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From Halal Brand Image to Halal Brand Equity: The Mediating Role of Brand Satisfaction among Sunsilk Hijab Consumers

Original Article

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Abstract

The growing importance of halal branding in Indonesia's personal-care industry highlights the need to understand how halal-related brand perceptions contribute to customer-based brand equity. This study examines the influence of halal brand image on halal brand equity, emphasizing the mediating role of halal brand satisfaction among Sunsilk Hijab consumers in Makassar, Indonesia. A quantitative research approach was employed using a cross-sectional survey design, with data analyzed through partial least squares structural equation modeling (PLS-SEM). The analytical findings indicate that halal brand image positively influences both halal brand satisfaction and halal brand equity. Furthermore, halal brand satisfaction positively influences halal brand equity and plays a significant mediating role in the relationship between halal brand image and halal brand equity, indicating complementary partial mediation. These findings suggest that favorable halal brand perceptions contribute to brand equity not only directly but also indirectly through satisfying consumer experiences. The study extends the halal brand equity framework to hijab-oriented personal-care products by highlighting satisfaction as an explanatory mechanism linking halal brand image to customer-based brand value. From a managerial perspective, the findings emphasize the importance of integrating credible halal positioning with consistent product quality and consumer satisfaction to strengthen brand equity in the competitive personal-care industry.

Keywords: Halal Brand Image, Halal Brand Satisfaction, Halal Brand Equity, Sunsilk Hijab, PLS-SEM

1. Introduction

The growing importance of the halal economy has transformed halal assurance from a religious compliance requirement into a potentially valuable dimension of brand differentiation. This development is particularly relevant to Indonesia's cosmetics and personal-care industry, where increasing competition requires brands to establish favorable associations, deliver satisfying consumer experiences, and maintain distinctive customer-based brand equity. According to the State of the Global Islamic Economy report, global Muslim consumer expenditure on halal cosmetics reached USD 92 billion in 2024, with Indonesia accounting for approximately USD 5.9 billion, making it the world's third-largest halal cosmetics market (DinarStandard, 2025/2026, as reported by Katadata, 2026). Meanwhile, Indonesia's Ministry of Industry (2026) reported that the number of domestic cosmetics manufacturers increased from 1,292 in 2024 to more than 1,500 in 2025. These developments reflect the expanding commercial significance of halal-related personal-care products and the increasingly competitive environment in which brands must create value beyond basic product availability.

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Within this competitive landscape, halal positioning presents an important strategic consideration for personal-care brands serving Muslim consumers. However, halal assurance and halal brand image are conceptually distinct. While certification provides formal assurance of compliance with halal requirements, halal brand image reflects consumers' perceptions and associations regarding a brand's halal identity. Consequently, the presence of certification does not necessarily establish whether consumers perceive halal attributes as meaningful sources of brand value. This distinction is especially relevant in the personal-care sector, where consumers simultaneously evaluate religious compatibility and functional product benefits. Research on halal-branded products has demonstrated the importance of brand-related perceptions, although the mechanisms linking these perceptions to brand equity remain dependent on the product category and consumer context (Khan et al., 2022).

Sunsilk Hijab provides a relevant context for investigating these relationships. As a specialized hair-care range developed for consumers who wear hijab, Sunsilk Hijab combines a Muslim-oriented product positioning with functional benefits addressing hair and scalp concerns associated with hijab use. The official Sunsilk Indonesia website identifies Sunsilk products as halal certified and describes its Hijab variants in terms of specific hair-care benefits, including freshness, anti-dandruff performance, and hair-volume management (Sunsilk, n.d.). Unlike brands whose primary identity is explicitly centered on halal branding, Sunsilk Hijab offers an opportunity to examine halal-related brand perceptions within an established mainstream personal-care brand. This context raises an important managerial question: whether the halal associations perceived by hijab-wearing consumers contribute to brand equity directly or whether their contribution operates partly through satisfaction with the brand.

Existing research provides a foundation for understanding halal brand equity, but important gaps remain. Khan et al. (2022), examining 250 halal-product consumers in Malaysia, identified significant relationships between halal brand image, satisfaction, and brand equity in the halal food sector. Although these findings support the importance of satisfaction in halal brand management, their applicability to personal-care products cannot be assumed because food and hair-care products differ in consumption experience, functional evaluation, and consumer expectations. More recently, Wibawa and Safira (2024) examined halal compliance, brand image, trust, and satisfaction in Indonesia's cosmetics industry, demonstrating the importance of halal-related attributes in shaping consumer evaluations. Nevertheless, their research did not specifically establish halal brand equity as the final outcome of a satisfaction-mediated mechanism.

Further evidence reveals that halal-related consumer responses have been investigated through different theoretical outcomes. Idaman et al. (2024) examined halal labeling and dimensions of brand equity among cosmetic consumers, while Fiandari et al. (2024) concentrated on the antecedents of halal cosmetics purchase intention. Similarly, Putri and Canggih (2025) investigated customer satisfaction as a mediator connecting customer experience, halal labeling, and brand image to loyalty in the skincare industry. Although these studies contribute to understanding halal consumer behavior, they do not directly resolve whether halal brand satisfaction mediates the relationship between halal brand image and halal brand equity in a hijab-specific hair-care product range. A systematic review published in the Journal of Islamic Marketing in 2025 further highlights the continuing need to examine halal brand image across different industries and theoretical contexts.

Against this background, the present study addresses a specific theoretical and contextual gap by examining halal brand satisfaction as an explanatory mechanism linking halal brand image to halal brand equity among Sunsilk Hijab consumers in Indonesia. Rather

than treating halal brand image exclusively as a direct antecedent of brand equity, the study considers whether favorable halal-related associations are reflected in consumers' satisfaction with the brand and, subsequently, in its perceived equity. This approach extends the satisfaction-related relationships examined by Khan et al. (2022) from halal food to hijab-oriented personal care, where functional product performance and Muslim-oriented positioning coexist.

Accordingly, the study addresses four research questions: (RQ1) Does halal brand image positively influence halal brand satisfaction among Sunsilk Hijab consumers? (RQ2) Does halal brand image directly influence halal brand equity? (RQ3) Does halal brand satisfaction positively influence halal brand equity? and (RQ4) Does halal brand satisfaction mediate the relationship between halal brand image and halal brand equity?

The proposed contribution is threefold. First, the study provides a context-specific examination of halal brand equity within the hijab-oriented hair-care segment, extending evidence beyond the halal food and general cosmetics categories emphasized in previous research. Second, it examines the indirect relationship between halal brand image and brand equity through satisfaction, thereby clarifying the potential experiential mechanism underlying halal-related brand value. Third, it offers managerial implications for established personal-care brands seeking to understand whether Muslim-oriented brand associations and satisfying product experiences jointly contribute to customer-based brand equity. The proposed relationships are evaluated using partial least squares structural equation modeling (PLS-SEM).

2. Literature Review

2.1. Halal Brand Image and Halal Brand Satisfaction

Halal brand image represents consumers' perceptions and associations regarding a brand's compliance with Islamic principles, credibility, and halal-related identity. A favorable halal brand image may strengthen consumers' confidence that a brand fulfills their religious expectations, thereby enhancing satisfaction with its products and services. Khan et al. (2022) established a positive relationship between halal brand image and halal brand satisfaction in the Malaysian halal food sector. More recently, Noor (2025), through a systematic review of 35 studies, identified satisfaction as an important outcome associated with halal brand image across halal industries. In the Indonesian cosmetics industry, Wibawa and Safira (2024) demonstrated that brand image and halal-related assurances contribute to consumer trust, which subsequently influences satisfaction. Although this study examined a different mechanism, its findings suggest that favorable brand perceptions are relevant to satisfying consumer experiences. Accordingly, the following hypothesis is proposed:

H1: Halal brand image positively influences halal brand satisfaction among Sunsilk Hijab consumers.

2.2. Halal Brand Image and Halal Brand Equity

Customer-based brand equity refers to the additional value a brand generates through favorable consumer perceptions, associations, and evaluations. Within halal markets, a positive halal brand image may contribute to brand differentiation by reinforcing the perceived compatibility between a brand's identity and consumers' religious values. Khan et al. (2022) demonstrated a positive association between halal brand image and halal brand equity among Malaysian halal food consumers. Supporting evidence was provided by Azzahrah et al. (2024), who found that halal brand image was positively associated with

destination brand equity in Indonesia's halal tourism sector. Furthermore, Noor (2025) emphasized the strategic importance of halal brand associations in shaping consumer responses across different halal industries. Nevertheless, the extent to which these associations translate into brand equity may vary across product categories, particularly in personal care, where functional product performance remains important. Therefore, the following hypothesis is formulated:

H2: Halal brand image positively influences halal brand equity among Sunsilk Hijab consumers.

2.3. Halal Brand Satisfaction and Halal Brand Equity

Halal brand satisfaction reflects consumers' favorable evaluations of a brand based on their experiences and the extent to which its halal-related attributes fulfill expectations. Positive satisfaction may reinforce favorable brand associations, strengthen consumer preferences, and enhance the value attributed to a particular brand. Khan et al. (2022) identified halal brand satisfaction as a significant antecedent of halal brand equity, suggesting that satisfying consumer experiences are instrumental in developing stronger halal brands. Similarly, Azzahrah et al. (2024) demonstrated a positive relationship between halal brand satisfaction and destination brand equity in Indonesian halal tourism. These findings indicate that satisfaction contributes to brand equity across different halal consumption settings. In the context of Sunsilk Hijab, satisfaction with both halal-related assurances and product experiences may strengthen consumers' evaluations of the brand relative to competing hair-care products. Thus, the following hypothesis is proposed:

H3: Halal brand satisfaction positively influences halal brand equity among Sunsilk Hijab consumers.

2.4. The Mediating Role of Halal Brand Satisfaction

Halal brand satisfaction may serve as an explanatory mechanism through which favorable halal brand image is associated with stronger brand equity. Drawing on the relationships established by Khan et al. (2022), a positive halal brand image may strengthen consumers' satisfaction with a brand's halal-related attributes, while satisfaction subsequently contributes to the development of brand equity. Noor (2025) further identified satisfaction as a recurring outcome in halal brand image research, supporting its conceptual relevance within the halal branding process. Additionally, Azzahrah et al. (2024) provided evidence that both halal brand image and satisfaction contribute to brand equity in halal tourism. Although these findings support the constituent relationships, they do not independently establish the proposed indirect effect in hijab-oriented hair care. Accordingly, the present study integrates these relationships into a mediation framework and examines whether halal brand satisfaction explains the association between halal brand image and halal brand equity among Sunsilk Hijab consumers. The indirect effect is evaluated using bootstrapping within partial least squares structural equation modeling. Therefore, the following hypothesis is formulated:

H4: Halal brand satisfaction positively mediates the relationship between halal brand image and halal brand equity among Sunsilk Hijab consumers.



Figure 1. Proposed Model

3. Methods

3.1. Research Design and Sampling

This study employed a quantitative approach using a cross-sectional survey design to examine the relationships between halal brand image, halal brand satisfaction, and halal brand equity among Sunsilk Hijab consumers in Makassar, Indonesia. Primary data were obtained through a structured, self-administered online questionnaire distributed using Google Forms. A non-probability purposive sampling technique was employed to recruit respondents who met the research criteria. Eligible respondents were Muslim women aged 18 years or older, residing in Makassar, and having personally purchased and used Sunsilk Hijab hair-care products at least once during the preceding six months. Screening questions concerning religious affiliation, age, place of residence, prior product usage, and informed consent were included to ensure respondent eligibility. Participation was voluntary, and respondents were informed that their answers would remain confidential and be used exclusively for academic research.

The minimum sample size was determined through an a priori statistical power analysis using G*Power 3.1, following Faul et al. (2009). The analysis was specified for F tests, linear multiple regression with a fixed model and R^2 deviation from zero, assuming a small effect size ($f^2 = 0.05$), a significance level of 0.05, statistical power of 0.80, and two predictors corresponding to the maximum number of predictors of an endogenous construct in the proposed model. The calculation indicated a minimum requirement of approximately 196 respondents. This approach was consistent with the recommendation of Kock and Hadaya (2018) that PLS-SEM sample sizes should be justified by statistical power considerations rather than relying exclusively on conventional rules of thumb.

3.2. Research Instrument and Measurements

The research instrument comprised three latent constructs: halal brand image, halal brand satisfaction, and halal brand equity. Measurement indicators were adapted from Khan et al. (2022), who developed and examined a halal brand equity framework, with reference to the Indonesian-language adaptation documented by Afifah (2023). All indicators were contextualized to Sunsilk Hijab while maintaining their underlying conceptual meanings. Respondents evaluated the statements using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree), with higher scores indicating stronger agreement with the respective constructs.

Halal brand image (HBI) was operationalized using four initial indicators representing consumers' commitment to halal products (HBI1), preference for well-known halal brands

(HBI2), confidence in the halal status of the brand (HBI3), and perceived credibility of the brand's halal-related promises (HBI4). Halal brand satisfaction (HBS) was measured using three indicators reflecting satisfaction with the brand's halal commitment (HBS1), favorable evaluation of the purchase decision based on halal assurance (HBS2), and the absence of concern regarding the product's halal status (HBS3). Halal brand equity (HBE) was assessed using three indicators covering purchase preference resulting from the brand's halal commitment (HBE1), preference for Sunsilk Hijab over alternative brands with comparable halal attributes (HBE2), and continued preference for Sunsilk Hijab when competing halal brands offer equivalent functional performance (HBE3). Thus, the initial measurement instrument consisted of 10 items across the three constructs. All constructs were specified reflectively, consistent with the adapted measurement framework.

3.3. Data Analysis

Data analysis was conducted using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because the study emphasized explaining and predicting endogenous constructs and evaluating both direct and indirect relationships among latent variables measured through multiple indicators. The approach is particularly relevant to predictive research objectives and does not impose the same multivariate normality requirements as covariance-based structural equation modeling (Hair & Alamer, 2022).

The analysis followed a two-stage procedure involving measurement and structural model assessment. First, the reflective measurement model was evaluated using indicator outer loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE), and the heterotrait-monotrait ratio (HTMT). Indicator loadings of at least 0.708, internal consistency values between 0.70 and 0.95, AVE values of at least 0.50, and HTMT values below 0.85 were used as reference criteria, while indicator retention was also assessed based on theoretical relevance.

Second, the structural model was evaluated by examining inner variance inflation factors (VIF), standardized path coefficients, coefficients of determination (R^2), and effect sizes (f^2). The significance of the proposed relationships was assessed through nonparametric bootstrapping with 5,000 resamples and two-tailed tests at the 5% significance level. The mediating effect of halal brand satisfaction on the relationship between halal brand image and halal brand equity was examined through the specific indirect effect and its 95% bootstrap confidence interval. Mediation was considered statistically supported when the confidence interval excluded zero. Predictive relevance was assessed using Q^2. The standardized root mean square residual (SRMR) was also considered as a supplementary measure of approximate model fit.

4. Results and Discussion

4.1. Measurement Model Assessment

The measurement model was assessed through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. All ten indicators demonstrated satisfactory standardized loadings, ranging from 0.737 to 0.901. The Cronbach's alpha values ranged from 0.783 to 0.811, while composite reliability values ranged from 0.874 to 0.881. Furthermore, the average variance extracted (AVE) values exceeded the recommended threshold of 0.50, indicating adequate convergent validity.

Table 1. Measurement Model Assessment

Construct	Indicator	Loading	Cronbach's α	CR	AVE
HBI	HBI1	0.812	0.811	0.876	0.640
	HBI2	0.779			
	HBI3	0.737			
	HBI4	0.866			
HBS	HBS1	0.901	0.795	0.881	0.713
	HBS2	0.886			
	HBS3	0.737			
HBE	HBE1	0.818	0.783	0.874	0.698
	HBE2	0.842			
	HBE3	0.846			

Source: *Proceed Data, 2026*

Discriminant validity was evaluated using the heterotrait–monotrait ratio (HTMT). All HTMT values were below 0.85, suggesting adequate empirical distinction between the constructs.

Table 2. Discriminant Validity (HTMT)

Construct pair	HTMT
HBI – HBS	0.785
HBI – HBE	0.610
HBS – HBE	0.699

Source: *Proceed Data, 2026*

4.2. Structural Model Assessment

The structural relationships were examined using bootstrapping method. The coefficient of determination was 0.391 for halal brand satisfaction and 0.339 for halal brand equity, indicating that halal brand image accounted for approximately 39.1% of the variation in satisfaction, while halal brand image and satisfaction jointly accounted for 33.9% of the variation in brand equity. The inner VIF value was 1.641, indicating no substantial multicollinearity between the predictors of halal brand equity.

Table 3. Explanatory Power and Effect Sizes

Endogenous construct	R^2	Predictor	f^2
Halal Brand Satisfaction	0.391	HBI	0.641
Halal Brand Equity	0.339	HBI	0.049
		HBS	0.153

Source: *Proceed Data, 2026*

4.3. Hypothesis Testing

The structural model was examined to evaluate the relationships between halal brand image, halal brand satisfaction, and halal brand equity. The assessment included standardized path coefficients, standard deviations, t-statistics, and p-values. The results of the direct effect analysis are presented in Table 4.

Table 4. Path Coefficients and Direct Hypothesis Testing

Hypothesis	Structural Path	Original Sample (O)	STDEV	t-statistics	p-values	Decision
H1	HBI → HBS	0.625	0.044	14.151	<0.001	Supported
H2	HBI → HBE	0.232	0.090	2.576	0.010	Supported
H3	HBS → HBE	0.408	0.088	4.653	<0.001	Supported

Source: *Proceed Data, 2026*

The findings indicate that halal brand image was positively associated with halal brand satisfaction (β = 0.625, t = 14.151, p < 0.001), supporting H1. This relationship demonstrated the strongest standardized coefficient in the structural model. Halal brand image also exhibited a positive relationship with halal brand equity (β = 0.232, t = 2.576, p = 0.010), supporting H2. Furthermore, halal brand satisfaction was positively associated with halal brand equity (β = 0.408, t = 4.653, p < 0.001), supporting H3.

The results suggest that halal brand image was more strongly associated with brand satisfaction than directly with brand equity. Moreover, the standardized coefficient of halal brand satisfaction on halal brand equity exceeded the direct coefficient of halal brand image on halal brand equity.

The mediating role of halal brand satisfaction was examined through the specific indirect effect of halal brand image on halal brand equity. The indirect relationship was evaluated using bootstrap estimates and confidence intervals. The results are presented in Table 5.

Table 5. Specific Indirect Effect and Mediation Testing

Hypothesis	Structural Path	Original Sample (O)	STDEV	t-statistics	p-values	95% CI	Decision
H4	HBI → HBS → HBE	0.255	0.060	4.222	<0.001	[0.145, 0.380]	Supported

Source: *Proceed Data, 2026*

The mediation analysis demonstrated a positive indirect relationship between halal brand image and halal brand equity through halal brand satisfaction (β = 0.255, t = 4.222, p < 0.001). The 95% bootstrap confidence interval ranged from 0.145 to 0.380 and did not include zero, indicating a statistically significant indirect effect. Accordingly, H4 was supported.

The direct effect of halal brand image on halal brand equity remained positive and statistically significant (β = 0.232, p = 0.010). Since both the direct and indirect effects were positive and statistically significant, the pattern was consistent with complementary mediation. This finding indicates that halal brand satisfaction explained part of the relationship between halal brand image and halal brand equity, while a direct association remained.

4.4. Discussion

The results highlight the important role of halal brand image in shaping consumer satisfaction and brand equity. The positive relationship between halal brand image and halal brand satisfaction is consistent with Khan et al. (2022), who identified halal brand image as an antecedent of satisfaction in the Malaysian halal food industry. This relationship suggests that favorable halal-related associations may strengthen consumers' evaluations of a brand, consistent with the broader relationship between halal brand image and consumer responses identified by Noor (2025).

The positive relationship between halal brand image and halal brand equity also supports the theoretical argument that halal-related brand associations can contribute to customer-based brand value (Khan et al., 2022; Azzahrah et al., 2024). In the context of hijab-oriented personal care, the relationship is relevant because consumers may evaluate a brand through both its Muslim-oriented positioning and functional product attributes. Previous research by Hasdiansa (2024) also demonstrated a positive relationship between brand credibility and brand equity in the beauty industry, supporting the importance of favorable brand evaluations in strengthening consumer-based brand value. Nevertheless, the relatively small effect size of the direct relationship suggests that halal brand image alone may have a limited contribution to brand equity when satisfaction is considered simultaneously.

Furthermore, halal brand satisfaction demonstrated a stronger direct association with brand equity than halal brand image. This finding is conceptually consistent with Khan et al. (2022) and Azzahrah et al. (2024), who identified favorable relationships between satisfaction and halal-related brand equity in different consumption contexts. Satisfaction may reinforce positive brand evaluations and increase the perceived value of a brand relative to competing alternatives. Noor (2025) also identified satisfaction as a recurring outcome in halal brand image research, emphasizing its relevance to halal brand management.

The mediation results provide additional insight into the relationship between halal brand image and brand equity. The positive indirect effect indicates that satisfaction represents a meaningful explanatory pathway connecting favorable halal brand associations with stronger brand equity. The complementary mediation pattern suggests that halal brand image may relate to brand equity both directly and indirectly through satisfaction, consistent with the constituent relationships examined by Khan et al. (2022) and Azzahrah et al. (2024).

From a theoretical perspective, these relationships illustrate how satisfaction can be incorporated into the customer-based halal brand equity framework. The model highlights the relevance of examining not only favorable halal brand perceptions but also consumers' evaluations of their experiences with the brand. This interpretation aligns with Noor (2025), who emphasized the importance of examining halal brand image and its consequences across different industries and consumer contexts.

From a managerial perspective, the model emphasizes the potential importance of aligning halal-related positioning with satisfying consumer experiences. For a hijab-oriented personal-care brand such as Sunsilk Hijab, halal assurance and product performance represent distinct but potentially complementary aspects of consumer evaluation. Maintaining favorable halal associations while delivering consistent product experiences may therefore be relevant to strengthening brand equity (Khan et al., 2022; Hasdiansa, 2024).

5. Conclusion

This study examined the relationships between halal brand image, halal brand satisfaction, and halal brand equity, with particular emphasis on the mediating role of halal brand satisfaction. The analytical results indicated positive and statistically significant relationships between halal brand image and halal brand satisfaction, halal brand image and halal brand equity, and halal brand satisfaction and halal brand equity. Furthermore, halal brand satisfaction demonstrated a significant mediating effect, indicating a complementary partial mediation pattern. The stronger association between halal brand satisfaction and brand equity, compared with the direct association between halal brand image and brand equity, highlights the potential importance of satisfying consumer experiences in strengthening customer-based brand value.

These findings suggest that halal-oriented personal-care brands should not rely exclusively on halal positioning but should also prioritize consumer satisfaction through consistent product

quality, reliable halal assurance, and effective communication of product benefits. For Sunsilk Hijab, integrating halal-related brand associations with functional hair-care performance may provide opportunities to strengthen brand equity among Muslim consumers. Nevertheless, the cross-sectional design and purposive sampling approach limit causal interpretation and generalizability. Future research could examine additional consumer-related factors, incorporate longitudinal designs, and compare different halal personal-care brands to provide a more comprehensive understanding of halal brand equity.

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