

The Influence of Trust, Product Value and Beauty Influencers on Repurchase Interest in Halal Skincare Products

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Abstract

The halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Halal does not only include food or drinks, but halal cosmetics are also needed.

Purpose - This study aims to analyze the effect of trust, product value and beauty influencers on the intention to repurchase halal skincare.

Methodology - The method of data collection was done through a questionnaire. The population in this study were all consumers who bought halal skincare products. The sample required is 100 respondents using purposive sampling. This study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 25 program.

Findings - The results of this study indicate that product trust and value have a positive and significant effect on the intention to repurchase halal skincare, while beauty influencers have a positive but not significant effect on the intention to repurchase halal skincare. The influence of the four variables is strong, this is indicated by the value of the coefficient of determination of 49%.

Keywords: trust, product value, beauty influencer, halal skincare

Abstrak

Kehalalan suatu produk merupakan syarat wajib bagi setiap konsumen, khususnya konsumen muslim. Kehalalan tidak hanya mencakup makanan atau minuman, kosmetik halal juga diperlukan.

Tujuan - Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan, nilai produk, dan beauty influencer terhadap niat pembelian ulang produk perawatan kulit halal.

Metode - Metode pengumpulan data dilakukan melalui kuesioner. Populasi dalam penelitian ini adalah seluruh konsumen yang membeli produk perawatan kulit halal. Sampel yang dibutuhkan sebanyak 100 responden dengan menggunakan purposive sampling. Penelitian ini menggunakan teknik analisis regresi linier berganda dan pengujian data menggunakan program SPSS Statistics 25.

Hasil - Hasil penelitian ini menunjukkan bahwa kepercayaan dan nilai produk berpengaruh positif dan signifikan terhadap niat pembelian ulang produk perawatan kulit halal, sedangkan beauty influencer berpengaruh positif namun tidak signifikan terhadap niat pembelian ulang produk perawatan kulit halal. Pengaruh keempat variabel tersebut kuat, hal ini ditunjukkan dengan nilai koefisien determinasi sebesar 49%.

Kata kunci: kepercayaan, nilai produk, beauty influencer, perawatan kulit halal

Introduction

The development of the Islamic economy in Indonesia is inseparable from several driving factors. Simply put, these factors are categorized as external and internal. External factors refer to causes originating from abroad, in the form of the development of the Islamic economy in other countries. This awareness then spread to other countries and ultimately to Indonesia. Internal factors refer to the reality that Indonesia is destined

to become the country with the largest Muslim population in the world. This fact has enlightened some scholars and economic practitioners regarding the need for an economy that adheres to Islamic values and is run by the Muslim population in Indonesia (Santi, 2019). Indonesia, with a Muslim majority of nearly 90%, is a Muslim market highly sought after by halal product providers. This is supported by the continued growth of the global halal industry, which is showing positive developments. The large Muslim population in Indonesia contributes to the growth of halal cosmetics. Muslim consumers are the fastest-growing market segment due to their high level of concern for halal goods and services (Haro, 2018).

Halal certification of a product is a mandatory requirement for every consumer, especially Muslim consumers. Halal doesn't just apply to food or drinks; halal cosmetics are also required. Cosmetics are different from food or drinks that enter the body. However, cosmetics applied to the face and other parts of the body certainly affect our daily worship, including ablution and prayer (Inggritia Safitri M, 2020). One of the requirements for valid ablution and prayer is purity from impurities. Therefore, every Muslim who wishes to perform prayer must ensure that there is no impurity on the body, clothing, or prayer area. To keep our bodies free from impurities, we need products that contain halal and toyib elements. Because no matter how good a product is, if its quality is not halal or its halalness is questionable, Muslims will not consume it (Asiyah and Hariri, 2021). This statement is in accordance with the saying of the Prophet Muhammad (PBUH):

لَا تُقْبَلُ صَلَاةٌ بَعْدَ طَهْرٍ

Meaning: "Allah will not accept prayer (that is performed) without purification" (HR. Muslim no. 543).

This research is still interesting to conduct considering that the majority of the millennial generation in Indonesia is Muslim. Seeing that many millennials, especially generation-z, want smooth, white, and beautiful facial skin, it is feared that when purchasing skincare they do not care about the halal status of the product and the products used are not in accordance with Islamic religious values, disrupting the validity of practices such as ablution and prayer. In fact, halal-haram does not only cover the food and drinks we consume, but more than that, halal-haram is a matter of human life as a whole. As the word of Allah SWT written in Q.S. Al Baqarah [2]: 172, namely:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن ثَمَرِهَا إِذَا تُرِيتُمْ أَنَّهَا طَيِّبَةٌ ۚ إِنَّهَا غُلَّتْ لَكُمْ وَأَنْتُمْ لَهَا كَاثِرُونَ

Meaning: "O you who believe, eat of the good provisions that we have given you and give thanks to Allah, if truly it is only Him that you worship."

Al-Qurtubi explains that "what is meant by eating in this verse includes food, drink, clothing, vehicles, and so on." This means that everything consumed and utilized serves to fulfill human needs (Mas'ud, 2017).

The influence of halal certification is significant on the quality of our relationship and closeness with Allah SWT. This closeness, in turn, influences whether or not our

ayers are answered for our needs in this world. Furthermore, Allah will preserve the souls of those who practice a halal lifestyle, both in this world (with health) and in the afterlife (by protecting our bodies from the fires of hell).

Literature Review

Consumer Behavior

Consumer behavior is the actions consumers take in selecting, purchasing, and using products or services. This includes decisions regarding what to buy, when, where, and how to buy, as well as payment methods (cash or credit) (Damiati et al., 2017). Consumers are divided into individuals and organizations, and their behavior is a continuous process.

According to Kotler and Armstrong (2012), consumer behavior is influenced by cultural, social, personal, and psychological factors. Furthermore, there are internal and external factors, such as family influence, social class, culture, marketing strategies, and reference groups. These reference groups can have both direct and indirect influences on consumer attitudes and behavior.

Developments in technology and online media also influence consumer behavior. Easy access to hedonistic or glamorous lifestyles can encourage consumers to imitate negative behaviors. In some cases, this can encourage unethical acts such as theft, fraud, or businesses that violate laws or religious norms (Suharyono, 2018).

Consumer Behavior in Islamic Perspective

Consumption behavior in Islam is based on the concept of *maslahah*, namely consumption oriented towards needs and priorities. According to Hoetoro (2018), utility in Islam extends beyond material aspects (*al-nafs al-ammarah*) to the highest level, *al-nafs al-muthmainnah*, which balances worldly and afterlife satisfaction (*falah*). This concept also emphasizes moderation in consumption.

According to Hoetoro (2018), the characteristics of Islamic consumption behavior include:

1. Consuming goods and services that are lawful and good (*thayyiban*).
2. Income is earned lawfully.
3. Prioritizing basic needs (*dharuriyat*) over secondary needs (*hajiyyat*) and tertiary needs (*tahsinat*).
4. Consumption aims to achieve *falah*, with efficient and non-wasteful spending.

Maharani and Hidayat (2020) added that consumption in Islam is based on the principles of justice, cleanliness, simplicity, generosity, and morality. Pleasure and luxury are permitted as long as they are not excessive, are appropriate to needs, and remain within halal limits, as explained in Q.S. Al-A'raf [07]: 31, namely:

يٰۤاَيُّهَا اٰدَمُ خُذْ اَسْمٰتَكَ مِنْ هٰذِهِ ۗ ذٰلِكُمْ اَسْمٰتُهَا الَّتِي كَتَبْتُ عَلَيْهَا لَكَ ۗ لَمَّا خَلَقْتُمُ الْمٰرِئَاتِ مِنْ نٰفْسٍ وَّاحِدَةٍ ۗ فَجَعَلْنٰهُنَّ اُنثٰى ۗ وَكَلَّمْنٰكُم بِهٰذِهِ الْقُرْاٰنِ لَعَلَّكُمْ تَتَّقُوْنَ

Meaning: O children and grandchildren of Adam! Wear your nice clothes every time you (enter) the mosque, eat and drink, but don't overdo it. Indeed, Allah does not like people who exaggerate."

Repurchase Interest

Repurchase intention is a consumer's tendency to repurchase a product because they are satisfied with its value and benefits (Kusdyah, 2012; Kotler & Keller, 2016). Indicators of repurchase intention include:

1. **Transactional interest** – the desire to repurchase the product.
2. **Referential interest** – the tendency to recommend the product.
3. **Preferential interest** – making the product the primary choice.
4. **Exploratory interest** – actively seeking positive information about the product.

According to Putri (2016), repurchase intention is based on trust and product value based on previous experiences.

In Islam, intention is also considered part of intention, which must be accompanied by rational consideration, not simply desire or lust (Gunawan & Chakti, 2019). Muslim consumers are encouraged to purchase based on need and benefit, not emotional impulses. Islam prohibits harmful actions, including purchasing activities, so it is important to distinguish between needs and wants. Allah SWT says in Q.S. Al-Maidah [5]:100:

هَالِكٌ أُولُو الْأَلْبَابِ لَعَلَّكُمْ أَفْهَمُونَ ۗ لَوْلَا يُسْمِعُونَ وَالطَّيِّبُ وَلِيُّ أَعْتَابِكُمْ كُنُوزُ الْخَنِينِ فَأَنْفُسًا
تُفْلِحُونَ

Meaning: "Say: "The bad is not the same as the good, even though the abundance of the bad attracts your heart, so fear Allah, O people of understanding, so that you will get good luck."

In other words, a few halal things that are beneficial are better than many haram things that cause harm. People who have common sense and righteousness, stay away from haram things, leave the haram things behind, and accept halal things and be sufficient with them so that you will get good luck in this world and the hereafter (Ibnu Katsir, 2002).

Trust

According to Kustini (2011), brand trust can be measured through the dimensions of viability and intentionality. The viability dimension reflects the perception that a brand can meet and satisfy consumer needs and values. This dimension can be measured through indicators of satisfaction and value. The intentionality dimension reflects an individual's sense of security toward a brand. This dimension can be measured through indicators of security and trust.

According to Mowen (2012), consumer trust is the totality of knowledge held by consumers and all conclusions drawn about an object, its attributes, and its benefits. Trust indicators can be measured by: a) Consistency in quality, b) Understanding consumer desires, c) Composition of information using product quality, d) Consumer confidence, e) Product reliability.

According to Kotler and Keller (2012), trust is a crucial factor in creating commitment between a company and its customers. Trust is a cognitive component of psychological factors. Trust relates to the belief that something is true or false based on evidence, suggestion, authority, experience, and intuition.

Product Value

Product value is the consumer's perception of a brand's benefits and ease of consumption, which impacts loyalty (Razak et al., 2020). Product value encompasses four main dimensions:

1. **Emotional value** – derived from positive feelings during consumption.
2. **Social value** – enhancing the consumer's social self-image.
3. **Performance/quality value** – the benefits of the product's functionality and efficiency.
4. **Price value** – the perception of quality relative to cost.

Product value is not only determined by quality, but also by price, taste, packaging, service, and marketing. Products with higher added value tend to be more attractive to consumers (Ayu et al., 2021). For Muslim consumers, halal product certification is crucial. Halal certification is a necessity in facing global challenges and as a form of consumer protection. In Indonesia, this is affirmed through Law No. 33 of 2014 concerning Halal Product Assurance (Charity, 2017).

Beauty Influencer

Beauty influencers are part of a digital marketing strategy focused on promoting beauty products such as makeup and skincare through social media content. With large followings, they have a strong influence in shaping consumer opinions and driving purchase intentions (Zukhrufani & Zakiy, 2019). Reviews from beauty influencers can increase brand appeal and product sales (Eliza, Sinaga & Kusumawati, 2018). Effective influencers need to have a strong personal brand to build trust and influence, even in the face of fierce competition.

According to the TEARS model (Shimp & Terence A., 2014), the key dimensions of beauty vloggers include:

1. **Trustworthiness** – perceived as honest and trustworthy.
2. **Expertise** – possessing knowledge or skills in their field.
3. **Attractiveness** – physically and socially attractive.
4. **Respect** – being admired for achievements or personal qualities.
5. **Similarity** – matching the audience in terms of social characteristics.

Trust and Repurchase Intention

Trust is an individual's willingness to rely on another party due to confidence in their integrity and reliability. In a marketing context, trust plays a crucial role in shaping consumer loyalty and repurchase intention (Tirtana & Sari, 2014; Nurvita Anggraeni, 2015).

Trivedi and Yadav (2020) state that trust increases the likelihood of repurchasing because it is based on previous consumption experiences. Murdifin et al. (2020) add that greater trust in a company increases the likelihood of consumers repurchasing and sharing personal information. Trust also strengthens long-term relationships between consumers and sellers (Lestari & Ellyawati, 2019) and has been shown to significantly influence repurchase intention (Ruswanti et al., 2021; Juniwati & Sumiyati, 2020).

H1: Trust has a positive influence on repurchase intention.

Product Value and Repurchase Intention

According to Chen (2010), perceived value has a positive and significant effect on online repurchase intention. If customers perceive a product as meeting their expectations, a positive perception is formed and increases the likelihood of repeat purchases. Conversely, product discrepancies create negative perceptions and decrease the likelihood of repeat purchases.

Repeat purchases are influenced by perceived benefits and costs. In the context of online cosmetics stores on Instagram, customers tend to repurchase if they find the product useful and suitable. Therefore, it is important for sellers to understand customer desires.

Research by Calabuig et al. (2014) confirms that perceived value is a strong predictor of future purchase intentions. A similar finding was also found by Giffar (2016), who found a positive relationship between perceived value and repurchase intention.

H2: Product value has a positive influence on repurchase intention.

Beauty Influencer and Repurchase Intention

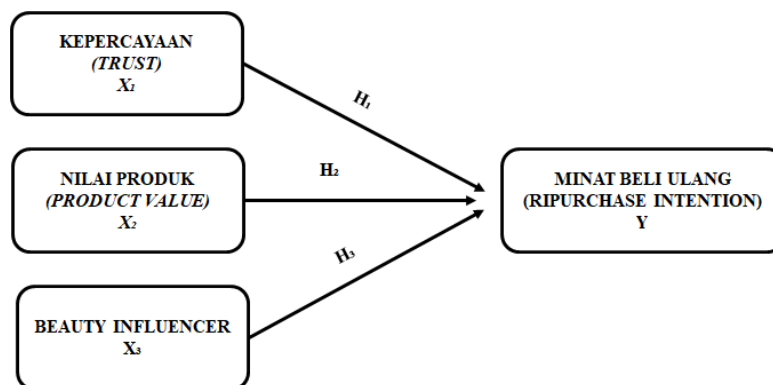
Advertising is part of the promotional mix aimed at influencing consumer attitudes and decisions. To attract attention and build consumer confidence, companies need to advertise creatively, one way is through trusted influencers relevant to the product being advertised (Rodriguez, 2008).

Influencers such as celebrities, experts, athletes, or actors can act as endorsers, providing testimonials and promoting products. Sumarwan (2007) stated that famous figures have significant appeal and a broad audience that can influence brand choices. According to Kotler and Keller (2009), influencers are more effective if they reflect the product's core characteristics.

Research by Pakpahan (2017) shows that influencers with high credibility and appeal can increase consumer confidence and satisfaction. This finding is further supported by Patimah, Yafiz, and Marliyah (2017), who found that endorsers influence customer satisfaction with cosmetic products.

H3: Beauty Influencers have a positive influence on repurchase intention.

Empirical Research Model



**Figure 1. Research Framework
Research Methods**

Population and Sample

A population is a generalized area consisting of subjects or objects possessing certain qualities and characteristics determined by the researcher to be studied and analyzed to draw conclusions (Sugiyono, 2015). The population in this study was millennials from Generation Z who use social media to purchase halal skincare products online by viewing reviews from beauty influencers. The population size is unknown because there is no data available on consumers with these characteristics. A sample is a portion of the population taken through specific methods to measure and observe its characteristics, and then draw conclusions about these characteristics that are considered representative of the population (Widiyono, 2013). The sampling technique used in this study was purposive sampling, a non-probability sampling method where selection is based on specific criteria (Sugiyono, 2012). The characteristics used by the researcher in this study were:

1. Muslim.
2. Have purchased more than three halal skincare products.
3. Use social media in the purchasing process.
4. Have seen beauty influencers explain halal skincare products.

Data Collection Method

This research used a quantitative approach, collecting data through literature reviews and questionnaires measured using a Likert scale. The population was Generation Z users of halal skincare products, and the sampling technique used was purposive sampling.

Analysis Techniques

The analysis tool used in this study is regression using SPSS software to determine the relationship between dependent and independent variables.

Results and Discussion

Validity Test

Table 1. Data Validity Test Results

Indicator	Rotated Component Matrix		
	1	2	3
Trust			
a. Halal skincare consistently maintains quality	0.746		
b. Halal skincare understands my facial care needs	0.682		
c. Halal skincare always informs the composition of ingredients used	0.518		
d. I believe in halal skincare	0.617		
e. Halal skincare works well on my face	0.803		
Product Value			
a. Halal skincare can make my skin healthy	0.815		
b. Halal skincare suits my purchasing power	0.664		
c. Using halal skincare makes me comfortable	0.577		
d. Using halal skincare makes me feel like I have fulfilled	0.594		

Indicator	Rotated Component Matrix		
	1	2	3
religious commands			
Beauty Influencer			
a. Beauty influencer used as a brand Halal skincare ambassador caught my attention		0.861	
b. Beauty influencers used as brand ambassadors for halal skincare can convince me		0.844	
c. Beauty influencer used as a brand The halal skincare ambassador has many followers		0.699	
d. Beauty influencer used as a brand Halal skincare ambassadors have good Islamic personal branding		0.574	
Repurchase Interest			
a. I will repurchase halal skincare	0.553		
b. I will recommend halal skincare to others	0.700		
c. I choose halal skincare as my first choice	0.824		
d. I always seek the latest information about halal skincare	0.800		

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard Alpha	Information
Trust (X1)	0,877	0,600	Raliabel
Product Value (X2)	0,830	0,600	Raliabel
Beauty Influencer (X3)	0,825	0,600	Raliabel
Repurchase Intention (Y)	0,828	0,600	Raliabel

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	
		BStd. Error	Beta	
1	(Constant)	4.233	1.376	
	Trust (X1)	.298	.106	.363
	Product Value (X2)	.376	.128	.366
	Beauty Influencer (X3)	.015	.078	.018

The results of the hypothesis testing and the experimental results conducted in this study indicate that the three independent variables tested in this study each have a positive influence on the dependent variable. These variables are trust, product value, and beauty influencer.

The validity test results, as shown in Table 4.8, show that the trust variable, which has five indicators, has the highest correlation with factor 1, with values ranging between

0.518 and 0.803. The product value variable has four indicators, with the highest correlation with factor 1, with values ranging between 0.577 and 0.815. The beauty influencer variable has four indicators that correlate with factor 3, with values ranging between 0.574 and 0.861. Meanwhile, the repurchase intention variable has four indicators that correlate with factor 2, with values ranging between 0.553 and 0.824.

Of these three independent variables, trust and product value have a positive and significant influence on repurchase intention, while the beauty influencer variable has a positive but insignificant influence. The relationship between these two variables can be explained as follows.

The Influence of Trust on Intention to Repurchase Halal Skincare

The results of the H1 hypothesis test, which examined the trust variable, demonstrated that the regression coefficient for the influence of trust on repurchase intention for halal skincare was 0.363. This value indicates a positive relationship between trust and halal skincare. Furthermore, the partial effect significance test, or t-test, yielded a value of 2.801, which is greater than the t-table value of 1.984, with a significance value of 0.006, less than 0.05. This means that H1 is accepted and H0 is rejected. Therefore, the trust variable (X1) has a positive and significant influence on repurchase intention for halal skincare.

The results of this study indicate that when consumers perceive halal skincare as consistent in quality, understanding of consumer preferences, providing clear information about product ingredients, being trustworthy, and addressing skin concerns, they will be more interested in purchasing, more likely to recommend products to others, becoming an alternative choice, and more likely to seek information about halal skincare.

These results align with research conducted by Juniwati and Sumiyati (2020), which concluded that trust significantly influences repurchase intention. A similar study was also conducted by Ruswanti et al., (2021) who believe that trust is considered a key factor that directly has a large influence on repurchase intentions.

The Influence of Product Value on Repurchase Interest in Halal Skincare

The results of the H2 hypothesis test, which examined the product value variable, demonstrated that the regression coefficient for the influence of the product value variable on repurchase intention for halal skincare was 0.366. This value indicates a positive relationship between the product value variable and the intention to repurchase halal skincare. Furthermore, the partial significance test, or t-test, yielded a value of 2.924, which is greater than the t-table value of 1.984, with a significance value of 0.004, less than 0.05. This means that H2 is accepted and H0 is rejected. Therefore, the product value variable (X2) has a positive and significant influence on intention to repurchase halal skincare.

The results of this study indicate that if a halal skincare product has functional, economic, emotional, and religious value, consumers will be more interested in purchasing it, will be more likely to recommend it to others, will consider it an alternative choice, and will seek information about halal skincare more frequently.

These results align with the research conducted by Calabuig et al. (2014), which showed that perceived value has been shown to influence intention to repurchase. This

study shows that perceived value serves as a better predictor for measuring future intentions compared to other variables used. Similar research was also conducted by (Giffar, 2016), which stated that there is a positive relationship between perceived value and repurchase intention.

The Influence of Beauty Influencers on Repurchase Interest in Halal Skincare

The results of the H3 hypothesis test, which examined the beauty influencer variable, demonstrated a regression coefficient of 0.018 for the influence of the beauty influencer variable on repurchase intention for halal skincare.

This value indicates a positive relationship between the beauty influencer variable and the intention to repurchase halal skincare. Furthermore, the partial significance test, or t-test, yielded a value of 0.197, which is smaller than the t-table of 1.984, with a significance value of 0.845 exceeding 0.05. This means that H3 is rejected and H0 is accepted. Therefore, the beauty influencer variable (X3) has a positive but insignificant influence on repurchase intention for halal skincare.

The results of this study indicate that even though a beauty influencer is attractive, can convince consumers, has a large audience, is professional, and has a strong personal brand, they cannot influence consumers to purchase, cannot influence consumers to refer others, cannot make consumers choose alternative products, and cannot influence consumers to seek information about halal skincare.

This is likely because the indicators used do not reflect the level of religiosity of the beauty influencer. According to Suki (2016), the credibility of beauty influencers influences purchase interest in halal products.

This research disagrees with the findings of Pakpahan (2017), who concluded that when an influencer possesses credibility and appeal, they are able to convince consumers to purchase and satisfy them. This finding also contradicts the study by Patimah, Yafiz, and Marliyah (2017), which stated that using endorsers as influencers can create customer satisfaction for cosmetic products.

Conclusions and Recommendations

Conclusion

The coefficient of determination (R^2) yielded an R^2 value of 0.496. This means that variations in the variables trust (X1), product value (X2), and beauty influencers (X3) influence 49% of the intention to repurchase halal skincare. The remaining 51% is influenced by independent variables not included in this study. The t-test results conclude that:

Trust has a positive and significant effect on intention to repurchase halal skincare. Product value has a positive and significant effect on intention to repurchase halal skincare. Beauty influencers have a positive but insignificant effect on intention to repurchase halal skincare.

The f-test results show that the f-value is 31.510 with a significance level of 0.000. The calculated F-value of 31.510 is greater than the table f-value of 2.70, with a significance level of $0.000 < 0.05$. So it can be concluded that the independent variables, namely trust and the value of beauty influencer products, have a positive and significant simultaneous effect on the interest in repurchasing halal skincare.

Research Limitations

There were several limitations to this study during the implementation process. It is hoped that these limitations can provide considerations and lessons for future researchers. These limitations include:

1. The R^2 level in this study was 49%, making it moderate.
2. The respondents in this study were exclusively millennials.

Suggestion

Based on several research findings, some suggestions are provided, including:
To Companies

When companies offer halal products, including skincare, to consumers through beauty influencers, they should consider the influencer's level of religiosity. According to Suki (2016), the influencer's level of religiosity is also a factor in consumer repurchase intention.

This study failed to prove a relationship between beauty influencers and repurchase intention, so companies should be more selective in selecting beauty influencers. This is in line with a study conducted by Glover (2009), which concluded that the beauty influencer's image must be identical to the product's image.

To Further Research

Regarding the R^2 , which is still in the moderate category, future research should consider testimonials from people who have used halal skincare. The R^2 level in this study is in the moderate category. Therefore, future research can consider the variables of religious belief, halal certification, and personal societal perception, as evidenced by Awan et al. al (2015) found that religious belief, halal certification, and personal societal perception influence the intention to purchase halal products. Furthermore, halal labeling, halal awareness, and advertising can also be considered. This aligns with Widyaningrum's (2019) finding that halal labeling, halal awareness, and advertising influence purchase intention.

Millennials have limited purchasing power for halal skincare. Therefore, future research can consider purchasing power as a factor influencing repurchase intentions for halal skincare.

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