

BRAND LOYALTY AND HALAL AWARENESS FOR HALAL BEVERAGE PRODUCT AMONG GEN Z

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Abstract- Nowadays, many mineral waters have sprung up with various brands, including Le Minerale. However, some consumers do not know the importance of sorting and choosing mineral water products regarding brand image and halal awareness in increasing brand loyalty through trust in a brand. So, this study aims to determine the influence of brand image and halal awareness on Le Minerale product brand loyalty with brand trust as a mediation variable. The Grand Theory in this study is the Theory of Planned Behavior (TPB). This study used quantitative methods with data collection techniques carried out through the distribution of questionnaires with Likert scale measurements. The sample used was 90 Generation Z Muslim consumers (aged 13-28 years) who had consumed Le Minerale products. Sampling technique using KMO. This study uses multiple analysis tests supported by validity and reliability tests statistical tests, namely the T-test, F-test, R2 test, classical assumption test, and Sobel test. The study results showed that the variables of brand image, halal awareness, and brand trust positively and significantly affected brand loyalty. Then, brand image and halal awareness positively and significantly affected brand trust. Furthermore, the Sobel test brand trust test can mediate brand image and halal awareness of brand loyalty.

Keywords: Brand Image; Brand Loyalty; Brand Trust; Halal Awareness; Mineral Water

1. INTRODUCTION

1.1 Background

Water is one of the needs of human life that is very important for the body. One way to overcome the problem of getting clean, safe, and healthy water, especially in urban areas, is to produce mineral water (Ronitua et al., 2018). This condition requires every company to innovate, create, and develop different sizes and packaging products according to consumer needs (Ronitua et al., 2018). Today, a brand is no longer just considered a logo or symbol but is the value of a product to the consumers who use it (Ronitua et al., 2018). With so many innovations, a product on the market affects a person's interest in purchases and impacts brand loyalty. A company needs to retain existing customers from switching to another brand. With customers who are loyal to the brand, the company will be able to survive in fierce competition (Sakinah & Suhardi, 2018).

According to the Top Brand Awards (2022) Indonesia, Le Minerale products are ranked 2nd with a Top Brand Index of 12.50%, where Le Minerale is in second place with the most market share obtained by Aqua, as much as 57.20%.

Table 1. Top Brand Index (Air Minum Dalam Kemasan)

<i>Brand</i>	<i>TBI</i>
AQUA	57.20%
Le Minerale	12.50%
Ades	6.40%
Cleo	4.20%
Club	3.80%

Source: Top Brand Awards, 2022

Le Minerale's second position directly relates to its many marketing techniques, such as cooperating, organizing large events, offering product discounts, and advertising products on television (Wiwaha, 2022). As a result, Le Minerale – 15 L gallons of mineral water became the best-selling product (Wiwaha, 2022).

In this case, the researcher chose Le Minerale brand mineral water products to be further investigated compared to other brands because Le Minerale is a new product where products with this brand have innovation, potential, and rapid development appropriately and are supported by good sales and trusted by the wider community to continue to be consumed.

Generation Z is a generation born during a period of rapid technological development. One of this generation's characteristics is familiarity with various technologies since birth (Rembulan & Firmansyah, 2020). With this, Generation Z tends to consume and use anything instant; Le Minerale itself makes it easier for them to get mineral water because it has been spread almost in every store in Indonesia.

This then also raises a question in the author's mind whether Le Minerale Muslim consumers are aware of the halal product so they believe in the brand of a product and then they make continuous purchases of the brand.

Research presented by Mabkhot et al. (2017) explained that brand image variables significantly positively influence brand loyalty variables. Then, Yunus et al. (2014) research showed that halal awareness significantly influences brand loyalty. This means that the more someone is aware of halal, the more loyal they will be to the brand they consume. Furthermore, Ebrahim (2020) research shows that brand trust variables significantly positively affect brand loyalty.

The novelty of this study can be found in the mediating variables brand trust used as well as these variables having an indirect impact on how independent and dependent variables are related to each other. This research also focuses on halal awareness where whether Generation Z is also aware of the halal of a product from the production process and its obligations when consuming a product, rather than just looking at the logo or label.

1.2 Problem Indetification

Based on the background, the formulation of the problem carried out is:

1. Does brand image positively affect brand loyalty to Le Minerale products?
2. Does the brand image positively affect brand trust in Le Minerale products?
3. Does halal awareness positively affect brand trust in Le Minerale products?
4. Does halal awareness positively affect brand loyalty to Le Minerale products?
5. Does brand trust positively affect brand loyalty in Le Minerale products?

6. Does brand trust mediate brand image over brand loyalty to Le Minerale products?
7. Does brand trust mediate halal awareness of brand loyalty on Le Minerale products?

1.3 Literature Review

1.3.1 Theory of Planned Behavior

In understanding a problem, guidelines are needed in the form of scientific theoretical studies. The grand theory used in this study, the Theory of Planned Behavior (TPB), is a theory proposed by Icek Ajzen. This theory states that the relationship between subjective norms and subjective perceptions will influence an individual's intention to perform an individual's actions. When a person feels more comfortable because has a positive attitude, support from those around him, and there are no obstacles to action, then one's intention to act will increase (Ajzen, 1991).

The first of the three independent variables in the theory of planned behavior is action orientation. The second is subjective norms, social factors associated with perceived social pressure. The third is behavioral control, defined as a person's perception of how easy or difficult it is to perform a particular behavior and how confident they are in it (Ajzen, 1991).

This theory covers the variables in this study. Brand image is one indicator that affects attitude, where attitude is a discussion about SDGs. Even with halal awareness and brand trust which is one indicator in attitude that shapes behavior. The three variables in this study will form an attitude that will ultimately shape behavior.

1.3.2 Brand Image

Brand image is a belief and perception that consumers have such as when hearing a slogan about a product, the product's memory is reflected (Kotler & Keller, 2012). According to Schiffman (2006), the indicators that form a brand image are as follows:

a. Quality

The quality of goods manufactured under a specific brand is called quality.

b. Trustworthy or reliable

Relating to the assessment or agreement made by the community about a product consumed.

c. Usefulness or benefit

Utility or benefit is the function of the producer in serving its consumers.

d. Price

This price impacts the long-term reputation of the product when it comes to high, low, or many factors that consumers can reach.

e. Risk

Relating to the magnitude of possible income and losses or implications for consumers.

f. The image owned by the brand itself

The brand image can be found in the opinions, establishments, and information related to the brand of a particular product.

1.3.3 Halal Awareness

Halal awareness is the extent to which Muslims understand issues related to halal. This knowledge includes knowing which actions are legal and how the product's production process complies with Islamic Halal standards (Jamal et al., 2009).

Indicators of halal awareness, according to Jamal Abdul Nassir & Nur Shahira (2009) and Yunus et al. (2014), are as follows:

1. Halal raw materials are the main ingredients of the halal aspect are generally used in the processing industry.

2. Religious obligations, consuming something halal is one of the obligations to comply with anything that has been regulated related to religious believers.
3. Production process, the production process is a way, method and technique to create or add to the usefulness of a good or service using existing resources (labor, machinery, materials, funds).
4. Product hygiene, product hygiene for raw material efficiency, prevention of toxic and hazardous materials prohibited in Islam.
5. Knowledge of international halal products, associated with the brand of a particular product.

1.3.4 Brand Trust

Chaudhuri and Holbrook (2001) define brand trust as the willingness of the average consumer to rely on that brand to perform all of its uses or functions. Specifically, Chaudhuri and Holbrook further state that trust can reduce uncertainty when consumers feel insecure, knowing they can rely on trusted brands.

According to Chaudhuri & Holbrook (2001), using four indicators to measure brand trust variables, namely:

- a. Trust
Defined as the process by which customers trust goods or services through a brand.
- b. Reliable
- c. Described as the level of trust in a good or service that can be trusted because of its brand attributes.
- d. Honest
- e. Described as the extent to which a person has confidence that a brand represents good and honest goods or services.
- f. Safety
- g. Defined as the extent to which a company's customers, consumers, goods, or services are safe.

1.3.5 Brand Loyalty

According to Schiffman (2007), brand loyalty is a consistent consumer preference to buy the same brand for a particular product or category of services.

According to Ballester, E D, and Aleman (2005), Brand loyalty in general can be measured by the following indicators:

1. Buy the same brand continuously when you need it, consumers will not hesitate to make repeat purchases without making considerations when they have brand loyalty.
2. Recommend to others, they like to influence others to buy products with the same brand as them by talking about their experience using the brand.
3. Immunity to other brands or have commitment, Consumers who have a love for a brand tend to have high trust, this is what builds commitment.
4. Satisfied with the benefits provided, consumers who are satisfied with a product tend to continue to buy products offered by businesses.

1.4 Hypothesis Formulation

Brand image refers to the way consumers perceive a brand based on the image of brand associations stored in their memory. A good brand image is by having good quality or quality and valuable prices, so it will allow consumers to make purchases for a long time.

Consumers will be loyal to a brand if they feel the brand image of a product is good. This is the same as in research conducted by Mabkhot et al. (2017) and Marliawati and Cahyaningdyah (2020), which explained that brand image positively affects brand loyalty.

H1: Brand Image has a significant positive effect on Brand Loyalty

Consumer trust in the brand is influenced by several factors, one of which is the image of a brand, consumers will believe in the brand if the brand is reliable in terms of quality, price, and does not harm consumers when consuming it.

When consumers feel the brand image is good, then the brand is believed to be good for consumption. This is similar to research conducted by Tamindael and Ruslim (2021) and Huda and Nugroho (2020), which explains that brand image positively affects brand trust.

H2: Brand Image has a significant positive effect on Brand Trust

It is very important for a Muslim to be aware when buying and consuming products that are halal. Due to the fact that many non-Muslim groups also make halal-certified items. With this halal awareness, consumers are also able to trust a brand for consumption because of halal awareness or halal awareness they also believe in the cleanliness of products and also the halal raw materials used.

Consumer halal awareness of a brand is good, then brand trust owned by consumers is also good. This is like the research results of Rahmawaty and Rakhmawati (2022), which explain that halal awareness positively affects brand trust.

H3: Halal Awareness has a significant positive effect on Brand Trust

Consumers who are loyal to a brand are those who regularly buy and utilize a company's products and services and are willing to refer them to others. This can be influenced by their awareness with halal brands. They will be immune to other brands if they are also aware of the cleanliness of a product, their knowledge of halal products, and their awareness of religious obligations.

High awareness about halal can increase consumer loyalty to a brand. This is the same as the results of research by Yunus et al. (2014) and Handriana et al. (2020), where the results obtained that halal awareness has a significant positive effect on brand loyalty.

H4: Halal Awareness has a significant positive effect on Brand Loyalty

Brand trust is the perception of the reliability of a brand from a consumer point of view, it is based on experience or more specifically on a series of consumer interactions with a product. That way they will have their own sense of satisfaction with the product and allow them to continue using products with the same brand continuously.

Consumers who believe in a brand will increase their loyalty to the brand. This is the same as research conducted by Marliawati & Cahyaningdyah (2020) and Ebrahim (2020), which explains that the study results, namely brand trust, have a significant positive effect on brand loyalty.

H5: Brand Trust has a significant positive effect on Brand Loyalty

Brand trust can mediate the influence of brand image on consumer brand loyalty. With the higher the image of a brand, it will also create consumer trust in a brand which then increases consumer loyalty to the brand. Because if the quality of a brand is good, the brand is reliable and considered safe so that consumers will buy the same brand continuously when they need it.

The more positive the image of a brand, the more positive brand trust will be generated, so consumers carry out more brand loyalty. This is the same as the results of research from Sastrawan & Pramudana (2022) and Rodiques & Rahanatha (2018), where the results of their research explain that brand trust has the potential to be able to significantly mediate brand image and brand loyalty.

H₆: Brand Trust has a Mediation effect on Brand Image and Brand Loyalty

Brand trust can mediate the influence of halal awareness on consumer brand loyalty. With the higher the halal awareness of a brand, it will also create consumer trust in a brand which then increases consumer loyalty to the brand. Because it is possible with their knowledge of halal products and the cleanliness of halal products and raw materials, the brand is reliable and considered safe so that consumers will be satisfied with the benefits provided by the brand and will consume for a long time.

The higher the level of halal awareness, the more a person will increase his trust in a product and influence them to buy repeat product brands. This is the same as previous research conducted by Fadhila (2020) and Adriani & Ma'ruf (2020), which stated that the results obtained were brand trust in a significantly positive manner, potentially mediating halal awareness of brand loyalty.

H₇: Brand Trust has a Mediation effect on Halal Awareness and Brand Loyalty

1.5 Research Framework

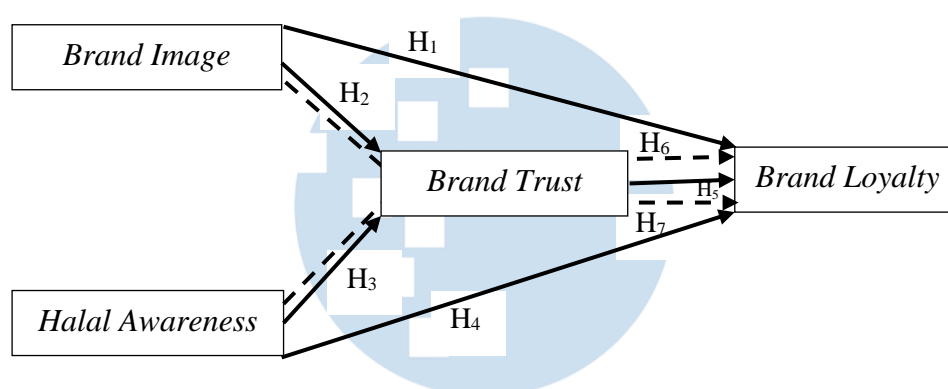


Figure 1. Research Framework Image

2. RESEARCH METHODOLOGY

Sugiyono (2019) defines a population as a large area consisting of items or individuals with various characteristics, from which the conclusion is drawn that researchers choose the research object. The population of this study was consumers of Le Minerale products.

The sample is part of the number and characteristics possessed by the population. Researchers will not be able to study the entire population content if the population is large enough. Therefore, samples taken from the population must be represented accurately (Sugiyono, 2019).

Since the specific population of the study is unknown, the sample can be calculated based on the theory, according to Malhotra (2006), and the sample size can be determined by multiplying the number of indicators by at least 5 to 10 during the analysis. Therefore, researchers use 16 question indicators from 4 variables and determine the sample size: $16 \times 5 = 80$ people.

The adequacy of the sample will be measured by calculating KMO. If the result shows <0.5 , the sample will be added again, but if the result shows >0.5 , then the sample can be said to be sufficient.

This research results from research on the influence of brand image and halal awareness on Le Minerale product brand loyalty with brand trust as a mediation variable, which is

quantitative research and research involving primary data collected by distributing questionnaires.

Likert scale is the preferred measurement method. Likert scale, according to Sugiyono (2012), is used to measure how a group of people feel about social problems.

Each statement or question was scored using a Likert scale that measures the intensity of strongly agree, disagree, strongly disagree, and agree. The weighting scale for variable indicators in this study is as follows: strongly agree (SA) is given a score of 5, agree (A) is given a score of 4, neutral (N) is given a score of 3, disagree (D) is given a score of 2, and strongly disagree (SD) is given a score of 1.

Validity and reliability tests were used in this study to verify the accuracy of questionnaires referred to as instrument tests. According to Azuar (2013), validity testing can be known from how valid the questionnaires are conducted in the study. It is said to be valid if the number of r_{hitung} exceeds r_{tabel} . The KMO test is a tool used to measure the correctness of factor analysis. The highest number (0.5-1.0) indicates an accurate analysis, while the low value (below 0.5) indicates an error. This method is often used to check the need for sufficient data in factor analysis. The KMO test evaluates the overall suitability of the sample as well as the suitability of each indicator or questionnaire item. According to Azuar (2013), reliability testing aims to determine how trustworthy and reliable the research tool is. The reliability test is performed after the overall validity test is valid. According to Zakariah (2021), to test the consistency of the instrument using Alpha Cronbach efficiency > 0.6 , it shows that the instrument has an accepted level of reliability (reliable) and consistency as well as the mediation test in this study using the Sobel Test, which measures the intensity of the indirect impact of variable X on variable Y through mediation variable, such as Z.

3. RESULTS OF RESEARCH

The KMO test evaluates the suitability of the sample of 90 respondents and each indicator or questionnaire item.

Table 2. KMO Test

KMO Test	
Adequacy Value Sampling Kaiser Meyer Olkin	Significant Value
0.815	0.000*

The data table above the Kaiser Meyer Olkin (KMO) value of $0.815 > 0.50$ shows that factor analysis can be done with a large sample of 90 people.

To test the validity of this research, the r_{tabel} used for 90 respondents is $df = n - 2 = 0.207$, and according to Azuar (2013), the purpose of reliability testing is to determine how trustworthy and reliable the research tool is. To test the consistency of this instrument using efficiency Alpha Cronbach > 0.6 , showing that the instrument has an accepted level of reliability (reliable) and consistency (Zakariah, 2021).

In the validity test, it is known that all items that are statements for 90 respondents have r_{count} more than r_{table} results so that they are declared valid. Also, from the variable reliability test, it is concluded that each variable is declared reliable or accepted because >0.6 means that all statements for brand image, halal awareness, brand loyalty, and brand trust can be used in research. This can be seen in table 3 below:

Table 3. Validity and Reliability Test

Item	r_{count}
Brand Image (CR = 0.705)**	
Le Minerale brand mineral water products have good quality	0.799*
The price of Le Minerale brand mineral water products is affordable, and the quality provided	0.683*
Le Minerale brand mineral water products come from springs that are guaranteed hygienic so as not to harm consumers	0.761*
I know Le Minerale is known for its tagline, "Ada Manis-Manisnya."	0.675*
Halal Awareness (CR = 0.706)**	
I am aware that the mineral water brand Le Minerale is guaranteed to be clean from substances prohibited by Islam	0.759*
When consuming Le Minerale brand mineral water products, I learned that they are halal	0.704*
I feel that consuming halal Le Minerale brand mineral water is a religious obligation	0.723*
I am aware of the raw materials in producing Le Minerale brand mineral water using Halal raw materials	0.739*
Brand Trust (CR = 0.747)**	
I trust mineral water with the Le Minerale brand	0.788*
Le Minerale is an mineral water brand that I can rely on and trust	0.721*
Le Minerale brand mineral water is an mineral water brand that matches my expectations	0.760*
I feel safe when I consume mineral water brand Le Minerale	0.745*
Brand Loyalty (CR = 0.701)**	
I will still consume Le Minerale brand mineral water even though there are many other brand AMDK options	0.787*
I am satisfied with the benefits of Le Minerale brand mineral water products	0.717*
I will continue to be a loyal consumer of Le Minerale brand mineral water products	0.745*
I would recommend purchasing Le Minerale brand mineral water Products to someone who asks me for advice	0.650*

*valid($r_{count} > 0.207$)

**reliable (Alpha Cronbach > 0.6)

T Test, according to Azuar (2013), determines the effect of the independent variable on the dependent variable as a whole. Whereas the F test, according to Azuar (2013), was conducted to test whether the independent variable (X) has a simultaneous and significant influence on the dependent variable (Y). Then, to understand how changes in the dependent variable are affected by changes in the value of the independent variable, the coefficient of determination or R-square is used (Azuar, 2013).

There are T-test results in this study. First, the brand image variable (X_1) has a t_{count} value of 16.1912 and a significant value of $0.000 < 0.05$, which means a significant positive effect on brand loyalty (Y). Second, the halal awareness variable (X_2) has a t_{count} value of 13.953 and a significant value of $0.000 < 0.05$, which means that it has a significant positive effect on brand loyalty (Y). Third, the brand trust variable (Z) has a t_{count} value of 20.194 and a significant value of $0.000 < 0.05$, which means that it has a significant positive effect on brand loyalty (Y). Fourth, the brand image variable (X_1) has a t_{count} value of 15.294 and a significant value of $0.000 < 0.05$, which means that it has a significant positive effect on brand trust (Z). Fifth, the halal awareness variable (X_2) has a t_{count} value of 9.291 and a significant value of $0.000 < 0.05$, which means that it has a significant positive effect on brand trust (Z).

The table also shows that the f_{count} is 287.819 with a significant value of 0.000. In other words, the f_{count} is significantly greater than the f_{table} 3.10, and the significant probability is much smaller than 0.05. This shows the independent variable's simultaneous positive and

significant influence (brand image, halal awareness, and brand trust) on the dependent variable (brand loyalty).

Then, explain the correlation coefficient (R) as much as 0.954 considering that the value is very close to one, then there is a significant correlation between the independent and dependent variables. The coefficient of determination (adjusted R²) of 0.906 or 90.6% shows that factors X₁, X₂, and Z have a combined influence on Y of 90.6%, with the remaining 9.4% influenced by additional variables outside the scope of this study. This can be seen in the table below:

Table 4. Test Results T, F, and R²

T-Test Results	X₁ to Y	X₂ to Y	Z to Y	X₁ to Z	X₂ to Z
t_{count}	16.912*	13.953*	20.194*	15.294*	9.291*
Sig.	0.000***	0.000***	0.000***	0.000***	0.000***
F-Test Results					
f_{count}	287.819**				
Sig.	0.000***				
R²-Test Results					
R	0.954				
Adjusted R Square	0.906				

*accepted (t_{count} > 1.987)
 **accepted (f_{count} > 3.10)
 ***significant (Sig. < 0.05)

In the study results, a normality test was carried out to see whether the dependent and independent variables in the regression model followed the normal distribution. The One-Sample Kolmogorov-Smirnov Test produced a significant value of 0.278. It is known that variables are normally distributed because the significant value is > 0.05.

Next, see if there is a correlation between independent variables in a regression model, which is the purpose of the multicollinearity test. A good regression model shows no correlation between independent variables. The results showed a tolerance value of the brand image of 0.249, halal awareness of 0.460, and brand trust of 0.254, so it can be concluded that all tolerance values > 0.10. Then, from the VIF brand image value of 4,016, halal awareness of 2,175, and brand trust of 3,937, all these values < 10. So, it can be concluded that the data in this study does not contain multicollinearity.

The last of the classical assumption tests, namely the heteroskedasticity test, is used to determine if there is an inequality of variance from other observational residues in the regression model. This shows a significant value of brand image 0.053, halal awareness 0.604, and brand trust 0.619, indicating a sig result > 0.05, meaning there are no heteroskedasticity symptoms.

Because there are mediation variables in this research model, a Sobel test is carried out to measure the intensity of the indirect impact of variable X on variable Y through mediation variables, such as Z. The following calculation calculates the standard size of errors that indirectly impact Sat with the following formula:

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

Table 5. Test Results R² Equation 1

R	R Square
0.864	0.746

Source: Primary data processed, 2023

The test results in the table above show that R^2 has a value of 0.746. The value of R^2 is intended in the calculation $e_1 = 1 - 0,746 = 0,254$.

Table 6. Test Results R^2 Equation 2

R	R Square
0.954	0.909

Source: Primary data processed, 2023

The test results in the table above show that R^2 has a value of 0.746. The value of R^2 is intended in the calculation $e_2 = 1 - 0,909 = 0,091$.

According to the results of these observations, the study path model is as follows:

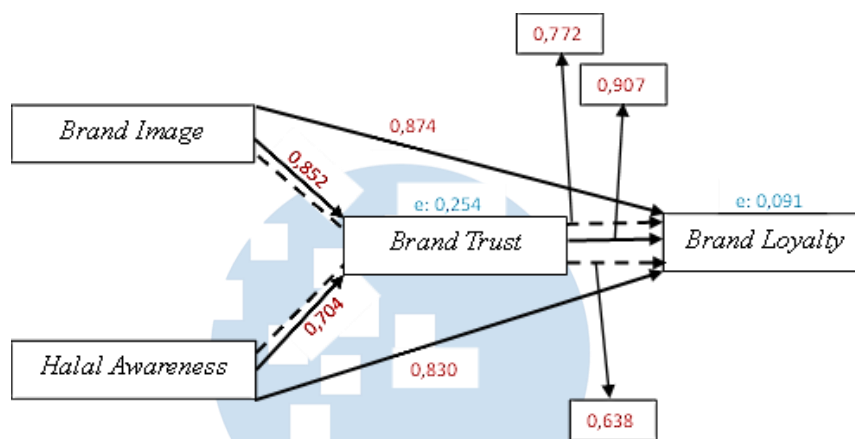


Figure 2. Study Path

The test results show that the independent variable impacts the dependent variable directly or indirectly through the mediation variable. Here are the direct and indirect influences:

1. $P1 = 0.874$ represents a direct relationship between brand image and brand loyalty. $P2 \times P5 = 0.852 \times 0.907 = 0.772$ is an indirect influence of brand image on brand loyalty through brand trust. Therefore, the relationship between brand image and brand loyalty has a direct and indirect influence of $= 0.874 + 0.772 = 1.646$.

2. $P4 = 0.830$ shows the direct impact of halal awareness on brand loyalty. $P3 \times P5 = 0.704 \times 0.907 = 0.638$ is an indirect impact of halal awareness on brand loyalty through brand trust. Therefore, the relationship between brand image and brand loyalty has a direct and indirect influence of $= 0.830 + 0.638 = 1.468$.

To be able to determine the effect of brand trust mediation on brand image and halal awareness of brand loyalty, the standard error of the indirect effect coefficient (Sab) will be determined as follows:

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

$$\begin{aligned} 1. & \sqrt{(0.904 \times 0.054)^2 + (0.822 \times 0.053)^2 + (0.054 \times 0.053)^2} \\ & = \sqrt{0.00238 + 0.00189 + 0.000008} \\ & = \sqrt{0.00427} \\ & = 0.0653 \end{aligned}$$

$$\begin{aligned} 2. & \sqrt{(0.824 \times 0.070)^2 + (0.651 \times 0.059)^2 + (0.070 \times 0.059)^2} \\ & = \sqrt{0.00332 + 0.00147 + 0.000017} \\ & = \sqrt{0.00480} \end{aligned}$$

= 0.0692

To determine the effect of mediation in this study, the results of the Sab will be calculated statistical t values, namely:

$$t = \frac{ab}{sab}$$

$$t_1 = \frac{(0.822)(0.904)}{0.0653}$$

$$= \frac{0.7430}{0.0653}$$

$$= 11.3782$$

$$t_2 = \frac{(0.651)(0.824)}{0.0692}$$

$$= \frac{0.5364}{0.0692}$$

$$= 7.7514$$

Based on the results of the calculation above, it can be concluded:

The value of $t_1 = 11,378 > 1,987$ (t_{table}), so conclusions from observations have a relationship as mediation. So, brand trust in brand image and loyalty can mediate between the two.

The value of $t_2 = 7,751 > 1,987$ (t_{table}), so conclusions from observations have a relationship as mediation. So, brand trust in halal awareness and brand loyalty can mediate between the two.

4. DISCUSSION

Based on the research results above, the brand image variable positively and significantly influences brand loyalty, so H_1 is accepted. These findings show that consumers will be loyal when they feel Le Minerale has a good brand image. That is, the higher the value of the brand image, the higher the consumer to be loyal to a brand. This result is supported by research conducted by Mabkhot (2017), which found that brand image is a good predictor and plays a significant role in brand loyalty.

Based on the study's results, the brand image variable positively and significantly influences brand trust, so H_2 is accepted. These results show that when consumers feel Le Minerale's brand image is good, the brand is believed to be good for consumption. That is, the higher the value of brand image, the higher consumer trust in a brand. This result is supported by previous research conducted by Tamindael and Ruslim (2021), which found that the brand image provided is good. It will also positively impact the brand trust owned by customers.

In the variable, halal awareness positively and significantly influences brand trust, so H_3 is accepted. These results show that the awareness of halal at Le Minerale is good, so the brand trust owned by customers is also good. That is, the higher the value of consumer awareness of halal products, the higher consumer trust in the brand. This result is supported by research conducted by Rahmawaty and Rakhmawati (2022), who found that halal awareness significantly impacts brand trust.

In the variable, halal awareness positively and significantly influences brand loyalty, so H_4 is accepted. These findings show that consumers are aware of the halality of Le Minerale products, so they are loyal to the brand. That is, the higher consumer awareness of halal products, the higher consumer loyalty to a brand. This is supported by Yunus (2014), who concluded that halal awareness greatly affects brand loyalty.

Then, the brand trust variable positively and significantly influences brand loyalty, so H_5 is accepted. These results show that when consumers trust Le Minerale's mineral water brand,

they are more likely to develop loyalty to that brand. Because brand trust reduces potential risks for consumers, the higher consumer trust in a brand, the higher consumer loyalty to the brand. This result is supported by research by Marliawati and Cahyaningdyah (2020), which found that the better the brand trust applied by consumers and the brand itself, the more consumer brand loyalty.

Based on the data analysis above, the brand trust variable mediates between brand image and brand loyalty, so H_6 is accepted. This result shows that the better the brand image, the more positive brand trust will be created, thereby increasing Le Minerale's consumer brand loyalty. This result is supported by research by Sastrawan and Pramudana (2022), which found that a high brand image perceived through good brand trust will increase consumer brand loyalty.

Furthermore, based on the results of the data analysis above, the brand trust variable has a relationship as a mediation between brand image and brand loyalty so that H_7 is accepted. These results show that the more consumers are aware of the halalness of a product, the more positive brand trust will be created, thereby increasing brand loyalty by Le Minerale consumers. This result is supported by research by Adriani and Ma'ruf (2020), which explains that consumer loyalty increases with higher consumer halal awareness of a product through brand trust.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

1. Brand image has a significant positive impact on brand loyalty. This shows that the better the brand image, the greater the influence on brand loyalty on Le Minerale products.
2. Brand image has a significant positive impact on brand trust. This shows that the better the brand image, the greater the influence on brand trust in Le Minerale products.
3. Halal awareness has a positive and significant impact on brand trust. This shows that the better the halal awareness, the greater the influence on brand trust in Le Minerale products.
4. Halal awareness has a positive and significant impact on brand loyalty. This shows that the better the halal awareness, the greater the influence on brand loyalty in Le Minerale products.
5. Brand trust has a significant positive impact on brand loyalty. This shows that the better the brand trust, the greater the influence on brand loyalty on Le Minerale products.
6. Brand trust can be a mediator between brand image and brand loyalty. This means that the increase in brand image can be increased brand trust, also brand trust can increase brand loyalty.
7. Brand trust can be a mediator between halal awareness and brand loyalty. This means that the increase in halal awareness can be increased brand trust, also brand trust can increase brand loyalty.

5.2 Suggestions

Suggestions for researchers in the future are expected through this study can further expand the scope of research and can also add new variables so that they can research more diverse aspects of observation variables. Meanwhile, wants companies to renew the brand image of Le Minerale products so that consumers will further increase their loyalty to consuming these products. In addition, maintaining consumer trust to remain and continue to

believe in Le Minerale products and always faithfully consume Le Minerale products as mineral water consumed daily.

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