

Determinants of the Influence of the Brand image of Glad2Glow Facial Moisturizer on Muslim Consumers in the Jabodetabek

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ABSTRACT

The halal cosmetics industry in Indonesia is growing in tandem with increasing awareness among Muslim consumers of products that comply with Islamic sharia law and are environmentally friendly. However, in an increasingly competitive market, building brand image has become a significant challenge for skincare companies. This study aims to analyze the influence of halal literacy, halal labeling, and green advertising on the brand image of Glad2Glow facial moisturizers among Muslim consumers in the Greater Jakarta area. This study employed a quantitative approach involving 140 respondents and was analyzed using Partial Least Squares (PLS). The results indicate that halal labeling and green advertising have a positive and significant effect on brand image, whereas halal literacy does not have a significant effect even though it is relatively high because the Glad2Glow brand has not yet optimally highlighted its halal aspects, so this knowledge is not yet reflected in consumer perceptions. These findings imply the need to enhance the visibility of halal labels and the intensity of green advertising as key strategies for brand image building, as well as to reorient communication regarding product halal status to align with consumers' high level of halal literacy. Thus, clear halal signals and green advertising have a greater influence on the brand image of halal skincare products than consumers' knowledge of halal. This study is limited to respondents' answers and the Jabodetabek region.

Keyword: *brand image, green advertising, halal label, halal literacy, skincare*

Determinasi Pengaruh Citra Merek *Skincare* Produk Pelembab Wajah Glad2Glow pada Konsumen Muslim di Jabodetabek

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ABSTRAK

Industri kosmetik halal di Indonesia berkembang seiring dengan meningkatnya kesadaran konsumen muslim terhadap produk yang sesuai dengan syariah islam dan ramah lingkungan. Namun, dalam persaingan yang semakin ketat membangun citra merek menjadi tantangan penting bagi perusahaan *skincare*. Penelitian ini bertujuan untuk menganalisis pengaruh literasi halal, label halal dan *green advertising* terhadap citra merek produk pelembab wajah Glad2Glow pada konsumen muslim di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif terhadap 140 responden dan dianalisis menggunakan *Partial Least Square (PLS)*. Hasil menunjukkan label halal dan *green advertising* berpengaruh positif dan signifikan terhadap citra merek, sedangkan literasi halal tidak berpengaruh signifikan meskipun tergolong tinggi, karena citra merek Glad2Glow belum optimal menunjukkan aspek kehalalannya sehingga pengetahuan tersebut belum tercermin dalam persepsi konsumen. Temuan ini mengimplikasikan perlunya penguatan visibilitas label halal dan intensitas *green advertising* sebagai strategi utama pembentukan citra merek, serta reorientasi komunikasi kehalalan produk agar selaras dengan literasi halal konsumen yang tinggi. Dengan demikian, label halal yang jelas dan *green advertising* lebih banyak memengaruhi citra merek produk *skincare* halal daripada pengetahuan konsumen tentang halal. Penelitian ini terbatas pada jawaban responden dan cakupan wilayah Jabodetabek.

Kata Kunci: citra merek, *green advertising*, label halal, literasi halal, *skincare*