The Effect of Marketing Communication Strategy, Brand Attitude, and Brand Loyalty on Repurchase Intention of Halal Cosmetics

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ABSTRACT

This study aims to analyze the influence of marketing communication strategy, which includes traditional media communication, firm-created social media communication, user-generated social media communication, and personal selling communication on brand attitude, and to analyze the role of brand attitude as an intermediary in the relationship between marketing communication strategy and brand loyalty and repurchase intention among halal cosmetic consumers in Indonesia. A quantitative approach was used with a survey method of 138 respondents who used halal cosmetics. Data testing was carried out using Structural Equation Modeling (SEM) with SmartPLS 4. The results showed that all marketing communication variables had a positive effect on brand attitude. Furthermore, brand attitude was proven to be an intermediary in the relationship between marketing communication strategy and brand loyalty and repurchase intention. These findings provide implications for halal cosmetic companies in optimizing marketing communication strategies that pay attention to the formation of positive brand attitudes to increase customer loyalty and repurchase intention.

Keywords: *Brand Loyalty, Halal Cosmetics, Marketing Communication Strategy, Repurchase Intention*

INTRODUCTION

The era of digital transformation has changed the way businesses interact with their customers through marketing communication strategies, which are now widely applied by various industries, including the cosmetics industry. According to data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2024), the national cosmetics industry will increase by 21.9% in 2022-2023, reaching a market value of 12.1 trillion rupiah (Limanseto, 2024). Amid this growth, marketing communication strategies have played a role in shaping consumer attitudes towards brands. Idrysheva et al. (2019) found that consumers perceptions of cosmetic brands can still be effectively influenced by traditional media communication, and its ability to reach a wider and more diverse audience makes this communication channel an indispensable part of marketing strategy. The average cosmetic consumer in Indonesia uses firm-created social media communication as the main source of information before making a purchase, and the cosmetics industry relies heavily on testimonials and real results so that user-generated content becomes a highly trusted source of information that can determine whether the product is successful in the market (Tamarasari et al., 2021). Additionally, user-generated social media communication has a higher level of trust than firm-created social media communication. Amid increasingly tight competition in the cosmetics industry, the company's ability to create interesting and informative content is a critical factor in building brand awareness and driving engagement with the target market (Huda & Kurniawati, 2024).

Brand attitude and loyalty drive the creation of repurchase intention in the cosmetics industry. Customers' positive attitudes towards brands determine the long-term success of a brand in this highly competitive industry amid the many product choices available in the market (Hussain et al., 2024). This is reinforced by the findings of Catic and Poturak (2022), who show that brand loyalty has a greater possibility of repurchase intention because building and maintaining customer loyalty is a top priority in the dynamic cosmetics industry because it can determine business sustainability amidst increasingly intense competition.

Many factors can influence consumer perceptions of cosmetic brands, marketing strategies, and repurchase decisions, including communication channels and marketing interactions. This study examines four types of marketing communications that can influence consumer brand attitudes: traditional media

communication, firm-created social media communication, user-generated social media communication, and personal selling communication. Brand attitudes can shape brand loyalty and influence customer repurchase intentions towards cosmetic products. Several studies have examined the variables of traditional media communication, firm-created social media communication, user-generated social media communication, personal selling communication, brand attitude, and repurchase intention for a cosmetic brand in Indonesia (Istijanto & Purusottama, 2023; Rafiq et al., 2020). Previous studies have revealed that the impact of traditional media communication on brand attitudes in the cosmetics industry in Southeast Asia is beneficial influence (Hinson & Adeola, 2022; Thanh & Ngoc, 2024; Suparno, 2020).

Additionally, previous studies have revealed that firm-created social media communication has succeeded in building brand loyalty in the halal cosmetics industry (Cheung et al., 2020; Devle & Gumgoankara, 2024; Suroya & Rizqina, 2023). Several studies have suggested that user-generated social media communication has an influence on the repurchase intention of cosmetic consumers, where authentic reviews from users greatly help consumers' intention to repurchase a product based on more complete information (Shakuntala & Ramantoko, 2023; Cheung et al., 2020). Other studies reveal that the effectiveness of personal selling communication in the premium cosmetics industry has been proven to increase brand loyalty through a personal consultation approach. (Santo & Sapitri, 2024; Fahrezia & Tanjung, 2024).

Although previous studies have examined various aspects of marketing communication in the cosmetics industry, there are still research gaps that need to be addressed. Consumer choices and values in the Indonesian halal cosmetics market have unique characteristics, and the impact of traditional marketing communication channels has not been studied thoroughly (Khafani et al., 2023). In addition, research on the relationship between marketing communication strategies in shaping brand attitude, brand loyalty, and repurchase intention in the halal cosmetics industry remains limited (Hussain et al., 2024). Therefore, this study fills this research gap by testing the integration of the relationship between traditional media communication variables, firm-created social media communication, user-generated social media communication, personal selling communication, brand attitude, brand loyalty, and repurchase intention towards halal cosmetics consumers in Indonesia, especially the Wardah brand.

This study investigates how marketing communication strategies, consisting of traditional media communication, firm-created social media communication, user-generated social media communication, and personal selling communication, affect brand attitude, brand loyalty, and repurchase intention of halal cosmetic consumers in Indonesia. This study will help halal cosmetic companies in the Indonesian halal cosmetic industry by optimizing their marketing communication strategies.

LITERATURE REVIEW
Traditional Media Communication
According to Diamond and Litt (2016), traditional media are communication channels such as newspapers, magazines, radio, television, and films that were used before the advent of the internet. According to Keller and Osborn (2017), traditional media is a form of one-way mass communication that reaches a wide and dispersed audience without direct interaction. According to Garcia (2020), traditional media convey information through established institutional channels and require a large-scale production and distribution system. According to Alzubi (2023), media is a messenger to a mass audience, and traditional media was the main means of communication before the digital era. Fatma et al. (2024) defined traditional media as a channel for the dissemination of innovation and ideas, with a communication model that tends to be hierarchical and one-way.

Firm-created Social Media Communication
According to Carvalho et al. (2017), Firm-created Social Media Communication is defined as content created by a company and disseminated on social media, with the aim of influencing consumer perceptions and behavior. Goh et al. (2023) defined Firm-created Social Media Communication as content that is actively created and managed by a company as part of an integrated marketing communications strategy. According to Schivinski and Dabrowski (2023), Firm-created Social Media Communication is content related to a brand and produced by a company on social media channels, with the aim of increasing brand awareness and engagement. According to Sohaib et al. (2024), Firm-created Social Media Communication is strategically used to build interactions, brand identity, and customer relationships.

User-generated Social Media Communication
According to Whiting and Williams (2013), user-generated social media communication is a complex

digital phenomenon that encompasses various types of content voluntarily created by social media users, including comments, reviews, photos, and videos, as well as experiences related to products or brands shared on social media platforms. According to Schivinski et al. (2016), user-generated social media communication is content generated by users that includes various formats, and is often considered more authentic and trustworthy by the audience than content produced by brands. Santos (2022) defines User-Generated Content (UGC) as any form of text, data, or action taken by users of online digital systems, which are published and distributed by the users themselves through independent channels. This has an expressive or communicative effect either individually or in combination with other contributions from the same or different sources. UGC on social media allows consumers to share their experiences directly with a wider audience, creating two-way interaction between brands and consumers (Tantri et al.,2021).

Personal Selling Communication

According to Mutiah et al. (2020), personal selling communication involves direct contact between sellers and potential consumers to introduce goods or services, answer questions, and secure sales. According to Tantri et al. (2021), personal selling is a two-way communication process between a salesperson and potential customer through direct communication, such as face-to-face meetings, telephone calls, or email. According to Isaak et al. (2021), personal selling is a one-on-one interaction between a company representative (salesperson) and buyer (customer or prospect). Maheswari et al. (2024) define personal selling communication as a form of individualistic marketing communication designed to meet the specific needs of potential customers.

Brand Attitude

According to Yoon and Park (2012), brand attitude is the tendency learned by consumers to evaluate brands in a way that is consistently supportive (positive) or unsupportive (negative). According to Keller (2020), brand attitude is an assessment made by consumers as a whole towards a brand that describes the consumer's response to the brand. According to Guede et al. (2021), brand attitude is the perception of consumers' direction and strength in relation to using a brand. Consumer brand attitude plays a crucial role in the brand selection process, because its association with an exclusive brand is an important aspect of a brand's success. Khan et al. (2024) defined brand attitude as a consumer's evaluation of a brand, which reflects their attitudes that can be positive or negative. This attitude influences consumer behavior such as purchasing decisions and brand loyalty.

Brand Loyalty

Ko (2020) defined brand loyalty as a deep psychological commitment to purchase a product or use a particular service in the future, including positive attitudes and repeat purchasing behavior from consumers. According to Hameed et al. (2021), brand loyalty is a core asset for a business and is measured by the level of consumer attachment to a brand's products or services. According to Yang et al. (2022), brand loyalty is the tendency to buy certain products, and is more susceptible to price changes. According to Guede et al. (2021), brand loyalty is the attitude and commitment of consumers to a particular brand, built through consumer satisfaction and continuing repeat purchases. According to Hu et al. (2024), brand loyalty is measured through repeat purchasing behavior, whereby consumers consistently buy products from a particular brand and maintain a good attitude towards the brand's equity over a long period of time.

Repurchase Intention

According to Kassim and Abdullah (2018), repurchase intention is the intention to make the next purchase of the same product because of consumer satisfaction with innovation, quality, price, service, and after-purchase services. According to Chiu and Cho (2019), repurchase intention provides good feedback and reviews to the community, relatives, and family members, and repurchases the same product and service. According to Huang et al. (2020), repurchase intention is a form of consumer behavior that includes the desire and action to repurchase a product because of the satisfaction received according to desires. According to Syah et al. (2020), repurchase intention is the intention to buy the same product next because of consumer satisfaction with innovation, quality, price, service, and after-purchase services. Sukma et al. (2021) define repurchase intention as a positive assessment of customer activities that have been carried out previously, and consumers make repeat purchases. According to Gökerik (2024), repurchase intention is the behavior of repeating a product two or more times based on trust and a form of positive response to a product in the form of a desire to reuse the product over time.

THEORETICAL FRAMEWORK AND HYPOTHESES
The Relationship between Traditional Media Communication and Brand Attitude

Traditional media communication has long contributed significantly to the shaping of brand attitudes. Brand attitudes are still heavily influenced by traditional media communication, such as television, radio, and print media (Dwivedi & McDonald, 2020). In addition, messages conveyed through traditional media have high credibility and contribute to the formation of brand attitudes (Wang, 2021). Istianjo and Purusottama (2023) showed that brand attitude consistently increases when advertisements are displayed through traditional media communication. Traditional media communication emerged together with more modern media, namely social media, and still plays a role in conveying messages to brand attitude according to Tumer et al. (2019). Hinson and Adeola (2022) find that traditional media communication has a significant positive correlation with brand attitude in the long term. The following hypothesis is proposed based on the concepts mentioned above and is supported by the following research findings:

H_1: Traditional Media Communication has a positive influence on Brand Attitude.

The Relationship between Firm-created Social Media Communication and Brand Attitude

Firm-created social media communication has changed the world of digital marketing by giving consumers full authority to create content that can influence brand attitude. Shang et al. (2022) show how effective firm-created social media communication influences brand attitude. Firm-created social media communication engagement is positively correlated with brand attitude (Cheung et al., 2020). Research conducted by Helal et al. (2018) also stated that brand attitude increases significantly when firm-created social media communication becomes interactive. Alhassan et al. (2023) demonstrated that quality content created by firm-created social media communications positively influences brand attitude. According to Tan et al. (2023), firm-created social media communication improves brand attitude. The following hypotheses are formulated based on a theoretical basis, and the research evidence is as follows:

H_2: Firm-created Social Media Communication positively influences Brand Attitude.

The Relationship between User-generated Social Media Communication and Brand Attitude

User-generated social media communication offers an authentic perspective for forming brand attitudes. According to Naem and Okafor (2019), user-generated social media communication has a greater influence on brand attitude than content created by the company. Christopher and Sibarani (2024) found that brand attitude increases through reviews, comments, and user-generated social media communication. Rodriguez et al. (2022) and Helal et al. (2018) found a positive correlation between user-generated social media communication and brand attitude. Authenticity of user-generated social media communication also increases brand attitudes (Cheung et al., 2020). Systematically, user-generated social media communication has a significant influence on brand attitude as positive electronic word-of-mouth strengthens brand attitude (Veirman et al., 2017). The previous studies and research results were combined to create the following hypotheses:

H_3: User-generated Social Media Communication positively influences Brand Attitude.

The Relationship between Personal Selling Communication and Brand Attitude

Personal selling communication offers a more personal and appropriate approach to building brand attitudes through direct communication with customers. Personal selling communication with a customized approach improves brand attitude according to Juniawati et al. (2021) and Agnihotri et al. (2023). Rehman et al. (2017) proposed that the main advantage of personal selling communication is the ability to convey messages in a way that can be tailored to customer needs. Personal selling communication in the sales process improves brand attitude (Tuwuh et al., 2022). In addition, personal selling communication has an impact on brand attitude in the long term (Fahrezia & Tanjung, 2024). Personal selling communication has emotional benefits for potential customers because they feel more appreciated in face-to-face meetings and concentrate more on consultation than on sales performance (Paesbrugghe et al., 2018). Anderson et al. (2020) show that personal selling communication has a positive effect on brand attitude. The following hypothesis is based on this concept and is supported by the results of this study:

H_4: Personal Selling Communication has a positive effect on Brand Attitude.

The Relationship between Brand Attitude and Brand Loyalty

Brand loyalty can be built through customers' emotional and cognitive commitment to a brand through the formation of a positive brand attitude. Brand attitude is tied to brand loyalty, which determines brand value (Danish et al., 2018). When consumers evaluate a brand favorably, they tend to develop long-term commitment

901

(Bicakciuglu et al., 2018). Xie et al. (2023) and Bernarto et al. (2020) found a positive correlation between brand attitude and brand loyalty. In addition, Ong et al. (2018) found that a positive attitude towards a brand increases brand loyalty. Brand attitude and loyalty are the main components in building a brand that has a positive relationship (Rajumesh, 2017). Hasan et al. (2024) validated the mediating role of brand attitude in the formation of brand loyalty. Theoretical foundations and real evidence were used to develop the following hypotheses.

H_5: Brand Attitude has a positive effect on Brand Loyalty.

The Relationship between Brand Attitude and Repurchase Intention

Brand attitudes play an important role in shaping consumers' repurchase intentions. Repurchase intention is formed from the evaluation of previous purchasing experiences and reflects a consumer's tendency to repurchase a product in the future (Shiasi & Shafizadeh, 2019). Brand attitude can be used as an indicator of repurchase intentions (Ali et al., 2020). Previous studies by Naeem and Sami (2020) and Wang et al. (2023) confirm a positive relationship between brand attitude and repurchase intention. Empirical studies by Kumar and Amresh (2017) and Lee et al. (2017) prove that brand attitude can predict consumers' repurchase intention towards a product. A positive brand attitude encourages repeat purchasing behavior, whereby consumers tend to reuse the product in the future based on their evaluation of their experience (Foroudi, 2018). By combining the concepts and findings of previous studies, the following hypothesis is proposed.

H_6: Brand Attitude has a positive effect on Repurchase Intention.

The Relationship between Brand Loyalty and Repurchase Intention

Brand loyalty plays a strategic role in driving repurchase intentions. Previous studies have confirmed a significant positive correlation between brand loyalty and repurchase intention (Chinomona & Maziriri, 2017). Salehzadeh and Pool (2017) demonstrated a link between brand loyalty and repurchase intention. These two variables have been proven to have a strong relationship and contribute significantly to consumer behavior (Catic & Poturak, 2022; Fanandaru et al., 2023). Further research reveals that brand loyalty is positively correlated with repurchase intention (Alizadeh & Nazarpour, 2022). Brand loyalty has also been shown to act as a direct antecedent that influences repurchase intention (Ramachandran & Balasubramanian, 2020). Based on this theoretical framework, the following hypothesis is proposed.

H_7: Brand Loyalty has a positive effect on Repurchase Intention.

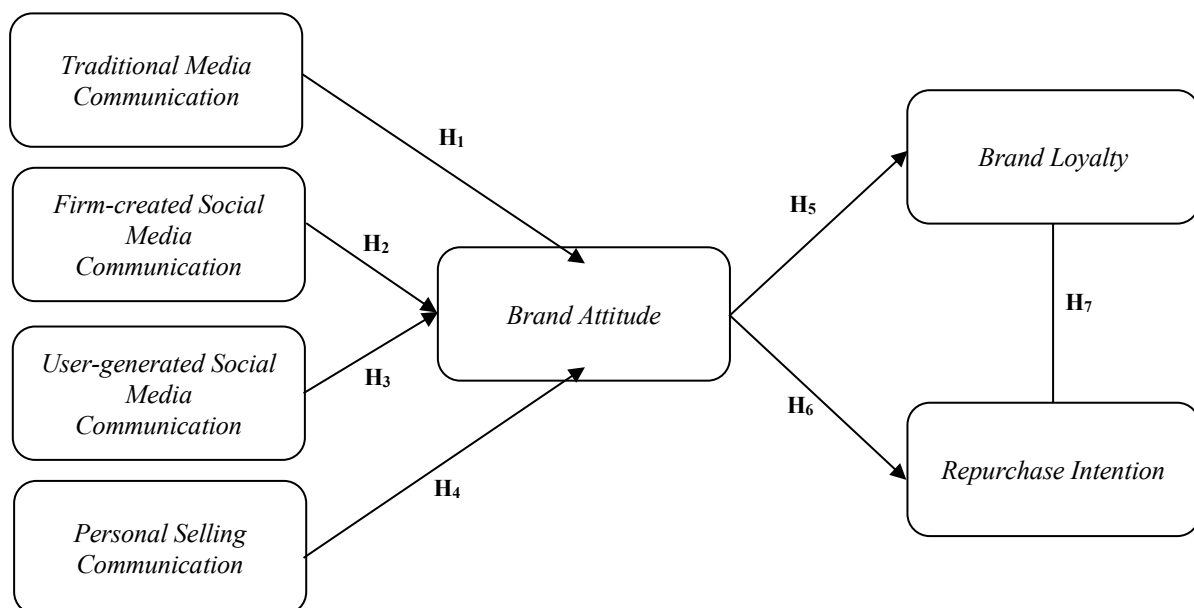Based on the theoretical logic explanation above, the following research model was created:

Figure 1. Conceptual Framework

RESEARCH METHOD

This study uses a quantitative approach and a survey method to test the effect of marketing communication strategies consisting of traditional media communication, firm-created social media communication, user-generated social media communication, personal selling communication, brand attitude, and brand loyalty on the repurchase intention of halal cosmetic consumers in Indonesia. Data were collected using a structured questionnaire distributed to the respondents. All constructs in this study were measured using a 5 point Likert scale (1 = strongly disagree to 5 = strongly agree). Traditional media communication, firm-created social media communication, user-generated social media communication, and personal sales communication were measured using three items adapted from Istianjo and Purusottama (2023). Brand attitude was operationalized with three items, brand loyalty was measured using four items, and repurchase intention was measured using three items developed by Istianjo and Purusottama (2023) and Rafiq et al. (2020). for a total of 22 statements.

The population of this study consisted of female consumers who used Wardah products in Indonesia. Wardah is a pioneer of high-quality halal cosmetics that offer value according to the needs of Muslim consumers in Indonesia (Ansori & Zen, 2024; Herlambang et al., 2019). Sampling was performed using a purposive sampling technique with the following criteria: (1) women aged at least 18 years, (2) using at least one Wardah product in the last 6 months, (3) actively using Instagram social media, and (4) having seen Wardah advertisements or interacting with Wardah Admin on Instagram. Based on the guidelines of Hair et al. (2019), which state that the minimum number of samples is 5-10 times the number of parameters, the minimum number of samples needed in this study was 125. However, the researcher obtained additional data through a questionnaire distributed online via Google Form, so the total number of respondents collected was 138. All respondents met the criteria and were used as samples in this study. Data collection was conducted in January 2025 in Jabodetabek using an online questionnaire (Google Forms) on Wardah cosmetic users.

A pretest was conducted before the main data collection on 30 active Wardah consumers in Jakarta to test the validity and reliability of the instrument. To ensure the reliability and validity of the questionnaire, the pre-test results were analyzed using SmartPLS 4. The measurement model was evaluated using convergent and discriminant validity and reliability tests. Convergent Validity test with a standard loading factor value of > 0.70, and average variance traded (AVE) with a value of > 0.50 (Hair et al., 2021). Then, the Discriminant Validity Test was carried out by looking at the square root value of AVE. Then, for the reliability test on the questionnaire data, with the condition that it is reliable if the value of Composite Reliability (CR) and Cronbach's alpha (CA) is > 0.70 (Hair et al., 2021). The pretest results showed that all indicators met the validity and reliability requirements, with loading factor values > 0.70, AVE > 0.50, and CR and CA > 0.70.

Furthermore, data analysis was carried out using the Structural Equation Modeling (SEM) method with SmartPLS 4 software to test the research hypothesis, where there are two stages in analyzing datathe first is the evaluation of the measurement model (outer model). The measurement model was evaluated by testing the Convergent Validity, Discriminant Validity, and reliability of all latent variables. Convergent Validity test (convergent validity) with a standard loading factor value of > 0.70, and average variance traded (AVE) with a value of > 0.50 (Hair et al., 2021). Then, the Discriminant Validity Test (discriminant validity) was carried out by looking at the square root value of AVE. Then, for the reliability test on the questionnaire data, with the condition that it is reliable if the value of Composite Reliability (CR) and Cronbach's alpha (CA) is > 0.70 (Hair et al., 2021). The next stage was the evaluation of the structural model (Inner Model) to test the suitability of the data for the model and hypothesis testing. In the evaluation of the coefficient of determination (R-square), if the R-square value > 0.67, the Inner Model is strong, 0.33 - 0.67 means moderate, while <0.33 means weak (Cui et al., 2020). Testing the fit model by examining the SRMR standard, the model is said to be fit if SRMR < 0.1. Hypothesis testing was performed by comparing the T-statistic values with the T-table. If the T-statistic value is > T-table (1.96), it can be accepted or proven (Kim, 2018).

RESULTS AND DISCUSSION

The study repondents were customers of Wardah brand cosmetics in Indonesia. Of the 138 respondents, all (100%) were female, with more than half residing in Jakarta and Tangerang (23.9% each). More than half of the respondents were aged 18-26 years (58%), with jobs as employees (37%) and bachelor's degrees (54.7%). Most respondents spent IDR 1,000,000 IDR 2,000,000 per month on cosmetics.

Outer Model Test Results

Table 1. Results of Respondent Data Validity Test

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Traditional Media Communication	TMC1	0.867	0.744	0.869	0.689
	TMC2	0.755			
	TMC3	0.845			
Firm-created Social Media Communication	FCSMC1	0.796	0.715	0.838	0.633
	FCSMC2	0.813			
	FCSMC3	0.777			
User-generated Social Media Communication	UGSMC1	0.818	0.711	0.839	0.634
	UGSMC2	0.770			
	UGSMC3	0.801			
Personal Selling Communication	PSC1	0.856	0.795	0.882	0.713
	PSC2	0.819			
	PSC3	0.852			
Brand Attitude	BA1	0.787	0.804	0.871	0.629
	BA2	0.813			
	BA3	0.771			
	BA4	0.800			
Brand Loyalty	BL1	0.831	0.773	0.866	0.684
	BL2	0.833			
	BL3	0.817			
Repurchase Intention	RI1	0.815	0.717	0.841	0.637
	RI2	0.788			
	RI3	0.792			

Source: Researcher-processed data findings, 2025

The Construct Validity and Reliability Test on the reflective measurement model was carried out based on the recommendations of Hair et al. (2021), where the loading factor value required in SmartPLS 4.0 is $\geq$ 0.70. The measurement of construct validity in this study can be accepted and declared valid because all indicators have a loading factor value of $\geq$ 0.7, with the highest value on the TMC1 indicator (0.867) and the lowest on UGSMC2 (0.770).

The results of the Composite Reliability (CR), Cronbach's alpha (CA), and Average Variance Extracted (AVE) calculations meet the overall requirements. According to Hair et al. (2021), the required values were CR $\geq$ 0.70, CA $\geq$ 0.70, and AVE $\geq$ 0.50. The calculation results for CR, CA, and AVE were as follows: traditional media communication (CR=0.869; CA=0.774; AVE=0.689), firm-created social media communication (CR=0.838; CA=0.715; AVE=0.633), user-generated social media communication (CR=0.839, CA=0.711, AVE=0.634), personal selling communication (CR=0.880; CA=0.795; AVE=0.710), brand attitude (CR=0.871; CA=0.804; AVE=0.629), brand loyalty (CR=0.866; CA=0.770; AVE=0.684), and repurchase intention (CR=0.841; CA=0.717; AVE=0.637).

Table 2. R Square Adjusted

	R Square	R Square Adjusted	Conclusion
Brand Attitude	0.650	0.640	Moderate
Brand Loyalty	0.274	0.268	Weak
Repurchase Intention	0.413	0.404	Moderate

Source: Researcher-processed data findings, 2025

Structural test analysis was conducted to determine the adjusted R-squared value in each equation. The adjusted R-squared value indicated the extent which the independent variable can explain the dependent variable. The results of the analysis showed that the brand attitude variable was jointly influenced by traditional

media communication, firm-created social media communication, user-generated social media communication, and personal selling communication variables, with an adjusted R-square value of 0.64. Thus, it can be interpreted that 64.0% of the variance of brand attitude can be explained by these variables, while the remaining 36.0% can be explained by other variables. The next analysis was that the brand loyalty variable was jointly influenced by traditional media communication, firm-created social media communication, user-generated social media communication, and personal selling communication variables through brand attitude, with an adjusted R-square value of 0.268. This shows that 26.8% of the brand loyalty variance can be explained by these variables, while the remaining 73.2% can be explained by other variables. Finally, repurchase intention was jointly influenced by the variables of traditional media communication, firm-created social media communication, user-generated social media communication, and personal selling communication through brand attitude and brand loyalty, with an adjusted R-square value of 0.404. This means that 40.4% of the variance in repurchase intention can be explained by these variables, whereas the remaining 59.6% can be explained by other variables.

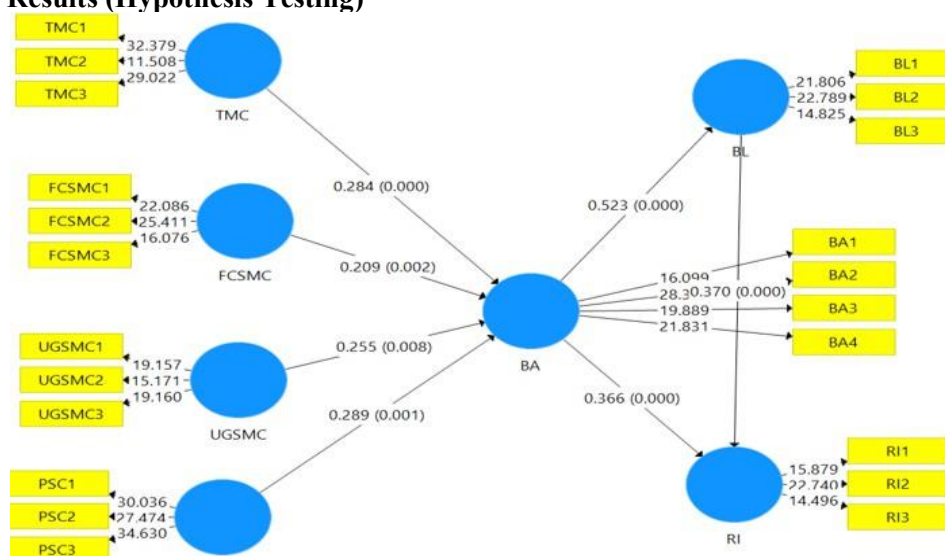**Inner Model Results (Hypothesis Testing)**

Figure 2. Hypothesis Test Results

Testing the internal model of a study (hypothesis testing) by looking at the results of the significance of the path coefficient. Hair et al. (2021) stated that if the T-statistic is greater than the T-table (1.960) at the 5% level with a p-value < 0.05, it can be said to have a significant effect if the direction of the relationship is determined. When considering the original sample values.

Table 3. Direct Influence Test Results

	Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
TMC → BA	H$_1$	0.366	3,708	0.000	The data support the hypothesis
FCSMC → BA	H$_2$	0.289	3.153	0.002	The data support the hypothesis
UGSMC → BA	H$_3$	0.379	2.670	0.008	The data support the hypothesis
PSC → BA	H$_4$	0.523	3.246	0.001	The data support the hypothesis
BA → BL	H$_5$	0.284	7.720	0.000	The data support the hypothesis
BA → RI	H$_6$	0.209	4.499	0.000	The data support the hypothesis
BL → RI	H$_7$	0.255	3.931	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2025

905

The direct influence of traditional media communication on brand attitude has an original sample value (O) of 0.366 (moderate), with a T-statistic value of 3.708 and a p-value of 0.000. It is known that if the P-value is less that the significance level ($\alpha = 0.05$), then H_1 is accepted, so it is concluded that there is a significant positive influence.

The direct influence of firm-created social media communication on brand attitude has an original sample value (O) of 0.289 (moderate), with a T-statistic value of 3.153 and a P-value of 0.002. It is known that if the P-value is less than the significance level ($\alpha = 0.05$), then H_2 is accepted, so it is concluded that there is a significant positive influence.

The direct influence of user-generated social media communication on brand attitude has an original sample value (O) of 0.379 (moderate), with a T-statistic value of 2.670 and a P-value of 0.008. It is known that if the P-value is lee than the significance level ($\alpha = 0.05$), then H_3 is accepted, so it is concluded that there is a significant positive influence.

The direct influence of personal selling communication on brand attitude has an original sample value (O) of 0.523 (strong), with a T-statistic of 3.246 and a P-value of 0.001. It is known that if the P-value is less than the significance level ($\alpha = 0.05$), then H_4 is accepted, so it is concluded that there is a significant positive influence.

The direct influence of brand attitude on brand loyalty has an original sample value (O) of 0.284 (moderate), with a T-statistic value of 7.720 and a p-value of 0.000. It is known that if the P-value is less than the significance level ($\alpha = 0.05$), then H_5 is accepted, so it is concluded that there is a significant positive influence.

The direct influence of brand attitude on repurchase intention has an original sample value (O) of 0.209 (weak), with a T-statistic value of 4.499 and a p-value of 0.000. It is known that if the P-value is less than the significance level ($\alpha = 0.05$), then H_6 is accepted, so it is concluded that there is a significant positive influence.

The direct effect of brand loyalty on repurchase intention has an original sample value (O) of 0.255 (moderate), with a T-statistic value of 3.931 and a p-value of 0.000. It is known that if the P-value is lee than the significance level ($\alpha = 0.05$), then H_7 is accepted, so it is concluded that there is a significant positive effect.

Based on the results shown in the table above, it can be concluded that all the research hypotheses are accepted: H1, H2, H3, H4, H5, H6, and H7.

The results of this study show a positive influence on brand attitude in the context of traditional media communication. These results indicate that the higher the exposure and quality of traditional media communication, the more positive the consumer's attitude towards the Wardah brand. The highest assessment of the average indicator is shown by TMC1, the high level of consumer trust in Wardah advertisements in traditional media such as television and print. This phenomenon can be explained by the demographic characteristics of respondents, more than half of whom are 18-26 years old and have a bachelor's degree. This segment tends to be more selective in processing product information and appreciates the credibility of traditional media. In the context of the halal cosmetics industry, consumer trust is a critical factor, and traditional media provides the support needed by Wardah as a pioneer in this category. This finding is in line with research by Istianjo and Purusottama (2023), who found that brand attitude consistently increased when advertisements were displayed through traditional media communication, and research by Wang (2021), which confirmed the high level of trust in messages conveyed through traditional media.

The transition to the digital era did not reduce the importance of firm-created social media communication in Wardah's marketing strategy. The analysis results prove that firm-created social media communication has a positive effect on brand attitude. This positive effect shows that the content created by Wardah on social media is effective in shaping consumers' attitudes towards the brand. The FCSMC2 indicator had the highest rating on the average indicator that measures the quality of content on Wardah's official social media, which shows the importance of a quality digital content strategy. This is relevant considering the characteristics of the respondents, most of whom are active Instagram users and more than half spend IDR 1-2 million per month on cosmetics, indicating that they are consumers who actively seek product information digitally before making a purchase. Transparency and product education through social media are important for building consumer trust in the halal cosmetics industry. These results strengthen the findings of Shang et al. (2022) on the effectiveness of firm-created social media communication in influencing brand attitude as well as research by Alhassan et al. (2023), which demonstrated that quality content created by companies positively influences consumers' brand attitudes towards brands.

User-generated social media communication provides an additional aspect for forming brand attitudes towards consumers. The results of this study show that user-generated social media communication has a positive influence on brand attitudes. This finding confirms that positive content created by users contributes

906

to the formation of brand attitudes towards the Wardah brand. Interestingly, the UGSMC2 indicator, which measures the influence of user reviews, has the lowest rating compared with the other indicators. This phenomenon can be explained by the characteristics of the halal cosmetics industry, which emphasize aspects of safety and certification, where consumers consider official information from the company more than user reviews. The profile of respondents who are more than half highly educated also shows that they are more selective about processing information from fellow users. This finding provides a different nuance from the research of Naem and Okafor (2019), who found that user-generated social media communication has a greater influence than company content but is in line with Christopher and Sibarani (2024), who confirmed the positive but not dominant role of user-generated social media communication in the halal cosmetics industry.

Personal selling communication has been shown to play a role in shaping brand attitudes. The analysis results prove that personal selling communication has a positive effect on brand attitude. This positive influence shows that direct interaction with Wardah Admin is effective in shaping consumer attitudes towards the brand. The PSC3 indicator, which measures Wardah Admin's ability to explain the product, has the highest average rating, PSC3 shows how important the importance of product consultation quality. This finding is relevant considering the characteristics of cosmetic products that require detailed explanations of the benefits and how to use them. In addition, respondents living in Jakarta and Tangerang have high access to Wardah Admin. In the context of the halal cosmetics industry, personal selling is a channel for educating consumers about halal aspects and product safety. These results support the findings of Juniawati et al. (2021) and Agnihotri et al. (2023) regarding the effectiveness of personal selling with a tailored approach in improving brand attitude, as well as the research by Fahrezia and Tanjung (2024), which confirms the long-term impact of personal selling on consumer brand attitude towards the brand.

The relationships between brand attitude, brand loyalty, and repurchase intention show interesting dynamics. The results show that brand attitude has a positive influence on brand loyalty and repurchase intention, with the highest average indicator assessment shown in the BA2 and BL2 indicators, and brand loyalty has a positive effect on repurchase intention, with the highest average indicator assessment shown in the RI1 indicator. This finding confirms the role of brand attitude as a link between marketing communication strategies, brand loyalty, and repurchase intention. The characteristics of the halal cosmetics industry, which emphasizes consumer trust and long-term commitment, make the relationship between brand attitude, brand loyalty, and repurchase intention very relevant. The profile of respondents, more than half of whom have monthly cosmetic expenditures of IDR 1-2 million, shows that they are active consumers who have the potential to repurchase if they have a positive brand attitude and loyalty towards the brand. This finding strengthens the results of research by Danish et al. (2018) on the relationship between brand attitude and brand loyalty as well as research by Catic and Poturak (2022), which confirms the role of brand loyalty in driving repurchase intention in the cosmetics industry.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Based on the results of this study, it can be concluded that marketing communication strategies play a major role in shaping brand attitude, brand loyalty, and repurchase intention among halal cosmetic consumers in Indonesia. The results of the data analysis show that all elements of integrated marketing communication contribute positively to shaping consumer attitudes towards the brand. Traditional media communication still has an influence, which shows the strong trust of consumers in traditional media such as television and print media in the halal cosmetic industry. In the digital world, firm-created social media communication and user-generated social media communication also play an important role, where content created by the company and user reviews contribute to building positive perceptions of the brand. Personal selling communication through direct interaction with social media administrators has proven effective in providing product education and creating closer relationships with customers.

The research model shows a strong relationship between brand attitude, brand loyalty, and repurchase intention, where a positive brand attitude can encourage the formation of brand loyalty, which in turn influences consumers' repurchase intention towards Wardah products. The results of hypothesis testing confirm that traditional media communication, firm-created social media communication, user-generated social media communication, and personal selling communication have a positive effect on brand attitude. Furthermore, brand attitude has been proven to have a positive effect on brand loyalty and repurchase intention, while brand loyalty has a positive effect on repurchase intention.

These findings have strategic implications for the halal cosmetics industry, particularly in designing an integrated marketing communication strategy. Wardah's success demonstrates the importance of maintaining a balance between traditional and digital communications as well as ensuring message consistency across

communication channels. The demographic characteristics of the target market, which comprises more than half of young, highly educated, and digitally active women, are important considerations in optimizing each communication channel to build long-term relationships with consumers. This success is not only based on product quality but also on the ability to effectively integrate marketing communications elements in building and maintaining consumer loyalty in the Indonesian halal cosmetics market.

This study provides an in-depth understanding of the dynamics of marketing communication strategies in the context of the Indonesian halal cosmetics industry, especially for the Wardah brand. However, similar to other studies, this study had several limitations that need to be considered. The main limitation is the limited geographical coverage in the Jabodetabek area, which may not fully represent the diversity of halal cosmetic consumers throughout Indonesia. The characteristics of consumers in large urban areas, such as Jabodetabek, may differ from those in small cities, especially in terms of access to digital media and consumption behavior.

Another limitation lies in the specific focus of the study on one halal cosmetic brand, namely, Wardah. Although Wardah is a pioneer and market leader in this category, the dynamics of the halal cosmetic market in Indonesia involve various brands that may have different communication and positioning strategies. This study was also conducted over a certain period of time (cross-sectional), so it cannot capture changes in consumer behavior and the effectiveness of marketing communication strategies over time. Based on these limitations, further research could explore several directions for future development. First, it expands the geographical scope of the study to cover various regions in Indonesia, including small cities, to gain a deeper understanding of the behavior of halal cosmetic consumers. Second, we conducted comparative studies between various halal cosmetic brands to identify differences in the effectiveness of their marketing communication strategies. Third, long-term research should be conducted to understand how changes in the digital landscape and consumer behavior affect the effectiveness of various marketing communication channels over time.

From a management perspective, this study's findings have several important implications for marketing practitioners in the halal cosmetics industry. First, it is important to maintain a multichannel approach in marketing communications, where traditional media communications remain relevant, even in the digital era. Second, given the importance of user-generated social media communication, companies need to develop a more systematic strategy to facilitate and manage user-generated content. Third, even though digital transformation continues, personal selling through beauty administrators remains a critical element in building brand attitude and loyalty. Fourth, given the strong link between brand attitude, brand loyalty, and repurchase intention, companies need to develop more sophisticated and integrated loyalty programs, such as an app-based point system that allows customers to collect and redeem points in real-time, a tier membership program with benefits that increase according to level, or a system for creating unique rewards based on purchase history. Finally, in the context of the increasingly competitive halal cosmetics industry, companies must ensure that all elements of their marketing communications consistently reinforce their positioning as a quality halal product. Halal values and inclusive beauty need to be integrated naturally into every communication touch point, from traditional advertising to digital content and personal interactions with consumers.

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