

HALAL LABELS AND BRAND TRUST: THEIR EFFECT ON MS GLOW PURCHASE DECISIONS

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Abstract

The cosmetics industry is experiencing a rapid increase in Indonesia, including MS Glow beauty products. With the development of the cosmetics industry sector, cosmetic companies are competing to win the hearts or attention of consumers. There are many factors that motivate a consumer to make a purchase, including the presence of a halal label on the packaging, celebrity endorsers, and the quality of the product itself. Therefore, the purpose of this study is to test and analyze the effect of halal labels, celebrity endorsers, and product quality on purchasing decisions for MS Glow cosmetics with brand trust as an intervening variable. This research uses quantitative methods. The data used in this research is primary data, where for data collection this uses a questionnaire with a Likert scale. The study's 100 respondents were chosen through purposive sampling, and the respondents were INSTIKA students. Furthermore, SmartPLS version 3 will be used to analyze the data in this study. The results of this study indicate a significant influence between the halal label and product quality on brand trust, while celebrity endorsers have no effect on brand trust. Also, celebrity endorsers and product quality have a significant effect on purchasing decisions, while halal labels have no influence on purchasing decisions. Then, the results of the path analysis test state that the brand trust variable has a significant effect in mediating the relationship between product quality and purchasing decisions. In the meantime, factors related to brand trust do not moderate the relationship between halal labels and celebrity endorsers on purchase decisions.

Keywords: *Halal Label, Celebrity Endorser, Product Quality, Brand Trust, Purchase Decision*

Introduction

Nowadays, the cosmetics industry experiences increasing demand every year. This is because most people, especially women, consider physical care a necessity. Therefore, the cosmetics industry is now experiencing significant growth in Indonesia and has become a noteworthy sector. According to the

Ministry of Industry, the cosmetics industry grew by 6.35% in 2017, with 153 companies to 760 and export value reaching 519.99 million US dollars, up from 470.3 million US dollars in the previous year. In 2018, growth reached 7.36%, with exports reaching 600 million US dollars, and in 2019, growth reached 9.39%. The Ministry of Industry also said that Indonesia has more than 150 million women and is projected to become the world's fifth largest cosmetics market in the next ten to fifteen years (Septiani et al., 2022). Third place goes to Indonesia in terms of the halal cosmetics industry's development (State of the Global Islamic Economy Report, 2023).

MS Glow, a local cosmetic company operating under the motto "Magic for Skin," is one of those rapidly expanding in Indonesia. Established in 2013, MS Glow is a beauty brand overseen by PT Kosmetik Cantik Indonesia, which was founded by Shandy Purnamasari and Maharani Kemala. In 2021, the brand won a MURI award for having the largest sales network among cosmetic companies in Indonesia, surpassing several of its rivals in the skincare sector with a total sales value of IDR 35.5 billion (Nurniati et al., 2023).

There are now a lot of businesses interested in the beauty industry thanks to the economic growth in the cosmetics sector. At the moment, a lot of locally produced goods, like Wardah, Azarine, Scarlet, MS Glow, Emina, Y.O.U. Beauty, Somethinc, and so forth, provide skincare attributes. In 2022, MS Glow saw a decrease in sales. From April to June of that year, the company's sales in the "Skincare" category dropped to Rp 29.4 billion (17.3%), placing it in third place. Its rival, Somethinc, took first place with sales of Rp 53.2 billion (31.3%) (Murniasih & Telagawathi, 2023). Therefore, MS Glow products, as one of the local products that are currently developing, are required to survive and excel from their competitors. Developing high-quality products that are widely trusted is a crucial strategy for MS Glow to sustain its sales growth.

Businesses need to create more effective promotional strategies to draw in customers if they want to survive their competitors. Sutisna disclosed that once a customer is aware of what they need and want, they begin to decide which products to purchase (Sutisna, 2002). This choice is made when they have multiple options to choose from that align with their expectations, beliefs, and points of view regarding a good or service. Afrilianti's research indicates that halal labeling and celebrity endorsement significantly have a positive effect on

cosmetic purchasing decisions. While there are other factors that influence purchasing decisions, these two are among the most important ones (Afriliantini et al., 2019). Aghitsni claims that product quality is another element that affects consumers' decisions to buy, with research showing that this factor can have a 67.7% impact (Aghitsni & Busyra, 2022).

The existence of halal labeling is the primary factor influencing consumer decisions. The term "halal," which was initially restricted to food products and financial services, has since been expanded to cover a wide range of products, including cosmetics (Anggadwita et al., 2019). The findings of Hayet's study indicate that 43.3% of participants are motivated to use cosmetics with halal certification. 53.3% of respondents gave consideration to a cosmetic product's halal status, and 56.7% said that halal-labeled cosmetics are guaranteed to be of a high quality. Furthermore, a significant proportion of the respondents (61.66%) cite the halal label as a deciding factor when making cosmetic purchases, and the regression analysis indicates that the halal label influences cosmetic decisions by 78.07% (Hayet, 2019; Yudha et al., 2024).

The presence of halal labeling is a significant consideration when choosing skincare and makeup products. Customers are informed that a product is safe to use when it has a halal label displayed on its packaging. Furthermore, the majority of people in Indonesia, the nation with the largest Muslim population, conduct daily activities in accordance with Islamic teachings, which includes using cosmetics. Halal certification is now a need in order to gain Muslim customers' trust in a product. Sumarwan claimed that compared to products that have not obtained halal certification, Muslim customers are more likely to select those that have been approved as halal by the appropriate authority (Sumarwan, 2011). Consequently, the halal label affects how customers behave when selecting a variety of products, particularly when buying cosmetics with a halal label.

A celebrity endorser also has an impact on consumers' decisions to purchase beauty products, in addition to the halal label. This is consistent with the findings of Widyaningrum's study, which show that celebrity endorsers and the halal label both positively correlate and have a significant impact on consumer decisions (Widyaningrum, 2016). One of the factors contributing to consumers believing in the message or content of an advertisement is the presence of celebrity endorsements. This celebrity endorser helps to project a favorable image

of the brand, which increases public trust in the company (Kusdayanti & Nugroho, 2023). Celebrity endorsements are another strategy used by MS Glow products, where they also use celebrity endorsers to attract their consumers.

Nagita Slavina and Sarwendah, two well-known public figures and celebrities, were lined up as celebrity endorsers of MS Glow products after the company noticed the current trend, which demonstrates that celebrities and YouTubers have a significant influence on the entertainment industry and play an important role in promoting their skincare products. Customers' decisions about what to buy can also be influenced by a celebrity endorser. The same holds true for brands that celebrities who enjoy positive public perception and image support, as this helps foster brand trust. Loyal consumers are more likely to make a purchase decision based on the product if they have greater faith in the brand (Arni & Nuraini, 2022).

The enhancement of product quality is the next marketing tactic. The quality of a product is an important element to see the success of a company. According to the American Society for Quality Control in Dimitrova's research, quality is a concept that consumers focus on; the emphasis is placed on the extent to which the product or service meets or even exceeds customer expectations (Dimitrova et al., 2009). In order to facilitate customers' decision-making process, product quality aims to entice and influence customers with its level of quality (Gunawan & Pertiwi, 2022).

In addition to the quality of the product, buyers need to feel confident and trusting of a brand before making a purchase. The concept of brand trust pertains to the perceptions that consumers have of a brand's dependability, which are shaped by their experiences with different transactions or interactions. How successfully a product satisfies customer expectations and builds brand trust is what defines brand trust (Ferrinadewi, 2008). After they have developed a sense of trust in the brand, consumers will find it simpler to decide which products to purchase. This is consistent with the findings of Wilujeng's research, which show that brand trust positively impacts consumer decisions (Wilujeng, 2014).

Based on the description above, it is important to examine the effect of halal labeling, celebrity endorsers, and product quality on purchasing decisions for MS Glow cosmetics with brand trust as an intervening variable. This research is in

line with research completed by Nisa (Nisa, 2020), but was developed by taking the intervening variable using brand trust.

Literature Review

Label Halal

A halal label can simply be interpreted as information owned by a product that guarantees that the product is halal for consumption or use by Muslims. An official organization like Badan Penyelenggara Jaminan Produk Halal (BPJPH) issues the halal label, which is typically displayed on the product packaging as an image or logo. A product can be traded and consumed in accordance with Islamic law if it bears the halal label.

A product's halal status is determined by the manufacturing process used, so the presence of a halal writing or statement on the packaging serves as an assurance that the item is halal. Following testing and inspection by government-appointed institutions or halal certification bodies like MUI and BPJPH, the halal label is placed on the product packaging. The government regulates labels and advertisements, so everything that is said about them needs to be appropriate and compliant (PP No. 69 Label Dan Iklan Pangan, 1999). Halal guarantee of a product that is traded in Indonesian territory and can be used for Muslims must be clear about its halalness, such as food products, medicines, or cosmetics.

Celebrity Endorser

According to Shimp, using well-known public figures like artists, vloggers, entertainers, and others will increase the success of introducing products to consumers (Darmansyah et al., 2014). According to a different viewpoint, people who are well-known to the general public, like public figures and sports players, are considered celebrity endorsers. A celebrity endorser must have five supporting factors called TEARS (Shimp, 2003). The first is trustworthiness, which is a public figure who is known for his honesty and integrity to instill confidence in a product in consumers. Second, expertise means the expertise or advertising star must have the knowledge and skills to support the topic being promoted. Third attractiveness means that voters consider attractive things owned by celebrity endorsers, such as personality, lifestyle, body shape, appearance and beauty, and others. Fourth respect, which refers to the quality and performance of

the advertising star who is admired and respected by consumers, thereby increasing brand value and product purchasing decisions. Fifth, similarity refers to the similarity between endorsers and consumers in terms of demographics, lifestyle, and personality, making it easier for consumers to connect with advertising stars who have similar characteristics.

Product Quality

The ability of a product to meet customer needs through the features or attributes of its goods and services is known as product quality (Kotler & Keller, 2012). Tiptono outlines the eight characteristics of high-quality products. The degree to which a product's main objective is accomplished and felt by customers is its performance, first and foremost. Second, features are additional characteristics that improve the product's core functionalities. Customers have yet another choice for a product with more features with this one. Third, a product's reliability is its capacity to function consistently over the course of its lifetime; the longer a product's service life, the more interested consumers become in it. Fourth, conformance to specifications explains how closely a product's operation and design adhere to predefined standards, including those related to size, speed, capacity, durability, and so forth. Fifth, durability relates to the product's ability to withstand pressure, stress, or impact without suffering significant damage. Sixth, serviceability refers to how easily a product can be repaired. A product is considered to have high serviceability if it can be repaired easily and at low cost. Seventh, aesthetics is the attractiveness of the product to the human senses. Eighth, perceived quality is the product's image, reputation, and corporate responsibility for the product.

Brand trust

Chaudhuri & Holbrook in Citra define brand trust as an act of consumer readiness to trust and believe in the brand's capabilities in accordance with the function of the product (Citra & Santoso, 2016). Chaudhuri & Holbrook in Maulana also concluded that, in particular, trust can reduce uncertainty in situations where consumers feel less secure because they believe the brand has proven reliable (Maulana & Marista, 2021). Trust, according to Kanwar, refers to the readiness of consumers to give trust to a brand based on the belief that certain

products are able to fulfill the promised value and place consumer interests as a priority (Kanwar & Huang, 2022; Sumartini et al., 2021; Tanjung & Keni, 2023).

Purchasing Decision

Purchasing decisions are a process in which individuals actively participate in making choices to buy products offered by sellers. A consumer will see about the feasibility of the product he will buy with the funds he gives to the seller. This feasibility is based on the information that has been obtained from the product. Purchasing decisions can occur after going through several stages that consumers go through before making a final purchase (Kotler & Armstrong, 2008). The stages of consumers in deciding to make a final purchase consist of five stages, namely problem recognition about the need for a product, information search for the goods needed, evaluation of alternatives to other products, final purchase decisions, and post-purchase product services (Kotler & Keller, 2012).

Research Model and Hypothesis

A consumer in making a purchase decision will not be separated from the information that enters him. Consumer behavior is formed from other factors, which will be the basis for this purchase decision (Muflih, 2006). The final actions that customers take when selecting and purchasing goods are known as purchasing decisions. These decisions are impacted by various factors such as how trustworthy a brand is, how well-quality the product is perceived to be, and whether or not celebrities endorse it.

This study uses three variables, namely, halal labeling, celebrity endorsers, and product quality. Then for the dependent variable using the purchasing decision variable. Meanwhile, brand trust is used as an intervening variable. The use of this variable is because the halal label can affect brand trust through consumer perceptions of product credibility and halalness. Celebrity endorsers can also influence consumer confidence through the promotions they do. Meanwhile, product quality can directly affect brand trust through consumers' direct experience with a brand. Furthermore, since customers typically select products from brands they trust, brand trust influences purchase decisions.

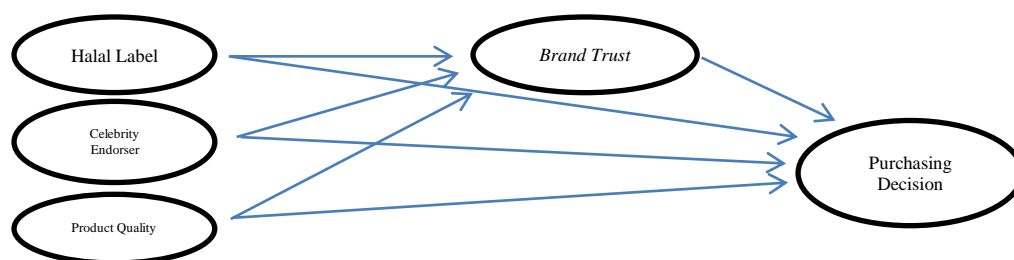


Figure 1 Conceptual Framework

- H1: It is suspected that the halal label has a significant effect on brand trust in MS Glow cosmetic products.
- H2: It is suspected that celebrity endorsers have a significant effect on brand trust in MS Glow cosmetic products.
- H3: It is suspected that product quality has a significant effect on brand trust in MS Glow cosmetic products.
- H4: It is suspected that the halal label has a significant effect on consumer purchasing decisions on MS Glow cosmetic products.
- H5: It is suspected that celebrity endorsers have a significant effect on consumer purchasing decisions on MS Glow cosmetic products.
- H6: It is suspected that product quality has a significant effect on consumer purchasing decisions on MS Glow cosmetic products.
- H7: It is suspected that brand trust has a significant effect on consumer purchasing decisions on MS Glow cosmetic products.
- H8: It is suspected that the halal label affects purchasing decisions through brand trust.
- H9: it is suspected that celebrity endorsers influence purchasing decisions through brand trust
- H10: it is suspected that product quality affects purchasing decisions through brand trust

Research Methodology

This research uses a quantitative approach with statistical procedures to find answers to the problems to be studied (Sujarweni, 2014). This quantitative approach is also called a positivistic approach because it is based on the positivism philosophy (Sugiyono, 2013). The population used was Annuqayah University students with purposive sampling technique with the criteria that women who have used MS Glow products and are students of Annuqayah University. The sample size used for multivariate analysis can be taken from 5 to 10 times the number of indicators (Hair et al., 2019). This study has 20 indicators so that the number of respondents who can represent the population is 100-200

people. This study uses a minimum sample size of 100 respondents. Data was collected by distributing questionnaires to Annuqayah University students.

Structural Equation Model—Partial Least Square (SEM-PLS) was used to analyse the purchase decision of MS Glow products, assisted by SmartPLS software version 3. SEM-PLS analysis can analyse the set of influences between variables that are difficult to measure simultaneously. According to Santoso, SEM is a multivariate analysis method that combines regression (correlation) and factor analysis. Its goal is to examine the relationships between variables in the model, including those between constructs and their indicators as well as between the constructs themselves (Santoso, 2014).

SEM-PLS analysis uses two stages, namely the outer model and the inner model. The outer model is used to see the data to be analyzed, while the inner model tests the model structure of the data to be studied (Ghozali & Latan, 2015).

Constructs and References

An operational definition of every variable is required as a first step towards elucidating understanding in research in order to explain the variables that have been identified.

Table 1 Variable Constructs

Constructs	Indicator	Reference
Halal Label	Halal label knowledge, Halal Labeling Writing, Trust and Assessment of halal labeling	(Nisa, 2020)
Celebrity Endorser	Visibility, Credibility, Attraction and Power	(Royan, 2004)
Quality Product	Performance, Reliability, Features, Durability and Consistency	(Sangadji & Sopiah, 2014)
Purchasing Decision	Product/service selection, Brand selection, Selection of time, Choice of method/method and payment	(Kotler & Armstrong, 2008)
Brand Trust	Trust, Rely, Honest and Safe	(Deodata & Soamole, 2019)

Source: Primary data processed, 2024

Research Findings and Discussion

Outer Model Analysis

SEM-PLS analysis requires data to have an outer loading value higher than 0.70 (Hair et al., 2019; Sanchez, 2013). This value shows the relationship between the variables to be studied. The higher the outer loading value, the closer the

relationship between the latent variable and the indicator. The results of testing outer loading can be seen in the following figure:

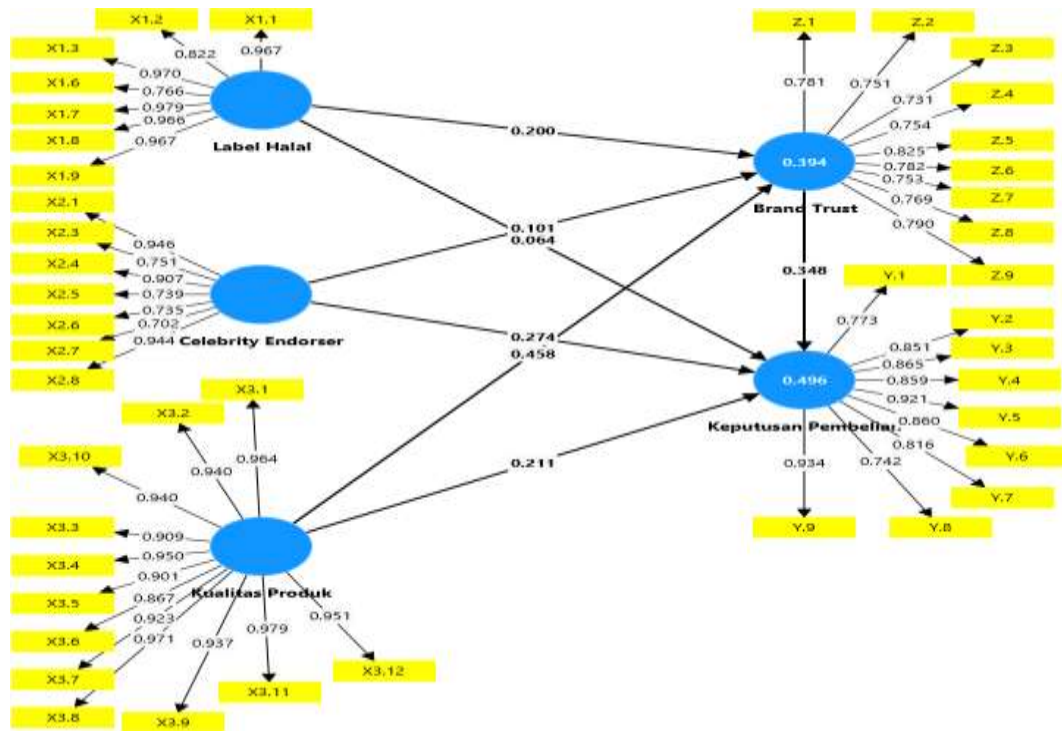


Figure 2 Outer Loading Output

Based on the table above, it shows that the outer loading value is more than 0.70; this indicates that the indicator meets the convergent validity criteria and meets the required validity standards based on the rule of thumb.

Validity and Reliability Test

Evaluation of discriminant validity can be seen in the Fornell and Lacker table, which can be seen in table 2.

Table 2 Fornell-Larcker Output

	Brand Trust	Celebrity Endorser	Purchasing Decisions	Product Quality	Halal Label
Brand Trust	0,771				
Celebrity Endorser	0,372	0,824			
Purchasing Decisions	0,602	0,517	0,849		
Product Quality	0,588	0,423	0,559	0,937	
Halal Label	0,439	0,389	0,425	0,435	0,923

Source: SmartPLS Output, 2024

Based on the table 2, the AVE root value is greater than the correlation value; the AVE root is indicated by bold numbers in the table. The AVE root value on the brand trust variable of 0.771 is greater than the correlation value

between brand trust and the celebrity endorser variable, which is 0.372. Likewise, the celebrity endorser variable of 0.824 is greater than 0.372 and 0.517. The purchase decision of 0.849 is greater than 0.517 and 0.559. Product quality with a value of 0.937 is greater than 0.559 and 0.435. The halal label has a value of 0.923 greater than 0.435. Therefore, this study has valid data based on the results of the discriminant validity test.

Reliability is measured using Cronbach's alpha and composite reliability scores. To be categorised as reliable, the Cronbach's alpha score must at least reach 0.6, while the composite reliability score must at least reach 0.7 (Jogiyanto, 2011). The results of the reliability test are outlined in table 3:

Tabel 3 Cronbach’s alpha and Composite Reliability Output

Variabel	Cronbach’s A	Composite R
Halal Label	0,970	0,976
Celebrity Endorser	0,918	0,936
Product Quality	0,987	0,988
Brand trust	0,915	0,929
Purchasing Decisions	0,951	0,959

Source: SmartPLS Output, 2024

Table 3 shows that all variables have a Cronbach's alpha value of more than 0.6 and composite reliability of more than 0.7. Thus, it can be concluded that this research model is reliable and suitable for further testing.

Structural Model and Hypothesis Testing:

Direct Effect

In SEM-PLS, the bootstrapping technique is used to compute the model as a direct influence by taking each analysis path's t value into account. One-way (1-tailed) and 0.05 is the significance level applied. Acceptance of the hypothesis is possible if the P value is less than 0.05 (Hair et al., 2017). The calculation results for hypothesis testing in this study will be described in table 4 below:

Table 4 Direct Effect Output

Hypothesis	Coefficients	P value	Decision
H1. Halal Label -> Brand trust	0,200	0,028	Accepted
H2. Celebrity endorser -> Brand trust	0,101	0,126	Declined
H3. Product Quality -> Brand trust	0,458	0,000	Accepted
H4. Halal Label -> Purchasing Decisions	0,134	0,102	Declined
H5. Celebrity endorser -> Purchasing Decisions	0,309	0,000	Accepted
H6. Product Quality -> Purchasing Decisions	0,371	0,000	Accepted

H7. Brand trust -> Purchasing Decisions	0,348	0,001	Accepted
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Source: SmartPLS Output, 2024

Based on this table, the results for each hypothesis test can be described as follows:

Direct Effect of Halal Label on Brand Trust

Based on the results of testing the first hypothesis above, the effect of the halal label on brand trust gets a p value of $0.028 \leq 0.05$ so it can be concluded that the hypothesis is accepted. This proves that the halal label has a significant effect on brand trust.

Direct Effect of Celebrity Endorser on Brand Trust

Based on the results of testing the second hypothesis above, the effect of celebrity endorsers on brand trust gets a p value of $0.126 \geq 0.05$ so that this hypothesis is rejected. This proves that celebrity endorsers have no significant effect on brand trust.

Direct Effect of Product Quality on Brand Trust

Based on the results of testing the third hypothesis above, the effect of product quality on brand trust gets a p value of $0.000 \leq 0.05$ so it can be concluded that this hypothesis is accepted. This proves that product quality has a significant effect on brand trust.

Direct Effect of Halal Label on Purchasing Decisions

Based on the results of testing the fourth hypothesis above, the effect of the halal label on purchasing decisions gets a p value of $0.102 \geq 0.05$ so that this hypothesis is rejected. This proves that there is no influence between the halal label on purchasing decisions for MS Glow products.

Direct Effect of Celebrity Endorser on Purchasing Decisions

Based on the results of testing the fifth hypothesis above, the effect of celebrity endorsers on purchasing decisions obtained a p value of $0.000 \leq 0.05$ so it can be concluded that this hypothesis is accepted. This proves that celebrity endorsers have a significant effect on purchasing decisions for MS Glow products.

Direct Effect of Product Quality on Purchasing Decisions

Based on the results of testing the sixth hypothesis above, the effect of product quality on purchasing decisions obtained a p value of $0.000 \leq 0.05$ so it can be concluded that this hypothesis is accepted. This proves that product quality has a significant effect on purchasing decisions for MS Glow products.

Direct Effect of Brand Trust on Purchasing Decisions

Based on the results of testing the seventh hypothesis above, the effect of brand trust on purchasing decisions obtained a p value of $0.001 \leq 0.05$ so it can be concluded that this hypothesis is accepted. This proves that brand trust has a significant effect on purchasing decisions for MS Glow products.

Indirect Effect

Mediation tests or indirect effects are carried out by placing brand first as a mediating variable. This evaluation can be described in the output of table 5, If the P value number is less than 0.05, then brand trust mediates the decision to purchase MS Glow products.

Table 5 Specific Indirect Effect Output

Hypothesis	Coefficients	P value	Decision
H8. HL -> BT -> PD	0,070	0,068	Declined
H9. CE -> BT-> PD	0,035	0,166	Declined
H10. PQ -> BT -> PD	0,159	0,004	Accepted

Note: HL: Halal Label, CE: Celebrity Endorser, PQ: Product Quality, PD: Purchasing Decision

The results of testing the eighth and ninth hypotheses show that brand trust does not mediate the influence of halal labels and celebrity endorsers on purchasing decisions. This can be seen from the results of the p values of 0.068 and $0.166 \geq 0.05$, respectively. So it can be concluded that the ninth hypotheses are rejected.

The results of testing the tenth hypothesis show that product quality is mediated by brand trust in purchasing decisions. This can be seen from the p value of $0.004 \leq 0.05$. So it can be concluded that the tenth hypothesis is accepted.

Table 6 Direct and Indirect Effect

Direct Path	P Values	Test Result	Indirect Path	P Values	Test Result
HL -> PD	0,102	Declined	HL -> BT -> PD	0,068	Declined
CE -> PD	0,000	Accepted	CE -> BT-> PD	0,166	Declined
PQ -> PD	0,000	Accepted	PQ -> BT -> PD	0,004	Accepted

Source: SmartPLS Output, 2024

Based on table 6, it can be concluded that brand trust mediates the effect of product quality on purchasing decisions for MS Glow products. The halal label has no direct effect on purchasing decisions for MS Glow products as well as indirect effects when brand trust is included. The celebrity endorser variable yields distinct outcomes; it directly impacts purchase decisions, but it has no effect when brand trust acts as a mediating factor.

R Square Coefficient Output

In SEM-PLS analysis, R-Square is used to calculate the structural model's predictive power. R square values with a criterion near 0.67 are regarded as strong, 0.33 as moderate, and 0.19 as weak.

Tabel 7 R-square Value

	<i>R Square</i>	Criteria
<i>Brand trust</i>	0,394	Moderat
Purchasing Decisions	0,496	Moderat

Source: SmartPLS Output, 2024

Table 7 indicates that the endogenous variable brand trust has a R square value of 0.394. This value explains that the strength of the halal label, celebrity endorser, and product quality variables in predicting brand trust is 39.4%. Furthermore, the R square value for the endogenous variable of purchasing decisions is 0.496. This value explains that the strength of the halal label, celebrity endorser, and product quality variables in predicting the purchasing decision variable is 49.6%.

Discussion

The general findings of earlier hypothesis testing indicate that halal labeling and product quality, rather than celebrity endorsers, have an impact on brand trust. Meanwhile, the decision to purchase MS Glow products is influenced by brand trust variables, celebrity endorsers, and product quality except halal labels.

This study provides an understanding that the halal label does not play an important role in respondents' decision-making in buying MS Glow products. MS Glow respondents in making decisions do not see whether or not the halal label is on the product packaging. According to Montana in his research, cosmetic products are not a category of products that are required to include halal labels, such as food products. Skincare products are used for external use only, so the inclusion of a halal label is not something that is very relevant or important (Montana & Kurniawati, 2024). Similar previous research is Gunawan's research, which states that the halal label has no significant effect on purchasing decisions for safi skincare (Gunawan & Pertiwi, 2022). Other findings are found in the research by (Desmayonda, 2019) and (Risna et al., 2020).

In contrast to the results with the celebrity endorser variable, which has a significant effect on purchasing decisions for MS Glow products. This shows that a celebrity endorser can encourage consumers to buy MS Glow products. Celebrity endorsers who are reliable in promoting a product can influence consumers' minds in making purchasing decisions. Therefore, it is important to use celebrity endorsers in introducing and marketing a skincare product. These results support research conducted by Maryanti, which states that there is a significant influence between celebrity endorsers and purchasing decisions (Maryanti, 2022). Other findings with similar results are found in research (Widyaningrum, 2016), (Zaqiyah & Muzdalifah, 2023) and (Afriliantini et al., 2019).

Product quality also shows its influence on purchasing decisions for MS Glow products. These results indicate that the better the quality provided by MS Glow products, the higher the likelihood of these skincare products being purchased. When it comes to attracting customers, product quality is crucial since it is one of the primary factors that influence their decision to buy MS Glow goods. This research is in line with Lorinda's research, which states that there is a significant influence between product quality and purchasing decisions for Tolak Angin Sidomuncul products (Lorinda & Amron, 2023). Other similar research results were conducted by (Aghitsni & Busyra, 2022), (Citra & Santoso, 2016) and (Martini et al., 2021).

The indirect effect on purchasing decisions through brand trust has different results. Brand trust cannot mediate the label on purchasing decisions for MS Glow products. The halal label, seen from the direct and indirect effects, cannot influence purchasing decisions for MS Glow products. The results of this study are supported by Montana's research, which states that there is no significant influence of the halal label on buying decisions through brand trust (Montana & Kurniawati, 2024). This may occur as a result of the brand trust variable's inability to mediate between the two variables due to the halal label on MS Glow products' minimal impact on purchasing decisions. Consumers do not pay much attention to the halal label for products whose nature of use is outside, such as cosmetics and others.

Mediation of brand trust on the effect of celebrity endorsers on purchasing decisions for MS Glow products has the opposite result. Purchasing

decisions are directly influenced by celebrity endorsers, but when mediated by brand trust, they become insignificant. This happens because there is no direct influence between celebrity endorsers on brand trust variables, so the use of celebrity endorsers on MS Glow products is unable to foster consumer confidence in the MS Glow brand. This is in line with Andhany's research, which states that brand trust has no significant effect in mediating the relationship between celebrity endorsers and purchasing decisions (Andhany, 2023).

The final mediation of brand trust proves that product quality has a positive and significant effect on purchasing decisions through brand trust. These results are supported by Rendy's research, which states that brand trust has a significant effect as a mediation between the relationship between product quality and purchasing decisions for Adidas shoes (Rendy et al., 2023). This shows that good product quality will foster trust, which in the next stage will make consumers make purchases. The respondents think that buying products from MS Glow is a good idea because of the high quality that these products offer.

Conclusion

Based on the carried out discussion, it has been determined that while celebrity endorsers have no effect on brand trust, the halal label and product quality variables do. While halal labels do not directly affect purchasing decisions, factors such as celebrity endorsers, product quality, and brand trust all have a direct impact. For MS Glow products, brand trust mediates the impact of product quality on purchase decisions; however, brand trust does not mediate the effects of the halal label and celebrity endorser variables.

MS Glow should maintain the halal label on product packaging so that consumers feel safe and trust MS Glow beauty products. Furthermore, the selection of reliable celebrity endorsers needs to be considered to encourage consumers to make purchases. Then, quality improvement also needs to be done to build good brand trust, which in turn will bring consumers to the purchasing decision stage.

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