



Halal Certification as a Catalyst: The Role of Brand Love and Fear in Shaping Consumer Fidelity

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Abstract. Cosmetic products have become a primary necessity for both women and men. The development of cosmetic products continues to increase, one of which is cosmetic products with Perception Halal Certification. This research was conducted with the aim of determining the influence of Brand Love and Brand Sacredness mediated by Perception Halal certification on Brand Fidelity. The study was conducted in March 2024 using a survey method via Google Forms, employing non- probability sampling with a total of 140 respondents located in East Java. The analysis was performed using Smart PLS software as the measurement tool. The results of this research found that Brand Love has a significant positive effect on Brand Fidelity, Brand Sacredness has a positive but not significant effect on Brand Fidelity, Perception Halal Certification has a significant positive effect on Brand Fidelity, Brand Love has a significant positive effect on Perception Halal Certification, Brand Sacredness has no effect on Perception Halal Certification, Brand Love has a significant positive effect on Brand Fidelity through Perception Halal Certification, Brand Sacredness has no effect on Brand Fidelity through Perception Halal Certification..

Keywords: Perception Halal Certification, Brand Love, Brand Fidelity.

1 Introduction

The growth of the cosmetics industry can provide women with the convenience to meet their primary needs, and this situation can create opportunities for entrepreneurs to fulfill consumer demands. Things to consider when purchasing cosmetics include the suitability of the raw materials, as not all cosmetic brands can be used by all skin types. In this case, consumers conduct trials by buying a particular brand to see if it matches their facial or body skin condition. In addition to the content of the raw materials used, consumers should pay more attention to the presence or absence of halal certification labels on brands.

Perception is a process that begins with feelings through listening and creating an image of that feeling [1]. The image of a cosmetic product that arises from specific feelings allows consumers to take further actions, such as seeking the experiences of other users of the cosmetic brand and looking for information related to the cosmetic

product. The word "Halal" is a quality standard based on Islamic law that must be followed by Muslims in their daily activities [2]. Based on the decision of the Indonesian Ulema Council (MUI) in 2013, halal cosmetics are those that do not contain elements of alcohol, pig or dog ingredients, blood, animal cruelty, and carrion. The halal claim on cosmetic brands not only meets distribution permits in Indonesia but also enhances competitiveness in the local market, which is dominated by a majority Muslim population, as reported by The Conversation [3]. In addition to building consumer trust in the alignment of brands with Islamic principles, halal certification has become an effective marketing strategy to attract Muslim consumers. In the perspective of Islam, the choice of consuming halal or haram is considered an important issue and is seen as the essence of diversity. Every individual is required to ensure the legality of a product or service before using it [4]. In addition to being a legal obligation, the perception of halal certification also serves as a strategic step to strengthen the position of cosmetic brands in the vast and potential market in Indonesia.

Consumer perception of halal certification affects sales growth, especially in East Java, as reported by Wahyu Wibisana [5]. It is known that in 2022, the Muslim population in East Java reached 94.35%, with a total population of 41 million people [6]. The emergence of satisfaction and a sense of security in using cosmetics leads an individual to have a strong commitment to the brand, as it reflects a positive attitude, commitment, and intention to continue purchasing a brand in the future [7]. Brand fidelity can be seen from the behavior of loyal consumers and how well consumers feel aligned with the brand; thus, consumers will focus on the strengths and weaknesses without paying attention to competitors. Brand fidelity can be defined as the level of customer loyalty towards a brand. Brand loyalty can be demonstrated through consumers who repurchase products, perceive that the brand has uniqueness, and appreciate the brand [8].

Having an interest in a brand is a natural feeling for consumers before they decide to continue using that brand. Consumers feel that the brand meets their expectations by recognizing the advantages that a particular brand offers. Brand loyalty arises from a fondness for the brand, and this fondness can be referred to as Brand Love. Carroll & Ahuvia [9] explain that Brand Love is the emotional connection consumers have, characterized by feelings of affection and satisfaction in using the brand. Consumers will trust all elements associated with the brand, leading to a sense of love for it. A situation where consumers and brands build an emotional bond and a relationship that has drive or passion with a particular brand [10]. The importance of Brand Love for a brand can serve as a supporting factor in making purchasing decisions, as it fosters an attraction to a brand without considering other competitors. The more consumers value a brand, the more they will tolerate a price increase for that brand, because they are unwilling to lose a brand that causes them feelings of anxiety [11]. The explanation above illustrates that Brand Fidelity arises from Brand Love; consumers who have affection for a brand will contribute more to that brand. As confirmed in empirical studies by Joshi & Garg [12].

The unique feelings experienced by consumers when using a brand can be one of the determining factors of whether consumers will engage in repeat usage or repurchases of that brand. When consumers feel that a brand provides an experience that exceeds

their expectations, customer loyalty to that brand is created. The sacredness felt by consumers when using a particular brand can be referred to as Brand Sacredness. The use of the term sacred in Brand Sacredness refers to the feelings experienced by consumers and the quality provided by a brand to its consumers [13]. In the concept of Brand Sacredness, there is a deeper love that consumers have for the brand, surpassing the level of Brand Love [14]. Love for a brand can evolve into a higher level, known as Brand Sacredness. At this level, consumers not only love the brand but also have a very special experience in using it. It should create a close relationship between consumers and the brand, where the unique experiences provided by a brand to consumers are hard to replace by other brands [15]. In Brand Sacredness, consumers can feel the benefits related to the brand with a focus on the spiritual dimension or values associated with a brand. The concept of Brand Sacredness plays an important role in building emotional connections and enhancing long-term usage through the added value that consumers believe in a brand.

Brand Love can be realized when consumers feel trust in a product because they believe that the product provides the satisfaction they seek. The feeling of love for a brand creates an emotional attachment for consumers to that brand, which can lead to positive effects or a sense of fit with a particular brand. The greater the alignment between consumers and a brand, the more positive the impact on Brand Love [16]. In addition, brand love can arise from the brand itself, meaning that the brand has a better image compared to its competitors. One factor that can evoke a sense of love for the brand is the perception of halal certification associated with it.

The perception of halal certification provides a sense of security when using a brand. Brands that have halal certification are not only intended for Muslims; rather, the granting of halal certification indicates that the products being marketed do not contain ingredients that are inappropriate for use in the production of cosmetic products. Brand Love can serve as an indicator to assess satisfaction, trust, and affection towards the use of a product. [9]. The perception of halal certification can help reach a larger consumer base, as consumers believe that cosmetic brands with halal certification have quality that aligns with Islamic law. The perception of halal certification on a brand can foster consumer loyalty in product usage. The sense of satisfaction experienced by consumers is one of the supporting factors that leads them to make repeat purchases as a form of commitment to halal-certified brands [17]. The feeling of love for a particular brand can arise from an interest in that brand, influenced by its positive image and supporting factors such as the presence of halal certification. This makes consumer loyalty easier to achieve.

Brand Sacredness gives a special feeling when using a brand's product and becomes an important aspect in assessing brand quality. Different feelings when using a brand can impact consumers during direct contact with the brand; consumers can experience sensations and responses while using the brand's products. The uniqueness of a brand can be felt when customers use the brand, through word of mouth, and when they see information about it, such as advertisements [18]. The perception of halal certification on a brand becomes a supporting factor due to the special benefits that consumers receive when using the brand's products. Consumers can feel the impact when using cosmetic brands that have a perception of halal certification, and they can determine

whether the cosmetic brand truly aligns with the claims made. Brands with a halal certification are often used for the long term, due to consumer confidence in feeling safe when using halal cosmetics. The unique feeling that arises from using cosmetics perceived as halal certified can foster consumer loyalty to a halal brand, as consumers believe that the brand provides the satisfaction they desire. Consumer attitudes that can be observed when they are loyal to a brand perceived as halal certified include a lack of hesitation in repeat purchase decisions regardless of where they are, ease in recommending the brand to others, and a willingness to buy the brand in the future based on its uniqueness and the benefits they experience [19].

2 Literature Review

2.1 Brand Fidelity

Brand fidelity is a deep-rooted loyalty to a brand, characterized by a long-term relationship between consumers and the brand. As defined by Grace et al. [20], brand fidelity encompasses behavioral aspects like accommodation, forgiveness, and a willingness to sacrifice, as well as cognitive factors such as a preference for the brand over competitors, interdependence, and positive perceptions. Price disparities among brands often take a backseat for consumers who prioritize the benefits and effectiveness offered. A willingness to sacrifice, whether it's time, resources, or compromise, is a hallmark of such a committed relationship.

2.2 Brand Love

Brand love is a deep-seated affection for a brand, characterized by a strong attraction and emotional connection. While consumers may not explicitly state a long-term commitment, their actions and behaviors demonstrate a strong loyalty to the brand [21]. Brand love is distinct from satisfaction, liking, and trust, defined as an affectionate bond with the brand [9]. This love relationship is enduring and goes beyond superficial influences, making the beloved brand irreplaceable. Consumers may feel disadvantaged if the brand becomes unavailable for an extended period. Brand love also biases perceptions in favor of the brand, leading to positive views. Albert et al. [22] identified six primary dimensions of brand love: idealization, intimacy, pleasure, dreams, memories, and unity, which collectively contribute to the broader dimensions of passion and affection.

2.3 Brand Sacredness

Brand sacredness is the perception of a brand as unique and possessing a spiritual essence that resonates with consumers. It implies that the brand transcends ordinary objects, offering distinct advantages [13]. Consumers who identify with a sacred brand often exhibit behaviors and practices that contribute to its development and maintenance. According to Cornwall et al. [23], brand sacredness comprises three elements:

belief (confidence in the brand's superiority), emotion (special feelings associated with trust), and consumer practices (behaviors that support the brand). Beyond individual benefits, brand sacredness fosters connections among consumers who share a common belief and appreciation for the brand [24].

2.4 Perception of Halal Certification

Halal certification is an official recognition of a product's compliance with Islamic guidelines for preparation, cleanliness, and handling, as determined by certifying bodies like LPPOM Halal MUI [25]. For cosmetic products, halal certification ensures adherence to Islamic principles and is a prerequisite for labeling products as halal. Halal cosmetics are often the preferred choice for Muslims due to their compliance with hygiene and sanitation standards [26]. While primarily targeting Muslims, halal cosmetics are also gaining popularity among non-Muslims who value the associated positive attributes. A positive personal outlook among non-Muslims can influence their intention to purchase halal cosmetics, even if they do not adhere to Islamic dietary laws [27].

2.5 Brand Love and Brand Fidelity

Brand love, as a theoretical construct, explores the emotional connection between consumers and brands [9]. In an increasingly competitive market with numerous new entrants, brand love plays a crucial role in fostering consumer loyalty [28]. Cosmetic brands that prioritize halal certification often offer exceptional experiences and are perceived as sacred by consumers [15]. The emotional satisfaction derived from using halal-certified cosmetics can contribute to brand love [22]. Based on these insights, we propose the following hypothesis:

H1: Brand Love positively influences Brand Fidelity.

2.6 Brand Sacredness and Brand Fidelity

Brand sacredness, when applied to halal-certified cosmetics, can evoke a deep sense of loyalty and attachment, making the brand irreplaceable [29]. The unique qualities of halal cosmetics, often tied to religious obligations, can foster a strong emotional connection [20]. This emotional bond can lead consumers to prioritize the brand, even if it requires sacrifices or compromises [30]. Based on these insights, we propose the following hypothesis:

H2: Brand Sacredness positively influences Brand Fidelity.

2.7 Perception of Halal Certification and Brand Fidelity

Halal certification serves as a guide for Muslims in selecting products [31]. Using halal-certified cosmetics can enhance consumer satisfaction, influencing their attitudes towards the product. Religion plays a significant role in Muslim lives, and religiosity reflects the depth of faith. This can also influence consumer perceptions of product

usage [32]. Religiosity can positively impact consumer satisfaction and loyalty towards halal cosmetic products [33]. The satisfaction derived from using halal cosmetics fosters brand loyalty, leading to long-term relationships [20]. Based on these insights, we propose the following hypothesis:

H3: Perception of Halal Certification positively influences Brand Fidelity.

2.8 Brand Love and Perception of Halal Certification

Halal certification has become a significant factor for consumers when choosing cosmetic products. The presence of a halal certificate issued by an Islamic organization, verifying compliance with Islamic guidelines (including the absence of alcohol or pork-derived ingredients), is crucial [34]. Using halal cosmetics can have positive psychological effects if the products align with consumer needs. As Nawaz et al. [35] noted, brand love can be influenced by cultural identity and religiosity. In Islamic communities, product preferences are often rooted in religious teachings, emphasizing divine permission over individual desires [36]. Muslim consumers may seek brands with halal certification to align with Islamic principles. Based on these insights, we propose the following hypothesis:

H4: Brand Love positively influences the Perception of Halal Certification.

2.9 Brand Sacredness and Perception of Halal Certification

Brand sacredness, in the context of halal-certified cosmetics, offers consumers an extraordinary experience, as these products are perceived as adhering to religious principles [14]. The unique qualities of halal cosmetics can evoke distinct feelings and experiences, leading consumers to believe in the brand's authenticity and superiority [14]. Using halal-certified cosmetics can make consumers feel honored and aligned with religious values [37]. Halal cosmetic users often view the products as sacred and spiritually significant, fostering a sense of connection among like-minded individuals [24]. Based on these insights, we propose the following hypothesis:

H5: Brand Sacredness positively influences the Perception of Halal Certification.

2.10 Perception of Halal Certification mediates Brand Love and Brand Fidelity

Brand love is rooted in satisfaction, enjoyment, and trust, fostering a deep emotional connection [9]. This emotional attachment can positively impact the brand [16]. Alignment between consumers and a brand can enhance brand love, and halal certification can play a supporting role. A positive brand image, coupled with halal certification and brand fidelity, can facilitate consumer engagement. Brand fidelity often involves long-term commitment, including sacrifices and contributions [20]. Based on these insights, we propose the following hypothesis:

H6: Perception of Halal Certification mediates Brand Love on Brand Fidelity.

2.11 Perception of Halal Certification mediates Brand Sacredness and Brand Fidelity

Brand sacredness evokes unique feelings and experiences for consumers, allowing them to assess the brand's quality [13]. Halal certification can enhance brand perception due to the special benefits it offers, including adherence to cleanliness and sanitation standards [26]. Consumers can evaluate whether halal-certified cosmetics align with their expectations. The uniqueness of halal-certified brands can foster consumer loyalty, leading to a willingness to recommend the brand to others [19]. Based on these insights, we propose the following hypothesis:

H7: Perception of Halal Certification mediates Brand Sacredness on Brand Fidelity

3 Methods

The quantitative research approach employs surveys, testing models, and hypotheses to measure variables and answer research questions [38]. This study uses descriptive statistical analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software to analyze data collected through online questionnaires. Four variables, each measured by multiple items on a 5-point Likert scale (strongly disagree to strongly agree), were assessed. A significant factor loading is considered to be greater than 0.50 [39]. The study included 14 questions, with three to four questions per variable.

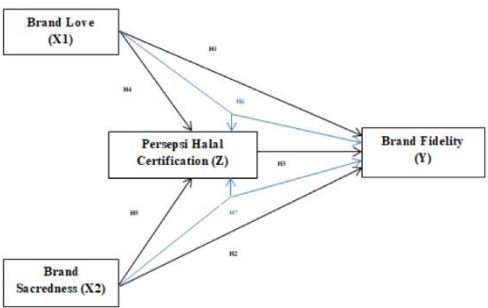


Fig. 1. Research Framework

The study focused on cosmetic users in East Java who perceive halal certification. Purposive sampling was used to select respondents who actively use halal-certified cosmetic products. The sample size was determined using the Hair et al. (2019) formula, requiring a minimum of 5 to 10 times the number of items. With 14 questionnaire items, a sample size of 140 individuals was sufficient.

4 Results and Discussions

4.1 Result

Characteristics of Respondent. This study was conducted in East Java, focusing on all users of halal-certified cosmetics. The sample of 140 respondents included 27 males (19.3%) and 113 females (80.7%). The majority of respondents were aged 17-22 (57.1%), with students comprising the largest occupational group (69.3%). Monthly expenses ranged primarily between Rp.1,000,000 and Rp. 2,000,000 (45.7%). All respondents were residents of East Java.

Table 1. Individual Characteristic

Characteristic	Category	Frequency	Presentation
Gender	Male	27	19.3%
	Female	113	80.7%
Age	<17	0	0%
	17 – 22	80	57.1%
	23 – 28	46	32.9%
	29 – 34	3	2.1%
	>34	11	7.9%
Professional Status	Student	97	69.3%
	Civil Servant	3	2.1%
	Entrepreneur	15	10.7
	Housewife	7	5.0%
	Teacher	2	1.4%
	Others	16	11.4%
Monthly Expenses	< Rp. 1.000.000,-	36	25.7%
	Rp. 1.000.000 – Rp. 2.000.000,-	64	45.7%
	Rp. 2.000.000 – Rp. 3.000.000,-	19	13.6%
	Rp. 3.000.000 – Rp. 4.000.000,-	12	8.6%
	Rp. 4.000.000 – Rp. 5.000.000,-	4	2.9%
	>Rp5.000.000,-	5	3.6%

Source: Primary Data (2024)

Validity and Reliability Test. The assessment of each item's validity is evident from the standardized loading factor values displayed in Table 2. An item is considered valid when its loading factor value reaches 0.7. Upon analyzing the data, it is confirmed that all items in this study meet the validity criterion. The validity results are outlined as follows:

Table 2. Outer Loading Factor

Variable	Item	Outer Loading Factor
Brand Love [9]	Cosmetic brands with halal certification are truly exceptiona	0.803
	I love cosmetic brands that are halal certified	0.787

	Cosmetic brands with halal certification make me feel comfortable	0.835
	Cosmetic brands with halal certification are really outstanding	0.839
Brand Sacredness [14]	I am deeply committed to this halal-certified brand	0.820
	I hold my chosen halal-certified brand in high reverence	0.838
	I have a strong emotional connection to this halal-certified brand	0.841
Brand Fidelity [20]	Price increases for halal-certified cosmetics are understandable	0.857
	Negative comments about halal-certified cosmetics would upset me	0.853
	Halal-certified cosmetics are exceptional and stand out from competitors	0.845
Perception Halal Certification [40]	Halal certification is a key factor in my cosmetic choices	0.889
	I prioritize halal-certified cosmetics	0.846
	I carefully verify the authenticity of halal certification on cosmetics	0.869
	I can distinguish between genuine and counterfeit halal logos	0.781

Source: Primary Data (2024)

As shown in Table 2, all items in the study have outer loadings exceeding 0.7, indicating their validity. Among these items, the Brand Love variable has the highest loading of 0.839, suggesting that halal cosmetic brands are exceptionally valued. The Brand Sacredness variable has a high loading of 0.841, reflecting the emotional attachment to preferred halal brands. Brand Fidelity's highest loading is 0.857, supporting the notion that halal cosmetic brands are worth paying more for. Finally, the Halal Certification Perception variable has the highest loading of 0.889, emphasizing the importance of the halal logo in product selection.

Table 3. Validity and Reliability Construct

Variable	Cronbach's Alpha	CR	AVE	Result
Brand Fidelity	0.814	0.888	0.726	Valid dan Reliable
Brand Love	0.834	0.889	0.666	Valid dan Reliable
Brand Sacredness	0.780	0.872	0.694	Valid dan Reliable
Perception of Halal Certificat	0.868	0.910	0.717	Valid dan Reliable

Source: Data processed by SmartPLS 3.0, CR= Composite Reliability, AVE=Average Variance Extracted

As shown in Table 3, all variables have AVE values exceeding 0.50, with the Brand Love variable having the lowest value at 0.666. Brand Fidelity has the highest AVE value at 0.726. These results indicate that all variables are valid. Table 3 also demonstrates that the Cronbach's Alpha and Composite Reliability values for each variable

are greater than 0.7, confirming the reliability of the research. The Composite Reliability values are consistently higher than Cronbach's Alpha, further supporting the study's reliability.

To assess the significance of p-values and the relationship between variables, the variance explained by the model can be examined. The R-square value provides a measure of the model's goodness of fit, indicating the proportion of variance in the dependent variable explained by the independent variables. The calculated R-square value is as follows:

Table 4. R-Square Model

Variable	R-Square	R-Square Adjusted
Perception of Halal Certification	0.624	0.619
Brand Fidelity	0.830	0.826

Source: Data processed by SmartPLS 3.0

As shown in Table 5, the R-square value for Halal Certification Perception is 0.624, indicating that Brand Love, Brand Sacredness, and Brand Fidelity explain 62.4% of its variance. The remaining 37.6% is attributed to other factors not considered in this study. For Brand Fidelity, the R-square value is 0.830, suggesting that the three predictor variables explain 83% of its variance.

Table 5. Structural Hypothesis Model Test

Hypothesis	Path Coefficient	T Statistics	P Value	Result
Brand Love → Brand Fidelity	1.209	6.530	0.000	H1 Rejected
Brand Sacredness → Brand Fidelity	-0.629	3.926	0.000	H2 Accepted
Perception of Halal Certification → Brand Fidelity	0.334	4.400	0.000	H3 Accepted
Brand Love → Perception of Halal Certification	0.990	4.433	0.000	H4 Accepted
Brand Sacredness → Perception of Halal Certification	-0.210	0.966	0.335	H5 Rejected
Brand Love → Perception of Halal Certification → Brand Fidelity	0.331	3.087	0.002	H6 Accepted
Brand Sacredness → Perception of Halal Certification → Brand Fidelity	-0.070	0.945	0.345	H7 Rejected

Source: Data processed by SmartPLS 3.0

4.2 Discussion

The influence of Brand Love on Brand Fidelity. This study demonstrates a significant positive relationship between Brand Love and Brand Fidelity. Halal cosmetic users in East Java expressed a fondness for their preferred brands, attributing this to the exceptional experiences offered by halal cosmetics. Consumer satisfaction with halal

products can foster brand love, leading to loyalty and a willingness to maintain long-term relationships. As previously researched by Carroll & Ahuvia [9] and Grace et al. [41], brand love is a strong predictor of brand fidelity. Therefore, it can be concluded that Brand Love positively influences Brand Fidelity

The influence of Brand Sacredness on Brand Fidelity. The study found a negative relationship between Brand Sacredness and Brand Fidelity. The sacredness of a brand can negatively impact fidelity if it fails to adapt to evolving consumer needs and preferences. This can lead to declining product quality and drive consumers to seek alternatives. As outlined by Cornwall et al. [23], brand sacredness relies on confidence, emotional experience, and consumer behavior. If these factors are not met, negative responses may arise. Brand fidelity is characterized by positive attitudes, commitment, and future purchase intentions [7]. However, a brand's perceived purity can lead to lost trust and loyalty if it experiences price increases, ineffective marketing, quality decline, or image changes. While Brand Sacredness in halal cosmetics may have a negative impact on Brand Fidelity, it's still considered acceptable.

The influence of Perception of Halal Certification on Brand Fidelity. The study found a positive relationship between Halal Certification Perception and Brand Fidelity. Consumers who prioritize halal certification in cosmetic products consider the halal logo as a crucial factor in their purchase decisions. The halal logo can instill trust and confidence in consumers, leading to a perception of safety and satisfaction. This positive perception and strong commitment can foster a sense of ownership towards the brand, ultimately driving brand loyalty. As demonstrated by previous research [20], [33], religiosity plays a role in influencing consumer satisfaction and fidelity towards halal products. Therefore, the perception of halal certification in cosmetic products can positively impact consumer fidelity.

The influence of Brand Love on of Perception of Halal Certification. The study found a positive relationship between Brand Love and Perception of Halal Certification. Halal cosmetic users in East Java perceived halal-certified products as exceptional, valuing their unique qualities. The halal logo was considered a significant factor in product selection, fostering positive consumer perceptions and brand love. As demonstrated by previous research [23], [24], [40], brand love can positively influence the perception of halal certification.

The influence of Brand Sacredness on of Perception of Halal Certification. As shown in Table 5, Brand Sacredness did not significantly influence Perception of Halal Certification. Consumers demonstrated limited understanding of halal cosmetics as sacred items, failing to evoke emotional responses during brand usage. While Cornwall et al. [23] identified confidence, emotional experience, and consumer behavior as key factors in brand sacredness, consumers lacked understanding of the halal logo's significance. The halal logo did not serve as a reference for product selection, highlighting

the individual responsibility to verify product legality [4]. Therefore, Brand Sacredness did not impact Perception of Halal Certification.

The influence of Brand Love on Brand Fidelity mediated by the Perception of Halal Certification. The study found that Brand Love, mediated by Perception of Halal Certification, positively influences Brand Fidelity. The exceptional qualities of halal-certified cosmetics, including their unique features and halal certification, can evoke feelings of love and affection. This can lead to long-term usage and a willingness to sacrifice for the brand. As demonstrated by previous research [9], [20], [33], brand love can be fostered through the uniqueness of halal-certified cosmetics, positively impacting Brand Fidelity.

The influence of Brand Sacredness on Brand Fidelity mediated by the Perception of Halal Certification. The study found that Brand Sacredness, mediated by Perception of Halal Certification, did not significantly influence Brand Fidelity. While halal cosmetic brands can evoke emotional responses [14], the focus on halal certification as a purchasing factor may not be sufficient to drive long-term loyalty. Price variations are less important to consumers than the benefits and effectiveness offered [41]. Therefore, Brand Sacredness, mediated by Perception of Halal Certification, does not impact Brand Fidelity.

5 Conclusion

This study examined 140 halal-certified cosmetic users in East Java. Using SmartPLS software, we found that Brand Sacredness did not significantly influence Perception of Halal Certification or Brand Fidelity. However, Brand Love, Perception of Halal Certification, and their interactions positively influenced Brand Fidelity. While Brand Sacredness initially showed a positive effect on Brand Fidelity, it was ultimately insignificant, suggesting that consumers may not always prioritize brand sacredness over other factors. This research highlights the importance of halal cosmetic brands and their potential benefits for consumers.

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