

Examining Brand Experience, Brand Trust, and Customer Satisfaction as Predictors of Loyalty in Halal Skincare Products

Loyalty in Halal Skincare

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ABSTRACT

This study aims to analyze the influence of brand experience, brand trust, and customer satisfaction on brand loyalty in halal skincare products. Additionally, this research explores the mediating role of customer satisfaction in the relationship between brand experience and brand loyalty. This study employs a quantitative approach, collecting data through an online questionnaire distributed to consumers of the halal skincare brand Somethinc. The data collected was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The results indicate that brand experience, brand trust, and customer satisfaction have a positive and significant influence on brand loyalty. Furthermore, customer satisfaction significantly mediates the relationship between brand experience and brand loyalty. This study has several limitations, including its focus on a single halal skincare brand, Somethinc, making it difficult to generalize the findings to other brands. Additionally, the cross-sectional approach used does not allow for observing long-term changes in brand loyalty. This research contributes to both academics and marketing practitioners by providing insights into the factors influencing brand loyalty in halal skincare products. The findings can be used by companies to enhance their marketing strategies by strengthening brand experience, building customer trust, and improving satisfaction to maintain customer loyalty.

Keywords: Brand Experience, Brand Loyalty, Brand Trust, Customer Satisfaction, Halal Skincare

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman merek, kepercayaan merek, dan kepuasan pelanggan terhadap loyalitas merek dalam produk perawatan kulit halal. Selain itu, penelitian ini mengeksplorasi peran mediasi kepuasan pelanggan dalam hubungan antara pengalaman merek dan loyalitas merek. Penelitian ini menggunakan pendekatan kuantitatif, mengumpulkan data melalui kuesioner daring yang dibagikan kepada konsumen merek perawatan kulit halal Somethinc. Data yang terkumpul dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa pengalaman merek, kepercayaan merek, dan kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap loyalitas merek. Lebih jauh, kepuasan pelanggan secara signifikan memediasi hubungan antara pengalaman merek dan loyalitas merek. Penelitian ini memiliki beberapa keterbatasan, termasuk fokusnya pada satu merek perawatan kulit halal, Somethinc, yang membuatnya sulit untuk menggeneralisasikan temuan ke merek lain. Selain itu, pendekatan cross-sectional yang digunakan tidak memungkinkan untuk mengamati perubahan jangka panjang dalam loyalitas merek. Penelitian ini memberikan kontribusi bagi akademisi dan praktisi pemasaran dengan memberikan wawasan mengenai faktor-faktor yang memengaruhi loyalitas merek dalam produk perawatan kulit halal. Temuan penelitian ini dapat digunakan oleh perusahaan untuk meningkatkan strategi pemasaran mereka dengan memperkuat pengalaman

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Kata kunci: *Pengalaman Merek, Loyalitas Merek, Kepercayaan Merek, Kepuasan Pelanggan, Halal Skincare*

INTRODUCTION

Cosmetics have become an important part of everyday life, for both women and men. These products are used not only to beautify or improve appearance, but also to maintain healthy skin. As the beauty industry develops, the demand for halal cosmetic products is increasing. This is influenced by the increasing public awareness of the importance of using products that comply with halal principles, especially in countries with a Muslim majority population such as Indonesia (Latiff, 2020). The halal cosmetic industry is experiencing rapid growth. Muslim Global 2019/2020, global spending on the halal industry in 2018 reached \$ 2.2 trillion, including spending on medicines and cosmetics, with halal products reaching a value of 156 million USD (Latiff, 2019).

Meanwhile, based on Mirza's report (2020), in the State of the Global Islamic Economic Report 2020/2021, the value of the halal cosmetics industry is estimated to increase by 2.9% in 2024. In Indonesia itself, data from Limanseto (2024), recorded the growth of the cosmetics industry by 9.61%, with the number of business units engaged in this industry increasing from 819 in 2021 to 913 in 2022. In addition, Statista estimates that the Indonesian cosmetics industry will grow by 4.59% per year from 2023 to 2028. Amidst the tight competition in the skincare industry, brand loyalty is a very important factor for manufacturers to retain customers. Brand loyalty describes positive consumer behavior towards a brand that encourages them to make regular and repeat purchases (Amalia & Rahmadhany, 2023). The brand experience factor is one aspect that can influence consumer loyalty. When consumers have a pleasant and satisfying experience with a brand, they tend to remain loyal and even recommend the brand to others. Consumer purchasing interest also plays an important role in the marketing strategy of halal skincare products. According to Taufik (2020), purchasing interest reflects the possibility of consumers to buy a brand or switch to another brand.

Several previous studies have discussed the relationship between brand experience, brand trust, and customer satisfaction in building brand loyalty, especially in halal skincare products. A study conducted by Serra-Cantalops et al. (2024), showed that a positive brand experience can increase customer trust in a product, which ultimately impacts brand loyalty. Similar findings were also presented by (Makur et al., 2022), which highlighted that brand trust is a key factor in repurchase decisions, especially in products with a halal label that have a strong religious aspect for Muslim consumers. In addition, research from Kurniasih & Elizabeth (2021), revealed that customer satisfaction acts as a mediating variable between brand experience and brand loyalty in the halal beauty industry. Another study conducted by Pratama et al. (2024), found that a good brand experience not only increases customer satisfaction but also strengthens emotional attachment to the brand, which contributes to long-term loyalty.

Meanwhile, a study by Afiftama & Nasir (2024) highlighted that consistency in providing a positive brand experience can strengthen customer trust in a product's halal claim, which ultimately drives loyalty to the brand. This decision is influenced by various factors, including trust in the brand and the level of satisfaction felt by consumers. Therefore, understanding the relationship between brand experience, loyalty, and purchase intention is an important aspect in developing a marketing strategy for halal skincare products. This study aims to analyze customer satisfaction with halal skincare products which is very relevant in understanding consumer preferences and helping manufacturers develop products that not only meet halal standards, but are also of high quality and safe to use. With the increasing demand for halal products and the tight

competition in the cosmetics industry, this study is expected to contribute to improving the quality of halal skincare products and strengthening the brand's position in the market

LITERATURE REVIEW

Brand Experience

Putra & Keni (2020), stated that brand experience produces positive results and influences future-oriented decision making: Consumers are more likely to make repeat purchases (reconsider intentions) and recommend to others. Brand experience is an important part of creating consumer experience with a brand during search, selection and purchase, there is an interaction between consumers and products that represents the emotional value of individuals and brands (Kusuma, 2022). Brand experience is a component of the model and is a context in which consumers not only buy products or services but also brands (Qomariyah & Haryadi, 2022). Consumers' rich experiences with the products they buy are the reason for their trust in the brand. When consumers' experiences with a product match what they expect, they develop a strong personal bond with the brand (Maino et al., 2022). In a study by Paujiah et al. (2022), states that direct consumer connections are something that brands can start today. Consumers search for goods, make purchases, receive services, and use goods. In addition, an exceptional customer experience can directly affect consumer perceptions of the brand, thus encouraging them to do so. Serra-Cantallops et al. (2024), emphasized that positive emotions or sentiments of satisfaction towards the goods or services provided will arise as a result of a pleasant and extraordinary experience. Customer satisfaction is greatly influenced by brand experience because consumers not only demand better functionality from the goods they buy, but also a positive shopping or using experience. According to research by Riskiyansyah & Nuvriasari (2024), brand experience with satisfaction is positively and significantly influenced by the results.

Customer Satisfaction

According to Dam & Dam (2021), customer satisfaction has a positive and significant effect on customer loyalty. This impact can be attributed to the fact that customers who are satisfied with a product are more likely to continue interacting with it, because customer satisfaction increases their willingness to continue using a particular product or brand. According to Kotler (2017), customer satisfaction refers to feelings of pride or disappointment that arise when customers equate their evaluation or opinion of a service or product with what they expect. Customers are more likely to remain loyal to a business when they stay because they are satisfied with the value and level of service they receive. Customer satisfaction with a product or service can lead to repeat purchases, increased product frequency, and ultimately brand loyalty. According to previous research, by Naini et al. (2022), consumer loyalty increases with customer satisfaction. According to Cetin (2020), service quality experiences predict customer satisfaction, which in turn predicts customer loyalty. Building customer loyalty through mediating client happiness is the first step towards creating long-term partnerships and enhancing a company's reputation.

Brand Trust

Alfia & Dwiridotjahjono (2023), stated that brand trust has a positive and significant effect on brand loyalty because brand trust can increase brand loyalty. Brand trust shows that the relationship between consumers and brands can go beyond consumer satisfaction in terms of the company's functional performance (Adriana et al., 2023). A person's desire to trust and rely on something is influenced by various factors, including competence, honesty, and integrity. According to (Kadarusman et al., 2019), the ability of customers to trust a brand to fulfill its promises is called brand trust. In short, brand trust is the customer's desire to have confidence in something. Business performance is influenced by a number of variables, and companies report high levels of reliability to encourage repeat purchases. Brand trust is a feeling of security and confidence in quality when it can meet

customer expectations (Tamba & Purba, 2023). Today's society is increasingly selective in choosing brand products. Consumer trust in a brand is a secondary factor in determining loyalty. Consumer trust in a product is an overall impression based on what people think and know about the product, therefore trust in a product is greatly influenced by its beliefs, especially how consumers trust a product that is at the top product level. This study is in line with research by Khasanah et al. (2021), which shows that trust in a brand is a consumer's personal tendency to trust the brand.

Brand Loyalty

Brand loyalty is the tendency of consumers to repeatedly buy the same brand without being influenced by competitors or other external factors (Putra & Keni, 2020). As stated by Alfia & Dwiridotjahjono (2023), brand loyalty increases customer satisfaction and strengthens the bond between customers and brands. Brand loyalty can be interpreted as a measure of the attachment that consumers feel to a brand. Brand loyalty is a consumer's attitude in choosing a particular product from a brand based on past shopping experiences, measured by repeated consumer purchases, and the likelihood that consumers will switch to another brand or maintain the brand as their first choice. The brand has undergone several changes in terms of price, quality, quantity, and features. Brand loyalty refers to the extent to which people are committed to a particular brand. This can be reflected in internal attitudes, reflected in long-standing prejudices toward a particular brand, or in externally manifested behaviors, such as repeating a particular purchase of several alternative brands (Astuti, 2016). Brand loyalty has a rich research tradition across disciplines, and its structure has been identified as a complex mixture of attitudinal and behavioral elements. Brand loyalty can be considered a special case of relationship marketing, where customers have a strong psychological attachment to the brand they consume.

Hypothesis Development

Brand experience refers to the overall interaction of a customer with a brand, including sensory, affective, cognitive, and behavioral aspects. In the context of halal skincare, a positive brand experience, such as attractive packaging, pleasant aroma, comfortable product texture, and effective usage experience, can increase customer loyalty (Cici & Mardikaningsih, 2022). Customers who have a positive experience are more likely to repurchase and recommend the product to others. Brand trust is a customer's belief in the quality, safety, and honesty of a brand. In halal skincare products, this trust is stronger if the product has official halal certification, safe ingredients, and transparency in its production process (Permatasari, 2020). Customers who trust a brand will feel more comfortable continuing to use the product and are less likely to switch to another brand. Customer satisfaction occurs when a product meets or exceeds customer expectations. In halal skincare products, satisfaction can come from product benefits, effectiveness in caring for the skin, price that matches the quality, and ease of purchase. If customers are satisfied, they will tend to remain loyal to the brand and will not easily switch to other brands. Customer satisfaction plays a role as a mediating variable between brand experience and brand loyalty. This means that a positive brand experience does not immediately increase brand loyalty, but first increases customer satisfaction. Customers who feel satisfied due to a good brand experience will be more likely to be loyal to the brand. In the context of halal skincare products, a pleasant brand experience, customer trust in the quality and halalness of the product, and a high level of satisfaction can together drive customer loyalty. Customers who experience positive interactions, feel safe with the products they consume, and are satisfied with the benefits they get will be more likely to continue using the brand in the long term.

H1: Brand experience has a positive and significant effect on brand loyalty.

H2: Brand trust has a positive and significant effect on brand loyalty.

H3: Customer satisfaction has a positive and significant effect on brand loyalty.

H4: Customer satisfaction has a positive and significant effect in mediating brand experience on brand loyalty.

H5: Brand experience, brand trust, and customer satisfaction have a positive and significant effect on brand loyalty to halal skincare products.

METHODS

This research is a quantitative research. This research uses primary data sources. Primary data is collected directly from respondents. Researchers use primary data, especially questionnaires published online, via Google Form which can be accessed with an internet connection. Participants in this study were men and women who use Somethinc halal skincare products. Sampling technique is the process of selecting a number of appropriate components from a population. In circumstances where the number of this research population is unknown so that it is difficult to determine the right number of samples, the researcher chooses non-probability sampling, namely purposive sampling or sample selection based on the researcher's subjective considerations, because the sample is considered capable of providing the desired information and meets the criteria. The variables in the study, namely Brand Experience (PM), reflect the emotional and cognitive responses of consumers from interactions with brands, such as often thinking about the brand, feeling happy, satisfied, proud, and comparing it with other brands. Brand Trust (KM) is consumer confidence in the honesty, sincerity, and promise of brand performance. Customer Satisfaction (KP) is formed from the comparison between expectations and reality, influenced by product quality, service, price, and ease of access. Brand Loyalty (LM) measures consumer engagement, indicated by consistent subscription intentions, loyalty, and recommendations to others. This study uses SmartPLS (SEM PLS) as a data analysis tool to test and validate the relationship between brand experience, brand trust, and customer satisfaction as predictors of brand loyalty to halal skincare products, in order to gain empirical insight into the factors that influence consumer loyalty.

RESULTS

Outer model or measurement model is part of Structural Equation Modeling (SEM) analysis used to test the relationship between indicators and latent constructs (latent variables). Outer model testing aims to evaluate the validity and reliability of indicators used to measure latent constructs in research. Outer loading is a coefficient value that indicates the strength of the relationship between an indicator and the latent construct it measures. An indicator is considered valid if it has an outer loading value of more than 0.7. The higher the outer loading value, the stronger the relationship between the indicator and its latent construct.

Table 1. Outer Loading

	Brand Trust	Customer Satisfaction	Brand Loyalty	Brand Experience
KM.1	0.731			
KM.2	0.734			
KM.3	0.755			
KM.4	0.753			
KM.5	0.771			
KP.1		0.765		
KP.2		0.731		
KP.3		0.737		
KP.4		0.762		
KP.5		0.755		
LM.1			0.778	
LM.2			0.753	
LM.3			0.736	
LM.4			0.759	
LM.5			0.763	
PM.1				0.772

	Brand Trust	Customer Satisfaction	Brand Loyalty	Brand Experience
PM.2				0.762
PM.3				0.731
PM.4				0.722
PM.5				0.761

Source: primary data 2025, processed

Table 1 shows the factor loading values for each indicator in the variables Brand Trust (KM), Customer Satisfaction (KP), Brand Loyalty (LM), and Brand Experience (PM). Each indicator has a value above 0.7, indicating that all indicators have good convergent validity. The Brand Trust variable consists of five indicators (KM.1–KM.5) with loading values ranging from 0.731 to 0.771. Customer Satisfaction also has five indicators (KP.1–KP.5) with loading values ranging from 0.731 to 0.765. Brand Loyalty includes five indicators (LM.1–LM.5) with loading values ranging from 0.736 to 0.778. Brand Experience consists of five indicators (PM.1–PM.5) with loading values ranging from 0.722 to 0.772. All indicators have values that meet the minimum requirements (>0.7) to be used in further analysis. These results indicate that the instruments used are reliable in measuring each construct.

Tabel 2. Validity and Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0.804	0.865	0.561
Customer Satisfaction	0.806	0.865	0.563
Brand Loyalty	0.815	0.871	0.574
Brand Experience	0.806	0.865	0.562

Source: primary data 2025, processed

Table 2 shows Cronbach's Alpha which is a measure of internal consistency that measures how well the indicators in one construct correlate with each other. A Cronbach's Alpha value of more than 0.7 indicates good reliability. Composite Reliability to measure the reliability of the latent construct by considering the variance generated by the indicators. A Composite Reliability value of more than 0.7 also indicates good reliability. AVE measures the amount of variance captured by the construct relative to the amount of variance due to measurement error. An AVE value of more than 0.5 indicates good convergent validity, meaning that more than 50% of the indicator variance can be explained by the latent construct.

Table 3. Hypothesis Testing

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand experience -> brand loyalty	0.254	0.254	0.066	3.823	0.000
Brand Trust -> Brand Loyalty	0.525	0.525	0.059	8.902	0.000
Customer Satisfaction -> Brand Loyalty	0.445	0.448	0.066	6.729	0.000
Brand Experience -> Customer Satisfaction -> Brand Loyalty	0.257	0.261	0.050	5.132	0.000
Brand experience -> customer satisfaction -> brand loyalty -> brand trust	0.135	0.136	0.032	4.239	0.000

Source: primary data 2025, processed

Inner model or structural model is part of SEM which is used to test the relationship between latent constructs. Inner model testing aims to evaluate the strength and direction of the relationship between latent constructs and test the hypotheses proposed in the study. The path coefficient value ranges from -1 to 1. A positive value indicates a positive relationship, while a negative value indicates a negative relationship. The hypothesis is considered significant if the t-statistic value is more than the critical value (usually 1.96 for a 5% significance level) or the p-value is less than 0.05.

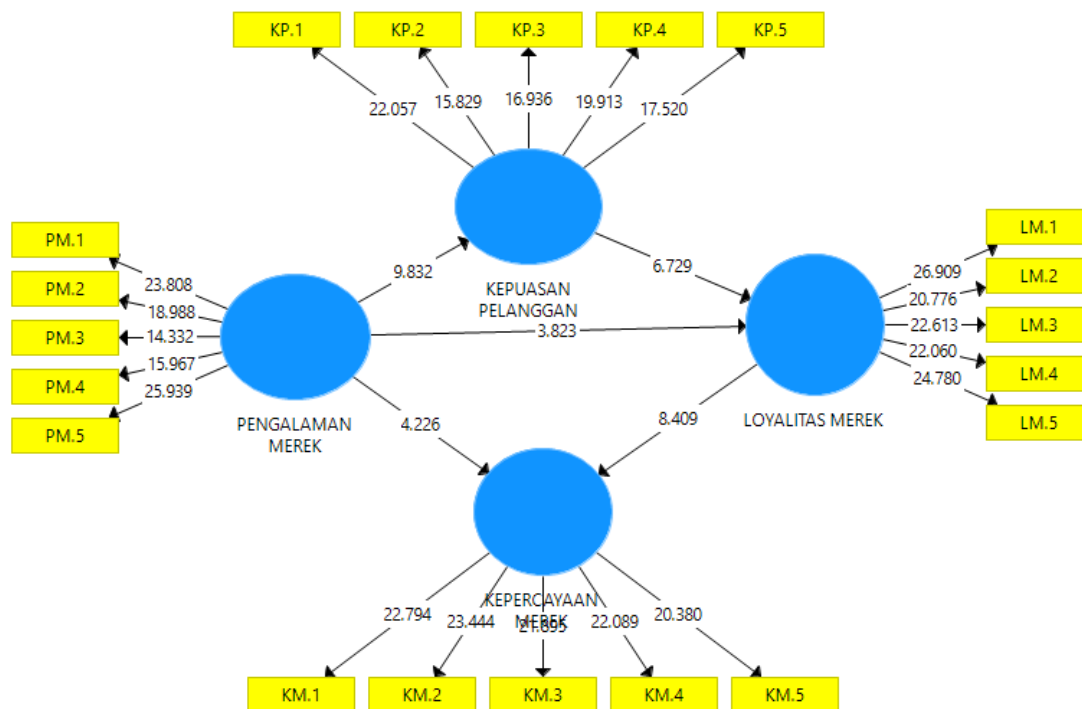


Figure 1. Data Processing Results

Partial Least Squares Structural Equation Modeling (PLS-SEM) structural model that shows the relationship between variables. These variables are Brand Experience, Brand Trust, Customer Satisfaction, and Brand Loyalty. The results of the analysis show that Brand Experience has a direct effect on Customer Satisfaction of 9,832. Brand Trust also contributes to Customer Satisfaction by 4,226 and Brand Loyalty by 8,409. Customer Satisfaction itself affects Brand Loyalty with a value of 6,729. The values on the indicator arrows (e.g. 22.057 on KP.1) are outer loadings which show how strongly the indicator represents the construct. Overall, this model shows a positive relationship between variables with significant loading values and structural paths.

DISCUSSION

The Influence of Brand Experience on Brand Loyalty to Halal Skincare Products

The results of the study show that brand experience has a positive and significant influence on brand loyalty to halal skincare products. Positive brand experiences, such as satisfying product usage experiences, attractive packaging, and pleasant interactions with the brand, can increase consumer loyalty (Salsabila & Nurhadi, 2022). Consumers who have a good brand experience tend to feel more satisfied and loyal to the product, so they will continue to buy the product and recommend it to others (Sutriani et al., 2024). A positive brand experience builds an emotional attachment with consumers, which in turn strengthens their loyalty to the brand.

The Influence of Brand Trust on Brand Loyalty to Halal Skincare Products

Brand trust has been shown to have a positive and significant influence on brand loyalty to halal skincare products. This trust is formed through consistent product quality, transparent communication, and commitment to halal (Khasanah et al., 2021). Consumers who trust a brand feel safer and more comfortable in using the product sustainably (Alfia & Dwiridotjahjono, 2023). High trust also encourages consumers to remain loyal and recommend the brand to others. Therefore, brand trust is an important factor in forming strong loyalty.

The Effect of Customer Satisfaction on Brand Loyalty in Halal Skincare Products

Customer satisfaction has a positive and significant effect on brand loyalty in halal skincare products. High customer satisfaction is achieved when the product meets or even exceeds consumer expectations (Meidita et al., 2018). Consumers who are satisfied with halal skincare products tend to repurchase the product and remain loyal to the brand. Customer satisfaction also encourages consumers to share their positive experiences with others, which can increase overall brand loyalty (Sutriani et al., 2024; Saputra et al., 2024). Therefore, maintaining customer satisfaction is an important strategy in maintaining and increasing brand loyalty.

Mediating Customer Satisfaction in the Relationship between Brand Experience and Brand Loyalty to Halal Skincare Products

The results of the study show that customer satisfaction mediates the relationship between brand experience and brand loyalty to halal skincare products. Positive brand experience can increase customer satisfaction (Laili & Canggi, 2021). This satisfaction then strengthens consumer loyalty to the brand. Thus, brand experience plays a role not only directly, but also indirectly through customer satisfaction (Saputra & Ariani, 2024). Consumers who are satisfied with the brand experience tend to feel more loyal to the brand. They are also more likely to make repeat purchases and recommend it to others.

Significant Relationship between Brand Experience, Brand Trust, and Customer Satisfaction with Brand Loyalty to Halal Skincare Products

The results of the study show a significant relationship between brand experience, brand trust, and customer satisfaction with brand loyalty to halal skincare products. These three factors interact with each other and have a joint influence on consumer loyalty. Positive brand experience can form a strong perception of the brand. High trust in the brand also strengthens consumer confidence to remain loyal. In addition, customer satisfaction is an important key in maintaining long-term relationships with consumers (Kusuma, 2022). By managing these three factors optimally, companies can increase consumer loyalty to halal skincare products.

CONCLUSION

This study shows that brand experience, brand trust, and customer satisfaction have a positive and significant effect on brand loyalty in halal skincare products. In addition, customer satisfaction is proven to mediate the relationship between brand experience and brand loyalty. This finding confirms that positive experiences when using a product, trust in the brand, and satisfaction with product quality and service are important factors in building consumer loyalty. The practical implications of this study are that companies can increase customer loyalty by creating a pleasant brand experience, strengthening brand image and trust, and ensuring customer satisfaction through good product quality and responsive service. This study contributes to the marketing literature, especially in the context of halal skincare products, and becomes a reference for companies in developing marketing strategies that are oriented towards customer experience and satisfaction. This study has several limitations, including the limitation of the research object to only one halal skincare brand, namely Somethinc, so the results may not be generalized to other brands. In addition, the cross-sectional approach used in this study does not allow for

observing changes in brand loyalty in the long term. Further research can use a longitudinal study design to measure changes in brand loyalty over time. By conducting repeated surveys on the same respondents, researchers can see how brand experience, brand trust, and customer satisfaction affect brand loyalty over the long term. The study can also identify trends and patterns of change relevant to brand loyalty.

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