

Determining SAFI skincare Consumer Loyalty in Jabodetabek

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ABSTRACT

The halal cosmetics industry in Indonesia has experienced significant growth, driven by increasing awareness among Muslim consumers regarding the importance of beauty products that are halal-certified, innovative, and effectively marketed. However, amid increasingly fierce market competition with the emergence of various local and international brands, consumer loyalty to specific brands tends to be unstable. Consumers are now increasingly selective and tend to switch brands due to aggressive competitor promotions on social media and demands for continuous product innovation, even as awareness of halal values and the importance of innovation continues to rise. This phenomenon reflects a gap between the values consumers hold and their repurchase decisions, particularly for halal skincare brands like SAFI, as analyzed through a quantitative approach involving 150 respondents. Data analysis was conducted using the SEM-PLS method with the Smart-PLS application. The results indicate that halal awareness, sustainable innovation, and promotional mix have a positive and significant influence on SAFI consumer loyalty. These findings indicate that awareness of halal certification, a commitment to sustainable innovation, and a targeted promotional mix strategy are key factors in building and maintaining consumer loyalty. Therefore, companies need to consistently communicate the benefits of halal products, introduce relevant product innovations, and design integrated promotional programs to enhance consumer loyalty in an increasingly competitive market.

Keywords: *Promotional mix, sustainable innovation, halal awareness, consumer loyalty, SAFI, skincare.*

Determinan Loyalitas Konsumen *Skincare* SAFI di Jabodetabek

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ABSTRAK

Industri *skincare* halal di Indonesia mengalami pertumbuhan yang signifikan, didorong oleh meningkatnya kesadaran konsumen muslim terhadap pentingnya produk kecantikan yang tersertifikasi halal, inovatif, dan dipasarkan secara efektif. Namun, di tengah persaingan pasar yang semakin ketat dengan hadirnya berbagai merek lokal maupun internasional, loyalitas konsumen terhadap merek tertentu cenderung tidak stabil. Konsumen kini semakin kritis dan mudah berpindah merek akibat gencarnya promosi pesaing di media sosial serta tuntutan terhadap inovasi produk yang berkelanjutan, meskipun kesadaran terhadap nilai halal dan pentingnya inovasi terus meningkat. Fenomena ini mencerminkan adanya kesenjangan antara persepsi nilai yang diyakini konsumen dengan keputusan pembelian ulang yang sesungguhnya, khususnya pada merek *skincare* halal seperti SAFI menggunakan pendekatan kuantitatif dengan 150 responden. Pengolahan data dilakukan dengan metode SEM-PLS dengan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa kesadaran halal, inovasi berkelanjutan, dan bauran promosi berpengaruh positif dan signifikan terhadap loyalitas konsumen SAFI. Temuan ini mengindikasikan bahwa kesadaran halal, komitmen terhadap inovasi yang berkelanjutan, serta strategi bauran promosi yang tepat sasaran merupakan faktor-faktor kunci dalam membangun dan mempertahankan loyalitas konsumen, sehingga implikasinya SAFI perlu secara konsisten mempertahankan keunggulan halal produknya, terus menghadirkan inovasi berbasis prinsip berkelanjutan (*sustainable innovation*) yang relevan dengan kebutuhan konsumen, serta merancang bauran promosi yang terintegrasi antara media digital dan konvensional guna mempertahankan dan meningkatkan loyalitas konsumen di tengah persaingan pasar *skincare* halal yang semakin kompetitif.

Kata Kunci: bauran promosi, inovasi berkelanjutan, kesadaran halal, loyalitas konsumen, *skincare*.