



The Influence of Halal Branding and Shopping Well-Being on Purchasing Decisions Through Brand Experience as an Intervening Variable on Wardah Skincare Products (Case Study: Consumers of Wardah Skincare Products in Surabaya)

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Abstract: *This study aims to test and analyze the effect of Halal Branding and Shopping Well-Being on Purchase Intention through Brand Experience as an intervening variable among consumers of Wardah skincare products in Surabaya. A quantitative method was employed using purposive sampling, involving 180 respondents. Data were processed using SmartPLS 4.1.1.2 through validity and reliability testing, outer model evaluation, inner model evaluation, and bootstrapping hypothesis testing. The results show that Halal Branding has a positive and significant effect on Brand Experience and Purchase Intention; Shopping Well-Being has a positive and significant effect on Brand Experience and Purchase Intention; and Brand Experience has a positive and significant effect on Purchase Intention. In addition, Brand Experience significantly mediates the effects of Halal Branding and Shopping Well-Being on Purchase Intention. These findings indicate that a strong halal identity and positive shopping experiences can shape brand experience and ultimately increase consumers' purchase intention toward Wardah skincare products.*

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Introduction

The rapid development of information and communication technology, along with increasing public awareness of appearance, hygiene, and personal care, has driven the growth of the cosmetics and skincare industry globally. The global cosmetics market value is projected to grow from USD 424.72

billion in 2025 to USD 802.04 billion in 2035, reflecting a stable and sustainable growth trend (Larasati et al., 2025).

In this context, halal skincare has emerged as a rapidly growing segment. Halal skincare is no longer understood solely as fulfilling a religious obligation, but is also perceived as a marker of higher quality and safety standards. Halal certification serves as a quality assurance that communicates the use of safe ingredients, hygienic production processes, and ethical business practices, thereby strengthening consumer trust in halal cosmetic brands (Wahyuni et al., 2025). Indonesia, as the country with the largest Muslim population in the world, is a highly strategic market for the halal cosmetics industry.

Amidst increasingly fierce competition between local and international skincare brands, Wardah has managed to maintain a significant market share by consistently prioritizing halal certification, product safety, and a positive brand image (Purnomowati, 2024). Wardah's position as a halal-certified brand from LPPOM MUI provides strong differentiation, especially for Muslim consumers who consider halal status a key consideration in purchasing (Septyarini & Sekarsari, 2024).

Increasing competition also makes consumer experience and psychological well-being during the purchasing process increasingly important. Shopping well-being emphasizes that shopping is not solely transactional but also contributes to consumers' psychological well-being and quality of life through hedonic (pleasure) and utilitarian (practicality) dimensions (El Hedhli et al., 2016). For Muslim consumers, halal branding provides an additional dimension of peace of mind: when using halal-labeled products like Wardah, consumers feel safer and more at ease, confident that the product does not contain ingredients that conflict with their beliefs (Islam et al., 2023). Conversely, uncertainty about a product's halal status can create doubt, additional verification efforts, and discomfort that disrupt the shopping experience (Minton et al., 2021).

Previous research has examined halal attributes and marketing incentives in relation to purchase intention. For example, point-of-sale materials in Wardah halal cosmetics have been shown to significantly influence consumer purchasing behavior (Virgiawan et al., 2024), while halal awareness and values have been found to play a significant role in shaping purchase intention for halal products in Indonesia (Islam et al., 2023; Pratama et al., 2023). Other research highlights brand experience as an antecedent to loyalty and cosmetic purchase decisions (Wijayanti et al., 2023). However, most of these studies position brand experience as an independent variable or outcome, rather than a mediating mechanism, and rarely integrate halal branding and shopping well-being simultaneously in a single model.

This study attempts to fill this gap by analyzing how Halal Branding and Shopping Well-Being influence Purchase Intention through Brand Experience as a mediating variable, on Wardah skincare consumers in Surabaya — the second largest city in Indonesia and the main center of retail and economic activity in East Java (BPS Surabaya, 2024).

Literature review

Halal Branding

Halal branding is a branding approach that integrates Islamic religious principles into a brand strategy to create a holistic identity encompassing functional, emotional, and spiritual dimensions that reflect the brand's worldview (Hussain et al., 2024). Referring to Ali et al. (2020), halal branding is measured through four indicators:

1. Halal Awareness
2. Halal Certification Clarity
3. Halal Brand Image
4. Consistency of Halal Communication.

Shopping Well-Being

Shopping well-being reflects the extent to which the shopping experience positively contributes to consumers' psychological well-being and overall quality of life, encompassing both hedonic enjoyment and utilitarian task completion dimensions (El Hedhli et al., 2016; Maggioni et al., 2019). Shopping well-being is measured through four indicators:

1. Shopping Pppiness
2. Life Satisfaction From Shopping

3. Psychological Comfort
4. Self Enhancement

Brand Experience

Brand experience refers to consumers' sensory, affective, behavioral, and intellectual responses that arise from brand-related stimuli during interactions with the brand (Khan et al., 2020; Madeira & Sousa, 2024). Brand experience is measured through four indicators:

1. Sensory Experience
2. Affective Experience
3. Intellectual Experience
4. Behavioral Experience

Purchase Intention

Purchase intention describes a consumer's willingness or plan to purchase a product (Kotler & Armstrong, 2017). Furthermore, trust is also an important variable mediating the relationship between perceived risk, online customer reviews, and purchasing decisions. Purchase intention is measured through four indicators:

1. Transactional Intention
2. Willingness to Purchase
3. Preferential Intention
4. Exploratory Intention
5. Recommendation Intention

Method

Research Design

This study used a quantitative approach with a survey method to obtain data from respondents through questionnaire distribution. The main objective of this study was to analyze the influence of Halal Branding and Shopping Well-Being on Purchase Intention, with Brand Experience as a mediating variable.

Population and Sample

This study involved consumers of Wardah skincare products in Surabaya. The sampling technique used was non-probability sampling with a purposive sampling approach. Respondents were required to reside in Surabaya, have used Wardah skincare products in the past six months, and be at least 17 years old. The final sample size was 180 respondents, determined using the Lemeshow formula and the indicator-based approach from Hair et al. (2017).

Data collection

Data were collected through a structured questionnaire distributed online via Google Forms. Each construct was measured using indicators adapted from validated previous research, using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

Data Analysis Techniques

Data were analyzed using SEM-PLS with SmartPLS 4.1.1.2, which included: (1) validity and reliability testing; (2) outer model evaluation (convergent validity, discriminant validity, composite reliability, Cronbach's Alpha); (3) inner model evaluation (Coefficient Determination, Q-Square, Model Fit, VIF, Fornell Lacker, HTMT); and (4) hypothesis testing through bootstrapping, with significance assessed at t-statistics > 1.96 and p-values < 0.05 (Ghozali & Latan, 2020; Hair et al., 2022).

Research Results and Discussion

Measurement Model (Outer Model)

An outer model evaluation was conducted to assess the validity and reliability of the indicators. The research model consisted of four Halal Branding indicators, four Shopping Well-Being indicators, four Brand Experience indicators, and five Purchase Intention indicators, resulting in a total of 17 indicators.

Convergent validity results were assessed using outer loading and Average Variance Extracted (AVE). Halal Branding (0.828), Shopping Well-Being (0.784), Brand Experience (0.814), and Purchase Intention (0.848) were measured. Reliability testing confirmed that all constructs achieved Composite Reliability and Cronbach's Alpha values above 0.70, indicating strong internal consistency across all measured indicators.

Table 1. Outer Loading Results

Variables	Indicator	Outer Loading Range
Halal Branding	X1.1–X1.4	0.900–0.923
Shopping Well-Being	X2.1–X2.4	0.884–0.888
Brand Experience	M.1–M.4	0.891–0.914
Purchase Intention	Y.1–Y.5	0.911–0.931

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Table 2. Values Average Variance Extracted (AVE)

Variables	AVE	Information
Halal Branding	0.828	Valid
Shopping Well-Being	0.784	Valid
Brand Experience	0.814	Valid
Purchase Intention	0.848	Valid

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026)

Discriminant validity was tested using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) criteria. The square root of the AVE on the diagonal is higher than the correlation between constructs, thus meeting the Fornell-Larcker criteria. All HTMT values are also below 0.90, thus meeting discriminant validity.

Table 3. Test Results Fornell-Larcker Criterion

Variables	Halal Branding	Shopping Well-Being	Brand Experience	Purchase Intention
Halal Branding	0.910			
Shopping Well-Being	0.321	0.886		
Brand Experience	0.634	0.458	0.902	
Purchase Intention	0.706	0.449	0.695	0.921

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Table 4. Heterotrait-Monotrait Ratio (HTMT) Test Results

Variables	Halal Branding	Shopping Well-Being	Brand Experience	Purchase Intention
Halal Branding	1,000			
Shopping Well-Being	0.683	1,000		
Brand Experience	0.348	0.497	1,000	
Purchase Intention	0.747	0.480	0.738	1,000

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Reliability tests showed that all constructs had Cronbach's Alpha above 0.70 and Composite Reliability above 0.70. The Cronbach's Alpha values for each construct were 0.931; 0.909; 0.924; and 0.955, respectively, while the Composite Reliability values were 0.951; 0.936; 0.946; and 0.965, respectively.

Table 5. Construct Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability
Halal Branding	0.931	0.951
Shopping Well-Being	0.909	0.936
Brand Experience	0.924	0.946
Purchase Intention	0.955	0.965

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Structural Model (Inner Model)

The coefficient of determination (R^2) for Brand Experience is 0.474 (moderate), indicating that Halal Branding and Shopping Well-Being together explain 47.4% of the variance. The R^2 value for Purchase Intention is 0.618 (moderate), indicating that Halal Branding, Shopping Well-Being, and Brand Experience together explain 61.8% of the variance.

Table 6. R-Square Value

Endogenous Variables	R^2	R^2 Adjusted	Category
Brand Experience	0.474	0.468	Currently
Purchase Intention	0.618	0.611	Currently

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

The Q-Square value was calculated at 0.79 or 79%, indicating that the model has strong predictive relevance. This calculation is derived from $Q^2 = 1 - [(1 - 0.474)(1 - 0.618)] = 0.79$.

The model fit evaluation showed an SRMR value of 0.039 and an NFI of 0.920. These values support the model's good fit with the research data. A d_ULS value of 0.230, d_G of 0.219, and a Chi-Square value of 236.203 were also reported in the SmartPLS output.

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping-based path coefficients, with the results summarized in Table 7.

Table 7. Results of Path Coefficients and Hypothesis Testing

Track	Coefficient	t-statistics	p-values	Results
Halal Branding → Brand Experience	0.543	11,832	0,000	Accepted
Shopping Well-Being → Brand Experience	0.284	5,557	0,000	Accepted
Halal Branding → Purchase Intention	0.436	6,523	0,000	Accepted
Shopping Well-Being → Purchase Intention	0.149	2,745	0.006	Accepted
Brand Experience → Purchase Intention	0.350	4,565	0,000	Accepted
Halal Branding → Brand Experience → Purchase Intention	0.190	4,346	0,000	Accepted
Shopping Well-Being → Brand Experience → Purchase Intention	0.099	3,228	0.001	Accepted

Source: Primary data and SmartPLS 4.1.1.2 output, processed by researchers (2026).

Based on the results of the path analysis test, the seven hypotheses showed positive path coefficients and p-values below 0.05, which means that all the proposed relationships were proven to have a positive and significant effect.

Discussion

This section discusses and interprets the results of hypothesis testing by linking them to the theories and previous research used in the study.

Halal Branding on Brand Experience. Halal branding has a positive and significant effect on brand experience with a coefficient of 0.543, a t-statistic of 11.832, and a p-value of 0.000. This path

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represents the strongest direct influence in the model. These findings indicate that clarity of certification, halal image, and consistent halal communication can strengthen consumer experience with Wardah. These results align with Wijayanti et al. (2023) and Islam et al. (2023).

Shopping Well-Being on Brand Experience. Shopping Well-Being has a positive and significant effect on Brand Experience with a coefficient of 0.284, a t-statistic of 5.557, and a p-value of 0.000. Convenience, pleasure, and a sense of security during the shopping process can strengthen consumers' experience with the brand. The coefficient is smaller than Halal Branding, so in the context of this study, the halal aspect is more dominant in shaping Brand Experience.

Halal Branding on Purchase Intention. Halal branding has a positive and significant effect on purchase intention with a coefficient of 0.436, a t-statistic of 6.523, and a p-value of 0.000. Clarity of halal certification and a credible halal image increase consumer confidence in the product, thereby strengthening purchase intention. This finding aligns with Virgiawan et al. (2024) and Pratama et al. (2023).

Shopping Well-Being on Purchase Intention. Shopping Well-Being has a positive and significant effect on Purchase Intention, with a coefficient of 0.149, a t-statistic of 2.745, and a p-value of 0.006. Consumers who feel comfortable, secure, and worry-free during the purchase process tend to have higher purchase intentions. This path is the weakest direct influence in the model, but remains significant.

Brand Experience on Purchase Intention. Brand Experience has a positive and significant effect on Purchase Intention with a coefficient of 0.350, t-statistics of 4.565, and p-values of 0.000. Positive brand experiences, whether sensory, affective, intellectual, or behavioral, can increase consumer confidence in a product and encourage purchase intentions.

Brand Experience as a mediator of Halal Branding towards Purchase Intention. Brand Experience significantly mediates the influence of Halal Branding on Purchase Intention with an indirect effect of 0.190, t-statistics of 4.346, and p-values of 0.000. This means that Halal Branding not only influences Purchase Intention directly, but also through the formed brand experience.

Brand Experience as a mediator of Shopping Well-Being on Purchase Intention. Brand Experience also significantly mediates the influence of Shopping Well-Being on Purchase Intention with an indirect effect of 0.099, t-statistics of 3.228, and p-values of 0.001. This indicates that a comfortable and enjoyable shopping experience can shape a more positive Brand Experience and subsequently encourage Purchase Intention.

Conclusion and Suggestions

Conclusion

This study used Wardah skincare consumers in Surabaya as the context of the study and concluded that Halal Branding and Shopping Well-Being have a positive and significant effect on Brand Experience and Purchase Intention. Brand Experience itself has a positive and significant effect on Purchase Intention, and significantly mediates the influence of Halal Branding and Shopping Well-Being on Purchase Intention. This indicates that a strong halal identity, a comfortable and satisfying shopping experience, and a positive brand experience together play an important role in driving sustainable purchase intention towards Wardah skincare products.

Suggestion

Wardah is advised to continue strengthening the clarity and consistency of halal certification communication, considering that the Halal Branding pathway to Brand Experience is the most dominant direct influence in this study. Consistency of halal information on packaging, communication media, and points of sale needs to be maintained. Furthermore, the Shopping Well-Being aspect needs to be improved through a comfortable shopping process, ease of transactions, good service response, and a pleasant shopping experience, as these aspects have been shown to contribute to shaping Brand Experience and Purchase Intention.

For future researchers, it is recommended to expand the research area beyond Surabaya and increase the sample size to make the results more generalizable. Future research could also include variables such as brand loyalty, brand trust, customer satisfaction, customer engagement, electronic word of mouth, or

religiosity. A mixed methods approach could also be considered to delve deeper into consumers' reasons for evaluating and choosing halal skincare products.

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