Impact of Islamic Branding on Purchasing Decisions on Facial Wash Product

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Abstract. This study explains the impact of Islamic branding on purchasing decisions made by facial wash wardah consumers. This study aims to discover how the level of consumer knowledge about Islamic branding and the impact of purchasing decisions. The approach used in this research is descriptive phenomenology, which is simply understood by focusing on certain phenomena by understanding the meaning of an individual experience related to a particular phenomenon. Researchers interviewed 16 consumers of facial wash wardah products to get an idea of Islamic branding's impact on purchasing decisions. Data collection techniques used were interviews and literature review. This study indicated that Islamic branding influences the purchasing decision of facial wash wardah products because Islamic branding that is understood is the presence of halal labels and brand ambassadors who mostly use the hijab. The use of halal labels considers purchasing decisions because consumers can trust products that use halal labels. Consumers understand Islamic branding as something inherent in a product, such as halal labels and marketing using sharia principles. Islamic branding has an impact on purchasing decisions for halal skincare (facial wash) products.

Keywords: Islamic Branding, Purchasing Decision, Facial Wash, Halal Product

1 Introduction

Indonesia is a country that is famous for its cultural diversity seeing the many ethnic groups and religions adopted. Based on a population census conducted in 2010 by the central statistical agency, Muslims' percentage reached 87.2%. The large Muslim population in Indonesia positively influences market performance, so the products offered must be following Islamic values [1].

As a country with a majority Muslim population, the choice of sharia products can be a significant factor that can affect the rate of economic growth. This potency is due to the satisfaction of customers who use sharia-labeled products. Customer satisfaction can affect performance and determine competitiveness and economic success [2].

Customer satisfaction is closely related to the purchase decision. If it feels satisfied with a product, consumers will undoubtedly buy the product. In determining the purchase decision of a product, of course, several things affect it. One factor in product purchasing decisions is the branding of the product. Indeed, Muslim branding can not be separated from religion, which

states that all actions taken must return to Allah SWT. For example, although they produce satisfaction from initial desires, they must be based on Divine intentions in every economic activity.

Islamic branding is not stressing everything that smells of materialism. Islamic branding encourages sellers and buyers to perform worship in every economic transaction [3].

Islamic branding must fulfill all aspects of the brand for Muslim consumers because Muslim consumers consume these goods and services according to Islamic laws and norms. Islamic branding consists of three classifications, namely: Islamic brand by compliance, by the origin, and by consumers [4].

Islamic brand by compliance, that is, all arrangements regarding products are in full compliance with Sharia principles. This means that the halal of a product becomes the main thing in discussing the Islamic brand by compliance. The main target of the Islamic brand by compliance is Muslim consumers, then spread to non-Muslim consumers.

The second is related to the Islamic brand by origin, which means to produce brands originating from countries with Islamic status. Furthermore, the third related Islamic brand by consumers is a brand produced by non-Muslim multinational companies[4].

One form of Islamic branding is the introduction of halal-certified products. In this case, the manufacturer registers his product to get halal certification. Muslim consumers are looking for authentic halal certification issued by BPJH through a fatwa session held by MUI. This certification gives companies the authority to use halal labels to be printed on product packaging.

To see the halal of a product can be seen from the halal label's presence or absence printed on the product packaging. With the halal label, consumers will not feel worried about the product, including the product's content. Most of Indonesia's population would want a product that will be owned by them must be Islamic Sharia with the perception that when using a product, it will be far from consuming products that are not halal (haram)[4].

Generally, devout Muslims will be more careful and thorough in seeing whether there is a halal label on the product being traded. From this, it can be seen that the product labeled halal is the most important thing for consumers. With products labeled as halal, it can cause buying interest, which then creates a buying decision.

The existence of halal certification gives its advantages to all consumers, without exception to non-Muslim consumers. This benefit is because halal includes the product's content and the process taken, whether ethical, healthy, and useful. For Muslims consuming halal products is an obligation if the raw ingredients of a product are known to haram, as Muslims should not use it.

Regarding the law regarding halal matters, it refers to Al-Qur'an surah Al-Baqarah verse 168. "O people, eat lawful again from what is on earth and do not follow the steps of Satan, because the devil is your real enemy "(QS. 2: 168).

The verse explains that the food we consume must be halal, and what we consume outside our bodies. One of them is cosmetics and facial and body treatments in the skincare series. The use of skincare products as part of cosmetics must pay attention to the skincare contents. Because if there is the material inside it, that will prohibit the validity of worship for Muslims.

Skincare is a set of practices used to support skin integrity, enhance appearance, and solve skin problems. Often skin care becomes a necessity coupled with the development of the times. This necessity is because of public awareness to maintain and care for the skin properly.

Facial skin is the first thing that is seen when people start experiencing skin problems. The effect of solar radiation and air pollution is a major cause of problems in the skin. Visible to the facial skin that becomes dull, skin texture looks rough and no longer radiant[5].

Skincare for the face itself consists of several kinds of products. At the stage of using skincare, a facial wash is an initial stage that is most often encountered. This product is a type of soap that is used to clean areas of the face. The soap used for bathing has ingredients that are too hard if used on soft facial skin. The use of facial wash aims to clean the face of dirt or dust and even make up that sticks to the face.

In this case, facial washing soap or what we are familiar with facial wash certainly has a different content. Not all consumers will read the facial wash contents, and it is also possible if consumers experience confusion related to the raw ingredients contained in the facial wash. This is due to the use of scientific or Latin names for ingredients contained in the facial wash. This study aims to determine the level of understanding of Islamic branding consumers on facial wash products. Besides, this study also aims to determine the impact of Islamic branding on purchasing decisions for facial wash products

This research is expected to provide scientific insights and knowledge in Sharia economics, especially regarding the understanding of Islamic branding. The results of this study are expected to be used as information or reference to the application of Islamic branding in terms of the impact of Islamic branding on buying interest, which then results in the purchase decision of a product.

2 Literature Review

Sari Utami [6] tested the effect of perception of quality, price, and Islamic branding on interest in buying halal cosmetic products. This quantitative research is presented with variables that make considerations in making decisions to buy products. The author uses three variables, namely quality, price, and Islamic branding. Gita Somantri [7] discussed aspects that influence the purchase decision of a product. With aspects of Islamic branding with religiosity as a moderating variable.

Selvi Dwi Rachma [8] discussed halal a product on cosmetic purchasing decisions that show how influential halal aspects in the purchase and use of cosmetic products with the findings of other aspects that play a role in purchasing decisions, namely Islamic branding. Devi Ilsanti, N. Rachma, and M. Hufron [9] discussed product attributes and halal labels on facial wash wardah products that influence purchasing decisions.

2.1 Marketing Management

Marketing (marketing) is a form of communication that aims to provide information about goods or services to fulfill human needs and desires. The process of fulfilling human needs and desires is what later became the marketing concept. This process starts with product fulfillment, pricing, shipping, and promoting goods [10].

According to Kotler in Ian Antonius Ong, marketing is a social process between one individual and a group to get what they need and want by creating, offering, and freely exchanging valuable products and services with other parties. As quoted by Kotler, the American Marketing Association said marketing is the process of planning and implementing thought, pricing, promotion, and channeling ideas, goods, and services to create exchanges that meet individual and organizational goals [11].

2.2 Consumer Behavior

Consumer behavior is the behavior exhibited by consumers in finding, buying, using, evaluating, and spending the products and services they hope will satisfy their needs[12]. In other words, consumer behavior is an activity related to purchasing an item or service. Consumer behavior is the thing that underlies consumers to make purchasing decisions. As consumers, of course, they must first think of the goods or services to be purchased. As consumers, we do not want to be disappointed with the goods or services we will buy.

The factors influencing consumer behavior are divided into two, namely, external environmental factors and internal environmental factors. External factors include culture, social class, social groups, reference groups, and families. In contrast, internal factors include motivation, observation, learning, personality, and self-concept [13].

2.3 Purchase Decisions

All activities carried out by the company, such as marketing management, are expected to influence consumers to arrive at purchasing decisions while purchasing decisions are based on consumer behavior [14].

The purchasing decision is an act of two or more choices in which a consumer who wants to choose must have a choice. Meanwhile, according to Kotler and Armstrong, the purchase decision is to buy the most preferred brand from various alternatives. However, two factors can be between purchase intention and purchase decision. The first factor is the attitude of others, and the second factor is the situational factor. Therefore, preferences and purchase intentions do not always result in actual purchases [15].

Purchasing decisions are problem-solving activities undertaken by individuals in product selection that suits their needs and desires. A buyer will be faced with a variety of products. This condition means that the buyer does not only have one product reference, but the buyer also has an alternative reference to the product to be purchased. By choosing one product from the many products, it means that buyers are grateful to take a purchasing decision [16].

2.4 Awareness of Buying Halal Cosmetics

The word halal comes from the root word meaning "loose" or "not bound." In legal language, the word halal means allowed. This word includes everything that is allowed by religion, whether it is permissible to be sunnah, a suggestion to be done, or makruh (a suggestion to be abandoned), or a permissible (neutral or permissible) [17].

Halal awareness is an element in humans to understand reality and how they act or behave towards reality. According to Jatmiko, consciousness is a state of knowing or understanding. Awareness means feeling, knowing, or remembering the real situation [18].

Cosmetics and personal care can be defined as products used on the body to cleanse, beautify, enhance attractiveness, and change appearance, used by smearing, sticking, splashing, or spraying. Cosmetics and body care to become an inseparable part of the lives of modern people today. From soap, toothpaste, shampoo, facial wash, deodorant, lotion, hair oil to perfume, everything has become a daily necessity that cannot be left behind.

The total population of Indonesia, with most Muslims who automatically require to consume halal products, then made a clear legal basis. Like the legal basis issued by MUI related to cosmetic products and personal care. Indonesian Ulema Council Fatwa No. 11/2009 concerning alcohol. In this case, the MUI explained that the use of alcohol produced by the

Khamr industry for food products, beverages, cosmetics, and drugs is haraam. Simultaneously, the use of alcohol from non-chemical industry products is permissible when used for food products, beverages, cosmetics, and drugs. This alcohol se is, of course, with a note that it is not medically dangerous. Conversely, if it is medically dangerous, the law is haram-Indonesian Ulema Council Number 30 of 2011 concerning halal animal placenta [19].

Malaysia, one of the halal industry pioneers in Asia, already has clear regulations related to the halal cosmetics industry. One of them is Malaysia Standard (MS) 2200: Part 1 2008, which discusses general rules related to cosmetics and personal care. In this regulation, it is said that cosmetics and personal care products must comply with Islamic law/teachings that pay attention to their contents and their impact on consumers [19].

2.5 Islamic Branding

The brand has a vital role in a product or service. Brands are also often a tool for consumers to make decisions. Besides, the existence of a brand can attract consumers to use the product. Even the existence of a brand is considered a business pillar that supports the business itself's success. It is undeniable that many companies are competing to make their brand number one in customers' minds.

A brand is defined as a name, term, sign, symbol, design, or combination of all of them intended to identify the product or service produced to differentiate it from the product or service produced by competitors [20]. In its use, proven by a consumer's existence, the brand made it easy to identify a product. Then compare products with each other, and then consumers will make their choices. If the consumer is satisfied with his choice, the consumer will continue to use products with that brand.

The brand's role positively influences consumer confidence in buying and consuming food labeled as halal because the halal label indicates that the product is halal. Products that have a halal label will attract consumers, especially Muslim consumers. One manifestation of a brand that is currently starting to develop is the practice of Islamic branding. According to Yusofand Jusoh in Muhammad Saiful Islam, Islamic branding is a product or service that meets the requirements of sharia, and all parties involved in halal certification must earnestly implement strict procedures in obtaining the halal logo[21].

Islamic branding is a relatively new concept. Where in practice, Islamic branding uses the principles of sharia so that many bring up the values of honesty, respect for accountability and embrace understanding with the core of sharia principles[22]. Therefore, it can be seen from the understanding that the discussion regarding the purpose of Islamic branding is to apply empathy with sharia values in order to attract Muslim consumers.

Islamic branding is divided into three categories of forms. First, by compliance, the Islamic brand strongly appeals to consumers through obedience and compliance with Islamic sharia. Brands that fall into this category are products with the halal category, produced by Islamic countries, and intended for Muslim consumers. Second, the Islamic brand, by origin that is the brand, does not have to show its products' halalness because it comes from countries known as Islamic countries. Third, by customers, Islamic brands mean the brand originates from non-Muslim countries, but Muslim consumers enjoy the products. This branding usually includes a halal label on its products to attract Muslim consumers [23].

There are three product categories targeted by producers for the application of Islamic branding. First, food is currently still dominated by non-Muslim multinational companies such as KFC, Danone, Nestle, and others. Second, lifestyle, such as clothing, cosmetics, and others, is still dominated by non-Muslim multinational companies. Third, the service sector, such as

banks, hospitals, hotels, and others. Specifically, sharia banking services are now dominated by Muslims, although it does not rule out countries like China, Britain, France also interested in developing this system [24].

In the last ten years, there has been an increase in modern and Islamic oriented lifestyles in Indonesia. The development of a modern-oriented lifestyle and referring to Islamic values can be seen from several phenomena such as the increasingly critical society in assessing the halal products consumed or used.

Lifestyle is a person's lifestyle expressed in his activities, interests, and opinions in spending his money and analyzing his time. Lifestyle is formed through social interaction, taken by someone living his life, including activities, interests, attitudes, consumption, and expectations. Lifestyle drives individual needs and attitudes and influences product activity and usage [25].

3 Methods

In this study, researchers used a type of qualitative research intending to understand a phenomenon in a social context naturally by prioritizing the process of deep communication interaction between researchers and the phenomenon under study [26]. The study was conducted by directly examining the impact of the level of consumer understanding of the application of Islamic branding and its impact on purchasing decisions, with a case study on consumers who use facial wash wardah. The purpose of cleaning the face is so that the face becomes clean and healthy. The reason for choosing facial wash in this study is because facial wash has an essential role for the skin. For example, the skin becomes clean, fresh, and bright. When viewed from its use, too many women use a facial wash as a means to treat facial skin and, of course, adapted to the state of each facial skin[27].

The approach used in this research is descriptive phenomenology. Put merely. Phenomenology is more focused on the concept of a particular phenomenon. The form of its study is to see and understand the meaning of an individual experience related to a particular phenomenon[26]. Researchers examined the phenomenon of purchasing decisions viewed from aspects of Islamic branding, with a case study of consumers who use facial wash wardah. Then the results obtained are described in the form of words.

This study interviewed respondents with firsthand knowledge of a situation or document created by the person experiencing it (the perpetrator) [28]. In this study, researchers obtained primary data from interviews with consumers who use facial wash wardah. The author uses the interview method in data collection. The interview is a communication interaction process carried out by at least two people based on availability and in a natural setting. The conversation's direction refers to the objectives set by prioritizing trust as the primary foundation in understanding [26]. In determining the research subject, the writer uses a purposive sampling technique, which involves the resource person having direct capability with the research title [29], namely, with three criteria. First is respondents who have used a facial wash product for more than the same year. The second is women or men aged 18 years and over. Third, the general public (Muslims and non-Muslims alike).

In this study, the researchers interviewed respondents, namely facial wash wardah consumers, to ask a few questions. Respondents taken in this study amounted to 16 people with students (Muslim youth) who use facial wash wardah products for at least one year. The definition of adolescence here is explicitly restricted to people who are not married because

legally, a person who is married at any age will be considered as a legal adult, community, and family life [30].

Table 1. List of Respondents

Initial Respondent	Criteria		
	Sex	**Age**	**Duration of Product Usage**
FF	Girl	years	± 5 years
RFA	Girl	22 years	± 5 years
MFS	Girl	22 years	± 5 years
RDK	Girl	21 years	± 5 years
US	Girl	20 years	± 1 year
MSW	Girl	23 years	± 4 years
UWS	Girl	22 years	± 4 years
ACI	Girl	22 years	± 3 years
YTU	Girl	21 years	± 4 years
VY	Girl	22 years	± 4 years
FA	Girl	21 years	± 2 years
NAAY	Girl	20 years	± 3 years
RUW	Girl	20 years	± 1.5 years
BC	Girl	20 years	± 2 years
AM	Girl	20 years	± 3 years
ANM	Girl	21 years	± 6 years
FF	Girl	21 years	± 5 years
RFA	Girl	22 years	± 5 years
MFS	Girl	22 years	± 5 years
RDK	Girl	21 years	± 5 years

This study also uses scientific article publications and journals as part of the literature review and discussion [28]. This study obtained primary data from documents relating to Islamic branding. Other sources that are still related to friends discussed and positively can be correlated with primary data. This research conducted data analysis through data reduction, display, and concluding.

4 Results and Discussion

After the data is collected through interviews, the researchers' next step is to analyze the data using theories and literature studies to support the data and data analysis reinforcement's completeness. The process of analyzing this data starts with data collection, reduction, display, then drawing conclusions.

4.1 The level of understanding of Islamic Branding

Table 2. Understanding Levels of Islamic Branding

Category of Understanding of Islamic Branding	Details Respondent	Explanation	
Good Knowledge	MPS, RDK, MSW, YTU, AM, ANM	a.	Knowing Wardah uses the concept of Islamic branding as a sales method (advertising, halal brand image, halal label, a beautiful slogan is halal beautiful is wardah and brand ambassador)
		b.	Knowing the meaning of Islamic branding (emphasis on

Category of Understanding of Islamic Branding	Details Respondent	Explanation
		the word halal with the halal label obtained from mui and using halal production materials)
		c. Knowing the form of Islamic branding in wardah products (the products are halal because they have received certification from MUI, there are halal labels, advertisements on social media following sharia principles, the use of beautiful slogans is beautiful halal, brand ambassadors and celebrity endorsers, the majority of who wear hijab)
Medium knowledge	FF, RFA, UWS, VY, NAAR, RUW, SW	a. Knowing, lacking until not knowing Wardah uses the concept of Islamic branding as a method of selling (halal brand image) b. Little to know what is meant by Islamic branding (fulfillment of halal products and halal stamp) c. Knowing the form of Islamic branding on facial wash wardah products (halal labels, halal ingredients, brand ambassadors, marketing under sharia principles where hijab sales are)
Do Not Know	US, ACI, FA	a. Not knowing Wardah uses the concept of Islamic branding as a method of selling b. Do not understand what is meant by Islamic branding c. Just found out the form of Islamic branding on facial wash wardah products after getting a brief explanation by the interviewer regarding Islamic branding (advertising marketing using film stars that use hijab, affordable prices, products, and ingredients contained halal and sales promotion girl Wardah products in the mall using hijab)

Matters relating to sales are inseparable from branding. Buyers consider brands more than a juxtaposition of attributes but benefits that involve functional or emotional things. The creation of a good brand does not only affect the strength in terms of explaining products to customers. A brand can create value for a consumer [31], as an example of one of the branding, namely Islamic branding.

Along with the times and the ease of understanding information, some consumers of products such as Wardah can find out what branding methods are used in wardah product sales. Like what is meant by this Islamic branding, closely related to what is meant by Islamic branding is understood as matters relating to Islamic Law. As for those who say all things related to the product have to be halal. Like the interview with the respondent sister FF as follows:

"I understand a little, so Islamic branding is the names of products related to Islam or using halal labels."

Islamic branding is a product or service that meets sharia requirements that requires all parties involved to implement sharia procedures and get a halal logo [21]. Therefore the first thing that is intended by Islamic branding related to the concept carried in the halal logo. When looking at the form of Islamic branding circulating in Indonesia, it targets customers as their targets. As explained by Alserhan, one form of Islamic branding is the Islamic brand by

customers [23]. It means that branding does not require coming from a Muslim country but is allowed to come from a non-Muslim country. However, Muslim consumers enjoy its products with a record of including halal labels on their products to attract Muslim consumers.

The word halal used in Islamic branding makes people think that the product uses halal ingredients must go through the halal test of a product. This perspective refers to Islamic branding itself that the product or service offered must meet Islamic requirements. It means that both the product and parties involved in halal certification must be serious about getting the halal logo. This uncompromising attitude is related to the stages to get halal power. Halal products are products that have been declared halal by Islamic law. The closely related halal concept here can be said to be halal because it has obtained halal certification [17]. Then here, the form of halal is contained in the halal label as a sign of halal product. Halal labels can be found in the form of a stamp or logo on the product packaging. So it makes it easier for buyers to check whether there is a halal label or not because of its apparent characteristics on the product packaging. Following interviews with respondents, namely NAAR and RDK sisters as follows:

> *"The form is a halal logo from the MUI, not a fake logo."*
> *"If seen from Wardah's advertisement on social media, Wardah uses ambassadors who wear headscarves, although some do not. After that, they said their products were halal because they had obtained halal certificates ".*

From the interview explanation above, respondents believe that the product used is halal certified, obtained from LPPOM MUI, which means it has gone through laboratory testing before the product is finally marketed for sale. For halal products, they can be checked on the official website of the LPPOM MUI, which certainly adds to the trust of consumers that the product has passed the halal certification.

For wardah products appointed as the subject of this study, the product uses the Islamic branding method if looking at the terms of the advertisements used. The use of the Islamic branding method as an example is the brand ambassador or celebrity endorsement used. This ad is intended as promotional media so that the product is better known. Most wardah products use the services of people who use the hijab as their brand ambassador. The main task of endorsers is to create functional associations between endorsers and advertised products to affect consumers positively. These positive attitudes can generally arise in the form of thought and brand image [32]. In the case of Islamic branding, celebrity endorsers' existence aims to make people who see the ad feel that the product being traded is specifically for people who are Muslim. With such a view, it raises the thought that the product being sold is halal. It means that the brand image shown is a halal product. Other than that, the brand is inseparable from slogans such as beautiful halal, which aims to introduce to potential consumers that the product uses the Islamic branding method that creates the idea that the product is halal. The following interviews with respondents, namely MPS and VY sisters as follows:

> *"What I know is the form of Islamic branding from facial wash wardah, the first is the advertisement, the use of slogans from adverts such as beautiful is halal or beautiful. ".*
> *"Maybe I do not understand what Islamic branding is. As far as I know, Islamic branding in Wardah is already well-known as halal, labeled as halal, maybe the ingredients are halal, or the marketing is by sharia principles, namely the sales are using hijab."*

The reason for the use of ambassadors who use the majority of the veil is as a presentation related to understanding the principles of sharia, which is not wearing clothes that are open but polite. If we see outlets selling wardah products in malls, we can also find sales promotion girls wearing hijabs. Brand ambassadors are a form of branding itself where branding is defined as a sign to identify products or services different from other competitors.

From the explanation above, it can be concluded that public understanding related to Islamic branding is related to the halal logo in the product's packaging. The role of the halal logo is significant because to get it. It is necessary to pocket the halal certification issued by MUI's LPPOM, which has gone through various tests until the product circulates on the market. The halal logo is obtained by obtaining halal certification, making the product tested halal and has its value for Muslim consumers.

Besides, Islamic branding can be understood from the form of the use of advertisements that consider brand ambassadors who use the hijab. The use of this hijab as a form of product characteristics can be recognized when it carries the concept of Islamic marketing. Understanding the exposure itself is a form of communication that aims to provide information about goods or services for human needs and desires [10]. Therefore the selection of brand ambassadors who use the hijab is felt following the concept of Islamic branding. The concept of using a brand ambassador who uses the hijab makes people think that the product considers halal, a thought formed that if the advertiser wears the hijab, then the product is halal. This is because the advertisement represents the product and results in the thought that people who advertise only the hijab may not be the product it is lawful.

4.2 The Impact of Islamic Branding on the Decision to Buy Wardah Facial Wash

Table 3. Classification of Impacts of Islamic Branding

Name of Respondents	Reason for Purchase			
	Price	Suitable	Halal	Islamic Branding
FF		√	√	
RFA	√	√		
MPS		√	√	
RDK		√	√	
US		√	√	
MSW		√	√	
UWS		√	√	√
ACI	√	√	√	
YTU		√	√	
VS	√	√	√	
FA			√	
NAAR				√
RUW		√	√	
BC		√		√
AM			√	√
ANM			√	

The decision to purchase a product can also be based on branding used by the product itself. Branding is essentially the promise of marketers who continuously provide specific characteristics, benefits, and services to consumers [33]. Consumers need a reference before making a purchase decision, such as the Islamic branding in facial wash wardah products, to determine product purchase. This purchasing decision is a form of consumer behavior in which the consumer can find and evaluate which products they need. The following interview with the SM sisters as follows:

"Yes, one of them is Islamic branding. It fits on the face too, just comfortable to wear it".

Purchasing decisions are problem-solving activities undertaken by individuals in product selection that suits their needs and desires [16]. The consumers' responses above Islamic branding and its suitability used to be a determining factor in purchasing decisions. Before deciding on a product to be bought by a consumer, of course, he will be confronted with various similar products. However, due to several factors such as Islamic branding and its suitability, the product will finally be chosen.

The existence of Islamic branding is understood as something that is like product labeling. In its use, the label referred to is the halal label. The use of the halal label can create a feeling of comfort when using the product. Consumers, usually wary due to the absence of a halal label, are more convinced to use the product because of the halal label. The first use of consumers who do not consider Islamic branding aspects can consider purchasing a product with a halal label because it is felt to have a double effect obtained from the benefits of using products that use Islamic branding. A consumer felts the halal label itself to think that the product is safe and increasing consumer confidence in using it.

"Initially, I used wardah products, not because of the halal, but because it brightened the skin, the pores got smaller, tight on the face, there was also the halal label. Just double the benefits ".
"If there are halal considerations, there must be number 1. For example, if there is a halal label, it would most certainly be suitable. So far, I have never bought one that is not labeled halal.

Respondents to facial wash wardah products said the use of halal labels makes consumers feel secure. Besides that, with the halal label, consumers believe that the products used will be suitable. Because in halal, a product itself takes into consideration the benefit of its users. With consumers' trust from using facial wash products, the product purchase is prolonged or continued. In other words, consumers find it difficult to turn to other products because they already feel safe and fit.

There are recommendations from relatives, testimonies, and evidence that the product is suitable also becomes a consideration in the purchase. Islamic branding that carries the concept of halal attracts buyers because its safety has been tested because, in practice, Islamic branding upholds honesty values . Honesty is very, very important because this is closely related to consumer confidence. Honesty related to the production materials used impacts the product user's safety, resulting in a higher level of trust in using the product. If consumers already believe in the product bought, it will impact the purchase level—the more people who believe in the product, the more purchases of the product. As consumers, we behave not only because of encouragement but also from the outside and the factors that influence the culture, social class, social groups, and reference groups and families. In everyday life, we can find

why the product recommendation is said to be necessary, of course, because it has been tested directly to be applied to the user's skin. The recommendation was made because of the product's testimony. Therefore, factors such as culture, social class, social groups, reference groups, and families cannot be ruled out because they also influence purchasing decisions [13]. The following interview with UWS sister:

"Because there are many testimonies from relatives suggesting Wardah products are good and what makes me interested is also halal products, it has been tested too."

Viewing interviews with respondents above family recommendation factors largely determine purchasing decisions. Because the family is the closest person with emotional closeness and positively affects the embedded mindset, this study recommends the best products to use as a family.

The use of Islamic branding itself considers the convenience aspect of facilitating its users and not burdensome. Viewed from the economic aspect, the price of ward wash facial products is relatively affordable. Because it does not rule out, the buyer is a student who does not have a fixed income. With the economical price, it is felt profitable for the buyer to buy it. The following is an interview with RFA's sister:

"Honestly, there is no Islamic branding, so at that time chose Wardah because the price was low, and it was indeed worth it. There were no side effects."

Another consideration for purchasing products because of the Islamic branding used is religious factors, namely Islamic religion. As Muslims, it is felt that they have an obligation always to use halal products. The obligation to buy and use halal products is undoubtedly based on halal awareness. To understand reality and how they act is halal awareness, meaning that awareness is feeling or wanting to the actual situation. Besides, the consumer must also understand that halal means it is allowed while haram is not allowed. The following are interviews with ANM and AM sisters:

"Because as Muslims, we must prioritize using something halal."
"Yes, because as a Muslim, women must prioritize caring for the skin. So there is a halal wardah product, so they prefer to buy the product ".

The existence of Islamic branding can make a product that has a characteristic to compete with other products that do not use branding. The plus value of using Islamic branding is to attract buyers with the status of a Muslim. If we look at Indonesia, this is in an area with a population level dominated by Muslim communities. We can then be sure that people who are aware of halal products will choose products with Islamic branding. The following interview with the RUW sister as follows:

"Because in my opinion in Indonesia the majority of Muslims so they prioritize halal because if halal products are safe. Many are turning to products with a halal label, maybe also because most Indonesian Muslims may also assume that wardah products can absorb into the skin. Hence, it is safe when performing ablution. So usually, the halal label is more sought after because the other products do not include the halal label ".

From the description above, it can be concluded that Islamic branding can bring about satisfaction and loyalty in customers, especially Muslim consumers. Consumers feel safe in using products both in terms of compatibility, lawful, economical prices, and do not cause side effects in their use. The main factor in determining customer satisfaction is the customer's perception of the quality of goods or services. If it is following what consumers expect, the service is said to be fair and vice versa. The quality of an item can be measured well by comparing what is offered by the perception of customer acceptance, whether it is in line with customer expectations or not [34].

The quality of service can be found in sales promotion girl malls that offer wardah products classified as friendly and polite in clothes. Most of them use the hijab, which affects buyers' emotions, including a Muslim who will tend to buy halal products because, in his religion, it is always recommended to use halal products. The use of brand ambassadors and sales promotion girls raises the value that the products sold are halal. As described above, the price of facial wash wardah products is relatively low because it is still affordable for students who do not have a permanent job and are still dependent on parents.

In terms of Islamic branding and religiosity, it is closely related to halal labels and halal awareness to use halal products. Halal awareness is an element in humans to understand reality and how they act or behave towards reality. Some of the Indonesian people tend to be included in the intrinsic halal category [18]. People who have intrinsic awareness will ensure whether or not halal a product through the presence or absence. This awareness is formed because life does not always prioritize satisfaction but peace in using products to solely use halal products as a form of keeping God's command to avoid everything unlawful. The use of facial wash products that are labeled as halal is expected to make a means of applying the value Sharia values taught to Muslims.

There are five dimensions of religiosity that make it possible to determine the purchase decision, namely the dimension of belief or ideology, the dimension of practice, the dimension of experience, the dimension of religious knowledge, and the consequences [24]. The dimensions of belief are closely related to the pillars of faith, meaning that every behavior in life, including the purchase of daily needs, must not rule out the pillars of faith. Faith in Allah means always to obey all His commands and stay away from His prohibitions. The dimensions of practice are closely related to ongoing worship, such as Shari'a's practice. An experience dimension is a form of thanks from humans because their prayers are answered, so they must always obey Allah SWT's commands. As for the dimensions of religious knowledge, it is closely related to the knowledge of religious teachings sourced from the Qur'an, and this knowledge must be practiced in daily life. Finally, the consequence dimension is related to how the teachings of Islam influence much Muslim behavior.

5   Conclusion

Islamic branding is included in the new term in this study, some understand the term related to Islamic branding, but some still do not understand what is meant by the term Islamic branding. For people who are understood to understand related to Islamic branding, they understand Islamic branding as something inherent in a product such as a halal label and marketing that uses sharia principles. Particular halalness products using halal labels on the packaging are obtained through a series of product halal tests by LPPOM MUI. For marketing using Islamic principles with brand ambassadors and sales promotion girls who use the hijab,

besides emphasizing the word halal in every advertisement marketed both through online media and others.

Islamic branding has an impact on purchasing decisions for halal skincare (facial wash) products. Islamic branding is understood by attaching the halal label, so consumers, especially Muslims, will buy the product. Halal labels are a factor in purchasing halal skincare (facial wash). The use of halal labels ensures safety for its users, especially those who are Muslim. The factor included in this is the level of consumer religiosity. Religiosity is a factor in strengthening the relationship between Islamic branding and purchasing halal skincare (facial wash). As Muslims who prefer to use halal products in this way, they believe that they are carrying out one of the commands of Allah SWT that is to stay away from all unlawful things.

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