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Chinese Ice Cream in Indonesia: Analyzing Halal Brand Image, Halal Brand Loyalty, Halal Brand Trust and Purchase Intention

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ABSTRACT

Beverages and ice cream have emerged as a current trend favored by some consumers. However, research on halal drinks and ice cream in Indonesia is still limited. The purpose of this study is to examine the impact of the halal brand image on halal brand loyalty and halal brand trust, and subsequently, on purchase intention. This research employs a consumer survey to explore the relationships between these variables. The study focuses on respondents who are Muslims and have purchased one of Mixue's products, totaling 208 participants. The analysis method employed in this study is PLS-SEM. The results of the analysis reveal a significant influence of halal brand image on both halal brand loyalty and halal brand trust. Furthermore, halal brand loyalty significantly affects purchase intention, whereas halal brand trust does not show a significant impact on purchase intention. Halal brand loyalty, but not halal brand trust, mediates the relationship between halal brand image and purchase intention.

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1. INTRODUCTION

Changes in consumer lifestyles bring about significant benefits for the culinary industry. The culinary business stands as one of the sectors that profoundly impacts the growth of other industries (Dalem, 2021). In the contemporary era, numerous companies have emerged, primarily focusing on drinks and ice cream as their main products, driven by the high market demand and prevailing trends (Siregar & Lubis, 2019). The beverage and ice cream business hold the potential for substantial profits as these products are widely accessible in various locations. Even in today's market, drinks and ice cream continue to be consumers' preferred choices for desserts (Rosmayanti, 2023).

Marketers need to maintain consistency in boosting their sales without succumbing to the allure of competitors. The most effective strategy for marketers to remain competitive in the business world is to enhancing consumer purchase intentions (Alimansyah et al., 2022). Another factor that can heighten consumer purchase intentions and build trust in the product being sold is the possession of a halal certificate. The term "halal," originating from Arabic, signifies everything that is permissible in Islamic teachings (Joshi & Garg, 2022). Islam imposes restrictions on food consumption, with certain types of food prohibited under Islamic law (Winesti & Ningsih, 2019). Halal certificates ensure that the ingredients used adhere to Islamic law, signifying a trustworthy quality (Ias, 2019).

This research covers several variables related to halal products. The brand image holds significant importance in the halal culinary industry in Indonesia (Prastiwi, 2018). Brand image serves as an added value to a product and establishes its identity (Khadijah & Wulandari, 2020). Halal brands can prompt consumers to show more interest in purchasing because their quality and trustworthiness have been tested (Ahmed, 2008). Halal brand image can enhance consumer judgment in fulfilling their needs and satisfaction based on the trust they have in the brand.

The satisfaction that consumers feel towards the brand image can foster loyalty. Brand loyalty encompasses the extent of consumer desire and commitment to make purchases. It stands as a crucial aspect for products to compete effectively and gain consumer loyalty (Kusuma & Miartana, 2018). Biedenbach & Marell (2010) argued that brand loyalty plays a pivotal role, particularly concerning halal products. Evaluating brand loyalty can involve analyzing consumer actions by measuring customer satisfaction (Christino et al., 2020).

Trust in halal brands can mirror consumer confidence and security regarding the quality and halal certification of these products. Brand trust plays a vital role in the culinary industry, particularly in beverage and ice cream products. It can instill consumer confidence and reduce the risk of consumer doubts about halal products (Atulkar, 2020; Li et al., 2012). Perceptions of halal brands are crucial in fostering consumer trust, which, in turn, can lead to strong relationships (Lin et al., 2017). Marketers can cultivate consumer trust in halal brands by facilitating interactions, thereby increasing purchase intentions (Shin et al., 2016).

Effective marketers can provide information about products and encourage consumer purchase intentions. Purchase intention refers to consumers' understanding of a product or service, which ignites their desire to make a future purchase (Kudeshia & Kumar, 2017). Marketers who comprehend purchase intentions can more easily anticipate consumer interest in brands (Agmeka et al., 2019). When consumers intend to buy a product, they tend to carefully search and evaluate the information they receive. Consumer actions to purchase a product arise when their needs are met, as they perceive the product as fulfilling their functional requirements (Hakim, 2020).

2. LITERATUR REVIEW

2.1. Definition

2. 1. 1. Halal Brand Image

The halal brand image holds paramount importance for marketers in shaping consumer perceptions. Brand image refers to a brand ingrained in consumers' memories and includes a halal certificate for assurance (Sääksjärvi & Samiee, 2011). It is also defined as consumers' perceptions of a specific brand concerning Muslim beliefs and their commitment to halal products (Khan et al., 2022). The halal brand image serves as a strategic tool for halal brands to create a positive impression among consumers (Kusnandar, 2020). Exploring the halal brand image further is of significant interest (Kusuma & Anandya, 2023).

Research on the halal brand image has been conducted previously. Alimansyah et al (2022) discussed how consumers pay attention to the halal brand image, leading to satisfaction with the halal brand. Sääksjärvi & Samiee (2011) examined brand image as a link between halal brand identity and preference. Fachrurazi et al (2022) also explored brand image to attract and help consumers remember halal products. However, research on the halal brand image specifically concerning halal beverages and ice cream within previous studies is lacking (Kusnandar, 2020).

2. 1. 2. Halal Brand Loyalty

Halal brand loyalty holds significant importance for marketers as it signifies consumer attachment to brands that adhere to halal standards. Halal brand loyalty can be defined as a consumer's commitment to repurchasing or continuing to use a particular halal brand (Utami, 2023). Brand loyalty is crucial for halal brands as it reflects consumer allegiance to a specific brand (Jung & Soo, 2012). Consumers tend to prefer and exhibit loyalty towards halal brands (Atulkar, 2020). Further research on halal brand loyalty is essential (Kusnandar, 2020).

Previous studies have explored halal brand loyalty. Zainudin et al (2020) examined brand loyalty as consumer attitudes and commitment to brands, indicating future repurchases. Jung & Soo (2012) investigated the ability of halal brand loyalty to establish consumer attachment to products. Past research on halal brand loyalty primarily focused on the context of fashion (Khan et al., 2014). Although research on halal brand loyalty still exists within the fashion context, it has not yet been explored in the context of halal beverages and ice cream (Kusuma & Anandya, 2023).

2. 1. 3. Halal Brand Trust

Halal brand trust holds crucial importance for marketers in instilling consumer confidence in halal products. It can be defined as the level of consumer confidence in the ability of halal brands to meet their expectations (Carroll & Ahuvia, 2006). Halal brand trust can be measured based on consumer perspectives on products that satisfy their needs (Utami, 2023). The trust established by a halal brand can nurture loyalty among consumers (Putra et al., 2023). Further exploration of research on halal brand trust is intriguing (Kusuma & Anandya, 2023).

Previous studies have delved into halal brand loyalty. Khan et al (2014) found that halal brand trust might not be a significant factor for consumers when faced with high prices. Utami (2023) also explored how brand trust represents consumers' expectations and beliefs in halal products. Current research on halal brand trust continues to focus on consumers in shopping centers (Atulkar, 2020). However, the context of halal beverages and ice cream remains unexplored in previous research (Kusnandar, 2020).

2. 1. 4. *Purchase Intention*

Understanding purchase intention is vital for marketers to grasp consumers' plans to buy a product. It represents a strong desire from consumers to purchase a particular product (Khadijah & Wulandari, 2020). This intention refers to a consumer's plan to buy a product with a specific brand in the future (Chetioui et al., 2020), essentially indicating whether consumers are willing to make purchases. Consumers who anticipate buying products from specific brands in the future are likely to become loyal customers of these products (Chae et al., 2020). Further research on purchase intention is of significant interest (Kusuma & Anandya, 2023).

Previous studies have delved into purchase intentions. Chetioui et al (2020) examined how influencers can encourage consumers to have purchase intentions for specific brands. Certain attitudes and brand images can influence these purchase intentions (Chae et al., 2020). Existing research on purchase intention primarily focuses on online purchases (Putra et al., 2023). However, previous research has yet to explore the context of halal drinks and ice cream (Chetioui et al., 2020).

2.2. Hypotheses

2.2.1 *The Effect of Halal Brand Image on Halal Brand Loyalty*

Understanding the impact of halal brand image on halal brand loyalty is crucial for marketers. In marketing research, brand image and brand loyalty constitute essential components of marketing strategies (Nguyen et al., 2011). Brand image, shaped through consumer interactions, can enhance consumer loyalty to halal brands (Ogba & Tan, 2009). Establishing a positive halal brand image is vital for fostering loyalty among consumers towards halal products (Kusnandar, 2020). Intriguingly, the relationship between brand image and loyalty remains unexplored within the context of halal tea and ice cream shops. Although the influence of the relationship between halal brand image and halal brand loyalty has been discussed in the context of ramen restaurants (Kusnandar, 2020).

This study demonstrates that halal brand image significantly influences loyalty towards halal brands. Ogba & Tan (2009) contend that a brand image aligning with market desires can enhance brand loyalty for halal products. Kusnandar (2020) also asserts a strong and positive correlation between halal brand image and halal brand loyalty. Martínez et al (2014) argued that the brand image associated with halal products can impact consumer loyalty. This underscores that a favorable brand image in consumers' eyes fosters greater loyalty to halal brands. Based on the arguments above, the following hypothesis can be formulated:

H1: Halal brand image has a significant effect on halal brand loyalty

2.2.2 *The Effect of Halal Brand Image on Purchase Intention*

Understanding the impact of a strong halal brand image on purchase intentions is crucial for marketers. A brand image that is attractive and aligns with consumer values can enhance the willingness to purchase products (Khan et al., 2014). Businesses with a positive halal brand image can influence purchase intentions and increase profits (Kremer & Viot, 2012). Halal brand image is often considered a key determinant when consumers intend to make a purchase (Agmeka et al., 2019). Although the effect of halal brand image on purchase intention has been discussed in the context of fashion, it has not yet been explored in the context of halal food and ice cream.

This study confirms that halal brand image significantly influences purchase intention. Agmeka et al (2019) argued that consumer lifestyles make brand image very important in shaping purchase intentions. Fachrurazi et al (2022) contend that shaping brand image directly

affects purchase intention for halal products. Zhang et al (2010) suggest that lesser-known brands can impact halal brand image and purchase intention for these products. The effect of halal brand image on purchase intention aligns with the research conducted by Watanabe et al (2019). Based on the above arguments, the following hypothesis can be formulated:

H2: Halal brand image has a significant effect on purchase intention

2.2.3 The Effect of Halal Brand Image on Halal Brand Trust

Comprehending the impact of halal brand image on halal brand trust holds significant importance for marketers. A favorable brand image among consumers can enhance trust in halal brands (Sääksjärvi & Samiee, 2011). Halal brand trust has gained prominence among consumers, especially in light of unethical practices observed in some brands (Khan et al., 2014). Brand image plays a role in halal brand trust by simplifying information about a brand and reducing uncertainty (Chen, 2010). Surprisingly, the effect of halal brand image on halal brand trust has never been explored in the context of halal drinks and ice cream.

This study contends that halal brand image influences the level of trust consumers place in halal brands. Pavlou et al (2007) argued that halal brand image serves as product information that can enhance halal brand trust. Chen (2010) posits that a modified traditional product image affects consumer trust, particularly in the context of halal products. Bennett et al (2005) also assert that a positive halal brand image has the potential to reinforce consumer trust in the brand. Khan et al (2014) argued that a well-crafted halal brand image can cultivate greater consumer loyalty. Based on these arguments, the following hypothesis can be formulated:

H3: Halal brand image has a significant effect on halal brand trust

2.2.4 The Effect of Halal Brand Loyalty on Purchase Intention

Understanding the impact of halal brand loyalty on purchase intention is essential. Previous research conducted by Kusuma & Anandya (2023) has delved into the concepts of brand loyalty and purchase intention within the context of instant noodle products. Consumer loyalty plays a pivotal role in halal products and significantly influences purchase intention. Consumers who are already loyal to a product tend to have the intention to purchase it (Khan et al., 2014). The influence of halal brand loyalty and purchase intention has not been explored in the context of beverages and ice cream.

This study asserts that halal brand loyalty significantly affects purchase intention. Kusuma & Anandya (2023) argued that brand loyalty can profoundly influence consumers' purchase intention for similar products. Malik et al (2013) argued that increasing brand loyalty can positively impact purchase intention for products. Sääksjärvi & Samiee (2011) argue that brand loyalty significantly influences consumers' inclination to buy a specific halal brand. Maintaining halal brand loyalty is crucial for marketers to prevent a decrease in consumer purchase intention. Based on the above arguments, the following hypothesis can be formulated:

H4: Halal brand loyalty has a significant effect on purchase intention

2.2.5 The Effect of Halal Brand Trust on Purchase Intention

Understanding the relationship between halal brand trust and purchase intention is crucial for marketers. Previous research has explored the impact of halal brand trust on purchase intention, focusing on the context of halal meat products (Sääksjärvi & Samiee, 2011). A lack of consumer trust in a product tends to diminish purchase intention (Kwan et al., 2019). Consumers who trust halal products are more inclined to intend to buy the same product in the future (Putra et al., 2023). Previous studies have specifically discussed the effect

of halal brand trust on purchase intention in the context of halal meat products.

This study posits that halal brand trust directly influences purchase intention. [Sääksjärvi & Samiee \(2011\)](#) argued that brand trust can directly drive purchase intention in halal products. A strong level of halal brand trust can positively impact the intention to make a purchase ([Ali et al., 2020](#); [Chae et al., 2020](#); [Sultan & Wong, 2019](#)). This research argues for a direct relationship between brand trust and the intention to purchase halal products ([Chaudhuri & Holbrook, 2001](#); [Kang & Hur, 2012](#)). This demonstrates that halal brand trust can significantly influence consumer purchase intention for halal brands. There is still limited research on drinks and ice cream, especially in the halal context. The above argument can be formulated as a hypothesis as follows:

H5: Halal brand trust has a significant effect on purchase intention

2.2.6 The Effect of Halal Brand Image on Purchase Intention through mediation Halal Brand Loyalty

Understanding the impact of halal brand image on purchase intention mediated by halal brand loyalty is crucial for marketers. Brands offering a variety of halal products often aim to cultivate a brand image to enhance purchase intentions ([Fachrurazi et al., 2022](#)). Increasing brand loyalty can effectively boost purchase intentions for halal products ([Khan et al., 2014](#)). Brand loyalty plays a pivotal role in enabling companies to retain existing customers and attract new ones in the realm of halal products ([Malik et al., 2012](#)). The effect of halal brand image on purchase intention through the mediation of halal brand loyalty has not been discussed in the context of drinks and ice cream.

This study posits that halal brand image influences halal brand loyalty, which in turn is mediated by purchase intention. [Saputra \(2021\)](#) argued for a positive effect of brand image on purchase intention for halal products. [Kusuma & Miartana \(2018\)](#) contended that brand loyalty significantly influences consumers' choices to purchase products. Positive brand image and increased brand loyalty jointly impact consumer purchase intention for products ([Martínez et al., 2014](#)). This aligns with the assumption that a positive brand image and enhanced brand loyalty jointly influence consumer purchase intentions for halal products. The above argument can be formulated as a hypothesis as follows:

H6: Halal brand image has a significant effect on purchase intention through the mediation of halal brand loyalty.

2.2.7 The Effect of Halal Brand Image on Purchase Intention through the mediation of Halal Brand Trust

Understanding the impact of halal brand image on purchase intention mediated by halal brand trust is crucial for marketers. Brand image plays a vital role in motivating consumers to purchase products ([Martínez et al., 2014](#)). Retail companies with appealing brand images can significantly enhance the intention to buy halal products ([Putra et al., 2023](#)). Insufficient brand trust in a business can prompt consumers to switch to other halal brands, thereby influencing purchase intention ([Kusuma & Anandya, 2023](#)). The effect of halal brand image on purchase intention through the mediation of halal brand trust has not been further discussed in the context of drinks and ice cream.

This study argues that halal brand image exerts influence on halal brand trust, which is mediated by purchase intention. [Flavián et al \(2005\)](#) contended that increasing interaction with consumers can enhance brand image and brand trust. [Bhattacharya et al \(2022\)](#) also argued that the strong correlation provides evidence of the relationship between brand trust and purchase intention for halal products. [Agmeka et al \(2019\)](#) emphasize the importance of the impact of brand image on the purchase intention of halal products, suggesting that

consumers tend to believe that brand image will increase their intention to make a purchase. Based on these arguments, the following hypothesis can be formulated:

H7: Halal brand image has a significant effect on purchase intention through the mediation of halal brand trust. Figure 1 shows the above proposed hypotheses.

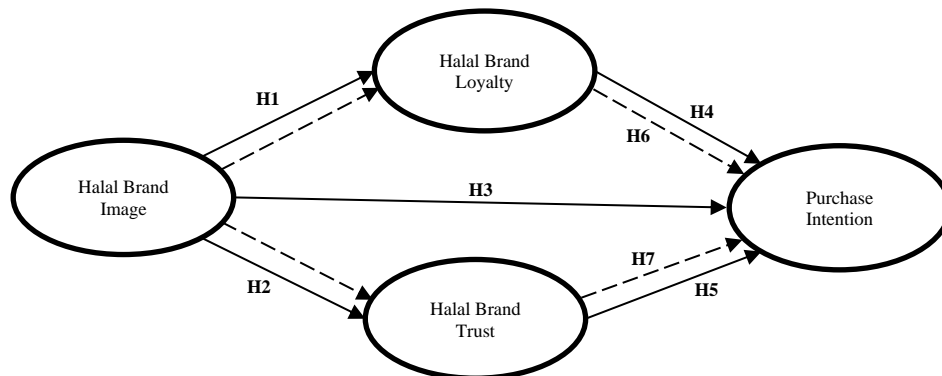


Figure 1. Proposed Framework
Notes: Direct effect → ; Indirect effect -->

3. METHODS

Mixue has become a popular brand in Indonesia. It garnered significant attention from the public due to the rapid establishment of its stores throughout Indonesia (Hikmah, 2023). This acceleration was supported by the high consumer appetite for Mixue's products (Hikmah, 2023). However, in 2020, Mixue still needed to possess a halal certificate from *Majelis Ulama Indonesia* (MUI) or Indonesian Ulema Council (Iqbal, 2023). The Head of the Halal Fatwa Division at MUI announced that Mixue receive a halal certificate in February 2023 (Iqbal, 2023).

The participants in this study were Indonesian consumers who practice Islam and have previously purchased Mixue products. A non-probability sampling technique, specifically purposive sampling, was employed in this research. Purposive sampling involves intentionally selecting respondents or capturing data when specific events occur (Firmansyah et al., 2022). The survey was distributed via popular social media platforms such as WhatsApp and Instagram. A seven-point Likert scale was used for measurement, a method considered user-friendly by respondents and a relative value (Preston & Colman, 2000). On this scale, point 1 represented "strongly disagree," while point 7 represented "strongly agree."

The questionnaire utilized in this study had been previously validated in various research works (Chaudhuri & Holbrook, 2001; Chen, 2010; Kang & Hur, 2012; Mourad & Ahmed, 2012; Summer et al., 2006). To measure the perception of the halal brand image, four statement items were used, with one of them being: "The halal Mixue product sets the highest standard for halal commitment" (Kang & Hur, 2012; Mourad & Ahmed, 2012). Halal brand loyalty was assessed using three statement items, including: "I intend to repurchase the Mixue product I am currently consuming in my future purchases" (Chaudhuri & Holbrook, 2001; Kang & Hur, 2012). To evaluate halal brand trust, three statement items were employed, with one of them stating: "Mixue's halal products are reliable and secure" (Chaudhuri & Holbrook, 2001; Chen, 2010). Lastly, purchase intention was measured using two statement items, one of which was: "Whenever I plan to buy a beverage, I will choose Mixue" (Summer et al., 2006).

4. RESULTS AND DISCUSSION

This research employs several measurement methods, there are five stages in assessing the validity and reliability of each questionnaire item. The first step involves evaluating the

measurement method by examining each indicator in the questionnaire. Indicators with factor loading values exceeding 0.708 are considered capable of explaining a variable by 50% (Hair et al., 2019).

Table 1. Factor Loading

Variable	Code	Loading
Halal Brand Image	HBI01	0.797
	HBI02	0.858
	HBI03	0.854
	HBI04	0.820
Halal Brand Loyalty	BLY01	0.861
	BLY03	0.772
	BLY04	0.763
Halal Brand Trust	HBT01	0.811
	HBT03	0.836
	HBT04	0.812
Purchase Intention	PI01	0.893
	PI02	0.883

Source: Author's Data (2023)

Table 1 reveals that all existing variables have factor loading values above 0.708, indicating that all variable indicators are deemed acceptable (Hair et al., 2019). The second stage of this study involves testing the Average Variance Extract (AVE) value. This study assesses the AVE value of each indicator. The AVE value for each variable must be more than 0.50 to explain 50% or more of the variance in the items (Hair et al., 2019). Table 2 presents the AVE value for each variable tested in this study.

The results of data testing in Table 2 indicate that the AVE value of each variable meets the requirements set for the test. It can be concluded that the AVE value in Table 2 fulfills the minimum requirement for explaining 50% of the variance of its items, and each construct supports the convergent validity of these variables (Hair et al., 2019).

Table 2. Convergent Validity

Variable	AVE
Halal Brand Image	0.693
Halal Brand Loyalty	0.640
Halal Brand Trust	0.672
Purchase Intention	0.788

Source: Author's Data (2023)

The subsequent stage of testing involves evaluating the Cronbach's Alpha and Composite Reliability values. Cronbach's alpha serves as a measure of consistency reliability, and it must meet a specific threshold while having a lower composite reliability value (Hair et al., 2019). Table 3 displays the Cronbach's Alpha and Composite Reliability values for all research variables, ranging from 0.70 to 0.95. These results indicate the reliability of all research variables (Hair et al., 2019).

Table 3. Reliability

Variable	Cronbach's Alpha	Composite Reliability
Halal brand image	0.852	0.900

Halal brand loyalty	0.717	0.842
Halal brand trust	0.756	0.860
Purchase intention	0.731	0.882

Source: Author's Data (2023)

The fourth stage of this research entails testing the discriminant validity value. discriminant validity assesses the extent to which an item is empirically distinct from other items in the structural model (Fornell & Larcker, 1981). The resulting discriminant validity value for the top variable must exceed the value for the other variables in the same column (Hair et al., 2019). The test results in Table 4 reveal that the top variables have the highest values in their respective columns, satisfying these criteria.

Table 4. Discriminant Validity (square root of AVE in bold on diagonal)

		1	2	3	4
1	Halal Brand Image	0.833			
2	Halal Brand Loyalty	0.814	0.800		
3	Halal Brand Trust	0.824	0.798	0.820	
4	Purchase Intention	0.757	0.751	0.713	0.888

Source: Author's Data (2023)

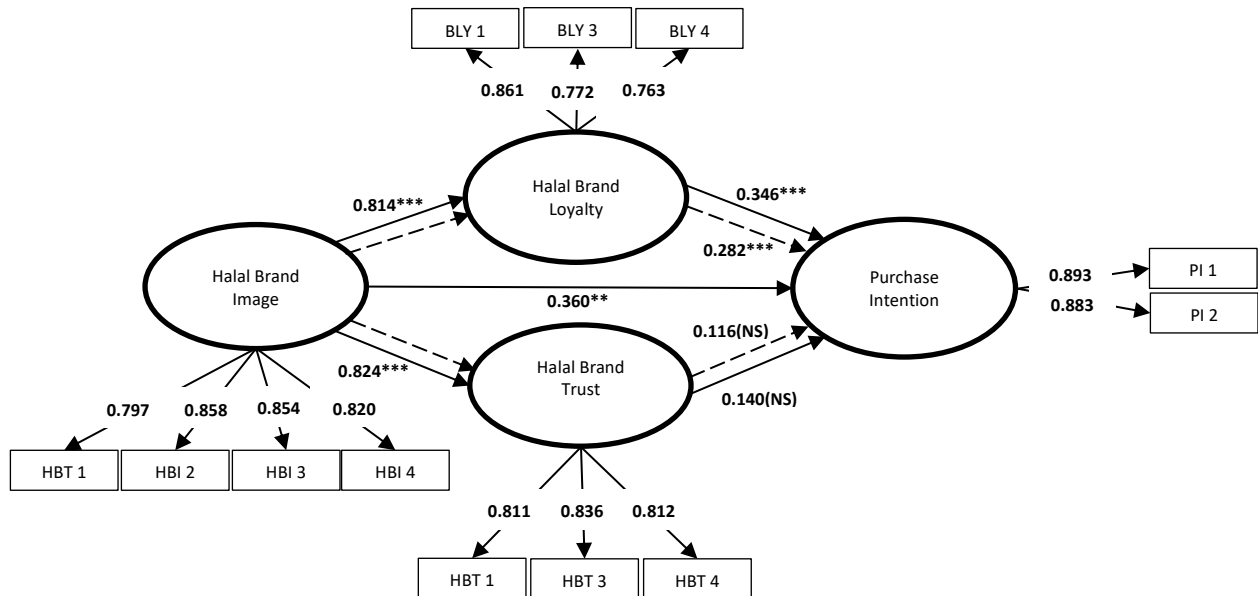
In the next stage of this research, hypothesis testing was conducted. The results of the structural model evaluation, as depicted in Figure 1, are presented in Table 5. Based on Table 5, not all hypotheses received support. H1 is supported, indicating that halal brand image has a significant effect on halal brand loyalty (0.814, $p < 0.001$). H2 is supported, indicating that halal brand image has a significant effect on halal brand trust (0.824, $p < 0.001$). H3 is supported, indicating that halal brand image has a significant effect on purchase intention (0.360, $p < 0.01$). H4 is supported, indicating that halal brand loyalty has a significant effect on purchase intention (0.346, $p < 0.001$). H5 is not supported, indicating that halal brand trust has a no significant effect on purchase intention (-0.140, $p > 0.05$). H6 is supported, indicating that halal brand image has a significant effect on purchase intention through the mediation of halal brand trust (0.282, $p < 0.001$). H7 is not supported, indicating that halal brand image has a no significant effect on purchase intention through the mediation of halal brand trust (-0.116, $p > 0.05$).

Table 5. Hypothesis Test Results

	Hypothesis	Coefficient	t-value	p-value	Conclusion
H1	Halal Brand Image → Halal Brand Loyalty	0.814	31.100	0.000	Supported
H2	Halal Brand Image → Halal Brand Trust	0.824	29.684	0.000	Supported
H3	Halal Brand Image → Purchase Intention	0.360	3.037	0.002	Supported
H4	Halal Brand Loyalty → Purchase Intention	0.346	3.575	0.000	Supported
H5	Halal Brand Trust → Purchase Intention	-0.140	1.727	0.084	Not Supported
H6	Halal Brand Image → Halal Brand Loyalty → Purchase Intention	0.282	3.517	0.000	Supported

	Hypothesis	Coefficient	t-value	p-value	Conclusion
H7	Halal Brand Image → Halal Brand Trust → Purchase Intention	-0.116	1.702	0.089	Not Supported

Source: Author's Data (2023)



Figures 2. Structural Model Evaluation Results

Notes: *** Significant at $p \leq 0.001$. ** Significant at $p \leq 0.01$. NS-Not significant at $p > 0.05$

Direct effect → ; Indirect effect -->

This study has yielded seven significant findings. First, halal brand image has a significant effects on halal brand loyalty. This research aligns with the perspective of [Ogba & Tan \(2009\)](#), emphasizing the pivotal role of interactions between marketers and consumers in shaping halal brand loyalty through halal brand image. This study diverges from previous research, which concentrated on the context of ramen restaurants in Indonesia ([Kusnandar, 2020](#)) and the influence of CSR in hospitality ([Martínez et al., 2014](#)). This discovery holds crucial significance, as a positive brand image can notably enhance brand loyalty, particularly within the domain of halal brands.

Second, halal brand image has a significant effect on halal brand trust. This finding also aligns with research conducted by [Chen \(2010\)](#), which states that improving brand image will impact improving product brand trust. This research is consistent with [Sääksjärvi & Samiee \(2011\)](#), affirming the crucial role of halal brand image in fostering halal brand trust. This study diverges from prior research that focused on halal noodle products ([Khan et al., 2022](#)). This finding is vital because maintaining a positive halal brand image can profoundly impact consumer halal brand trust

Third, a halal brand image significantly affects purchase intention. This aligns with prior research conducted by [Khan et al \(2014\)](#), underscoring the substantial impact of a favorable halal brand image on purchase intention. This study differs from previous work, such as that of [Agmeka et al \(2019\)](#), which focused on the context of e-commerce. Understanding the relationship between brand image and purchase intention is paramount. Supporting the argument that a positive halal brand image can augment consumers' intent to make a purchase ([Fachrurazi et al., 2022](#)).

Fourth, halal brand loyalty significantly affects purchase intention. This research is in

harmony with Malik et al (2013), indicating that heightened brand loyalty directly correlates with the intention to buy halal products. This study deviates from previous research on telecommunication services (Malik et al., 2012). Additionally, (Kusuma & Anandya, 2023) research focuses on the context of retail goods. These findings underscore the pivotal role of halal brand loyalty in shaping purchase intention for halal products.

Fifth, there is no substantial effects of halal brand trust on purchase intention. Contrasting with the results reported by Kwan et al (2019), which emphasize that halal brand trust indeed exerts a significant influence on purchase intention. This finding aligns with Wijaya & Keni (2022), asserting that consumer purchase intention does not solely stem from a sense of security but rather from the belief that the product either meets or exceeds consumer expectations. This distinction becomes apparent when comparing this study to prior research, specifically Shakil & Majeed (2018), which focuses on halal meat products. It is noteworthy as it emphasizes that, in this context, trust in the halal brand does not appear to be a decisive factor in shaping consumers' intention to purchase halal products.

Sixth, the impact of halal brand image on purchase intention is highly significant, mediated through the intermediary role of halal brand loyalty. This supports the research findings of Fachrurazi et al (2022), highlighting the importance of creating a positive halal brand image to foster brand loyalty, consequently enhancing consumer purchase intentions for products. In contrast to the previous study, where Kusuma & Anandya (2023) discussed retail products, this study delves into ice cream and tea. This finding is important in connection with the halal brand image, and halal brand loyalty obtained by consumers can lead to purchase intentions. This study illustrates that halal brand image affects halal brand loyalty through the intermediary factor of purchase intention.

Lastly, it is essential to note that halal brand image does not have significant effects on purchase intention through the mediation of halal brand trust in this study. This finding diverges from research conducted by Flavián et al (2005), which posits that halal brand image significantly impacts halal brand trust. Bhattacharya et al (2022), which asserts that consumer trust in online sellers influences purchase intention for halal products. The synergy between a positive halal brand image and halal brand trust leads to an increase in purchase intention. The deviation from previous studies, such as Martínez et al (2014) on the influence of CSR in hospitality and Kusuma & Anandya (2023) on halal brands of instant noodles, underscores the importance of building a positive brand image that can lead to brand trust and, consequently, increase consumer purchase intention for halal products. Furthermore, this study reveals that halal brand image affects halal brand trust through the mediation of purchase intention.

5. CONCLUSION

This research emphasizes the significance of nurturing a halal brand image that profoundly impacts brand loyalty, purchase intention, and brand trust. While brand loyalty has a specific influence on purchase intention, this study does not establish a direct effect of brand trust on purchase intention. Moreover, this study elucidates the mediating role of halal brand loyalty in shaping both halal brand image and purchase intention. It is crucial for marketers to enhance a positive brand image, thereby augmenting consumer loyalty and stimulating purchase intention within the halal product domain. This research offers valuable insights for marketers aiming to gain a deeper comprehension of consumer behavior concerning Halal branding for Mixue products.

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