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Impact of halal labeling on brand image on cosmetic product(Conference Paper)

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Abstract

Indonesia has the largest number of Muslims in the world. Consequently, the halal product market has a high demand from customers. In addition, Halal Brand image is one of the company's strategies to attract many consumers. The purpose of this study is to measure the impact of halal labeling on brand image. The case study of this research was conducted in Indonesia by making cosmetic products that have halal labeling. This research used quantitative methods with a structural equation modeling approach and has 200 sample data. The results of this study found that the performance of the halal labeling had a significant effect on the brand image of halal product cosmetics of 97.4%. The implication of this research shows that the inclusion of halal labeling on cosmetic products has a good effect on brand image. Further research is suggested to conduct a study of product name selection to implement the concept of halal on the product. It aims to increase consumer confidence in buying cosmetic products. © 2020 IEEE.

SciVal Topic Prominence ⓘ

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