

# The Influence of Islamic Branding Halal Certification and Green Marketing on Consumer Loyalty through Perceived Value

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## ABSTRACT

**Objective:** This research aims to examine the effect of islamic branding and green marketing on consumer loyalty with perceived value as an intervening. **Method:** This research is explanatory research. The population used in this research is MSME food and beverage consumers in Jember Regency using a non-probability sampling method. This research determined a sample of 1180 respondents. Data processing in this research uses Variance-based SEM or Partial Least Square (SEM-PLS) with the Warp-PLS 7.0 SEM PLS program. **Results:** Results of the research state that islamic branding and green marketing has significant effect on the perceived value. Islamic branding has insignificant effect on the consumer loyalty. Green marketing has significant effect on the consumer loyalty. Perceived value has significant effect on the consumer loyalty. Islamic branding and green marketing has significant effect on the consumer loyalty, mediated by perceived value. **Novelty:** This research tries to test a model related to marketing management by involving islamic branding and perceived value as intervening.

## INTRODUCTION

In the era towards Golden Indonesia 2045, public awareness of the importance of halal products is increasing along with economic growth and market development [1]. This makes halal certification an aspect that consumers pay more attention to and look for as a guarantee of quality. The halal label, especially in food and beverage products, is not only considered as fulfilling religious requirements but also as a representation of quality, safety and cleanliness which are the main preferences of Muslim consumers in Indonesia. Halal is now understood as a symbol of high standards that are in line with the vision of Golden Indonesia 2024, which prioritizes sustainability and community welfare in various aspects of life [2].

Indonesia is the country with the largest Muslim population in the world, around 87.08% of the total population, or around 245,973,915 people, are Muslim. One of the provinces with the largest number of Muslims is East Java, which recorded around 41.8 million Muslims in 2024. Jember Regency, which is located in East Java, has a majority Muslim population from a total population of 2,536,729 people, around 97.31% or around 2,470,920 people are Muslim. The high number of Muslim residents drives the need for products that are guaranteed to be halal as part of beliefs and lifestyles that are guided by Islamic values.

This makes the halal label an important factor influencing purchasing decisions, especially for food and beverage products. In increasing consumer awareness, especially in welcoming the 2024 Golden Indonesia era, halal certification branding is an important strategy that can increase the perception of product value for consumers, which

ultimately influences loyalty towards food and beverage products. Halal certification branding acts as a strategy in increasing perceived value or consumer assessment and consumer loyalty to products which in turn has a positive effect on loyalty.

According to [3] in research [4] defines Islamic branding as the use of brand names with Islamic connotations or as a way to identify halal products. [5] in [6] the concept of Islamic Branding raises the idea that branding is empathetic to sharia values, keeping in mind the ultimate goal of involving Muslim consumers, starting from essential sharia closeness to full sharia consistency in all parts of character, behavior and brand exchange. Research shows that consumers who feel confident in the halalness of a product tend to have a higher perceived value, which leads to stronger purchasing decisions and higher loyalty to the brand according to [7]. Research by [8] shows that Islamic branding does not have a significant effect on loyalty. In contrast, [9], [10] show that Islamic branding affects consumer loyalty. This explains the importance for MSMEs in the food and beverage sector to utilize halal certification branding as part of their marketing strategy, so that they can create long-term relationships with consumers based on the beliefs and values held by Muslim communities.

Green marketing has developed along with increasing public awareness of environmental issues, encouraging demands for companies to be responsible in their business activities. According to [11] green marketing is the practice of selling products that are environmentally based, including various aspects such as production modifications, developing more environmentally friendly products, using more sustainable packaging, and changing promotional strategies. Green marketing includes all activities designed to create products that can meet consumer needs while reducing negative impacts on the environment. Research by [12] shows that Green marketing has an effect on loyalty and perceived value.

This large difference indicates a gap between the economic potential of MSMEs and the need for guaranteed halal products. So in this research, researchers found the phenomenon of a lack of Islamic branding for halal certification. So the researcher tries to highlight several factors that are assumed to be important in this research as a solution to the problems that exist in the research object, namely: Islamic branding, halal certification, green marketing and experiential marketing on consumer loyalty through perceived value as an intervening variable.

## **RESEARCH METHOD**

This research is explanatory research, namely research that examines the cause-and-effect relationship between research variables and then tests the hypotheses that have been previously established [13].

The population used in this research is MSME food and beverage consumers in Jember Regency. This research uses a non-probability sampling method. According to [14], the sample size in this research depends on the number of indicators used in all variables. This research determined a sample of 1180 respondents.

This research involves three variables, namely exogenous variables (Islamic branding and green marketing), intervening variables (perceived value), and endogenous variables (consumer loyalty). Operational measurements of these variables can be seen in Table 1.

**Table 1.** Operational measurements research variables.

No	Variables	Indicator
1	Islamic branding ( $X_1$ )	a. Significance of brand as identity b. Direct exposure to a brand c. Trust in a product d. Written proof of halal status
2	Green marketing ( $X_2$ )	a. Environmentally friendly process b. Sustainable innovation c. Environmental cooperation
3	Perceived value ( $Z$ )	a. Emotional Value b. Social Value c. Functional Value
4	Consumer loyalty ( $Y$ )	a. Say positive things about company b. Recommending the company to someone who seeks advice c. Continue purchasing

The data analysis stage as a form of research hypothesis testing uses Structural Equation Modeling (SEM) with the WARPPLS statistical tool. Structural Equation Modeling (SEM) is an integrated approach between factor analysis, structural models and path analysis [15].

## RESULTS AND DISCUSSION

### *Results*

#### **Respondent Descriptive Statistics**

The research respondents were 180 MSME food and beverage consumers in Jember Regency.

**Table 2.** Descriptive statistics of respondent demographics.

	Criteria	Frequency (people)	Percentage (%)
Age	a. 20 - 29 years old	46	25,6
	b. 30 - 39 years old	73	40,6
	c. 40 - 49 years old	42	23,3
	d. $\geq$ 50 years old	19	10,6
Amount		180	100,0
Gender	a. Male	84	46,7
	b. Female	96	53,3

		Amount	180	100,0
Education Level	a.	Elementary School	9	5,0
	b.	Junior High School	44	24,4
	c.	Senior High School	54	30,0
	d.	College	73	40,6
		Amount	180	100,0
Profesi	a.	PNS/TNI/POLRI	22	12,2
	b.	Private Sector	49	27,2
	c.	Self-Employment	55	30,6
	d.	Student/Scholar	42	23,3
	e.	Others	12	6,7
		Amount	180	100,0
Purchasing frequency of MSME halal products	a.	1 time	21	11,7
	b.	2 - 3 times	46	25,6
	c.	4 - 5 times	53	29,4
	d.	6 - 7 times	35	19,4
	e.	More than 7 times	25	13,9
		Amount	180	100,0

Sourc: Data processed

### Structural Equation Modeling (PLS-SEM) Analysis Results

Test results with the WARPLS 7.0 program provide SEM-PLS model results as shown in the following Figure 1.

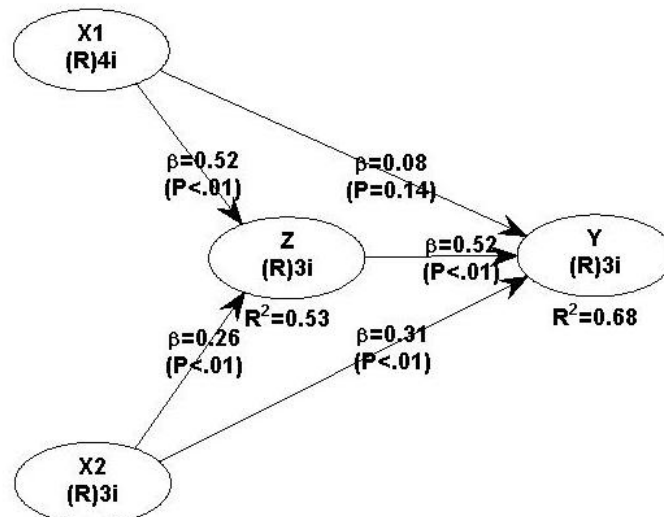


Figure 1. SEM-PLS model test result.

### Direct Effect Test Results

Test results with the WARPLS 7.0 program provide SEM-PLS model results as shown in the following Table 3.

**Table 3.** Direct effect test result.

	Effect	Estimate	S.E.	P	Result
Islamic branding	→ Perceived value	0,517	0,067	<0,001	H1 accepted
Green marketing	→ Perceived value	0,263	0,071	<0,001	H2 accepted
Islamic branding	→ Consumer loyalty	0,080	0,073	0,139	H3 rejected
Green marketing	→ Consumer loyalty	0,312	0,070	<0,001	H4 accepted
Perceived value	→ Consumer loyalty	0,522	0,067	<0,001	H5 accepted

Source: Data processed

The results of direct influence testing show that Islamic branding and green marketing have a significant effect on perceived value. Green marketing has a significant effect on consumer loyalty, while Islamic branding does not have a significant effect on consumer loyalty. And, perceived value has a significant effect on consumer loyalty.

### Indirect Effect Test Results

An indirect relationship occurs between the exogenous latent variables Islamic branding (X1) and green marketing (X2) on the endogenous latent variable dependent on consumer loyalty (Y) and the intervening endogenous variable perceived value (Z). A summary of the indirect effect of these variables can be seen in the following Table 4.

**Table 4.** indirect effect test result.

	Effect	Estimate	S.E.	P	Result
Islamic branding	→ Perceived value → Consumer loyalty	0,270	0,050	<0,001	H6 accepted
Green marketing	→ Perceived value → Consumer loyalty	0,137	0,051	0,004	H7 accepted

Source: Data processed

The results of the indirect effect test show that perceived value plays a role as an intervening variable in the relationship between Islamic branding and consumer loyalty. Thus, Islamic branding has a significant effect on consumer loyalty mediated by perceived value. Furthermore, perceived value acts as an intervening variable in the relationship between green marketing and consumer loyalty. Thus, green marketing has a significant effect on consumer loyalty by mediating perceived value.

### Analysis of the Coefficient of Determination (R<sup>2</sup>)

The R-square value describes the variation in changes in exogenous variables that can be explained by endogenous variables. Test results related to the R-square value can be seen in Table 5.

**Table 5.** R-square value.

Variables	Variables Name	R-square
Z	Perceived value	0,531
Y	Consumer loyalty	0,681

Source: Data processed

Based on Table 5, the R-square value of the perceived value construct is 0.531 and the R-square value of the consumer loyalty construct is 0.681. The R-square of 0.531 can be interpreted as meaning that 53.1% of the variability in changes in perceived value can be explained by the Islamic branding and green marketing variables. The R-square of 0.681 can be interpreted as meaning that 68.1% of the variability in changes in consumer loyalty can be explained by the variables Islamic branding, green marketing and perceived value.

### Summary of Research Hypothesis Testing Results

After analyzing the data using SEM-PLS, the following is a summary of the results of research hypothesis testing.

**Table 6.** Summary of hypothesis testing results.

No	Research Hypothesis	Conclusions
1	Islamic branding has significant effect on perceived value	H <sub>1</sub> accepted
2	Green marketing has significant effect on perceived value	H <sub>2</sub> accepted
3	Islamic branding has significant effect on consumer loyalty	H <sub>3</sub> rejected
4	Green marketing has significant effect on consumer loyalty	H <sub>4</sub> accepted
5	Perceived value has significant effect on consumer loyalty	H <sub>5</sub> accepted
6	Islamic branding has significant effect on consumer loyalty with mediation of perceived value	H <sub>6</sub> accepted
7	Green marketing has significant effect on consumer loyalty with mediation perceived value	H <sub>7</sub> accepted

Source: Data processed

### Discussion

#### The Effect of Islamic Branding on Perceived Value

The research results show that Islamic branding has a significant effect on perceived value. This means that Islamic branding which is embedded in food and beverage MSMEs is able to encourage better perceived value. Islamic branding and halal certification are the main components in an Islamic values-based marketing strategy.

Islamic branding integrates sharia principles, such as transparency, honesty and halal in products and services [16], [17]. Halal certification provides official recognition of a product's compliance with halal standards, creating a sense of security and trust for Muslim consumers [18]. Islamic branding and halal certification increase perceived value because they provide emotional benefits and confidence in the halalness of the product. Muslim consumers are more likely to perceive high value towards products that are in line with their Islamic beliefs [18].

### **The Effect on Green Marketing on Perceived Value**

The research results show that green marketing has a significant effect on perceived value. This means that green marketing which is embedded in food and beverage MSMEs is able to encourage better perceived value. Green marketing is a marketing approach that emphasizes sustainability, environmental responsibility, and the ecological benefits of products or services [19], [20], [21]. In the context of food and beverage MSMEs, green marketing practices include the use of environmentally friendly raw materials, recyclable packaging, and sustainable production processes that minimize negative impacts on the environment. This practice creates market differentiation and increases the attractiveness of products in the eyes of consumers who are increasingly concerned about sustainability issues [22], [23]. Green marketing strategies create additional value for consumers, such as moral satisfaction from supporting environmentally friendly products and emotional benefits from being part of the sustainability [21], [24].

### **The Effect of Islamic Branding on Consumer Loyalty**

The research results show that Islamic branding does not have a significant effect on consumer loyalty. This means that Islamic branding is not directly assessed as a determining factor for consumer loyalty. Islamic branding is a strategic approach in marketing that prioritizes sharia principles, such as honesty, halal, and social responsibility, to create strong emotional connections with Muslim consumers [5], [16], [25]. Islamic branding not only functions as a brand identity but is also a way to build consumer trust and satisfaction. Halal certification complements Islamic branding by providing an official guarantee that the product meets Islamic sharia standards, which ultimately increases consumers' sense of security and confidence [17], [26]. Islamic branding and halal certification are important factors that build loyalty by highlighting Islamic values that are relevant for Muslim consumers [27].

### **The Effect of Green Marketing on Consumer Loyalty**

The research results show that green marketing has a significant effect on consumer loyalty. This means that Islamic branding embedded in food and beverage MSMEs is able to encourage better consumer loyalty. Green marketing is a marketing strategy that focuses on conveying the values of sustainability and environmental responsibility. This strategy includes the use of environmentally friendly materials, waste reduction, recyclable packaging, and sustainable production practices [28]. In the context of food and beverage MSMEs, green marketing aims to attract consumers who care about environmental issues by providing products and services that support sustainability, as

well as providing added value for consumers who prioritize environmental sustainability in making purchasing decisions [29].

### **The Effect of Perceived Value on Consumer Loyalty**

The research results show that perceived value has a significant effect on consumer loyalty. This means that perceived value is able to encourage better consumer loyalty in food and beverage MSMEs. Perceived value is a consumer's subjective evaluation of the benefits of a product or service compared to the sacrifices they incur. This value includes quality, price, emotional, and social dimensions that provide additional satisfaction for consumers [30]. In the context of food and beverage MSMEs, perceived value can come from various elements such as consistent product quality, competitive prices, satisfying consumer experiences, and social benefits from using environmentally friendly or culturally valuable [31]. Perceived value plays an important role in building loyalty, because consumers who perceive high benefits or value from a product tend to have a stronger emotional connection with the brand [32].

### **The Effect of Islamic Branding on Consumer Loyalty With Mediation of Perceived Value**

The research results show that Islamic branding has a significant effect on consumer loyalty, mediated by perceived value. This means that perceived value acts as an intervening variable in the relationship between Islamic branding and consumer loyalty. Islamic branding and halal certification are key elements in marketing based on Islamic values. Islamic branding reflects a brand identity that is in line with sharia principles, such as halal, honesty and integrity, which creates trust and emotional closeness with Muslim consumers [5]. Halal certification, on the other hand, provides a formal guarantee of halal products, giving Muslim consumers a sense of security and confidence in choosing products, especially in the food and beverage sector [17]. Perceived value plays an important role as a link between Islamic branding and halal certification and consumer loyalty. Perceived value is a consumer's subjective assessment of the benefits of a product compared to the sacrifices incurred.

### **The Effect of Green Marketing on Consumer Loyalty With Mediation of Perceived Value**

The research results show that green marketing has a significant effect on consumer loyalty, mediated by perceived value. This means that perceived value acts as an intervening variable in the relationship between Islamic branding and consumer loyalty. So green marketing has a significant effect on consumer loyalty by mediating perceived value.

Green marketing is a marketing strategy that focuses on conveying the values of sustainability and environmental responsibility. This strategy includes the use of environmentally friendly materials, waste reduction, recyclable packaging, and sustainable production practices [28]. In the context of food and beverage MSMEs, green marketing aims to attract consumers who care about environmental issues by providing products and services that support sustainability, as well as providing added value for consumers who prioritize environmental sustainability in making purchasing decisions

[29]. Perceived value, or the value felt by consumers, is a subjective evaluation of the benefits consumers obtain compared to the sacrifices they incur [30]. In the context of food and beverage MSMEs, effective implementation of green marketing is expected to increase consumers' perceived value, which ultimately strengthens their loyalty to the brand.

## CONCLUSION

**Fundamental Finding :** Referring to the results of data analysis, it can be concluded that Islamic branding and green marketing have a significant effect on perceived value. Green marketing has a significant effect on consumer loyalty, while Islamic branding does not have a significant effect on consumer loyalty. Perceived value has a significant effect on consumer loyalty. Regarding indirect effect, research findings state that perceived value plays a role as an intervening variable in the relationship between Islamic branding and consumer loyalty as well as green marketing and consumer loyalty. So, the hypothesis states that Islamic branding and green marketing have a significant effect on consumer loyalty, mediated by perceived value. **Implication :** The findings of this research provide practical implications, namely that Halal certified food and beverage MSMEs in Jember Regency are required to be able to manage aspects of Islamic branding, green marketing and perceived value. These three aspects will be important capital for Halal certified food and beverage MSMEs in Jember Regency to encourage optimal consumer loyalty. As for the theoretical implications, this research opens up opportunities for a future research agenda to develop existing concepts related to consumer behavior, especially perceived value and consumer loyalty. **Limitation :** The limitations of this research concern the research object which is only limited to MSME consumers of Halal certified food and beverages in Jember Regency, so that generalization of the results has not been achieved. Further research can be carried out with broader objects (regional or national). The next limitation relates to the need for a questionnaire that involves qualitative aspects to explain how Islamic branding and green marketing effect perceived value and consumer loyalty. **Future Research :** Further research can be carried out with broader objects (regional or national). The next limitation relates to the need for a questionnaire that involves qualitative aspects to explain how Islamic branding and green marketing effect perceived value and consumer loyalty. As for the theoretical implications, this research opens up opportunities for a future research agenda to develop existing concepts related to consumer behavior, especially perceived value and consumer loyalty.

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