

Kredibilitas merek dan peran orientasi keagamaan pada loyalitas pelanggan kosmetik dengan halal branding = Brand credibility and the role of religious orientation on customer loyalty to cosmetics with halal branding

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Abstrak

ABSTRAK

Indonesia memiliki pasar yang potensial bagi industri halal mengingat populasi Muslim di Indonesia adalah yang terbesar di dunia. Untuk menarik perhatian konsumen Muslim, beberapa perusahaan kosmetik menerapkan halal branding sebagai salah satu strategi pemasaran untuk memperoleh market share pasar industri kosmetik Indonesia. Namun, dari sudut pandang konsumen, halal bukan merupakan hal utama yang menjadi pertimbangan ketika membeli produk kosmetik. Hal tersebut bertentangan dengan fakta bahwa agama merupakan sesuatu yang penting bagi masyarakat Indonesia dan hal tersebut mempengaruhi perilaku konsumsi mereka. Penelitian ini berusaha untuk mempelajari peran orientasi keagamaan dalam memperkuat pengaruh kredibilitas merek terhadap loyalitas pelanggan kosmetik dengan halal branding. Kuesioner disebarluaskan secara online ke wilayah-wilayah di Indonesia dan diperoleh 515 responden. Structural equation modelling diterapkan untuk mengevaluasi hubungan antar variabel. Penelitian ini menemukan kepercayaan dan kualitas yang dirasakan secara signifikan memiliki pengaruh positif terhadap kredibilitas merek serta kredibilitas merek terhadap loyalitas pelanggan. Selain itu terdapat peran mediasi kredibilitas merek pada pengaruh kepercayaan dan kualitas yang dirasakan terhadap loyalitas pelanggan. Penelitian ini juga menemukan adanya peran moderasi orientasi keagamaan pada pengaruh kepercayaan dan kualitas yang dirasakan terhadap kredibilitas merek.

ABSTRACT

Indonesia has a potential market for the halal industry since Indonesia has the largest Muslim population in the world. To attract Muslim consumer, some cosmetic companies apply halal branding as one of their marketing strategies because it could help them to gain Indonesian cosmetics industry market share. However, from the consumers point of view, halal is not their primary consideration when they buy a cosmetic product. It is contrary to the fact that religion has been considered as an important aspect for Indonesian that also influences consumer behavior. This research is trying to study the role of religious orientation in strengthening the effect of brand credibility on customer loyalty to cosmetics with halal branding. Questionnaires were distributed online to regions in Indonesia, and 515 respondents were collected. Structural equation modelling (SEM) was applied to evaluate the hypothesized relationships between variables. The study found that there is a significant and positive effect of trustworthiness and perceived quality on brand credibility, as well as brand credibility on customer loyalty. Additionally, there is a mediating effect of brand credibility in the relationships between trustworthiness and perceived quality with customer loyalty. This research also found a moderating effect of religious orientation on the relationships between trustworthiness and perceived quality with brand credibility.