

ABSTRACT

THE EFFECT OF HALAL BRANDING DIMENSION TO PURCHASE INTENTION ON ORIFLAME LIPSTICK

By

Mutiara Fitri Andini

In recent era, halal is transcending from a religious issue confined to mosleem, to being a global symbol in the market. as halal trends become more popular, the demand for halal cosmetics is continuously growing as consumer want to expand their awareness of cosmetics while remaining loyal to Islamic values. The purpose of this research is to elaborate the effect among halal branding dimension which include halal brand image, halal brand trust, halal brand loyalty, and halal brand satisfaction on consumer purchase intention of Oriflame lipstick.

A multiple regression analysis is tested with the help of SPSS version 25, and the sampling technique is non probability sampling. The research used the online questionnaire to collect data from 200 respondents in Bandar Lampung who meet the criteria.

The findings shows that halal brand image and halal brand trust does not have significant and positive effect to purchase intention on Oriflame lipstick. Meanwhile, halal brand loyalty and halal brand satisfaction has a significant and positive effect to purchase intention on Oriflame lipstick. The findings have significant implications which may help Oriflame to develop suitable strategies for its halal brands. Furthermore, it could help Oriflame to target new segments and implement effective marketing based on halal communication strategies.

Keywords: Mosleem, halal brand image, halal brand trust, halal brand loyalty, halal brand satisfaction