Determinants of Repeat Purchase Intention Through Brand Trust: Study on Halal Cosmetics Among Non-Muslim Consumers

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ABSTRACT

The growing demand for halal cosmetics has transcended religious boundaries, with an increasing number of non-Muslim consumers perceiving halal-certified products as synonymous with quality, safety, and ethical production. Wardah, Indonesia's pioneering halal cosmetic brand, has successfully captured this emerging market segment, where nearly 40% of its consumers are non-Muslims. This study aims to examine the determinants of repeat purchase intention through brand trust among non-Muslim consumers of Wardah lipstick. Using a quantitative approach, data were collected from 140 respondents and analyzed through Structural Equation Modeling (SEM) with LISREL 8.8. The findings reveal that celebrity endorsement credibility, halal labelling, brand image, and perceived quality each have a significant and positive effect on brand trust. Furthermore, brand trust significantly influences repeat purchase intention. These results highlight that non-Muslim consumers perceive halal attributes not merely as religious compliance but as indicators of product reliability, hygiene, and integrity. The study contributes to the literature by expanding the theoretical scope of halal branding to include non-Muslim consumer perspectives and provides managerial insights for cosmetic brands seeking to build trust and loyalty beyond religious segmentation.

Keywords: Brand trust, repeat purchase intention, halal labelling, celebrity endorsement, brand image, perceived quality, non-Muslim consumers.

ABSTRAK

Permintaan terhadap kosmetik halal yang terus meningkat kini telah melampaui batas-batas religius, di mana semakin banyak konsumen non-Muslim memandang produk bersertifikat halal sebagai simbol kualitas, keamanan, dan produksi yang etis. Wardah, merek kosmetik halal pelopor di Indonesia, telah berhasil menarik segmen pasar yang berkembang ini, dengan hampir 40% konsumennya berasal dari kalangan non-Muslim. Penelitian ini bertujuan untuk mengkaji faktor-faktor yang memengaruhi niat pembelian ulang melalui kepercayaan merek di kalangan konsumen non-Muslim pengguna lipstik Wardah. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 140 responden dan dianalisis menggunakan Structural Equation Modeling (SEM) dengan perangkat LISREL 8.8. Hasil penelitian menunjukkan bahwa kredibilitas dukungan selebriti, pelabelan halal, citra merek, dan persepsi kualitas masing-masing berpengaruh positif dan signifikan terhadap kepercayaan merek. Selain itu, kepercayaan merek secara signifikan memengaruhi niat pembelian ulang. Temuan ini menegaskan bahwa konsumen non-Muslim memandang atribut halal bukan semata-mata sebagai bentuk kepatuhan religius, tetapi juga sebagai indikator keandalan, kebersihan, dan integritas produk. Penelitian ini memberikan kontribusi terhadap literatur dengan memperluas cakupan teoretis branding halal agar mencakup perspektif konsumen non-Muslim, serta memberikan wawasan manajerial bagi merek kosmetik dalam membangun kepercayaan dan loyalitas di luar segmentasi berbasis agama.

Kata kunci: *Kepercayaan merek, niat pembelian ulang, pelabelan halal, dukungan selebriti, citra merek, persepsi kualitas, konsumen non-Muslim.*

INTRODUCTION

Religion represents one of the most universal and influential social institutions that significantly shapes individuals' attitudes and consumption behaviors (Pettinger et al., 2004). Religious beliefs often dictate consumption choices and product preferences depending on the extent to which individuals adhere to their faith and interpret its teachings (Bonne et al., 2009). In Indonesia—the country with the largest Muslim population in the world, estimated at over 207 million (BBC, 2018)—religion is a dominant socio-cultural factor influencing daily life and market behavior. This vast Muslim demographic creates a substantial market potential for halal products, ranging from food and beverages to pharmaceuticals and cosmetics (Soesilowati, 2010). Consequently, many businesses have positioned themselves to serve this growing market by obtaining halal certification, a marker of religious compliance, purity, and ethical production (Siala, 2013). Within the cosmetic sector, the concept of halal certification has evolved beyond its religious dimension. Consumers increasingly associate halal certification with safety, transparency, and product quality. The global halal cosmetic industry has grown rapidly in recent years, supported by rising awareness of ethical consumption and health consciousness among both Muslim and non-Muslim consumers (Aspan et al., 2017). In Indonesia, the local cosmetic market was projected to grow by 8.3% in 2015, reaching IDR 13.9 trillion—an increase from IDR 12.8 trillion in 2014—with an average annual growth rate of 9.67% from 2010 to 2015. This robust growth indicates the attractiveness and resilience of the cosmetic industry, where innovation, product differentiation, and cultural values play strategic roles in brand positioning.

Among Indonesia's local brands, Wardah—owned by PT Paragon Technology and Innovation (PTI)—emerged as the country's first halal-certified cosmetic brand, designed initially to cater to modern Muslim women. Wardah's product philosophy centers on purity, safety, and natural ingredients, aligning with the halal concept. Over time, however, its appeal has extended beyond religious segmentation, reaching non-Muslim consumers who perceive the brand as trustworthy, high-quality, and socially responsible. Wardah's marketing communication emphasizes modesty and ethical beauty, featuring well-known hijab-wearing celebrities such as Dewi Sandra as brand ambassadors. The consistent use of religiously appropriate imagery and halal labelling has helped establish Wardah as a leading brand that integrates moral value and modern aesthetics (Briliana & Mursito, 2017; Suryana, 2017). Statistical data further underscores Wardah's success. According to Top Brand Award reports, the brand's lipstick line experienced steady growth—from a 14.9% market share in 2015 to 25.0% in 2017—demonstrating strong consumer trust and loyalty (Dwijayanto & Hidayat, 2018). This success suggests that halal branding and value-based marketing strategies can generate broad appeal, even among non-Muslim consumers. However, while prior research has extensively examined halal brand perception among Muslim consumers, studies focusing on non-Muslim consumers' trust and loyalty toward halal-certified cosmetics remain limited. Non-Muslim consumers may not prioritize religious

compliance, yet they may interpret halal certification as an indicator of ethical assurance, product safety, and manufacturing transparency—attributes that contribute to brand trust (Ali et al., 2017).

The theoretical relevance of this study lies in exploring the extent to which non-Muslim consumers respond to halal cues in brand communication. Trust has been identified as a central construct in relationship marketing, influencing long-term consumer loyalty (Chaudhuri & Holbrook, 2001; Kotler & Keller, 2012). In this context, brand trust acts as the mediating mechanism through which marketing signals—such as celebrity endorsement credibility, halal labelling, brand image, and perceived quality—affect repeat purchase intention. Although several studies (Wivedi & Johnson, 2012; Ercis et al., 2012) have investigated these relationships, few have examined how these variables interact in a halal-certified context targeting non-Muslim consumers. This research thus addresses a relevant gap by testing how non-Muslim perceptions of halal and credibility-based brand attributes influence their behavioral intentions. From a managerial standpoint, understanding these dynamics provides valuable insights for cosmetic companies seeking to expand their consumer base beyond religious segmentation. In Indonesia's pluralistic market, brands must navigate the intersection of religious symbolism and universal consumer values such as quality, integrity, and trustworthiness. Therefore, this study aims to analyze the determinants of repeat purchase intention through brand trust among non-Muslim consumers of Wardah lipstick. Specifically, it investigates (1) whether celebrity endorsement credibility, halal labelling, brand image, and perceived quality influence brand trust; and (2) whether brand trust, in turn, affects repeat purchase intention. By integrating both religious and non-religious consumer perspectives, this study contributes to the broader marketing discourse on how halal branding evolves from a faith-driven concept to a universal symbol of ethical quality. It extends the applicability of brand trust theory and provides empirical evidence that halal cues can effectively strengthen consumer loyalty among diverse audiences.

LITERATURE REVIEW

In developing the conceptual framework, this study reviews key constructs in marketing and brand management relevant to the determinants of repeat purchase intention through brand trust. The conceptual model is grounded in relationship marketing theory (Morgan & Hunt, 1994) and signaling theory (Spence, 1973), both of which explain how consumers interpret marketing cues - such as endorsements, labels, and brand imagery - as signals of credibility, integrity, and quality. In this study, brand trust functions as the mediating mechanism through which marketing signals influence repeat purchase intention among non-Muslim consumers of halal cosmetic products. The conceptual framework is illustrated in Figure 1.
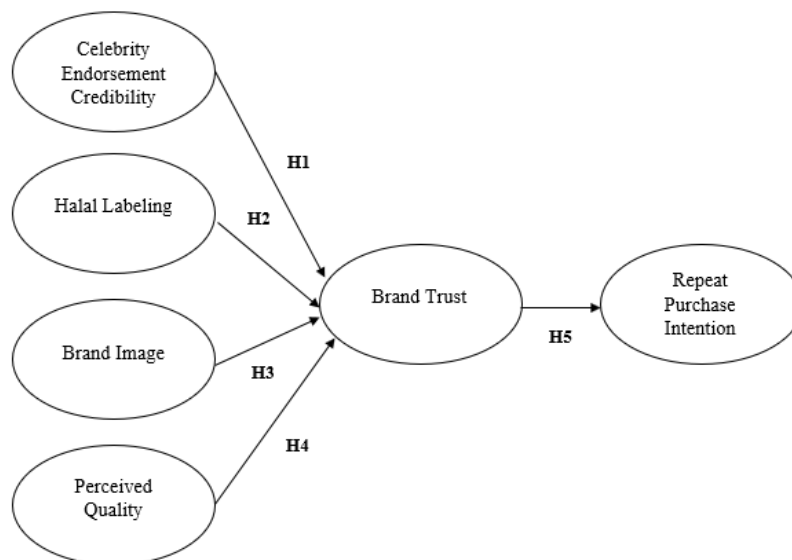
Figure 1: Conceptual framework

Celebrity Endorsement Credibility

Celebrity endorsement credibility is one of the most effective tools in building positive brand perception and consumer confidence. According to Ohanian (1990), celebrity endorsement credibility reflects the extent to which an endorser is perceived as trustworthy, expert, and attractive. Byrne et al., (2003) emphasize that credible endorsers strengthen message acceptance by transferring their positive characteristics to the endorsed brand. In the cosmetic industry, where product experience is highly personal, credible celebrity endorsers serve as reference points for consumers' evaluation of product safety and reliability. When consumers perceive the celebrity as authentic, competent, and consistent with the brand's value proposition, they tend to extend that credibility to the brand itself (Dwivedi & Johnson, 2012). For Wardah, featuring celebrities such as Dewi Sandra who embodies modest beauty and integrity reinforces the brand's moral and ethical positioning. Therefore, the first hypothesis is:

H1: Celebrity endorsement credibility positively influences brand trust.

Halal Labelling

Halal labelling plays a crucial role in shaping consumer trust, particularly in markets where ethical assurance and product safety are essential. The Arabic term halal means "permissible," and its certification ensures that products are produced in compliance with Islamic law, free from prohibited substances such as alcohol or pork derivatives (Aspan et al., 2017). However, for many non-Muslim consumers, halal certification also serves as a quality signal associated with hygiene, transparency, and ethical manufacturing (Alserhan, 2010). Mohamed & Daud (2012) argue that halal labels build consumer confidence because they reflect religious sensitivity and product integrity. Likewise, Bonne et al., (2009) finds that halal consumption decisions can be driven by safety and quality considerations rather than purely religious motives. For non-Muslim consumers, halal logos are often interpreted as indicators of product cleanliness and reliability rather than religious identity. Empirical studies have confirmed that halal labelling significantly influences brand trust (Soleha et al., 2017). In the case of Wardah, consistent placement of halal symbols on packaging strengthens perceptions of quality and reinforces trust among both Muslim and non-Muslim consumers. Therefore, the second hypothesis is:

H2: Halal labelling positively influences brand trust.

Brand Image

Brand image is defined as a set of associations and perceptions linked to a brand in the consumer's memory (Aaker, 1991). It represents how consumers conceptualize the brand's personality, values, and performance based on accumulated experiences (Cretu & Brodie, 2007). A favorable brand image differentiates a brand from competitors and enhances consumer trust by signaling consistency and reliability (Keller, 2003). Flavián et al. (2017) show that brand image has a significant effect on consumer trust, as consumers often rely on positive brand associations when making purchase decisions. Similarly, Alhaddad (2015) and Ali et al. (2017) found that brand image contributes to the formation of brand trust and loyalty in both conventional and halal markets. Wardah's brand image built on purity, modesty, and ethical beauty—resonates with a broader audience beyond its original Muslim segment. Its consistent brand communication and alignment with moral values enhance perceptions of authenticity and quality among non-Muslim consumers. Accordingly, the following hypothesis is proposed:

H3: Brand image positively influences brand trust.

Perceived Quality

Perceived quality refers to the consumer's judgment about the overall excellence or superiority of a product (Zeithaml, 1988). It represents subjective evaluations based on expectations and prior experiences rather than objective measures (Hellier et al., 2003). High perceived quality reduces uncertainty and strengthens consumer confidence in the brand (Kardes et al., 2004). Research consistently confirms the positive effect of perceived quality on brand trust. Chen & Chang (2013) found that high perceived quality enhances green trust, while McKnight et al. (2002) reported that quality perception contributes to trust formation in digital contexts. Ahmed et al. (2014) also demonstrated that perceived quality fosters brand trust, which subsequently increases satisfaction and loyalty. In halal cosmetics, perceived quality encompasses both product performance and adherence to ethical and hygienic standards. Non-Muslim consumers often associate halal certification with higher quality and safety, perceiving it as evidence of superior manufacturing practices. Based on these findings, the next hypothesis is formulated:

H4: Perceived quality positively influences brand trust.

Brand Trust

Brand trust is the consumer's willingness to rely on a brand's ability to deliver on its promises (Chaudhuri & Holbrook, 2001). It reflects the degree of confidence and reliability consumers attribute to a brand after repeated interactions. Trust serves as the foundation for maintaining long-term relationships and predicting customer loyalty (Kotler & Keller, 2012). Zboja & Voorhees (2006) emphasize that trust mediates the link between satisfaction and repurchase intention, while Saleem, et al. (2017) confirm that brand trust directly drives repurchase behavior. In cosmetics, where consumers are highly sensitive to safety and performance, brand trust becomes an indispensable determinant of continued usage. In halal-certified cosmetics, trust comprises perceptions of compliance, safety, and authenticity. For non-Muslim consumers, brand trust is primarily formed through reliability and transparency rather than religious conformance. Hence, brand trust is expected to significantly influence behavioral loyalty in the form of repeat purchase intention.

H5: Brand trust positively influences repeat purchase intention.

From the review above, four antecedent variables—celebrity endorsement credibility, halal labelling, brand image, and perceived quality—are hypothesized to influence brand trust, which in turn affects

repeat purchase intention. This framework integrates traditional branding theory with the emerging halal branding concept, illustrating how trust operates as a bridge between marketing signals and consumer loyalty among non-Muslim consumers.

METHODS

This study employs a quantitative explanatory design to analyze the causal relationships between celebrity endorsement credibility, halal labelling, brand image, perceived quality, brand trust, and repeat purchase intention among non-Muslim consumers of Wardah lipstick. The quantitative approach was selected because it allows researchers to examine the strength and direction of relationships among multiple latent constructs simultaneously. The analytical method used was Structural Equation Modeling (SEM) with the LISREL 8.8 software, which enables the simultaneous testing of measurement and structural relationships between variables. The selection of SEM–LISREL rather than other covariance- or variance-based software such as AMOS or SmartPLS was based on its robustness in evaluating complex structural models with a relatively moderate sample size. LISREL also provides comprehensive model-fit indices, allowing for stronger confirmation of theoretical relationships and construct validity.

The population of this study consisted of non-Muslim consumers who had purchased and used Wardah lipstick products within the past six months. Wardah was chosen because it represents Indonesia's pioneering halal cosmetic brand that has successfully penetrated the non-Muslim segment. The research adopted a non-probability judgmental sampling technique, which is appropriate when respondents are selected based on specific criteria and relevance to the study's objectives. This technique ensures that participants have adequate knowledge and experience regarding the brand and product category. Data were collected through an online questionnaire distributed via Google Forms and social media platforms. Screening questions were included to ensure that participants met the criteria of being non-Muslim, aware of Wardah as a halal brand, familiar with the celebrity endorser Dewi Sandra, and having purchased and used Wardah lipstick at least once. A total of 170 responses were collected, and after eliminating incomplete responses and statistical outliers, 140 valid responses were retained for analysis. This number meets the recommended minimum sample size for SEM, which ranges from five to ten respondents per estimated parameter, ensuring stable parameter estimation and reliable model fit. To encourage participation, respondents were offered small incentives in the form of prepaid mobile credits randomly awarded to five participants.

The research instrument was a structured questionnaire designed to capture both demographic information and latent variable measurements. The first section consisted of demographic questions on gender, age, education, occupation, and monthly income. The second section contained items measuring the constructs under study, all using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was chosen because it is widely accepted for measuring consumer perceptions and attitudes while maintaining respondent engagement and response accuracy in online surveys. All measurement items were adapted from previous validated studies to ensure construct validity. Celebrity endorsement credibility was measured using five indicators adapted from Dwivedi & Johnson (2012), capturing perceptions of trustworthiness, expertise, and attractiveness. Halal labelling was measured using three indicators from Hasibuan et al. (2017), focusing on consumers' perceptions of product safety, transparency, and reliability. Brand image was measured using three items from Chen (2010) that reflect associations of ethical beauty and authenticity. Perceived quality was measured with four items adapted from Dodds et al., (1991), evaluating excellence, performance

consistency, and overall superiority. Brand trust was measured through four items from Chaudhuri & Holbrook (2001), focusing on consumers' confidence in the brand's ability and integrity. Repeat purchase intention was measured using four indicators derived from Tsai & Huang (2007), assessing the consumer's willingness to repurchase and recommend the brand. The questionnaire was pre-tested on 20 respondents to ensure clarity, consistency, and contextual relevance, resulting in minor refinements in wording before the final distribution.

The data analysis process involved three key stages. The first stage consisted of preliminary screening and descriptive analysis using SPSS to detect missing data, non-normality, and outliers. Descriptive statistics were then used to summarize respondent profiles and to identify general patterns in demographic characteristics. The second stage involved confirmatory factor analysis (CFA) to assess the measurement model's validity and reliability. This step ensured that the observed variables accurately represented the latent constructs. Following the two-step SEM approach recommended by Anderson & Gerbing (1988), the measurement model was first validated before estimating the structural relationships among the constructs. The third stage involved testing the structural model to examine the hypothesized relationships and determine the strength of direct and indirect effects among variables.

To establish convergent validity, standardized loading factors and t-values were analyzed. Indicators with standardized loadings greater than or equal to 0.70 are considered ideal, although values above 0.50 remain acceptable in exploratory models. The t-values for all items exceeded 1.96, indicating statistical significance at the 5% level. Reliability was assessed using composite reliability (CR) and average variance extracted (AVE), as suggested by Bagozzi & Yi (1988). The CR values for all constructs were above the threshold of 0.60, and most AVE values exceeded 0.50. In cases where AVE values were slightly below 0.50 but CR values remained high, convergent validity was still deemed acceptable according to Fornell & Larcker (1981). Cronbach's alpha coefficients for all constructs were above 0.70, confirming internal consistency and measurement reliability. Discriminant validity was further verified by comparing the square root of each construct's AVE with its inter-construct correlations, confirming that each construct was empirically distinct. Additionally, multicollinearity diagnostics showed variance inflation factor (VIF) values below 5, indicating the absence of multicollinearity among independent variables.

The model's goodness of fit was assessed using a combination of absolute, incremental, and parsimonious fit indices. The values obtained were χ^2/df = 1.49, RMSEA = 0.059, GFI = 0.84, RMR = 0.034, CFI = 0.95, NFI = 0.88, NNFI = 0.94, IFI = 0.96, RFI = 0.85, and AGFI = 0.78. These results indicate that the model fits the data satisfactorily. A χ^2/df ratio below 3.0, RMSEA below 0.08, and CFI above 0.90 demonstrate an acceptable level of fit between the hypothesized model and the observed data (Hu & Bentler, 1999). Therefore, the overall structural model was deemed suitable for hypothesis testing. Ethical considerations were also taken into account throughout the research process. Participation was voluntary, and all respondents provided informed consent prior to completing the survey. The study ensured anonymity and confidentiality by not collecting identifying information, and all data were used solely for academic purposes in accordance with ethical research standards.

Finally, the analytical framework places brand trust as a mediating variable that links celebrity endorsement credibility, halal labelling, brand image, and perceived quality to repeat purchase intention. The SEM results produced coefficient determinations of R^2 = 0.63 for brand trust and R^2 = 0.53 for repeat purchase intention, indicating strong explanatory power and confirming the robustness

of the theoretical model. The mediation was conceptually examined by assessing whether the antecedent variables directly influenced repeat purchase intention after including brand trust in the model. The results showed that when brand trust was introduced, the direct effects of the antecedent variables on repeat purchase intention became statistically insignificant, indicating a full mediation effect. This finding reinforces the theoretical argument that brand trust serves as a central mechanism translating marketing signals into behavioral loyalty among non-Muslim consumers of halal cosmetics.

This methodological design ensures that the empirical analysis rigorously tests the proposed conceptual framework and that the subsequent discussion of results can provide both theoretical validation and managerial insight. The combination of well-defined constructs, robust analytical methods, and rigorous validity testing supports the reliability of the findings presented in the following section.

RESULT AND DISCUSSION

In gender section, more female respondents answered the questionnaire but surprisingly there are 3% number of customers who are men that used Wardah's lipstick. Even it is in small numbers but still it means that men also use this product. Respondents aged between 17-25 years old were the highest in percentage (69%) and those aged below 17 years old and above 46 years old were the lowest in percentage (2%). Many of the respondents were Senior Highschool graduates (43%) and Bachelor Degree graduates (44%). In term of monthly income below Rp 4,000,000 were the majority (47%), followed by those who earned Rp 4,000,001 – Rp 6,000,000 (20%), Rp 6,000,001 – Rp 8,000,000 (14%), more than Rp 10,000,000 (11%) and Rp 8,000,001 – Rp 10,000,000 (8%). As for spending on Wardah's product, majority of them spent Rp 50,000 – Rp 100,000 (47%) followed by them who spent Rp 100,000 – Rp 300,000 per month (36%), and the lowest percentage above Rp 500,000 (5%).

Structural Equation Model

The analysis was conducted in several stages to evaluate both the measurement and the structural models. The initial phase involved confirmatory factor analysis (CFA) to ensure that all observed indicators were valid and reliable representations of their respective latent constructs. The results showed that all factor loadings exceeded the minimum threshold of 0.50 and that all t-values were above the critical value of 1.96, indicating that each indicator significantly contributed to its construct at the 5% level of significance. These findings confirm that the measurement model met the standards of convergent validity. Additionally, all composite reliability (CR) values exceeded 0.60, and most average variance extracted (AVE) values were above 0.50, thereby confirming internal consistency and construct reliability. The square root of each construct's AVE was greater than the correlations among constructs, demonstrating discriminant validity. Together, these indicators affirm that the measurement model is sound and suitable for further structural analysis.

The next step involved evaluating the overall model fit. The SEM results using LISREL 8.8 demonstrated satisfactory model fit with $\chi^2/df = 1.49$, RMSEA = 0.059, GFI = 0.84, RMR = 0.034, CFI = 0.95, NFI = 0.88, NNFI = 0.94, IFI = 0.96, RFI = 0.85, and AGFI = 0.78. These indices meet the recommended thresholds for acceptable fit, where χ^2/df values below 3.0, RMSEA values below 0.08, and CFI and NNFI values above 0.90 indicate a robust structural model (Hu & Bentler, 1999). Therefore, the hypothesized model was deemed suitable for hypothesis testing and interpretation. The coefficient of determination (R^2) for brand trust was 0.63, indicating that celebrity endorsement credibility, halal labelling, brand image, and perceived quality collectively explain 63% of the variance in brand trust. Similarly, the R^2 for repeat purchase intention was 0.53, suggesting that brand trust

explains 53% of the variance in consumers' intention to repurchase Wardah lipstick. These values indicate a relatively high explanatory power and confirm the adequacy of the model in predicting consumer behavior.

Table 1: Validity Testing Summary

Items	CE		HL		BI		PQ		BT		RPI		Conclusion
	SLF	t-value	SLF	t-value	SLF	t-value	SLF	t-value	SLF	t-value	SLF	t-value	
CE1	0.64	7.97											Valid
CE2	0.72	8.92											Valid
CE3	0.72	9.15											Valid
CE4	0.69	8.39											Valid
CE5	0.70	8.59											Valid
HL1			0.84	10.61									Valid
HL2			0.85	10.54									Valid
HL3			0.55	6.76									Valid
BI1					0.76	9.21							Valid
BI2					0.77	9.21							Valid
BI3					0.59	7.24							Valid
PQ1							0.75	9.06					Valid
PQ2							0.68	8.42					Valid
PQ3							0.76	9.04					Valid
PQ4							0.63	7.64					Valid
BT1									0.72	**			Valid
BT2									0.76	8.63			Valid
BT3									0.76	8.78			Valid
BT4									0.74	8.62			Valid
RPI1											0.54	**	Valid
RPI2											0.54	5.23	Valid
RPI3											0.70	5.05	Valid
RPI4											0.60	4.79	Valid

Construct reliability was assessed using Cronbach Alpha and composite reliability (CR). According to Malhotra (2010) the parameter for CR is greater than 0.06. And for average variance extracted (AVE), ≤ 0.05 is still acceptable (Bagozzi & Yi, 1988). If AVE is less than 0.5, but composite reliability is higher than 0.6, the convergent validity of the construct is still adequate (Fornell & Larcker, 1981).

Table 2: Reliability Testing Summary

Latent Variables	CR	AVE	Reliability Conclusion
Celebrity Endorsement	$0.82 \geq 0.60$	$0.51 \geq 0.50$	Reliable
Halal Labelling	$0.79 \geq 0.60$	$0.42 \geq 0.50$	Reliable
Brand Image	$0.75 \geq 0.60$	$0.50 \geq 0.50$	Reliable
Perceived Quality	$0.79 \geq 0.60$	$0.44 \geq 0.50$	Reliable
Brand Trust	$0.83 \geq 0.60$	$0.55 \geq 0.50$	Reliable
Repeat Purchase Intention	$0.68 \geq 0.60$	$0.35 \geq 0.50$	Reliable

Hypotheses Testing

Hypothesis testing results showed that all hypothesized relationships were statistically significant. The t-values and standardized loadings for each path exceeded their respective thresholds (t $\geq$ 1.96; standardized loading $\leq$ 1.00), confirming support for all five hypotheses. Specifically, celebrity endorsement credibility had a significant positive effect on brand trust (t = 2.41; standardized loading = 0.20), indicating that credible and congruent celebrity representation enhances consumer confidence in the brand. Halal labelling also showed a significant positive relationship with brand trust (t = 3.20;

standardized loading = 0.24), suggesting that clear and consistent halal certification functions as a signal of product reliability and ethical manufacturing. Brand image exerted a positive influence on brand trust (t = 2.82; standardized loading = 0.23), confirming that a positive brand perception reinforces the consumer's psychological assurance of quality and authenticity. Perceived quality emerged as the strongest predictor of brand trust (t = 6.29; standardized loading = 0.59), implying that when consumers perceive Wardah products as consistently high in quality, their trust in the brand deepens significantly. Finally, brand trust itself had a strong and positive impact on repeat purchase intention (t = 4.85; standardized loading = 0.73), demonstrating that trust is a critical determinant of loyalty and repurchase behavior among non-Muslim consumers.

Table 3: Hypotheses Testing

Hypotheses	Path	T-Values should be ≥ 1.96	Standardized Loading Factors should be ≤ 1	Hypotheses Conclusion
1	Celebrity Endorsement Credibility → Brand Trust	2.41	0.20	Accepted
2	Halal Labeling → Brand Trust	3.20	0.24	Accepted
3	Brand Image → Brand Trust	2.82	0.23	Accepted
4	Perceived Quality → Brand Trust	6.29	0.59	Accepted
5	Brand Trust → Repeat Purchase Intention	4.85	0.73	Accepted

These empirical results align with prior studies and theoretical expectations. The finding that celebrity endorsement credibility positively affects brand trust supports the earlier conclusion of Dwivedi & Johnson (2012), who noted that credible endorsers enhance consumers' emotional connection and confidence in the brand. In the context of Wardah, the choice of celebrity endorsers such as Dewi Sandra—who projects both moral integrity and aesthetic appeal—reinforces the brand's dual positioning as both ethical and modern. This outcome also supports the proposition of Ohanian (1990), emphasizing that the perceived trustworthiness and expertise of a celebrity increase the persuasive power of the endorsement and thus the consumer's trust in the endorsed brand. The significant relationship between halal labelling and brand trust reinforces the findings of Mohamed & Daud (2012) and Soleha et al. (2017), who established that halal symbols serve as credible indicators of product safety and quality assurance. In this study, non-Muslim respondents also interpreted halal certification as a reflection of hygiene, integrity, and manufacturing transparency rather than religious exclusivity. This demonstrates a shift in consumer perception where halal labelling functions as a universal assurance of quality, consistent with Alserhan's (2010) concept of "Islamic branding" that extends beyond faith boundaries to embody ethical consumption values.

The positive influence of brand image on brand trust corroborates earlier studies by Flavián et al. (2017) and Alhaddad (2015), who demonstrated that strong and consistent brand imagery fosters consumer trust and long-term loyalty. Wardah's success in maintaining a consistent brand image built on ethical beauty and authenticity enhances its acceptance among diverse consumer segments. For non-Muslim consumers, the brand's emphasis on natural ingredients, safety, and modest representation resonates with universal values of ethical consumption. This indicates that Wardah's brand image transcends religious segmentation and appeals to broader consumer expectations of integrity and reliability. Perceived quality, identified as the strongest antecedent of brand trust in this study, echoes the

conclusions of Chen & Chang (2013) and Ahmed et al. (2014), who found that product quality perceptions significantly strengthen brand trust and satisfaction. The result underscores that non-Muslim consumers view halal certification not only as a religious marker but also as an assurance of superior product quality and ethical production. Since cosmetic products are directly used on the body, quality perceptions become essential in establishing and maintaining consumer trust. This finding confirms that high perceived quality reduces uncertainty and enhances consumers' willingness to repurchase, supporting Zeithaml's (1988) definition of perceived quality as an overall judgment of product excellence.

The significant effect of brand trust on repeat purchase intention aligns with the arguments of Chaudhuri & Holbrook (2001), Kotler & Keller (2012), and Saleem et al. (2017), who emphasized that trust acts as a primary driver of customer retention and loyalty. In this study, non-Muslim consumers who trust Wardah demonstrate a strong willingness to continue purchasing and recommending its products, suggesting that trust bridges both rational and emotional dimensions of loyalty. The magnitude of this relationship further highlights that brand trust plays a mediating role between marketing cues and behavioral intentions. When brand trust was included in the model, the direct effects of the antecedent variables on repeat purchase intention became insignificant, confirming a full mediation effect. This finding is consistent with Zboja & Voorhees (2006), who proposed that trust serves as a conduit linking satisfaction and repurchase behaviors. It also aligns with Morgan & Hunt's (1994) relationship marketing theory, which positions trust as the foundation for commitment and long-term consumer relationships. The discussion of these results provides important theoretical and managerial implications. Theoretically, this research extends the application of brand trust theory and signaling theory into a non-religious consumer context within the halal cosmetics industry. It demonstrates that halal cues and ethical marketing elements can effectively build brand trust even among consumers outside the faith community. This highlights the universality of trust as a mediating construct in cross-cultural and cross-religious consumption behavior. From a managerial perspective, the findings suggest that cosmetic brands can broaden their market appeal by communicating halal certification not only as a religious compliance mark but also as a symbol of ethical quality, safety, and integrity. Strengthening quality control, maintaining credible celebrity associations, and consistently reinforcing brand image across media channels can further enhance consumer trust and loyalty across diverse market segments.

In conclusion, the results validate all proposed hypotheses and confirm that brand trust is a pivotal factor driving repeat purchase intention among non-Muslim consumers of Wardah lipstick. The integrated influence of celebrity endorsement, halal labelling, brand image, and perceived quality indicates that the appeal of halal cosmetics extends beyond faith-based motivations to encompass universal consumer values of reliability, authenticity, and quality assurance. These findings provide empirical evidence that trust serves as the bridge between ethical branding and consumer loyalty, emphasizing that the success of halal cosmetic brands lies in their ability to communicate inclusivity while preserving authenticity.

CONCLUSION

This study aimed to analyze the determinants of repeat purchase intention through brand trust among non-Muslim consumers of Wardah lipstick. The model examined four antecedent variables—celebrity endorsement credibility, halal labelling, brand image, and perceived quality—and their indirect effects on repeat purchase intention through brand trust as a mediating variable. Using Structural Equation Modeling (SEM) with LISREL 8.8, data from 140 non-Muslim respondents were analyzed, and all hypotheses were statistically supported. The empirical findings reveal that each of the four antecedent

variables significantly and positively influences brand trust, while brand trust itself strongly drives repeat purchase intention. These results confirm that non-Muslim consumers perceive halal-certified cosmetics not only as religiously compliant products but also as indicators of safety, quality, and ethical integrity. This study concludes that brand trust plays a central role in mediating the influence of endorsement credibility, halal labelling, brand image, and perceived quality on repeat purchase intention among non-Muslim consumers of halal cosmetic products. The findings confirm that halal brands like Wardah can transcend religious segmentation by effectively communicating their ethical, hygienic, and quality dimensions. From both theoretical and managerial perspectives, the study underscores that trust is the foundation of consumer-brand relationships and that its formation can be achieved through authentic communication, consistent quality, and credible ethical positioning. In doing so, halal cosmetic brands can establish sustainable consumer loyalty and reinforce their competitive advantage in increasingly diverse and inclusive markets.

Implications

The findings of this study contribute several important theoretical insights. First, the study extends the theory of brand trust beyond its traditional religious context by demonstrating its relevance among non-Muslim consumers within the halal cosmetic market. Prior research has primarily focused on Muslim consumers' behavior toward halal products; however, this study provides new evidence that halal attributes function as credibility and quality signals for consumers outside the Islamic faith as well. Second, the study empirically validates the signaling theory in the context of ethical branding. Marketing cues such as celebrity endorsement credibility and halal certification serve as external signals that reduce perceived risk and information asymmetry, thereby enhancing consumer trust. This supports Spence's (1973) proposition that credible signals convey intrinsic product attributes that are otherwise difficult for consumers to evaluate directly. Third, the results also reinforce relationship marketing theory (Morgan & Hunt, 1994), emphasizing that trust is a critical mediator linking brand-related cues to long-term behavioral intentions. The study provides empirical support for the idea that trust functions as a psychological mechanism that translates positive perceptions into loyalty behavior across cultural and religious boundaries.

From a managerial perspective, the findings offer several strategic implications for cosmetic companies and other consumer brands that wish to strengthen their market presence through trust-based marketing. For Wardah, maintaining celebrity endorsement credibility is crucial. Collaborating with public figures who possess both personal integrity and broad appeal—such as professional beauty influencers or public personalities who embody modern yet ethical lifestyles—can enhance message authenticity and extend brand reach beyond religious segmentation. Future endorsement strategies could include partnerships with diverse celebrities who may not wear hijab but still align with Wardah's image of elegance and ethical beauty. This inclusive approach can effectively communicate that halal cosmetics are not limited to Muslim consumers but reflect universal values of cleanliness, transparency, and quality.

In relation to halal labelling, Wardah should continue to display halal certification clearly on packaging and emphasize its meaning as a mark of product safety and manufacturing integrity, not merely as a religious symbol. The communication of halal as a quality assurance system rather than a faith-based restriction will help reinforce consumer trust among non-Muslim audiences. Public education campaigns explaining the rigorous standards behind halal certification could further strengthen perceptions of Wardah's reliability and transparency. Regarding brand image, Wardah must maintain its consistent communication strategy across digital and traditional platforms. Participating in prestigious fashion

events, collaborating with beauty communities, and amplifying authentic customer testimonials can enhance brand image as both progressive and trustworthy. Continuous engagement through content marketing and influencer partnerships that highlight product benefits and ethical commitments can also sustain consumer confidence over time.

Perceived quality remains the most powerful determinant of brand trust; therefore, continuous improvement in product formulation, innovation, and quality control should be prioritized. Wardah's R&D department must ensure that each product iteration not only meets but exceeds customer expectations in terms of safety, performance, and sustainability. Non-Muslim consumers, in particular, interpret halal attributes as proxies for superior quality and ethical manufacturing. Ensuring consistent quality across product lines will strengthen this perception and reinforce long-term trust.

Building and maintaining brand trust requires a holistic approach that integrates consistent communication, product quality, and ethical integrity. Wardah should avoid overpromising in advertising campaigns to prevent disconfirmation of consumer expectations. Frontline staff, including beauty advisors and sales representatives, should receive continuous training to deliver consistent and credible brand messages to consumers. Such internal alignment enhances perceived sincerity and contributes to the sustainability of brand trust. For repeat purchase intention, the study suggests that brands must move beyond transactional loyalty programs and foster emotional engagement with consumers. Organizing loyalty-based events, community activities, and digital membership programs can help create a sense of belonging and exclusivity among consumers. For example, establishing a "Wardah Beauty Circle" that includes both Muslim and non-Muslim members would promote inclusivity while reinforcing loyalty. Additionally, improving distribution accessibility through both offline and online channels can further support repeat purchase convenience and strengthen habitual buying behavior.

Recommendation for Future Research

While this research provides valuable contributions, it is not without limitations. The study focused exclusively on non-Muslim consumers in Indonesia, limiting the generalizability of findings across different cultural or geographical contexts. Future research could extend the model to include Muslim respondents for comparative analysis or replicate the study in other Southeast Asian countries where the halal industry is also expanding, such as Malaysia, Thailand, and Singapore. Moreover, the study employed a cross-sectional design, which captures perceptions at a single point in time. Longitudinal studies could provide more robust insights into how brand trust and repeat purchase intentions evolve over time. Another limitation lies in the exclusive use of quantitative analysis; subsequent research could incorporate qualitative approaches such as in-depth interviews or focus group discussions to explore the psychological motivations underlying non-Muslim consumers' perceptions of halal branding in greater depth. Future models could also consider additional mediating or moderating variables—such as perceived ethical value, religiosity, or brand engagement—to provide a more comprehensive understanding of consumer trust formation.

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