

---

# The Influence of Product Quality and Brand Image on repurchase Intention of Halal Cosmetic Products in e-Commerce

M. Rachman Mulyandi, Raynaldi Haryvan Tjandra

Universitas Matana

Corresponding email : [rachman.mulyandi@matanauniversity.ac.id](mailto:rachman.mulyandi@matanauniversity.ac.id)

## Abstract

The purpose of this study is to analyze the relationship between product quality and repurchase intention, to analyze the relationship between brand image and repurchase intention. This research is a type of quantitative research with a causality model. This research method is quantitative, the respondents in this study were 400 cosmetic consumer respondents who were determined by simple random sampling, distributing questionnaires through online questionnaires which were distributed through social media such as Twitter, Instagram and WhatsApp. Data analysis used structural equation modeling (SEM) with smartPLS 3.0 software tools. The online questionnaire was designed using a Likert scale of 1 to 7. The stages of data analysis were validity, reliability and hypothesis testing. The results of data analysis show that product quality has a positive and significant effect on repurchase intention, the higher the quality of the product that meets consumer expectations, the higher the intention to repurchase the product in the future. Furthermore, brand image has a positive and significant effect on repurchase intention. A better brand image such as a pioneer of halal beauty products, a good reputation, and a well-known brand results in a higher repurchase intention for the product.

**Keywords:** Product Quality, Brand Image, Repurchase Intention, Halal, E-Commerce, Cosmetics

## Introduction

Indonesia is a country with the highest Muslim population in the world. The Muslim population in Indonesia reaches 229.6 million people or 87.2% of the total population of Indonesia and 13% of the world's Muslim population. With such a large Muslim population, domestic and international needs and demands for halal products can make Indonesia the center of the world's halal product industry so that there is a need for the development of the halal product industry such as halal food, halal fashion, halal travel, halal cosmetics, halal medicines, halal media, sharia tourism and sharia finance. The development of the Islamic economy in Indonesia is getting more and more rapid, this is evidenced by the GIE (Global Islamic Economy) data for 2020/2021 which measures the strength of the sharia economy in

73 countries, Indonesia ranks fifth where This ranking has increased from the previous year in 2018/2019 which was in tenth place. Exports of Indonesian halal products to Islamic countries amounted to 10.7% in third place showing that the Indonesian halal industry is getting better

Developments in the world of technology have influenced the opening of complete shopping access using online marketplace or e-commerce services. Online shopping offers many advantages including transactions that can be completed anywhere and anytime, reduced time and costs, a wider selection of goods and services, finding information about products and comparing prices between different distributors quickly and easily. According to [Yasin et al. \(2021\)](#) satisfied consumers can foster a sense of consumer buying interest. According to [Putri et al. \(2022\)](#) repurchase intention is basically customer behavior in which customers respond positively to the quality of products/services from a company and intend to re-consume the company's products. According to [Kusnandar et al. \(2020\)](#) state that brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. The brand image itself is formed from existing realities so that if a Nike product does something. Marketing in the form of advertising must be in accordance with what is in the product. This makes brand image an important factor in winning the market to consumers.

According to [Kusnandar et al. \(2020\)](#); [Ketut \(2018\)](#); [Purwanto et al. \(2021\)](#); [Putri et al. \(2022\)](#) explained that repurchase intention is a process of buying products at the same company. Consumers who are willing to repurchase the same brand or product because they had a good experience or had their expectations met. Repeat purchases benefit the company because the customer will be loyal, can understand the information provided easily, is willing to pay a high enough price, and is willing to promote the product without the company incurring additional costs. Companies can reduce costs and increase profits as long as they are successful in retaining their customers and encouraging customer repurchase intentions. [Shalehah et al. \(2019\)](#) said quality is an important factor in repurchasing. According to [Mandili et al. \(2022\)](#); [Mursid et al. \(2021\)](#) stated that product quality is seen from the ability of the product to provide performance or results that are in line with even more than what consumers expect. Companies must provide quality according to the standards desired and needed by consumers. This is because consumers are usually willing to repurchase high quality products even though they are expensive. According to [Mursid et al. \(2021\)](#); [Naseri et al. \(2021\)](#) stated that product quality has a positive and significant effect on repurchase intention. The same results were also strengthened by [Dana & Pramudana \(2021\)](#). However, in the study by [Kusnandar et al. \(2020\)](#) stated that product quality has no effect on repurchase intention. According to [Naseri et al. \(2021\)](#) explained that brand image is a depiction of an individual's perception of a brand that is formed from past experience of using that brand. A good brand image will make it easier for consumers to recognize a product and create a good perception of the product so as to enable consumers to make purchase intentions and even repeat purchases. According to [Mursid et al. \(2021\)](#); [Purwanto et al. \(2021\)](#); [Putri et al. \(2022\)](#) stated that the better the brand image of a product, the higher the consumer's intention to repurchase. This opinion is also supported by [Saputri et al. \(2021\)](#); [Shahid et al. \(2022\)](#); [Tian et al. \(2022\)](#) However, these results are not in line with the research of [Princess et al. \(2022\)](#) that brand image has a positive but not significant effect on repurchase intention.

## Literature Review and Hypothesis Development

### Repurchase Intention

According to [Rahmawaty et al. \(2022\)](#); [Saputra et al. \(2020\)](#); [Saputri et al. \(2021\)](#); Purchase intention is the desire of consumers to buy a product that comes from external factors of the product. When consumers have a positive purchase intention, this forms a positive brand commitment that encourages consumers to take actual buying actions. Buying interest arises after receiving stimulation from something that consumers see. Purchase intention is an impulse that arises in a person to buy goods or services in order to fulfill their needs. Consumer buying interest is consumer behavior that consumers want to buy or choose a product based on choice, use, consumption and even the desired experience. Interest in buying is determined by a sense of interest in a product and then consumers feel interested and a desire arises to buy it. The indicators include, according to; [Shahid et al. \(2022\)](#); [Tian et al. \(2022\)](#); [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) namely: 1) Referential interest 2) Transaction interest 3) Preferential interest 4) Explorative interest. Purchase intention has been studied by researchers According to [Purwanto et al. \(2021\)](#); [Nugroho et al. \(2021\)](#); [Rahmawaty et al. \(2022\)](#) explained repurchase intention, namely the tendency of consumers to buy products from the same manufacturer in the long term. According to [Saputri et al. \(2021\)](#); consider repurchase intention as the customer's intention to repurchase a product or service from the original business, namely the customer's psychological commitment to service. The indicators used in this study according to [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) the number one brand when buying, willing to repurchase and recommend it to others.

### Product Quality

Product quality is a dynamic state associated with people, products, environment, services or services that meet or exceed expectations. There is also a definition of product quality which is related to goods and services that include functionality, durability, reliability and performance that exceeds expectations. Product Quality Indicators [Tian et al. \(2022\)](#); [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) satisfaction with a product or service has the following factors: 1) Performance, 2) Additional features 3) Conformance of specifications 4) Durability 5) Aesthetics. Product quality has been studied by previous researchers, namely [Saputra et al. \(2020\)](#); [Saputri et al. \(2021\)](#) Product quality, namely the ability of goods to provide performance or results that are in line with even more than what consumers expect. [Nugroho et al. \(2021\)](#); [Rahmawaty et al. \(2022\)](#); states that product quality is the customer's perception of the quality or superiority of a product or service. The description of the extent to which the product can meet the needs and desires of consumers is a function of product quality. Product quality indicators used in this study according to [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) namely performance, features, conformance to specifications, aesthetics, and perceived quality. According to [Shahid et al. \(2022\)](#); [Tian et al. \(2022\)](#); [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes. Meanwhile, according to [Shahid et al. \(2022\)](#); [Tian et al. \(2022\)](#); [Trihudyatmant et al. \(2022\)](#); [Yasin et al. \(2021\)](#) quality is an advantage possessed by

these products. Quality in the view of consumers is something that has a space of influence on the Perception of Halal Certification & its own scope, which is different from quality in the eyes of producers when issuing a product that is usually known for its true quality. Products are the result of production that will be delivered to consumers to be distributed and utilized by consumers to meet their needs. Product is anything that can be offered to a market to be noticed, owned, used or consumed so as to satisfy a want or need.

### Brand Image

Brand image is the perception and belief held by consumers, as reflected in the associations that are formed in their memory. Brand image represents the overall perception of a product and is formed from information and past experiences with that product. Brand image is a unique set of associations in the minds of customers regarding what the brand has and the implied promise that the brand makes. <sup>7</sup> This means that brand image is a unique set of associations in the minds of customers about what the brand should have. According to [Fadholi et al. \(2020\)](#); [Genoveva et al. \(2020\)](#) brand image is a description of consumer associations and trust in certain brands. Brand image is the consumer's understanding of the characteristics of a product or company when identifying and differentiating the product from its competitors' products in order to generate consumer confidence in the brand. The brand association becomes consumer memory information in implying a brand. Brand image is a type of association that appears in the minds of consumers when considering a certain brand. Brand image is used as a warning to remember brand information. Therefore, brand image may have real and virtual associations in the minds of consumers. Brand image indicators in this study are in accordance with [Borzooei et al. \(2013\)](#); [Chairunnisa et al. \(2022\)](#); [Fadholi et al. \(2020\)](#); [Genoveva et al. \(2020\)](#) namely the strength of brand association, the favorability of brand association, and the uniqueness of a brand association.

### Relations between Variables

Product quality is an important thing that every product must have. Product quality must really be considered so that consumers feel satisfied with use so that consumers can continue to choose the same product. With good product quality, it will strengthen consumers in making purchases of these products. Based on research conducted by [Awan et al. \(2015\)](#); [Borzooei et al. \(2013\)](#); [Chairunnisa et al. \(2022\)](#); [Fadholi et al. \(2020\)](#); [Genoveva et al. \(2020\)](#) showed that product quality has a significant effect on consumer buying interest in Wardah brand products. Where product quality has influenced potential consumers to be interested in buying Wardah branded cosmetics. Then in the next study conducted by [Borzooei et al. \(2013\)](#); [Chairunnisa et al. \(2022\)](#) the results of the study show that product quality has a partial effect on consumer purchase intention, price partially influences consumer purchase intention, so that product quality and price simultaneously have a positive effect on consumer purchases. Products that have very good quality can give confidence to consumers who will repurchase this product. The results of the research by [Ambali et al. \(2014\)](#); [Anggadwita et al. \(2019\)](#) show that product quality that is maintained and further improved will create repurchase intentions by consumers. Consumers who have previously experienced product quality will intend to repurchase at the same company. This is in line with the opinion of [Awan et al. \(2015\)](#); [Genoveva et al. \(2020\)](#) which states that product quality has a positive and significant effect on repurchase intention. This opinion is also supported by [adinugraha et al. \(2021\)](#); [Ambali et al. \(2014\)](#); [Fadoli et al. \(2020\)](#). Research conducted by [Genoveva et al.](#)

(2020) show different results. This study states that product quality has no effect on repurchase intention.

*H1: There is an effect of product quality on repurchase intention.*

Better brand image than other brands generates higher repurchase intention. Consumers tend to trust brands that have a positive image so that this can affect consumers' desire to repurchase the product. This is in line with the research by Mursid et al. (2021); Naseri et al. (2021); the better the brand image, the higher the consumer's intention to make a repurchase. Santi & Atmosphere (2021) argue that brand image has a positive and significant influence on repurchase intention. This study explains that maintaining a good brand image by trying to increase reputation and popularity makes consumers repurchase products. However, a different opinion was expressed by Mursid et al. (2021); Naseri et al. (2021); Princess et al. (2022) that brand image has a positive but not significant effect on repurchase intention.

*H2: There is an influence of brand image on repurchase intention*

## Method

This research is a type of quantitative research with a causality model. This research was conducted to examine the effect of product quality and brand image on repurchase intention. Cosmetic users are the population in this study, where samples are taken using simple random sampling technique. Respondents in this study were 400 cosmetic consumer respondents who were determined by simple random sampling, distributing questionnaires through online questionnaires which were distributed via social media such as Twitter, Instagram, and WhatsApp. Data analysis used structural equation modeling (SEM) with smartPLS 3.0 software tools. The online questionnaire was designed using a Likert scale of 1 to 7. The stages of data analysis were validity, reliability and hypothesis testing.

The research hypothesis is

*H1: Product Quality has a positive and significant effect on Repurchase Intention*

*H2: Brand image has a positive and significant effect on Repurchase Intention*

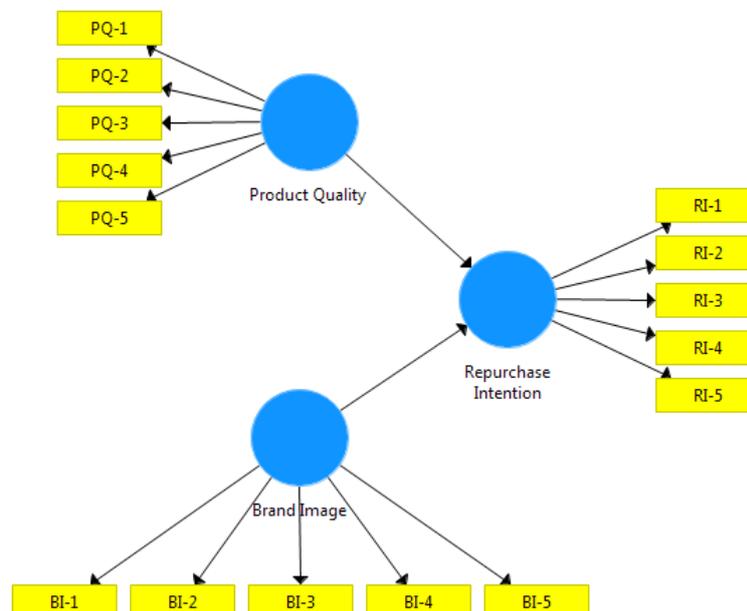


Fig 1 . Research Model

**Result and Discussion**

This research used Path Analysis Technique to investigate the direct influence among the research variables and used Smart PLS-SEM 3.3 software to analyze the data (Purwanto et al, 2019), and used a formula to calculate the indirect influence of independent variables on dependent variable through intervening variables (Purwanto et al., 2020).

**Reliability and Average Variance Extracted (AVE)**

Reliability of each variable show the high coefficient in term Cronbach’s Alpha and Composite Reliability (more than 0.700) and also Average Variance Extracted (AVE – measured the convergent validity) of each variable have met the criteria of validity (more than 0.500) as described in the table below.

Tabel 1: Reliability and AVE

No	Variables	Cronbach’s Alpha	Composite Reliability	AVE
1	Product Quality	0.807	0.845	0.598
2	Brand image	0.975	0.998	0.801
3	Repurchase intention	0.802	0.808	0.604

**Path Coefficients**

Path Coefficients on Research Framework of Innovation can be described in figure below.

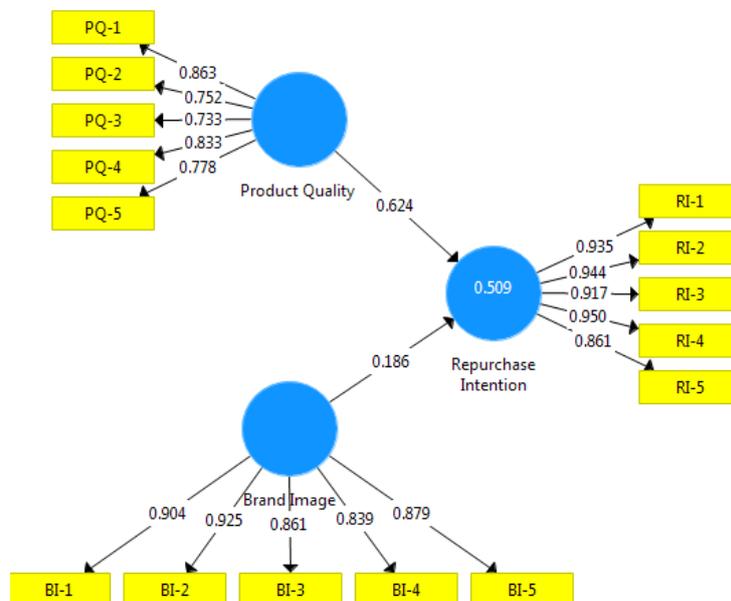


Figure 2: Path Coefficients on Research Framework of Innovation

**Research Hypotheses Testing**

Based on the path coefficients mentioned above it can be found that all research hypotheses were tested as described on the Table 2 below.

Table 2. Hypothesis Testing

No	Path Analysis	Path-Coefficient	T Value	p-value <	Remark
1	Product Quality >> Repurchase Intention	0.624	6.267	0.000	Supported
2	Brand image >> Repurchase Intention	0.186	2.247	0.000	Supported

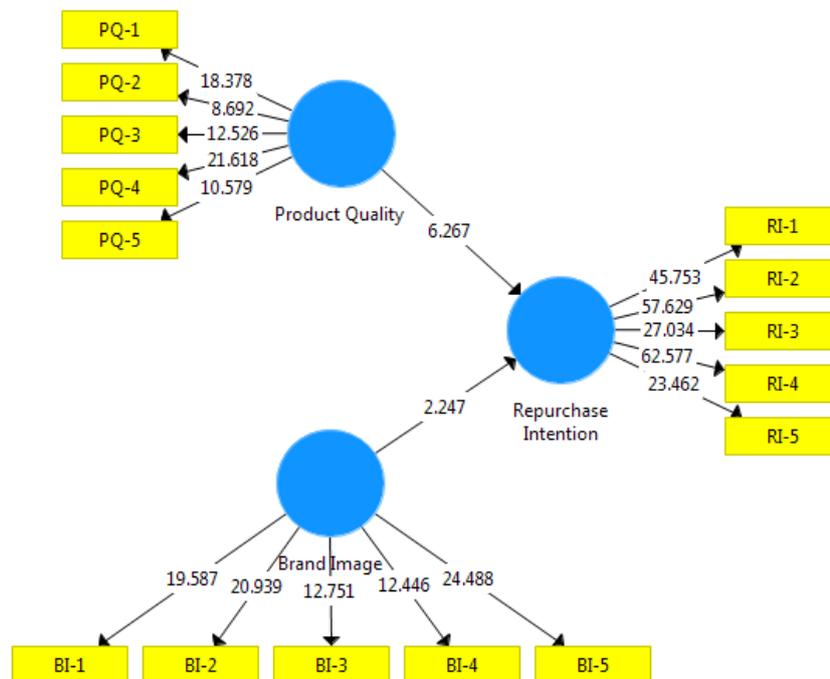


Figure 3. Hypotheses Testing

**Effect of Product Quality on Repurchase Intention**

Based on the results of the hypothesis testing, the t value was obtained by  $6.267 > 1.96$  so it was concluded that there was a positive and significant relationship. Based on research by

Awan et al. (2015); Borzooei et al. (2013); Chairunnisa et al. (2022); Fadholi et al. (2020); Genoveva et al. (2020) the relationship between service quality variables and customer satisfaction variables has a significant effect. This is shown in his research that service quality has the greatest influence. According to Adinugraha et al. (2021); Ambali et al. (2014) showed that there is a positive influence on service quality variables on customer satisfaction. Customer satisfaction at Pondok Indah Ranch Market is very good, this should be maintained because customers will feel satisfied if the quality of service provided is in line with the research of Anggadwita et al. (2019); Cloud et al. (2015); Borzooei et al. (2013); Chairunnisa et al. (2022); Fadholi et al. (2020); Genoveva et al. (2020) the results of this study stated that product quality has an influence on customer satisfaction so that it can increase the level of sales at the company.

Based on the various test results above, it can be seen that product quality has a significant and positive effect on repurchase intention. Purwanto et al. (2021); Putri et al. (2022) explains that product quality is the ability of goods to provide performance or results that are in line with even more than what consumers expect. The results of this study indicate that the product is able to provide performance or results as expected by consumers. So, the higher the quality of Wardah lipstick, the higher the consumer's repurchase intention for products on Shopee e-commerce. In the beauty product industry, women tend to try products to feel the quality of these products. If the quality of the product provided is good, they will automatically continue to repurchase the product. Research conducted by Mursid et al. (2021); Naseri et al. (2021); Purwanto et al. (2021); Putri et al. (2022) showed different results because the variable indicator of product quality in this study, namely the durability of the packaging, had a small effect. Thus, product quality in this study has no effect on repurchase intention.

### Effect of Brand Image on Repurchase Intention

Based on the results of the hypothesis testing, the t value was obtained by  $2.247 > 1.96$  so it was concluded that there was a positive and significant relationship. The results showed that Brand Image has a significant positive effect on customer satisfaction, Brand Image variable has the greatest/dominant influence on Customer Satisfaction. According to Saputri et al. (2021); Shahid et al. (2022) also said that brand image has a significant positive effect on customer satisfaction. It is said that when a consumer gets an item with good quality this can make the brand image and customer satisfaction itself increase. This is supported by According to Tian et al. (2022); Trihudyatmant et al. (2022); Yasin et al. (2021) that brand image variables do not have a direct effect on purchase intention. Brand image has an indirect effect through the variable perceived value on purchase intention, which means that a good brand image will encourage an increase in perceived value and product, this increase can increase interest in buying the product. Brand image is a perception and belief held by consumers, as reflected in the associations that occur in consumer memory. Saputra et al. (2020); Saputri et al. (2021); Shahid et al. (2022) satisfaction is one important thing that deserves attention. A brand image that is seen as good will lead to a positive attitude towards consumers. Consumers who know very well about the product, will create a separate satisfaction in using the product he wants to use or use. This encourages companies to create and build a good brand image to encourage customer satisfaction. Based on the test results, it

can be seen that brand image has a significant and positive effect on repurchase intention. Sangadji & Sopiah (2013) argue that brand image is a type of association that appears in consumers' minds when remembering a particular brand. Cosmetics have a positive brand image in the eyes of consumers, such as halal and well-known products. With this association, consumers will tend to choose products that have a positive image in their memory. A better brand image results in higher repurchase intention, while a worse brand image results in lower repurchase intention. The results of this study are in accordance with the research of Purwanto et al. (2021); Nugroho et al. (2021); Rahmawaty et al. (2022).

Strategic brand management reflects how brand models are able to predict purchase intentions. As a result of the experiential effect, positive information makes the information process more elaborative which helps the customer-brand relationship process to be positive. Brand image as an important concept in marketing is needed when consumers lack the required information. Brand image becomes an important reference when consumers make purchasing decisions. The value creation in a brand gives the customer impression and feeling about the brand. Thus, brand image is a set of perceptions, beliefs, ideas, and impressions of a person towards a brand. Brand image is related to features, values, and product categories that customers rely on to get an overall perception of the brand's core values and qualities. Consumers with strong brand trust and image have a tendency to be willing to pay and high intention to buy. Brand image plays an important role in the formation of perceptions that are the basis for certain buying behavior. Brand image has a positive impact on purchase intentions. Therefore, marketers must develop effective marketing communication programs that create a brand image to motivate customers to have purchase intentions. Brand image has a significant influence on purchase intentions, the better the brand image of a product, the more it will be able to increase consumer purchase intentions. Product quality is one of the potential strategic weapons to beat competitors, so only companies with the best product quality will grow rapidly. , and in the long term the company will be more successful than other companies. The advantages of an item or product produced by the company known by consumers and will lead to an awareness of the product brand. Superior product quality in terms of the flavors offered, attractive packaging variations will be able to provide interest to customers who will certainly carry out a purchasing process.

### **Conclusion**

Product quality has a positive and significant effect on repurchase intention. Where the higher the quality of the product that meets consumer expectations, the higher the intention to repurchase the product in the future. Furthermore, brand image has a positive and significant effect on repurchase intention. Better brand image like pioneering halal beauty products, good reputation, and well-known brands result in higher repurchase intention on products. From the research results, management must continue to maintain and improve product quality both in terms of ingredients, packaging design, types of product variants, to ease of use. In addition, Cosmetic management must also maintain its brand image as a pioneer of halal beauty products in Indonesia which has a good reputation and is well-known so that consumers always have a positive perception of cosmetic products. This study has limitations, namely only focusing on two variables. In future research, other variables that influence repurchase intention can be used, such as price sensitivity, brand love, and customer experience. Then further research can also add research variables such as price levels, and

promotion mix as well as social factors in influencing consumer buying interest in multivitamin products. So that it will be known more about the factors that really most influence consumer interest from the marketing side of these products.

## References

1. Adinugraha, H. H., Nasution, I. F. A., Faisal, F., Daulay, M., Harahap, I., Wildan, T., ... & Purwanto, A. (2021). Halal Tourism in Indonesia: An Indonesian Council of Ulama National Sharia Board Fatwa Perspective. *The Journal of Asian Finance, Economics and Business*, 8(3), 665-673.
2. Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: potential issues for policy-makers. *Procedia-Social and Behavioral Sciences*, 121, 3-25.
3. Anggadwita, G., Alamanda, D. T., & Ramadani, V. (2019). Halal label vs product quality in Halal cosmetic purchasing decisions. *IKONOMIKA*, 4(2), 227-242.
4. Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention—evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640-660.
5. Borzooei, M., & Asgari, M. (2013). The Halal brand personality and its effect on purchase intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 481-491.
6. Chairunnisa, R., Zebua, Y., & Pitriyani, P. (2022). The Influence of Price Perception, Product Quality, Promotion, Brand Image on Repurchase Intention of Wardah Lipstick Products (Study on Customers of UD. Ghaisani cosmetics Rantau Prapat). *International Journal of Science, Technology & Management*, 3(3), 754-762.
7. Fadholi, M., Nurhayati, S., Hakim, A., Aflahul Karimah, M., Wirawan Muhammad, A., Qoes Atieq, S., ... & Mufid, M. (2020). Exploring Factor's Affecting Consumer's Purchase Intention Of Halal Food Products For Indonesian Millennials Consumers. *European Journal of Molecular and Clinical Medicine*, 7(08), 4320-4338.
8. Genoveva, G., & Utami, N. N. (2020). The Influence of Brand Image, Halal Label, and Halal Awareness on Customers Purchasing Decision of Halal Cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355-365.
9. Kusnandar, A., & Afiff, A. Z. (2020). The role of the country's image and halal branding constructs in influencing repurchase intentions. *European Journal of Molecular and Clinical Medicine*, 7(1), 3995-4009.
10. Ketut, Y. I. (2018). The role of brand image mediating the effect of product quality on repurchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 172-180.
11. Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E. (2022). Effect of Product Quality, Customer Satisfaction, Trust, and Brand Image on Repurchase Intention. Case Study: Halal Cosmetic Products. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), 10802-10809.
12. Mursid, A., & Wu, C. H. J. (2021). Halal company identity and halal restaurant loyalty: the role of customer satisfaction, customer trust and customer-company identification. *Journal of Islamic Marketing*.

13. Naseri, R. N. N. (2021). An Overview Of Online Purchase Intention Of Halal Cosmetic Product: A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 7674-7681.
14. Purwanto, A., & Sudargini, Y. (2021). Exploring Factors Affecting the Purchase Intention of Halal Food Products: An Empirical Study on Student Consumers. *International Journal of Social and Management Studies*, 2(4), 13-21.
15. Putri, K. A. M. A., & Yasa, N. N. K. (2022). The Role of Customer Satisfaction as Mediating Variable on the Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention. *European Journal of Business and Management Research*, 7(2), 149-154.
16. Purwanto, H., Fauzi, M., Wijayanti, R., Al Awwaly, K. U., Jayanto, I., Purwanto, A., ... & Hartuti, E. T. K. (2020). Developing model of halal food purchase intention among indonesian non-muslim consumers: an explanatory sequential mixed methods research. *Systematic Reviews in Pharmacy*, 11(10), 396-407.
17. Purwanto, A., Ardiyanto, J., & Sudargini, Y. (2021). Intention Factors of Halal Food Purchase among Student Consumers: An Explanatory Sequential Mixed Methods Study. *Journal of Industrial Engineering & Management Research*, 2(2), 21-34.
18. Purwanto, A., & Sudargini, Y. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: a literature review. *Journal of Industrial Engineering & Management Research*, 2(4), 114-123.
19. Nugroho, A. P., Atmaja, F. F., Mutaalimah, S., Andriansyah, Y., & Achiria, S. (2021, March). The Effect of Price, Product Quality and Religiosity on Purchasing Behavior of Halal-Labeled Sariayu Beauty Products. In *2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)* (pp. 348-352). Atlantis Press.
20. Rahmawaty, A., & Rakhmawati, I. (2022). Repurchase Intention of Halal Cosmetic Product Among Muslim Consumers: The Roles of Islamic Branding, Halal Awareness, and Trust. *IQTISHADIA*, 15(1), 1-20.
21. Saputra, I. G. M. D., & Ekawati, N. W. (2020). Mediating Role Customer Satisfaction Brand Image Effect on Repurchase Intention (A Case Study on Consumer Talib M. Aboe Shop in Tabanan City). *American Journal of Humanities and Social Sciences Research*, 4(3), 88-96.
22. Saputri, A. D., & Guritno, A. (2021, December). The Effect of Product Quality, Brand Image, and Halal Labeling on Purchase Decisions with Purchase Intentions as Intervening Variables. In *Annual International Conference on Islamic Economics and Business (AICIEB)* (Vol. 1, pp. 359-374).
23. Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2022). Determinants of Muslim consumers' halal cosmetics repurchase intention: an emerging market's perspective. *Journal of Islamic Marketing*.
24. Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2), 50.
25. Trihudyatmanto, M., Prananditya, A., & Iqbal, M. A. (2022). Brand Image Islamic: Halal Food Product Quality in Relationship To Repurchase Intention. *Journal of Digital Marketing and Halal Industry*, 4(1), 1-15.



26. Yasin, M., & Surati, L. E. H. (2021). Does Product Knowledge Affect Intention To Use Islamic Banking? The Role of Corporate Image, Product Quality, and Religiosity. *Journal of Southwest Jiaotong University*, 56(2).