



The Impact of Consumer Purchase Intention and Halal Brand Equity on Halal-Labeled Instant Noodle Products in Indonesia

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Article Info

Keyword:
Halal Brand Image, Purchase Intention, Halal Brand Equity

JEL Classification Code: D12, L15, M31, Z12

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DOI: [10.24123/jeb.v4i2.5719](https://doi.org/10.24123/jeb.v4i2.5719)

Abstract

Purpose: This research aims to examine the impact of consumer purchase intention and halal brand equity from a halal perspective, namely halal brand image, halal brand perceived quality, halal brand satisfaction, halal brand trust, and halal brand loyalty.

Method: This research employs an online questionnaire to collect data from 210 respondents aged 17 and above who have experience consuming halal-labeled instant noodles in Indonesia. Based on the research objective, it falls under basic research. Based on the research type, it falls under causal research. Based on the research approach, this research is classified as quantitative research. Furthermore, this research aims to elaborate on the relationships between halal brand image, halal brand perceived quality, halal brand satisfaction, halal brand trust, halal brand loyalty, purchase intention, and halal brand equity. The theoretical model with hypothesized relationships was developed and tested using the structural equation modeling procedure in SPSS AMOS.

Result: The findings of this research indicate that halal brand image has a significant and positive influence on halal brand perceived quality, halal brand satisfaction, halal brand trust, halal brand loyalty, and purchase intention. Similarly, halal brand perceived quality, halal brand satisfaction, halal brand trust, and halal brand loyalty have a significant and positive influence on purchase intention. Furthermore, halal brand satisfaction significantly and positively influences halal brand equity, but the relationship between halal brand trust and halal brand equity could not be established.

INTRODUCTION

Islam is currently experiencing rapid growth as a religion, evident in its increasing birth rates and conversions. The global Muslim population stands at approximately 1.6 billion, constituting nearly a quarter of the world's population. Projections indicate that this number will continue to expand at an annual rate of approximately 35 percent over the next 15 years, reaching 2.2 billion by 2030 from 2.1 billion in 2015 (Ali et al., 2018). "Halal" is an Arabic/Quranic term that encompasses the notion of permissibility, allowing or permitting actions or items as lawful within the Islamic framework. Haram means forbidden or prohibited, and is considered to be against the will of Allah and the teachings of Prophet Muhammad. The terms "halal" and "haram" are frequently employed in

reference to food products, meat products, and beverages (Ali et al., 2020). Indonesia is the second-largest consumer of instant noodles in the world after China. Based on data provided by the World Instant Noodles Association (WINA), the consumption of instant noodles in Indonesia amounted to 12.62 billion packages (servings) in the year 2017. In subsequent years, this figure continued to escalate, culminating in a total of 13.27 billion packages in 2021. Instant noodles represent a category of noodles that boast delightful flavors, convenient preparation, affordable pricing, and a diverse range of flavor options. Consequently, instant noodles have garnered popularity among individuals from various socio-economic backgrounds (Efrizal, 2020).

This research holds significance as companies in non-Muslim countries frequently employ marketing strategies to target Muslim consumers by labeling their products as Halal and/or displaying Halal signs, symbols, or logos. In contrast, companies in Muslim-majority countries like Pakistan often promote their products without Halal labels, assuming that all available products are inherently Halal (Ali et al., 2018). The rapid expansion of the Muslim population offers enhanced prospects for companies operating in predominantly Muslim markets. Consequently, the introduction of halal product lines presents a lucrative opportunity for companies and market researchers to concentrate on the production of halal or Sharia-compliant products, particularly in Indonesia. Halal certification can serve as an effective global marketing strategy, applicable to both domestic and export markets, particularly in predominantly Muslim countries. Moreover, considering that Indonesia has emerged as the second-largest consumer of instant noodles globally, obtaining halal certification becomes exceedingly advantageous for instant noodle manufacturers in Indonesia.

To address the existing research gap, the author replicated the study by incorporating variables such as halal brand image, halal brand perceived quality, halal brand trust, halal brand satisfaction, halal brand loyalty, and purchase intention. These variables were selected based on the previous research conducted by (Ali et al., 2018, 2020) while also incorporating the variable of halal brand equity from Khan et al. (2022). This research encompasses all brands of instant noodles available for sale in stores or supermarkets as the research subjects. The research sample consists of respondents aged 17 and above. The scope of this research is specifically confined to online research. This approach was adopted to ensure that the researcher can attain optimal results representative of the population.

According to Tsiotsou (2006) and Parasuraman et al. (1996) explained that the brand image of traditional products plays a similar role to the brand image of halal products, as it creates value for the company by facilitating consumers in accessing information about halal products and assisting in the formation of associations that generate positive feelings and attitudes. These positive associations can also extend to other products within the same halal brand. The perception of the product/service quality of a brand suggests that a robust brand will offer additional value for consumers' purchase evaluations and influence their decision-making processes (Kusnandar & Afiff, 2020). The findings of studies conducted by Cretu & Brodie (2007); Ali et al. (2020); Gulzar et al. (2011); Kusnandar & Afiff (2020); Ahmed et al. (2014) indicate that brand image exerts a direct influence on the perception of brand quality. Drawing upon these findings, the following hypotheses have been formulated:

H1: Halal brand image has a significant and positive influence on halal brand perceived quality.

Al Mehrzi & Singh (2016) demonstrated that customer satisfaction is a key factor in determining the success of an organization's relationship with its customers. Other studies have also examined the direct relationship between brand image and perceived brand quality, reporting that brand image has a direct effect on the perceived quality of a brand (Chen, 2010; Chien-hsiung, 2011; Cretu & Brodie, 2007; Gulzar et al., 2011; Yu-Te et al., 2012). Ali et al. (2020) and Kusnandar & Afiff (2020) reported a direct relationship between halal brand image and halal brand satisfaction in the context of halal milk products perceived by consumers. Based on these reasons, the following hypotheses is developed:

H2: Halal brand image has a significant and positive influence on halal brand satisfaction.

Brand trust assumes a pivotal role in shaping enduring buyer-seller relationships. Consequently, in the realm of halal branding, brand trust pertains to consumers' inclination to place reliance on the brand's capacity to fulfill its designated functions, as articulated by Kusnandar & Afiff (2020). Ali et al. (2020) and Kusnandar & Afiff (2020) have reported that a direct relationship exists between the halal brand image and halal brand satisfaction within the context of consumer perception of halal milk products. Consequently, the level of trust that consumers place in a brand positively influences their trust in that particular brand. Based on these reasons, the following hypotheses is developed:

H3: Halal brand image has a direct and positive impact on halal brand trust.

Brand loyalty assumes a pivotal role in organizations' endeavors to augment their sales volume, command premium prices, and retain customers instead of pursuing new ones (Malik et al., 2013). Previous research conducted by Ali et al. (2020) and Kusnandar & Afiff (2020) has indicated a direct and positive relationship between halal brand image and halal brand loyalty. Based on these reasons, the following hypotheses is developed:

H4: Halal brand image has a significant and positive influence on halal brand loyalty.

Brand image assumes a crucial role in consumers' purchasing decisions for a product. Stores with a strong brand image can effectively enhance consumers' purchase intention for that specific product (Martínez et al., 2014). Previous research, conducted by Agmeka et al. (2019) and Watanabe et al. (2019), explained the significant influence of brand image on purchase intention. Other studies within the concept of halal branding, conducted by Ali et al. (2018), has also demonstrated a direct and positive influence between halal brand image and purchase intention. Based on these reasons, the following hypotheses is developed:

H5: Halal brand image has a significant and positive influence on purchase intention.

Previous researchers, such as Boulding et al. (1993), Chaudhuri (2002), Parasuraman et al. (1996) and Tsiotsou (2006), have explained that purchase intention is an important outcome of perceived brand quality. Consumers who are satisfied with the brand's quality tend to exhibit a higher purchase intention. The concept of halal branding is supported by previous research, which reveals a direct and positive influence between perceived halal brand quality and purchase intention (Ali et al., 2018, 2020). Based on these reasons, the following hypotheses is developed:

H6: Halal brand perceived quality has a significant and positive influence on purchase intention.

Satisfaction levels are established based on the confirmation of expectations. Consequently, satisfied consumers are more likely to exhibit an intention to repurchase, whereas dissatisfied consumers are less likely to repurchase the product (Oliver, 1980). Previous research conducted by Ha & Perks (2005); Jani & Han, (2014); and Watanabe et al. (2019) has reported that consumer satisfaction is a crucial antecedent of purchase intention. In the context of halal branding, previous research also provides support for a direct and positive influence between halal brand satisfaction and purchase intention (Ali et al., 2018, 2020). Based on these reasons, the following hypotheses is developed:

H7: Halal brand satisfaction has a significant and positive influence on purchase intention.

When consumer trust in a business is low, consumers tend to switch to alternatives, thereby leading to a decrease in purchase intention (Shin et al., 2019). In this case, consumer behavior is characterized by caution and negative thinking, wherein individuals focus on the weaknesses of the business without critically considering whether it can fulfill their needs or not (Portal et al., 2019). Conversely, elevated levels of trust, coupled with confidence in the company's quality, significantly augment purchase intention (Gkouna et al., 2022). Previous researchers have also discovered a direct and positive relationship between consumer brand trust and purchase intention (Bhattacharya et al.,

2022; Chae et al., 2020). In the context of halal branding, previous research provides support for the direct and positive influence between halal brand trust and purchase intention (Ali et al., 2018, 2020). Based on these reasons, the following hypotheses is developed:

H8: Halal brand trust has a significant and positive influence on purchase intention.

As stated by Malik et al. (2013), brand loyalty is a critical factor that enables companies to improve sales performance, command premium prices, and retain as well as attract new customer bases. Brand loyalty can significantly influence customer decisions to repurchase the same product (Chi et al., 2009). Previous research has demonstrated that enhancing brand loyalty contributes to an increase in consumer purchase intention (Khan et al., 2014; Malik et al., 2013; Roozy et al., 2014). According to Ali et al. (2018, 2020), a direct and positive relationship exists between halal brand loyalty and consumer purchase intention in the context of halal milk products. Based on these reasons, the following hypotheses is developed:

H9: Halal brand loyalty has a significant and positive influence on purchase intention.

Customer satisfaction is contingent upon the fulfillment of expectations throughout each stage of the sales process (Eggert & Ulaga, 2002). Increased customer satisfaction leads to customer loyalty, which, in turn, encourages customers to be willing to pay a premium price (Keller & Lehmann, 2006). This is also supported by research (Aaker, 2012; Blackston, 2005; Keller, 1993; Khan et al., 2022; Torres & Tribó, 2011) that shows customer satisfaction has a positive influence on brand equity. The same relationship can be hypothesized in the context of halal food brands (Šerić & Gil-Saura, 2019). Based on these reasons, the following hypothesis is developed:

H10: Halal brand satisfaction has a significant and positive influence on halal brand equity.

According to the "social exchange theory," trust can elevate customer commitment to a level that facilitates the development of loyalty and fosters a stronger relationship with the brand (Sirdeshmukh et al., 2002). Prior research provides support for the existence of a positive relationship between brand trust and brand equity (Ballester & Alemán, 2005). The success of a brand is tied to the development of trust, which leads to brand loyalty. Therefore, it is established that brand loyalty is associated with brand trust (Atulkar, 2020). Previous research conducted by Khan et al. (2022) has shown a direct and positive relationship has been demonstrated between halal brand trust and halal brand equity. Based on these reasons, the following hypotheses is developed:

H11: Halal brand trust has a significant and positive influence on halal brand equity.

Based on the hypotheses, the research model can be seen in Figure 1.

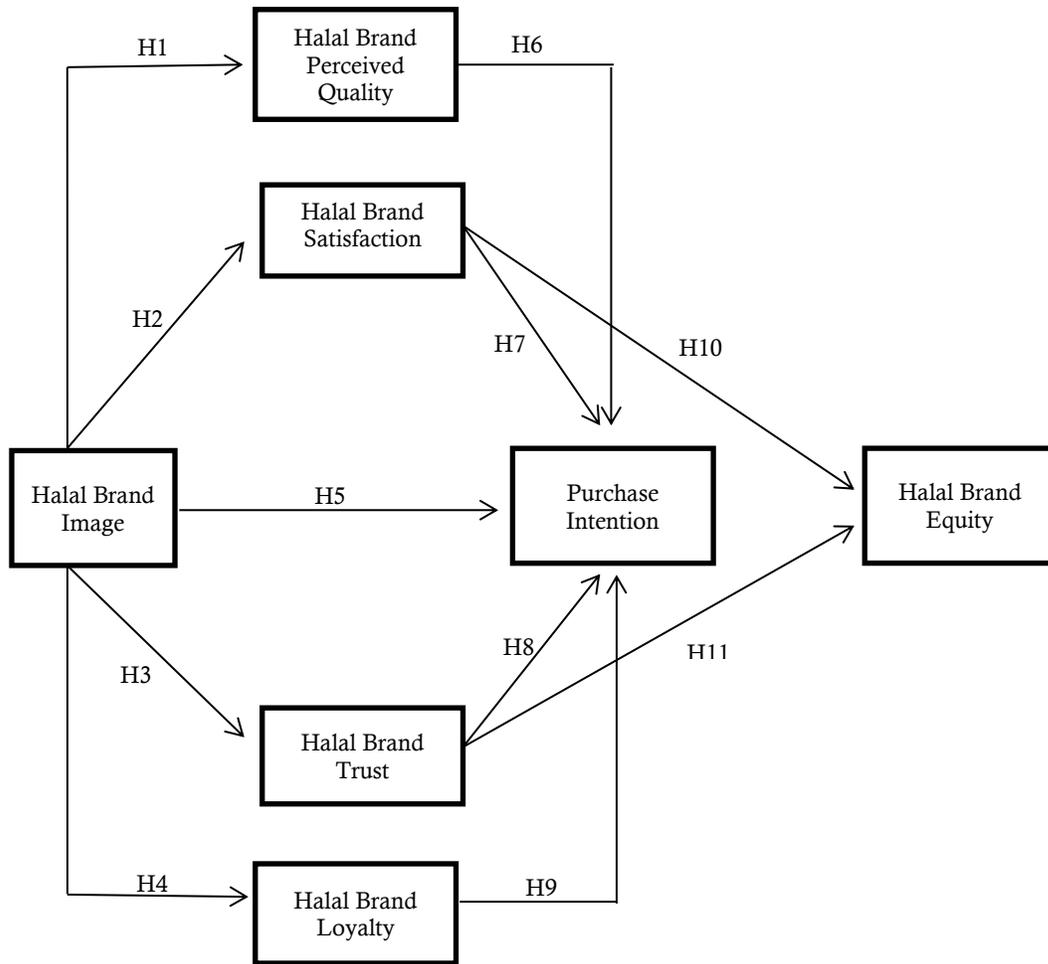


Figure 1. Research Model

RESEARCH METHODS

Based on the research objectives, this study can be classified as basic research, as its primary goal is to contribute to the development of knowledge and theory. This is achieved by either building upon existing theories or discovering new ones. The type of research conducted in this study is causal research, as it aims to test the potential influence between variables. In terms of approach, this research falls under quantitative research. The data obtained will be analyzed using the Structural Equation Modeling (SEM) technique. The results of the analysis will be interpreted to derive conclusions. The data collection technique employed in this research is an online questionnaire method utilizing a Likert scale measurement ranging from 1 to 5. The Likert scale in this study ranges from "strongly agree" (SA) to "strongly disagree" (SD).

The target population of this research comprises consumers aged 17 and above. The sampling technique employed in this study is purposive sampling. Purposive sampling is a non-random sampling technique where the researcher selects samples based on specific characteristics that align with the research objectives, with the aim of effectively addressing the research questions (Sugiyono, 2012). The inclusion criteria for sample selection in this research are as follows:

1. Respondents who are aged 17 years and above.
2. Have consumed instant noodles before.

The data analysis in this study employed Structural Equation Modeling (SEM) as the chosen method for structural modeling. First, validity testing was performed using SPSS, and the Pearson correlation values for each item ranged from 0.7 to 0.9. Based on the threshold value for the Pearson correlation coefficient (> 0.1138) and the significance level (< 0.05), it can be concluded that the measurement scale is valid. In the second stage, a reliability test was conducted using SPSS. The Cronbach's alpha value for each item yielded results approximately around 0.8. Given the threshold value of 0.6 for Cronbach's alpha, it can be concluded that the measurement scale is reliable. Additionally, in the third stage, a structural equation modeling (SEM) analysis was conducted to examine the relationships between each construct.

RESULTS & DISCUSSION

The research results indicate that validity and reliability tests were performed using 210 questionnaires and SPSS 23 software. The first test conducted was the validity test. The criterion for establishing validity was based on the Pearson Correlation value, where an R_{table} value of 0.1138 was set at a significance level < 0.01 . Next, the calculated result ($R_{calculated}$) is compared with the tabled R value (R_{table}). If the $R_{calculated}$ value exceeds the R_{table} value, the research instrument or question is considered valid. Conversely, if the $R_{calculated}$ value is lower than the R_{table} value, it is considered invalid. Based on the research results, all variables can be deemed valid. For reliability testing, a Cronbach's alpha value of ≥ 0.6 is considered reliable. Reliability testing was conducted in this research by assessing the reliability of 210 respondents obtained through online questionnaire distribution, resulting in reliable findings. Based on the research findings, all variables can be considered reliable.

Table 1.
Goodness of Fit of the Structural Model on Instant Noodles

| Goodness of fit Indices | Cut of Value | AMOS Results | Explanation |
|-------------------------|--------------|--------------|--------------|
| CMIN/DF | ≤ 3.00 | 1,045 | Good fit |
| RMSEA | ≤ 0.08 | 0,015 | Good fit |
| GFI | ≥ 0.90 | 0,919 | Good fit |
| AGFI | 0.80 - 0.90 | 0,897 | Marginal fit |
| TLI | ≥ 0.95 | 0,995 | Good fit |
| CFI | ≥ 0.95 | 0,996 | Good fit |
| NFI | ≥ 0.90 | 0,917 | Good fit |

Source: Processed data by researches

Based on Table 1, it can be inferred that a satisfactory level of fit is achieved when the CMIN/DF value is ≤ 3.00 . In this study, the obtained CMIN/DF value was 1.045, indicating that the tested model successfully passed the CMIN/DF test. A desirable level of fit is achieved when the RMSEA value is ≤ 0.08 . In this study, the obtained RMSEA value was 0.015, indicating that the tested model successfully passed the RMSEA test and can be considered a good fit. A satisfactory level of fit is achieved with a GFI value of ≥ 0.90 . In this study, the obtained GFI value was 0.919, indicating that the tested model successfully passed the GFI test and can be considered a good fit. AGFI values of ≥ 0.90 indicate a good fit, whereas AGFI values ranging between 0.80 and 0.90 are considered to have marginal fit. In this study, the obtained AGFI value was 0.897. Consequently, it can be concluded that the tested model meets the AGFI test criteria, albeit with a marginal fit. Moreover, a satisfactory level of fit is achieved with a TLI value ≥ 0.95 . In this study, the obtained TLI value was 0.995, indicating that the tested model successfully surpasses the TLI test requirements and is deemed a good fit. In this study, the obtained TLI value was 0.995. Thus, it can be asserted that the tested

model successfully meets the TLI test criteria and can be regarded as a good fit. Furthermore, a satisfactory level of fit is achieved with a CFI value ≥ 0.95 , which is applicable in this study. In this study, the obtained CFI value was 0.996. Consequently, it can be concluded that the tested model successfully meets the CFI test criteria and is considered a good fit. Moreover, a satisfactory level of fit is achieved with an NFI value ≥ 0.95 . In this study, the obtained NFI value was 0.917, indicating that the tested model successfully passes the NFI test and is deemed a good fit.

Table 2.
The results of the hypothesis test

| The hypothesis | The relationship between variables | Standardized Estimate | C.R. | P-Value | Explanation |
|----------------|------------------------------------|-----------------------|-------|---------|---------------|
| H1 | HBI \rightarrow HB PQ | 0.591 | 5.136 | *** | Supported |
| H2 | HBI \rightarrow HBS | 0.741 | 5.772 | *** | Supported |
| H3 | HBI \rightarrow HBT | 0.624 | 5.85 | *** | Supported |
| H4 | HBI \rightarrow HBL | 0.48 | 4.299 | *** | Supported |
| H5 | HBI \rightarrow PI | 0.491 | 2.988 | 0.003 | Supported |
| H6 | HB PQ \rightarrow PI | 0.25 | 3.048 | 0.002 | Supported |
| H7 | HBS \rightarrow PI | 0.238 | 3.099 | 0.002 | Supported |
| H8 | HBT \rightarrow PI | 0.191 | 2.137 | 0.033 | Supported |
| H9 | HBL \rightarrow PI | 0.196 | 2.316 | 0.021 | Supported |
| H10 | HBS \rightarrow HBE | 0.203 | 2.71 | 0.007 | Supported |
| H11 | HBT \rightarrow HBE | 0.071 | 0.831 | 0.406 | Not supported |

Explanation: *** = significant with a p-value < 0.001 .

Source: Processed data by researches

Table 2 presents the results of hypothesis testing. A hypothesis is deemed supported when it demonstrates the same direction of influence as the test results and achieves statistical significance based on predetermined criteria: A hypothesis is considered supported if it has a |C.R.| value ≥ 1.96 or a p-value < 0.1 . Referring to Table 2, out of the 11 hypotheses, H11 is not supported. H11, in particular, is not supported as the results of its testing reveal a standardized estimate value of 0.071, a |C.R.| value of 0.831, and a p-value of 0.406, which surpasses the required p-value threshold. Thus, it can be concluded that H11 exhibits a positive relationship, but it is not statistically significant. The findings of this study align with prior research conducted by (Khan et al., 2022) which states that there is no significant relationship between halal brand trust and halal brand equity.

The disparity in the results could be attributed to factors such as income level and prevalent religion in Indonesia. Another plausible explanation is that customers place reliance on other factors like brand price and brand satisfaction. Hence, it can be asserted that trust alone is not a substantial enough factor for consumers in Indonesia to enhance halal brand equity when faced with a premium price. However, it is worth noting that the remaining 10 hypotheses (H1, H2, H4, H5, H6, H7, H8, H9, H10) are supported.

The results of hypothesis 1 test show a significant positive effect of halal brand image on halal brand quality. This substantiates the importance of the halal brand image on instant noodle products for consumers who prioritize halal product information. A strong halal brand image value enables consumers to evaluate targeted products or services and reduces their hesitations in making a purchase (Ali et al., 2020), thus influencing consumers' subjective evaluations of the superiority of these products (Kusnandar & Afiff, 2020). Therefore, consumers who possess a positive perception of the halal brand image associated with an instant noodle product are likely to believe that the product also possesses commendable advantages.

The results of hypothesis 2 test show a significant positive effect of halal brand image on halal brand satisfaction. This substantiates that when there is alignment between the brand image and customer self-image, it leads to increased customer satisfaction and preference for the brand (Jamal & Goode, 2001). Brand image serves as a valuable tool for enhancing consumer satisfaction with brands, encompassing both product and service categories (Aaker, 1992; Chien-hsiung, 2011). In the context of halal, when consumers perceive a congruence between the halal brand image of a halal instant noodle product and their own expectations, it results in customer satisfaction with the product.

The results of hypothesis 3 test show a significant positive effect of halal brand image on halal brand trust. This substantiates that when the halal brand image of instant noodles consistently aligns with customers' best interests and expectations, customers tend to place trust in the halal brand image of instant noodles. Consequently, it can be asserted that trust assumes a pivotal role in mitigating information asymmetry and uncertainty, thereby fostering a sense of comfort among consumers towards the brand (Pavlou et al., 2007).

The results of hypothesis 4 test show a significant positive effect of halal brand image on halal brand loyalty. This substantiates that if the halal brand image of instant noodle products is aligned with the needs and desires of consumers, it can effectively attract and retain consumer loyalty in the purchase and consumption of these products (Ali et al., 2020). In this scenario, preserving a halal brand image for an instant noodle brand assumes paramount significance in cultivating customer loyalty, thereby leading to an increase in sales volume.

The results of hypothesis 5 test show a significant positive effect of halal brand image on purchase intention. This phenomenon can be attributed to various factors, including income levels and religious beliefs prevalent in Indonesia. However, several other researchers have also contended that the halal brand image exerts a substantial and favorable impact on purchase intention, as evidenced by studies conducted by Agmeka et al. (2019); Ali et al. (2020); Bian & Moutinho (2011); Fachrurazi et al. (2022). This is due to the fact that the halal brand image holds significant importance for consumers when they are making purchasing decisions regarding a particular item. Consumers who perceive a higher level of brand quality tend to demonstrate a greater inclination towards purchase intentions (Ali et al., 2018). Therefore, instant noodle products that possess a strong halal brand image can augment consumer purchase intentions, particularly in areas with a significant Muslim population like Indonesia.

The results of hypothesis 6 test show a significant positive effect of halal brand perceived quality on purchase intention. Perceived quality refers to the customer's perception of the overall quality or superiority of a product or service in comparison to alternatives and with regards to its intended purpose. This substantiates the notion that consumers who perceive higher brand quality tend to exhibit a greater inclination towards purchase intentions (Ali et al., 2018). Therefore, it can be asserted that if consumers have positive perceptions of an instant noodle product, it will lead to an increase in their intention to purchase the instant noodles. According to Boulding et al. (1993); Chaudhuri (2002); Parasuraman et al. (1996); Tsiotsou (2006) is crucial to elucidate that purchase intention is a significant consequence of perceived brand quality.

The results of hypothesis 7 test show a significant positive effect of halal brand satisfaction on purchase intention. This substantiates the notion that satisfaction can be attained when companies effectively fulfill consumer needs. Consumers will perceive that they have made the correct decision when they are content with the products they have consumed (Savitri & Wardana, 2018). If consumers already perceive a sense of satisfaction with the product, it will lead to their intention to purchase it. Hence, it can be posited that halal brand satisfaction serves as a vital indicator in augmenting consumer purchase intention towards halal instant noodle products.

The results of hypothesis 8 test show a significant positive effect of halal brand trust on purchase intention. This substantiates that when consumer trust in businesses is low, consumers are inclined to shift towards alternatives, resulting in diminished purchase intentions (Shin et al., 2019). On the contrary, when a high level of trust is coupled with confidence in the company's quality, it leads to a

substantial increase in purchase intentions (Gkouna et al., 2022). Thus, it can be asserted that halal brand trust serves as a crucial indicator for augmenting consumer purchase intention towards halal instant noodle products.

The results of hypothesis 9 test show a significant positive effect of Halal brand loyalty on purchase intention. This substantiates that brand loyalty represents consumers' commitment to remain devoted to a particular brand. Such behavior is evident in consumers' inclination to choose the brand as their first preference, even in the face of marketing efforts from competing brands (Lee et al., 2019). Hence, brand loyalty can exert a significant influence on customers' decisions to repurchase the same product (Chi et al., 2009).

The results of hypothesis 10 test show a significant positive effect of Halal brand satisfaction on halal brand equity. This demonstrates that customer satisfaction is contingent on meeting expectations at each stage of the sales process (Eggert & Ulaga, 2002). Enhanced customer satisfaction engenders customer loyalty, consequently enabling customers to be willing to pay premium prices (Keller & Lehmann, 2006). This is further supported by the positive impact of customer satisfaction on brand equity (Torres & Tribó, 2011). It can be concluded that an increase in consumer satisfaction with halal instant noodles corresponds to an increase in consumer purchase intention.

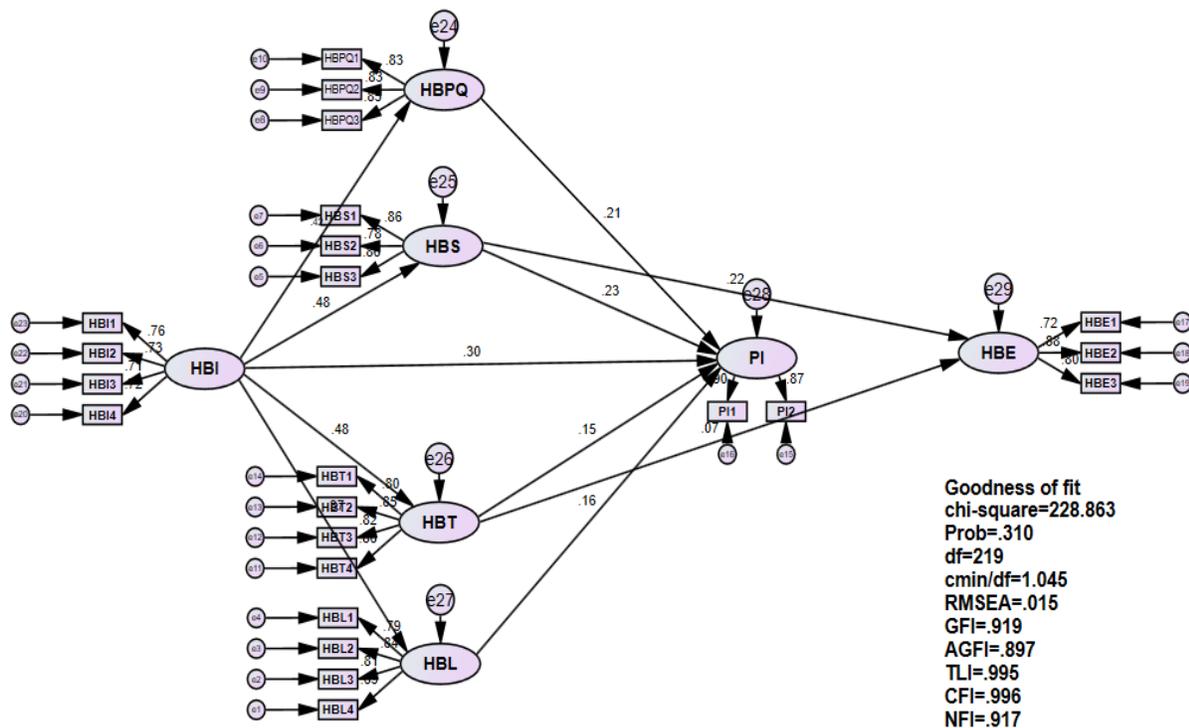


Figure 2. Structural Model

CONCLUSION

The application of the Structural Equation Modeling (SEM) technique utilizing AMOS software yielded results indicating support for 10 out of the 11 hypotheses that were formulated. These supported hypotheses include: (H1) Halal brand image has a significant and positive influence on Halal brand perceived quality, (H2) Halal brand image has a significant and positive influence on Halal brand satisfaction, (H3) Halal brand image has a significant and positive influence on Halal brand trust, (H4) Halal brand image has a significant and positive influence on halal brand loyalty, (H5) Halal brand image has a significant and positive influence on purchase intention, (H6) Halal

brand perceived quality has a significant and positive influence on purchase intention, (H7) Halal brand satisfaction has a significant and positive influence on purchase intention, (H8) Halal brand trust has a significant and positive influence on purchase intention, (H9) Halal brand loyalty has a significant and positive influence on purchase intention, and (H10) Halal brand satisfaction has a significant and positive influence on Halal brand equity; and 1 hypotheses H11 is not supported, because halal brand trust has no significant influence on Halal brand equity.

The paper identifies several implications for research, practice, and society. In terms of research, the study contributes to the body of knowledge on the antecedents of halal brand equity, specifically in the context of instant noodle products. The findings of the study can be used to inform future research on the topic, particularly in other product categories and industries. In terms of practice, the study provides insights for marketers and brand managers on the importance of halal brand image, satisfaction, and trust in building halal brand equity. The study suggests that a strong halal brand image can help reduce consumer hesitation to buy, while halal brand satisfaction and trust can lead to customer loyalty and willingness to pay a premium price. These findings can be used to inform marketing strategies and brand management practices in the halal food industry. The implications for society are also significant, as the study highlights the importance of halal brand equity in meeting the needs and preferences of Muslim consumers. The study suggests that a strong halal brand can help Muslim consumers make informed choices about the products they consume, which can have a positive impact on their quality of life.

However, there are some limitations to the research method that should be addressed in future studies. First, the study only focuses on instant noodle products, which may limit the generalizability of the findings to other food products or industries. Future studies could examine the relationships between halal brand image, halal brand perceived quality, halal brand satisfaction, halal brand loyalty, halal brand trust, and purchase intention in other industries or product categories. Second, the study only uses self-reported data, which may be subject to social desirability bias or other response biases. Future studies could use other methods, such as observational studies or experimental designs, to complement self-reported data. Finally, the study only examines the direct effects of halal brand image, perceived quality, and brand trust on purchase intention. Future studies could examine the mediating or moderating effects of other variables, such as price or product attributes, on these relationships.

ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to our supervisor, Dr. Dudi Anandya, for his unwavering support and guidance throughout the research process. His expertise, insights, and encouragement were invaluable in helping us complete this work. We are also grateful to our parents for providing financial support for our research. Their generous funding allowed us to conduct our study and complete our work. We would also like to express our gratitude to the entire faculty of business and economics at the University of Surabaya for their invaluable feedback and unwavering support. Finally, we would like to extend our heartfelt gratitude to our family and friends for their unwavering love and support throughout the research process. Without their invaluable encouragement and assistance, the successful completion of this research would not have been possible.

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