Indonesian Muslim consumers.

This phenomenon raises a fundamental question: why do consumers with high halal awareness and familiarity with Wardah products not always demonstrate consistent brand loyalty? Based on an initial survey conducted by researchers on 30 cosmetics consumers in Makassar City in December 2025, it was found that 86.7 percent of respondents knew that Wardah was a halal-certified cosmetics brand, and 73.3 percent admitted to having purchased Wardah products. However, only 48.3 percent stated that they were loyal consumers of Wardah and did not switch to other brands. This gap between the level of halal awareness, product knowledge, and brand loyalty is the core problem of this study.

Indonesian cosmetics market data also shows increasingly fierce competition. According to a 2024 report by Euromonitor International, the Indonesian cosmetics and personal care market value reached IDR 87.3 trillion in 2023, a 12.4 percent increase compared to the previous year. In this competition, Wardah competes not only with conventional cosmetic brands such as Pond's, Garnier, and L'Oreal, but also with emerging local halal cosmetic brands such as Emina, Make Over (a fellow Paragon product), Azarine, and Whitelab, as well as imported halal cosmetic brands from OIC countries. This competition encourages consumers to be more selective in choosing halal cosmetic products that not only meet halal standards but also offer quality, innovation, and competitive value.

In the context of Muslim consumer behavior, two factors believed to have a significant influence on purchasing interest and brand loyalty for halal products are Halal Awareness and Product Knowledge. Halal Awareness is defined as the level of consumer understanding and awareness of the concept of halal and haram in Islam and its implications for product choices (Ambali and Bakar, 2014). Consumers with a high level of Halal Awareness tend to be more critical in evaluating a product's halal status, including checking its halal certification, ingredient content, and production process. Meanwhile, Product Knowledge is defined as the level of consumer understanding of the attributes, benefits, and value of a product obtained through direct experience or information seeking (Brucks, 1985). In the context of Wardah halal cosmetics, Product Knowledge includes an understanding of the ingredients used, the product's benefits for the skin, the superiority of formulation technology, and Wardah's track record of quality and halal certification for more than two decades.

Theoretical studies show that Halal Awareness and Product Knowledge, individually or simultaneously, have the potential to influence consumer Purchase Intention towards halal cosmetic products. Purchase Intention is defined as a consumer's tendency to purchase a

product in the near future, reflecting a pre-purchase commitment (Spears and Singh, 2004). The Purchase Intention formed is then expected to contribute to the formation of Brand Loyalty, namely a deep commitment by consumers to repurchase products or use the same brand's services in the future, despite situational influences and marketing efforts that have the potential to cause brand switching (Oliver, 1999). The relationship between these four variables in the context of Wardah halal cosmetics is relevant to study considering that Wardah has strong brand equity as a halal brand, but faces challenges in maintaining consumer loyalty amidst increasingly fierce competition.

Several previous studies have examined the relationship between these variables separately. Awan et al. (2015) found that halal awareness significantly influences purchase intention for halal products in Pakistan. Ambali and Bakar (2014) showed that halal awareness influences consumer preference for halal-certified products. In terms of product knowledge, Lin and Lin (2007) demonstrated that product knowledge positively influences purchase intention by increasing consumer confidence in evaluating product choices. Meanwhile, Dali et al. (2023) found that halal awareness impacts consumer loyalty to halal products. However, research that specifically integrates halal awareness, product knowledge, purchase intention, and brand loyalty in a single integrated model with the Wardah brand as the research object in the Indonesian market is still very limited. This gap is the main justification for this study.

Thus, this study aims to analyze the influence of Halal Awareness and Product Knowledge on Purchase Intention and its impact on Brand Loyalty for halal cosmetic products. The results are expected to provide theoretical contributions to the development of halal marketing science and practical contributions for Wardah and the Indonesian halal cosmetics industry in designing more effective marketing strategies to build consumer loyalty.

2. RESEARCH METHOD

This study uses a quantitative approach with the aim of analyzing numerical data to interpret the relationships between the variables studied (Sugiyono, 2022). The study was conducted from January to March 2026 in Makassar City, South Sulawesi. The population in this study were all consumers who had purchased Wardah brand cosmetic products in Makassar City. The sampling technique used was accidental sampling, a sampling technique based on availability and ease of access, namely any consumer who had purchased and used Wardah cosmetic products and was willing to become a research respondent (Sugiyono, 2022). The research object focused on the Wardah brand because it is the first and largest halal cosmetic brand in Indonesia with the most comprehensive product portfolio and the longest halal track record, making it an ideal representation for studying halal cosmetic consumer behavior in Indonesia.

According to Hair et al. (2014), if the population size is not known with certainty, then the sample size can be determined by multiplying the number of indicators by 5 to 10. In this study, there are 20 indicators spread across 4 research variables (Halal Awareness: 5 indicators; Product Knowledge: 5 indicators; Purchase Intention: 5 indicators; Brand Loyalty: 5 indicators), so the minimum sample size used is $20 \times 5 = 100$ respondents. Data collection techniques were carried out through observation, documentation, and

questionnaire distribution methods. Primary data were obtained through a Google Form-based questionnaire distributed online to Wardah cosmetic product consumer respondents. The research instrument used a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure the level of respondents' perceptions of each variable indicator. The collected data were then analyzed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method using the SmartPLS 3 program to test the relationship between variables in the research model simultaneously (Hair et al., 2014). Validity testing was conducted through outer loading analysis and Average Variance Extracted (AVE), while reliability testing used Composite Reliability and Cronbach's Alpha values. Hypothesis testing was conducted through a bootstrapping procedure to obtain path coefficients, T-statistics, and P-values to test the significance of direct and indirect influences between variables in the model.

3. RESULTS AND DISCUSSION

This study was conducted among consumers of Wardah cosmetic products in Makassar City. Data collection was conducted online using a Google Form questionnaire distributed through social media (Instagram, WhatsApp, and Telegram) from January to March 2026. Based on data collection on 100 respondents, the majority are women (89%), indicating that Wardah cosmetic products are predominantly used by female consumers. The majority of respondents are in the age range of 21-25 years (39.0%) and 26-30 years (34.0%), which is a productive age group with high awareness of appearance and the halal value of products. In terms of education, respondents are dominated by bachelor's degree graduates (46.0%) and high school/equivalent (32.0%), indicating an adequate level of literacy in evaluating halal cosmetic products. Based on type of employment, the majority of respondents are students (38.0%) and private workers (29.0%). All respondents stated that they have purchased and used Wardah cosmetic products, with a dominant purchase frequency of 2-3 times per month (41.0%) and the most frequently purchased products are in the facial care category (micellar water, moisturizer, and sunscreen) at 52.0%.

Based on Table 1 of the Outer Model Test presented below, the Average Variance Extracted (AVE) value for all variables is >0.5 and is declared valid. Furthermore, the loading factor value is >0.5 for all indicators. Therefore, it can be concluded that all items in the questionnaire meet the requirements for convergent validity.

Table 1. Outer Model Test

Variables/indicators	Outer Loading	AVE	Composite reliability	Cronbach's Alpha
<i>Halal Awareness</i>		0.680	0.914	0.882
X1.1	0.755			
X1.2	0.864			
X1.3	0.861			
X1.4	0.816			
X1.5	0.823			
<i>Product Knowledge</i>		0.603	0.883	0.835
X2.1	0.800			
X2.2	0.729			

X2.3	0.760			
X2.4	0.782			
X2.5	0.808			
Purchase Interest		0.670	0.878	0.876
Y.1	0.852			
Y.2	0.793			
Y.3	0.788			
Y.4	0.850			
Y.5	0.806			
Brand Loyalty		0.680	0.887	0.882
Z.1	0.894			
Z.2	0.781			
Z.3	0.803			
Z.4	0.837			
Z.5	0.803			

Source: Processed data (2026)

Table 2. Cross Loading Results

	<i>Halal Awareness</i>	<i>Product Knowledge</i>	<i>Purchase Interest</i>	<i>Brand Loyalty</i>
X1.1	0.755	0.160	0.404	0.479
X1.2	0.864	0.230	0.477	0.638
X1.3	0.861	0.146	0.475	0.586
X1.4	0.816	0.297	0.501	0.669
X1.5	0.823	0.222	0.462	0.594
X2.1	0.167	0.800	0.462	0.444
X2.2	0.177	0.729	0.464	0.463
X2.3	0.177	0.760	0.443	0.405
X2.4	0.255	0.782	0.525	0.480
X2.5	0.223	0.808	0.570	0.499
Y.1	0.515	0.519	0.852	0.680
Y.2	0.470	0.528	0.793	0.658
Y.3	0.416	0.516	0.788	0.631
Y.4	0.468	0.560	0.850	0.762
Y.5	0.440	0.490	0.806	0.704
Z.1	0.624	0.594	0.798	0.894
Z.2	0.563	0.380	0.622	0.781
Z.3	0.556	0.556	0.716	0.803
Z.4	0.630	0.488	0.683	0.837
Z.5	0.618	0.405	0.635	0.803

Source: Processed data (2026)

Table 2 above shows the cross-loading factor values, which are useful for determining whether a construct has adequate discriminant power. This is achieved by comparing the loading value of the target construct to the value of the other constructs. The analysis shows that the loading value of each indicator on the construct in question is higher than the loading value on the other constructs, thus meeting discriminant validity.

Reliability Test

Based on the data in table 1 above, the results of the Smart PLS calculation obtained Cronbach's alpha value for all independent and dependent variable items are at Cronbach's alpha value > 0.7 and composite reliability value > 0.7 so that it can be said that the measurement scale for all constructs has been reliable (Hair et al., 2014). The AVE value of all variables is also above 0.5, confirming that each construct is able to explain more than half of the variance of its indicators, so that convergent validity is met.

R Square (R2) Test

Table 3. R-Square

Variables	R Square	R Square Adjusted
Purchase Interest	0.579	0.570
Brand Loyalty	0.814	0.808

Source: Processed data (2026)

Based on the data in table 3, it can be seen that the R-Square value for the Purchase Intention (Y) variable is 0.579. This means that the consumer Purchase Intention variable for Wardah products can be explained by the Halal Awareness (X₁) and Product Knowledge (X₂) variables by 57.9%, while the remaining 42.1% is explained by other variables outside the model, such as advertising, brand image, and family/friend recommendations. The R-Square value for the Brand Loyalty (Z) variable is 0.814, which is classified as strong according to Hair et al. (2014). This means that Wardah Brand Loyalty can be explained by Halal Awareness, Product Knowledge, and Purchase Intention together by 81.4%, while the remaining 18.6% is explained by other variables outside the model, such as consumer satisfaction, brand image, and service quality.

Hypothesis Testing

To determine the relationship between latent variables in this research model, we can look at the estimated path coefficients and their significance levels, or P-values. Hypothesis testing is performed using a bootstrapping procedure. If the P-value is <0.05, then Ho is rejected and Ha is accepted, indicating a significant effect. The explanation can be seen in Figure 1 and Table 4 below:

Figure 1. Outer Models

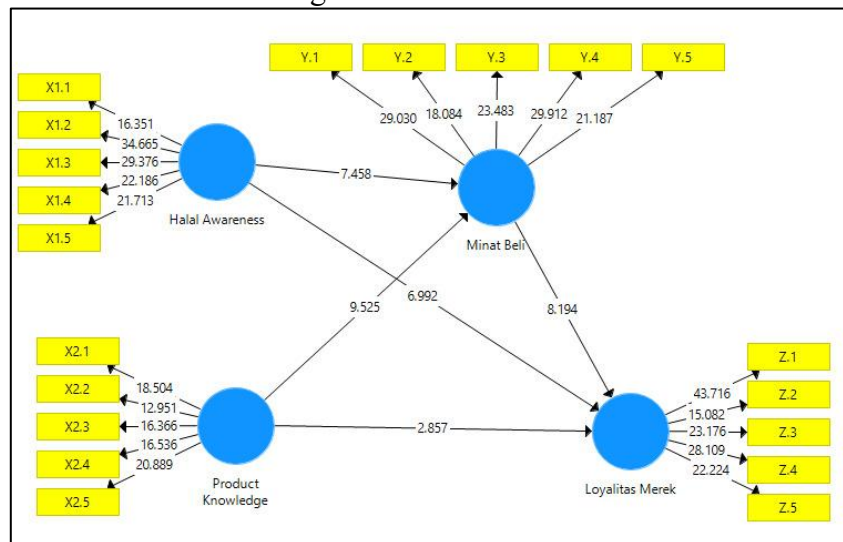


Table 4. Bootstrapping Results

Direct Effect Hypothesis Testing	Path Coefficients	T Statistics	P Values
Halal Awareness -> Purchase Interest	0.428	7,458	0,000
Halal Awareness -> Brand Loyalty	0.391	6,992	0,000
Product Knowledge -> Purchase Interest	0.528	9,525	0,000
Product Knowledge -> Brand Loyalty	0.160	2,857	0.004
Purchase Interest -> Brand Loyalty	0.518	8,194	0,000

Source: Processed data (2026)

In this study, an indirect effect test was conducted to determine the indirect influence of the independent latent variable on the dependent latent variable with one mediating effect. The results of the indirect effect are presented in Table 5 below:

Table 5. Indirect Effect Results

Indirect Effect Hypothesis Testing	Path Coefficients	T Statistics	P Values
Halal Awareness -> Purchase Interest -> Brand Loyalty	0.222	5,739	0,000
Product Knowledge -> Purchase Interest -> Brand Loyalty	0.273	5,721	0,000

Source: Processed data (2026)

Based on the results of PLS data processing in table 4 and table 5 above which include the P Value, it can be explained with the following hypothesis:

1. *Halal Awareness* has a positive and significant influence on consumer purchasing interest in Wardah products. (hypothesis accepted)
2. *Product Knowledge* has a positive and significant influence on consumer purchasing interest in Wardah products. (hypothesis accepted)
3. *Halal Awareness* has a positive and significant effect on Wardah Brand Loyalty. (hypothesis accepted)
4. *Product Knowledge* has a positive and significant effect on Wardah Brand Loyalty. (hypothesis accepted)
5. Purchase Intention has a positive and significant effect on Wardah Brand Loyalty. (hypothesis accepted)
6. *Halal Awareness* has a positive and significant effect on Wardah Brand Loyalty through Purchase Intention. (hypothesis accepted)
7. *Product Knowledge* has a positive and significant effect on Wardah Brand Loyalty through Purchase Intention. (hypothesis accepted)

Discussion

1. The Influence of Halal Awareness (X1) on Purchase Intention (Y)

Based on the results of data analysis from the structural model testing, a path coefficient value of 0.428 was obtained with a T-statistic of 7.458 and a P Value of 0.000 (<0.05), so it can be concluded that Halal Awareness has a positive and significant effect on consumer Purchase Intention of Wardah cosmetic products. The path coefficient of 0.428 indicates that every one unit increase in Halal Awareness will increase Purchase Intention by 0.428 units, assuming other variables are constant. This value places Halal Awareness as the first strongest predictor of Purchase Intention in this research model.

Judging from the Halal Awareness indicators used in this study, indicator X1.2 (understanding of halal cosmetic ingredients) has the highest outer loading value of 0.864, which indicates that consumer understanding of the halal ingredients in Wardah products is the Halal Awareness aspect that most strongly influences purchasing interest. This is in line with the characteristics of Wardah cosmetic products that use alcohol-free ingredients, lard-free ingredients, and ingredients that are prohibited in Islam, as well as publishing their product ingredient lists transparently. In addition, indicators X1.3 (attention to MUI halal certification on product packaging) with a loading of 0.861 and X1.5 (consistency in choosing halal-certified products) with a loading of 0.823 also contribute significantly, reflecting that Wardah consumers in Makassar are very concerned about halal legality and make the commitment to halal consistency the basis for brand selection.

In the context of the Wardah brand, this finding is highly relevant considering that Wardah has built a brand identity entirely based on halal values. With the tagline 'Inspiring Beauty' combined with brand communications emphasizing beauty in accordance with Islamic values, Wardah has successfully created a strong halal perception in the minds of Indonesian Muslim consumers. The MUI halal certification, which Wardah has held since 1999 and is periodically renewed, is concrete evidence of its halal commitment that consumers can verify. When consumers have high halal awareness and find that Wardah meets the halal standards they believe in, their purchasing interest in Wardah products will logically increase.

The findings of this study align with the opinion of Ambali and Bakar (2014) who stated that Halal Awareness is a key factor influencing Muslim consumer behavior in choosing products that comply with Islamic principles. Consumers with high Halal Awareness tend to make halal certification a primary criterion in purchasing decisions, especially for products that come into direct contact with the body, such as cosmetics. This is reinforced by Awan et al. (2015) who found that halal awareness significantly influences the purchase intention of halal products among Pakistani Muslim consumers, with findings that are highly relevant to the Indonesian context. Furthermore, this finding is supported by Dali et al. (2023) who showed that higher levels of halal awareness are directly proportional to stronger purchase intentions for halal products. Salman and Siddiqui (2011) also confirmed that consumers with good halal knowledge have a stronger preference for certified halal products compared to consumers with low halal knowledge.

2. Influence of Product Knowledge (X2) on Purchase Intention (Y)

The results of the structural model test show a path coefficient value of 0.528 with a T-statistic of 9.525 and a P Value of 0.000 (<0.05), so it can be concluded that Product Knowledge has a positive and significant effect on consumer Purchase Intention of Wardah products. The path coefficient of 0.528 places Product Knowledge as the first strongest predictor for Purchase Intention then Halal Awareness, with a relatively small coefficient difference (0.1), indicating that both variables have almost equal influence weight on purchase intention.

Judging from the Product Knowledge indicator, X2.5 (knowledge about the superiority of Wardah product formulation and technology) has the highest outer loading value of 0.808, followed by X2.1 (knowledge about the content of active ingredients and their benefits for the skin) of 0.800, and X2.4 (ability to compare the quality of Wardah products with other brands) of 0.782. This loading pattern reveals that Wardah consumers who have high purchasing interest are those who not only know that Wardah is a halal product, but also deeply understand the technical and scientific advantages of the product. This is consistent with Wardah's strategy of actively educating consumers through digital content, the 'Wardah Beauty Class' campaign, and collaboration with dermatologists and beauty influencers who explain the scientific benefits of its products.

This finding is in line with Brucks (1985) who stated that consumers' product knowledge directly influences their evaluation and purchase intention. Consumers with higher product knowledge have a better ability to process product information, evaluate alternatives, and make more rational and informed purchasing decisions. Lin and Lin (2007) also showed that product knowledge has a positive effect on purchase intention by increasing consumer confidence in the product evaluation process. In the context of Wardah, consumers who deeply understand the benefits of Wardah micellar water in removing makeup without damaging the skin barrier, or understand the niacinamide content in Wardah moisturizer which is effective in brightening the skin, will have greater confidence that the product is worth purchasing compared to consumers who only know Wardah as a 'halal cosmetic product' in a generic way.

3. The Influence of Halal Awareness (X1) on Brand Loyalty (Z)

The results of the structural model test show a path coefficient value of 0.391 with a T-statistic of 6.992 and a P Value of 0.000 (<0.05), so it can be concluded that Halal Awareness has a positive and significant direct effect on Wardah Brand Loyalty. Although the direct path coefficient (0.391) is smaller than the path coefficient of Halal Awareness on Purchase Intention (0.428), this direct effect remains significant and meaningful, indicating that some consumers build loyalty to Wardah directly through their halal awareness without having to go through an explicit purchase intention mechanism.

In the context of Wardah, the direct influence of Halal Awareness on Brand Loyalty can be explained through the concept of 'identity value' that halal brands provide to Muslim consumers. Consumers who have high Halal Awareness and identify as devout Muslims tend to view the use of Wardah products as an expression of their religious identity. Wardah is not just a cosmetic product; for these consumers, Wardah is a statement of commitment to Islamic values in everyday life. Loyalty formed based on this identity value is more robust and resistant to competitive influences, because switching to another brand means compromising one's identity and values.

This finding aligns with Lada et al. (2009) who stated that halal awareness directly influences consumer preference and commitment to halal products. Salman and Siddiqui (2011) also demonstrated that halal awareness plays a crucial role in building long-term relationships between Muslim consumers and halal product brands. Dali et al. (2023) corroborated this finding by finding that consumers with high halal awareness demonstrated stronger loyalty commitment to trusted halal brands, as brand switching was perceived as an act contrary to their principles and values. Therefore, Wardah's strategy to consistently communicate its halal commitment through MUI certification, ingredient transparency, and halal education campaigns is a strategic investment that directly contributes to strengthening consumer loyalty.

4. The Influence of Product Knowledge (X2) on Brand Loyalty (Z)

The results of the structural model test show a path coefficient value of 0.160 with a T-statistic of 2.857 and a P Value of 0.004 (<0.05), so it can be concluded that Product Knowledge has a positive and significant direct effect on Wardah Brand Loyalty. Although this direct path coefficient is the smallest among all direct paths in the model (0.160), its effect remains statistically significant, indicating that product knowledge contributes to brand loyalty through a different mechanism than the Halal Awareness pathway.

The direct influence of Product Knowledge on Brand Loyalty can be explained through the concept of the 'cognitive switching barrier'. Consumers who have in-depth knowledge of Wardah products, including an understanding of the formulation advantages, active ingredient benefits, compatibility with skin types, and value comparisons with competing brands, tend to build a significant 'cognitive investment' in the brand. This cognitive investment creates an implicit cost to switch brands, as consumers must invest time and effort to learn about new products from different brands. Wardah consumers who have a deep understanding of why a particular product is suitable for their skin type are more likely to maintain that choice rather than risk trying a product they are unfamiliar with.

This finding is in line with Rao and Monroe (1988) who stated that higher product knowledge is positively correlated with brand loyalty because well-informed consumers are better able to appreciate the unique value offered by a particular brand. Lin and Lin (2007)

also confirmed that Product Knowledge creates rational-cognitive brand switching barriers, so that consumer loyalty becomes more stable. In the practical context of Wardah, this means that product education programs such as 'Wardah Beauty Class', tutorial content on social media, and comprehensive product technical information are not only marketing tools, but also long-term investments in building knowledge-based brand loyalty.

5. The Influence of Purchase Interest (Y) on Brand Loyalty (Z)

The results of the structural model test show a path coefficient value of 0.518 with a T-statistic of 8.194 and a P Value of 0.000 (<0.05), so it can be concluded that Purchase Intention has a positive and significant effect on Wardah Brand Loyalty. The path coefficient of 0.498 is the highest among all paths in the model, indicating that Purchase Intention is the strongest predictor of Wardah Brand Loyalty. This finding confirms the central role of Purchase Intention as a link between driving factors (Halal Awareness and Product Knowledge) and the desired end result (Brand Loyalty).

Judging from the Purchase Intention indicator, Y.1 (intention to seek further information about Wardah products) has the highest outer loading (0.852), followed by Y.4 (intention to purchase Wardah products in the near future) at 0.850 and Y.5 (intention to recommend Wardah to others) at 0.806. This loading pattern reveals that Wardah consumers' purchase intention is not passive, but rather active and prosocial. Consumers with high purchase intention tend to actively seek information, plan to purchase in the near future, and are willing to recommend Wardah to their social environment. These three indicators are manifestations of strong purchase intention and are natural predictors of brand loyalty.

The findings of this study align with Oliver (1999), who stated that brand loyalty is built through stages, starting with cognitive, affective, conative (behavioral intention/purchase intention), and then repeat purchase actions. Strong purchase intention is the conative stage that serves as a bridge between product evaluation and actual purchasing behavior and loyalty. Kotler and Keller (2016) explain that high purchase intention is a key predictor of consumer loyalty because it reflects the consumer's internal commitment to continue using a particular brand's product. In the context of Wardah, consumers who have high purchase intention and then make a purchase will experience the product directly. If the experience meets expectations, subsequent purchase intention will be stronger, forming a positive cycle that ultimately consolidates sustainable brand loyalty.

6. The Influence of Halal Awareness (X1) Through Purchase Interest (Y) on Brand Loyalty (Z)

The results of the hypothesis testing show an indirect path coefficient value of 0.222 with a T-statistic of 45.739 and a P Value of 0.000 (<0.05), so it can be concluded that Halal Awareness has a positive and significant effect on Wardah Brand Loyalty through Purchase Intention, so that Purchase Intention acts as an effective mediating variable. The total effect of Halal Awareness on Brand Loyalty (direct + indirect) is $0.391 + 0.222 = 0.613$, which is a substantial accumulated contribution. The magnitude of the indirect effect (0.222) which is close to the direct effect (0.391) indicates that the Purchase Intention mediation mechanism is very important in translating Halal Awareness into Wardah Brand Loyalty.

This mediation mechanism can be understood through the following consumer psychological processes: first, Wardah consumers with high Halal Awareness actively evaluate the halalness of Wardah products by checking the MUI halal label, browsing the ingredient list, and searching for information about Paragon's halal production standards. This positive evaluation results in a perception of congruence between the halal values believed by consumers and the values offered by Wardah. Second, this perception of value congruence transforms Halal Awareness into concrete Purchase Intention - consumers are not only aware of Wardah's halalness, but are also motivated to purchase its products. Third, repeated and consistent purchasing experiences due to maintained Halal Awareness and Purchase Intention ultimately consolidate Brand Loyalty that is strong and resistant to competitors' offers.

Conceptually, these findings reinforce the Theory of Planned Behavior (Ajzen, 1991), which positions behavioral intention as a central mediator between attitude, subjective norm, and perceived behavioral control and actual behavior. In this context, Halal Awareness is a manifestation of Islamic-based attitudes and subjective norms that shape purchase intention, which in turn determines repeat purchase behavior and brand loyalty. The results of this study are also in line with Ambali and Bakar (2014) and Dali et al. (2023), who emphasized that the influence of Halal Awareness on brand loyalty will be stronger when mediated by purchase intention. The practical implication of these findings is that Wardah needs to design brand communications that not only increase consumer halal awareness but also actively convert that awareness into purchasing actions through relevant calls-to-action, loyalty programs centered on halal values, and shopping experiences that strengthen consumers' halal identity.

7. The Influence of Product Knowledge (X2) Through Purchase Interest (Y) on Brand Loyalty (Z)

The results of the hypothesis testing show an indirect path coefficient value of 0.273 with a T-statistic of 5.721 and a P Value of 0.000 (<0.05), so it can be concluded that Product Knowledge has a positive and significant effect on Wardah Brand Loyalty through Purchase Intention. The total effect of Product Knowledge on Brand Loyalty (direct + indirect) is $0.160 + 0.273 = 0.433$, a significant cumulative contribution. The indirect path coefficient value (0.273) which is greater than the direct effect (0.160) indicates that the Purchase Intention mediation path is almost stronger than the direct path, indicating that Product Knowledge works significantly both through and outside the purchase intention mechanism in forming Wardah brand loyalty.

The mediation mechanism of Product Knowledge through Purchase Intention can be understood through the perspective of the 'consumer expertise model'. Wardah consumers who have high Product Knowledge act as 'expert consumers' who are able to evaluate products in depth and objectively. This in-depth knowledge reduces ambiguity and uncertainty in the purchasing decision process, so that the resulting purchase intention is

more rational, stable, and resistant to marketing influences from competing brands. Furthermore, purchase intention formed on the basis of strong Product Knowledge tends to continue to become cognitive-based brand loyalty, which according to Oliver (1999) is the most solid foundation of loyalty because it is based on the rational belief that the brand is superior to existing alternatives.

Conceptually, these findings enrich the consumer loyalty model by emphasizing the role of Purchase Intention as a psychological mechanism that bridges Product Knowledge with Brand Loyalty. These findings align with Lin and Lin (2007) and Rao and Monroe (1988), who demonstrated that Product Knowledge more effectively influences brand loyalty when mediated by consumer behavioral intentions. The practical implication of these findings for Wardah is the importance of continued investment in comprehensive product education programs. Initiatives such as the 'Wardah Beauty Class', educational content on digital platforms about the benefits of active ingredients, webinars with dermatologists, and detailed product usage guides not only increase consumer Product Knowledge but also strengthen Purchase Intention, ultimately consolidating Wardah's ongoing brand loyalty.

4. CONCLUSION

The conclusion of this study shows that halal awareness and product knowledge play a significant role in shaping consumer purchasing intention towards Wardah products, which ultimately leads to increased brand loyalty. Consumers with a high level of halal awareness tend to have a stronger interest in purchasing due to the alignment of religious values, while good product knowledge encourages more rational and informed purchasing decisions. In addition, these two variables also directly strengthen brand loyalty, both through emotional attachment and cognitive considerations. Purchase intention is proven to be a key factor bridging the relationship between halal awareness and product knowledge with brand loyalty, so that the higher the purchase intention formed, the stronger the consumer's commitment to continue using Wardah products sustainably.

Based on these findings, it is recommended that Wardah continue to optimize educational strategies that can simultaneously increase halal awareness and consumer product knowledge, both through the use of digital media, educational programs, and collaboration with credible parties to strengthen public trust. These efforts need to be designed consistently and sustainably to build purchasing interest that is not only strong but also stable, thus impacting long-term brand loyalty. Furthermore, further research is expected to expand the scope of the study by involving other halal cosmetic brands and adding relevant variables such as religiosity, satisfaction, brand image, and trust, thereby providing a more comprehensive understanding of consumer behavior in the halal cosmetics industry.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ambali, AR, and Bakar, AN (2014). People's awareness on halal foods and products: Potential issues for policy-makers. *Procedia - Social and Behavioral Sciences*, 121, 3-25. <https://doi.org/10.1016/j.sbspro.2014.01.1048>
- Awan, H.M., Siddiquei, A.N., and Haider, Z. (2015). Factors influencing halal purchase intention - evidence from Pakistan's halal food sector. *Management Research Review*, 38(6), 640-660. <https://doi.org/10.1108/MRR-01-2014-0022>
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, 12(1), 1-16. <https://doi.org/10.1086/209031>
- Dali, N., Sulaiman, M., and Salleh, M. (2023). Halal awareness and purchase intention of halal cosmetic products among Muslim consumers. *Journal of Islamic Marketing*, 14(3), 812-830. <https://doi.org/10.1108/JIMA-02-2021-0041>
- DINAR Standard. (2023). State of the Global Islamic Economy Report 2023. DinarStandard and Salaam Gateway.
- Euromonitor International. (2024). Beauty and Personal Care in Indonesia. Euromonitor International.
- Hair, JF, Black, WC, Babin, BJ, and Anderson, RE (2014). *Multivariate Data Analysis (Seventh Ed)*. Pearson.
- Kotler, P., and Keller, K. L. (2016). *Marketing Management*. In Pearson Prentice Hall: Vol. 15 Edition. Pearson.
- Lada, S., Tanakinjal, G. H., and Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66-76. <https://doi.org/10.1108/17538390910946276>
- Lin, L.Y., and Lin, C.Y. (2007). The effect of brand image and product knowledge on purchase intention moderated by price discount. *Journal of International Management Studies*, 2(2), 121-132.
- Oliver, R.L. (1999). When is consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33-44. <https://doi.org/10.1177/00222429990634s105>
- Rao, A. R., and Monroe, K. B. (1988). The moderating effect of prior knowledge on cue utilization in product evaluations. *Journal of Consumer Research*, 15(2), 253-264. <https://doi.org/10.1086/209162>
- Salman, F., and Siddiqui, K. (2011). An exploratory study for measuring consumers awareness and perceptions towards halal food in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(2), 639-651.
- Spears, N., and Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53-66. <https://doi.org/10.1080/10641734.2004.10505164>
- Sugiyono. (2022). *Quantitative, Qualitative, and R and D Research Methods*. Alfabeta.