International Journal of Humanity Advance, Business & Sciences (IJHABS)
https://malaqbipublisher.com/index.php/IJHABS
Online ISSN 2988-5450

When Halal Brand Trust Does Not Guarantee Brand Equity: Evidence from Hijab-Oriented Hair Care

Original Article

Sitti Hasbiah[1*], Ilma Wulansari Hasdiansa[2]

[1,2]Departement of Management, Faculty of Economics and Business, Universitas Negeri Makassar, Makassar, Indonesia
Email: [1)] sittihasbiah@unm.ac.id, [2)] ilma.wulansari@unm.ac.id

Received : 16 Sept 2026
Accepted : 24 Oct 2026
Published online : 12 Nov 2026

Abstract

Halal brand trust plays an important role in shaping consumer confidence, yet its contribution to customer-based brand equity remains inconclusive. This study examines the relationships among halal brand image, halal brand trust, and halal brand equity, emphasizing the mediating role of halal brand trust in Indonesia's hijab-oriented hair-care market. A quantitative approach employing a cross-sectional survey design and purposive sampling was specified, with data analyzed using partial least squares structural equation modeling (PLS-SEM). The analytical findings indicate that halal brand image is positively associated with both halal brand trust and halal brand equity. However, halal brand trust does not demonstrate a statistically significant relationship with halal brand equity, and its mediating effect is not supported. These findings suggest that favorable halal brand perceptions can strengthen consumer confidence without necessarily translating into additional brand value. The study highlights a distinction between trust formation and brand equity development, suggesting that confidence in halal compliance alone may be insufficient to create meaningful brand differentiation. The proposed framework contributes to halal branding research by examining the limitations of trust as a mechanism connecting halal brand image to brand equity within hijab-oriented personal care. From a managerial perspective, the analysis emphasizes the potential importance of complementing credible halal positioning with distinctive product benefits and consistent functional performance to strengthen customer-based brand equity.

Keywords: Brand Image, Brand Trust, Brand Equity, Halal, Hair Care

1. Introduction

Consumer trust has become an increasingly important consideration in halal brand management, particularly in industries where product attributes cannot be fully evaluated before consumption. In personal-care products, consumers often rely on brand reputation, product information, and institutional assurances to assess product reliability and compatibility with their personal values. For Muslim consumers, halal certification provides an additional basis for evaluating products, yet formal certification does not necessarily translate into strong brand preference or perceived brand superiority. This distinction raises an important marketing concern: whether consumers' trust in a brand's halal commitment is sufficient to generate customer-based brand equity. The issue is particularly relevant as halal branding increasingly intersects with broader consumer expectations regarding product safety, credibility, and performance. Noor (2025), in a systematic review of halal brand image research, identified trust as a recurring consumer response to halal brand perceptions, highlighting the importance of examining its subsequent implications for brand management.

This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

The relationship between halal assurance and consumer trust is particularly complex in the cosmetics and personal-care industry. Unlike food products, which are generally consumed immediately, hair-care products involve repeated usage and evaluations of functional outcomes, including scalp comfort, freshness, and hair condition. Consequently, consumers may recognize and trust a brand's halal-related claims without necessarily regarding that brand as superior to competing products. Empirical evidence indicates that halal-related attributes can contribute to consumer trust, although their subsequent behavioral consequences are not always consistent. Anjelina and Andni (2024), examining halal cosmetics consumers in Indonesia, found that brand trust mediated the relationships of brand awareness and electronic word of mouth with purchase decisions, whereas its mediating effects involving halal labels and religiosity were not supported. These findings suggest that halal-related cues and consumer trust may operate differently depending on the antecedents and outcomes being investigated.

This issue is especially relevant to hijab-oriented hair care, a product category that integrates Muslim-oriented positioning with specialized functional benefits. Sunsilk Hijab represents an appropriate setting because the product range targets the hair-care needs of women wearing hijab while operating within an established mainstream personal-care brand. Sunsilk communicates halal certification alongside benefits associated with scalp freshness and hair-care performance (Sunsilk, n.d.). Such positioning creates an interesting distinction between trust in halal compliance and the broader value consumers attach to the brand. A consumer may consider Sunsilk Hijab reliable in fulfilling halal expectations while continuing to compare it with alternative hair-care brands based on effectiveness, price, convenience, and familiarity. Therefore, understanding halal brand trust requires examining not only whether trust emerges from a favorable halal brand image but also whether it contributes to differentiated brand value.

Previous research provides contrasting insights into the consequences of halal brand trust. Khan et al. (2022), investigating halal brand equity in Malaysia's food sector, demonstrated that halal brand image positively influenced halal brand trust, whereas the relationship between halal brand trust and halal brand equity was not statistically significant. This finding challenges the assumption that favorable halal-related perceptions necessarily generate stronger brand equity through trust. In contrast, Geraldine and Adam (2025) identified brand trust as a significant predictor of repeat purchase intention among non-Muslim consumers of halal cosmetics, while also demonstrating the importance of brand image in developing trust. Similarly, Ali et al. (2025) examined trust as a mediating construct in halal cosmetics consumption in Palopo, Indonesia. These studies demonstrate growing interest in trust-related mechanisms, although purchasing decisions and repeat purchase intention remain conceptually distinct from customer-based brand equity. Consequently, evidence supporting trust-related purchasing outcomes cannot automatically establish its contribution to brand equity.

The distinction between trust formation and brand value creation constitutes the central research gap addressed in this study. While existing halal cosmetics studies have investigated trust in relation to product evaluations, purchase decisions, and repurchase intentions, comparatively limited attention has been directed toward whether halal brand trust mediates the relationship between halal brand image and customer-based brand equity in hijab-oriented hair care. Moreover, the insignificant trust–equity relationship reported by Khan et al. (2022) creates an unresolved empirical question concerning the conditions under which halal brand trust contributes to brand value. Rather than assuming that halal certification and favorable brand associations are sufficient to strengthen brand equity, this study considers the

possibility that consumers may distinguish confidence in halal compliance from the additional value attached to a particular brand. Investigating this distinction provides an opportunity to clarify the role of trust within the broader halal brand equity framework.

Accordingly, the present study examines the direct relationships among halal brand image, halal brand trust, and halal brand equity, together with the mediating role of halal brand trust among Sunsilk Hijab consumers in Makassar, Indonesia. Specifically, the study addresses four research questions: (RQ1) Does halal brand image positively influence halal brand trust? (RQ2) Does halal brand image positively influence halal brand equity? (RQ3) Does halal brand trust positively influence halal brand equity? and (RQ4) Does halal brand trust mediate the relationship between halal brand image and halal brand equity? The study contributes to halal branding research by distinguishing the development of halal brand trust from its potential conversion into customer-based brand equity. It also extends the trust-related relationships examined in halal food and cosmetics research to hijab-oriented hair care, where religious compatibility and functional product evaluations coexist. From a managerial perspective, the findings are intended to clarify whether communicating halal assurance and strengthening brand credibility are sufficient to build brand equity or whether additional sources of consumer value are necessary.

2. Literature Review

2.1. Halal Brand Image and Halal Brand Trust

Halal brand image reflects consumers' perceptions of a brand's commitment to Islamic principles, credibility, and consistency in fulfilling halal-related promises. A favorable halal brand image may reduce perceived uncertainty and strengthen consumers' willingness to rely on a brand's halal assurance. Khan et al. (2022) demonstrated a positive relationship between halal brand image and halal brand trust in the Malaysian halal food sector. Similarly, Geraldine and Adam (2025) found that brand image positively influenced brand trust among consumers of halal cosmetics, suggesting that favorable brand associations contribute to consumers' confidence in product reliability. Noor (2025), through a systematic review of halal brand image research, further identified trust as an important consumer response to halal-related brand perceptions. In hijab-oriented hair care, consumers may interpret a brand's halal commitment as an indication of credibility and reliability, thereby strengthening their confidence in its products. Accordingly, the following hypothesis is proposed:

H1: Halal brand image positively influences halal brand trust among consumers of hijab-oriented hair-care products.

2.2. Halal Brand Image and Halal Brand Equity

Halal brand equity represents the additional value consumers associate with a brand because of its favorable halal-related identity and associations. A positive halal brand image may strengthen brand differentiation, reinforce favorable evaluations, and increase the perceived value of a brand relative to competing alternatives. Khan et al. (2022) identified a positive relationship between halal brand image and halal brand equity, indicating that halal-related perceptions can contribute directly to customer-based brand value. Supporting evidence was provided by Azzahrah et al. (2024), who found that halal brand image significantly influenced destination brand equity in the Indonesian halal tourism sector. Although these studies were conducted in different consumption settings, they demonstrate the relevance of halal brand image to brand equity formation. In hijab-oriented hair care,

favorable halal-related associations may contribute to brand equity independently of consumers' trust in halal assurance. Therefore, the following hypothesis is formulated:

H2: Halal brand image positively influences halal brand equity among consumers of hijab-oriented hair-care products.

2.3. Halal Brand Trust and Halal Brand Equity

Halal brand trust refers to consumers' confidence in a brand's reliability, integrity, and ability to consistently fulfill its halal-related commitments. Trust may strengthen brand equity by reducing uncertainty and reinforcing consumers' willingness to favor a particular brand over competing alternatives. However, empirical findings regarding the consequences of halal brand trust remain inconclusive. Khan et al. (2022) found that halal brand trust did not significantly influence halal brand equity in the Malaysian halal food sector, suggesting that confidence in halal compliance does not necessarily translate into additional brand value. In contrast, Geraldine and Adam (2025) demonstrated that brand trust positively influenced repeat purchase intention among halal cosmetics consumers, while Ali et al. (2025) established the importance of trust in enhancing consumer satisfaction within the Indonesian cosmetics industry. Although these studies support the relevance of trust to consumer responses, purchase intentions and satisfaction are conceptually distinct from brand equity. Thus, the extent to which halal brand trust contributes to brand equity requires further investigation. Based on the theoretical expectation that credible halal commitments can strengthen consumer-based brand value, the following hypothesis is proposed:

H3: Halal brand trust positively influences halal brand equity among consumers of hijab-oriented hair-care products.

2.4. The Mediating Role of Halal Brand Trust

Halal brand trust may represent a psychological mechanism through which favorable halal brand image contributes to customer-based brand equity. A positive halal brand image can strengthen confidence in a brand's religious compatibility and credibility, while established trust may subsequently enhance the value consumers attach to the brand. Khan et al. (2022) provided evidence that halal brand image significantly influenced halal brand trust, although the subsequent trust–equity relationship was not supported. This inconsistency highlights the importance of directly examining the proposed mediating mechanism rather than assuming that trust necessarily converts favorable halal perceptions into brand equity. Anjelina and Andni (2024) demonstrated that brand trust mediated selected relationships between brand-related factors and purchasing decisions in halal cosmetics, whereas Ali et al. (2025) identified trust as a significant mediator connecting halalness and other product attributes to consumer satisfaction. These findings support the potential explanatory role of trust but do not establish its mediating effect on halal brand equity. Therefore, the present study examines whether halal brand trust transmits the relationship between halal brand image and halal brand equity in hijab-oriented hair care. Accordingly, the following hypothesis is formulated:

H4: Halal brand trust positively mediates the relationship between halal brand image and halal brand equity among consumers of hijab-oriented hair-care products.

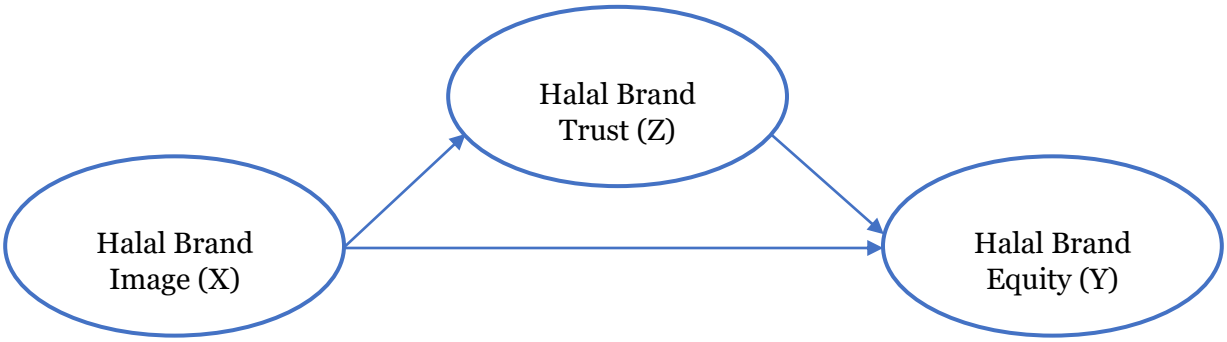


Figure 1. Proposed Model

3. Methods

This study adopts a quantitative research approach with a cross-sectional survey design to examine the relationships among halal brand image, halal brand trust, and halal brand equity in the context of hijab-oriented hair-care products. The research focuses on Sunsilk Hijab consumers in Makassar, Indonesia. Primary data are collected through a structured, self-administered online questionnaire distributed using Google Forms. A non-probability purposive sampling technique is employed to identify respondents with relevant product experience. Eligible participants are Muslim women aged 18 years or older, residing in Makassar, who have personally purchased and used Sunsilk Hijab products within the preceding six months. Screening questions cover religious affiliation, age, domicile, product usage, and voluntary participation to ensure that respondents satisfy the inclusion criteria. The questionnaire is administered anonymously, and informed consent is obtained before participation.

The sample size is determined using an a priori statistical power analysis with G*Power 3.1, following Faul et al. (2009). The calculation applies the F-test family for linear multiple regression, a fixed model with R^2 deviation from zero, an effect size of $f^2 = 0.05$, 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. Based on these assumptions, 196 valid responses are adopted as the minimum sample target. This power-based approach is preferred over the conventional ten-times rule because sample adequacy should consider the anticipated effect magnitude and statistical power (Kock & Hadaya, 2018).

The research instrument consists of three latent constructs adapted from Khan et al. (2022), comprising halal brand image, halal brand trust, and halal brand equity. Halal brand image (HBI) is represented by four indicators addressing consumers' commitment to halal brands (HBI1), preference for reputable halal brands (HBI2), confidence in the brand's halal identity (HBI3), and perceived credibility of halal-related brand promises (HBI4). Halal brand trust (HBT) is assessed through four indicators reflecting confidence in the brand's halal integrity (HBT1), reliability in fulfilling halal commitments (HBT2), perceived honesty regarding halal assurances (HBT3), and confidence in the brand's consistency in maintaining halal standards (HBT4). Halal brand equity (HBE) is evaluated using three indicators reflecting preference arising from halal-related brand value (HBE1), perceived superiority over comparable halal alternatives (HBE2), and preference for the brand when competing products offer similar functional benefits (HBE3). The measurement framework therefore comprises eleven initial indicators. All statements are contextualized to Sunsilk Hijab and

measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The constructs are specified as reflective measurement models.

Data analysis is conducted using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4. PLS-SEM is selected because the research aims to explain variance in endogenous constructs, assess relationships among latent variables, and examine an indirect relationship involving halal brand trust. The approach is appropriate for prediction-oriented structural modeling and does not require multivariate normality as a prerequisite (Hair & Alamer, 2022). The analysis comprises measurement and structural model assessments. The reflective measurement model is evaluated using outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Indicator loadings of at least 0.708, reliability coefficients between 0.70 and 0.95, and AVE values above 0.50 are considered satisfactory. Discriminant validity is examined using the heterotrait-monotrait ratio (HTMT), following Henseler et al. (2015), with values below 0.85 indicating adequate construct distinctiveness.

The structural model is assessed through inner variance inflation factors (VIF), standardized path coefficients, coefficients of determination (R^2), and effect sizes (f^2). Hypothesis testing is performed using a nonparametric bootstrapping procedure with 5,000 resamples, applying two-tailed significance tests at the 5% level and 95% confidence intervals. The mediating role of halal brand trust is examined through the specific indirect effect of halal brand image on halal brand equity. Mediation is considered statistically supported when the bootstrap confidence interval for the indirect effect excludes zero. Predictive relevance is assessed using Q^2 and PLSpredict where applicable, while the standardized root mean square residual (SRMR) is reported as supplementary approximate model-fit information. The interpretation of mediation considers the significance and direction of both direct and indirect effects rather than assuming mediation solely from the significance of individual structural paths.

4. Results and Discussion

4.1. Respondent Profile

The respondent profile describes the demographic characteristics of participants in terms of age, educational attainment, occupation, and monthly income.

4.2. Measurement Model Assessment

The measurement model was evaluated to assess indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. All eleven measurement indicators demonstrated satisfactory outer loadings, ranging from 0.745 to 0.906. Cronbach's alpha values ranged from 0.781 to 0.908, while composite reliability values ranged from 0.872 to 0.935, indicating acceptable internal consistency. Furthermore, the average variance extracted (AVE) values exceeded the recommended threshold of 0.50 for all constructs, supporting convergent validity.

Table 2. Measurement Model Assessment

Construct	Indicator	Outer Loading	Cronbach's Alpha	CR	AVE
Halal Brand Image (HBI)	HBI1	0.826	0.811	0.876	0.639
	HBI2	0.758			
	HBI3	0.745			
	HBI4	0.863			

Halal Brand Trust (HBT)	HBT1	0.872	0.908	0.935 0.784
	HBT2	0.873		
	HBT3	0.906		
	HBT4	0.889		
Halal Brand Equity (HBE)	HBE1	0.772	0.781	0.872 0.695
	HBE2	0.868		
	HBE3	0.856		

Source: *Proceed Data, 2026*

Discriminant validity was assessed using the heterotrait-monotrait ratio (HTMT). All values were below the conservative threshold of 0.85, suggesting satisfactory discriminant validity among the three constructs.

Table 3. Discriminant Validity (HTMT)

Construct	HBI	HBT	HBE
HBI	—		
HBT	0.801	—	
HBE	0.610	0.482	—

Source: *Proceed Data, 2026*

The highest HTMT value was observed between halal brand image and halal brand trust (0.801), indicating a relatively strong association between these constructs while remaining within the recommended discriminant validity threshold. Consequently, the measurement assessment indicated that all three constructs were sufficiently reliable and empirically distinguishable for subsequent structural model evaluation.

4.3. Structural Model Assessment

The structural model was evaluated by examining multicollinearity, explanatory power, and effect sizes. The variance inflation factor (VIF) was below the recommended threshold of 3.3, indicating that multicollinearity did not pose a substantial concern. The coefficient of determination (R^2) for halal brand trust was 0.480, indicating that halal brand image explained 48.0% of the variance in halal brand trust. Meanwhile, halal brand image and halal brand trust jointly explained 26.1% of the variance in halal brand equity.

Table 4. Structural Model Assessment

Endogenous Construct	R^2	Predictor	VIF	f^2
Halal Brand Trust	0.480	HBI	1.000	0.925
Halal Brand Equity	0.261	HBI	1.925	0.112
		HBT	1.925	0.015

Source: *Proceed Data, 2026*

The effect size of halal brand image on halal brand trust was large ($f^2 = 0.925$), indicating a substantial contribution to explaining trust. In contrast, halal brand image demonstrated a relatively small effect on halal brand equity ($f^2 = 0.112$), while halal brand trust exhibited a negligible-to-small effect ($f^2 = 0.015$). These results indicate that halal brand image was substantially more influential in explaining brand trust than trust was in explaining brand equity.

4.4. Direct Effects and Hypothesis Testing

The proposed direct relationships were evaluated using standardized path coefficients and nonparametric bootstrapping with 5,000 resamples. Statistical significance was assessed using two-tailed tests at the 5% significance level. The results are presented in Table 5.

Table 5. Path Coefficients and Direct Hypothesis Testing

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Decision
H1	HBI → HBT	0.693	0.694	0.040	17.196	<0.001	Supported
H2	HBI → HBE	0.399	0.404	0.087	4.598	<0.001	Supported
H3	HBT → HBE	0.145	0.145	0.098	1.487	0.139	Not Supported

Source: *Proceed Data, 2026*

As presented in Table 5, halal brand image demonstrated a positive and statistically significant effect on halal brand trust (β = 0.693, t = 17.196, p < 0.001), indicating that favorable halal-related brand perceptions were associated with higher levels of consumer trust. This relationship exhibited the strongest standardized path coefficient in the structural model, suggesting that halal brand image played a substantial role in explaining halal brand trust. Therefore, H1 was supported.

Furthermore, halal brand image exhibited a positive and significant direct effect on halal brand equity (β = 0.399, t = 4.598, p < 0.001). This finding indicated that favorable perceptions of a brand's halal identity were positively associated with customer-based brand equity, even after accounting for halal brand trust. Accordingly, H2 was supported.

In contrast, halal brand trust demonstrated a positive but statistically insignificant effect on halal brand equity (β = 0.145, t = 1.487, p = 0.139). Although the relationship was positive, its statistical significance did not meet the conventional threshold of 0.05. Consequently, H3 was not supported. Overall, the results indicated that halal brand image was significantly associated with both halal brand trust and halal brand equity, whereas halal brand trust did not demonstrate a statistically significant additional contribution to brand equity.

Table 6. Specific Indirect Effect and Mediation Testing

Hypothesis	Structural Path	Original Sample (O)	STDEV	t-statistics	p-values	95% CI	Decision
H4	HBI → HBT → HBE	0.101	0.100	0.067	1.496	0.136	[-0.033, 0.231]

Source: *Proceed Data, 2026*

As shown in Table 6, the specific indirect effect of halal brand image on halal brand equity through halal brand trust was positive but statistically insignificant (β = 0.101, t = 1.496, p = 0.136). The 95% bootstrap confidence interval ranged from –0.033 to 0.231, encompassing zero and indicating insufficient statistical evidence to support the proposed mediation effect. Therefore, H4 was not supported.

Although halal brand image significantly influenced halal brand trust, the subsequent relationship between halal brand trust and halal brand equity was not statistically significant. Meanwhile, the direct effect of halal brand image on halal brand equity remained positive and significant (β = 0.399, p < 0.001). These results indicated that halal brand trust did not significantly mediate the relationship between halal brand image and halal brand equity.

Consequently, the proposed trust-based mediation mechanism was not empirically supported in the estimated model.

4.5. Discussion

The findings provide insights into the relationships among halal brand image, halal brand trust, and halal brand equity in the context of hijab-oriented hair care. The positive relationship between halal brand image and halal brand trust supports the argument that favorable halal-related brand associations can strengthen consumers' confidence in a brand's credibility and commitment to halal principles. This finding is consistent with Khan et al. (2022), who established a significant relationship between halal brand image and halal brand trust in Malaysia's halal food sector. Similarly, Geraldine and Adam (2025) found that favorable brand image contributed to brand trust among halal cosmetics consumers. From a signaling perspective, a recognizable halal identity may reduce perceived uncertainty by communicating reliability and consistency in fulfilling halal-related promises. This interpretation is also compatible with Erdem and Swait (2004), who demonstrated the relevance of brand credibility in reducing uncertainty and influencing consumer evaluations.

The significant direct relationship between halal brand image and halal brand equity indicates that halal-related brand associations may contribute to customer-based brand value independently of trust. This result supports Khan et al. (2022), who identified halal brand image as an important antecedent of halal brand equity. A favorable halal image may provide symbolic and functional associations that contribute to brand differentiation, particularly when consumers perceive compatibility between a brand's identity and their personal values. Noor (2025) also emphasized that halal brand image has implications for consumer evaluations across multiple industries. In the context of hijab-oriented hair care, the coexistence of Muslim-oriented positioning and functional product benefits may allow halal-related associations to contribute directly to brand equity without necessarily operating through a trust-based mechanism.

An important finding concerns the statistically insignificant relationship between halal brand trust and halal brand equity. Although the estimated coefficient was positive, the evidence did not support a significant contribution of halal brand trust to brand equity after accounting for halal brand image. This finding is consistent with Khan et al. (2022), who likewise found that halal brand trust did not significantly predict halal brand equity. One possible explanation is that consumers distinguish confidence in halal compliance from the perceived superiority of a particular brand. Halal assurance may establish confidence that a product satisfies religious requirements, but such confidence does not necessarily create distinctive advantages when competing brands are perceived to offer comparable assurances. In this interpretation, halal trust may operate as a necessary condition for brand acceptability rather than a sufficient source of brand differentiation. However, the present model did not directly measure consumers' perceptions of competing brands' halal assurances, and this explanation therefore remains a theoretical interpretation requiring further examination.

A second possible explanation involves the distinction between risk reduction and value creation. Brand trust may primarily reduce uncertainty and perceived risk, whereas brand equity incorporates broader consumer evaluations, including brand preference, perceived distinctiveness, and comparative value. Erdem and Swait (2004) demonstrated that brand credibility influences consumer consideration and choice, particularly under conditions of uncertainty. However, increased willingness to consider or choose a brand is not conceptually identical to assigning it greater customer-based equity. Supporting this distinction, Geraldine and Adam (2025) found that brand trust positively influenced repeat purchase intention

among halal cosmetics consumers, while Andita et al. (2021) identified a significant mediating role of brand trust in the relationship between halal brand personality and brand loyalty. These findings suggest that trust may be more directly associated with behavioral outcomes than with the additional brand value measured in the present model. Nevertheless, such an interpretation remains provisional because behavioral intentions, loyalty, and perceived risk were not included as competing outcomes.

The insignificant relationship may also reflect the particular characteristics of established mainstream personal-care brands. For hijab-oriented hair-care products, consumers may trust halal-related assurances while continuing to differentiate brands primarily through perceived effectiveness, hair and scalp benefits, price, or previous product experiences. Consequently, confidence in a brand's halal commitment may coexist with relatively limited differentiation in overall brand equity. This possibility is consistent with the distinction between product-level and brand-level evaluations emphasized by Noor (2025), who highlighted the importance of clearly differentiating related constructs in halal branding research. However, because functional performance, price perceptions, and competing brand evaluations were not directly examined, their potential explanatory roles should be interpreted as alternative mechanisms rather than empirically established reasons for the insignificant relationship.

The mediation analysis further indicated that halal brand trust did not significantly transmit the relationship between halal brand image and halal brand equity. Although halal brand image was strongly associated with trust, the indirect effect was not statistically supported, whereas the direct relationship between halal brand image and brand equity remained significant. This result suggests that the formation of halal brand trust does not necessarily translate into a corresponding increase in customer-based brand equity. The finding is conceptually consistent with the unsupported trust–equity relationship reported by Khan et al. (2022). It also illustrates the importance of distinguishing significant individual relationships from a statistically supported mediation mechanism. As emphasized by Zhao et al. (2010), mediation should be evaluated through the significance of the indirect effect rather than inferred solely from the relationships comprising the proposed pathway. Accordingly, the results should not be interpreted as evidence that trust is irrelevant to halal consumer behavior, but rather as insufficient support for its particular mediating role in explaining brand equity.

The findings offer theoretical implications for halal brand equity research. First, they suggest that favorable halal brand image and halal brand trust represent related but distinct dimensions of consumer evaluation. Second, the results highlight the possibility that trust formation and brand equity development operate through different mechanisms, thereby challenging the assumption that stronger consumer confidence necessarily generates additional brand value. Third, the insignificant mediation effect indicates that trust should not be treated as a universally effective intervening variable across different halal product categories. These implications complement existing halal branding research by distinguishing the consequences of halal-related credibility from the broader sources of customer-based brand equity.

From a managerial perspective, the findings suggest that personal-care brands should avoid relying exclusively on halal certification communication to generate competitive brand value. While maintaining credible halal assurances remains important for establishing consumer confidence, stronger brand equity may also require differentiated product benefits, consistent performance, and distinctive brand associations. For hijab-oriented hair-care products, communicating halal commitments alongside relevant functional advantages may

provide a more comprehensive brand positioning strategy. Future research should investigate whether perceived product quality, satisfaction, perceived risk, and brand differentiation explain the relationship between halal brand trust and brand equity, particularly across established and emerging halal personal-care brands.

5. Conclusion

This study examined the relationships among halal brand image, halal brand trust, and halal brand equity, emphasizing the mediating role of halal brand trust in hijab-oriented hair care. The analytical results demonstrated that halal brand image positively and significantly influenced both halal brand trust and halal brand equity. However, halal brand trust did not exhibit a statistically significant relationship with halal brand equity, and its mediating effect was not supported. These findings suggest that favorable halal-related brand perceptions can strengthen consumer trust without necessarily translating into greater customer-based brand equity. The results highlight an important distinction between establishing confidence in halal commitments and creating differentiated brand value.

From a managerial perspective, halal-oriented personal-care brands should recognize that halal assurance alone may be insufficient to establish competitive brand advantages. Although credible halal positioning remains important for developing consumer confidence, strengthening brand equity may also require consistent product performance, distinctive functional benefits, and favorable brand associations. For hijab-oriented hair-care products, integrating reliable halal communication with relevant product attributes may contribute to a more differentiated brand positioning strategy. Nevertheless, the cross-sectional research design and purposive sampling approach limit causal interpretation and generalizability. Future studies should incorporate additional variables, including perceived quality, brand satisfaction, perceived risk, and brand differentiation, to clarify the conditions under which halal brand trust contributes to brand equity. Comparative and longitudinal research may also provide further insights into the relationship between halal assurance, consumer trust, and brand value creation.

6. References

Ahdiat, A. (2026, October 13). Indonesia, pasar kosmetik halal terbesar ke-3 global pada 2024. *Databoks Katadata*. https://databoks.katadata.co.id/ekonomi-makro/statistik/6acddde15877a/indonesia-pasar-kosmetik-halal-terbesar-ke-3-global-pada-2024

Ali, L. A., Iskandar, A. S., & Ishak, I. (2025). Modeling the mediating role of trust in halal cosmetics: Evidence from MS Glow consumers in Palopo City. *Journal of Islamic Economics Lariba, 11*(2), 995–1016. https://doi.org/10.20885/jielariba.vol11.iss2.art13

Andita, M. P., Sulastri, S., & Wahab, Z. (2021). Peran kepercayaan merek sebagai variabel mediasi pada hubungan kepribadian merek halal dan loyalitas merek. *Jurnal Manajemen Maranatha, 21*(1), 45–54. https://doi.org/10.28932/jmm.v21i1.4066

Anjelina, N., & Andni, R. (2024). Faktor penentu keputusan pembelian dengan kepercayaan merek sebagai variabel intervening pada kosmetik halal. *Management and Business Review, 8*(1), 24–42. https://doi.org/10.21067/mbr.v8i1.10201

Azzahrah, S. F., Alfiandi, R., Akbar, M. A., & Olivia, D. (2024). Examining the factors that influence Indonesia's halal tourism destination brand equity. *AZKA International Journal of Zakat and Social Finance, 5*(1), 181–199. https://doi.org/10.51377/azjaf.vol5no1.186

Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of*

Consumer Research, 31(1), 191–198. https://doi.org/10.1086/383434

Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods, 41*(4), 1149–1160. https://doi.org/10.3758/BRM.41.4.1149

Geraldine, C., & Adam, M. R. R. (2025). Determinants of repeat purchase intention through brand trust: Study on halal cosmetics among non-Muslim consumers. *International Journal of Digital Entrepreneurship and Business, 6*(1), 31–45. https://doi.org/10.52238/ideb.v6i1.277

Hair, J., & Alamer, A. (2022). Partial least squares structural equation modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics, 1*(3), Article 100027. https://doi.org/10.1016/j.rmal.2022.100027

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science, 43*, 115–135. https://doi.org/10.1007/s11747-014-0403-8

Kementerian Perindustrian Republik Indonesia. (2026, May 20). *Kemenperin-Perkosmi perluas kemitraan dan rantai pasok IKM kosmetik*. https://ikm.kemenperin.go.id/kemenperin-perkosmi-perluas-kemitraan-dan-rantai-pasok-ikm-kosmetik

Khan, M. A., Hashim, S. B., Iqbal, A., Bhutto, M. Y., & Mustafa, G. (2022). Antecedents of halal brand equity: A study of halal food sector of Malaysia. *Journal of Islamic Marketing, 13*(9), 1858–1871. https://doi.org/10.1108/JIMA-01-2021-0012

Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal, 28*(1), 227–261. https://doi.org/10.1111/isj.12131

Noor, N. (2025). A closer look at halal brand image: Systematic review and future directions. *Journal of Islamic Marketing, 16*(10), 2900–2924. https://doi.org/10.1108/JIMA-06-2024-0259

Sunsilk. (n.d.). *Pertanyaan yang sering diajukan: FAQ produk*. https://www.sunsilk.co.id/faq.html

Zhao, X., Lynch, J. G., Jr., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research, 37*(2), 197–206. https://doi.org/10.1086/651257