

The Effect of Quality Perception, Brand Trust, and Halal Label on Customer Loyalty with Customer Satisfaction as an Intervening Variable

Ahmad Edi Wiranto¹, Elda Pasfaria², Sephia Hartiningsih³ and Saifudin⁴

^{1,2,3,4} Universitas Islam Negeri Salatiga, Salatiga, Indonesia

Abstract. This study aims to determine the effect of Quality Perception, Brand Trust, and Halal Label on Customer Loyalty with Customer Satisfaction as an Intervening Variable. The sample taken was 100 respondents. The T test is used by researchers to test the hypotheses compiled in this study. Based on the test results show: quality perception has no effect on customer satisfaction, brand trust has an effect on customer satisfaction, halal label has an effect on customer satisfaction, customer satisfaction has no effect on customer loyalty, quality perception has an effect on customer loyalty, brand trust has an effect on customer loyalty, halal label has an effect on customer loyalty, customer satisfaction is not able to mediate the effect of quality perception on customer loyalty, customer satisfaction is not able to mediate the effect of brand trust on customer loyalty, customer satisfaction is not able to mediate the effect of halal label on customer loyalty.

Keywords: Quality, Loyalty, Customer

1 Introduction

The covid-19 pandemic that is happening in various countries is the main problem in various sectors which causes the country's commodity prices to increase. This is a challenge for PT Kino Indoneisa Tbk which has an impact on the increase in raw materials. The rising price of raw materials is a conversation that is felt together by producers. Overcoming this problem is one option by making price adjustments by optimizing sales on products in demand must be maintained in the midst of a pandemic. The increase in raw material prices is indeed the main factor that will certainly increase prices in various products, causing company sales to decline.

However, the fact is that there are several segments experiencing an increase in sales such as pharmaceutical, food, and drinking products. But it is different in the self-care segment, which experienced a decline in sales of up to 24.92 in the first quarter of 2022. If the self-care segment experiences a decline in sasha siwak toothpaste products which also experienced a decline in sales. In the first quarter of 2020 sasha siwak toothpaste experienced a 3 percent increase in sales. But in the first quarter of 2022, it decreased by 1.7 percent, of which the covid-19 pandemic was the main cause.

Table 1. Sales Data of PT Kino Indonesia Tbk

Segment	First quarter 2021	First quarter of 2022	Improved
Drinks	384.08 billion	659.64 billion	71,74%
Food	115.49 billion	121.33 billion	5,06%
Pharmacy	9.36 billion	11.29 billion	20,65%
Self-care	455.35 billion	341.85 billion	-24,92%

A person will feel the enjoyment of a product when the perception of quality is good. Perceptions of quality reflect consumer feelings regarding a brand as a whole. Building quality perceptions is not easy considering that quality perceptions are determined by the judgment and perceptions of customers (Jamil et al., 2017). In building a brand, quality perception has a very important role. In various contexts, the perceived quality of a brand can be an important reason in considering customers in deciding which brand they buy (Bernarto et al., 2022).

¹ Corresponding author: saifudin@uinsalatiga.com

To build relationships with consumers over a long period of time, trust is needed because the initial creation of relationships with partners is based on trust. The need for companies to understand the characteristics in building and developing trust where these characteristics are key to the company's relationship with customers, brand characteristics, company characteristics, brand customer relationship characteristics (Atulkar, 2020).

The use of halal labeling on a product aims to distinguish which products are halal and not halal. In other words, products that are safe for consumption that do not contain falsehood or haram goods. Customers will feel safe and comfortable when the products they use are halal or avoid haram goods (Mustika Inong et al., 2021). When the company will issue a new product, the company needs to pay attention to naming a product. Which is the naming of a product is a requirement so that a product can obtain a halal label from the Indonesian Ulama Council Food, Drug and Cosmetic Assessment Institute (LPPOM MUI).

In order to build a business to develop better to increase profits, satisfaction is very important for a customer to get. When customers do not get satisfaction, they will usually feel disappointed from a product. (Saifudin, 2020). They will compare their impressions of the performance (results) of a product that customers get and that's where the feeling of pleasure or disappointment that has been felt from a customer arises (El-Adly, 2019).

Customer loyalty derives positive results from customer satisfaction which impacts the value of the product or service that customers get from a business (Novita, 2021). Usually customer loyalty will arise a sense of wanting to buy it again in the future, in other words repeat orders (Dwi et al., 2019). That means that customer loyalty has an impact on the sustainability of a business, so companies must make customers loyal to their products. Customer loyalty to a brand is closely related to trust.

According to previous research, perceived quality has a significant positive effect on customer satisfaction (Prasadh, 2018). Ini sepemikiran dengan penelitian Nurika & Sukresna (2021) revealed that there is a significant positive influence between perceived quality on customer loyalty. However, in contrast to research Masitoh & Wibowo, (2019) states that brand trust does not have a positive influence on customer loyalty.

2 Literature Review

2.1 Customer Loyalty

Customer loyalty is an obligation that is held to become a customer or repurchase a service or product that is favored consistently in the future, thereby making a repetition of repurchases of a similar brand, even though circumstances affect it and marketing efforts that can result in behavioral changes (Berman, 2006). Griffin (2007) reveals there are four kinds of customer loyalty:

- a. Inactive loyalty (no loyalty)
It is a relationship (attachment) with a low repeat patronage that proves the absence of a loyalty.
- b. Inactive loyalty (interia loyalty)
It is a low level of association with high repurchases that will give birth to an inactive loyalty.
- c. Hidden loyalty (latent loyalty)
It is a relatively high linkage and is accompanied by a low purchase rate.
- d. Premium loyalty (premium loyalty)
It is a type of loyalty that occurs when a high level of association goes hand in hand with repurchase activities.

2.2 Customer Satisfaction

Realizing that his needs and desires are in accordance with what the customer wants and is well achieved is a situation shown by consumers (Tjiptono, 2012). Every company wants its customers to feel satisfied so that the company can provide the best service possible. There are several customer satisfactions that are influenced by several factors. Product quality

In order to realize customer satisfaction, things that need to be considered by the company are the quality of the products that will be used. The company must use products that have the best quality, so that customers will feel satisfaction and feel no doubt about the product they have chosen. This quality effect can be one of the marketing strategies.

a. Service quality

Service quality can also be a factor that can make satisfaction for consumers. This is very important for companies, especially companies in the service sector. Where customer perceptions will arise when they feel good service provided from a company.

b. Pricing

The most important thing that customers do before deciding to buy a product is to compare prices with other products. That means price can also affect the satisfaction of a customer. Thus, companies should conduct market

research first before they offer these products to customers. If the company is able to provide affordable prices and good quality goods, customers will not feel disappointed.

c. Pleasant shopping experience

Shopping experience can affect customer satisfaction. This experience can spearhead convenience during the buying process. Which means that a flexible, fast, and easy shopping process is highly favored by customers. The discounts they get, the various ways of payment methods and various attractive promos greatly affect customer satisfaction.

d. Testimonials from other people

Experience from customers is a factor for new customers. This factor can determine the shopping experience they get. These customers will compare the experience they get with other people's testimonials. When they get a good experience and a feeling of satisfaction will arise from within them.

e. Marketing strategy

Another important factor that determines customer satisfaction is the company's marketing strategy. Without us realizing it, advertising and promotion also affect customer expectations. If, the product they are promoting is not right with what the customer received before and the customer will feel disappointed. If customers already feel disappointed, switching to another product is definitely what they do.

2.3 Quality Perception

Perceived quality is an assessment or perception of consumers of the superiority of a product compared to other products in the same category and substitute products. Perception of quality can be interpreted as a consumer's overall assessment of product advantages (Zeithaml, 1988). Perceived quality is the consumer's perception of the overall quality or advantages of a product or service compared to the offerings of various other means that have the same purpose (Brunso et al., 2002). Customer perception is the perception of the overall quality or advantages of a product or service in relation to what the customer wants. Because it is a customer perception, it cannot be determined objectively (Rivai & Wahyudi, 2017). According to Durianto, (2011) There are several factors that influence the perceived quality of a consumer with a service or product, including:

a. Motivation is defined as something that forces a person to base the actions that have been taken. The existence of motivation is the basis for making purchases.

b. Attitude is defined as something that can positively or negatively influence a person's response. If someone has an attitude towards a product product offered they will buy. Conversely, when someone has a negative attitude towards a product product offered to him, he will not buy it.

c. Interest is defined as a distinguishing factor in a person's assessment of a particular object, which is the basis for liking or not liking the object.

d. Experience is defined as the influence of the past on a person's perception if he wants to draw the same conclusion as what he has heard and seen. Brand Trust

Trust in a brand greatly affects the loyalty of a customer. A customer will continue to subscribe if the chosen brand can be trusted by the customer (Delgado-Ballester & Munuera-Alemán, 2005). A customer's trust in a brand can lead to a sense of security and the absence of a sense of disappointment with a brand. Trust develops from perceived risk, consumers look for brands that can be trusted when they feel uncertain or insecure about purchasing decisions. Trust is variously defined as the expectation that a person has held that another person's word can be held (Reast, 2005).

According to Mowen et al., (2002) There are three factors that can influence brand trust in a service or product, including:

a. Self concept is a form of estimation and overall feeling of an individual towards an object that describes him.

b. Needs (needs) humans have five kinds of needs including:

1) Physiological needs are basic needs and are the most important level.

2) The need for security needs that consider physical safety, involvement, stability and control of one's life and environment.

3) Social needs needs in which there is a sense of affection, belonging, and acceptance in the social environment.

4) Need for ego nature needs in the form of inward or outward orientation.

5) Need for self actualization a person's desire for what is coveted to be realized.

c. Value (value) the value that consumers want for a product.

2.4 Halal Label

A label is a display or picture on a product that is designed with difficulty so that it becomes an integral part of the packaging in which the brand and other information are listed (Kotler, 2000). Meanwhile, according to sharia, halal is everything that is safe and allowed by sharia to be consumed. The halal label is an attribute needed

by a customer. The halal label is very important for consumers because when the product can be trusted both physically and mentally. The inclusion of the halal label is a protection for Muslim customers, because many products contain ingredients that are not halal for consumption. According to MUI, the things that must be fulfilled so that a product can be labeled halal include:

- 1) Company legality documents
- 2) Identity of the applicant or person in charge
- 3) Certificate status
- 4) Halal certificate data
- 5) Halal guarantee status
- 6) Product type
- 7) Type of industrial license
- 8) Number of employees
- 9) Product capacity
- 10) Halal document

2.5 The Effect of Quality Perception on Customer Satisfaction

When the perception of good quality can make satisfaction for customers and this perception can last a long time, customers will stay with the goods or services they use (Hidayat & Martini, 2019). The company will give an impression of the quality of its products or make innovations to its products when consumers can give their perceptions of these products. Responses from consumers to their products can motivate the company to do better. This means that the more consumers give their perception of the product, it can cause customer satisfaction to be felt by customers. This is in line with research Nurika & Sukresna, (2021) that the better the perception of quality, the higher the sense of satisfaction obtained by the customer, which means that perceived quality has a positive effect on customer satisfaction.

Based on this research, the authors can formulate the following hypothesis:

H1: there is a significant positive influence between the Effect of Quality Perception on Customer Satisfaction

2.6 The Effect of Brand Trust On Customer Satisfaction

When brand trust is higher, the higher the satisfaction felt by customers and the intention to turnover to other brands is low (Darminto & Putri, 2015). The trust that a brand has can make the characteristics of a brand. The brand will feel motivated if the brand has high trust so that it can provide satisfaction for customers. This shows that the higher the brand trust, the higher the satisfaction that the customer has felt. This is in line with research Gstngr et al., (2021b) which reveals that there is a positive influence of brand trust on customer satisfaction.

Based on this research, the authors can formulate the following hypothesis:

H2: there is a significant positive influence between the influence of Brand Trust on Customer Satisfaction

2.7 The Effect of Halal Label on Customer Satisfaction

The benchmark for customer satisfaction is seen by the product that they will buy, the more halal the product is, the sense of satisfaction from customers will also be raised (Sukiarti et al., 2016). The halal label listed on the packaging will provide encouragement to continue consumers at the level of customer satisfaction where the better the halal label, the higher the customer satisfaction. This agrees with the research conducted by Haris Romdhoni et al., (2021) that the halal label has a positive effect on customer satisfaction.

In the research above, the authors can conclude the following hypothesis:

2.8 The Effect of Customer Satisfaction on Customer Loyalty

When customers feel higher satisfaction, customers will develop a sense of loyalty (Tobing & Ngatindriatun, 2019). A customer will be very loyal when they have received satisfaction when using goods or services. Loyalty from customers is very influential for the sustainability of a company's business because the satisfaction that makes customers loyal can be an assessment for the company. This is supported by research Syarifah & Ali, (2020) which states that customer satisfaction has a significant effect on customer loyalty.

Based on the research above, the researcher can formulate the following hypothesis:

H4: there is a significant positive effect between the influence of Customer Satisfaction on Customer loyalty.

2.9 The Effect of Quality Perception on Customer Loyalty

When the perception of product quality is good, customer loyalty will be higher, so customer loyalty that will be given other products is low (Pangestika & Hidayati, 2020b). Products that are in accordance with customer desires and feel suitable to be purchased automatically customers will feel satisfied so that customers will be loyal. This is in line with research Indrawati, (2013) stated that quality perception has a significant effect on customer loyalty.

Based on the research above, the researcher can formulate the following hypothesis:

H5: there is a significant positive effect between the Effect of Quality Perception on Customer Loyalty

2.10 The Effect of Brand Trust on Customer Loyalty

When brand trust is high and brand loyalty to switch to another product is low or the intention to turnover to another product is low (Masitoh et al., 2019). The trust of a brand means that customers believe in the brand so that the intention to buy it appears and the customer's motivation to be loyal will increase. This is in line with research (Bella, 2019) revealed that there is a significant influence between brand trust on customer loyalty.

Based on this research, the authors can formulate the following hypothesis:

2.11 The Effect of Halal Label on Customer Loyalty

When the halal label is listed on the packaging of a product, the loyalty of a customer will also be (Bella, 2019). A customer will feel more loyal if the brand they choose can trust that the product is halal or safe for them to use. When the products they use are halal, customers will give a good response so that customers will develop loyalty from within. This means, when the halal label is listed in a product, customers will be more loyal. This is in line with research (Handayani et al., (2019) revealed that there is a significant influence between the halal label on customer loyalty.

Based on this research, the researchers formulated the following hypothesis:

H7: there is a significant positive influence between the influence of the Halal Label on Customer Loyalty.

2.12 The Effect of quality Perception on Customer Loyalty through Customer Satisfaction as an Intervening variable

In order to achieve customer loyalty, it is necessary to have a perception of quality so that it can bring up the satisfaction that the customer has felt (Anindyawati et al., 2018). Loyal customers appear when the product they use gives a different impression in which there is a perception of quality so that consumers will feel satisfaction with what they use. This is in line with research Prasad, (2018) independent variables affect customer loyalty with positive results. However, this influence is mediated by customer satisfaction. Based on the research above, the authors formulate the following hypothesis:

H8: The higher Customer Satisfaction mediates quality perception, the higher customer loyalty will be

2.13 The influence of Brand trust on Customer Loyalty through Customer Satisfaction as an Intervening variable

Andjarwati & Chusniartiningsih, (2018) states that when high brand trust can lead to an attitude of loyalty from customers, the sense of customer satisfaction will increase. Customers will be loyal when brand trust is good so that customers will feel satisfied. The research results show that independent variables influence customer loyalty with significant positive results, however, this influence is mediated by the customer satisfaction variable (Gstngr et al., 2021). Based on the research above, the author formulates the following hypothesis:

H9: The higher the customer satisfaction mediating the brand, the higher the customer loyalty.

2.14 The influence of the Halal Label on Customer Loyalty through Customer Satisfaction as an Intervening variable

Having a halal label listed will make customers loyal and then customers will feel satisfied (Larasati & Oktafani, 2019) . Anggraini & Suryoko, (2022) conducted research with the research results of independent variables influencing customer loyalty with significant positive results, however, this influence was mediated by the customer satisfaction variable. Based on the research above, the author formulates the following hypothesis:

H10: The higher customer satisfaction mediates brand trust, the higher customer loyalty will be.

3 Research Method

This research uses quantitative research. Quantitative methods in conducting research using digital data are based on the philosophy of positivism and are used to study certain populations or samples. This study is an objective obtained using statistical techniques or other quantification methods (Sugiyono, 2016). There is no research location in this research because the data used in this research is primary data taken from the results of a questionnaire survey by customers. This research was conducted in August 2022.

Population is a generalization area consisting of subjects or objects that have special characteristics and qualities determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016). In this study, the population used by researchers is unknown because the data on Shasa Siwak users is unknown.

A sample is a unit of the number of characteristics possessed by the population. Because in this study the population size is not yet known, to determine the sample size you can use the Cochran formula (Sugiyono, 2017). Here's the formula:

Cochran Formula

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

The calculation result using the Cochran formula is 96, so the sample to be used is rounded up to 100 respondents.

Data collection technique is a process carried out in revealing various events that occur in society using various methods and methods so that this process runs systematically and can be accounted for its validity.

In this study, researchers used questionnaire analysis, which is a questionnaire that is structured to capture data, so as to obtain accurate data in the form of direct responses from respondents. The purpose of making this questionnaire is to obtain information that is relevant to the research (Sugiyono, 2016).

The measurement scale that researchers use is the Likert Scale, which means to measure the attitude, response, proposal of a person or group of people about an event. On this Likert scale, the variables to be measured are translated into variable indicators, after the variable is made an indicator as a measuring point for compiling questions or statements. The following is the research range used to measure research (Sugiyono, 2016).

In testing research instruments, researchers use validity tests and reliability tests. This test is used as a measuring tool to determine whether the research is correct or valid through a questionnaire (Sugiyono, 2016). A study is said to be valid if it is able to explain something in the list of questions measured by the study. The test in this study uses the method of comparing r count with t table for *degree of freedom* (df) = n-2 using a significance level of 0.05, n which is intended is the number of samples in the study. The data is said to be relevant if the value of r count > r table, the basis for making decisions based on it (Ghozali, 2018).

Furthermore, the reliability test is useful as a measuring tool for a questionnaire which is an indicator or component. Questionnaires that are considered reliable or reliable are included in the questionnaire where the questions or responses to the questions are stable or consistent. For the basis of decision making, a questionnaire is said to be reliable or reliable when the Cronbach alpha value is > 0.70 (Ghozali, 2018). Then the researcher also conducted a classic assumption test in the form of a normality test and a multicollinearity test, while for the test testing the hypothesis using the t test.

4 Result

This study aims to determine the effect of *Quality Perception*, *Brand Trust*, and *Halal Label* on *Customer Loyalty* with *Customer Satisfaction* as an *Intervening Variable*. In this study shows the results of all indicators in the validity test, the variables of *quality perception*, *brand trust*, *halal label*, *customer loyalty*, and *customer satisfaction* have r count > 0.3601 (r count > r table) (Ghozali, 2018). So it can be concluded that the research indicators and questions are valid and suitable for use in data collection and further data analysis.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Description
Quality Perception (X1)	0,754	Reliable
Brand Trust (X2)	0.705	Reliable
Halal Label (X3)	0,848	Reliable
Customer Loyalty (Y)	0,760	Reliable
Customer Satisfaction (Z)	0,827	Reliable

Source: Primary data processed, 2022

From the table above, it can be concluded that all variables have a Cronbach alpha value > 0.70, which means that all questions for each variable are reliable or reliable.

Table 3. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.20086281
	Absolute	.086
Most Extreme Differences	Positive	.042
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.066 ^c

a. Test distribution is Normal.

Then testing the classic assumptions of normality and multicollinearity tests. Normality testing is known to have a significance value of Asymp. Sig. (2-tailed) obtained a score of 0.066 > 0.05 according to the basis for decision making in the Kolmogorov Smirnov test, it can be concluded that the data is normally distributed.

Table 4. Multicollinearity Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	1.897	2.160		.878	.382	
Quality Perception	.214	.079	.256	2.728	.008	.928	1.078
Brand Trust	.304	.099	.288	3.087	.003	.941	1.063
Halal Label	.085	.081	.100	1.048	.297	.900	1.112
Customer Satisfaction	.087	.083	.101	1.054	.295	.896	1.117

a. Dependent Variable: Customer Loyalty

Source: primary data processed, 2022

Based on the table above, it can be seen that all variables have a tolerance value > 0.10 and a VIF value < 10, it can be interpreted that the data above is free from multicollinearity or there is no correlation between independent variables.

Furthermore, the t test uses 2 equations In this test it is useful as a tester to analyze the independent variable partially whether it has an influence on the dependent variable. The criteria for conducting this T test are by comparing the value of significance. This means that if you get a significance value < 0.05 or = 0.05, it is concluded that the independent variable partially / individually affects the dependent variable. (Ghozali, 2018).

Tabel 5. t Test Results Equation 1

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
7.440	1.324		5.618	.000
-.007	.065	-.009	-.111	.912
.184	.075	.223	2.458	.016
.475	.063	.597	7.553	.000

a. Dependent Variable: Customer Satisfaction

Source: Primary data processed, 2022

The table above explains that the first regression equation is as follows:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Z = 7.440 + -0.007X_1 + 0.185 X_2 + 0.475X_3 + 0.6942621983$$

In the regression equation model above, the explanation is drawn that:

- a) The constant of 7.440 states that if the independent variable is considered constant, the average satisfaction (Z) will increase by 7.440 units.

- b) The *Quality Perception* (X1) coefficient of -0.007 is negative and the significant level is $0.912 > 0.05$, stating that *Quality Perception* (X1) has a negative and insignificant effect on *Customer Satisfaction* (Z).
- c) The *Brand Trust* (X2) coefficient of 0.184 is positive and the significant level is $0.016 < 0.05$, stating that *Brand Trust* (X2) has a positive and significant effect on *Customer Satisfaction* (Z).
- d) The Halal Label coefficient (X3) of 0.475 is positive and the significant level is $0.000 < 0.05$, stating that the Halal Label has a positive and significant effect on *Customer Satisfaction* (Z).

Table 6. t Test Results Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	3.283	1.827		
Quality Perception	.168	.077	.177	2.177	.032
1 Brand Trust	.647	.092	.647	7.021	.000
Halal Label	.332	.095	.344	3.495	.001
Customer Satisfaction	.203	.122	.167	1.661	.100

a. Dependent Variable: Customer Loyalty

Source: Primary data processed, 2022

The table above explains that the first regression equation is as follows:

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 e$$

$$Z = 3.283 + 0.168X_1 + 0.647X_2 + -0.332X_3 + 0.203Z + 0.6811754546$$

In the regression equation model above, an explanation can be drawn that:

- a) The constant of 3.283 states that if the independent variable is said to be constant, the average loyalty (Z) will increase by 3.283 units.
- b) The *Quality Perception* (X1) coefficient of 0.168 is positive and the significant level is $0.032 < 0.05$, stating that *Quality Perception* (X1) has a positive and significant effect on *Customer Loyalty* (Y).
- c) The *Brand Trust* (X2) coefficient of 0.647 is positive and the significant level is $0.000 < 0.05$, stating that *Brand Trust* (X2) has a positive and significant effect on *Customer Loyalty* (Y).
- d) The Halal Label Coefficient (X3) of 0.332 is positive and the significant level is $0.001 < 0.05$, stating that the Halal Label has a positive and significant effect on *Customer Loyalty* (Y).
- e) The *Customer Satisfaction* (Z) coefficient of 0.203 is positive and the significance level is $0.100 > 0.05$, stating that *Customer Satisfaction* (Z) has a positive and insignificant effect on *Customer Loyalty* (Y).

5 Discussion

5.1 The Effect of Quality Perception on Customer Satisfaction

In the table above the *Quality Perception* (X1) coefficient of -0.007 is negative and the significance level is $0.912 > 0.05$, *Quality Perception* (X1) has a negative and insignificant effect on *Customer Satisfaction* (Z), meaning that H1 is rejected.

The results above mean that perceived quality has no effect on customer satisfaction. Because consumers who have never used or only given their assessment of sasha siwak toothpaste only see from the packaging not from the product directly so they cannot provide an assessment of the quality of the sasha siwak toothpaste.

Because there are other factors that make consumers satisfied, namely price, where price is one of the main factors for consumer satisfaction. This is in line with research Kristianto & Wahyudi, (2019) which reveals that his research shows the results of *quality perception* have no effect on *customer satisfaction*.

5.2 The Effect of Brand Trust on Customer Satisfaction

The coefficient value of *Brand Trust* (X1) of 0.184 is positive and the significance level of $0.016 < 0.05$ states that *Brand Trust* (X2) has a significant positive effect on *Customer Satisfaction* (Z), meaning that H2 is accepted. In these results brand trust affects customer satisfaction.

These results mean that trust in the brand is able to influence consumer loyalty. If consumers consider the sasha siwak brand to be a good brand so that there is a sense of trust in the brand. Then a good brand will be easily trusted by customers so that customers will feel satisfaction.

This is in line with research that has been conducted Gstngr et al., (2021b) stated that there is an influence of brand trust on customer satisfaction. Halal is now considered a lifestyle that emphasizes universal principles such as cleanliness and hygiene standards in handling ingredients and good nutritional content requirements .

5.3 The Effect of Halal Label on Customer Satisfaction

The coefficient value of Halal Label (X1) of 0.475 is positive and the significance level of $0.000 < 0.05$ states that the halal label (X3) has a significant positive effect on *Customer Satisfaction (Z)*, meaning that H3 is accepted. In research that has been conducted, when shasa siwak toothpaste products can show the halal label, consumers will give their assessment because the products they will use are safe. Then consumers have given an assessment that consumers will feel satisfied.

Consumer satisfaction means that Sasha Siwak toothpaste has achieved its goals, where satisfaction is a benchmark for the company to improve its image. This is in line with research Haris Romdhoni et al., (2021) which provides research results that the halal label has a significant positive effect on customer satisfaction. Halal is now considered a lifestyle that emphasizes universal principles such as cleanliness and hygiene standards in handling materials and the requirement for good nutritional content (Sani, Rahmayanti, Kamal, Ilmiah, & Abdullah, 2023).

5.4 The Effect of Customer Satisfaction on Customer Loyalty

The coefficient value of *Customer Satisfaction (Z)* of 0.203 is positive and the significance level is $0.100 > 0.05$, meaning that *Customer Satisfaction (Z)* has a positive and insignificant effect on *Customer Loyalty (Y)*, meaning that H4 is rejected.

Based on the results of this research, customer satisfaction is not able to have a loyal influence on consumers. Even though consumers have high satisfaction, they do not necessarily have high loyalty. Because there could be other factors that make consumers loyal, these factors could be the perceived quality of consumers, trust in the brand, and halal labeling on sasha siwak toothpaste.

This explains that the company has succeeded in creating customer loyalty through satisfaction. Based on the results of this study in line with research Quoquab et al., (2020) which states that *customer satisfaction* is not able to significantly influence *customer loyalty*

5.5 The Effect of Quality Perception on Customer Loyalty

The *Quality Perception (X1)* coefficient value of 0.168 is positive and the significance level of $0.032 < 0.05$ states that *Quality Perception (X1)* has a significant positive effect on *Customer Loyalty (Y)*, meaning that H5 is accepted. Judging from the results of this research that perceived quality is able to make consumers loyal. Consumers who have experienced good quality will give their perception that shasa siwak toothpaste has good quality so that consumers will get loyalty.

A good perception can show that shasa siwak toothpaste can make consumers loyal. In line with research that has been done Pangestika & Hidayati, (2020a) which gives the results of *quality perception* being able to significantly influence *customer loyalty*.

5.6 The Effect of Brand Trust on Customer Loyalty

The *Brand Trust (X2)* coefficient value of 0.647 is positive and the significance level of $0.000 < 0.05$ states, *Brand Trust (X2)* has a significant positive effect on *Customer Loyalty (Y)*, meaning that H6 is accepted. From the results of this study that a good brand will make consumers believe that if shasa siwak toothpaste is a good brand, consumers will develop a sense of loyalty. And if sasha siwak is able to maintain this trust, consumers can use the product for a long time. Quality toothpaste can keep consumers loyal to a brand. Based on these results in line with research that has been done Chikazhe et al., (2020b) which provides results that *brand trust* has a significant positive effect on consumer loyalty.

5.7 The Effect of Halal Label on Customer Loyalty

The coefficient value of Halal Label (X3) of 0.332 is positive and the significance level of $0.001 < 0.05$ states, Halal Label (X3) has a significant negative effect on *Customer Loyalty (Y)*, meaning that H7 is accepted. These research results mean that the halal label printed on shasa siwak toothpaste products makes consumers believe and believe that the product is safe to use or use. After that they believe they will feel loyal from within. Consumer loyalty can be seen from a product can show a halal label because the safety of a product is a major factor for

consumers in choosing or using a product, especially newly marketed products. This is in line with the results of research conducted by Handayani et al., (2019) which provides the results of the halal label research effect.

5.8 The Effect of Quality Perception on Customer Loyalty through Customer Satisfaction as an intervening variable

Based on the test results on *phat analysis*, where the direct effect of quality perception on customer loyalty is P1 -0.007, the indirect effect of quality perception on customer satisfaction is 0.001098, then the total effect of quality perception on consumer loyalty through customer satisfaction is 0.000194346. In testing the sobel test, it is known that the value of t count is $0.6743806533 < 1.66088$ (t table = $n-k = 100-4 = 96$ at the 0.05 level), meaning that it is not significant, this states that *Customer Satisfaction* (Z) is unable to mediate the effect of *Quality Perception* (X1) on *Customer Loyalty* (Y), meaning that H8 is rejected.

The relationship between consumer satisfaction can be influenced by perceived quality and can have an impact on consumer loyalty. However, the fact is that in this research there is still a lack of satisfaction in accepting the perceived quality provided by Sasha Miswak, even though Sasha Miswak has provided perceptions of its quality, consumers have different satisfaction. Customer satisfaction is very important in companies in the field of marketing. The level of customer satisfaction is the main point that determines consumer loyalty or loyalty to a particular product or company brand. These results do not support the research that has been carried out Prasad, (2018) which provides results that customer satisfaction can mediate the effect of quality perception on customer loyalty.

5.9 The Effect of Brand Trust on Customer Loyalty though Customer Satisfaction as an intervening variable

In the test results on *phat analysis*, where the direct effect of *brand trust* on *customer loyalty* is P2 0.184, the indirect effect of brand trust on customer satisfaction is 0.027206, then the total effect of *brand trust* on consumer loyalty through customer satisfaction is 0.017602282. Based on the results of the sobel test, it is known that the value of t count is $-0.6743806533 < 1.66088$ (t table = $n-k = 100-4 = 96$ at the 0.05 level), meaning that it is not significant, this states that *Customer Satisfaction* (Z) is unable to mediate the effect of *Brand Trust* (X2) on *Customer Loyalty* (Y). Therefore, the ninth conjecture (H9) in this study, namely brand trust has a significant effect on consumer loyalty with satisfaction as a mediator, is rejected.

Trust in the brand has not been able to make consumers comfortable with Sasha Siwak toothpaste so that consumers do not feel satisfied even though the brand has tried to get consumers to trust a brand. In this case, customer satisfaction cannot mediate *brand trust* on consumer loyalty. The results of this study do not support research conducted by Gstngr et al., (2021b) stating that customer satisfaction is able to mediate the relationship between *brand trust* and *customer loyalty*.

5.10 The Effect of Halal on Customer Loyalty though Customer Satisfaction as an intervening variable

Based on the test results on *phat analysis*, where the direct effect of the halal label on *customer loyalty* is P3 0.475, the indirect effect of the halal label on customer satisfaction is 0.072834, then the total effect of brand trust on consumer loyalty through customer satisfaction is 0.025054896. It is known that the value of t count is $= 0.72437918808 < 1.66088$ (t table = $n-k = 100-4 = 96$ at the 0.05 level), which means that it is not significant, this states that *Customer Satisfaction* (Z) is unable to mediate the effect of Halal Label (X3) on *Customer Loyalty* (Y), meaning H10.

The relationship between consumer satisfaction can be influenced by the halal label and can have an impact on consumer loyalty. However, the fact is that in this study there is still a lack of satisfaction received by consumers in accepting the halal label printed on the sasha siwak toothpaste packaging. Consumers value a product more for their use than what habits they use because loyal consumers come from their perception of a product. The results of this research do not support research conducted by Nurpitasari Amalia et al., (2021) revealed that customer satisfaction can mediate the relationship between halal labeling and *customer loyalty*.

6 Conclusion

On the results of the discussion of this study, the conclusions that can be drawn in this study are as follows: *Quality perception* has no effect on *customer satisfaction*. *Brand trust* has a significant positive effect on *customer satisfaction*. Halal label has a significant positive effect on *customer satisfaction*. *Customer satisfaction* has no effect on *customer loyalty*. *Quality perception* has a significant positive effect on *customer loyalty*. *Brand trust*

has a significant positive effect on *customer loyalty*. Halal label has a significant negative effect on *customer loyalty*. *Customer satisfaction* is unable to mediate the effect of *quality perception* on *customer loyalty*. *Customer satisfaction* is not able to mediate the effect of *brand trust* on *customer loyalty*. *Customer satisfaction* is not able to mediate the effect of halal label on *customer loyalty*.

6.1 Limitations

Selection of objects that are not quite right, at least the respondent must understand the object to be studied so that data collection does not experience problems. The selection of variables selected to see *quality perception* which only includes four variables, namely *brand trust* halal label consumer satisfaction and consumer loyalty. Then other variables can be added that can measure quality perception.

6.2 Suggestion

So that in the future toothpaste can be recognized by the wider community, it can carry out a wider promotion, so that this toothpaste can last a long time and be well received by the community. Brand trust and halal labeling discussed in this study affect consumer loyalty. With these results, it can be used as a basis for increasing the promotion provided by shasa siwak toothpaste and stores / retailers so that it can be accepted by the wider community and all corners of Indonesia.

In this study, the sample was only 100 respondents. For further researchers, it is hoped that they can add samples so that data processing does not occur problems.

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