

Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 04

Issue: 06

Year: 2024

Page: 71-80

The Role of Value Alignment as a Mediator Between Halal Products and Repurchase Intention

Aurora Bella Sylvani^{1*}, Indi Djastuti¹

¹ Faculty of Economics and Business, Universitas Diponegoro, Semarang, Indonesia

* Corresponding author: Aurora Bella Sylvani (aurorabellas23@gmail.com)

Abstract

The purpose of this study is to overcome the inconsistency of research results between Halal Products and Repurchase Intention, so this study uses the role of value congruence as a mediator between halal products and repurchase intention in Wardah cosmetic customers in Central Java. The variables of this study are Halal Products (HP) as an antecedent, Value Congruence (VC) as a mediator, and Repurchase Intention (RI) therefore. The sampling technique in this study is purposive sampling. The sample used in this study was 240 respondents. The data in this study will be analyzed using a structural equation model (SEM-PLS) using the Smart PLS 3 program. The results of this study found that Value Congruence can mediate between Halal Products and Repurchase Intention. Other findings from this study are that Halal Products have a direct positive effect on Repurchase Intention, Halal Products have a direct positive effect on Value Congruence, and Value Congruence has a direct positive effect on Repurchase Intention. This study is expected to contribute to the Self-Congruence Theory approach. In addition, the results of this study also offer important insights for halal product managers.

Keywords

Self-Congruence Theory, Halal Product, Value Congruence, Repurchase Intention

1. Introduction

In this constantly changing era, modern living provides convenience and practicality to maintain your beauty, such as the use of care items or cosmetics. Cosmetics have now become an important necessity for some women to preserve their popularity, because beauty is an asset that must be maintained to remain appealing to the eye. Although both men and women use cosmetics, women are the main users and only a few men use them because women are more concerned with a clean and elegant appearance in public. On the contrary, men prefer to look as they are (Wibowo, 2021; Haqiqi et al., 2024).

Cosmetics are unusual goods because, in addition to fulfilling women's basic appearance demands, they are frequently used to help consumers explain their social identity in the eyes of the public (Pamela & Indrawati, 2022). With the many brands of various cosmetics today, one of which is Wardah, which is one of the cosmetic brands whose consumer interest is relatively high, its products already have halal certificates and are also environmentally friendly, this will create an image for consumers that products such as Wardah are in great demand and are also safe to use. Therefore, researchers want to examine Wardah products which will provide further insight into the interest of this product.

Currently, companies are continuously required to innovate to maintain the sustainability of their business and must also be able to maintain a good brand image (Widijowati, 2023; Ferdyan & Hartawan, 2024). Halal cosmetics provide a guarantee that the product is free from ingredients that are prohibited according to Islamic teachings, such as alcohol or non-halal animal substances. For Muslim consumers, halal is not only a preference, but also a necessity, which makes halal products such as Wardah have their own appeal. As halal knowledge grows, people tend to choose products that align with their religious principles and self-identity, allowing Wardah to establish loyalty through a strong halal brand image. Wardah is committed to using safe and halal raw materials in its cosmetic products that are processed with modern technology and under the supervision of dermatologists, improving the quality of Wardah products and building a good brand image (Haqiqi et al., 2024; Pratiwi et al., 2024).

Wardah has a halal certificate from MUI which encourages a lot of interest in buying Wardah and is known for its halal and safety. Therefore, this study employs a case study of Wardah brand cosmetics on Wardah cosmetic users in Central Java since Wardah is a cosmetic that continues to develop in increasing quality and offering product varieties that can pamper Indonesian customers, particularly women in Central Java (Fachrozi et al., 2024).

Previous research has shown that halal logos significantly influence the purchase intentions of halal products in South Africa (Latif, 2019; Thoriq et al., 2024) and Malaysia (Khan et al., 2021). However, there is limited research on the impact of halal logos on Indian customers (Shahid et al., 2018). This study aims to develop and test a model that examines the different aspects of halal products (HP) and their impact on consumer value congruence (VC) and repurchase intentions (RI) for Wardah cosmetics. This research recommends that marketers should emphasize the halal status of their products in their advertising and communication strategies. They should also tailor offers to Muslim customers and engage with them through personalized emails and messages to foster lasting relationships.

2. Literature Review

Halal cosmetic products are seen as a groundbreaking development in the cosmetics industry because they provide high-quality products that adhere to halal standards (Shah, 2022). Cosmetics are only considered halal if their ingredients meet

Sharia requirements and are free from alcohol and animal-derived substances. Halal cosmetics go beyond religious compliance by following rigorous scientific research to produce pure, safe products using the best natural ingredients. Research in this field often emphasizes consumer preference for halal certification, indicating trust in the quality, safety, and religious compatibility of the products. Therefore, halal is not just a religious approval; it's becoming a global symbol of assurance and a premium lifestyle choice (Wilson & Liu, 2011). Thus, the systematic review revealed that factors such as piety, culture, and halal perception of a particular product can influence repurchase intention. This is particularly important for Muslim consumers, who have a specific need for halal products, both in countries with Muslim majorities and countries without Muslim majorities (Keong, 2020; Khan et al., 2021).

Self-congruence describes the extent to which an individual perceives a product or brand as consistent with how they perceive themselves (Xiao et al., 2021; Asif, 2021). According to self-congruence theory, consumers tend to notice and purchase products from brands that reflect their self-concept (Basil, 1996). Therefore, the more similar consumers feel they are to a brand, the more they will like the brand, because its symbolic value emphasizes their self-perception (Usakli & Baloglu, 2011). This pattern suggests that consumer behavior is influenced by the cognitive harmony between their self-concept and the value expression characteristics of a brand (Xu & Pratt, 2018). Wardah's positioning as a halal and ethical beauty brand is in line with self-conformity theory by appealing to the values of consumers who seek products that reflect their identity as ethical or religious individuals, potentially increasing loyalty and repurchase intentions (Plewa & Palmer, 2014).

Research on VC explains how the congruence between an individual's values and the values of an organization, product, or service can influence consumer interactions and decisions, especially in the context of marketing and organizational behavior. The theory argues that consumers are more likely to engage with brands whose values align with their own. This is typically associated with increased satisfaction, trust, and loyalty toward a particular brand or organization. In a marketing context, congruence between consumer and brand values can form a positive relationship that supports relationship qualities, such as satisfaction and affective commitment. This result is particularly evident in symbolic services or products, where values play an important role in filling the gap that may arise from less tangible functional attributes in the service product (Zhang & Bloemer, 2008).

Wardah promotes a halal image, which is relevant to Muslim consumers. This indicator can include the feeling that Wardah products help them remain compliant with halal principles and religious ethics (religious value congruence). Consumers see Wardah as a reflection of their self-identity, especially for Muslim consumers who want products that support their lifestyle. For example, consumers who choose Wardah because of their identity as Muslims can feel more comfortable and loyal to the product (identity and brand image similarity). Consumers who value the safety of halal products will feel more aligned with Wardah products if they believe the quality reflects the health and safety values that are important to them. Wardah also promotes cruelty-free and safe products. This indicator can measure whether consumers feel that this product supports ethical beauty, which is relevant to those who care about sustainable and environmentally friendly beauty (beauty and safety value congruence). Wardah carries out its production process according to halal standards and ethics that they believe in. This trust increases consumer loyalty to brands that are seen as being in line with their values. This indicator of trust in halal and ethical values measures consumer trust in Wardah's halal integrity (Zhang & Bloemer, 2008).

Consumers tend to repurchase from brands or sellers they trust and who provide a positive experience (Hellier et al., 2003). Consumer trust, especially in online shopping, has been shown to have a significant impact on repurchase intentions

(Fang et al., 2011). In the e-commerce sector, trust plays a critical role as consumer experience is highly dependent on perceived service quality, security and transparency. In the context of a brand that emphasizes ethical and halal values, such as Wardah, it is important for the brand to maintain high levels of trust and satisfaction. Consumers who feel alignment between their personal values and those represented by Wardah tend to have higher loyalty and repurchase intentions, as they see the brand as a representation of their identity and beliefs.

- H1: Halal products have a significant positive effect on repurchase intention
- H2: Halal products have a significant positive effect on value congruence
- H3: Value congruence has a significant positive effect on repurchase intention
- H4: Halal products have a significant positive effect on repurchase intention through value congruence

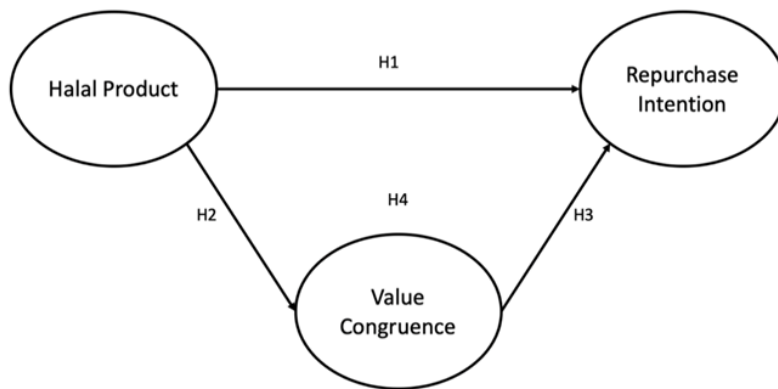


Figure 1. Research Framework

3. Methods

The study uses a quantitative approach. The population in this research is Wardah consumers in Central Java who are considered unlimited because the exact number of population members is unknown. The sampling technique used is purposive sampling, with certain criteria in selecting samples. These criteria include: (1) Respondents must be at least 17 years old, because they are considered adults and able to understand the contents of the questionnaire well. This age criterion ensures that respondents can provide reliable and insightful answers. (2) Respondents must know information about Wardah cosmetic products. (3) Respondents have purchased or used the same Wardah product at least 3 times. This criterion is important for measuring interest and potential repurchase intentions. The study used a structural equation model (SEM-PLS) with Smart PLS 3 software to analyze the data. A total of 240 questionnaires were received, and after excluding damaged ones and outliers, 240 were suitable for analysis. The sample included students (42.01%), educators (18.37%), employees (23.21%), and entrepreneurs (16.41%). They were 72.68% female and 27.32% male, aged 17-50 years. The sample was selected based on their sufficient education and knowledge levels. The study aims to examine the factors influencing RI. Through data collected from this sample, this study seeks to explore how factors such as HP and VC influence their potential intention to repurchase Wardah cosmetic products.

In this study, HP is the independent variable. VC is the mediating variable and RI is the dependent variable. HP is adapted from Aziz & Chok (2013). VC is adapted from Hashim et al. (2020). RI is adapted from Nurhayati & Hendar (2020). HP refers to the information a consumer has about halal products. VC is the alignment between a person's values and the values of the products they use. RI refers to the strong

intent of consumers to repurchase halal products. Six questions were used to measure HP, four for VC, and five for RI.

4. Results

Table 1. Construct Validity and Reliability test

Variable and Indicators	Loading Factor	Cronbach's Alpha
Halal Product (HP)		
• I understand Islamic laws regarding halal and haram;	0.845	
• Wardah products have a trusted halal certification;	0.885	
• Wardah products use ingredients that are guaranteed to be halal;	0.915	0.933
• Wardah's production process follows the principles of Islamic law;	0.864	
• I am confident that Wardah does not use ingredients that are prohibited in Islam;	0.878	
• I believe that Wardah products are supervised by a credible halal institution.	0.802	
Value Congruence (VC)		
• The values promoted by Wardah are in line with my personal values;	0.846	
• I feel that Wardah reflects my personality and lifestyle;	0.891	0.869
• Wardah products support my moral principles and beliefs;	0.867	
• I feel that the Wardah brand understands my religious needs.	0.735	
Repurchase Intention (RI)		
• I intend to repurchase Wardah products in the future;	0.780	
• I recommend Wardah products to family or friends;	0.832	
• I prefer Wardah products to other cosmetic brands;	0.763	0.855
• I intend to continue purchasing Wardah products that I regularly consume;	0.861	
• I will probably continue purchasing Wardah products that I frequently consume.	0.809	

To evaluate the internal consistency of latent variables, Cronbach's alpha coefficient must be greater than 0.6 for all variables in the model, as suggested by Nurhayati & Hendar (2020). To determine the validity of the indicators, their correlation with the total score was assessed using outer loadings. An outer loading factor greater than 0.7 indicates that the indicator is valid in measuring its construct. The data analysis showed that Cronbach's alpha for all constructs ranged from 0.784 to 0.874, indicating good reliability. Additionally, all indicator loading factors exceeded 0.7, demonstrating very good indicator validity.

Table 2. Path Coefficient

Hypothesis	Regression	Sample	T Statistics	P Values
H1	HP -> RI	0.200	4.463	0.000
H2	HP -> VC	0.571	11.370	0.000
H3	VC -> RI	0.693	16.451	0.000
H4	HP -> VC -> RI	0.396	10.312	0.000

The study found that halal products have a significant positive impact on repurchase intention. They also positively influence value congruence, which in turn has a positive impact on repurchase intention. This suggests that value congruence mediates the relationship between halal products and repurchase intention. In conclusion, both halal products and value congruence play a key role in shaping repurchase intention for Wardah cosmetics.

5. Discussion

Indonesia's diverse religious landscape leads to variations in beliefs, customs, and behaviors, especially in dietary habits, perceptions, and attitudes toward food and other goods. Muslim consumers need to be mindful of consuming healthy, halal, and quality food and products to maintain a healthy lifestyle and adhere to Islamic teachings and requirements (Nurhayati & Hendar, 2020). The author believes that cosmetic products with a halal logo are of high quality, safe, pure, and clean. They also serve as a guarantee for consumers that the product has been reviewed and approved for halal status (Sugibayashi et al., 2019). Once consumers know about a product, they tend to choose it if it comes with the assurance of being halal. Additionally, as Muslim consumers become more knowledgeable about halal cosmetic production methods and as governments worldwide implement halal cosmetic standards, there is increasing global interest in halal-certified products among Muslim consumers (Marzuki et al., 2012; Shahid et al., 2018).

Wardah products are halal certified, ensuring that every ingredient and production process is in accordance with Islamic law. This meets the spiritual and religious needs of Muslim consumers, who value products that are not only safe but also support their religious practices. (Hashim et al., 2020). When Muslim consumers feel that their religious values are reflected in the product, brand loyalty increases. In addition to being halal, Wardah emphasizes that its products are cruelty-free (not tested on animals). This is in line with the global trend towards products that are not only religious but also support universal values such as sustainability and animal welfare. Thus, Wardah attracts consumers who are not only Muslim but also those who care about production ethics. Wardah positions itself as a modern brand by offering innovative products that remain halal. This is important for consumers who want high-quality beauty products but still want to practice their religious values. For example, Wardah's communication strategy, such as the "Inspiring Beauty" campaign, conveys the message that being beautiful and being faithful can go hand in hand.

Wardah, as a halal cosmetic brand, fulfills the religious needs of Muslim consumers by ensuring that its products are in accordance with Islamic law. Consumers who feel that Wardah reflects their religious values tend to feel trust and satisfaction. This trust directly influences repurchase intentions because consumers are confident that Wardah products will continue to support their beliefs and needs (Hashim et al., 2020). In addition to being halal, Wardah also emphasizes universal values such as cruelty-free and sustainability, which are relevant to modern lifestyles. Consumers who find a match between their personal values (such as ethics and sustainability) and brand values are more likely to repurchase products that they feel reflect their principles. When consumer values and the Wardah brand are

aligned, consumers tend to feel satisfied. This satisfaction strengthens the emotional connection with the brand, which ultimately increases loyalty. Loyal consumers will have a higher intention to make repeat purchases (Vigolo & Ugolini, 2016). Wardah through campaigns such as "Inspiring Beauty" not only emphasizes the quality of its products but also communicates moral and spiritual values. Consumers who feel that Wardah "gets them" through these values are more likely to repurchase the product.

Wardah halal products emphasize adherence to Islamic religious values, such as cleanliness, honesty, and prohibition of haram ingredients. These values are relevant to the identity and beliefs of Muslim consumers. When consumers feel that Wardah products reflect their personal values (religiosity, ethics, or halal lifestyle), value congruence is created. This process builds trust and a sense of emotional attachment between consumers and the Wardah brand. Value congruence not only creates trust but also satisfaction. Consumers who are satisfied with Wardah halal products tend to be loyal and have a higher intention to make repeat purchases. Halal products, through value congruence, strengthen the relationship between brands and consumers. Consumers who feel that their values are in line with Wardah are more likely to make repeat purchases, because they feel that this brand not only offers products but also reflects their identity and principles (Mahjoub et al., 2015).

6. Conclusion

This study found that consumer value (VC) can mediate the relationship between halal product price (HP) and purchase intention (RI). Other findings reveal that HP has a direct positive effect on RI, HP also has a direct positive effect on VC, and VC directly influences RI positively. These findings provide significant contributions to the Self-Congruence Theory, which explains how consistency between an individual's perceptions and product attributes influences purchasing behavior. This study also offers valuable insights for halal product managers, particularly in understanding the importance of consumer value as a factor that strengthens the relationship between price and purchase intention. To further explore this topic, it is crucial to identify factors influencing each variable, such as product attributes, consumer trust, and emotional aspects linked to halal products. Therefore, further analysis using structural equation modeling (SEM) is needed to explore the relationships between variables in greater depth. This approach not only enhances research accuracy but also provides practical strategies for industry players to optimize marketing strategies for halal products that align with consumer preferences.

References

- Asif, M. (2021). Evaluation of factors affecting carbon accounting information disclosure: A case of ASEAN countries. *Arthatama*, 5(2), 39-50.
- Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23.
- Basil, M. D. (1996). Identification as a mediator of celebrity effects. *Journal of broadcasting & electronic media*, 40(4), 478-495.
- Fachrozi, F., Mariana, M., & Riadi, S. (2024). The Role of Halal Labeling as Moderating Brand Image, Product Quality, And Price on The Purchase Intention of Cosmetic Products. *Jesya: Jurnal Ekonomi Dan Ekonomi Syariah*, 7(1), 1-11.
- Fang, Y. H., Chiu, C. M., & Wang, E. T. (2011). Understanding customers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice. *Internet research*, 21(4), 479-503.

- Ferdyan, A., & Hartawan, L. R. (2024). The Impact of BRI Micro Credit on Financial Literacy and Green Sustainability of MSMEs in North Luwu. *Research Horizon*, 4(4), 89-100.
- Haqiqi, B. I. N., Octavia, Y. F., & Asdiansyuri, U. (2024). The Influence of Green Marketing, Knowledge, And Purchase Intention on Purchasing Decisions on Wardah Cosmetic Users in Mataram. *ShariaBiz International Journal of Economics & Business*, 1(1), 1-9.
- Hashim, A. J., Musa, R., Nazri, M. A., & Ab Rahman, N. A. F. W. (2020). Roles of Spiritual Intelligence and Spiritual Congruence in Purchasing Halal Skin Care Products Among Adult Urban Muslim Career Woman. *Journal of Fatwa Management and Research*, 59-77.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*, 37(11), 1762-1800.
- Keong, O. C. (2020). Determinants of intentions to engage in sustainability accounting & reporting (SAR) and moderating role of internal audit function: The perspective of accountants. *Arthatama*, 4(1), 33-43.
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461-1476.
- Latiff, A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of Food Products Marketing*, 25(1), 26-48.
- Mahjoub, H., Kordnaeij, A., & Moayad, F. M. (2015). The effect of self-congruency on customer behavior and involvement. *International Journal of Marketing Studies*, 7(3), 139.
- Marzuki, S. Z. S., Hall, C. M., & Ballantine, P. W. (2012). Restaurant managers' perspectives on halal certification. *Journal of Islamic Marketing*, 3(1), 47-58.
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603-620.
- Pamela, Q., & Indrawati, L. R. (2022). Effect of Inflation, Exports, and Employment on Economic Growth in Central Java. *Research Horizon*, 2(5), 501-510.
- Plewa, C., & Palmer, K. (2014). Self-congruence theory: towards a greater understanding of the global and malleable selves in a Sports specific consumption context. *International Journal of Sports Marketing and Sponsorship*, 15(4), 26-39.
- Pratiwi, D. E., Nugroho, I. C., Susanto, A. S., & Muharam, H. (2024). Long-Term Performance of Green Company IPOs and Underpricing Factors for Gold Indonesia 2045. *Research Horizon*, 4(4), 101-108.
- Shah, M. H. (2022). Impact of green marketing strategy on business performance-mediating role of corporate image in construction industry of Kenya. *Arthatama*, 6(1), 1-11.
- Shahid, S., Ahmed, F., & Hasan, U. (2018). A qualitative investigation into consumption of halal cosmetic products: the evidence from India. *Journal of Islamic Marketing*, 9(3), 484-503.
- Sugibayashi, K., Yusuf, E., Todo, H., Dahlizar, S., Sakdiset, P., Arce, F. J., & See, G. L. (2019). Halal cosmetics: A review on ingredients, production, and testing methods. *Cosmetics*, 6(3), 37.
- Thoriq, E. A., Asyazilal, A., Putranto, A. N., Hidayati, R., & Mawardi, W. (2024). Systematic Literature Review on the Impact of Green Manufacturing Implementation on Corporate Sustainability Performance. *Research Horizon*, 4(4), 109-120.
- Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism management*, 32(1), 114-127.
- Vigolo, V., & Ugolini, M. M. (2016). Does this fit my style? The role of self-congruity in young women's repurchase intention for intimate apparel. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 417-434.
- Wibowo, B. (2021). The role of creative economy-based startups on member economic improvement and economic resilience. *Research Horizon*, 1(5), 172-178.
- Widijowati, D. (2023). Human Rights and Legal Protection for Victims of Arrest by Police in Indonesia. *Research Horizon*, 3(1), 50-59.
- Wilson, J. A. J., & Liu, J. (2011). The challenges of Islamic branding: navigating emotions and halal. *Journal of Islamic Marketing*, 2(1), 28-42.

- Xiao, L., Saleem, A., Tariq, S. M., Ul Haq, J., & Guo, M. (2021). I wish i could be like her/him! how self-congruence stimulates a desire to mimic. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3025-3042.
- Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y. *Journal of travel & tourism marketing*, 35(7), 958-972.
- Zhang, J., & Bloemer, J. M. (2008). The impact of value congruence on consumer-service brand relationships. *Journal of Service Research*, 11(2), 161-178.



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).