

The Effects of Halal Certification and Web Design on Purchase Intention Mediated by Brand Trust in E-Commerce of Halal Cosmetics Consumers in Bandung Raya

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ABSTRACT: The purpose of this study is to analyze the effects of halal certification and web design on purchase intention mediated by brand trust in e-commerce of halal cosmetic consumers in Bandung Raya. The novelty of the research is the combination of the independent variables namely halal certification and web design taken from the previous research, with the Greater Bandung area as the research location. The instrument used as the data collection tool comprising 123 respondents who are the consumers of halal cosmetics, aged 15 to 64 to be assessed in this study. The technique of determining the sample, the number of samples and the data analysis techniques can be adjusted to the object of research conducted for further researches. The analytical tools to test the instrument data are validity and reliability tests, classical assumption tests and Sobel tests with SPSS version 25 software tools. Of the 7 proposed research hypotheses, 6 hypotheses are supported by empirical data. The results of this study can also be useful for object managers who are assessed regarding the design of strategies or programs that are relevant to improve the quality of these attributes.

Keywords: Halal certification, Web Design, Brand Trust, E-Commerce and Purchase Intention



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INTRODUCTION

Globally, there is a significant increase in the demand for halal goods as the muslim population is growing rapidly and the living standards in a number of Muslim-majority countries is rising (Nur, 2014). As reported in kumparan.com website (Maula, 2022) among the numerous halal products, cosmetics are the most notable items in the market and serve as halal consumer goods driver. Moreover, the 2021-2022 Indonesia Halal Market Report, it is stated that Indonesia is moving up in the list of indicators for halal products. On the Global Islamic Economy Indicator (GIEI) for the Halal Pharmaceutical and Cosmetic sector in 2021, Indonesia ranks ninth. It is predicted that the Indonesian halal cosmetics market will grow by 12.62%, or US \$ 7.59 billion, in 2022 which is bigger, compared to 2020 (Haryono, 2021). Nevertheless, Indonesia's halal products markets are lagging behind if compared to other nations and the volume of exports for the halal goods is not significant. Quoted from the website ekonomi.bisnis.com (Kamalina, 2022), Indonesia continues

to have a deficit in the export of halal goods. In fact, the Ministry of Trade in Singapore had a market share of 5.87% for such products, thus, about 1.21% bigger than Indonesia for the exports of halal products ([Timorria, 2021](#)). This is an alarming situation that Indonesia needs to pay a closer attention and to investigate what influences local consumers of halal cosmetics, and whether or not they show a strong purchasing intentions on halal products so that the market share of these products increases.

[Mahliza and Aditantri \(2022\)](#), argued that in general, halal certification has a positive and significant effect on Purchase Intention. Consumers' interest in purchasing halal items enhances as their perception of a product's halal certification rises. Furthermore, [Mahliza and Aditantri \(2022\)](#) and [Novagusda and Deriawan \(2019\)](#) notified that halal certification has a good and considerable impact on brand credibility. Thus, a stronger perception of halal among consumers influences their willingness to purchase halal goods. Additionally, the interest in purchasing halal cosmetics online is positively and significantly influenced by web design ([Naseri et al., 2021](#)). The stronger the Purchase Intention, the better the website designs should be. The quality of website design also influences trust favorably ([Priscillia & Budiono, 2020](#); [Tatang, 2017](#); [Wuisan et al., 2020](#)). It is obvious that the more appealing and educational the website design, the more confident the users are. In line with these phenomena, it can be inferred that the desire in purchasing halal products is then positively and significantly impacted by brand trust ([Handriana et al., 2020](#); [Mahliza & Aditantri, 2022](#); [Romle et al., 2016](#); [Triantoro et al., 2020](#)). In other words, consumers' high degree of trust influences their desire in purchasing halal goods. Trust is indeed another factor that halal certification influences consumer interest favorably ([Mahliza & Aditantri, 2022](#); [Zakaria et al., 2015](#)). The increased customer confidence to purchase halal cosmetic items is influenced by the stronger impression consumers have for halal certification. It can be emphasized that the influence of website quality on purchase intention is present, with e-trust as a mediating variable ([Semuel & Battista, 2020](#)). Therefore, the greater the website's quality, the more confident customers will be to purchase halal cosmetics.

From the explanation given, these research factors are extremely pertinent to this study because the subject of the study is on halal cosmetics. The purpose of this study is to analyze the effects of halal certification and web design on purchase intention mediated by brand trust in e-commerce of halal cosmetic consumers in Bandung Raya. The combination of the independent variables of halal certification is derived from a research by ([Mahliza & Aditantri, 2022](#)) and the web design variable in a study by ([Naseri et al., 2021](#)), with the Greater Bandung area as a research location, the study distinguishes this research from the earlier ones. Furthermore, with the support from the research sample—consumers of halal cosmetic items in the Greater Bandung region—this study seeks to analyze the impact of halal certification and website design on Purchase Intention mediated by brand trust.

LITERATURE REVIEW

1. Halal Certification

A formal directive from the Indonesian Ulema Council known as the MUI Halal Certificate demonstrates a product's halal compliance with Islamic law. A MUI Halal Certificate is needed to get approval from recognized government bodies to put halal labels on products packaging. Halal

certification from MUI is used to ensure the halal status of pharmaceuticals, food, cosmetics, and other products in order to give consumers of such products peace of mind. By using a halal assurance system (LPPOM-MUI), producers ensure the continuity of their halal production process. The halal certificate can be used to create halal labels. According to Government Regulation of the Republic of Indonesia Number 69 of 1999 concerning Food Labels and Advertisements, halal labels and food advertising include all information about food that is entered, attached, or forms a part of food packaging, be it in written, with images, the combination of both, or in any other forms. Indonesian consumers can select from a wide variety of domestic and foreign products. Halal markings must be present on each of these products in order to make it simpler for customers to select halal options. Therefore, it is essential to have halal certification and labeling on items to give the community, especially Muslims, assurance that the products are halal (Afronyati, 2014). Halal certification and labeling are two distinct but linked concepts, as claimed by Faridah (2019). A halal certificate is a type of written fatwa that attests to a product's halalness through certification or a series of inspections by qualified auditors who subsequently established the product's halal status (Hasan 2014).

2. Web Design

The website design determines how attractive a product is. Users' reviews on the quality of a website have a big impact on the design. Proficient web designers utilize various programs to support the creation of high quality sites. Reliable, skillful designers and web design services typically bear the highest of all website development costs (Barbabella et al, 2016). Website design is the application of the design process to online media such as websites, where the work involves numerous steps such as content creation, layout arrangement, and visual creation. Website design includes more than just the aesthetics; yet it takes into account the content and user experience (Sodik & Putri, 2019).

3. Brand Trust

Brand trust refers to consumer confidence in a specific brand and is crucial for businesses to build strong bonds with their customers (Dharmayana & Rahanatha, 2017). Customers need to feel confident in both the company and product brands for the repeat purchases to take place and for the promotion to spread (Noor, 2014). This can be achieved by offering high-quality items and giving reliable performance. As stated by (Ernawati, 2018), when consumers have to make a decision to purchase a brand, the brand trust is crucial. Consumers benefit from brand trust because it encourages repeat purchases, which eventually leads to brand loyalty and word-of-mouth referrals (Rahayu & Harsono, 2018). Brand trust that needs to be considered in the cosmetic industry includes trust, reliability, honesty, expectation, and security (Suhaemi, 2021).

4. Purchase Intention

Kotler and Keller (2016) claim that purchase intention is a behavior developed as a result of the need to purchase a product based on consumers' past purchasing experiences. Interest and buying are parts of the terms "purchase intention." Intention is defined as a strong, hearty tendency, enthusiasm, or readiness for anything, as described in Kamus Besar Bahasa Indonesia (A Complete Dictionary of Indonesian). It is further explained that purchasing is the act of receiving

something in exchange for (and as payment for) money. According to [Howard & Sheth \(1969\)](#) purchase intention is something connected to consumers' intentions to purchase a product and to decide how many is required for a specific period of time. It is possible to say that consumers' mental expressions that are reflective of the purchase constitute the buying interest. It can be stated though, to define the purchase intention as customer mental statements that represent their intention to purchase a variety of goods from particular brands ([Priansa, 2017](#)). According to [Assael \(2002\)](#) a purchase intention is the propensity of consumers to acquire a brand or to engage in purchasing-related behaviors as determined by the degree of consumers' propensity.

5. Theoretical Frameworks and Hypotheses

The purpose of this study is to examine the connections among halal certification, web design, purchase intention, and brand trust using a conceptual model conducted by [Mahliza & Aditantri \(2022\)](#) and [Naseri et al. \(2021\)](#). As a result, a theoretical framework is designed to support the formulation of each hypothesis and to investigate the relationship between these variables. Halal goods are products that have been certified as being in compliance with Islamic law and are in conformity with Law No. 33 of 2014 about Halal Product Guarantee. According to a written fatwa issued by MUI Indonesia, the BPJPH certifies a product as halal ([Putra, 2017](#)). A number of indications, including the knowledge of halal certification bodies, the presence of halal emblems on product packaging, and the product composition in accordance with halal certification, can be used to identify halal certification ([Aziz & Chok, 2013](#); [Mahliza & Aditantri, 2022](#)).

Brand trust is a crucial intermediary factor that influences consumer behavior both before and after a product purchase. Additionally, brand trust can improve consumer-product relationships and foster steadfast loyalty ([Septian, 2019](#)). Brand trust is defined as the degree of consumer confidence in a specific brand that is thought to live up to consumer expectations and the brand of the trusted product can develop brand-loyal customers, as claimed in a research by [Nissi & Budiono \(2019\)](#). Indicators of brand trust, according to [Chaudhuri & Holbrook \(2001\)](#), include reliability, trust, safety, and honesty. Trust is positively and significantly impacted by halal certification ([Mahliza & Aditantri, 2022](#); [Novagusda & Deriawan, 2019](#)). The study assertion that halal brand personality affects brand trust is corroborated by ([Fikri, 2019](#)). Thus the hypothesis can be formulated as follows:

H₁: Halal certification has a positive effect on brand trust

The aesthetics of a website design should be altered frequently to prevent boredom while maintaining an interactive display concept that is appealing, intriguing, not causing viewers to feel confused, hence making it simpler to understand is necessary ([Japariato & Adelia, 2020](#)). According to [Wilson & Keni \(2018\)](#), a website quality can be determined by investigating its components, including how well it can be navigated, how it looks, what language is used, and how proper its pages match the tastes of the customers. Additionally, [Priscillia & Budiono \(2020\)](#) emphasized that a website design quality is determined by how well its users rate its many elements, such as layout, navigation, information, suitability, and usability for particular target audience. The following indicators can be used to measure web design variables: 1) Graphics, text, images, and layouts in web design; 2) Flexible hyperlink and navigation bar (instructions) features; 3) Changes to the website; 4) User-friendly website design; and 5) Places where users can participate in

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improving website media ([Utami, 2016](#)). Trust is positively impacted by the quality of website design ([Priscillia & Budiono, 2020](#); [Tatang, 2017](#); [Wuisan et al., 2020](#)). A research by [Wilson & Keni \(2018\)](#) demonstrates how trust is positively impacted by website design quality, and this supports the findings of this study. However, the results of a research by [Inkala's \(2017\)](#) indicates that site design does not significantly affect brand trust. The next hypothesis is formulated below:

H₂: Web design has a positive effect on brand trust.

According to [Septian. \(2021\)](#), purchase intention refers to the process by which consumers decide which product to buy after considering different factors or undergoing the phases of decision-making to numerous brands integrated into the device of choices. The decision is based on the products preference. [Schiffman and Kanuk \(2010\)](#), on the other hand, found that Purchase Intention is detected as the impact on customer behavior brought on by a significant influence on consumers' psychology. Several variables, including problem detection, information retrieval, consumption desire, and product stability, can be used to determine consumer purchase intention ([Arifuddin et al., 2019](#); [Amin & Yanti, 2021](#); [Shahnaz & Wahyono, 2016](#)).

Furthermore, [Mahliza & Aditantri \(2022\)](#) emphasized that Halal certification has a good and considerable impact on purchase intention. The findings of this study are confirmed by research by [Candra et al. \(2021\)](#), which found a substantial correlation between interest in purchasing halal cosmetics and LPOM MUI's halal certification. The findings of this study, however, are not in line with another research by [Sari et al. \(2021\)](#), which claim that halal branding has no bearing on purchase intention, and a study by [Amin & Yanti \(2021\)](#), which concluded that halal labeling does not significantly affect purchase intention. However, [Naseri et al. \(2021\)](#) claimed in a different study that online design has a favorable and significant impact on purchasing intention. In addition, a research by [Japarianto & Adelia \(2020\)](#) and [Utami \(2016\)](#) asserts that website quality has a major impact on consumer purchase intention, therefore, these supports the findings of this study. The third and fourth hypotheses are based on the explanation given above and are formulated as follows:

H₃: Halal certification has a positive effect on purchase intention.

H₄: Web design has a positive effect on purchase intention.

According to [Handriana et al. \(2020\)](#), [Mahliza & Aditantri \(2022\)](#), [Romle et al. \(2016\)](#), and [Triantoro et al. \(2020\)](#), trust has a favorable and considerable impact on purchase intention. Research by [Maharani \(2021\)](#) and [Zahira & Prasetyo \(2021\)](#) indicating brand trust has a favorable and large impact on consumer purchase intention. The conclusions supports the findings of this study. Halal brand personality and repurchase intention are mediated by brand trust ([Fikri, 2019](#)). The influence of website quality on purchase intention is then present, with e-trust acting as a mediating variable ([Semuel & Battista, 2020](#)). Brand trust has an effect on purchasing decisions for local cosmetic products ([Anisah et al., 2022](#)). The following are the hypotheses utilized to determine the fifth hypothesis through the seventh hypothesis:

H₅: Brand trust has a positive effect on purchase intention.

H₆: Brand Trust mediates the effects of halal certification on purchase intention

H₇: Brand Trust plays a crucial role in mediating the influence of web design on Purchase Intention

The following is an overview of the conceptual model taken, based on the framework concerning the relationship of each variable:

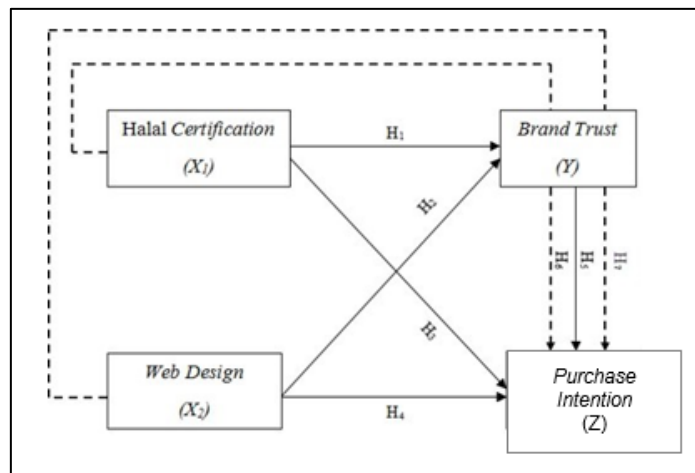


Fig 1. Conceptual Model

METHODS

This research involves a sample of population, particularly consumers in their productive age that range from 15-64 years as a potential market for the beauty industry with their prior knowledge on using certain brands for makeup, and with the potential to use halal cosmetics (Paradhi, 2021). The age requirement is based on the assumptions that they have sufficient cognitive capacity to fill out the question items in the questionnaire. The Greater Bandung area was chosen as the research location since it is one of the areas with the largest Muslim population, around 20%, in West Java (Population and Civil Registration Office, 2022). Thus, the Greater Bandung area is considered a potential area for the halal cosmetics market. The sampling method used in this study is purposive sampling which is listed as non probability sampling.

RESULTS AND DISCUSSIONS

1. Respondent Profile

Table 1 Respondent Profile

INFORMATION	TOTAL	PERCENTAGE
Domicile		
Bandung	73	59
Cimahi City	24	20
Bandung District	18	15
West Bandung District	8	7
Gender		
Woman	110	89
Man	13	11
Age		
15 - 24 years	104	85
25 - 34 years	12	10
35 - 44 years	3	2
45 - 54 years	2	2
55 - 64 years	2	2
Occupation		
Student	94	76
Private Employees	19	15
Housewives	4	3
Does not work	2	2
Freelancer	1	1
SOE Employees	1	1
Nurse	1	1
Self employed	1	1
Religion		
Islamic	107	87
Kristen	8	7
Catholic	5	4
Buddhist	3	2
	123	100%

Source: Researcher-Processed Information (2023)

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The consumers of halal cosmetic products residing in the Greater Bandung area acted as respondents in this study, with the total of 123 respondents. They are dominated mainly by women (89%), lived in Bandung City (59%), aged 15-24 years (85%), worked as students (76%) and Muslim consumers (87%). The data is crucial as the responses in the questionnaire reflect the demographic characteristics.

2. The Test Results of Validity and Reliability Instruments

Table 2: The test results for Validity and Reliability Research instruments

NO	STATEMENTS	INSTRUMENT VALIDITY		INSTRUMENT RELIABILITY
		r-calculation (Pearson Correlation)	Percentage	<i>Cronbach's Alpha</i>
Halal Certification				
1	I know that in Indonesia there are institutions that handle halal certification	0,744	0,000	0,775
2	The halal logo on the product packaging is important to me.	0,869	0,000	
3	I understand that the content of the product I am going to buy is in accordance with the halal certification	0,881	0,000	
Web Design				
1	The designs (text, images, graphics and layout) on an attractive online shopping site make me want shop there	0,735	0,000	0,658
2	Features (<i>hyperlinks</i> and navigation) on a <i>website</i> must be flexible to access	0,518	0,001	
3	Online shopping site applications that are frequently <i>updated</i> interfere with me in using the application mentioned	0,726	0,000	
4	A site for online <i>shopping</i> should be such designed to make it easier for users to <i>browse the items</i>	0,528	0,000	
5	The comments feature in online shopping sites helps me to shop	0,735	0,000	
Brand Trust				

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1	I think the packaging of halal cosmetic products meets my expectation	0,713	0,000	0,778
2	I think halal-labeled cosmetic products can be trusted	0,817	0,000	
3	I think halal cosmetic products are reliable	0,844	0,000	
4	I feel confident about the halal cosmetic products	0,764	0,000	

Purchase Intention

1	I was compelled to buy halal cosmetic products	0,840	0,000	0,764
2	I want to prioritize halal cosmetic products as a primary option in the list of cosmetics purchases compared to other cosmetic products	0,770	0,000	
3	I need to find out about the experience of using halal cosmetic products from friends, <i>online reviews</i> on social media and <i>marketplaces</i> that offer halal cosmetic products	0,736	0,000	

Source: Validity and Reliability Test Results (2023)

The validity test results in the table above show all statement items from each variable, namely halal certification, web design, brand trust And Purchase Intention is declared valid because R calculates > R table and Sig value. (p-value) < 0.05. Therefore, it can be concluded that the instruments in this study can measure what should be measured. Furthermore, based on the results of reliability tests on each halal certification instrument, brand trust and Purchase Intention, these indicate that Cronbach's alpha values are of 0.775, 0.788 and 0.764 which means that the reliability of these instruments is acceptable. As for the web design instrument, it shows a value of 0.658, therefore the reliability of the instrument is poor. It can be stated that all instruments in this study be declared reliable and consistent if implemented at different times, and they indicated the Cronbach's alpha value > a minimum criterion of 0.6 as proposed by (Sekaran & Bougie, 2017).

3. Classical Assumptions On The Test Results

Table 3 Classical Assumptions on the Test Results

NO	TYPES OF CLASICCAL ASSUMPTION TEST	ADMISSION CRITERIA	TEST RESULTS	INTERPRETATION
	Normality Test (Kolmogorov Smirnov)			
	Influence Halal			

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1	<i>certification and web design towards brand trust</i>	(Sig) \geq 0.05	(Sig) = 0.187	Distributed normal data
	The influence on Halal <i>certification, web design and trust towards Purchase Intention</i>		(Sig) = 0,200	Normal distributed data
2	Multicollinearity Test			
			BT = 1,476	
Heteroscedasticity Test (Glacier Test)				
3	The Influence of Halal <i>certification and web design towards brand trust</i>	(Sig) \geq 0.05	(Sig) HC = 0,197 (Sig) WDQ = 0,282	Exist Similarities varian from residual on Regression model
	The Influence of halal <i>certification, web design and trust towards Purchase Intention</i>		(Sig) HC = 0,154 (Say) WDQ = 0.188 (Sig) BT = 0.078	There are similar variants from residuals on regression models

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			Tolerance value :	
	The effects of halal <i>certification</i> and <i>web Design on Brand Trust</i>		HC = 0,987 WDQ = 0,987 VIF : HC = 1,013 WDQ = 1,013	There is no perfect correlation or approach Perfect between independent variables
	The influence of halal <i>certification, web design and trust</i> towards Purchase Intention	Tolerance value > 0.1 and VIF value < 10	Tolerance value : HC = 0,872 WDQ = 0,763 BT = 0,677 BRIGHT: HC = 1,146 WDQ = 1,311	There is no perfect or near-perfect correlation between independent variables

Source: Classical Assumption Test Results (2023)

Based on the results of the classical assumption test in the above table, the normality test in multiple regression models is 1 Sig value. 0.187 and the multiple regression model 2 sig values. of 0.200 where the value is greater than 0.05. It means that the data in multiple regression models 1 and 2 are normally distributed. Thus, testing can be carried out to the next stage. Furthermore, the multicollinearity test in the two multiple regression models shows that the data or multiple regression model is free from multicollinearity, which means that the independent variables in the regression model are not correlated with each other. In addition, the heteroscedasticity test shows that both multiple regression models are free from heteroscedasticity, which indicates there is no independent variable that affects the absolute residual value.

4. The Results of Multiple Regression Analysis and Sobel Test

Table 4 The Results of Multiple Regression Analysis 1 Effect

Halal certification and Web Design for Brand Trust

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Itself.
	B	STD. ERROR	BETA		
1 Constant	2,698		2,014		1,340
HALAL CERTIFICATION	0,437		0,110	0,301	3,976
WEB DESIGN	0,399		0,067	0,449	5,939

Dependent Variable: BRAND TRUST

By referring to the results of multiple regression analysis 1, it is known that each calculated value of halal certification is 3,976 and the web design is 5,939. While the value of the halal certification β coefficient is 0.437 and web design is 0.399. This means that halal certification and web design variables have a positive and significant influence on brand trust. This can also be detected from the t-table > with a table value of 1.65765, as well as the value of the coefficient (β) which has a positive direction. Therefore, the local manufacturers of halal cosmetic products should prioritize the improvements of the indicators that issue halal certification and web design since it is expected to have a positive impact on brand trust. Each increase of 1 unit of halal certification encourages another increase of 0.437 brand trust units. Similarly, an increase of 1 unit of web design can encourage an increase of 0.399 brand trust units.

Table 5 The Results of Multiple Regression Analysis for The Effect of Halal

Certification, Web Design and Brand Trust on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Itself.
	B	STD. ERROR	BETA		
1 Constant	4,466	1,920		2,326	0,022
HALAL CERTIFICATION	0,218	0,111	0,158	1,966	0,052
WEB DESIGN	0,216	0,072	0,257	2,991	0,003
BRAND TRUST	0,313	0,086	0,330	3,620	0,000

a. Dependent Variable: PURCHASE INTENTION

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The table demonstrates the results of multiple regression analysis as it can be seen that halal certification bears no significant impact on purchase intention referred from a GIS value of 0.052 which is greater than 0.05. Meanwhile, web design and brand trust have a positive and significant effect on Purchase Intention with each β coefficient value of 0.216 and 0.313, sig value of 0.003 and 0.000, smaller than 0.05 and calculated value of 2.991 and 3.620 which is greater than the t-table value of 1.65765. Thus, the local manufacturers of halal cosmetics can prioritize the improvement of the indicators that create web design and brand trust since it is expected to have a positive impact on Purchase Intention. Every increase of 1 unit of web design triggers an increase of 0.216 Purchase Intention units. Similarly, an increase of 1 unit of brand trust encourages an increase of 0.313 Purchase Intention units. Producers might temporarily ignore the halal certification since it shows no positive effect on Purchase Intention.

Table 6 Test Results of the Role of *Brand Trust* in Mediating the Effect of *Halal Certification* and *Web Design* on Purchase Intention

The relationship between the variables	a	b	Sa	Sb	Sobel Test Result	Criteria	Interpretation
The Role of <i>Brand Trust</i> in Mediating the Effect of <i>Halal Certification</i> on Purchase Intention	0,437	0,313	0,11	0,086	2,684		<i>Brand trust mediates halal certification on Purchase Intention</i>
The role of <i>Brand Trust</i> in mediating influence <i>Web Design</i> on Purchase Intention.	0,399	0,313	0,067	0,086	3,105	t count > t table t table = 1.9801	<i>Brand Trust mediates Web Design on Purchase Intention</i>

Source: Sobel Test Results

The above table illustrates the test results of the role of brand trust in mediating the effect of halal certification on Purchase Intention and the role of brand trust in mediating the influence of web design on Purchase Intention. Based on the Sobel test, the calculated value mediates the effect of halal certification on Purchase Intention with a value of 2.684, greater than the table of 1.9801 and the calculated value mediates the influence of web design on Purchase Intention with a value of 3.105, bigger than the table of 1.9801.

CONCLUSIONS

Based on the results and the discussions in this study, it can be concluded that halal certification has a positive and significant effect on brand trust, web design has a positive and significant effect on brand trust, halal certification does not have a positive and significant effect on purchase intention, web design has a positive and significant effect on purchase intention, brand trust has a positive and significant effect on Purchase Intention, halal certification has a positive and

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significant effect on Purchase Intention mediated by brand trust, and web design has a positive and significant effect on Purchase Intention mediated by brand trust.

This study has several shortcomings, as the location covers only residents living in Greater Bandung, therefore it has not analyzed the market as a whole. It is suggested that for future studies, researchers carry out similar researches with a wider scope. As for the data collection technique used -purposive sampling-, the questionnaire distributed by the researchers are filled out only by people with the characteristics adjusted to the purpose of the study. The next one is the data analysis techniques: the regression analysis and the sobel tests, where the disadvantage of regression analysis is the possibility of multicollinearity in independent or independent variables. Therefore, further researchers are suggested to implement the Structure technique Equation Modelling (SEM), since it can solve the problem of distribution abnormalities.

Moreover, it is expected that managers and entrepreneurs in cosmetics businesses pay more attention to the products they offer in the market. As the need for Halal Certification is increasing, managers and entrepreneurs should have a thorough knowledge on halal certification bodies in the local area, realize the importance of halal logos to gain trust from consumers even if it has no significant effects on Purchase Intention, and pay attention to the halal raw materials for producing cosmetic items. Next is for the Web Design, managers and entrepreneurs should optimize the creation of web designs, especially the proper use of texts, images, graphics, layouts, and features. Finally, the Trust factor. Everyone involved should ensure that the cosmetic products are trusted by consumers. Thus, reliability in the production process, honesty in providing correct information regarding the products content and benefits, and safety in using the products should be well-guaranteed. These factors are expected to increase the Purchase Intention of cosmetic products, especially the halal cosmetics.

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